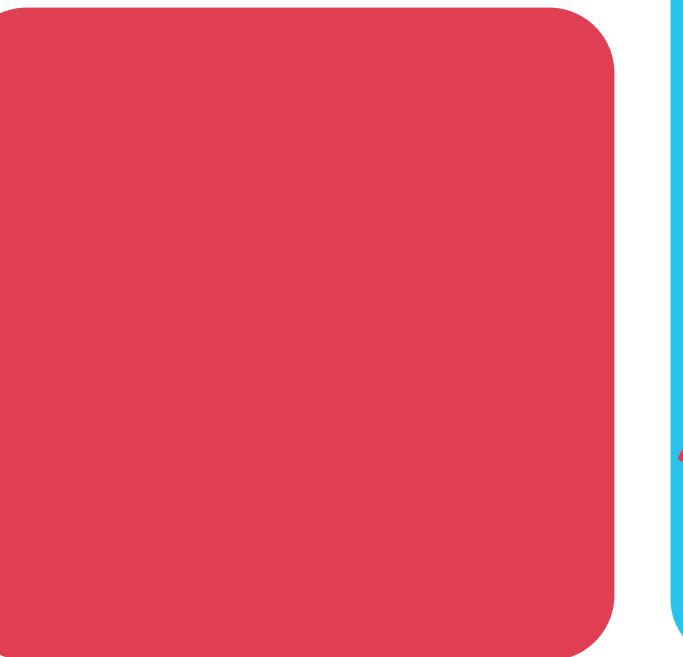


Brand Kit

For creativity and consistency



Navigation Page

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Company Overview

OUR SLOGAN

Active Bodies. Creative Minds.

OUR COMPANY MISSION

At School of Play, our mission is to create enriching experiences that foster creativity, growth, and joy for children. We believe in the power of play to nurture young minds and cultivate a lifelong love for learning.

OUR COMPANY VISION

Our vision is to be a leading provider of innovative childcare services and educational programmes that inspire children to explore, discover, and thrive in a safe and supportive environment.

OUR CORE VALUES

Safety First

Delivering With Passion

Working Together

Thinking Differently

Logo

MAIN LOGO FEATURES

Logo Mark



LOGO VARIATION



Word Mark

HOLIDAY CAMPS

BEFORE AND AFTER SCHOOL CLUBS

SPORTS CAMPS



HOLIDAY CAMPS

BEFORE AND AFTER SCHOOL CLUBS

SPORTS CAMPS



Brand Colored Logo: Ensure visibility and clarity. Use on light or neutral backgrounds.

White Logo: Use on a coloured background for best contrast.

Only by our internal team can our logo can be adapted to each season or event.

For logo usage approval, please send your request to Ryan at ryan@schoolofplay.org.uk.

