Lister Style Guide

Communications, Marketing & Design

Contents

Our brand helps us to present a positive and professional image of the school to our stakeholders. To help us build and protect our brand, it is vital that we present it as consistently as we can to our stakeholders. These guidelines outline what we need to do to deliver that consistency, and the tools that will support it.

Fonts

In order to ensure consistency across all Lister Community School publications, a limited range of fonts may be used:

- Titles

Rockwell, Bold or **Arvo, Bold**

- Subtitles

Rockwell or Arvo

- Headings / Key Terms / Key Facts / Key Dates

    Arial, Bold (Size 11)

- Subheadings

    Arial, Underlined (Size 11)

- Normal Text

    Arial (Size 11)

- Table Headings

    Arial, Italic

Colours

In order to ensure consistency across all Lister Community School publications, a limited colour palette may be used:

Colour	Sample	Pantone	RGB	HEX
White		663 C	255, 255, 255	#FFFFFF
Grey		423 C	133, 135, 135	#858787
Black		6 C	0, 0, 0	#000000
Orange		2011 C	247, 157, 60	#F79D3C
Purple		2597 C	91, 44, 134	#5b2b85
Red		186 C	229, 29, 57	#e41d38
Yellow		109 C	254, 209, 5	#fed005
Blue		299 C	18, 162, 221	#11a2dc
Green		347 C	0, 154, 68	#009941

Watermarked versions of these colours are also permitted (max. 50% saturation):

Purple	
Red	
Yellow	
Blue	
Green	

School Logo

The school logo is central to the school brand, and should be used on any materials produced by the school. The school logo should be used only in the form seen below:

When used, the logo should be displayed on a white or grey background. A separate version of the logo is available for use on a grey background. White and grey are the only acceptable background colours on which the school logo may be used.

All other versions of the school logo, such as that displayed below, are now defunct and should no longer be used:

House Logos

House logos should be used, where appropriate, in order to strengthen House identity within and across the school. The House logos may be used in one of two forms, as shown below:

1. Symbol Only

2. Symbol & Name

Da Vinci   Galileo   Hawking   King   Shelley

All other versions of the House logos are now defunct and should no longer be used.

School Letterhead

The letterhead for use in all official communications produced by Lister Community School has now been updated. All letters sent by the school must now use this letterhead, and adhere to the formatting guidelines set out below:

Lister Community School
St Mary's Rd, Plaistow, London, E13 9AE

Mr Anthony Wilson, Headteacher
T: 020 8471 3311 / F: 020 8472 1027
www.lister.newham.sch.uk

ALWAYS AIMING FOR EXCELLENCE

- The header and footer are JPEG images and MUST not be amended.

- The date is a macro and will update automatically. It MUST not be amended.

- The font to be used in all written communications is Arial, Size 11.

- Bold font may be used for **headings** and to highlight key details in the letter, such as **dates**, **times** and **costs**.

- The narrow margins setting should be used (1.27cm all around).

- All text, other than headings, should be 'Justified', not aligned to the left.

- Paragraphs should not be indented, rather a line should be missed.

House Letterhead

A letterhead which incorporates the House logo as a watermark has also been created for each House. These may be used in instances where the House team wishes to write a letter solely for parents/carers/students within their House. Where parents/carers/students from more than one House are to receive the letter the school letterhead must be used.

When using these House letterheads, the formatting guidelines on p.7 (above) still apply.

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Careers Letterhead

A letterhead which incorporates the Careers logo has also been created. This may be used in instances where the Careers team wishes to write a letter solely relating to Careers Education, Information, Advice and Guidance.

When using the Careers letterhead, the formatting guidelines on p.7 (above) still apply.

Email Signature

The email signature for use in all official communications produced by Lister Community School has now been updated. No additional items should be added to the signature, though the 'Ext:', 'M' and 'Currently reading' should be omitted if not applicable. Instructions for adding this email signature to your email account may be found here.

Firstname Surname
Job Title

T: 020 8471 3311 (Ext: Add extension number if applicable)
M: (Add school mobile number if applicable)

Currently reading: *Book Title* by Author

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Disclaimer: Correspondence sent by email (including its attachments) may be confidential and is intended solely for the use of the intended recipient. If you are not the intended recipient of an email and its attachments, you must take no action based upon them, nor must you copy or show them to anyone. Please contact the sender if you believe you have received any email in error. Any views or opinions expressed are solely those of the author and do not necessarily represent those of Lister Community School.

