Brand Guidelines

December 2019

Date	Author	Changes
01/05/2019	Kerry Matthews	Initial version
14/05/2019	Joseph Mearman	Added visual colour palettes, reference logos, logo usage guidelines, font information, added sub-brand information
05/12/2019	Joseph Mearman	Update with “tail”less logos

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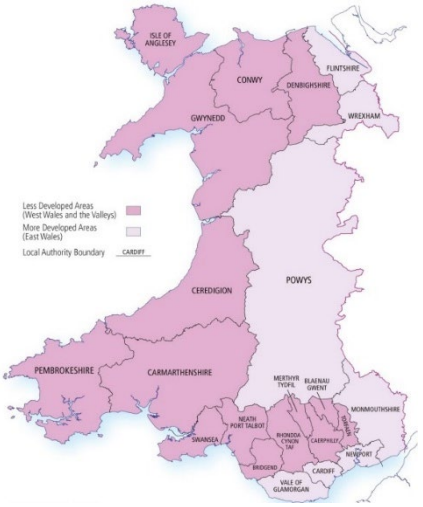
1. Brand hierarchy

The Technocamps programme includes the following sub-brands and projects:

- Technocamps ESF
  - WEFO funded
  - STEM enrichment in Secondary Schools
  - West Wales and Valleys convergence area
- Technocamps Secondary
  - Non-convergence area secondary schools
- Playground Computing
  - Welsh Gov funded
  - Primary schools
- Technoteach
  - CPD and upskilling of teachers
- Institute of Coding (IoC) and Swansea Degree Apprenticeships



For more information on the sub-branding see Section 6: Sub-brands on page 17 onwards.

2. Colours

2.1. Core Colours

Usage

The core colours should be use appropriately for text logos and backgrounds. Main logos should always be comprised of a combination of these colours.

Dark Grey should be used where possible in place of Black and Legacy Black listed in the additional colours.

Palette

Yellow	#E7CB1B	rgb(231,203,27)	cmyk(0,12,88,9)
Dark Grey	#4A4947	rgb(74,73,71)	cmyk(0,1,4,71)
Light Grey	#95918F	rgb(149,145,143)	cmyk(0,3,4,42)
White	#FFFFFF	rgb(255,255,255)	cmyk(0,0,0,0)

2.2. Additional colours

Usage

The Green, Raspberry and Blue colours should be used sparing and not on the main logo.

Acceptable uses are for projects such as Technoteach and Playground computing as well highlighting in documents and presentations

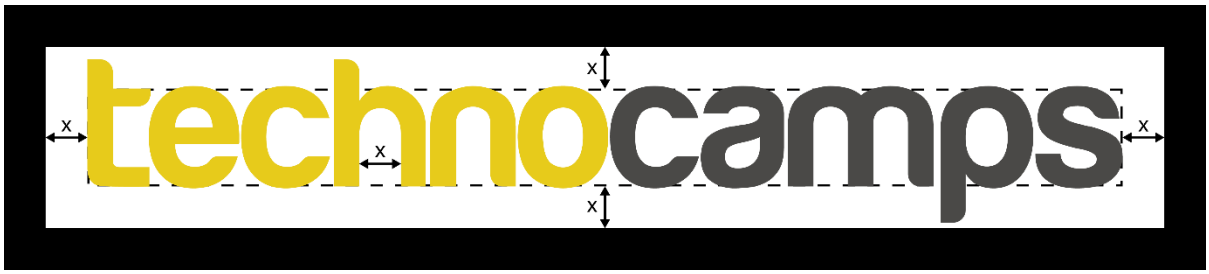
Palette

Black	#000000	rgb(0,0,0)	
Green	#8DB403	rgb(141,180,3)	cmyk(22,0,98,29)
Raspberry	#9A0A63	rgb(154,10,99)	cmyk(0,94,36,40)
Blue	#1FAFE6	rgb(31,175,230)	cmyk(87,24,0,10)
Legacy Black	#3F3F3E	rgb(63,63,62)	cmyk(0,0,2,75)

3. Logos

3.1. Exclusion area

To achieve maximum legibility there is an exclusion zone around the logo as shown below. No other graphics should be present within this exclusion area.



3.2. Sizing

In order to ensure readability of the blurb, the minimum printed height of the can be determined by the height of the “t” character being 5mm.

Logos should always be proportionally scaled and **never stretched or skewed**.

3.3. Variants

Main logo

Usage

This is the primary logo that should be used on any materials likely to be distributed to schools, teachers, pupils or parents.