Color Palette

These colors reflect our brand's identity and personality

PRIMARY

RED - #E03E52



YELLOW - ##FBD30D



BLUE - #2CC3EA



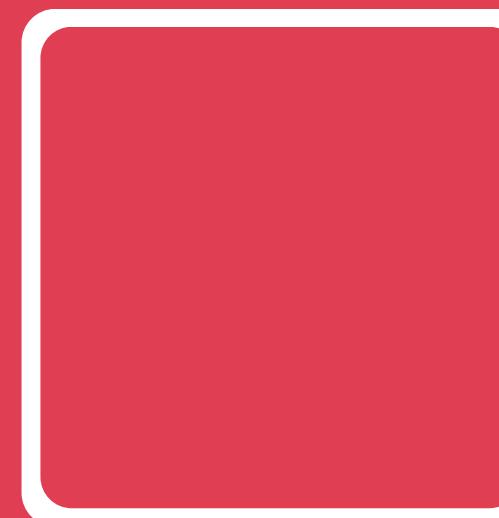
SECONDARY

White for text on coloured backgrounds

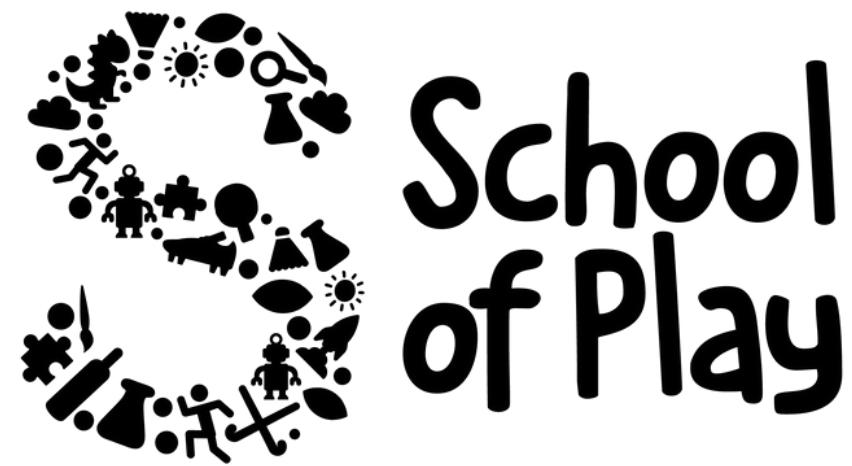
Black for body text on a white background

Black for accent (only when needed)

