



CATS GLOBAL SCHOOLS

BRAND IDENTITY GUIDE

NOTE : THIS BRANDING IS FOR JUST DEMO PURPOSE

Contents

Welcome to the CATS Global Schools Brand Identity Guide. This document provides a simple, yet robust set of guidelines that are easy to understand and allow for creative expression.

The following pages will guide you through the basic elements and provide some general rules when applying these across a variety of media.

While we prefer a standardized brand identity, there may be situations where a custom solution applies. For advice on applying the brand identity outside of the guidelines, please contact brand@catsglobalschools.com

Visit our brand hub for more information and brand assets brand.catsglobalschools.com

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The visual identity at a glance

Logos



CATS
GLOBAL SCHOOLS



CATS
GLOBAL SCHOOLS



CATS
GLOBAL SCHOOLS



PART OF
CATS
GLOBAL SCHOOLS

Fonts

Desktop publishing versions

Sabon Next LT

Avenir

Microsoft Office versions

DM Serif Display

Nunito Sans

NOTE : THIS BRANDING IS FOR JUST DEMO PURPOSE

- Embrace the power of navy and white
- Use teal and gold sparingly
- Add colour through imagery that tells a story
- Aim for contrast in type hierarchies

Colours

Navy	Teal	Gold
CMYK 94 81 50 66	HEX 191F2F	CMYK 19 30 89 6
RGB 25 31 47	PANTONE 5395 C	HEX CEA82C

NOTE : THIS BRANDING IS FOR JUST DEMO PURPOSE

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Our logo elements

1. The Shield

The shield is a heraldic symbol and conveys a sense of reliability, history and heritage.

2. The Lion

The lion symbol has been part of the former CATS group since the 1950s. Lions appear in heraldic shields symbolising courage, nobility, stability, valour and strength. It stands in the 'rampant' position, however uncommonly, it faces right – forwards - to demonstrate our forward-thinking approach to education.

3. The diagonal cross

The diagonal symbol is often used by schools and universities, depicting oars or other sporting symbols.



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There are three versions of the logo. The logo can appear as navy on white or white out of a dark background, where possible, this should be navy. Please see page 26 for colour references.

When the logo needs to be used in a smaller area, please use the landscape version.

Logo versions



Primary logo. This version of the logo should be the primary choice on all printed and digital communications. It should be used when it is the first time the viewer will see the brand.

Minimum size: 75 pixels wide/20 millimetre wide (1).



Outline logo. This version of the logo can be used for decorative print finishes such as foiling, or over imagery.

Minimum size: 95 pixels wide/25 millimetre wide (2).



Landscape logo. This version of the logo should be used when a smaller area is available or for secondary use when the viewer has already been introduced to the brand.

Minimum size: 145 pixels wide/38 millimetre wide (3).

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Clear space around the logo is equal to half the width of the shield. No other elements may be placed within this area.

Logo spacing



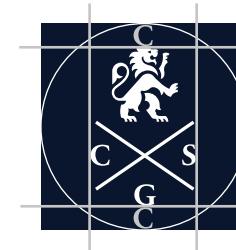
Logo exceptions

Exceptions to this are signage with limited space, social media icons and app icons.



Social icon construction

Align the logo centre vertically and horizontally of the icon shape. Use the height of the C as the padding to the top and bottom of the icon shape.



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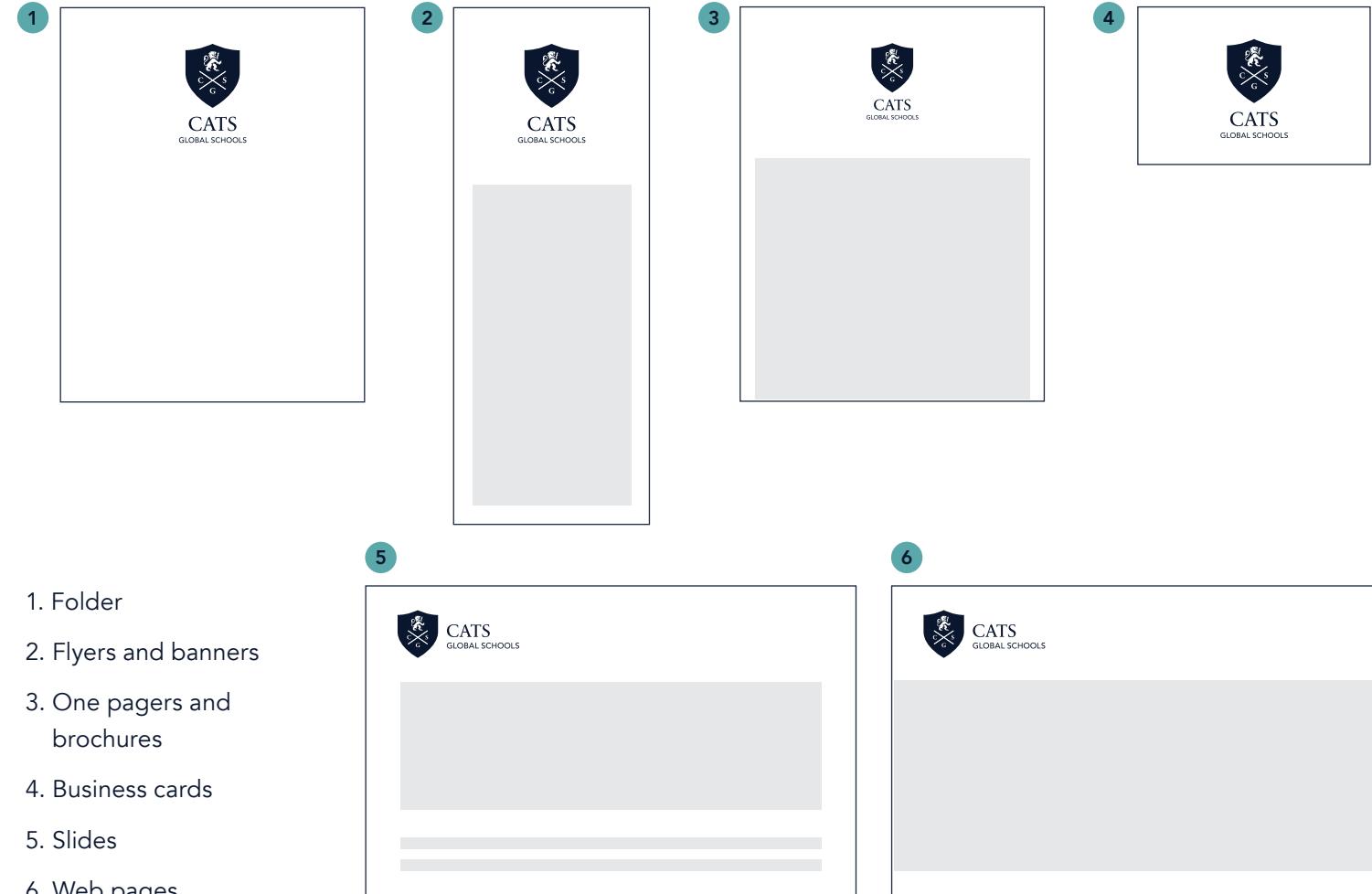
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The logo placement depends on the type of communication and use. Please see examples of correct placement. The general rule is that the primary logo should be centred and the landscape version should be left aligned.

