



**HURLINGHAM  
SCHOOL**  
AND NURSERY

EST. 1947

# **BRAND GUIDELINES**

**FOR EXTERNAL DESIGNERS**

# Our Logotypes

Our primary logo is navy “H” and gold wings. Wings are gradient where used online, or flat for printed. Variations for use on defined different backgrounds.

Navy “H”  
Gradient Wings Logo  
(On White background)



Cambridge “H”  
Gradient Wings Logo  
(On Dark/Navy background)



White “H”  
Gradient Wings Logo  
(On cambridge background)



Navy “H”  
Gradient Wings Logo  
(On cambridge background)



*All logos  
available  
in “FLAT”  
wings*

## EXCEPTIONAL USE - LOGO VARATIONS

Versions as above, but WITHOUT “Nursery and Est.” Only used in exception uses.



# Our Logotype Minimum Spacing & Sizing

The pale blue rectangular shading indicates the exclusion and protection zone (the minimum unobstructed area around the logotype). The pale blue area must be kept free of other elements. Magenta lines indicate the element alignment and boundaries. The minimum required clear space is defined by the ‘H’ taken from the logotype.



For clarity and reproduction quality, do not use any logotype smaller than the ones shown. Depending on the placement, use the correct-sized logotype.

Large version (eg Outdoor Media) **60mm+ 500 pixels +**



Medium version (eg Stationery) **25mm 300 pixels**



Small version (eg Advert Disclaimers) **20mm 180 pixels**



# Our Fonts

# Primary Typeface

The leading should never be less than two points more than the body copy size.

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 !@£\$%^&\*('.,)

Aa Bb Cc

# Montserrat Bold

We have a secondary script font called **Breakout** from Letteralle Studios. This font can be used for call outs within the website or branding. It is used and shown in the light blue. It should be used only for the “more” .

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789 !@£\$%&\* (,;.)

AaBbCc

## Breakout Bold

**NOTE: Colours shown throughout this document are for demonstration purposes only. For accurate colour reproduction, please use the colour specifications given.**



# ‘More’ concept

The Cambridge blue colour to be used to accent to the “More’ script typography..

## Primary wording

*More*  
**THAN JUST  
A SCHOOL**

## Secondary wording

*More...*  
**NOURISHING  
MINDS**

# Background Elements

The wings from the logo can be used as subtle watermarks to add depth and brand recognition to coloured backgrounds.  
Only one half of the wings should be used, ensuring a clean and modern aesthetic. To create a seamless design, the wing graphic must bleed off the edge of the page, maintaining a natural flow within the layout. These watermarks should be applied using varying percentages of white at an opacity, allowing them to complement the background without overpowering the content. Consistent application of this element helps reinforce brand identity while keeping designs professional and visually engaging.

