



## 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 'workmark'. This can either be used as a complete unit or cropped off the page.



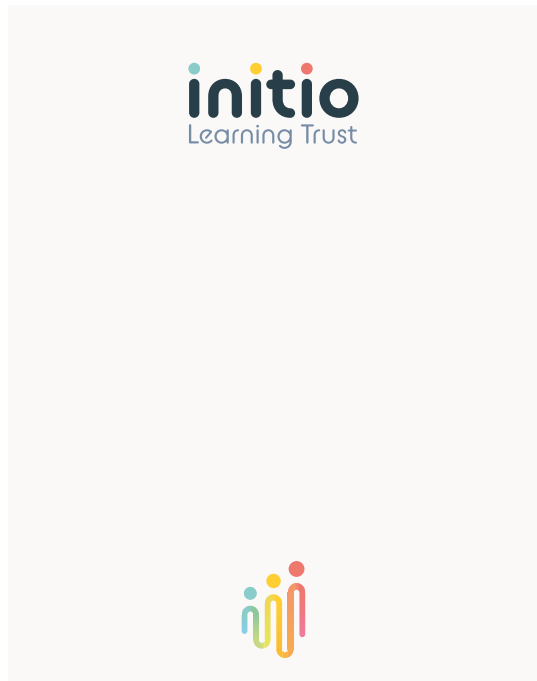
Complete unit



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 as 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

### INITIO BLUE

R: 40 G: 62 B: 73

C: 87 M: 64 Y: 53 K: 44

## Secondary colours

### INITIO AQUA MARINE

R: 137 G: 204 B: 202

C: 50 M: 0 Y: 25 K: 0

### INITIO YELLOW

R: 255 G: 206 B: 50

C: 0 M: 20 Y: 85 K: 0

### INITIO RED

R: 239 G: 119 B: 110

C: 0 M: 65 Y: 50 K: 0

## 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'.

### PALE BLUE

R: 132 G: 207 B: 237

C: 50 M: 0 Y: 5 K: 0

### GREEN

R: 197 G: 217 B: 132

C: 30 M: 0 Y: 60 K: 0

### INITIO YELLOW

R: 255 G: 206 B: 50

C: 0 M: 20 Y: 85 K: 0

### INITIO RED

R: 239 G: 119 B: 110

C: 0 M: 65 Y: 50 K: 0

### INITIO AQUA MARINE

R: 137 G: 204 B: 202

C: 50 M: 0 Y: 25 K: 0

### LIME

R: 231 G: 228 B: 89

C: 15 M: 0 Y: 75 K: 0

### ORANGE

R: 247 G: 170 B: 78

C: 0 M: 40 Y: 75 K: 0

### PINK

R: 238 G: 122 B: 157

C: 0 M: 65 Y: 15 K: 0



# Initio typefaces

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## 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

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## 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

The word 'initio' in a dark blue sans-serif font, with three colored dots (green, yellow, orange) above the 'i', 'n', and 'o' respectively. The strapline 'Learning Trust' is missing.

**Don't** use 'workmark' without strapline

The word 'initio' in a light blue sans-serif font, with three colored dots (green, yellow, orange) above the 'i', 'n', and 'o' respectively. The strapline 'Learning Trust' is in a darker blue sans-serif font below it.

**Don't** change colour of logo

The word 'initio' in a dark blue sans-serif font, with three colored dots (green, yellow, orange) above the 'i', 'n', and 'o' respectively. The strapline 'Learning Trust' is in a dark blue sans-serif font below it. The entire logo is stretched horizontally.

**Don't** stretch the logo

The word 'initio' in a dark blue sans-serif font, with three colored dots (green, yellow, orange) above the 'i', 'n', and 'o' respectively. The strapline 'Learning Trust' is in a dark blue sans-serif font below it. The entire logo is condensed horizontally.

**Don't** condense the logo

The word 'initio' in a dark blue sans-serif font, with three colored dots (green, yellow, orange) above the 'i', 'n', and 'o' respectively. The strapline 'Learning Trust' is in a dark blue sans-serif font below it. To the left of the word is a graphic of three stylized human figures in green, yellow, and orange, with the 'i' dot positioned above the middle figure.

**Don't** alter scale of elements

The word 'initio' in a dark blue sans-serif font, with three colored dots (green, yellow, orange) above the 'i', 'n', and 'o' respectively. The strapline 'Learning Trust' is in a dark blue sans-serif font below it. To the right of the word is a graphic of three stylized human figures in green, yellow, and orange, with the 'i' dot positioned above the middle figure.

**Don't** alter positioning of elements

The word 'initio' in a dark blue sans-serif font, with three colored dots (green, yellow, orange) above the 'i', 'n', and 'o' respectively. The strapline 'Learning Trust' is in a dark blue sans-serif font below it. The entire logo is set against a solid bright pink background.

**Don't** use on bright coloured backgrounds



**Don't** use logo on busy photography

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

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