CORPORATE IDENTITY
INTRODUCTION & GUIDELINES

THIS DOCUMENT SETS OUT THE CORRECT USAGE OF OUR LOGO. IT IS AN IMPORTANT PART OF OUR CORPORATE BRANDING AND IT IS ESSENTIAL THAT THE COLLEGE IS PROPERLY REPRESENTED ON ANY DOCUMENTS THAT THE PUBLIC MAY SEE.

All documents (printed or electronic) intended for a public audience must include the Loughborough College logo.

Third parties (e.g. external design agencies, suppliers) should be referred to Digital Communications for the proper version of the logo. Digital Communications must authorise the usage of the logo on the finished design work.

We make the logo available in a format that can be used internally by staff for electronic and paper documents. These should never be forwarded to third parties to use. Third parties should be referred to Digital Communications.
CORPORATE IDENTITY

LOGO INTRODUCTION

Introduction

POSITIVE LOGO

BLACK LOGO

WHITE OUT LOGO
CORPORATE IDENTITY

LOGO SIZING & SPACING

Minimum Size*

50mm wide
CORPORATE IDENTITY
INCORRECT USAGE

Misuse of Our Logo
It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified or added to.

Do not distort the logo dimensions by stretching or squeezing.

Do not use the logo at a width of less than 50mm.

Do not use the logo on an image where you cannot see areas of the logo.

Do not place the logo at an angle.

No elements of the logo should have their colours altered.

Do not use the logo in a tight cropped white box on a coloured background.

Do not enlarge the logo to a size that causes blurring.

Do not recreate the logo using different fonts.

The logo cannot be cropped.
CORPORATE IDENTITY
CREST CORRECT USAGE

BLACK CREST

POSITIVE CREST

WHITE OUT CREST

BLACK CREST NO BANNER

POSITIVE CREST NO BANNER

WHITE OUT CREST NO BANNER
CORPORATE IDENTITY
CREST SIZING & SPACING

50mm wide

Minimum Size*
CORPORATE IDENTITY

INCORRECT USAGE

Misuse of our crest

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified or added to.

Do not place the crest at an angle

Do not use the crest at a width of less than 50mm

Do not use the crest on an image where you cannot see areas of the crest

Do not use the crest in a tight cropped white box on a coloured background

No elements of the crest should have their colours altered unless approved by the design team

The crest cannot be cropped, unless approved by the design team

Do not distort the crest dimensions by stretching or squeezing.
CORPORATE TYPEFACE

CALIBRI

PC Use: On all standard documents and reports, the font to be used is Calibri.

<table>
<thead>
<tr>
<th>Calibri Regular</th>
<th>Calibri Bold</th>
<th>Calibri italic</th>
</tr>
</thead>
<tbody>
<tr>
<td>A B C D E F G H I J</td>
<td>A B C D E F G H I J</td>
<td>A B C D E F G H I J</td>
</tr>
<tr>
<td>a b c d e f g h i j</td>
<td>a b c d e f g h i j</td>
<td>a b c d e f g h i j</td>
</tr>
<tr>
<td>1 2 3 4 5 6 7 8 9 10</td>
<td>1 2 3 4 5 6 7 8 9 10</td>
<td>1 2 3 4 5 6 7 8 9 10</td>
</tr>
</tbody>
</table>

EXCEPTIONS

Any exceptions to the guidelines need to be agreed in advance with Digital Communications.
DESIGN TYPEFACE
GOTHAM

Mac Use: On all design documents, the font to be used is Gotham.

<table>
<thead>
<tr>
<th>Gotham Regular</th>
<th>Gotham Bold</th>
<th>Gotham italic</th>
</tr>
</thead>
<tbody>
<tr>
<td>A B C D E F G H I J</td>
<td>A B C D E F G H I J</td>
<td>A B C D E F G H I J</td>
</tr>
<tr>
<td>a b c d e f g h i j</td>
<td>a b c d e f g h i j</td>
<td>a b c d e f g h i j</td>
</tr>
<tr>
<td>1 2 3 4 5 6 7 8 9 10</td>
<td>1 2 3 4 5 6 7 8 9 10</td>
<td>1 2 3 4 5 6 7 8 9 10</td>
</tr>
</tbody>
</table>

EXCEPTIONS
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CORPORATE TYPEFACE WEB
BRANDON GROTESQUE & PROXIMA NOVA

On all Web headings, the font to be used is Brandon Grotesque.