Logo placement



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The logo should remain consistent. The logo should not be misinterpreted, modified, or added to. Its orientation, colour and composition should remain as indicated in this document.

Logo misuse



Do not alter the colour or style



CATS
GLOBAL SCHOOLS



Do not stretch or distort



CATS
GLOBAL SCHOOLS



Do not alter composition



CATS
GLOBAL SCHOOLS



Do not alter the font



Cats
GLOBAL SCHOOLS



CATS
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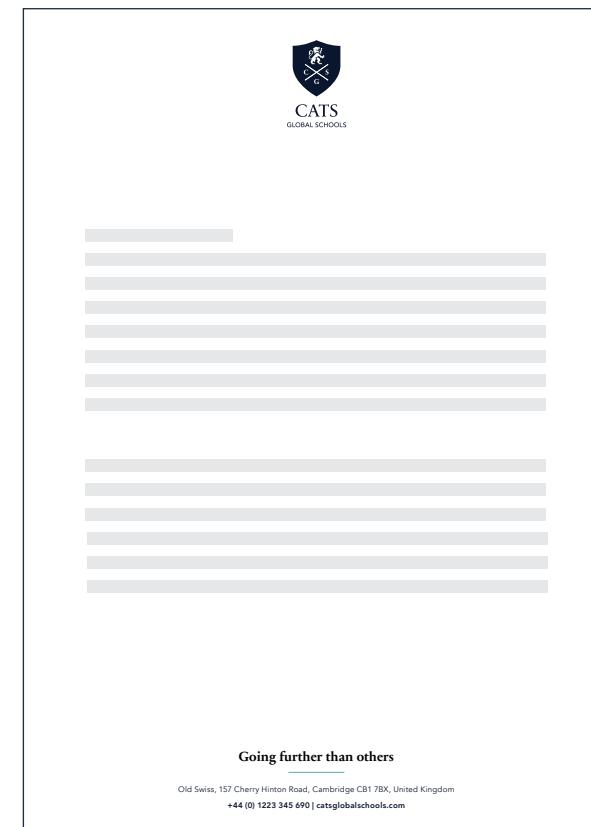
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Here are samples of the logo across a variety of online and offline materials.



Business card



Letterhead

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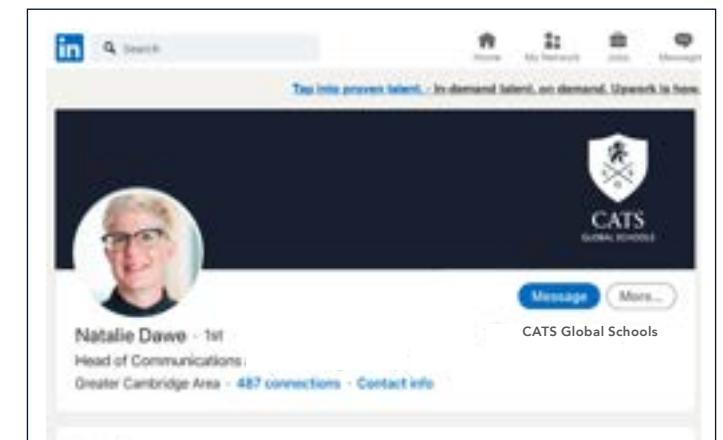
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Email signature



Social media



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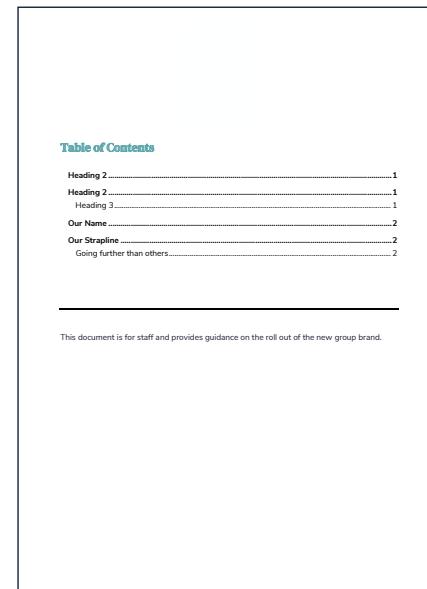
Iconography

