Brand Guidelines - Winterstoke Hundred Academy

Stempled font (drawn) - eps file available

Font: Cocogoose Demibold

Colour Palette

	WHA Blue		WHA Orange
	Pantone 282 C		**Pantone 151 C**
	CMYK 99/88/40/46		**CMYK** 1/50/97/0
	RGB 1/17/83		**RGB** 252/128/8
	Hex #122246		**Hex** #f7941d

Fonts

General Literature

Humanist 521 BT

Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789
Roman	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789
Bold	**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789**
Condensed	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789
Bold Condensed	**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789**

Body text is in Humanist Light (Roman if white out), other weights can be used as necessary.

Letters and Emails

For Emails and Word documents such as letters and faxes these are:

Arial regular - for body text: ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

Arial bold - for titles: ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

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Logo Usage

Important: There should be an exclusion zone of 10mm white space applied around the logo. The logo should not appear any smaller the 30mm wide.

Logo Variants

Landscape format: for use (with 10mm exclusion zone all round) on letterheads, corporate literature, digital presentions and web assets either as full/2 colour version or reversed white out (as shown).

Portrait format: there will be an option as a potrait format where, in certain cases, the logo will need to be applied. For instance, in the case of the school uniform where the format will sit more effectively, either as a white out or orange and white.