Colour Variants

Light background - Yellow and grey

Dark background - Yellow and white

Yellow background - Grey and White

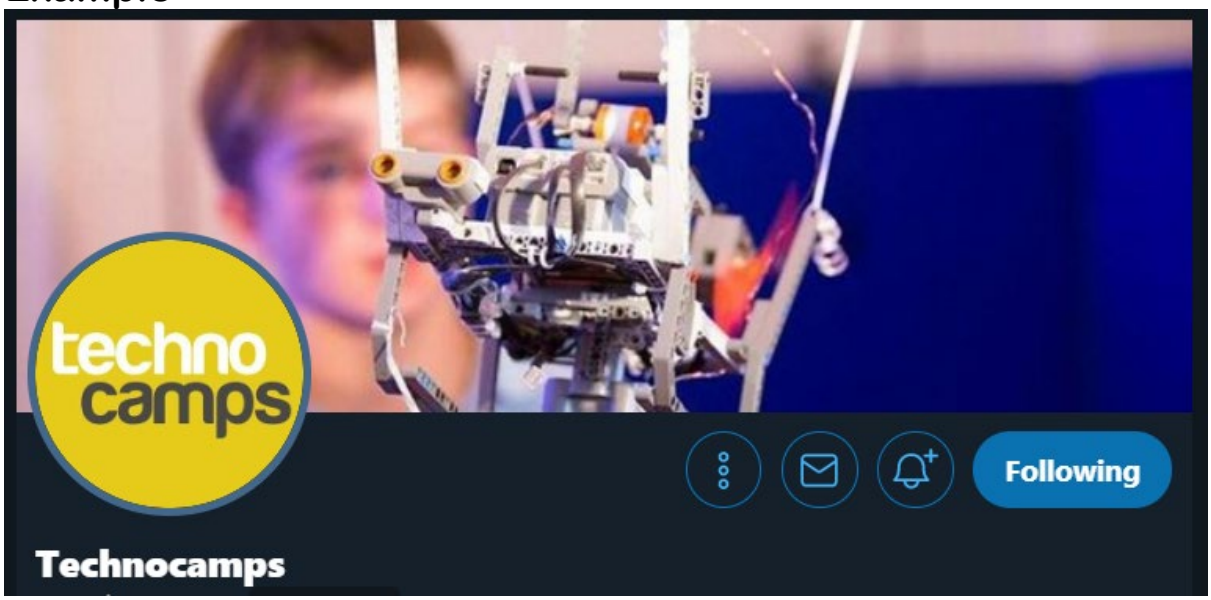
Square offset logo

Usage

This logo variant is to be used in square profile pictures such as on social media where the landscape logo variant would be too small to read such as on mobile screens.

For more information on social media, see Section 7: Social media on page 22.

