



Part of the **SPRINGER NATURE** group

Our brand guidelines

October 2018

VERSION 1.1

Introduction

These guidelines are designed to help you to apply the Macmillan Education brand to print and digital materials across all our business areas.

This document includes guidelines for the basic elements of the logo and how to use it, including when a Springer Nature endorsement should be included.

Visual guidelines have been compiled to demonstrate how the corporate design elements should be used in a variety of circumstances. It also provides guidance on how the brand should be applied across sub brands and other operating businesses within Macmillan Education

These guidelines should be used by all Macmillan Education business areas and can be shared with your internal design teams or with external agencies. Key artwork to support the implementation of these guidelines is available from the **Macmillan Education Brand Hub** on Hive.

Contents

1.0 Brand story

- 1.1 Boiler plate and strapline
- 1.2 Language Learning messaging
- 1.3 Curriculum messaging
- 1.4 Higher Education messaging

2.0 Logo

Publisher logo

- 2.1 Publisher logo
- 2.2 Logo colours and endorsement
- 2.3 Exclusion zone
- 2.4 Business area lock ups
- 2.5 Regional operating businesses – logo variants

Imprint logos

- 2.6 Imprint logo – portrait version
- 2.7 Imprint logo – landscape version
- 2.8 International Curriculum imprint

Partner branding

- 2.9 Partnership logo

Best practice

- 2.10 Logo don'ts

3.0 Basic elements

- 3.1 Colour palette
- 3.2 Fonts
- 3.3 Strapline
- 3.4 Bookmark
- 3.5 Bookmark application examples
- 3.6 Bookmark sizes
- 3.7 Graphic shapes
- 3.8 Springer Nature endorsement

4.0 Imagery

Group led

- 4.1 Group level photography
- 4.2 Group level illustrations / transformers
- 4.3 Group level illustrations / Curious Flowerscape

Business led

- 4.4 Individual learners
- 4.5 Classroom groups
- 4.6 Teachers and educators
- 4.7 Promotional
- 4.8 Campaign photography

illustration and iconography

- 4.9 Icons and illustration

5.0 Business applications

Business stationery

- 5.1 Letterhead and compliments slips
- 5.2 Business cards
- 5.3 Stationery exceptions?
- 5.4 Email signatures
- 5.5 PowerPoint

Signage

- 5.6 Macmillan Education led signage
- 5.7 Springer Nature led signage

6.0 Product application

Book spines

- 6.1 Imprint logos on book spines
- 6.2 Creating consistency across spines
- 6.3 Narrow spine advice

Print and digital application

- 6.4 Print application
- 6.5 Digital application

7.0 Promotional Application

Conferences and events

- 7.1 Group level conferences and events
- 7.2 Education wide conferences and events
- 7.3 Giveaways

Business unit application – Language Learning

- 7.4 Catalogue
- 7.5 Pop up banners
- 7.6 Adverts

Contacts

Brand Story / This section includes the messaging we use to tell the Macmillan Education brand story. It includes pre-approved wording that can be used in its entirety or key messages that can be extracted and used on their own depending on the application.

1.0

1.1 Boiler plate and strapline

Macmillan Education has been advancing learning for over 175 years. Today across our curriculum, language learning and higher education divisions we build strong partnerships with educators and strive to provide the highest quality books, content and tools for school and university students around the world. As education advances at an ever-increasing pace, we continue to be at the forefront of that change - introducing new methodologies, developing digital resources and providing sound teaching practice and pedagogy that inspires learners to achieve more.

ADVANCING
LEARNING

1.2 Language Learning messaging

Macmillan Education has been advancing learning for over 175 years. Since the earliest days we have established ourselves as a world leading publisher, building strong partnerships with educators, innovating in pedagogy and digital content, and inspiring learners to achieve more. In classrooms around the world we know how transformative learning English can be, and we are passionate about providing students and their teachers with everything they need to succeed in education, in the workplace, and in life.

1.3 Curriculum messaging

Curriculum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

International Curriculum

Macmillan Education has been advancing learning for over 175 years. With our International Curriculum resources we are combining our strengths in English Language Teaching with a deep understanding of the needs of local markets, providing schools with a complete solution that matches the syllabuses of the leading International Curriculum providers, and offers unrivalled support for teachers, students and parents whose first language is not English. In classrooms around the world we know how transformative learning can be, and we are passionate about providing students and their teachers with everything they need to succeed in education, in the workplace, and in life.

1.4 Higher Education messaging

Macmillan International Higher Education is a high quality and forward thinking publisher of textbooks and learning resources for university level students. Our ambition is to develop relevant and impactful course content that serves the needs of educators and supports the success of today's students. Our policy is always to think content first – finding you the best possible textbook for your course and supporting that with carefully built and appropriate technology solutions and interactive e-learning products.

Logo / This section contains guidance on the primary Macmillan Education logo and acceptable variations. Details of how it should be applied are shown in the relevant applications sections of the guidelines.

2.0

2.1 Publisher logo

This is the primary logo of Macmillan Education.

The relationship between the logo elements is fixed and should not be altered in any way. The Macmillan Education wordmark must always be accompanied by the symbol.

The colour version of the logo should be used wherever possible, and always upon a white background.

Where it is not practical to use the colour logo a mono black version may be used.

The mono reversal logo (white) is available for use on dark backgrounds.

All versions shown are available as master artwork in a range of file formats as described.

Logo artwork is available from the [Macmillan Education Brand Hub](#) on Hive.



Available versions



Colour logo

Available file formats:

- EPS: 4-colour cmyk and 2-colour spot
- JPEG
- PNG



Mono black logo

Available file formats:

- EPS
- JPEG
- PNG

Please note:

In special circumstances the mono logo may be reproduced in a single colour MacEd Red (as shown on the next page), but only if there is a valid and practical reason to do so. Permission must be obtained from the relevant contact listed on the back page. This version must never replace the primary colour logo for standard usage.



Mono reversal logo (white)

Available file formats:

- EPS
- PNG

2.2 Logo colours and endorsement

The colours of the logo are shown here.

These are the lead colours which represent the Macmillan Education brand. Supporting colours are also shown on page 3.1.

Lead colours



Pantone 186
C:2 M:100 Y:90 K:6
R:218 G:27 B:44



Pantone Cool Grey 11
C:0 M:0 Y:0 K:85
R:78 G:78 B:78



Tints of Charcoal, either:
Cool Grey 11 tints, or
Tints of black below 85%

The Macmillan Education publisher logo can be used without or without the Springer Nature group endorsement. Where it is included it should be used in this format only. For further information on Springer Nature endorsements please refer to page 3.8.

Logo and endorsement



Part of the **SPRINGER NATURE** group

2.3 Exclusion zone

Exclusion zone

The exclusion zone has been created to ensure that the logo has sufficient standout and does not become crowded by competing visual elements.

The measurement of this protected zone is determined by the square of the logo height. Use this formula to provide the exclusion zone for all applications.

Minimum size

The minimum size is the smallest size a logo is recommended to be used on any application. This is provided here in millimetres for print, and pixels for online usage. The logo is always measured across its entire width, edge to edge.

Third-party logo artwork

Occasionally the logo will need to sit alongside other logos in applications produced by third parties. In this circumstance the partnership versions of the logo should be used. These versions are shown on page 2.9.

