KENT
INSTITUTE
AUSTRALIA

Brand & Logo Guide

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kent.edu.au

Background

On the 15th of October, 2015 the shareholders of The Centre of Academic Excellence Pty Ltd approved a change in Company name to Kent Institute Australia Pty Ltd. Over the past twelve months the company has undergone a comprehensive re-branding initiative with the aim of increasing the profile of the Company in the marketplace.

The final stage in this re-branding initiative is the change in Company name. The Company is already informally known as the Kent Institute and trades as the Kent Institute of Business & Technology.

The new Company name will eliminate any possible confusion in the eyes of prospective students and present a more distinctive and recognised brand which will assist strategic marketing efforts designed to raise the profile of the Company across Australia and overseas.

The Kent Logo

When creating the Kent logo, it was deemed appropriate to use the bold and shaded colours represented in the 6 'key pillars' of Kent's 2014 – 2016 Strategic Plan. The modern and contemporary font design and colours are indicative of the fresh and new strategic direction, symbolising Kent's pursuit of excellence in:

> Engaged Learning and Teaching

> International Engagement

> Scholarly Productivity

> Enterprise and Governance

> Our People

> Financial Performance.

The Kent logo comprises of 5 components:

1. The symbol, being the multi-coloured single word KENT

2. The name, comprising of the 3 words 'Kent Institute Australia' and includes the main KENT symbol

3. The colours

4. The typeface

5. The background (note: no hard edge border is to be visible, the grey scale border on the image above is purely for illustrative purposes for this guide).
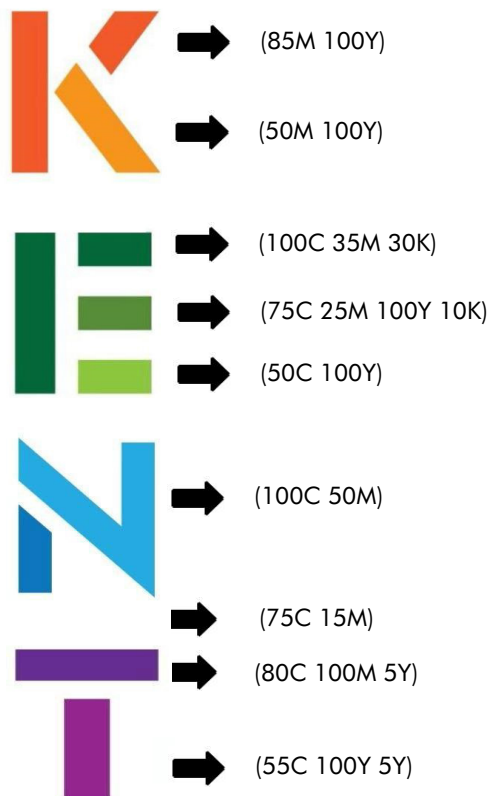
The Kent Symbol

Colour Specifications

The symbol comprises of 2 or 3 different hues for each of the 4 base colours used – orange, green, blue and purple. Depending on the purpose or use of the logo, certain variations of the symbol colour specifications may be required (see below section on Logo File Formats). The 3 key variations are:

CMYK: Each colour is represented by a percentage of Cyan, Magenta, Yellow and Black and the associated colour code is used for full colour offset printing.
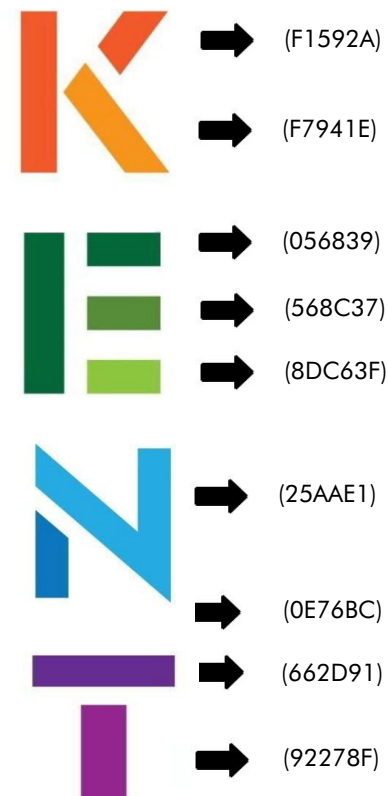
RGB (Hex): An abbreviation of the primary colours, Red, Green and Blue (RGB), the hexadecimal notation, as reflected in the 6 digit coding, uses a combination of these colour values. This colour code is used for web designing.