Example

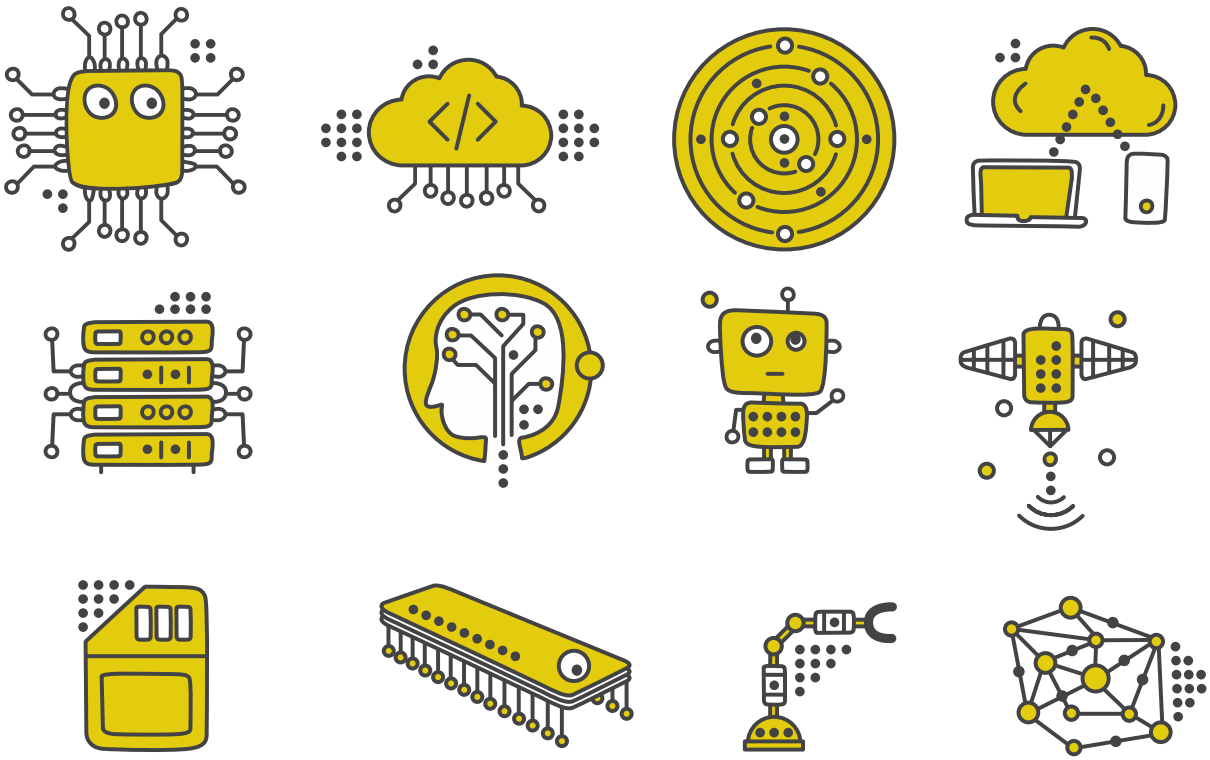


3.4. Glyphs and icons

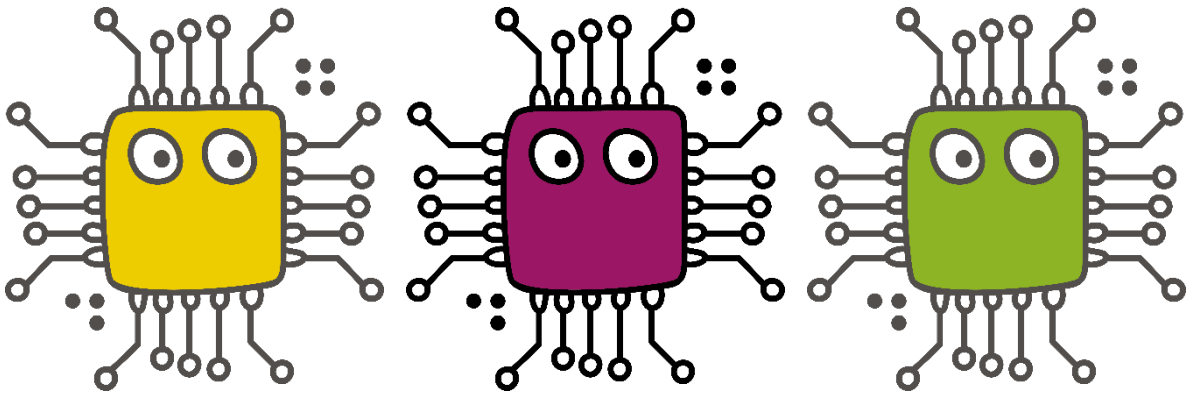
Usage

Provided below are the new glyph icons that can be used on marketing materials and workbooks. The palette of glyphs and Raspberry and Green colour variants can be seen below