Presentations

A presentation template has been created and should be used for all presentations created or delivered on behalf of Lister Community School. It is not expected that this template be used for lesson delivery to students.

Click to add title

- Click to add text

Reports

Two report templates have been created and should be used for all reports created within Lister Community School. The formatting guidelines below must be adhered to when producing reports:

- The font to be used in all reports is Arial, Size 11.

- Bold font may be used to highlight key details in the report, such as **dates**, **times** and **costs**.

- The narrow margins setting should be used (1.27cm all around).

- All text, other than headings, should be 'Justified', not aligned to the left.

- Paragraphs should not be indented, rather a line should be missed.

Posters

Two poster templates have been created and should be used for all posters created for display within Lister Community School. It is not expected that these templates be used by students.
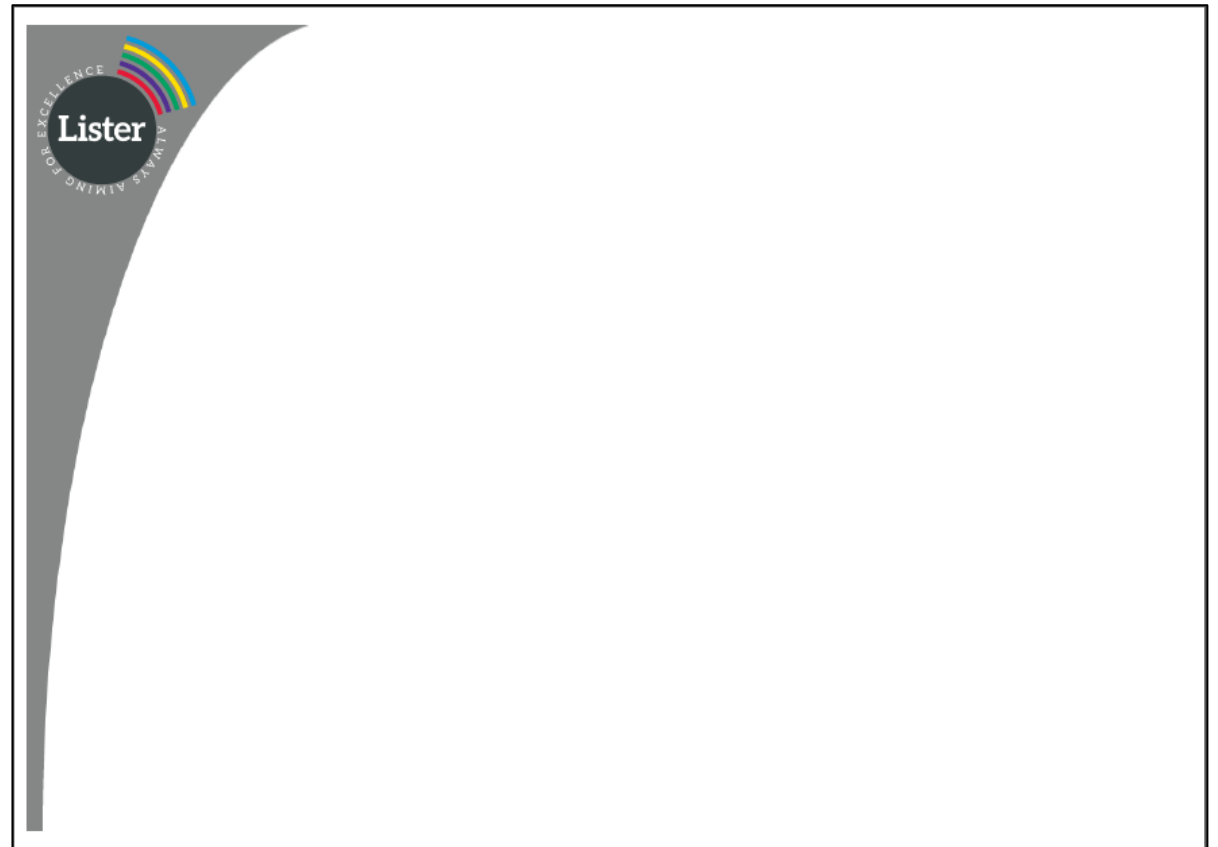
Template Hyperlinks