Exclusion zone

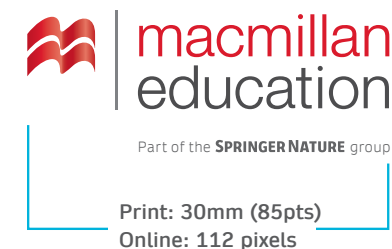


Recommended minimum sizes

Standard logo



Logo and endorsement



2.4 Business area lock-ups

When it is necessary to identify the main business areas of Macmillan Education, the set arrangements shown here may be used.

The business area text is set in Museo Sans 500, and should appear in MacEd Red. The rule used is the same as that for the logo (appearing in 60% black).

Please ensure the minimum distance is maintained between the text and logo at all times.

Proportional relationship and spacing



Business area lockups (left-aligned)



Business area lockups (right-aligned)



2.5 Regional operating businesses – logo variants

Regional operating offices which are businesses in their own right are identified with the country name positioned directly beneath the logo in the lockup shown here.

Regional offices which are not separate businesses should use the Macmillan Education publisher logo without a country name attached.

The country name is set in Museo Sans 500, and should appear in MacEd Red.

Please ensure the position maintained between the text and logo is consistent at all times. The Springer Nature group endorsement should not be used with these variants.

Proportional relationship and spacing



The regional name is set in Museo Sans 500, and appears below the logo wordmark

in MacEd red as shown. The vertical rule is extended to the base of the text.



2.6 Imprint logo - portrait version

The Macmillan Education Imprint logo is intended for use across customer facing publications in print and digital.

There are two formats available for the imprint logo: portrait and landscape. This page shows the portrait version. The landscape alternative is shown on the following page.

Colour variants

The imprint logo is supplied in full colour (the preferred version) and also in three mono variants: black, grey, and reversal. Each version, with the exception of the mono reversal, is supplied with a white background panel. This enables the imprint logo to stand out on all backgrounds.

Digital version

A version of the imprint logo with an additional shadow across the flag symbol can be used on digital or film treatments as required. It must not be used on print applications.

Please note

The imprint logo must not be applied below the minimum sizes shown. The imprint logo does not carry the Springer Nature group endorsement.

Artwork is available from the [Macmillan Education Brand Hub](#) on Hive.

Colour



Mono black



Mono grey (60% black)



Mono reversal



Digital version



This alternative version may be used for digital applications only.

Imprint logo background



All imprint logo versions with the exception of the mono reversal contain a white background panel. This ensures consistent standout for the imprint logo on all backgrounds.

Minimum size

Do not apply the imprint logo less than 11mm in width, or the digital imprint logo less than 35 pixels in width.



2.7 Imprint logo - landscape version

This page illustrates the landscape version of the Macmillan Education Imprint logo. It is intended for use across customer facing publications and online.

Colour variants

The imprint logo, is supplied in full colour (the preferred version) and also in three mono variants; black, grey, and reversal. Each version with the exception of the mono reversal is supplied with a white background panel. This enables the imprint logo to stand out on all backgrounds.

Digital version

A version of the imprint logo with additional shadow across the flag symbol can be used on digital or film treatments as required. It must not be used on print applications.

Please note

The imprint logo must not be applied below the minimum sizes shown. The imprint logo does not carry the Springer Nature group endorsement.

Colour



Mono black



Mono reversal



Mono grey (60% black)



Digital version



This alternative version may be used for digital applications only.

Imprint logo background



All imprint logo versions with the exception of the mono reversal contain a white background panel. This ensures consistent standout for the imprint logo on all backgrounds.

Minimum size

Do not apply the imprint logo less than 15mm in width, or the digital imprint less than 55 pixels in width.



2.8 International Curriculum imprint

This page illustrates the imprint versions for International Curriculum market. The imprints are intended for use across customer facing publications and online.

Formats and colour variants

The imprints are supplied in both landscape and portrait formats. Each format has three available colour variants; red, charcoal and grey. Each imprint contains a white background panel to ensure consistent standout across varying background colours.

Please note

The imprint logo must not be applied below the minimum sizes shown. The imprint logo does not carry the Springer Nature group endorsement.

Landscape imprint versions

Red



Charcoal



Grey (50% black)



Portrait imprint versions

Red



Charcoal



Grey (50% black)



Imprint backgrounds and minimum sizes



< Print: 11mm >
(32pts)
Online: 42 px



< Print: 15mm (42pts) >
Online: 56 px

All imprint versions contain a white background panel. This ensures consistent standout for the imprint logo on all backgrounds.

The minimum sizes that these imprints should be applied in print and online are shown above

2.9 Partnership logo versions

In those situations where Macmillan Education is working in partnership with another organisation or brand we need to ensure that we protect our brand identity and properly express the relationship between the brands.

This page illustrates the Partner branding logo, together with a number of available messages.

Use the alignment and sizing guidance shown, when applying this device alongside partner logos.

Allowed alternatives

In some situations other versions of the partner text may be allowed. These will need to be agreed by the relevant contact for your business area.

Partnership logo versions/messages



Alignment with partner logos

When applying the Partnership logo against other logos, it is best practice to align and size the logo to the right and to match it as best as is possible, to the proportional size of the Partnership logo. The Partnership logo may also be applied independently as shown right.



Partnership backgrounds



The Partnership logos are supplied with a white background panel. This ensures consistent standout on all backgrounds.



The partnership strapline may also be added to partner organisation logos for use on Macmillan Education collateral. For guidance, please contact the International Marketing team directly.

2.10 Logo don'ts

Brand mis-use

Our logos and visual assets must be handled with care and used consistently in order to maintain visual integrity.

This page illustrates examples of how the Macmillan Education brand should not appear, showing treatments to avoid.

If in any doubt please contact your Business Area Brand Champion for clarification.



X Do not alter the colourways of master logos.



X Do not change the typographic or colour relationships within logos.



X Do not try to create business area logos or adapt elements to do so.



X Do not rearrange logo elements.



X Do not apply imprints at angles. This would reduce the brand's authority.



X Do not use any other elements except the brand endorsement with independently designed sub-brands.



X Do not place the colour logo on dark background colours.



X Do not alter the set colourways of imprints.

A Macmillan Education Extravaganza

X Do not devalue the brand endorsement by creating campaign messages or advertising lines.

Basic elements / This section includes guidance on the basic elements of our graphic style.

3.0

3.1 Colour palette

The colour palette comprises two main colour sets: lead colours and support colours:

Lead Colours

These represent the colours of the logo. Applications should normally lead with these colours.

Support colours

These colours are used to complement and support the lead colours in the design and presentation of communications, and to provide additional assistance in the production of multi-coloured graphics, illustrations, charts and diagrams. Four of the colours have been chosen to help differentiate the business areas in situations where the businesses are shown alongside each other as shown.

Neutral tints of black

Tints of black are used, along with solid black and MacEd Charcoal as a default colour for text. Tints of black may also be used as background colours when practicality dictates.

Please note

For print, use the four colour breakdowns where possible. Pantone® references are included and offer a nearest possible match to each colour in the palette when spot colours are required.