Palette

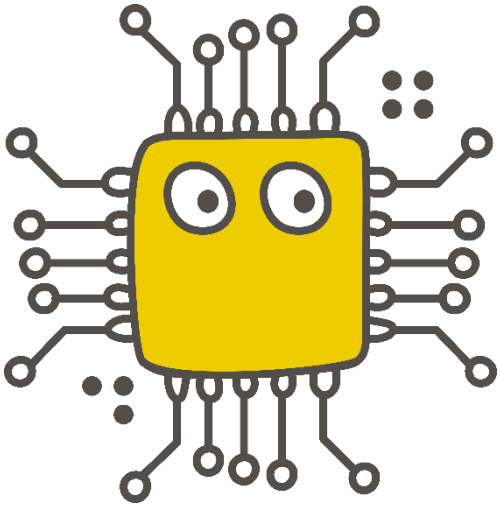


Colours

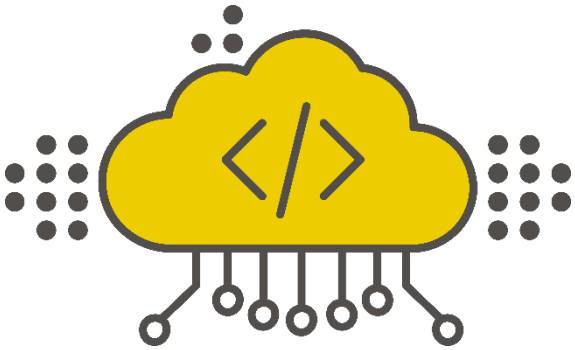


Elements

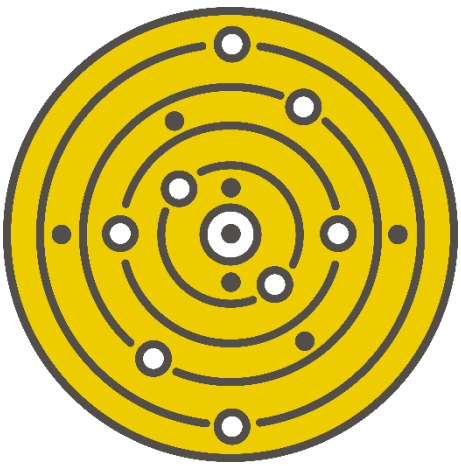
Googly



Claudia

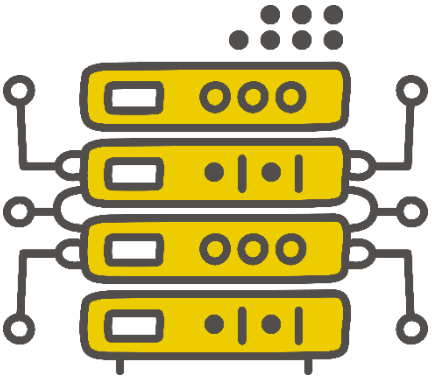


TP

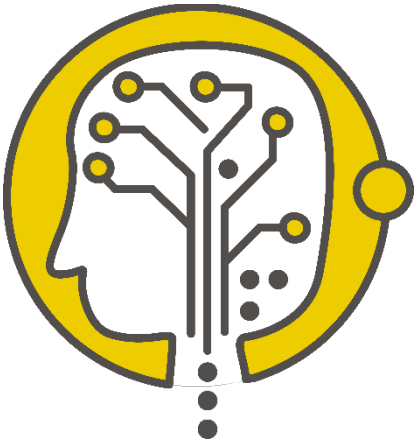


TriHard

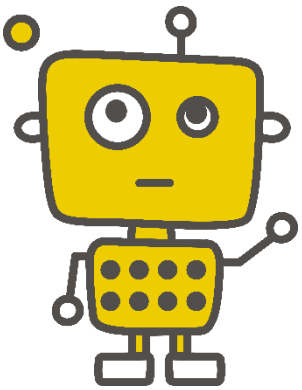
Dalek



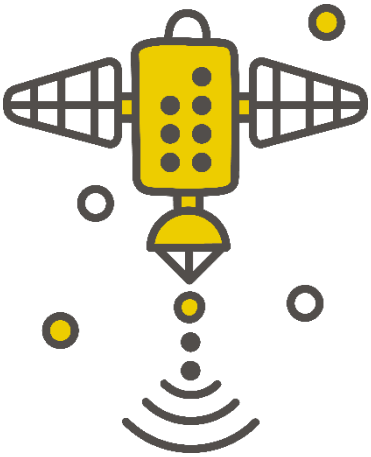
Brainy



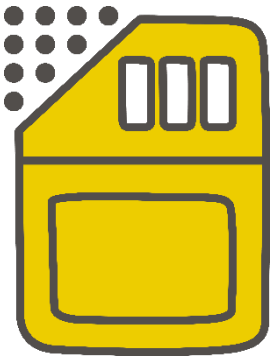
Robbie



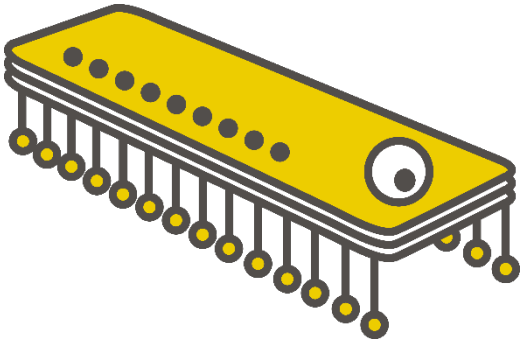
Ray



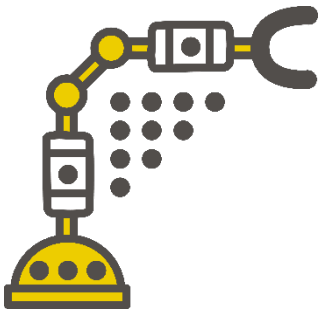
Simmy



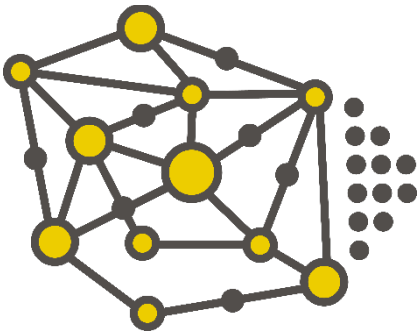
Caterpillar



Handy Andy



Mind-Map



3.5. Man and woman

Usage

The old cartoon man and woman characters are to be phased out and replaced by the new versions shown below.

Preview

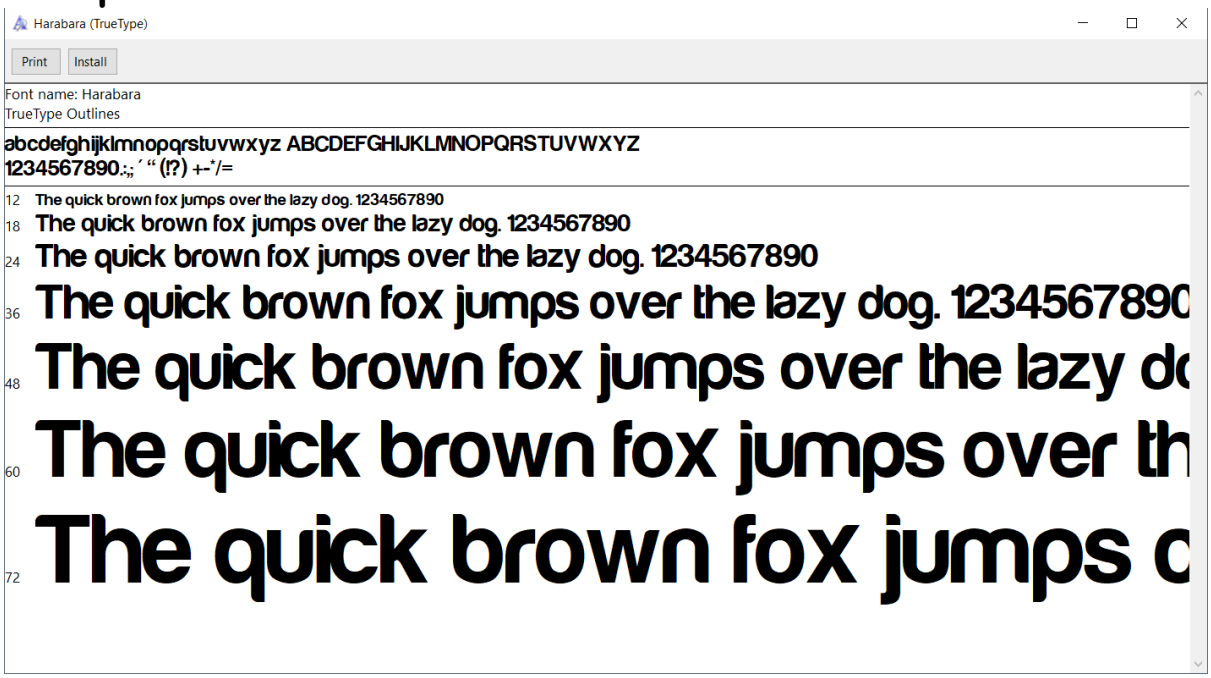
4. Fonts

4.1. Harabara

Usage

Harabara is the ucuranmodified version of the font used in main body of the Technocamps logo. The main difference being the width of the ‘t’ character