Item	Location
School Logo (White b/ground)	https://drive.google.com/a/lister.newham.sch.uk/file/d/0BzHfGcm87-LodGoySHgxV01yX3c/view?usp=sharing
School Logo (Grey b/ground)	https://drive.google.com/a/lister.newham.sch.uk/file/d/0ByecE2RnAJWXWVNWZ0xLWXdXSHpQcjRFWlpJX0xEM3YwZGp3/view?usp=sharing
DaVinci Logo (Symbol)	https://drive.google.com/a/lister.newham.sch.uk/file/d/0ByecE2RnAJWXcTJrUDRDQ3dzNWM/view?usp=sharing
DaVinci Logo (Name)	https://drive.google.com/a/lister.newham.sch.uk/file/d/0ByecE2RnAJWXMDFOMHBCTjQtZDQ/view?usp=sharing
Galileo Logo (Symbol)	https://drive.google.com/a/lister.newham.sch.uk/file/d/0ByecE2RnAJWXRExkZFJuRndNWkE/view?usp=sharing
Galileo Logo (Name)	https://drive.google.com/a/lister.newham.sch.uk/file/d/0ByecE2RnAJWXTTMyTjZEUjd0YWs/view?usp=sharing
Hawking Logo (Symbol)	https://drive.google.com/a/lister.newham.sch.uk/file/d/0ByecE2RnAJWXREVQQXpHWXY1ODA/view?usp=sharing
Hawking Logo (Name)	https://drive.google.com/a/lister.newham.sch.uk/file/d/0ByecE2RnAJWXWW1JbUs3R3BEaWc/view?usp=sharing
King Logo (Symbol)	https://drive.google.com/a/lister.newham.sch.uk/file/d/0ByecE2RnAJWXOXBuR25DT3dqeDQ/view?usp=sharing
King Logo (Name)	https://drive.google.com/a/lister.newham.sch.uk/file/d/0ByecE2RnAJWXdkJQOVRqZzRYcDg/view?usp=sharing
Shelley Logo (Symbol)	https://drive.google.com/a/lister.newham.sch.uk/file/d/0ByecE2RnAJWXRmUzaTQ3SFpkblk/view?usp=sharing
Shelley Logo (Name)	https://drive.google.com/a/lister.newham.sch.uk/file/d/0ByecE2RnAJWXeXR3ZHdWMnEzMzQ/view?usp=sharing
School Letterhead	https://drive.google.com/a/lister.newham.sch.uk/file/d/0ByecE2RnAJWXM2x2OTNtTk9GWlk/view?usp=sharing
DaVinci Letterhead	https://drive.google.com/a/lister.newham.sch.uk/file/d/0ByecE2RnAJWXSjRLcUpHOG5USU0/view?usp=sharing
Galileo Letterhead	https://drive.google.com/a/lister.newham.sch.uk/file/d/0ByecE2RnAJWXLTc1UjZwU01KV0U/view?usp=sharing
Hawking Letterhead	https://drive.google.com/a/lister.newham.sch.uk/file/d/0ByecE2RnAJWXSXRKQXd5cFRmOUk/view?usp=sharing
King Letterhead	https://drive.google.com/a/lister.newham.sch.uk/file/d/0ByecE2RnAJWXbmhqUW9HZ3pZb00/view?usp=sharing
Shelley Letterhead	https://drive.google.com/a/lister.newham.sch.uk/file/d/0ByecE2RnAJWXa3hSYS1KTm14cjg/view?usp=sharing
Careers Letterhead	https://drive.google.com/a/lister.newham.sch.uk/file/d/0ByecE2RnAJWXdXlhaVpXTXVnRUk/view?usp=sharing

Item	Location
Email Signature	https://docs.google.com/a/lister.newham.sch.uk/document/d/1CahftYHVtDU0UjpkIIzrIp-OVxPdgFQFn028Yl65fh4/edit?usp=sharing
PowerPoint	https://drive.google.com/a/lister.newham.sch.uk/file/d/0ByecE2RnAJWXYIlIbkMzOWpQTmc/view?usp=sharing
Report (Portrait)	https://drive.google.com/a/lister.newham.sch.uk/file/d/0ByecE2RnAJWXZmlWX2xMTTRTMkk/view?usp=sharing
Report (Landscape)	https://drive.google.com/a/lister.newham.sch.uk/file/d/0ByecE2RnAJWXTGw3NUw2MkIzX3M/view?usp=sharing
Poster (Portrait)	https://drive.google.com/a/lister.newham.sch.uk/file/d/0ByecE2RnAJWXcjBqbW5CakxIWTQ/view?usp=sharing
Poster (Landscape)	https://drive.google.com/a/lister.newham.sch.uk/file/d/0ByecE2RnAJWXRUFIeVN6NzVUSDg/view?usp=sharing