Photography

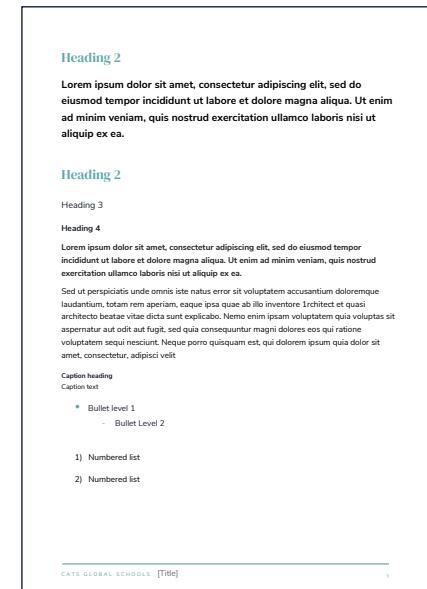
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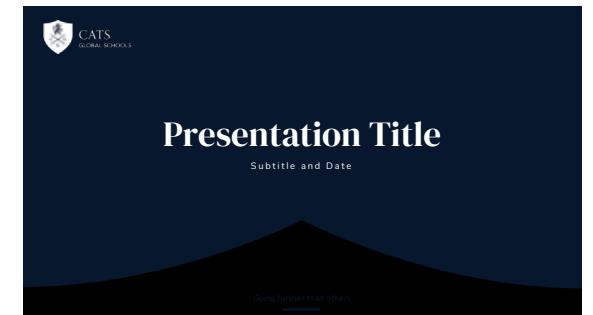
Logo application



Word document



Word document



Presentation Title

Subtitle and Date

doing further than others
GOING FURTHER



Presentation Title

Subtitle and Date



PowerPoint slides

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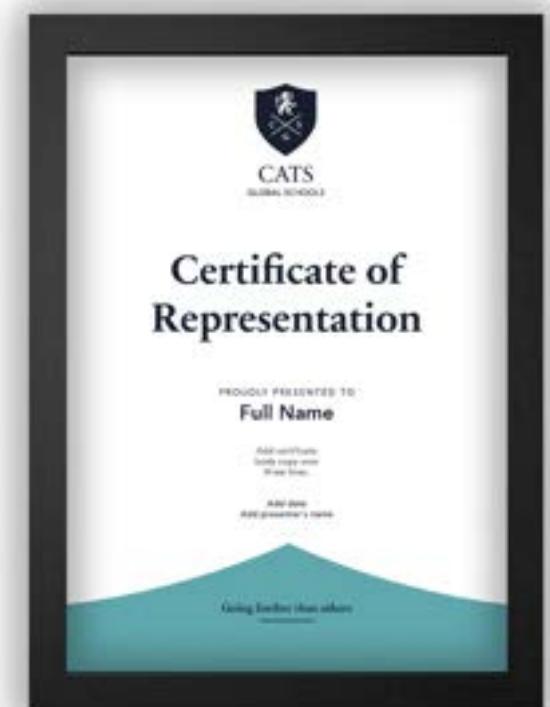
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T-shirt and tie



Certificate

Logo as an endorser

What unites us as CATS Global Schools group is our common belief that together we inspire the next generation of world shapers by going further than others in the pursuit of future-thinking academic excellence.

However, we celebrate the character and individuality of each of our schools. We know that students and parents identify with their chosen school. Therefore, school identities retain primacy at a local level and are endorsed by the CATS Global Schools mark.

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Endorser logo



The endorser logo is for use on school print and digital communications. The logo should sit below the school logo in the hierarchy, usually at the bottom of the page.

The navy and white versions of the endorser logo should be the primary choice. However, a white-only version is available for use in a footer. This can be used when the school brand colours need to take prominence.

Smallest size: 145 pixels wide/38 millimetre wide (1).

The endorser logos are only to be used by schools within the group. When used together the school logos should appear larger and have more prominence.

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Do not alter the colour or style



Do not stretch or distort



Do not alter composition



Do not alter the font



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Endorser logo application

Carl Robertson | General Manager | Stafford House International

Tel: 020 7841 1599 | Mob: 07713309809 | 2 Southampton Place, London WC1A 2DA



Benson Ferrari
Headmaster

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Llanelli
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www.stmikes.co.uk



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Senior & Sixth Form • Prep & Pre-Prep



Email signature

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When placed within a coloured footer band, the margin above and below the logo should be roughly the height of the lion.

