



North Bridge House

Brand Guidelines

Version 2 - released Nov 17

North Bridge House Brand Guidelines

These Brand Guidelines have been created to provide a framework for the successful application of North Bridge House brand asset elements to a range of marketing materials. It is essential that the advice and guidance contained is correctly interpreted and carefully applied to achieve maximum impact whilst maintaining the integrity, profile and success of the NBH brand.

Core Ethos

North Bridge House offers a co-educational, mixed ability independent education, challenging and inspiring pupils throughout every stage of their school career.

Across five North London school sites, we successfully prepare pupils for every milestone of their school career (11+, 13+, GCSE and A-level) with specialist expertise at every stage from the early stages through to the teenage years.

We pride ourselves on really getting to know each individual pupil on their journey from Nursery through to Sixth Form. It is only through this that we can truly help each child to achieve their full potential, academically and personally.

Every pupil will achieve their full potential at North Bridge House.

Knowing the individual.

Small, friendly school communities allow a tailored approach. The science of child development. Understanding Teens.

Academic excellence.

Excellent academic achievement from mixed ability cohorts. Strong 'Value Added' metrics at every level. (?) Specialist expertise at every stage.

Nurturing character and wellbeing.

Happiness is central to everything we do at NBH. Happy children learn best, and happy children make for happy parents. Enrichment provision. Philosophy for Children.

The professional expertise of our staff underpins everything.

Our Logo

Primary Usage

Standard Use - Linear



Standard Use – Centred



Mono

Reversed



Mono

Reversed



Never place the logo within a closed box – the logos on these pages are outlined for clarity only.

Our Logo

Secondary Usage (mainly digital)

Full Logo Fill
(Secondary Logo)



Centred Logo Fill



Logo Mark Fill



Our Logo

Exclusion Zone & Restrictions

Logo Exclusion Zone



Icon Exclusion Zones



Don't distort or skew



Don't change our brand colours



Don't place on dark backgrounds unless you use a reversed variant

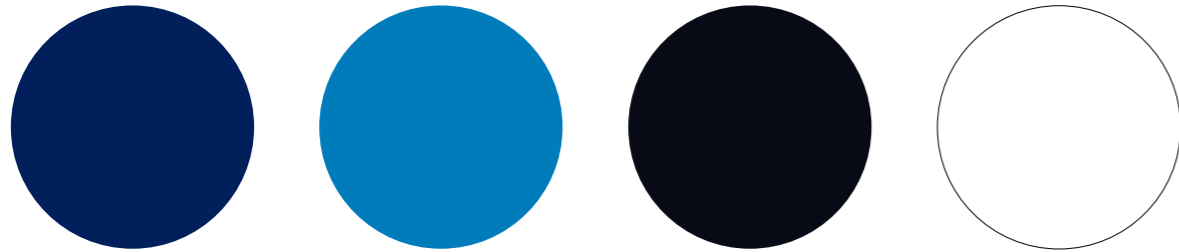


Don't place in a white box

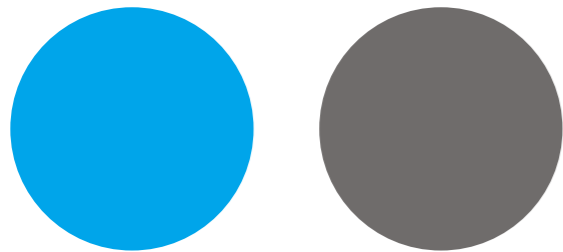
Our Colour Palette

North Bridge House Colour Guide

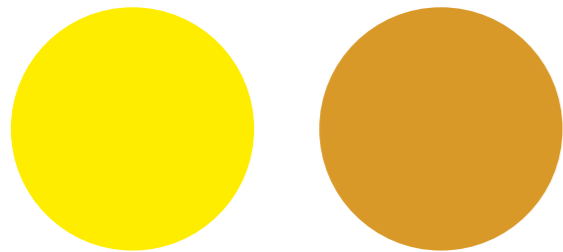
Primary Colours



Secondary Colours







Tertiary Colours



Colour Breakdown



Primary Colours

| | | | |
|---|---|---|---|
|  |  |  |  |
| Blue | Light Blue | Rich Black | White |
| Pantone 281 C C=100 M=90 Y=37 K=31 R=0 G=32 B=92 #00205C | Pantone 7461 C C=98 M=24 Y=1 K=3 R=0 G=125 B=186 #0066CC | Pantone Black 6 C C=92 M=77 Y=57 K=79 R=16 G=23 B=30 #10171E | C=0 M=0 Y=0 K=0 R=255 G=255 B=255 #FFF |

