



Brand Guidelines



Initio Logo

The Initio logo is made up of two elements... the 'graphic' and the 'wordmark'. These elements can be used separately or together to make the 'Lock-up'.



Graphic



Wordmark



Lock-up

Initio Logo (workmark)

The full colour 'wordmark' is the preferred option of the logo and should be used wherever possible. This is available as both positive and negative versions.



Full colour logo (negative)



Full colour logo (positive)



Single colour logo (negative)



Single colour logo (positive)

Initio Logo (lock-up)

The 'Lock-up' version of the Initio logo combines both the 'graphic' and the 'wordmark'. These scale and positioning of these elements should never altered in relation to each other. See page 10 for examples of what not to do.



Full colour logo (negative)



Full colour logo (positive)

Initio Logo (graphic)

The 'graphic' element of the Initio logo can be used on its own and separate from the 'wordmark'. This can either be used as a complete unit or cropped off the page.



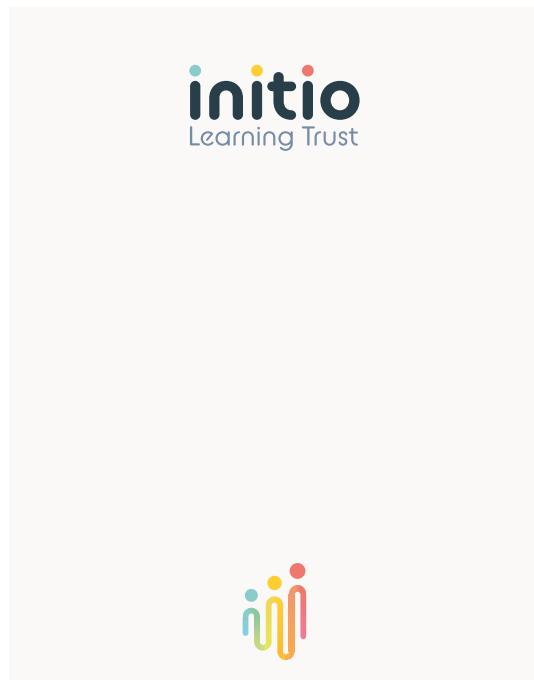
Complete unit



Cropped off page



Used without wordmark



Used on different parts of page

Logo exclusion zone

When visual elements are too close to the identity, it can take away the page hierarchy or create brand confusion. 'Exclusion Zones' create a safe area around the identity to prevent this from happening.

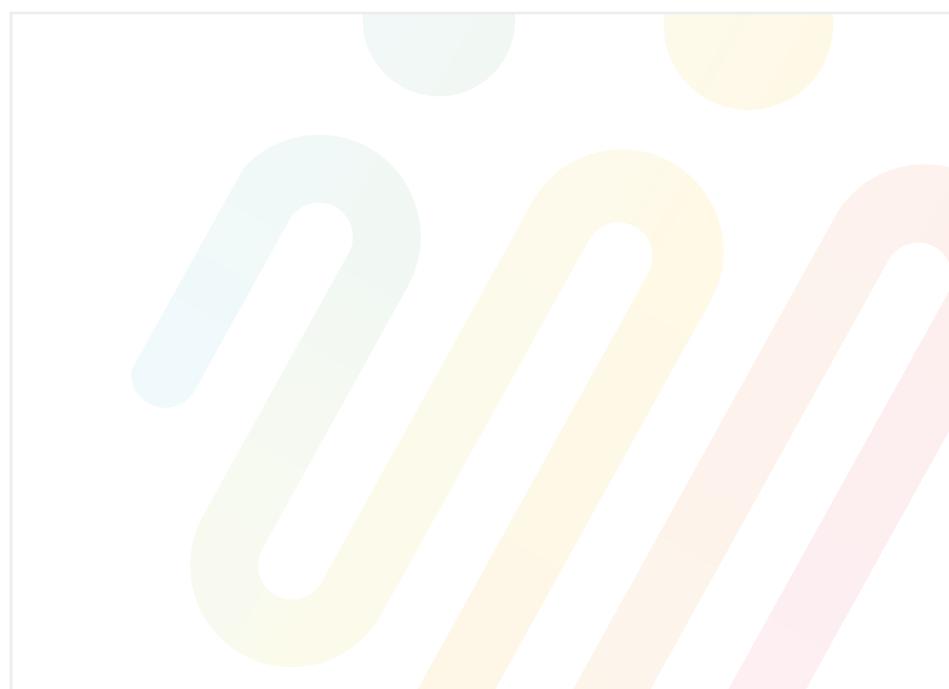
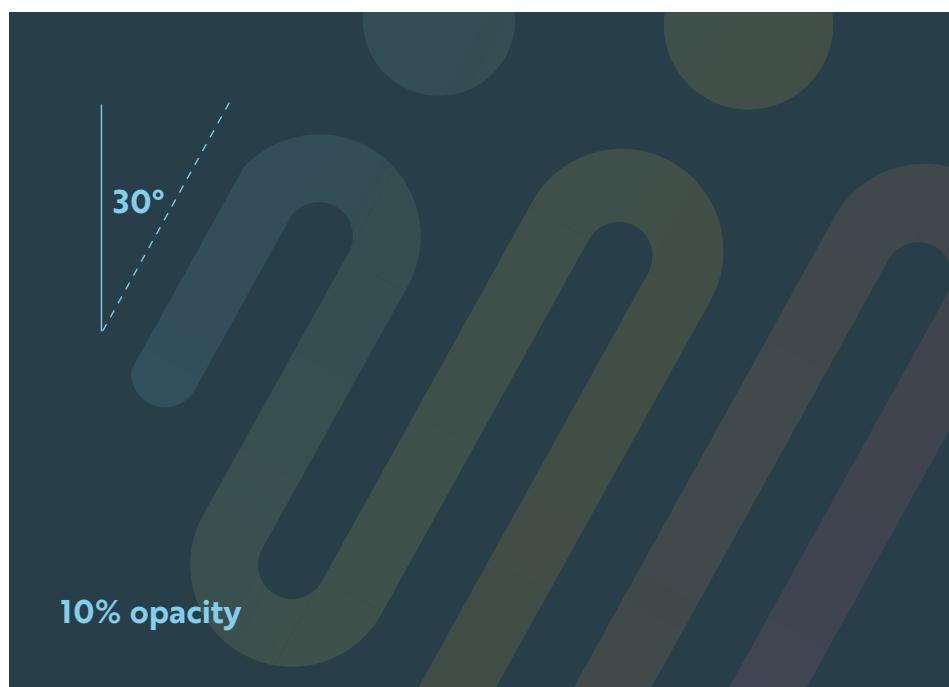
TOP TIP: The diameter of the letter 'O' from the Initio logo is a useful way of checking that you have sufficient clear space around the identity.