RGB (Dec): The decimal version of the RGB primary colour combinations is used by computers to display images.

Colour Specifications (CMYK)

(85M 100Y)

(50M 100Y)

(100C 35M 30K)

(75C 25M 100Y 10K)

(50C 100Y)

(100C 50M)

(75C 15M)

(80C 100M 5Y)

(55C 100Y 5Y)

Colour Specifications (RGB) - Hexadecimal (HEX)

(F1592A)

(F7941E)

(056839)

(568C37)

(8DC63F)

(25AAE1)

(0E76BC)

(662D91)

(92278F)

Hexadecimal (Hex)	Decimal (Dec)	Hexadecimal (Hex)	Decimal (Dec)
F1592A	241, 89, 42	25AAE1	37, 170, 225
F7941E	247, 148, 30	662D91	102, 45, 145
056839	5, 104, 57	92278F	146, 39, 143
568C37	86, 140, 55		
8DC63F	141, 198, 63		
0E76BC	14, 118, 188		

> Glaser SteD (Normal)

> Futura Hv BT (Normal)

> Futura Bk BT (Normal)

Logo Background

The logo incorporates a simple plain white background to effectively accentuate the colours of the main symbol typeface and bold fonts used with the remaining parts of the name. The white background is to be used on all Kent materials, however there are some alternate versions of this logo for use when appropriate (see below).

Alternative Logo Versions (For Kent use only, not for third parties)

Note: The grey background is not part of the logo. It is used for illustrative purposes only.

When deemed appropriate and approved by the Kent Marketing and Recruitment department, alternative logos may be used for promotional materials, signage and other internal materials. It may not be used for official documentation such as approved documents, letterhead, forms, policies and templates.

The approved alternative Kent logos include and are limited to:

No Background Logo: This version may only be used for promotional materials and signage, where the use of the official logo would obscure imagery or it is aesthetically impractical because of the contrasting light material surface to the white logo background. It is not to be used with dark backgrounds where parts of the Kent symbol are not clearly highlighted or well defined.

Square Logo: The square logo will be only be used for certain online platforms that require square dimensions for a logo upload and/or display.

Adjacent Signage Logo: When the Kent logo is being used for signage purposes, the logo may be presented as just the Kent lettering with the "Institute Australia" wording positioned to the side of the symbol. The logo may exclude the usual white logo background.

White Logo: This refers to when the entire Kent logo is white, and has been put on a transparent background. This would be the case if the standard Kent logo would obstruct certain parts of imagery or is not aesthetically pleasing. Once again, this logo may only be used on promotional material or where a Kent team member has given prior permission.
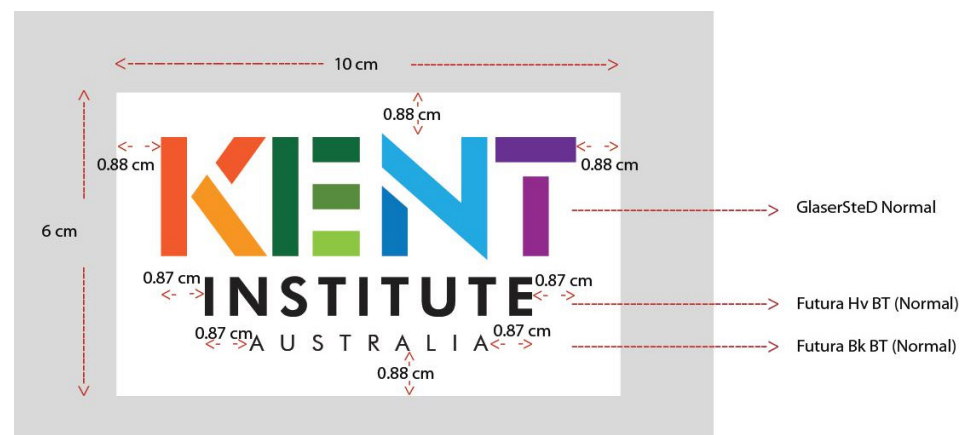

Using the KENT Logo

It is imperative that all Kent staff and stakeholders uphold the quality and integrity of the Kent logo with any branding activities. The logo is to be viewed and used as a whole and is not to be used in part or have any portion of the logo cropped (including the protected background area), with the exception of the above stated alternatives and approved use. It is also imperative that the primary Kent logo maintains its original aspect ratio and complies with the requirements pertaining to its minimum size and clarity. The logo may not be inverted, rearranged or rotated from its original form.