Secondary Colours

| | |
|---|---|
|  |  |
| Cyan | Grey |
| Pantone Cyan C C=100 M=0 Y=0 K=0 R=0 G=64 B=232 #00A4E8 | Pantone 424 C C=53 M=42 Y=43 K=27 R=114 G=114 B=113 #727271 |

Tertiary Colours

| | |
|---|---|
|  |  |
| Yellow | Gold |
| Pantone Yellow C C=0 M=0 Y=100 K=0 R=254 G=221 B=0 #FFCC00 | Pantone 7563 C C=0 M=32 Y=87 K=8 R=214 G=154 B=45 #CC9933 |

Our Logo

School Variations

Word Mark Variations

North Bridge House
Nursery School

North Bridge House
Pre-Prep School

North Bridge House
Prep School

North Bridge House
Senior Hampstead

North Bridge House
Senior Canonbury

Our Logo

School Variations

Standard Use



Reversed Version



Never place the logo within a closed box – the logos on these pages are outlined for clarity only.

Central Version



Reversed Central Version



Full School Variation Version



Full School Variation Central Version



Large Crest Central Version



Large Crest Full School Variation Central Version



Our Logo

Main School Name Variations

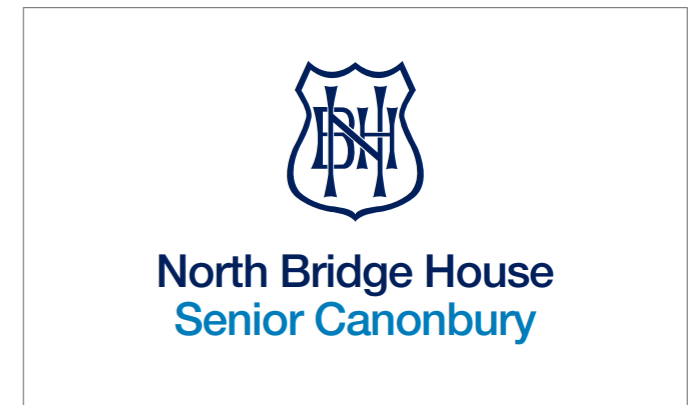
Full School Variation - Linear Version

Full School Variation - Central Version



Full School Variation - Linear Version

Full School Variation - Central Version








Never place the logo within a closed box – the logos on these pages are outlined for clarity only.

Our Logo






Alt. School Name Variations

(may be required in joint advertising)

Alternative School Variation Versions

-  **North Bridge House**
Nursery & Pre-Prep
-  **North Bridge House**
Nursery, Pre-Prep & Prep Schools
-  **North Bridge House**
Nursery, Pre-Prep, Prep, Senior & Sixth Form Schools
-  **North Bridge House**
Sixth Form Canonbury
-  **North Bridge House**
Senior Hampstead & Senior Canonbury

School Variation Versions Including Postcodes

-  **North Bridge House**
Nursery School NW3
-  **North Bridge House**
Pre-Prep School NW3
-  **North Bridge House**
Prep School NW1
-  **North Bridge House**
Senior Hampstead NW3
-  **North Bridge House**
Senior Canonbury N1

Our Logo

Variations – Linear: Nursery School example (see above for school variation options)

Showing use of the logo with the following text.

North Bridge House
Nursery School

Example 1 – two colour



Example 2 – one colour



Never place the logo within a closed box – the logos on these pages are outlined for clarity only.

Example 3 – two colour on light background



Example 4 – white on dark background



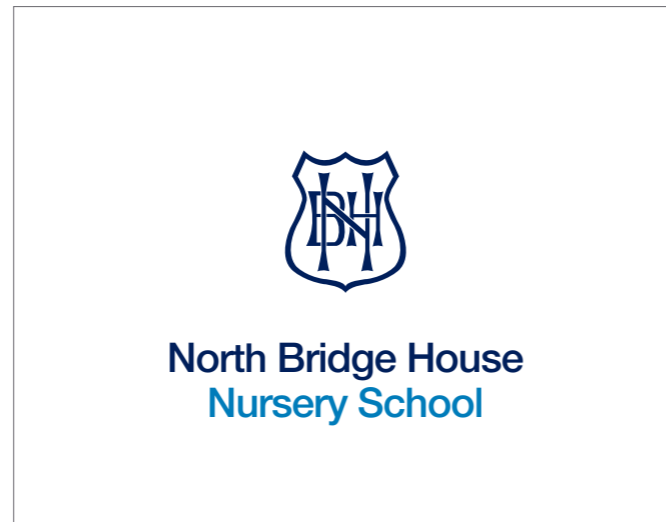
Our Logo

Variations – Centred: Nursery School example (see above for school variation options)

Showing use of the logo with the following text.