Endorser logo application



Leaflet



Business card

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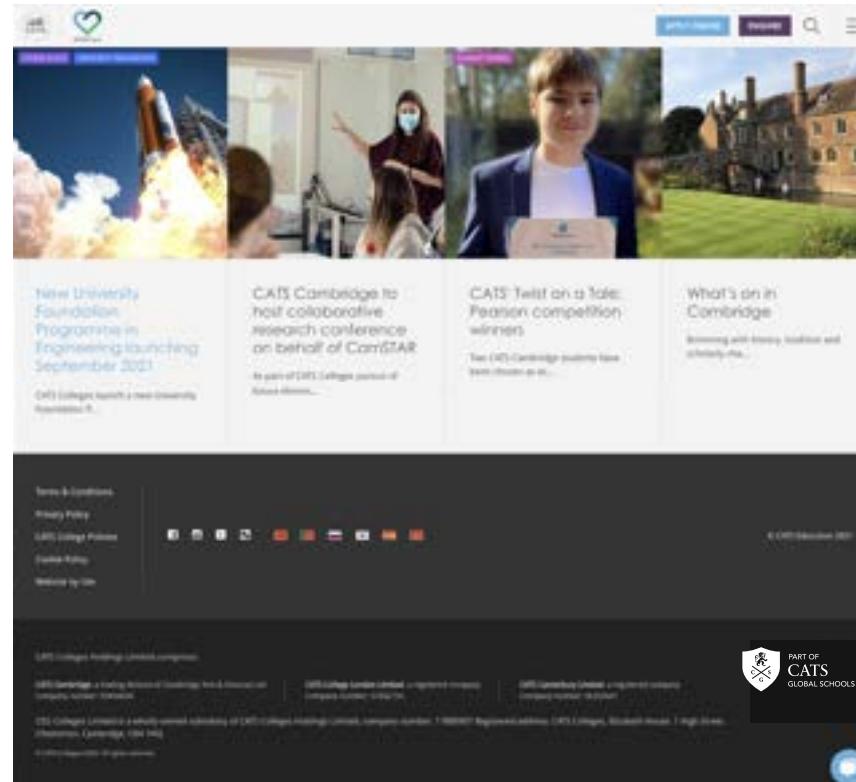
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Website footer



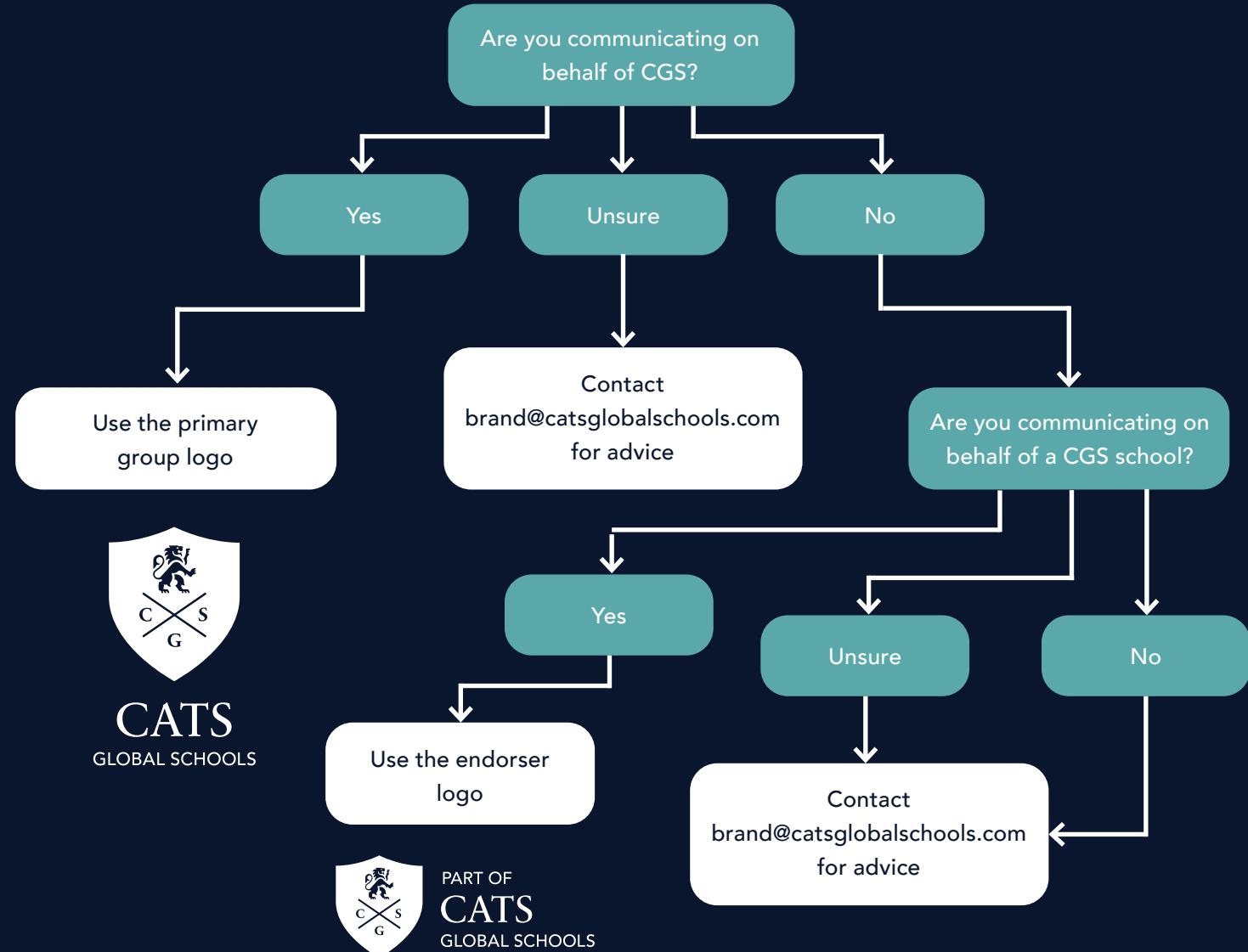
Prospectus

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This decision tree is to help you decide which logo variant is right for your application.

Which logo should I use?



Tagline

Our Tagline "Going Further Than Others" has been taken from quote by one of Cambridge's most famous alumni, Sir Isaac Newton.

In a letter to Robert Hooke in 1675, Isaac Newton said:

"If I have seen further, it is by standing on the shoulders of Giants".

This quote has inspired our tagline. We go further than others to support our students. Our students go further than others with our support.

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Going further than others

The Tagline should be set on 2 lines and centred when used as a heading or in large scale.

The Tagline can be set on 1 line when used as a footer or in small scale. It should be centred and include an underline. The underline should be 1pt and the length should be slightly shorter than 'further than'.