Sample



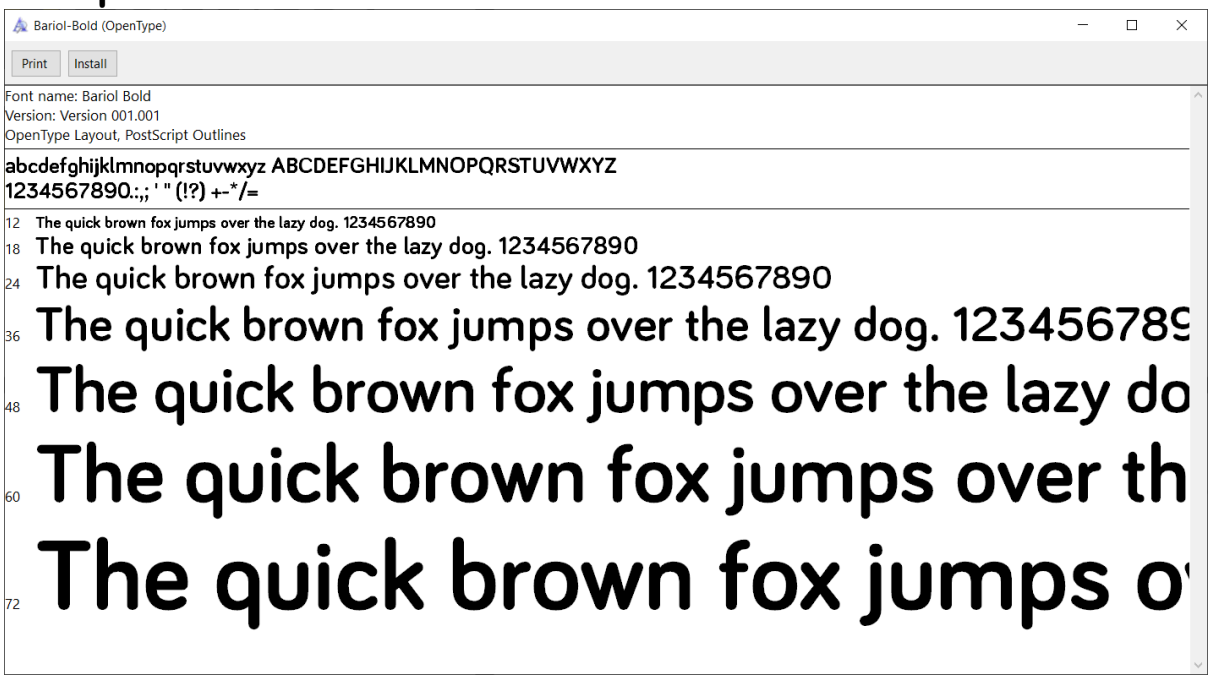
4.2. Bariol Bold

Usage

This font should be used for any surrounding text in logo variants. It is also appropriate to use this font for headings and titles in documents.

For systems where Bariol is not installed, **Arial Rounded** can be used as a good stand-in

Sample



Arial rounded:

The quick brown fox jumps

5. Email signatures

5.1. Sample

Julie Walters
Uwch Reolwr Prosiect | Senior Project Manager
Technocamps

Tel/ffôn: 07987 654321 / 01792 513753
technocamps.com

@Technocamps

6. Sub-brands

6.1. STEM Enrichment

Logos

Usage

The following should be used when branding Secondary STEM Enrichment materials.

For Light Backgrounds

technocamps

Inspiring | Creative | Fun

Ysbrydoledig | Creadigol | Hwyl

For Dark Backgrounds

technocamps

Inspiring | Creative | Fun

Ysbrydoledig | Creadigol | Hwyl

For Yellow Backgrounds

technocamps

Inspiring | Creative | Fun

Ysbrydoledig | Creadigol | Hwyl

6.2. Playground Computing

Colour Palette

Orange	#F7941D	rgb(247,148,29)	cmyk(0,40,88,3)
Aqua	#40ADBF	rgb(64,173,191)	cmyk(66,9,0,25)