Lead colours



Pantone 186
C:2 M:100 Y:90 K:6
R:218 G:27 B:44



Pantone Cool Grey 11
C:0 M:0 Y:0 K:85
R:78 G:78 B:78



Tints of Charcoal, either:
Cool Grey 11 tints, or
Tints of black below 85%

Support colours



Pantone 513
C:50 M:100 Y:0 K:0
R:146 G:39 B:143



Pantone 1245
C:6 M:35 Y:99 K:18
R:197 G:146 B:23



Pantone 7474
C:96 M:9 Y:32 K:29
R:0 G:122 B:13



Pantone 2728
C:90 M:68 Y:0 K:0
R:38 G:94 B:172



Pantone 313
C:89 M:0 Y:11 K:0
R:0 G:178 B:211

Business segmentation/identification

In situations where our divisions are presented together the colours shown (right) are used to help differentiate our four main business areas. Please refer to section 0.0 for application examples.



Language
Learning



Curriculum



International
Curriculum



Higher
Education

3.2 Fonts

This page illustrates the fonts that support the visual identity.

Museo Sans

Museo Sans is a sans serif font intended for professional use by designers and design agencies. It is available in five weights. This font is used for creating all formally designed and printed communications. It is also recommended for universal use across Macmillan Education websites.

Museo Sans can be purchased from [MyFonts](#), [FontShop](#), [Fontspring](#) and [Font Bros](#).

Support fonts

Verdana is used as an online support font to Museo Sans, for body text.

Calibri is used for documents created internally e.g. using Word or PowerPoint.

Museo Sans

Available weights:
100/300/500/700/900

Macmillan Education

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789£€\$%&(?!+";

Support fonts

For online body text

Verdana

Macmillan Education

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789£€\$%&(?!+";

For Microsoft office applications

Calibri

Macmillan Education

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789£€\$%&(?!+";

3.3 Strapline

Advancing Discovery strapline

The strapline can be applied in the bookmark format, or as a text headline word mark.



Advancing Discovery strapline bookmark

ADVANCING
LEARNING

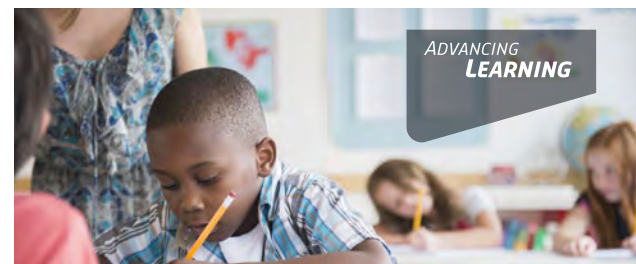
Advancing Discovery strapline wordmark



The top of the strapline bookmark can be raised slightly if this element is applied at the top of an application. Bleed may also need to be added for print applications

Colours

The strapline can be applied in any of the palette colours. Grey versions may also be 'multiplied' over imagery.



Multiplying the strapline over imagery

The choice of grey (tint of black) should be determined by the density of background the bookmark will sit upon.

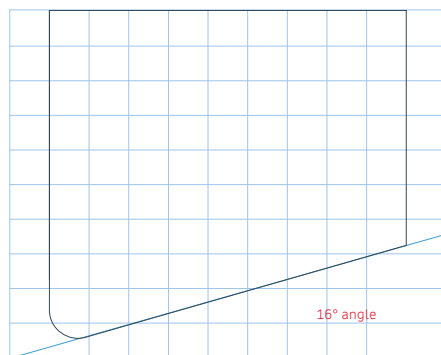
3.4 Bookmark

The bookmark is a key communications element of our visual style.

Its role ranges from housing the logo and headlines to providing a distinctive shape for messaging, photography, graphics, and iconography.

This page illustrates the basic principles of this device. The following page provides further guidance on how it may be used.

Bookmark construction



Bookmark
This is our lead graphic element. It can be used to house:

- imagery
- coloured backgrounds
- illustrations and graphics
- headings
- messages and quotes
- brand logo versions

Using the bookmark as a smaller 'micro' element
Used small the bookmark can be used as a holding device for page numbers and icons.

Please note: We use a slightly different artwork for the smaller. See page 3.5.

Please note
For the purposes of illustrating these principles red has been used. Other palette colours may be used with the bookmark

3.5 Bookmark application examples

The examples here provide further examples of how the bookmark may be used.



The bookmark can be used...
...to hold imagery.

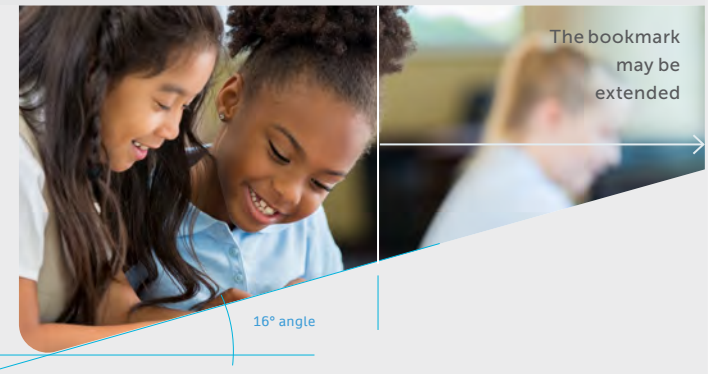


The bookmark can be...
applied over another larger bookmark, where the larger bookmark is used to house an image or colour.

Hoc signum
libris miris
spiritus etetsci
tiae est. Signum
libris miris
spiritus etetsci
tiae est signum
libris miris.

Hoc signum
libris miris
spiritus etetsci
tiae est.

...to house headlines, text and messages.



The bookmark
may be
extended

The width of the bookmark
can be extended if required, and can bleed off to the right. Always maintain the 16 degree angle of the diagonal base during this process.

3.6 Bookmark sizes

There are three slightly different shapes of the bookmark, for application across different size formats, from very small to very large. Using the correct size version for your application is important in maintaining visual consistency of the bookmarks curves.

Default bookmark

The default bookmark is used on all media from A6 to A2 (approx.).

Large bookmark

The large bookmark is used for large displays. The curves at the base of the bookmark are created from a smaller radius, to ensure they do not appear too round when applied at a big scale.

Small bookmark

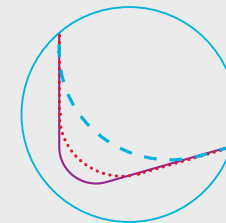
The small bookmark is used for micro bookmark applications, such as icons, page numbers and endorsements, etc. This version uses a larger radius for the curves of the bookmark, to ensure that the roundness appears visually correct at small sizes.

- Default bookmark
- Large bookmark
- - - Small bookmark

It is essential that the correct shape of the bookmark is used for the respective size of application.

The curves at the base of the bookmark have been adjusted for different sizes, in order to optimise the sense of roundness across all applications.

Please note: Do not attempt to redraw the bookmark form, or alter its curves. Always use the master artwork for any application.



Bookmark size variants

Default bookmark

- Standard size
- Standard edge

Large bookmark

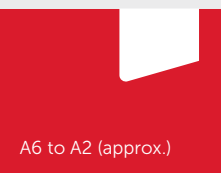
- Very large sizes
- Sharp edge

Small bookmark

- Very small sizes
- Soft edge

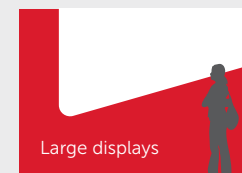
Corresponding formats

With artwork file names



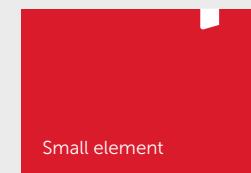
A6 to A2 (approx.)