The Tagline 'Going further than others' can be used as a heading or as a footer. It should always be set in Sabon Next LT Bold and the size should be determined by the application.

Going further than others

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Our primary brand colours are navy and white. They are used to provide accessibility, simplicity, and consistency throughout all brand communications. Our secondary colours derive from British heritage. They should be used sparingly throughout applications to highlight key information.

Colours

Navy

CMYK

94 | 81 | 50 | 66

RGB

25 | 31 | 47

HEX

191F2F

PANTONE

5395 C

White

CMYK

0 | 0 | 0 | 0

RGB

255 | 255 | 255

HEX

FFFFFF

Teal

CMYK

64 | 16 | 33 | 1

HEX

5EA8AD

RGB

94 | 168 | 173

PANTONE

631 C

Gold

CMYK

19 | 30 | 89 | 6

HEX

CEA82C

RGB

206 | 168 | 44

PANTONE

117 C

It is important to follow the rules of these proportions when creating any brand communication in order to maintain brand consistency. White plays a very important role and should provide balance with navy. Teal is the secondary colour and gold should only be used for highlights such as foiling or adding a small detail.

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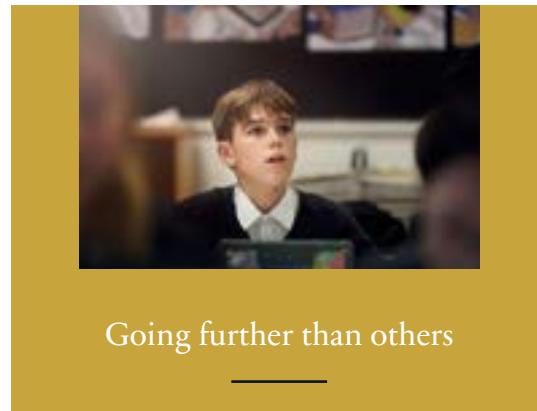
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The use of colour must be consistent across all communications to build a strong brand.

Colour misuse



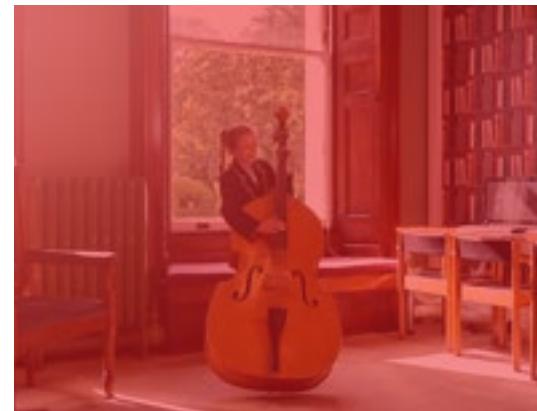
Wrong colour proportions



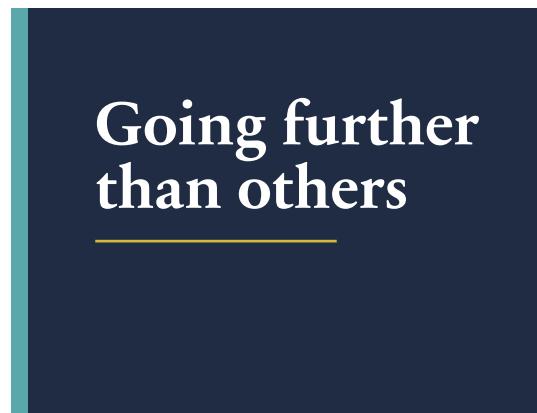
Going further than others



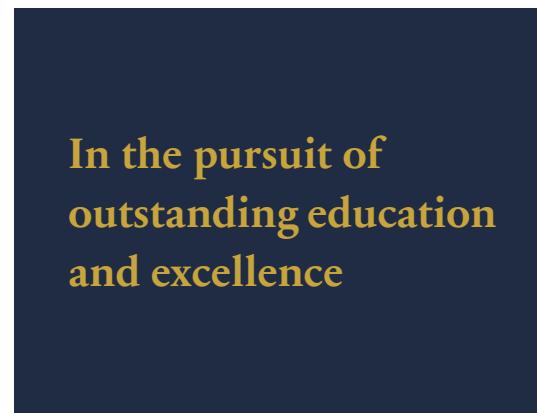
Colour effects or creating new colours



Too many colours in one composition



Gold should not be used for text



Iconography

Iconography can quickly and easily convey key messages. A set of iconography has been designed in our brand style. These can be downloaded from

brand.catsglobalschools.com

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Icon gallery

Pioneering



Persevering



People



Communication



Efficiency



Global



Mail



Progression



Support



Each icon has an fill and an outline version.

The fill versions are primarily used with the outline versions being available for hover effects and animations.

[Download](#)



Container

In cases where the icon is contained inside a circle, the diameter of the circle can be determined by doubling the width of the icon. Icons should be optically centred within the container.

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Education

There are many variations of passages of lorem ipsum available, but the majority suffered alteration.



Communication

There are many variations of passages of lorem ipsum available, but the majority suffered alteration.



Efficiency

There are many variations of passages of lorem ipsum available, but the majority suffered alteration.



Progress

There are many variations of passages of lorem ipsum available, but the majority suffered alteration.



Innovation

There are many variations of passages of lorem ipsum available, but the majority suffered alteration.



Management

There are many variations of passages of lorem ipsum available, but the majority suffered alteration.

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Education

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Communication

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Efficiency

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Progress

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Innovation

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Management

There are many variations of passages of lorem ipsum available, but the majority suffered alteration.

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PowerPoint slides

The icons should complement the typography without overpowering it. The size of the icon should provide a good balance with the typography and the two elements should appear connected.