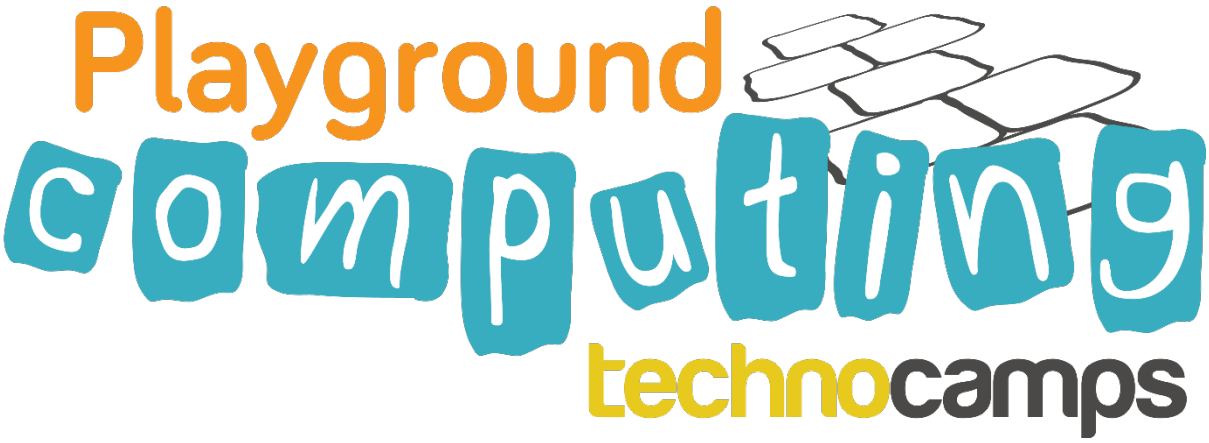
Logos

Playground Computing with Technocamps

Usage

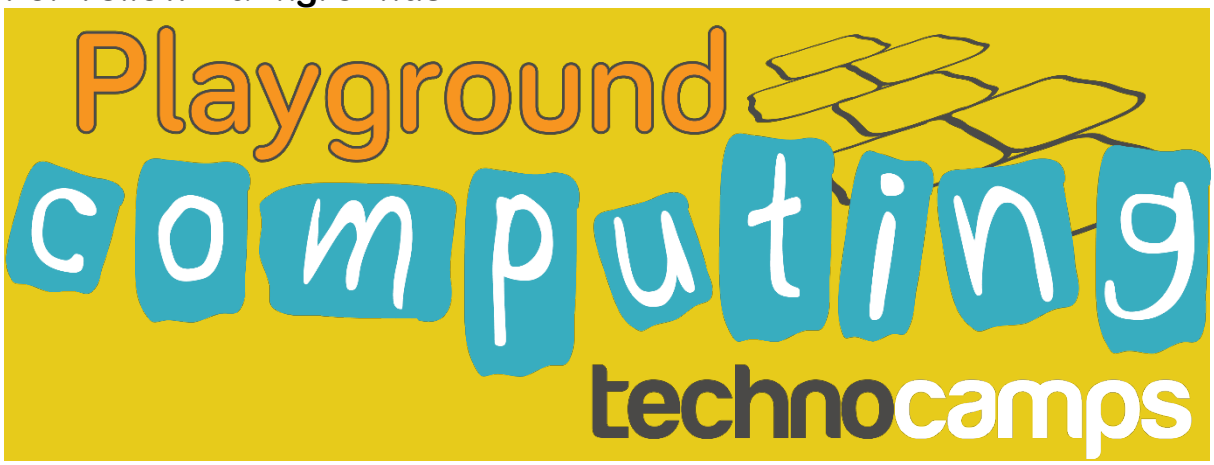
This should be considered the "primary" Playground Computing logo and should be used on materials where there is not already a prominent Technocamps logo.

For Light Backgrounds



For Dark Backgrounds

For Yellow Backgrounds



Playground Computing

Usage

The standalone Playground Computing logo should be used only when there is already clear Technocamps branding on the same page or document.

For Light Backgrounds

For Dark Backgrounds

For Yellow Backgrounds

6.3. Technoclub

Logos

Technoclub with Technocamps

Usage

This is the primary Technoclub logo that should be used on all Technoclub materials unless there is already a prominent Technocamps logo present on the same page/document.

For Light Backgrounds

For Dark Backgrounds

For Yellow Backgrounds

Technoclub Standalone

Usage

The following standalone Technoclub logo should only be used when there is a prominent Technocamps logo present on the same page/document or with the logo is being used small print.

For Light and Dark Backgrounds

For Yellow Backgrounds

6.4. GiST

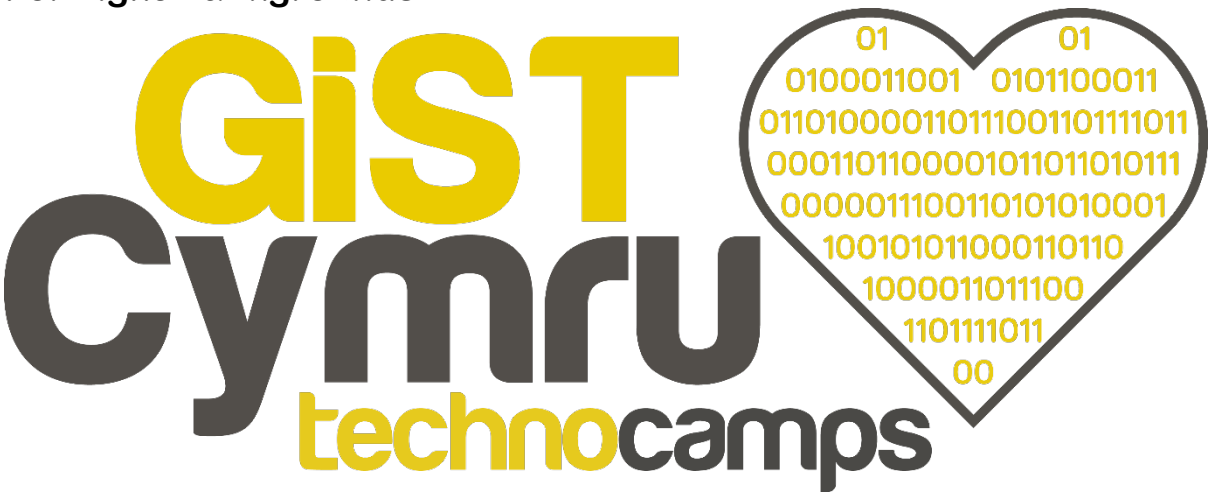
Logos

GiST with Technocamps

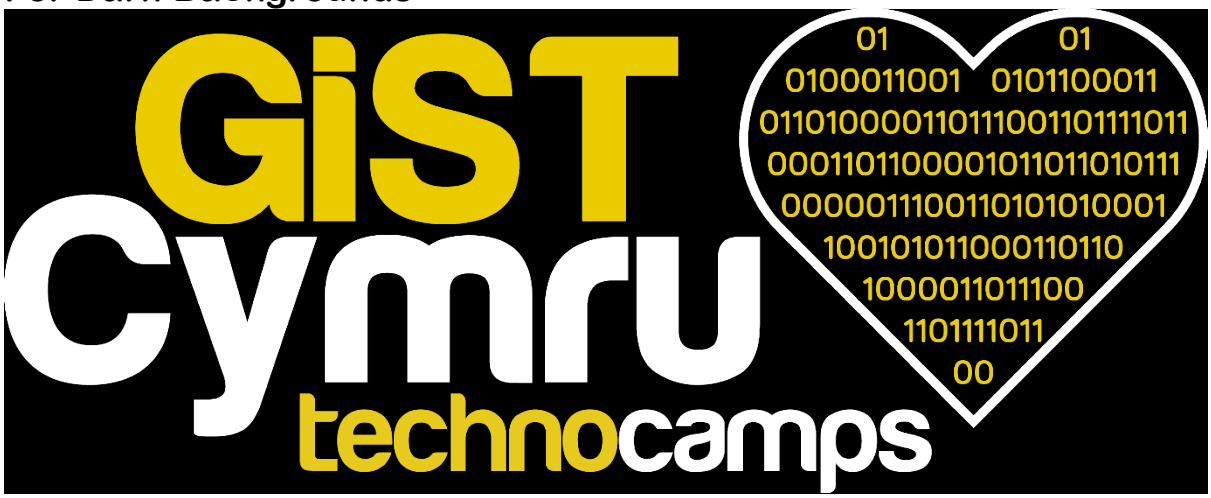
Usage

This is the primary GiST logo that should be used on the majority of materials unless there is limited print size or there is already a prominent Technocamps logo