File name: Bkmk_default.ai



Large displays

File name: Bkmk_large.ai



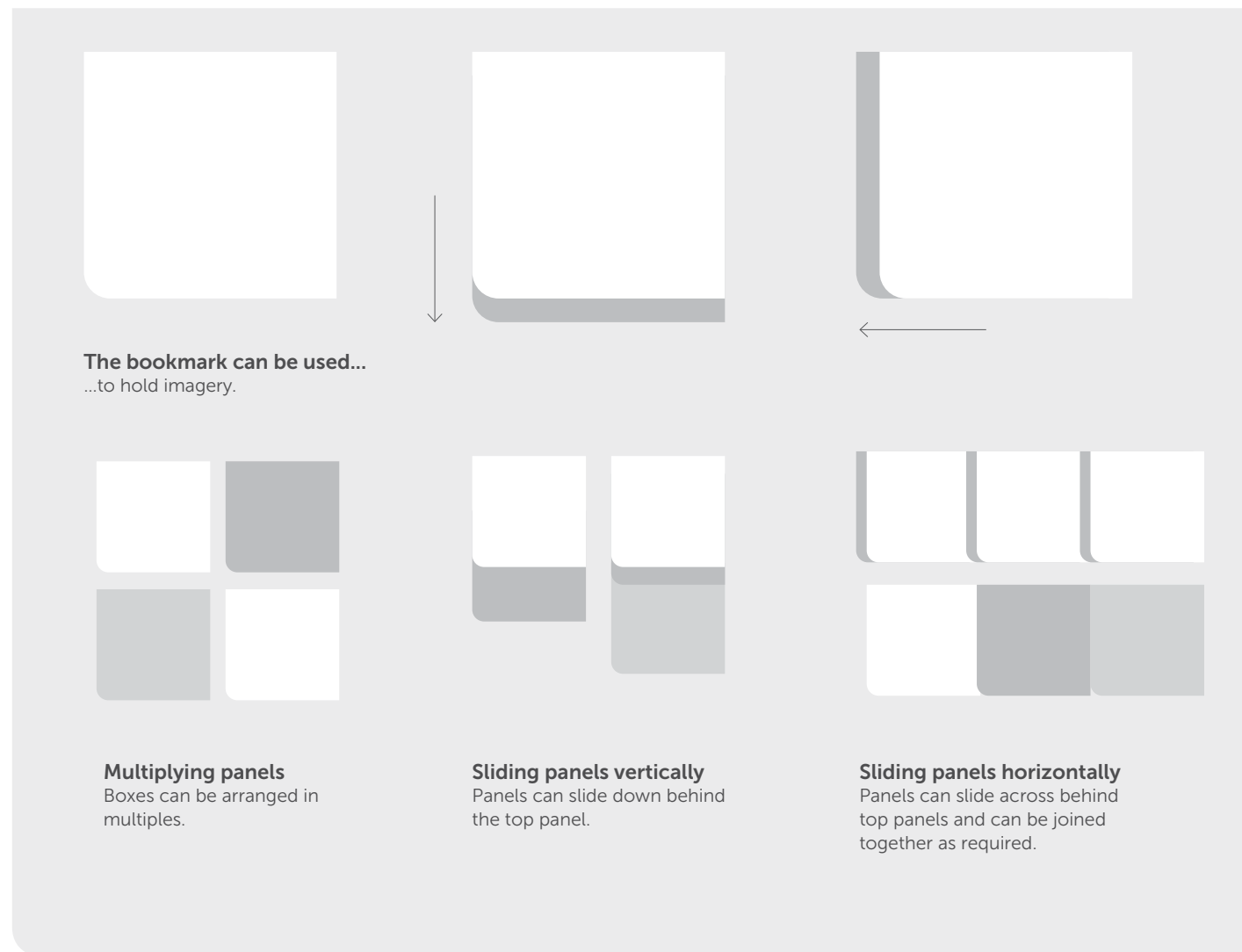
Small element

File name: Bkmk_small.ai

3.7 Graphic Shapes

We use a curved cornered panel as a companion shape to the bookmark. As with the bookmark this shape can be used to contain images, graphics and messages. The difference is that it can be applied in a more modular way. This allows multiple panels to work together, and provides a practical shape for text, image layouts, tabs etc.

The examples here provide a snapshot of the general principles.



3.8 Springer Nature endorsement

The Springer Nature endorsement must be used across cross divisional and employee brand materials and where Macmillan Education is being presented alongside the rest of the business – for example in shared offices or at conferences. Different versions of the endorsement have been created for different applications and the examples on this page show how the endorsement should be applied in these situations.

The branded endorsement may also appear directly beneath the Macmillan Education logo as the standard endorsed lock-up (shown below).

On the majority of product and marketing materials there is no need to use the Springer Nature endorsement.

Artwork for the Springer Nature endorsement is available from the [Macmillan Education Brand Hub](#) on Hive.



Standard endorsement lock-up with the Macmillan Education logo
Artwork is available for this lock-up on Hive.

Branded endorsement strapline

Part of the **SPRINGER NATURE** group

Part of the **SPRINGER NATURE** group

Part of the **SPRINGER NATURE** group

Part of the **SPRINGER NATURE** group

Format available in colour and mono variants of black, grey and reversal in white.

Example application



Panelled and linear endorsement

Part of the **Springer Nature** group

This panelled version is used on business cards.

Part of the **Springer Nature** group

This endorsement should appear within a grey panel (10% black panel and white micro bookmark) or in the linear version, with text and micro bookmark in Black or Charcoal.

Example applications



Text only version

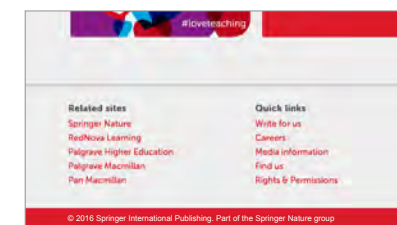
Part of the Springer Nature group

Ein Teil von Springer Nature

If a text only version is required Springer Nature should always have initial capitals and be separated into two words.

If a translated version is required only the text version should be used.

Example application



Imagery / This section includes guidance on photography and illustration for:

Group/Publisher level imagery

Business unit imagery

4.0

Group/Publisher level imagery

These images are for general use across our events, bookfairs and website.

4.1 Group/Publisher level photography

At group level we have a selection of photography that can be used across our events, bookfairs and website.

Please note: This photography is not exclusive to group. The business units may also use this imagery as required.

Contact one of our brand team for information and access to the group/publisher images.



4.2 Group level illustration / transformers

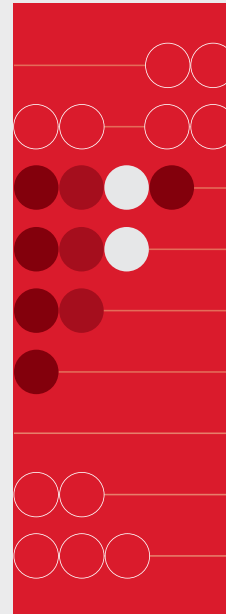
We have two dedicated 'Transformer' graphic illustrations. Each is based on an individual who has been transformational in the cause of education. The accompanying story about each individual may be used to help explain the story behind the image.

The graphics are provided in two alternate colourways using the Macmillan Education corporate colours.