The icon can be navy or white but should always be the same colour as the text.

Photography

We have curated a gallery of images that reflects our group. All images are of our students and schools. We do not use stock images.
Visit gallery brand.catsglobalschools.com

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People

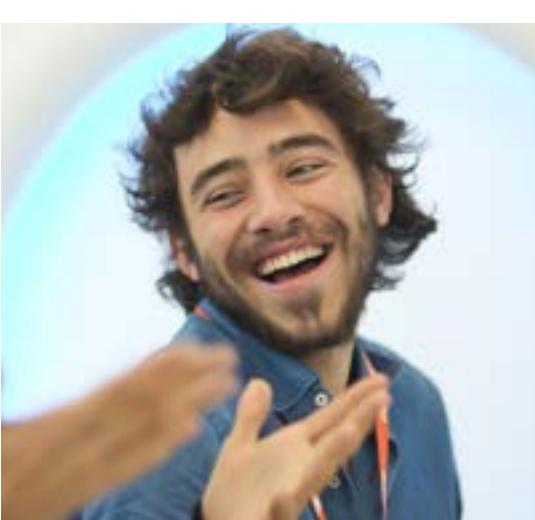
Application

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The goal is to capture and showcase interactions between real people that show inclusion and happiness.

Feature a wide range of people (age, race, gender, sexual orientation, ability, class, body type, etc.) that reflect our inclusion and diversity of students and teachers around the world.



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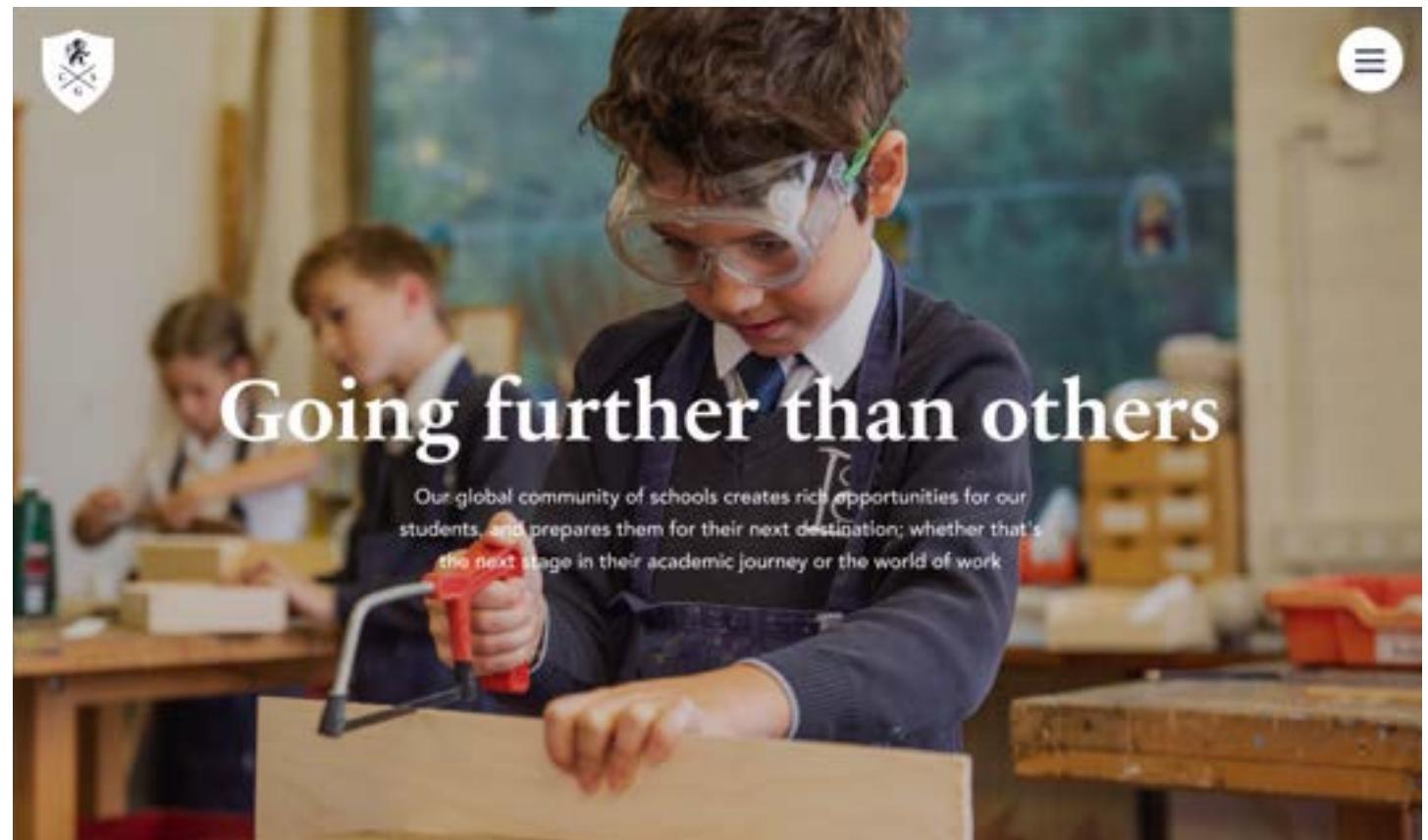
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Typography

Typography is a very important part of our brand.
It is bold and confident and reinforces our
heritage in style.

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Sabon and Avenir are our primary fonts and should be used for all external print and digital communications.

Primary fonts

Sabon Next LT

Bold - Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Regular - Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890 !@£\$%^&*()¡€#¢∞§¶

Sabon Next LT should be used sparingly. It is bold and has presence, and should therefore be used for headings or stand out statements.