For Light Backgrounds



For Dark Backgrounds



For Yellow Backgrounds

GiST with Heart

Usage

This logo is for medium to large print where there is already a Technocamps logo present on the page/document.

For Light Backgrounds

For Dark Backgrounds

For Yellow Backgrounds

GiST Core Text

Usage

This logo should only be used in small print such as document headers/footers. Ideally this should be paired with the small Technocamps logo.

For Light Backgrounds

For Dark Backgrounds

For Yellow Backgrounds

7. Partner and Funder logos

Wherever possible, the ESF and partner logos should be included on marketing materials.

Much like it is not always appropriate to use the full logo with blurb, there are also cases where the partner logos and ESF logo would either be unreadable or distracting.

Presentation of the ESF logo is of higher priority than the partner logos so all the partner logos should be dropped before the ESF logo when space or size is limited. Only if there is still not enough space should the ESF logo then be dropped.

7.1. Logo strip

INSERT NEW LOGO STRIP HERE

7.2. Other logos

ESF

Partners

Swansea University

Aberystwyth University

Bangor University

PRIFYSGOL BANGOR UNIVERSITY

Cardiff Metropolitan University

Cardiff Metropolitan University | Prifysgol Metropolitan Caerdydd

Cardiff University

CARDIFF UNIVERSITY
PRIFYSGOL CAERDYDD

University of South Wales

University of South Wales
Prifysgol De Cymru

Wrexham Glyndwr University

Wrexham glyndŵr UNIVERSITY

8. Social media

8.1. Twitter

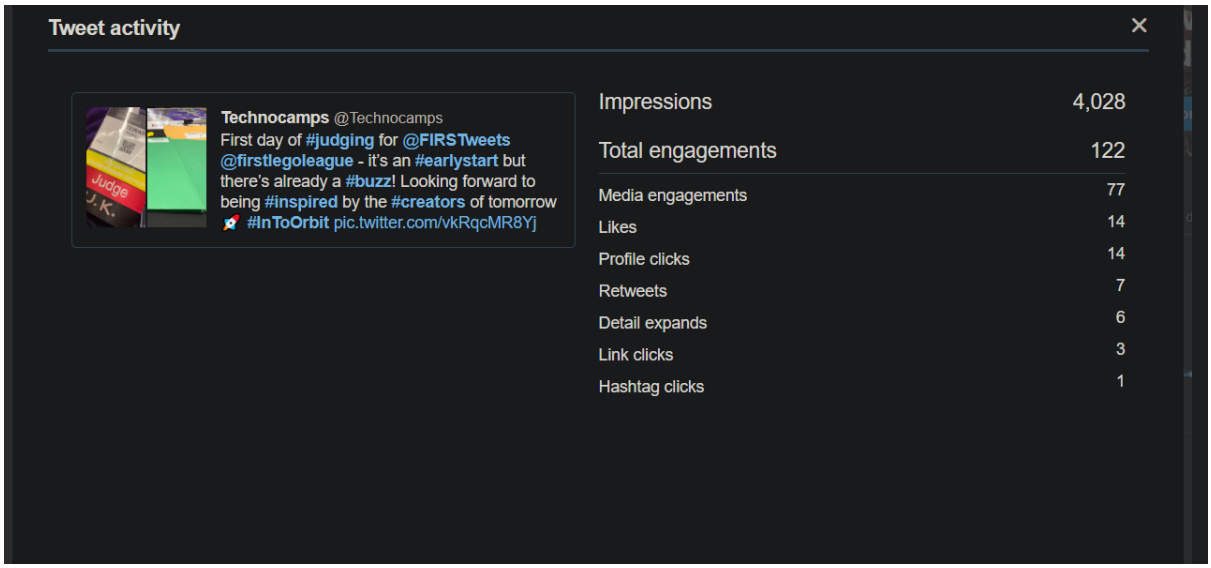
Mentioning and account tagging

Always endeavour to tag appropriate and related accounts for example the Universities or Lego Education etc.

In cases where space is limited, additional tags can be included in image posts, by tagging accounts in the actual image.

This tweet was successful because although it had limited hashtags, it was retweeted by @firstlegoleague that has 38.9K followers

https://twitter.com/Technocamps/status/1121366139450294272



Hashtags

Content discover is driven slightly less on Twitter than Instagram as it is not possible to follow hashtags on Twitter. As a result the window of visibility is smaller. Due to the more limited length of Tweets, it is also more important that you make sure you're not using space on a low-popularity hashtag when it could be replaced by a more popular one.

This tweet, thought it had a few good retweets most of were from smaller accounts. Though there were far more likes. We cannot get detailed per-post breakdowns on hashtag, we can see the general popularity and correlation with other hashtags as seen here for the **#welsh** hashtag. As many of the likes were from accounts that do not follow us and we do not follow, we can assume they've engaged with this tweet because of the hashtags

https://hashtagify.me/hashtag/welsh

https://twitter.com/technocamps/status/1121664995773702144

8.2. Instagram

8.3. Facebook

9.