Watermark

The 'graphic' element from the logo can be used a subtle watermark in backgrounds to add interest to flat backgrounds. The watermark should be shown at **10% opacity** and at approximately a **30° angle**.

This can be used on both white and dark backgrounds as shown below.



Corporate colours

Primary colour

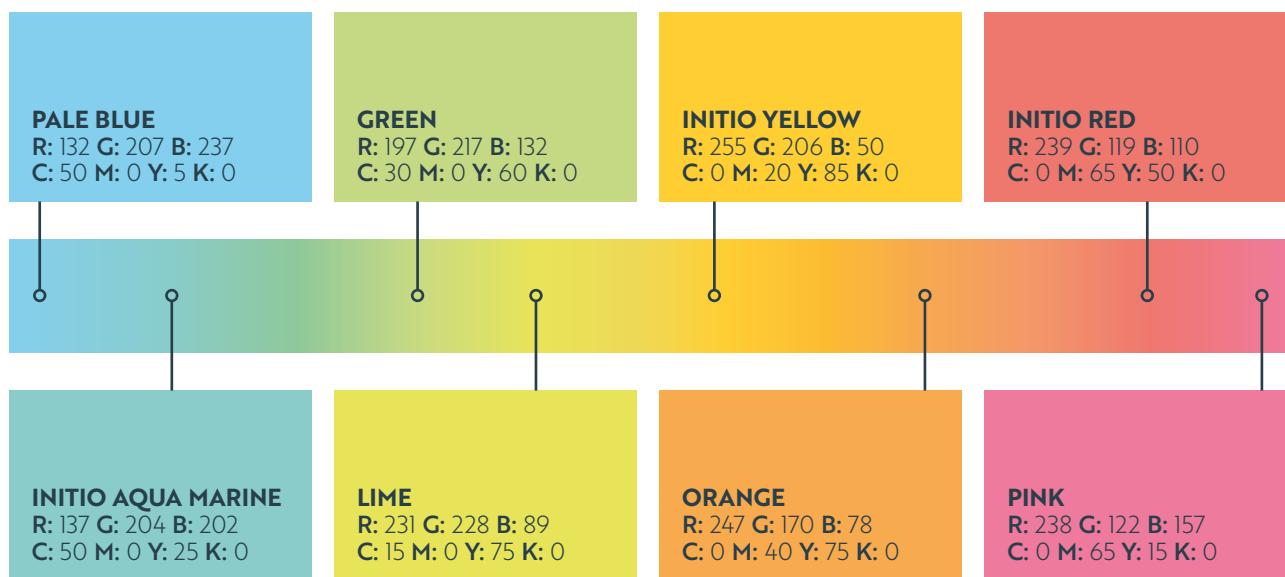


Secondary colours



Complete colour spectrum

The complete colour spectrum is a gradient comprising of eight core colours as shown below. These colours are used within the 'logo' element of the 'lock-up'.



Initio typefaces

Titles

BC Alphapipe
Light

The quick brown fox jumps
over the lazy dog 0123456789
THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG

BC Alphapipe
Semi-Bold

The quick brown fox jumps
over the lazy dog 0123456789
THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG

Body Copy

Brother 1816
Book

The quick brown fox jumps
over the lazy dog 0123456789
THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG

Brother 1816
Medium

The quick brown fox jumps
over the lazy dog 0123456789
THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG

Things to avoid



Don't use 'workmark' without strapline



Don't change colour of logo



Don't stretch the logo



Don't condense the logo



Don't alter scale of elements



Don't alter positioning of elements



Don't use on bright coloured backgrounds



Don't use logo on busy photography

If you have any
questions regarding the
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brand, please contact:

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