Avenir

Heavy - Aa Bb Cc Dd Ee Ff Gg Hh

Medium - Aa Bb Cc Dd Ee Ff Gg

Book - Aa Bb Cc Dd Ee Ff Gg Hh Ii

Heavy Oblique - Aa Bb Cc Dd Ee

Medium Oblique - Aa Bb Cc Dd Ee

Book Oblique - Aa Bb Cc Dd Ee Ff

1234567890 !@£\$%^&*()¡€#¢∞§¶

Avenir can be used more widely across materials. It should be used as sub-headings body text, navigational text and captions where possible, especially for external communications.

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DM Serif and Nunito are our secondary fonts and should be used across Microsoft office communications.

Secondary fonts

DM Serif Display

Regular - Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Italic - Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890 !@£\$%^&*()¡€#¢∞§¶

DM Serif Display should be used sparingly. It should be used for headings or stand out statements where Sabon is not available, such as Microsoft Office applications.

[Download](#)

Nunito Sans

Black - Aa Bb Cc Dd Ee Ff Gg Hh

Bold - Aa Bb Cc Dd Ee Ff Gg Hh

Regular - Aa Bb Cc Dd Ee Ff Gg Hh

Black Italic - Aa Bb Cc Dd Ee Ff

Bold Italic - Aa Bb Cc Dd Ee Ff Gg

Italic - Aa Bb Cc Dd Ee Ff Gg Hh li

1234567890 !@£\$%^&*()¡€#¢∞§¶

Nunito Sans can be used more widely across materials. It should be used as sub-headings body text, navigational text and captions where Avenir is not available, such as Microsoft Office applications.

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It is important to maintain these type pairings. This allows for clarity, consistency, and a strong hierarchy for all communications.

For use in Microsoft applications, please see the templates section for font use.

Font use

It is important to organise typography in a hierarchical system according to relative importance through scale and function depending on communication.

AVENIR MEDIUM CAPTION

Sabon heading

Avenir Book first paragraph

Avenir Heavy sub heading

Avenir Book body copy

Avenir Heavy small heading

Avenir Book body copy

Avenir Black detailed sub heading

Avenir Book body copy

This headline is two lines and set in Sabon Bold

This first paragraph is a maximum of half the point size of heading and set in Avenir Book



Headline

Sabon Next LT Bold. Cap height = Approx 75% height of the shield in the logo. 1.5/150% leading. 0 tracking.

First paragraph

Avenir Book. Max 50% headline point size. 1.5/150% leading. 0 tracking.

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Typography should be set to the rules in these guidelines.
 Do not alter the text in any way that effects the brand style.

Font misuse



Do not use coloured typography for headings or body text (navy, black or white only)

Red **Brown**
Yellow **Purple**
Green **Orange**



Do not use all caps

THE PURSUIT OF OUTSTANDING EDUCATION AND EXCELLENCE



Do not adjust kerning or tracking

Undear
n o t l e g i b l e



Do not make different levels of hierarchy the same weight

Medium
Medium

Medium medium medium
 medium medium medium
 medium medium medium



Do not make any level of hierarchy the same size or scale as another

This is the Heading
This is the Sub heading
 This is the body copy that is the same size as the heading and sub heading



Do not separate chunks of text

This is the Heading
 This is the Sub heading

This is the body copy that is not aligned with the heading and sub heading and poorly designed

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Typography should either be navy on light backgrounds or white on dark backgrounds.

When aligned with the logo, typography and logo should be the same colour.

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Content title

CONTENT SUBTITLE

Body text. Lorem ipsum dolor sit amet consectetur adipiscing. Vestibulum porttitor aliquam finibus. Sed vulputate dignissim augue. Lorem ipsum dolor sit amet consectetur adipiscing. Vestibulum porttitor aliquam finibus. Sed vulputate dignissim augue. Lorem ipsum dolor sit amet consectetur adipiscing. Vestibulum porttitor aliquam finibus. Sed vulputate dignissim augue.

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Content Title

CONTENT SUBTITLE

- Bullet point

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Word documents

Heading 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea.

Heading 2

Heading 3

Heading 4

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Caption heading

Caption text

- Bullet level 1
 - Bullet Level 2

1) Numbered list

2) Numbered list

Templates

At a glance

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Letterhead

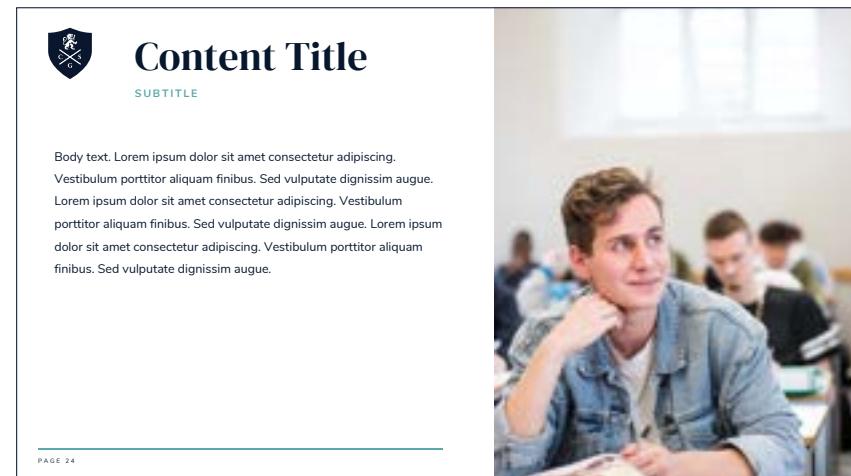
Word documents

Email Signatures

Business cards

Use the style guideline when formatting and styling slides. It is important to maintain the correct typographic heirarchy and to use the imagery and graphics provided in the PowerPoint template.