Jean Piaget (1869–1980)

Jean Piaget revolutionised thinking on how children learn. The Swiss biologist posited that from birth to the mid-teens, a child generates her own successive models of reality – a dynamic process punctuated by four stages. Children first develop a sense of self and of objects as permanent. They then discover language and a concept of time; start to think logically, and become conscious of other points of view; and finally, test ideas and master abstract concepts. Piaget's theories have had a profound and lasting impact on developmental psychology and education.



John Dewey (1859–1952)

John Dewey radically transformed fundamental approaches to teaching and learning. His ideas about progressive education emphasised the subjective quality of a student's experience and asserted that students must be invested in what they are taught; and prioritised learning through doing and experiencing and participation in classroom democracy. For Dewey, the purpose of education was the realisation of one's potential and the ability to use those skills for the greater good within society. Dewey's emphasis on progressive education has had a vital and enduring influence on pedagogy, psychology and philosophy, revolutionizing how we teach and learn.

4.3 Group illustration / Curious Flowerscape

The 'Curious Flowerscape' is a dedicated graphic illustration that encapsulates the spirit of Advancing Learning.

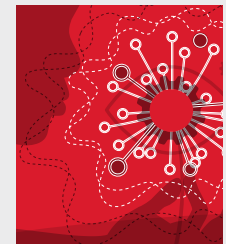
This image is a metaphor for the way in which learning develops from the seeds of curiosity and imagination, and the role that educators play spreading that knowledge to learners around the world.

The graphic is available in two formats; a landscape version and a portrait version.



The Curious Flowerscape is provided in the two formats shown (above and left), to enable the illustration to work across different size formats.

The versions may also be cropped as required.



Business units imagery

Business units will necessarily develop their own libraries of imagery. The following pages show the typical categories and style of photography that we follow

4.4 Photography – Individual learners

In choosing stock photography or in briefing new photography for Macmillan Education it is important that we develop a style across all our materials. To support our brand we are looking for images that feel real and natural. Ideally the people we photograph should not feel posed and should look like they are fully engaged in the activity.

For individual learners we need to ensure that we show learners at different stages of the learning journey – from the very young to college students and vocational learners. We also need to make sure that we show people of the appropriate ethnicity for the market we are operating in.

It is the responsibility of the business units to source, budget and manage their own imagery – this is not done centrally.



Focused on individuals engaged in learning.

Thoughtful/involved/
absorbed/engaged.

4.5 Photography – Classroom groups

If you are using classroom groups it is best to make sure that the focus is on groups fully engaged in the activity. For variety it is helpful to show different angles – perhaps as if you have taken the photograph without the group knowing that you were there.



Focused on groups Sense of application and shared interaction.

Fully immersed in learning.



4.6 Photography – Teachers and educators

This is an important category and it is useful to have some inspiring images of people teaching classes and individuals to supplement the photographs of individual learners. Again it is important to get the right ethnicity for the market and to show educators fully engaged with the activity of teaching.



Teachers and educators involved in active teaching.

Cheerful/attentive/leaders.



4.7 Photography - Promotional

Sometimes we will want to overtly show our product in a promotional way. If this is being done together with learners or educators showing the product it is appropriate to use a more face to camera approach as illustrated here. Please ensure that none of our competitors products are showing in these photographs.



People to camera,
demonstrating products
and services.



4.8 Campaign photography -

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

NB: Not mandated - agreed on a campaign v campaign basis

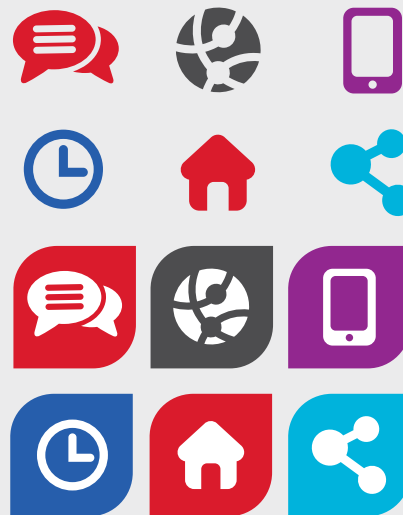
4.9 Icons and Illustrations

Icons and illustrations provide a versatile way of communicating themes and subjects, and identifying and categorising information.

The examples on this page illustrate the general approach and style, and act as a brief for the creation of future imagery. The style can work for both printed and on-screen animated graphics.

The common approach:

- Simplicity and clarity
- Use brand colours only
- Use flat colours mainly
- Line style can be hard-edged or hand drawn
- Consider a combination of curved and straight edges for hard-edged icons, which complement the style of our graphic shapes.



Hard-edged icons

These can be purposefully simple; intended to be understood simply and quickly, to identify themes and subjects. The treatment is hard-edged, with a combination of curves that complement the visual style.



Illustrative icons

These follow the simple and direct approach, whilst being friendly and engaging in style. They use a combination of hand-drawn black line and flat palette colour backgrounds.

Business applications / This section provides guidance on how to apply the logo and visual style elements to business applications including stationery and signage.

5.0

5.1 Letterhead and compliments slip

This page shows the style for letterheads and compliments slips. All items bear the Springer Nature endorsement using the panelled version.

Letterhead with optional business unit

This version bears the business unit title at the start of the address block; either Language Learning, or Schools.

Regional operating business

letterhead This bears a regional logo, and may also bear the regional title at the start of the address block if required.

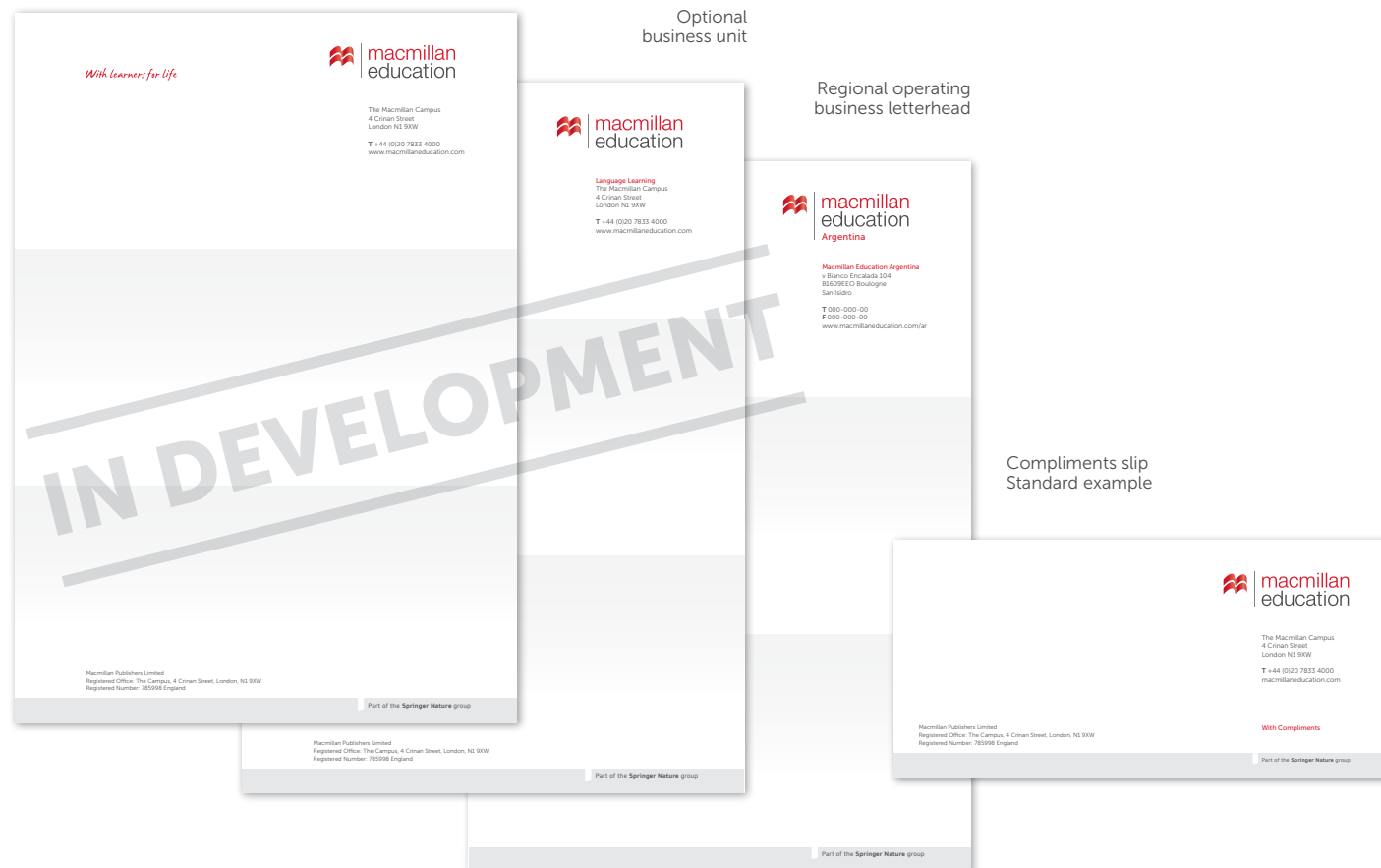
All business stationery must conform to the legal requirements of the country they are operating in.

