

BRAND GUIDELINES



2020 MISSION

To inspire learning and improve lives through education, training and skills development that supports social and economic success for our students, businesses and communities across West London.

TYPOGRAPHY

Primary corporate font: Interstate

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Header → **Interstate Black**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Subheading → **Interstate Bold**

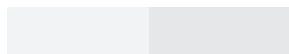
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Body Text → **Interstate Regular**

Interstate Light can also be used within body text.



Black



White



COLOUR PALETTE

Tints and Shades



Primary Colour: WLC TEAL

CMYK: 80, 20, 40, 0
RGB: 2, 151, 157
HEX: #02979D



Primary Colour: WLC MAGENTA

CMYK: 0, 85, 0, 0
RGB: 233, 65, 144
HEX: #E94190



Complimentary Colour

CMYK: 60, 100, 45, 0
RGB: 130, 39, 92
HEX: #82275C



50% TINT

CMYK: 40, 10, 20, 0
RGB: 179, 205, 205
HEX: #B3CDCD



75% TINT

CMYK: 60, 15, 30, 0
RGB: 133, 181, 181
HEX: #85B5B5



+20% K

CMYK: 80, 20, 40, 20
RGB: 67, 137, 137
HEX: #438989



+40% K

CMYK: 70, 20, 40, 40
RGB: 55, 113, 113
HEX: #377171



50% TINT

CMYK: 0, 43, 0, 0
RGB: 244, 175, 207
HEX: #F4AFCF



75% TINT

CMYK: 0, 64, 0, 0
RGB: 239, 126, 176
HEX: #EF7EB0



+20% K

CMYK: 0, 85, 0, 20
RGB: 198, 58, 123
HEX: #C63A7B



+40% K

CMYK: 0, 85, 0, 40
RGB: 162, 47, 100
HEX: #A22F64



50% TINT

CMYK: 30, 50, 23, 0
RGB: 189, 142, 163
HEX: #BD8EA3



75% TINT

CMYK: 45, 75, 34, 0
RGB: 159, 87, 122
HEX: #9F577A



+20% K

CMYK: 60, 100, 45, 20
RGB: 112, 32, 78
HEX: #70204E



+40% K

CMYK: 60, 100, 45, 40
RGB: 93, 25, 63
HEX: #5D193F



Campus Centre Colour: Ealing

CMYK: 50, 0, 85, 0
RGB: 148, 194, 74
HEX: #94C24A



50% TINT

CMYK: 25, 0, 43, 0
RGB: 206, 225, 170
HEX: #CEE1AA



75% TINT

CMYK: 38, 0, 64, 0
RGB: 177, 209, 123
HEX: #B1D17B



+25% K

CMYK: 50, 0, 85, 20
RGB: 127, 167, 64
HEX: #7FA740



+50% K

CMYK: 50, 0, 85, 40
RGB: 103, 137, 52
HEX: #678934



Campus Centre Colour: Southall / WLCA

CMYK: 0, 50, 85, 0
RGB: 243, 148, 51
HEX: #F39433



50% TINT

CMYK: 0, 25, 43, 0
RGB: 251, 204, 155
HEX: #FBCC9B



75% TINT

CMYK: 0, 38, 64, 0
RGB: 248, 177, 104
HEX: #F8B168



+25% K

CMYK: 0, 50, 85, 20
RGB: 206, 127, 42
HEX: #CE7F2A



+40% K

CMYK: 0, 50, 85, 40
RGB: 167, 105, 34
HEX: #A76922



Campus Centre Colour: Park Royal

CMYK: 55, 70, 0, 0
RGB: 138, 94, 164
HEX: #8A5EA4



50% TINT

CMYK: 28, 35, 0, 0
RGB: 193, 174, 213
HEX: #C1AED5



75% TINT

CMYK: 41, 53, 0, 0
RGB: 165, 132, 187
HEX: #A584BB



+25% K

CMYK: 55, 70, 0, 20
RGB: 119, 81, 141
HEX: #77518D



+40% K

CMYK: 55, 70, 0, 40
RGB: 99, 67, 116
HEX: #634374



Campus Centre Colour: Hammersmith

CMYK: 85, 45, 0, 10
RGB: 11, 111, 176
HEX: #0B6FB0



50% TINT

CMYK: 43, 23, 0, 5
RGB: 152, 176, 216
HEX: #98B0D8



75% TINT

CMYK: 64, 34, 0, 8
RGB: 95, 141, 195
HEX: #5F8DC3



+25% K

CMYK: 85, 45, 0, 30
RGB: 13, 93, 147
HEX: #0D5D93



+40% K

CMYK: 85, 45, 0, 50
RGB: 9, 74, 117
HEX: #094A75

LOGO USAGE

For Use on Light Backgrounds

Version 1 (includes URL)



Version 2 (without URL)



DO NOT
Stretch



DO NOT
Tilt, rotate or skew



DO NOT
Place the logo on colours
and tones similar to the
logos colour



DO NOT
Add unnecessary embellishments
like drop shadows, gradients,
embossing, etc

LOGO USAGE

For Use on Dark Backgrounds

Version 1 (includes URL)



Version 2 (without URL)



DO NOT
Stretch



DO NOT
Tilt, rotate or skew



DO NOT
Place the logo on colours
and tones similar to the
logos colour



DO NOT
Add unnecessary embellishments
like drop shadows, gradients,
embossing, etc