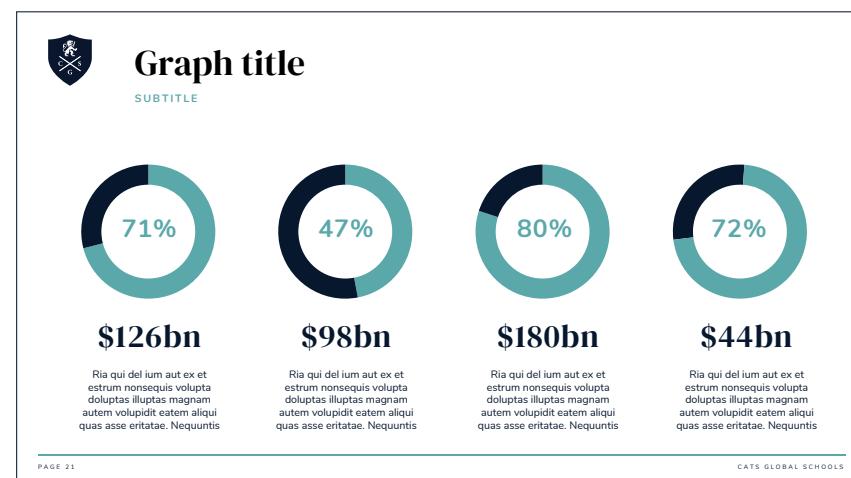
PowerPoint



Content Title
SUBTITLE

Body text: Lorem ipsum dolor sit amet consectetur adipiscing. Vestibulum porttitor aliquam finibus. Sed vulputate dignissim augue. Lorem ipsum dolor sit amet consectetur adipiscing. Vestibulum porttitor aliquam finibus. Sed vulputate dignissim augue. Lorem ipsum dolor sit amet consectetur adipiscing. Vestibulum porttitor aliquam finibus. Sed vulputate dignissim augue.

PAGE 24



Style guideline

Titles to be set in DM Serif Display Regular at 60pt. Text to be written in title case.

Content titles to be set in DM Serif Display Regular at 60pt.

Sub-titles to be set in Nunito Sans Bold at 12pt. Tracking to be expanded by 2pt.

Paragraph text to be set in Nunito Sans Regular at 14pt.

Bullet points to be set in Nunito Sans Regular at 16pt. Bullet point to be a teal circle.

Our CATS Global Schools PowerPoint template, can be downloaded from our brand hub.

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Business cards

Certificate



Use the style guideline when formatting the editable text areas on the certificate.

Style guideline

Name to be set in Nunito Sans Bold at 24pt.

Certificate body copy to be set in Nunito Sans Regular at 14pt.

Date to be set in Nunito Sans Bold at 14pt.

Presenter's name to be set in Nunito Sans Bold at 14pt.

Our CATS Global Schools Certificate Word template, can be downloaded from our brand hub.

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Use the style guideline when formatting and styling text. It is important to adhere to the print margins and layout set in the template.

Letterhead



Style guideline

Sub-text to be set in Nunito Sans Bold at 11pt.

Tracking to be expanded by 2pt.

Paragraph text to be set in Nunito Sans Regular at 11pt.

Our CATS Global Schools Letterhead Word template, can be downloaded from our brand hub.

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Use the style guideline when formatting and styling text. It is important to follow the guidelines in terms of choice of font, proportion of sizes and spacing in order to create a harmonious hierarchy.

Word documents

Heading 2

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Heading 2

Heading 3

Heading 4

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Caption heading
Caption text

- Bullet level 1
 - Bullet Level 2

- 1) Numbered list
- 2) Numbered list

Style guideline

Titles to be set in DM Serif Display Regular at 50pt. Text to be written in title case.

Heading 2 to be set in DM Serif Display Regular at 18pt in teal.

Heading 3 to be set in Nunito Sans Regular at 12pt.

Heading 4 to be set in Nunito Sans Bold at 11pt.

Sub-titles to be set in Nunito Sans Bold at 12pt. Tracking to be expanded by 2pt.

Introductory paragraph text to be set in Nunito Sans Bold at 14pt.

Paragraph text to be set in Nunito Sans Regular at 11pt.

Bullet points/Numbered lists to be set in Nunito Sans Regular at 11pt. Level 1 bullet point to be a teal circle and level 2 to be a teal dash.

Our CATS Global Schools PowerPoint template, can be downloaded from our brand hub.

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Email signatures

First name and Surname



+44 (0) 1223 341315

Letter after name



name@catsglobalschools.com

Job Title



www.catsglobalschools.com



CATS
GLOBAL SCHOOLS



Head Office: Old Swiss, 157 Cherry Hinton Road, Cambridge CB1 7BX, United Kingdom



Style guideline

Email signatures are developed by our IT department. Signatures should include CATS Global Schools assets and icons from our brand hub. Contact the IT department to request a new email signature.

[Contact](#)

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Business cards



Natalie Dawe

HEAD OF COMMUNICATIONS

ndawe@catsglobalschools.com

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+44 (0) 7741 144254

catsglobalschools.com

The logo is a dark blue shield with a white outline. Inside the shield is a white silhouette of a lion standing on its hind legs. Above the lion, there is a small crest. Below the lion, the letters "C", "S", and "G" are arranged in a cross-like pattern.

Old Swiss
157 Cherry Hinton Road
Cambridge CB1 7BX
United Kingdom

Style guideline

Business cards are ordered via our system
xxxxx. To place an order....

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CATS
GLOBAL SCHOOLS

For brand advice, please contact
brand@catsglobalschools.com

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157 Cherry Hinton Road
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