Standard letterhead

Optional business unit

Regional operating business letterhead

Compliments slip
Standard example



5.2 Business cards

This page shows the approved style for business cards with examples of each of the three variant versions, together with some examples of the card backs with quotes, or the 'With Learners for Life' strapline.

Business card with optional business unit

This version bears the business unit title at the start of the address block; either Language Learning, or Schools.

Regional operating business card

This bears the relevant regional logo, and may also bear the regional title at the start of the address block if required.

Countries can choose their own quotes for the back of the cards although these should be agreed by the business area Brand Champion.

Springer Nature brand endorsement

Please note that the approved style for the Springer Nature endorsement on business cards is the panelled version.

Non-standard business cards

For regional non operating businesses the relevant region or country is shown in the address block only, and not as a lock-up below the logo.

For cards that require translation, these should follow the business card layout style as closely as possible.

Standard business card



Business card with optional business unit



Regional operating business card



Non-standard business cards



Regional non operating business

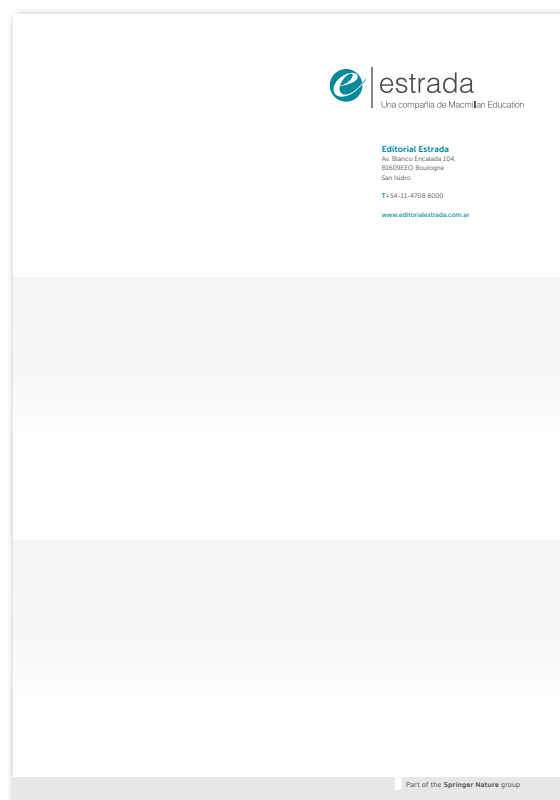
Business card translation

5.3 Stationery exceptions

For situations where imprints/businesses have different branding, specialist stationery templates will be used.

These templates will either display the imprint logo alongside the Macmillan Education logo or will feature the approved imprint logo.

For more information, please contact the relevant contact for your business area.



Customised letterhead
for the Estrada imprint



Customised stationery
for a partner business

5.4 Email signatures

These email signatures show the main range of options available for people working across Macmillan Education.

Options exist for those businesses who have sub brands or imprints to show these below the main identity.

Other options may be available in specific situations and you should refer to your business area guidelines for these examples.

There is no requirement to add the Springer Nature endorsement to email signatures, but if this is required please contact the central brands team within Group Communications.

All email signature text should appear in 11pt Calibri.

Business area

Name Person
Job Title
Language Learning

M + (44) 07791 000000
T (UK) + (44) 207 418 0000
T (Spain) + (34) 91 524 0000
Name.Person@emailhere.com
www.macmillaneducation.com



Name Person
Job Title
Schools

M + (44) 00000 000 000
T +44 207 014 0000
Name.Person@emailhere.com
www.macmillaneducation.com



Name Person
Job Title

M + (44) 00000 000 000
T +44 207 014 0000
Name.Person@emailhere.com
www.macmillaneducation.com



Regional

Name Person
Job Title

M 0000 000 000
T +61-3-9825-0000
Name.Person@emailhere.com.au
www.macmillaneducation.com.au

Level 1, 15-19 Claremont Street
South Yarra, VIC 3141



Name Person
Job Title

M + (44) 00000 000 000
T + (44) 207 418 0000
T (Spain) + (34) 00 000 0000
Name.Person@emailhere.com
www.macmillan.es



| Puerto de Palos | Estrada | Azulejos | Cantaro | Castillo

Endorsed businesses

Name Person
Job Title

M 00000 000 000
T +61-3-9825-0000
Name.Person@emailhere.com.ar
www.editorialestrada.com.ar

Av. Blanco Encalada 104, B1609EEO
Boulogne, Buenos Aires



Imprint brands

Name Person
Job Title
Palgrave

M 01256 000 000
T 00000 000 000
Name.Person@palgrave.com
www.macmillaneducation.com



5.5 PowerPoint

The look and feel of our PowerPoint Presentations closely follows the style we use for Springer Nature, whilst using our brand colours of Red and Charcoal as our leading colours.

We include the Springer Nature endorsement on our title slides.

This page illustrates a representative range of current slides.

The PowerPoint template can be downloaded from the [Macmillan Education Brand Hub](#) on Hive.

Please note: This template has been updated to include the Springer Nature Group endorsement on the closing slide, as shown below.



5.6 Macmillan Education led signage

The offices that Macmillan Education occupy vary by region and by the circumstances of individual countries.

The examples on this page show what can be done when Macmillan Education is occupying its own office (not a joint office with other Springer Nature brands) or where it is based in a non Springer Nature, multi business office.