North Bridge House
Nursery School

Example 1 – two colour



Example 2 – one colour



Never place the logo within a closed box – the logos on these pages are outlined for clarity only.

Example 3 – two colour on light background



Example 4 – white on dark background



Example 5 – large crest, one colour



Example 6 – large crest, two colour



Our Logo

Use With Images

Use a reversed logo on imagery and be sure to place or source an image that does not interrupt the logo and can be fully visible in its placement.

Correct Use



Incorrect Use



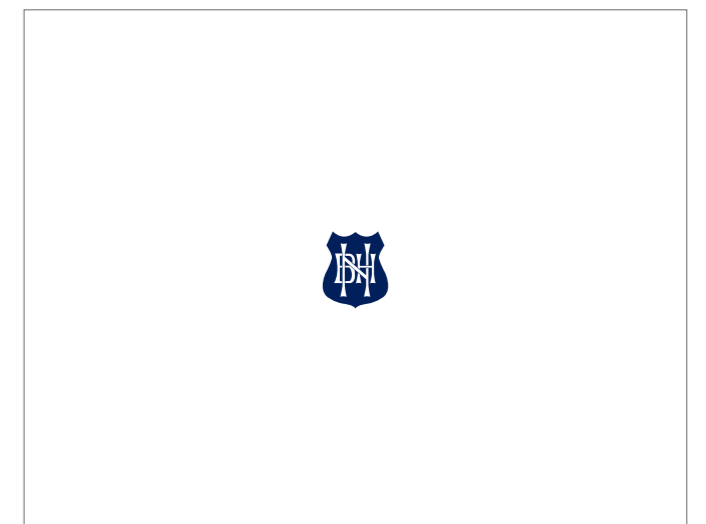
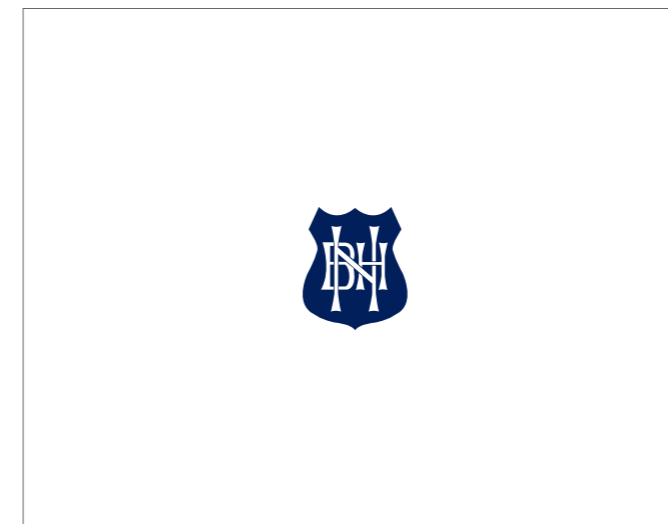
Our Logo

Digital Variations

Standard Use



Reduced Icon Size



Our Logo

Social Media

Our logo is both print and digital friendly. As you can see it's perfect for use at smaller sizes.

Digital Icons



40px wide



We use social media icons on our collateral/advertising. These can be dark or light blue on a white background or reversed out on a coloured background.

Social Media Icons



Twitter Profile Mockup Example



Our Typefaces

We use Helvetica Neue, Calibri and *Loved by the king*.

We use 'Helvetica Neue' as our primary brand font. Where this is unavailable, we use 'Calibri' as a substitute font.

We have a secondary font for our Nursery, Pre-Prep and Prep Schools – 'Loved by the king' – (to be used ONLY in a professional design context).

See fonts in context on p.32

Primary font Helvetica Neue Example 26pt

abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%&*(0)?,.
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%&*(0)?,.

Primary font (substitute)

Calibri Example 26pt

abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%&*(0)?,.
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%&*(0)?,.

Secondary font

Loved by the King Example 26pt

abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%&(0)?,.*

Website font

Roboto Example 26pt


abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%&*(0)?,.
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%&*(0)?,.