White for accent colour



Main Logo



Colour Palette

Turquoise - #2CC3EA
Yellow - #FBD30D
Red - #E03E52



Sub Brand Logos



Holiday Camps



Holiday Camps



Colour Palette

Turquoise - #2CC3EA
Blue - #3399CC



Sub Brand Logos



Sports
Programmes



Sports
Programmes



Colour Palette

Dark Red - #C14052
Red - #E03E52



Sub Brand Logos



Before & After
School Clubs



Before & After
School Clubs

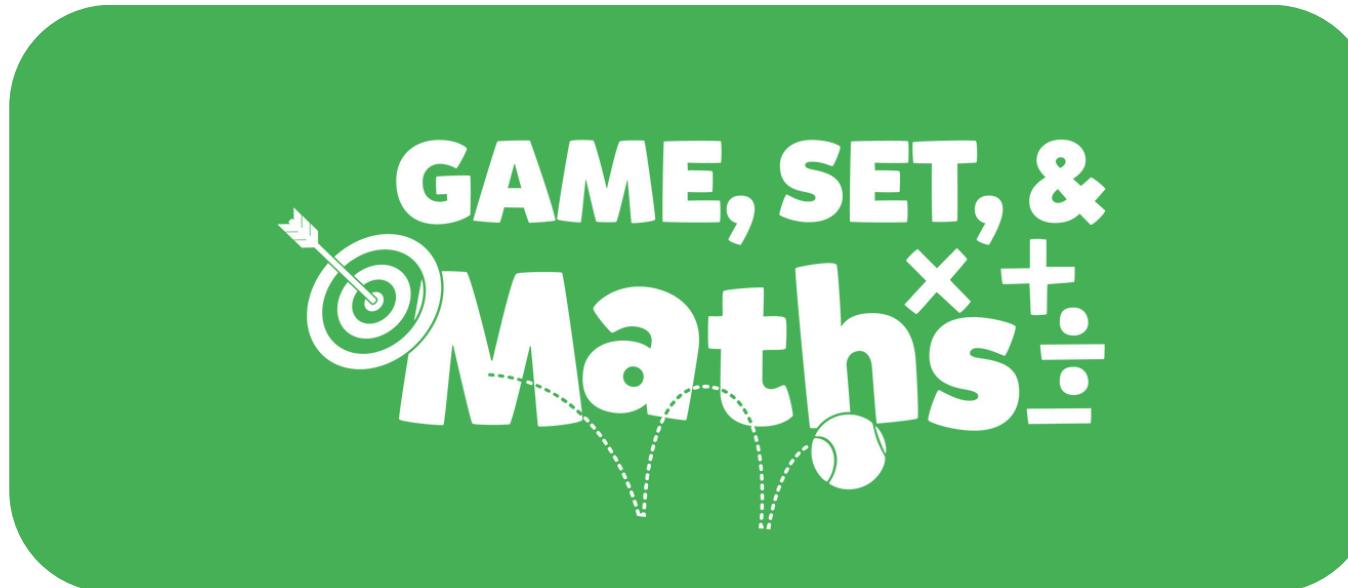
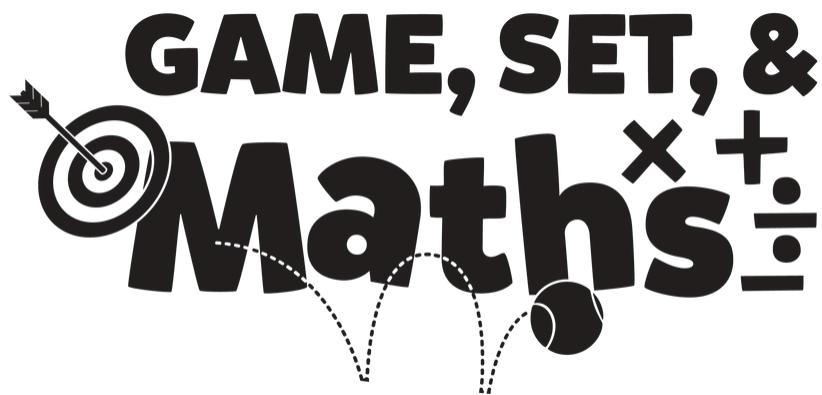
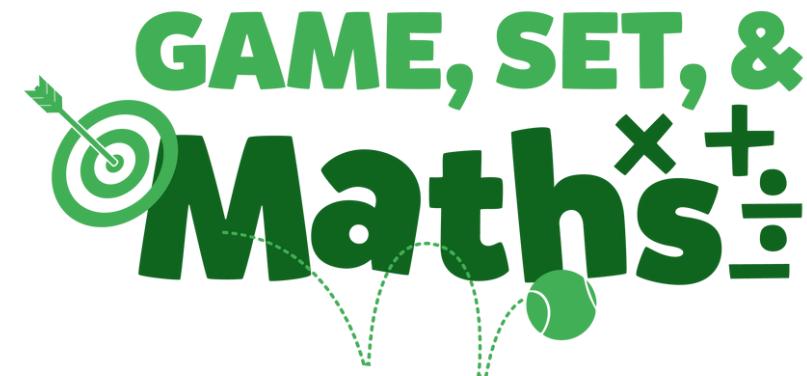