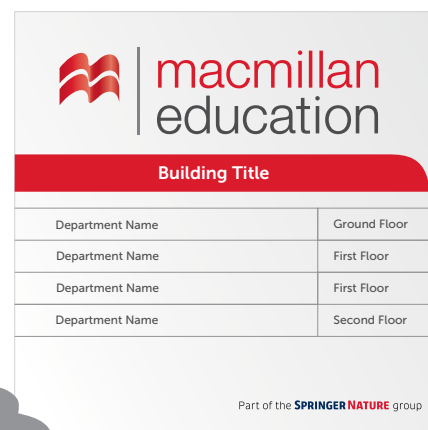
Occasionally non standard versions of the logo may be used to meet signage requirements – for example the option of using a large symbol as shown on this page.

As signage varies so considerably we would ask anyone looking to create signage for a new office to contact the central marketing lead before any decisions are made. Please see the contacts list at the end of this document.

External signage



Directory signage -
Macmillan Education led



Reception signage



Macmillan Education
'inside'

5.7 Springer Nature led signage

Where Macmillan Education is sharing office space with other brands or businesses from the Springer Nature family then any signage branding will be led by Springer Nature.

External signage

Typically any external signage would use the Springer Nature branding unless there were a strong reason for including Macmillan Education alongside the parent brand.

Reception signage

Main reception signs would feature the Macmillan Education logo alongside the other flagship and stand alone brands within the Springer Nature family. A number of layouts are available to meet the specific needs of the building

Internal directory

In a Springer Nature building internal directories would use the business and brand name only in text versions

Dubai – landscape



Shanghai – stacked

Hong Kong – Portrait



Product application / This section provides guidance on how to apply the logo and other elements of the visual style to books and other print and digital products.

6.0

6.1 Imprint logos on book spines

These visuals provide basic guidance for applying the imprint logo to spines.

Which version to use?

In terms of which imprint logo to use, it is recommended that narrow spines of widths of 15mm and below should use the unpanelled versions as shown here. Spines of a width of 16mm or greater should use the standard portrait imprint wherever it is possible or practical.

Positioning

The imprint logo may be applied either to the top, or the base of the spine as shown.

Backgrounds

It is essential that the background colour provides enough standout for the chosen version. Unpanelled imprint logo versions must always be applied to a white background.

Standard portrait imprint logo
16+mm width (45pts+)



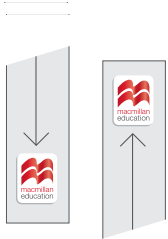
Spine imprint logo
Two-line
11-15 mm width (32-42pts)



Spine imprint logo
Single-line
5-10mm width (14-28pts)



Symbol only
5-10mm width
(14-28pts)



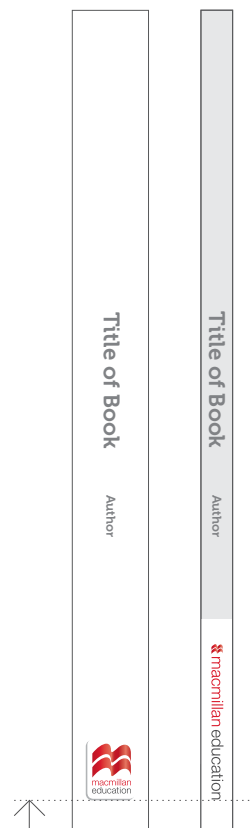
The imprint logo may be applied either to the top, or the base of the spine

6.2 Creating visual consistency across spines

When applying the imprint to spines it is important to create as much visual consistency across publications.

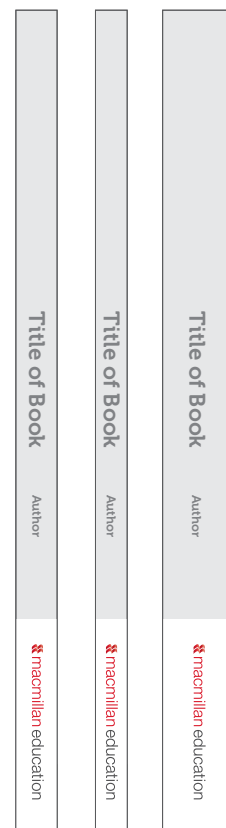
These examples demonstrate the importance of developing a set of best application practices within the Language Learning design and production groups, including agreed methods of measuring and scaling assets.

For Latin American countries the narrow spine versions are available in an up-reading format



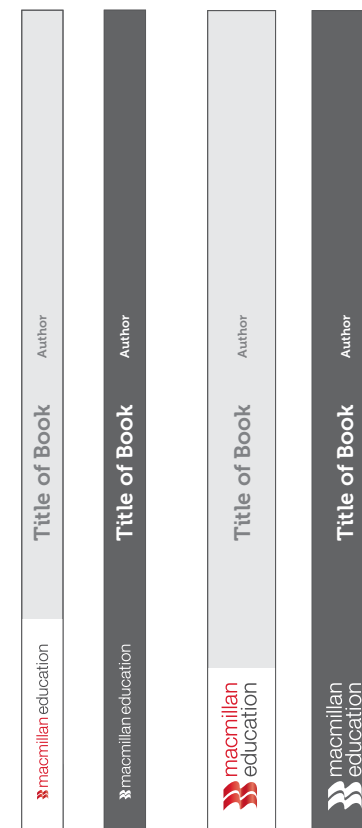
Establishing a common baseline for imprints

It is best practice to create a common base position for imprints across publications. This distance to be agreed by the design teams.



Maintaining consistency of imprint across suites of publications

Where the width of individual spines within suites and sets of publications vary, it is important to use the same imprint version across all.



Latin American variants

These spine variants are adapted to be in up-reading format. Their application should follow the same positional guidance as the standard versions shown.

6.3 Narrow spine advice

The paneled portrait imprint logo is the standard version for spines.

However where spines are too narrow to accept this version, the unpanelled variants shown on this page may be used. For application to narrow spines there are three arrangements available: a standard two-line version, a single-line version, and the option to use the symbol independently.

Alternative versions of the two-line and single-line spine imprint logos are available for those countries which read spine text from top to bottom.

The following page provides general guidance on their application.

Please note
The standard imprint logo version for use on spines is the paneled portrait imprint logo. The versions on this page are primarily intended for narrow spine usage.



Spine - two-line

Colour



Mono black



Mono grey
(60% black)



Mono reversal

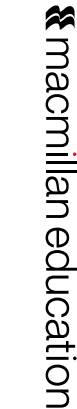


Spine - single-line

Colour



Mono black



Mono grey
(60% black)



Mono reversal



Symbol only

Colour



Mono black



Mono grey
(60% black)



Mono reversal



Latin American variants

For Latin American markets the imprint logo arrangement for narrow spines is used in the up-reading format as shown.