Our Typefaces

Examples of Usage

Helvetica Neue (or Calibri if unavailable)

Our Location
6-9 Canonbury Place
Islington
London N1 2NQ



Public Transport
Canonbury: 0.2 miles 
Highbury & Islington: 0.2 miles 
Essex Road: 0.3 miles 
Angel: 0.5 miles 



Where next?

North Bridge House Canonbury provides students with a firm foundation for university and employment, offering guidance on A-Level choices, degree programmes and university selection. Experienced mentors with in-depth knowledge of higher education advise on careers, UCAS applications and university interview techniques (including Oxbridge), supporting each individual student.

How to apply

To apply for a place at North Bridge House Canonbury please complete and return a Registration Form (available on the school website), together with the Registration Fee required of external applicants. The Admissions Team will then contact you to confirm receipt of your application and to arrange for your child to join us for an Admissions Day. Applicants for all year groups, from Year 7 to Sixth Form, are assessed to determine their current academic level and how we can best help them fulfil their potential. A-Level applicants will require at least 5 GCSEs at C grade or above, with a minimum of a B grade in the subjects they wish to study in Year 12. They will also have an interview with the Head of Department for each subject they wish to study and with a member of the Senior Leadership Team to ensure they are suited to – and will be happy at – North Bridge House. Further to the Admissions Day places are offered as soon as possible, depending on availability. With the introduction of Year 7 in September 2017, our main intake points are at 11+ and 16+ however, we continue to welcome and consider applicants for Year 9 and occasionally other year groups. For more information, please visit www.northbridgehouse.com



It's not too late to choose an **Outstanding Sixth Form** this year. Join us at **North Bridge House Canonbury** this afternoon – we may be able to help you for September '17 entry.

Please note that entry requirements for NBH Sixth Form are 3 Bs plus a combined score of 11 for Maths and English Language at GCSE.

admissionsenquiries@northbridgehouse.com
020 7428 1520 northbridgehouse.com
Senior School & Sixth Form Canonbury
6-9 Canonbury Place, Islington, N1 2NQ



Nursery and Pre-Preparatory Schools, NW3
19 September
3, 10 & 31 October
14 November
5 December

Preparatory School, NW1
5 & 20 October
10 November

Senior School Hampstead, NW3
26 September
4 & 31 October
8 November
9 December

Senior & Sixth Form Canonbury, N1
21 & 28 September
14 October
1 & 16 November

Full event details on the website

Book onto an **Autumn Term open event** today
northbridgehouse.com/open
admissionsenquiries@northbridgehouse.com 020 7428 1520   

With a later start time and UCAS and careers guidance, North Bridge House Canonbury is your Outstanding Sixth Form option.

More support.
Exceptional teaching.
Understanding teens.

It's not too late to secure a Sixth Form place this year. Contact North Bridge House today.
020 7428 1520 admissionsenquiries@northbridgehouse.com northbridgehouse.com
Please note that entry requirements for NBH Sixth Form are 3 Bs plus a combined score of 11 for Maths and English Language at GCSE.

Our Typefaces

Examples of Usage

Loved by the King

2017/18 NBH Holiday Club Dates:
October Half Term 2017
 Monday 23rd to Friday 27th October
Christmas Holidays 2017
 Monday 18th to Friday 22nd December
Spring Half Term 2018
 Monday 12th to Friday 16th February
Easter Holidays 2018
 Monday 26th to Thursday 29th March
 (Please note that Friday 30th March is a Good Friday)
Summer Half Term 2018
 Tuesday 29th May to Friday 1st June
 (Please note that Monday 28th May is a Bank Holiday)
Summer Holidays 2018
 Monday 16th July to Friday 10th August
 (4 weeks)
Club times:
 8:30am-3:30pm
 with 8am Breakfast Club option
Cost:
 Booked in weekly slots at £265/week or daily at £60/day

North Bridge House Nursery School

NBH Holiday Clubs

Our Holiday Club has gone from strength to strength over the years and we're more excited than ever for our 2017/18 programme of inspiring activities for the children to enjoy.