Colour Palette

Light Yellow - #FBD30D
Medium Yellow - #FFBF00



Sub Brand Logos



Colour Palette

Light Green - #71AD5D
Dark green - #3D682B



Sub Brand Logos

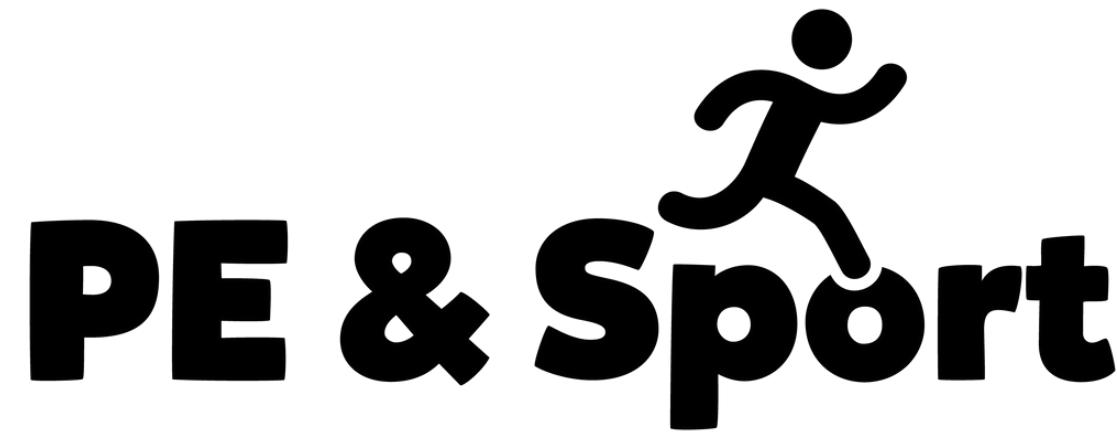


Colour Palette

Blue - #5F97C8
Green - #8BCA6C



Sub Brand Logos



Colour Palette

Blue - #4698CB
Light Blue - #4ACAE8



Sub Brand Logos

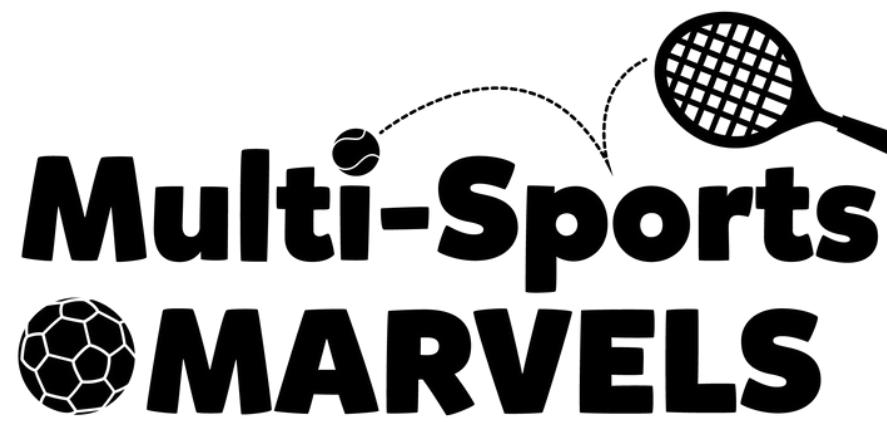


Colour Palette

Light Yellow - #FBD30D
Orange - #FFBF00



Sub Brand Logos



Colour Palette

Dark Red - #C14052
Light Red - #E03E52



Sub Brand Logos



Colour Palette

Light Green - #6CC24A
Green - #5D9148



Sub Brand Logos



Colour Palette

Primary Colours

Swim Cyan - #46B4E8
Swim Blue - #144390

Secondary Colours

Swim Pink
#e0318a

Swim Green
#2ab6ba

Partner Logos



Colour Palette

Our Slogans

For Holiday Camps & Main Overarching for All Services:
“Active Bodies. Creative Minds.”

For Before & After School Clubs:
“A Home Away from Home”

For Sports & PE Provision:
“Keeping Kids Moving”

Our Brand Personality and Voice

Brand Personality

School of Play is vibrant, welcoming, and nurturing. We are imaginative and adventurous, encouraging children to explore new possibilities and unleash their creativity. Our approach is warm, supportive, and collaborative, fostering meaningful connections and lifelong memories.

Brand Voice

Cheerful, engaging, and community-focused. Our brand's voice is like a friendly neighbour who's always ready to celebrate your wins and make your day a little brighter.

The tone is casual and upbeat. The audience is parents/guardians of children with a focus on those who appreciate a sense of community and shared joy. When writing for this brand, keep the language simple and conversational, use emojis to add a touch of fun, and always remember to highlight the brand's commitment to giving back and creating lasting memories.

Encourage interaction by asking for feedback or promoting the brand's email subscription service and social media channels. And don't forget to celebrate - whether it's giveaway winners or small everyday victories, this brand is all about spreading positivity and joy.

Font

Font Overview

Kabouter DEMO Regular

Gotham Rounded Medium

Gotham Rounded Light

Font Hierarchy

Kabouter DEMO Regular is the Title Font

Gotham Rounded Medium is the Header Font

Gotham Rounded Light is the body font. However, if it's too small stick to the medium size.