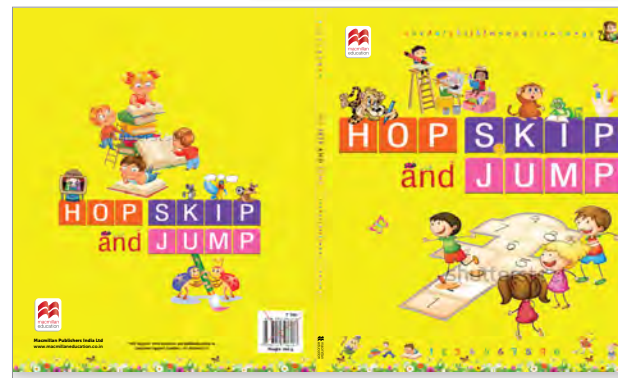
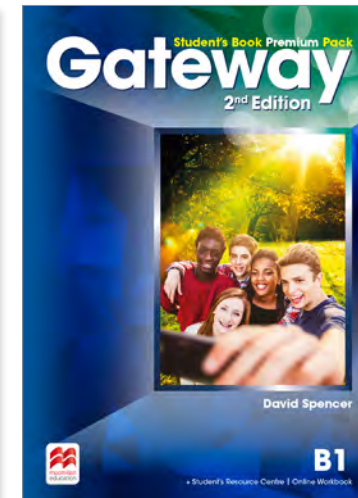


6.5 Print application

On our print content as well as using the imprint on the spine we should reinforce the branding with the imprint mark appearing on either the front and/or back of the book.

Either the portrait or landscape version of the imprint mark may be used depending on the space available and layout.

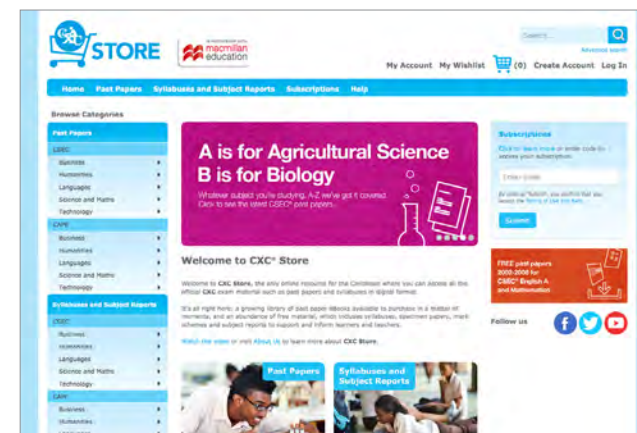
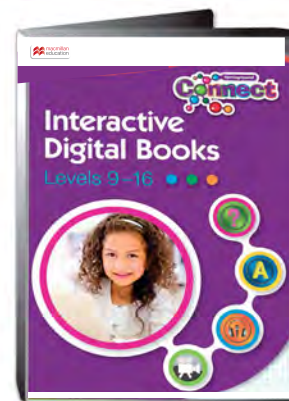
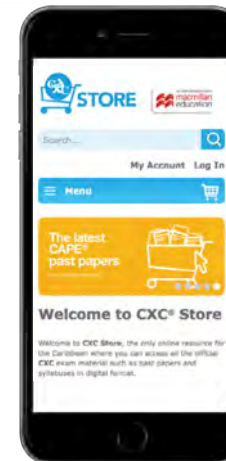
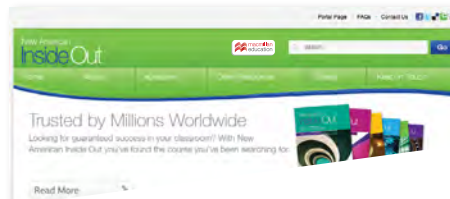
IN DEVELOPMENT



6.4 Digital application

On our digital content we should reinforce the branding with the imprint mark appearing on the website or platform where the customer is interacting with the content.

Either the portrait or landscape version of the imprint mark may be used depending on the space available and layout.



IN DEVELOPMENT

Promotional application / This section provides guidance on how to apply the logo and other elements of the visual style to marketing and promotional materials including conferences, banners and giveaways.

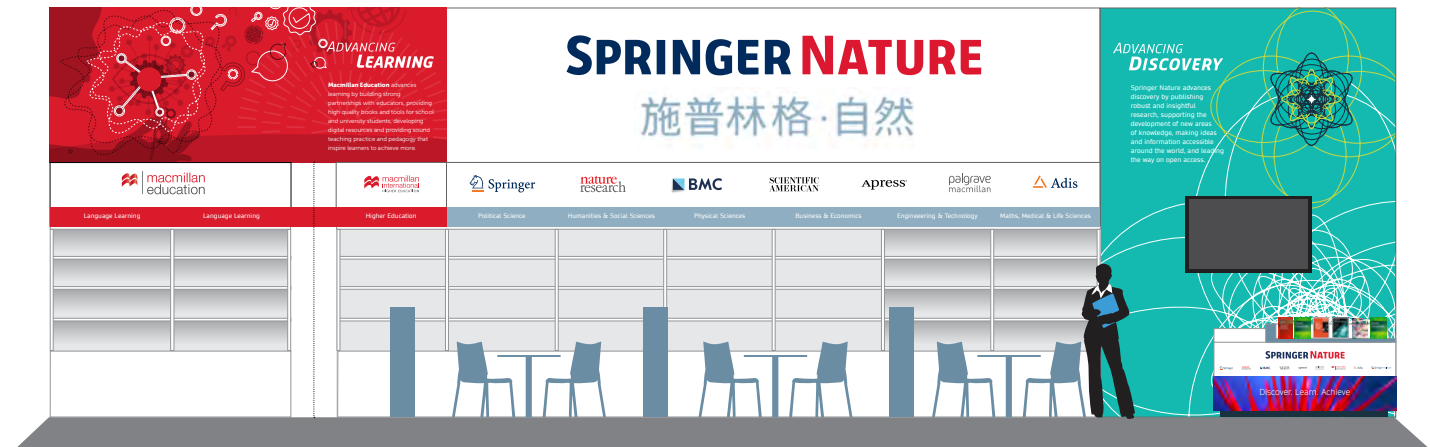
7.0

7.1 Group level conferences and events

The Macmillan Education logo and strapline should be used in a confident manner. The bookmark provides a distinctive shape for photography.

When Macmillan Education is sharing a conference with other Springer Nature brands the 'Family of brands' design should be adopted with Macmillan Education branding and imagery being used within the Springer Nature frame.

For more support about the branding of shared conferences please see the contacts list at the end of this document.



7.2 Education wide conferences and events

The examples here illustrate ways in which we can present Macmillan Education across the breadth of its businesses, at education wide conferences and events.

We can help differentiate our business areas using the colours from our palette. The versatility of the bookmark is demonstrated here, in the ways it is able to house our logo, contain text, and act as a titling device.



Advancing Learning strapline

This can be applied in a number of ways; as a headline, and within the bookmark.

7.3 Giveaways

The Macmillan Education logo and visual style can be used to brand promotional materials and giveaways.

The logo can be used to brand items such as notebooks and laptop bags, or the visual style can be used across more visual items such as the calendar shown here.

The use of the Springer Nature group endorsement is entirely optional on these materials but where it is used it should conform to the endorsement guidelines. More support concerning the correct use of the Springer Nature group endorsement is available from the branding lead shown on the final page.



7.4 Business unit application - Language Learning

The examples here are from our Language Learning campaign and ELT catalogue style for 2019.

We have echoed the Curious Flower illustration in our campaign photography.



For more information and support
with the Macmillan Education
brand identity please contact:

Group brand

Matt Harvey

E matthew.harvey@springernature.com

Language Learning

Agnieszka Pazurek

E agnieszka.pazurek@macmillan.com

Curriculum

Mel Everett

E melanie.everett@macmillan.com

International Curriculum

Mel Everett

E melanie.everett@macmillan.com

Higher Education

Katie Thorne

E katie.thorn@macmillaneducation.com



macmillan
education

Part of the **SPRINGER NATURE** group

Contacts