Lavina Costa, Koalas
 Reception Class teacher and Holiday Club leader

Book a place today at the Nursery School Office or via nursery@northbridgehouse.com

See Terms & Conditions at northbridgehouse.com/holiday-club



Futures Fair

Senior School Information Evening

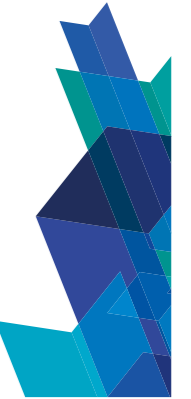
Preparatory School, 1 Gloucester Avenue, NW1 7AB
 Thursday 12 October 2017
 6:30-8:30pm (5pm set-up)

Join us at North Bridge House Preparatory School this October for a Senior School Information Evening. You'll meet parents from both our Pre-Prep and Prep schools looking at their school options for the future.

This event is always well attended by NBH parents and we are proud to host many of the top senior schools from London and further afield.

Each exhibiting school will be allocated a table and is invited to join us from 5pm for set-up and refreshments. Parents will be welcomed from 6:30pm.

RSVP using the Exhibitor Form by 1st September 2015
 Early responses appreciated



North Bridge House Senior Canonbury

With a later start time and UCAS and careers guidance, North Bridge House Canonbury is your Outstanding Sixth Form option.

**More support.
 Exceptional teaching.
 Understanding teens.**

Happy to be understood

It's not too late to secure a Sixth Form place this year. Contact North Bridge House today.
 020 7428 1520 admissionsenquiries@northbridgehouse.com northbridgehouse.com
 Please note that entry requirements for NBH Sixth Form are 3 Bs plus a combined score of 11 for Maths and English Language at GCSE.

North Bridge House Nursery School

Places available for Sept 2017

Give them an Outstanding start to school life

See our vibrant and happy Nursery School in action. Book your visit today at northbridgehouse.com/open or call 020 7428 1520

Our Imagery Photography

Images for North Bridge House should show students enjoying their time in an enriched learning environment. Images should be well lit, be of a professional quality and be visually interesting.

To download a set of approved images please use the links to the right.

- <http://1249650.tifmember.com/v/photos/canonbury15>
- <http://1249650.tifmember.com/v/photos/senior15>
- <http://1249650.tifmember.com/v/photos/prep15>
- <http://1249650.tifmember.com/v/photos/nurserypprep15>



Our Imagery Montages

New text here



Extra-Curricular Sport

Extra-Curricular sport is of significant importance at NBH Canonbury. Students are encouraged to attend extra-curricular options after-school, as practice and dedication are vitally important life skills to develop. Sport options rotate on a termly basis and are dependent on upcoming fixtures, seasons and team practices.



Still searching for the id
senior school for Septe
one of our Spring Term

Our Imagery Abstract Imagery

As part of the NBH brand look and feel, we like to use examples of student artwork in an abstract way. This has a striking effect yet remains within the feel of the brand, especially when using crest watermarks over the top.

Use of the NBH crest itself.
The NBH crest can be used as an abstract shape in design work.

NBH Nursery & Pre-Prep After School Clubs



Art Club (Reception)

Art Club is a great opportunity for children to develop their fine motor skills and confidence, as well as the ability to focus and concentrate. Most importantly, children have lots of fun. They are able to express their creativity using various media: water colours, chalk, oil pastels, paint, collage, seasonal art work, weaving and more. Some of the lessons are also inspired by famous artists.



Ballet Club (Pre-Prep & Reception)

The Ballet Club is run by Regal Ballet, a team of highly qualified, professional ballerinas who have danced with some of the best ballet companies in the world. Exams are offered through the reputable Royal Academy of Dance syllabus, but the primary focus of the club is to develop children's joy and love of dance.



Board Games Club (Pre-Prep & Reception)

Board Games are a fantastic way to support children's academic progress and participants will build on vocabulary with word games, use coordinates for Battle Ships, practise counting in Snakes and Ladders, develop strategies in Connect Four, take turns in Ludo, test their spelling in Scrabble and much more. Board Games Club is the perfect opportunity for children to enjoy the exciting and lively informal atmosphere of traditional playtime with friends!



Chess Club (Reception)

Chess is an excellent activity for children to improve their analytical skills and learn to focus and remain patient. We have developed our course over the years to encourage children's remarkable progress whilst retaining their interest in the game. At the same time as teaching the tactics of the game we ensure that the children become good sportspersons. We also organise a prize giving chess tournament every term in which our young players love to participate.



Drama Club (Reception)

Drama Club is intended to develop children's performance skills as well as their confidence, articulation, communication, co-ordination and other life skills. We cover many different aspects of drama and encourage creative growth by giving children the chance to share their own ideas and perform in small groups. Over the course of the school year, original plays are created with the children and material is personalised for different groups. These plays are established through fun improvisation, then scripted and performed using props and costumes.