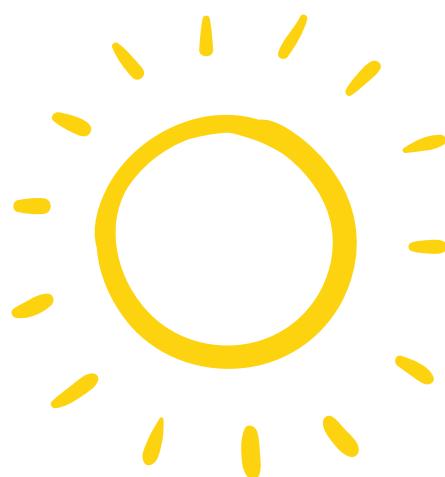
Example

Holiday Camps

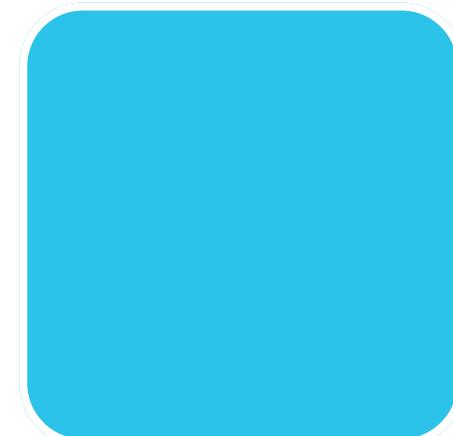
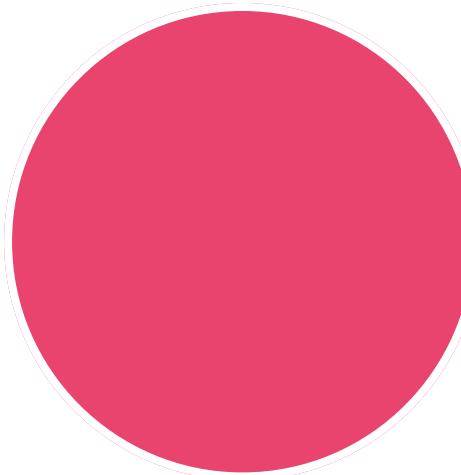
Multi-Activity Camps
Across Manchester

We have holiday camps based at 8 locations across Greater Manchester. We host multi-activity camps for ages 3 1/2 to 11 years old.

Elements, Shapes, & Illustrations



These are to decorate content with. They usually make the design more vibrant and playful.



These are for the backgrounds of text to make it stand out.

Photography



Our imagery showcases children engaging in joyful and imaginative play experiences, capturing moments of joy and inclusivity.

Images should be colourful, mess-free, good quality and within context.

Children in photos should ALWAYS have social media and photo consent.

Our images should reflect the diversity of every child who attends our camps, celebrating all backgrounds, abilities, and experiences. We aim to create an inclusive visual narrative where every camper feels seen and valued.

Branded Merchandise



Kid's T-Shirt for Prizes

Bottles for Bonuses



Limited Edition Bottles



Note Pad and Pens for
Prizes/Gift Box Fillers



Kid's Caps for Prizes



Bottles for Newcomers

Bonuses and Offers



We have offer a bonus every 3-4 weeks during our full summer campaign and change the offer each time:

Examples:

Book 3 days in the next 48 hours and receive a FREE School of Play water bottle.

Book 5 days in the next 24 hours and receive a FREE School of Play t-shirt.

Book 3 days in the next 24 hours and receive a FREE School of Play cap.

Similar offer, wrapped in a different way each time.

Contact Information

0161 726 5022

info@schoolofplay.org.uk

Warren Bruce Court, Warren Bruce
Road, Trafford Park, M17 1LB
www.schoolofplay.org.uk

FOR OUR WEBSITE
SCAN HERE



FOR IPAL SCAN
HERE



TO GIVE A GOOGLE
REVIEW SCAN HERE



FOR ALL OUR
SOCIALS SCAN HERE



Best Practices: Email Marketing

Send Times:

Early Morning
(7-8) OR Late
Night (7-8)

Send Days:

Tuesdays and
Fridays

Wednesdays
if necessary

Template:

[See Here](#)

Best Practices: Social Media Marketing

Send Times:

Between 6PM

- 8PM

Send Days:

Everyday

Template:

[See Here](#)

Best Practices: Event Marketing

See on Canva