Logo Aspect Ratio

The original Kent logo size is 10cm in width and 6cm in height. The logo may be reduced or enlarged, so long as it is still compliant with the other logo use requirements.

Coloured Logos: In this case the entire Kent logo will be white in colour, and the background will consist of one of the nine colours incorporated in the Kent symbol. This version may only be used for non-official promotional materials and internal signage. The entire Kent logo wording must be displayed.

Logo Don'ts

Logo Minimum Size and Clarity

The Kent logo may not be reduced to size less than 3cm in width and 1.69cm in height and all logo wording must be legible, clear and without any distortion or blurring. If the logo wording on any image is not clearly defined or cannot be read, it should not be used. The logo will either need to be enlarged or a new higher resolution image is requested from the Kent Marketing and Recruitment department.

To gain permission to use the Kent logo, you will need to complete a Kent Logo Request form that will be aknowledged by a member of the Kent Marketing and Recruitment department. You will need to stipulate the intended use of the logo and the time period it will be used for.

Correct Use

All logo variations specified above under LOGO VARIATIONS with readable text and proper hexadecimal colour values for each coloured names depending on the colour mode and purpose of the usage.

* DIGITAL / WEB / VIEWABLE BY SCREEN – should be RGB

Incorrect Use

This is too small, logo wording is illegible

Incorrect Use

Logo colours are not colour specifications

Incorrect Use

Logo image is distorted and not in the correct size aspect ratio.

Incorrect Use

Logo resolution is poor and wording is slightly blurred.

Incorrect Use

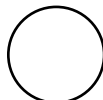Logo has coloured border, no border is allowed

Colour Palette

Primary

The primary colours of Kent Institute Australia are key indicators of the Kent brand. The dark orange represented in the Kent logo is the primary colour to be used when creating Marketing materials for Kent. White can be used in conjunction with the orange as a supporting colour for design elements.
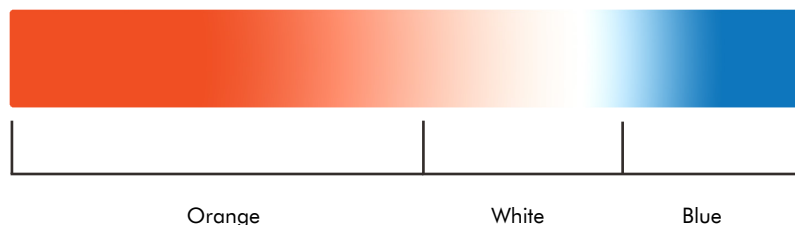
Secondary

The secondary colour to be used for additional design segments is the dark blue of the Kent logo. The dark blue colour must only be used sparingly, and to only compliment both the orange and white primary colours.

Logo and Brand Approval

All Kent staff have permission to use the Kent logo, however the logo use and incorporation into any hard copy or electronic materials, systems or documents, needs to have approval from the Marketing and Recruitment Unit and added to the Kent Document Register. All external parties, including students, agents, partner providers and other stakeholders, who require the logo for use, including joint advertising or promotion, must submit a Kent Logo Request Form (available on the Kent Website www.kent.edu.au (Documents > Public Policies and Forms > FORM– Kent Logo Request Form) to the Marketing and Recruitment Unit marketing@kent.edu.au for approval, registering and issue of the logo file.

R: 240   C: 0
G: 79   M: 85
B: 35   Y: 100
         K: 0

R: 255   C: 0
G: 255   M: 0
B: 255   Y: 0
         K: 0

R: 0   C: 100
G: 114   M: 50
B: 187   Y: 0
         K: 0

Orange   White   Blue

Purpose of Logo	(.ai files) - preferable .png/jpg - 300 resolution CMYK	(.jpeg .png .pdf) RGB (Hex) and (Dec)
Signage	●	
Advert	●	
Poster	●	
Banners	●	
Brochures	●	
Screen Printing	●	
Etching / Engraving	●	
Newsletters (hard copy)	●	
Digital Printing		●
Microsoft Office Products		●
Email Signature		●
Website		●
Television		●
Video		●

Kent Institute Australia Pty Ltd

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