Football Club (Pre-Prep & Reception)

Each football session includes a variety of fun, fitness-based training drills and exercises, and then moves into training, matches and weekly tournaments. Children are encouraged to progress at their own pace, developing their self-confidence, skills and mobility. The club is run by Danny Grant Soccer School, which offers a range of football classes to boys and girls from age 3 to 7. The team of experienced FA approved Football Coaches lead action-packed football sessions designed to turn energetic and enthusiastic youngsters into skilful, confident players.



Healthy Eating Club (Reception)

Kids in the Kitchen is geared towards healthy eating education and is not a cooking class. The sessions provide classroom training for 5-8 years old. The rich and inspiring content is introduced through interactive learning and drama techniques as well as games, to improve awareness on healthy eating. In every session, children are provided fresh food to touch, smell and taste. The programme has been devised by a nutritionist professor and is delivered by qualified and experienced teachers.



Yoga Club (Pre-Prep & Reception)

Fun, creative classes designed to engage the imagination, maintain natural flexibility and teach effective breathing methods. The class combines exciting adventures with songs, stories, yoga games, and relaxation techniques. Yoga also helps to improve children's concentration levels and sleep patterns, increase their self-esteem and boost their immune systems.



Futures Fair

Senior School Information Evening
Preparatory School, 1 Gloucester Avenue, NW1 7AB
Thursday 12 October 2017
6:30-8:30pm (5pm set-up)

Join us at North Bridge House Preparatory School this October for a Senior School Information Evening. You'll meet parents from both our Pre-Prep and Prep schools looking at their school options for the future. This event is always well attended by NBH parents and we are proud to host many of the top senior schools from London and further afield. Each exhibiting school will be allocated a table and is invited to join us from 5pm for set-up and refreshments. Parents will be welcomed from 6:30pm.


RSVP using the Exhibitor Form by 1st September 2015
Early responses appreciated

Spaghetti Head by Army, showcased at Senior School Hampstead Summer Exhibition

Our Brand Stationery

New text here


Letterhead with continuation sheet



North Bridge House
Nursery School

Nursery School, 33 Fitzjohn's Avenue, London NW3 5JY
Telephone: 020 7267 6266 Email: nursery@northbridgehouse.com Web: www.northbridgehouse.com


COGNITA North Bridge House School is part of the Cognita Schools Group www.cognitaschools.com
Registered in England: Cognita Limited trading as North Bridge House School No 2313425. Registered Office: Seaback House, One Seaback Place, Knowlton, Milton Keynes MK5 8FR



North Bridge House
Pre-Prep School

Pre-Prep School, 8 National Gardens, Hampstead, London N6G 3RH
Telephone: 020 7267 6266 Email: preprep@northbridgehouse.com Web: www.northbridgehouse.com


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Registered in England: Cognita Limited trading as North Bridge House School No 2313425. Registered Office: Seaback House, One Seaback Place, Knowlton, Milton Keynes MK5 8FR



North Bridge House
Pre-Prep School

New text here

Compliments slip



North Bridge House
Nursery School

With compliments




Nursery School, 33 Fitzjohn's Avenue, London NW3 5JY
Telephone: 020 7267 6266 Email: nursery@northbridgehouse.com Web: www.northbridgehouse.com


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TEACHING EXCELLENCE Registered in England: Cognita Limited trading as North Bridge House School No 2313425. Registered Office: Seaback House, One Seaback Place, Knowlton, Milton Keynes MK5 8FR

email signature

North Bridge House is a unique group of independent day schools in North London, providing pupils with the very best education from Nursery through to Sixth Form.