<table>
<thead>
<tr>
<th>Brandon G Regular</th>
<th>Brandon G Bold</th>
<th>Brandon G italic</th>
</tr>
</thead>
<tbody>
<tr>
<td>A B C D E F G H I J</td>
<td>A B C D E F G H I J</td>
<td>A B C D E F G H I J</td>
</tr>
<tr>
<td>a b c d e f g h i j</td>
<td>a b c d e f g h i j</td>
<td>a b c d e f g h i j</td>
</tr>
<tr>
<td>1 2 3 4 5 6 7 8 9 10</td>
<td>1 2 3 4 5 6 7 8 9 10</td>
<td>1 2 3 4 5 6 7 8 9 10</td>
</tr>
</tbody>
</table>

On all Web Body copy, the font to be used is Proxima Nova.

<table>
<thead>
<tr>
<th>Proxima Nova Regular</th>
<th>Proxima Nova Bold</th>
<th>Proxima Nova italic</th>
</tr>
</thead>
<tbody>
<tr>
<td>A B C D E F G H I J</td>
<td>A B C D E F G H I J</td>
<td>A B C D E F G H I J</td>
</tr>
<tr>
<td>a b c d e f g h i j</td>
<td>a b c d e f g h i j</td>
<td>a b c d e f g h i j</td>
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<td>1 2 3 4 5 6 7 8 9 10</td>
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<td>1 2 3 4 5 6 7 8 9 10</td>
</tr>
</tbody>
</table>

EXCEPTIONS
Any exceptions to the guidelines need to be agreed in advance with Digital Communications.
CORPORATE IDENTITY
MAIN COLLEGE EMAIL SIGNATURE

John Smith
Marketing Officer

Loughborough College
Radmoor Road
Loughborough
LE11 3BT

T: +44 (0)1509 618999
M: +44 (0)7788 555555
F: +44 (0)1509 618888
W: www.loucoll.ac.uk
E: john.smith@loucoll.ac.uk

• The font to be used is Calibri and all information should be at size 11pt
• The colour of the font should be the same blue as the college logo
CORPORATE IDENTITY

SUB BRAND EMAIL SIGNATURE

John Smith
Marketing Officer

Loughborough College
Radmoor Road
Loughborough
LE11 3BT

T: +44 (0)1509 618999
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CORPORATE IDENTITY

STATIONERY

EXCEPTIONS
Any exceptions to the guidelines need to be agreed in advance with Digital Communications.
CORPORATE IDENTITY

STATIONERY

INTERNAL COMMUNICATIONS Powerpoint presentation

EXCEPTIONS
Any exceptions to the guidelines need to be agreed in advance with Digital Communications.
CORPORATE IDENTITY

STATIONERY

EXTERNAL COMMUNICATIONS Powerpoint presentation

EXCEPTIONS
Any exceptions to the guidelines need to be agreed in advance with Digital Communications.
CORPORATE IDENTITY

COLOUR

Loughborough College

est. 1909

BLUE

Pantone Coated
287

Pantone Uncoated
287

CMYK Process Mix
C100 M75 Y2 K18

RGB On-Screen
R0 G48 B135

Hex Colour
#003087
CORPORATE IDENTITY
INTERNATIONAL

Loughborough College

TYRIAN PURPLE

CMYK Process Mix
C25 M100 Y35 K20

RGB On-Screen
R153 G0 B133

Hex Colour
#990085

Yellow
Hex Colour
#f4cb03

Blue
Hex Colour
#3ac3e0
CORPORATE IDENTITY
FURTHER EDUCATION

HOT PINK

CMYK Process Mix
C0 M97 Y5 K0

RGB On-Screen
R255 G8 B242

Hex Colour
#ff08f2

Loughborough College

CORPORATE IDENTITY
FURTHER EDUCATION

HOT PINK

CMYK Process Mix
C0 M97 Y5 K0

RGB On-Screen
R255 G8 B242

Hex Colour
#ff08f2
CORPORATE IDENTITY
HIGHER EDUCATION

LOUGHBOROUGH COLLEGE
Brand Guidelines 2019

UNDERGRADUATE CENTRE

Loughborough
COLLEGE est. 1909

BLUE

- Pantone Coated 287
- Pantone Uncoated 287
- CMYK Process Mix C100 M75 Y2 K18
- RGB On-Screen R0 G48 B135
- Hex Colour #003087

BUTTERCUP YELLOW

- Pantone Coated 287
- CMYK Process Mix C0 M24 Y95 K0
- RGB On-Screen R255 G194 B13
- Hex Colour #ffc20d

Hex Colour
#6d6e71

Hex Colour
#79c9ae

Hex Colour
#6d6e71

Hex Colour
#79c9ae
INTRO

Info - inc. please see the academy of sport brand guidelines.
CORPORATE IDENTITY
COMMERCIAL