Use of Logos

Technocamps Programme

As you will note from the structure of the programme, Technocamps is the overarching brand for:

- Technocamps ESF (Secondary Schools in Convergence Areas)
- Technocamps Secondary schools
- Playground Computing (Primary Schools)
- IOC and Degree Apprenticeships
- Technoteach

A degree of discretion and common sense will therefore need to be applied when deciding on which logos to use in which context.

As a rule of thumb, any marketing materials likely to be distributed to schools and teachers should always include the logo with the blurb positioned to the left as below.

Marketing materials promoting the overarching brand can use logos without the blurb but should include the URL if possible.

We have approved the use of the 'split' logo for social media profiles and for where space is limited (such as on mobile phone pop-stands and coasters) – please double check with the marketing team if you wish to use this logo.

Please ensure that logos are scaled rather than stretched on any official documentation to maintain the integrity of the lettering and style.

Backgrounds and colours

Please adhere to the following guidance:

White background – Yellow/Grey logo (use black or dark grey font for body text)

Yellow background – Grey/white logo (use dark grey font for body text)

Dark Grey background – Yellow/White logo (use white font for body text)

Colours

Technocamps main official colours are as follows:

Please ensure that backgrounds and fonts adhere to this colour scheme wherever possible.

All printed and official marketing materials should use these colours.

If you are ordering any stock merchandise, please choose colours as close to the official ones as possible – if in doubt, send artwork to the marketing team for approval prior to ordering.

Please **do not use** the Technocamps Raspberry and Green on anything other than the colour coded workbooks unless given prior approval.

Fonts

All marketing materials should use Harabara font for main headlines and Bariol bold for body text. These fonts are in Owncloud folder should you need to download them.

ESF and partners' Logo

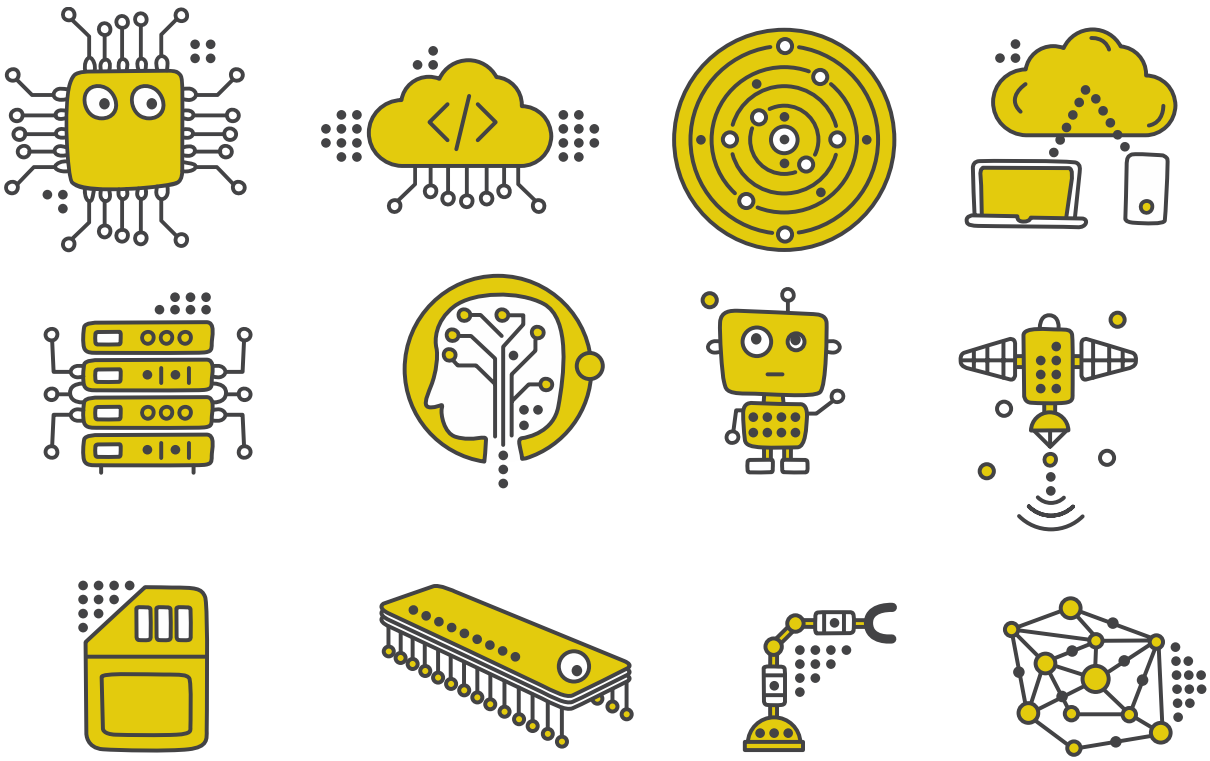
Wherever possible the ESF and partners' logos should be included on marketing materials. We appreciate however that this is sometimes not appropriate, especially if the logos will end up too small or distract from other important pieces of information. The standard logo strip with the ESF logo on (available on Owncloud), has been approved for all official documents.

There is also standard document format available on Owncloud which includes the logo strip which can be used for documents such as meeting minutes, press releases and any formal communications with external partners.

If in doubt, please check with the marketing team prior to documents being printed or sent out.

Icons and Brand Assets

All new and approved icons are available to use on marketing material and any workbooks being developed or edited. (Raspberry and Green versions are in the owncloud folder for use on the relevant colour coded workbooks).



The existing man and woman icon are to be phased out to be replaced by the new icons below which are more consistent with the new branding.