Hampstead • Regent's Park • Islington

   Follow us on social media




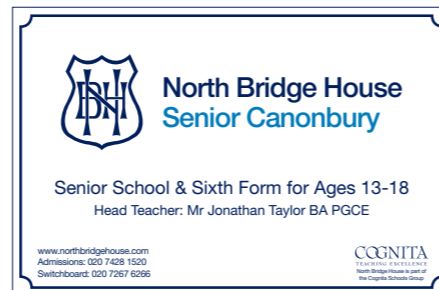
North Bridge House
Pre-Prep School


Our Brand External Signage

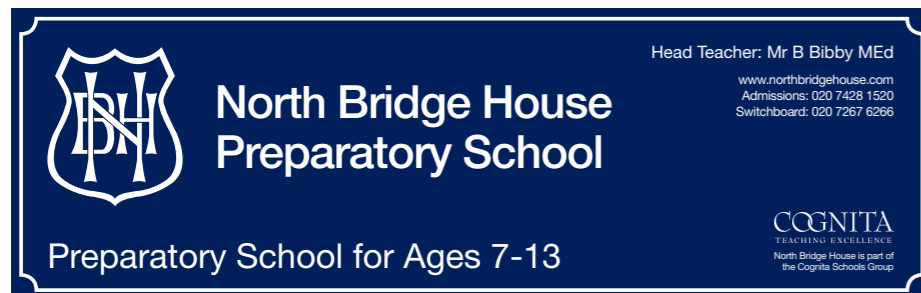
New text here





North Bridge House Preparatory School
 Head Teacher: Mr B Bibby MEd
 www.northbridgehouse.com
 Admissions: 020 7428 1520
 Switchboard: 020 7267 6266
 COGNITA TEACHING EXCELLENCE
 North Bridge House is part of the Cognita Schools Group
 Preparatory School for Ages 7-13



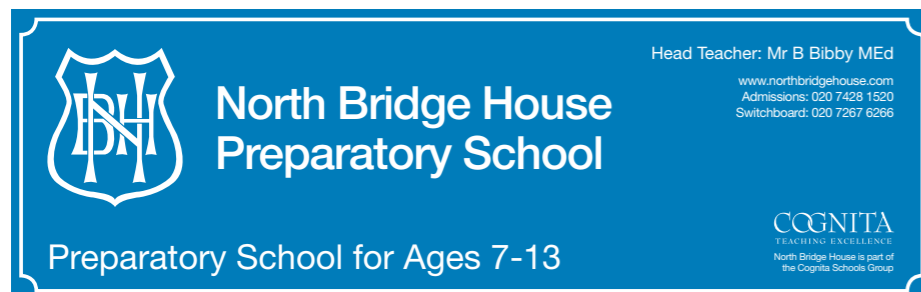

North Bridge House Senior Canonbury
 Senior School & Sixth Form for Ages 13-18
 Head Teacher: Mr Jonathan Taylor BA PGCE
 www.northbridgehouse.com
 Admissions: 020 7428 1520
 Switchboard: 020 7267 6266
 COGNITA TEACHING EXCELLENCE
 North Bridge House is part of the Cognita Schools Group





North Bridge House Preparatory School
 Head Teacher: Mr B Bibby MEd
 www.northbridgehouse.com
 Admissions: 020 7428 1520
 Switchboard: 020 7267 6266
 COGNITA TEACHING EXCELLENCE
 North Bridge House is part of the Cognita Schools Group
 Preparatory School for Ages 7-13




North Bridge House Senior Canonbury
 Senior School & Sixth Form for Ages 13-18
 Head Teacher: Mr Jonathan Taylor BA PGCE
 www.northbridgehouse.com
 Admissions: 020 7428 1520
 Switchboard: 020 7267 6266
 COGNITA TEACHING EXCELLENCE
 North Bridge House is part of the Cognita Schools Group



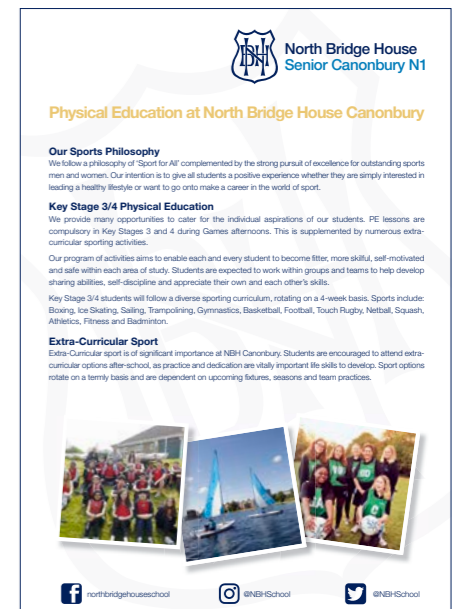

North Bridge House Preparatory School
 Head Teacher: Mr B Bibby MEd
 www.northbridgehouse.com
 Admissions: 020 7428 1520
 Switchboard: 020 7267 6266
 COGNITA TEACHING EXCELLENCE
 North Bridge House is part of the Cognita Schools Group
 Preparatory School for Ages 7-13