LOUGHBOROUGH COLLEGE
Brand Guidelines 2019

FOR EMPLOYERS

Loughborough
College
est. 1909

ORANGE

CMYK Process Mix
C0 M53 Y100 K0

RGB On-Screen
R255 G120 B0

Hex Colour
#ff7800

CYAN

CMYK Process Mix
C100 M0 Y0 K0

RGB On-Screen
R0 G255 B255

Hex Colour
#00ffff

Hex Colour
#65bc46
CORPORATE IDENTITY

COLLEGE SPORT

LOUGHBOROUGH COLLEGE

LOUGHBOROUGH COLLEGE

SPORT

CYAN

CMYK Process Mix
C100 M0 Y0 K0

RGB On-Screen
R0 G255 B255

Hex Colour
#00ffff

Hex Colour
#666333

Hex Colour
#a63e48
CORPORATE IDENTITY
RADMOOR HAIR & BEAUTY

SMOKE GREY
CMYK Process Mix
C58 M49 Y46 K15
RGB On-Screen
R91 G111 B117
Hex Colour
#5b6f75

BRIGHT PURPLE
CMYK Process Mix
C38 M100 Y0 K0
RGB On-Screen
R158 G0 B255
Hex Colour
#9e00ff
CORPORATE IDENTITY
RADMOOR HEALTH & FITNESS

SMOKE GREY
CMYK Process Mix
C58 M49 Y46 K15
RGB On-Screen
R91 G111 B117
Hex Colour
#5b6f75

NATURAL GREEN
CMYK Process Mix
C75 M0 Y100 K0
RGB On-Screen
R64 G255 B0
Hex Colour
#40ff00

Hex Colour
#196935
Hex Colour
#b53a5a
CORPORATE IDENTITY
RADMOOR RESTAURANT & BAR

SMOKE GREY
CMYK Process Mix
C58 M49 Y46 K15
RGB On-Screen
R91 G111 B117
Hex Colour
#5b6f75

CHERRY RED
CMYK Process Mix
C35 M100 Y75 K0
RGB On-Screen
R166 G0 B64
Hex Colour
#a60040

Hex Colour
#bab63f
Hex Colour
#44c2f1
Hex Colour
#5b6f75
Hex Colour
#5b6f75
CORPORATE IDENTITY
RADMOOR CHILDCARE

Radmoor Childcare

PURPLE
Pantone 267
CMYK Process Mix
C 82 M 97 Y 0 K 0
RGB On-Screen
R 95 G 37 B 159
Hex Colour
#5F259F
CORPORATE IDENTITY

ACCOMMODATION

Loughborough College

LIGHT BLUE

CMYK Process Mix
C40 M0 Y0 K0

RGB On-Screen
R153 G255 B255

Hex Colour
#99ffff

ACCOMMODATION

Hex Colour
#6cc5a3

Hex Colour
#ee1e48
CORPORATE IDENTITY
EXAMPLES OF USE - PRINT
CORPORATE IDENTITY
EXAMPLES OF USE - EXTERNAL

TIME IS TICKING

COURSES STARTING SEPTEMBER
APPLY NOW!

Apprenticeships
A Levels BTECs Degrees Professional Qualifications

Full Page Newspaper Advert

Digital Billboards

Start an undergraduate degree this September
Selected Clearing places available

MPU
LOUGHBOROUGH COLLEGE
Brand Guidelines 2019

CORPORATE IDENTITY

EXAMPLES OF USE - INTERNAL

Posters / Flyers

LOUGHBOROUGH COLLEGE Sport FE
24 hr Sportathon

Friday 16th March 2018 - 9am at the 2012 Centre
JOIN US FOR 24 HRS OF SPORTS
including tennis, basketball, football, tag rugby, dodgeball, weightlifting, dryside triathlons, badminton, volleyball and lots more on the day.

LGBTQ+ Group

OUR GROUP IS AN INCLUSIVE STUDENT NETWORK FOR INDIVIDUALS IDENTIFYING AS LGBT, AS WELL AS OTHER SEXUAL AND GENDER IDENTITIES, AND THEIR ALLIES.
Come and meet Loughborough College’s LGBTQ+ Group. A place to socialise, volunteer and have fun!

LEVEL 3 YEAR 2
PERFORMING ARTS PRESENT:
JULIUS CAESAR
(ABRIDGED)

Thursday 23rd May
at 7.00pm
Arts Centre Theatre
Tickets (available from the Box Office Cafe) £4

SPEAK TO A MEMBER OF THE TEAM FOR ADVICE AND SUPPORT
We’ll meet at B103a 12:30pm  - 1:30pm
email us at wellbeing.mentor@loucoll.ac.uk

002713_06/18

002349_01/18

24 hr Sportathon
JOIN US FOR 24 HRS OF SPORTS
including tennis, basketball, football, tag rugby, dodgeball, weightlifting, dryside triathlons, badminton, volleyball and lots more on the day.

Friday 16th March 2018 - 9am at the 2012 Centre

2018
27th September | 25th October | 29th November | 20th December

2019
31st January | 28th February | 28th March | 2nd May | 27th June

LGBTQ+ Group

See you there!