Our Brand Internal Documents

New text here




Mr Bibby's Blog
 Thursday 30th March 2017
World Book Day!
 World Book Day – A Review
 World Book Day was held on the 2nd of March 2017 and was an extremely exciting event! In the following paragraphs below, I will highlight my most favourite things.
 Firstly, the costumes were so diverse; someone was even dressed in a monkey onesie! I think having to dress up as a book character really made the day come to life.
 Secondly, in the morning, we had to drop whatever we were doing and read for half an hour. This was something new to me, called a DEAR moment and I thought it was quite cool.
 Finally, it was fun having a day dedicated only to books and reading as it only happens annually, so it was a special and unique day.
 Book Day is
 A day for print and pages.
 A day for reading for ages.
 Here comes Horrid Henry.
 No longer a distant memory,
 A day for discovering new things, why not have a look?
 A day for digging your nose right down deep in a book,
 Here comes The Cat in the Hat.
 What will Mr Bibby think of that?
 A day for learning and learning.
 A day for pages to keep on turning.
 Here comes Harry Potter.
 And Snape, what a rotter!




North Bridge House Senior Canonbury N1
Physical Education at North Bridge House Canonbury
Our Sports Philosophy
 We follow a philosophy of 'Sport for All' complemented by the strong pursuit of excellence for outstanding sports men and women. Our intention is to give all students a positive experience whether they are simply interested in leading a healthy lifestyle or want to go onto make a career in the world of sport.
Key Stage 3/4 Physical Education
 We provide many opportunities to cater for the individual aspirations of our students. PE lessons are compulsory in Key Stages 3 and 4 during Games afternoons. This is supplemented by numerous extra-curricular sporting activities.
 Our program of activities aims to enable each and every student to become fitter, more skilled, self-motivated and safe within each area of study. Students are expected to work within groups and teams to help develop sharing abilities, self-discipline and appreciate their own and each other's skills.
 Key Stage 3/4 students will follow a diverse sporting curriculum, rotating on a 4-week basis. Sports include: Boxing, Ice Skating, Sailing, Trampoline, Gymnastics, Basketball, Football, Touch Rugby, Netball, Squash, Athletics, Fitness and Badminton.
Extra-Curricular Sport
 Extra-curricular sport is of significant importance at NBH Canonbury. Students are encouraged to attend extra-curricular options after-school, as practice and dedication are vital important to the skills to develop. Sport options rotate on a termly basis and are dependent on upcoming fixtures, seasons and team practices.




North Bridge House Nursery, Pre-Prep, Prep, Senior & Sixth Form Schools
Book an Open Event for the Autumn Term
 Senior School Harpenden
 28 September
 4 & 31 October
 8 November
 9 December
 Senior & Sixth Form Canonbury
 21 & 28 September
 14 October
 1 & 16 November
 Nursery and Pre-Preparatory Schools
 19 September
 3, 10 & 31 October
 14 November
 9 December
 Preparatory School
 6 & 20 October
 10 November
 www.northbridgehouse.com/open 020 7428 1520

NEW COGNITA
BRAND PENDING

Cognita Branding

Correct usage throughout school materials

Cognita is a global leader in independent education that is committed to enriching the lives of children to achieve more than they believe they can. These guidelines specify how Cognita’s key messages and branding elements should be applied when schools wish to incorporate text about Cognita into their own promotional literature and/or parent communications.

Whilst each school’s branding and key messages will always be the most prominent aspect of school communications, it will be necessary at times to refer to the Cognita Group and provide some context as to Cognita’s size, activity and education values.

Consistency is therefore critical. We do not intend to be overly prescriptive about the way copy is written however, there are some core messages that should be referenced when describing Cognita in broad terms and these are included below.

Please note that we avoid using ‘network’ to describe Cognita. Rather we are a ‘group’ or ‘family’ of schools, each one individual, no two the same.

NEW COGNITA
BRAND PENDING

Logo Usage

The Cognita logo must carry the strap-line “Teaching Excellence” in all cases. Colour and monotone versions are available.

The logo is not to be put in a panel – the ‘panels’ on this page are shown as examples of backgrounds only.



Reversed



Full Colour



Image



Mono



Colour Logo on Light Background

NEW COGNITA BRAND PENDING

Exclusion Zone & Restrictions



50% of 'T' Caps height

'T' Caps height



Don't distort or skew



Don't change our brand colours



Don't place on dark backgrounds unless you use a reversed variant



Don't place in a white box

NEW COGNITA BRAND PENDING

Examples of Usage



