

GUIDELINES

USAGE

LOGO

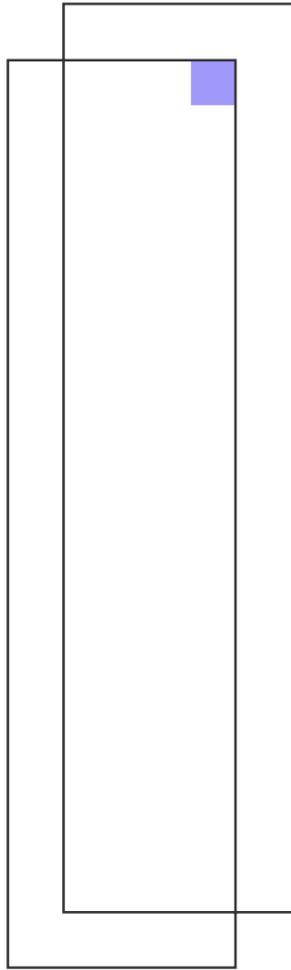
GUIDELINES

USAGE

LOGO

Logo: It all starts from a single point

Our logo is clean and unique. It represents the dynamic and multi-layered approach we take towards education. The logo is derived from the creative system of overlapping rectangles.



Logo

Primary logo (Positive)

The primary logo is used in most cases.



Primary logo (Negative)

The logo can also be used in white on a grey background.



Horizontal logo (Positive)

The secondary logo should be used when the primary logo cannot be used due to space restrictions, i.e. endorsements.

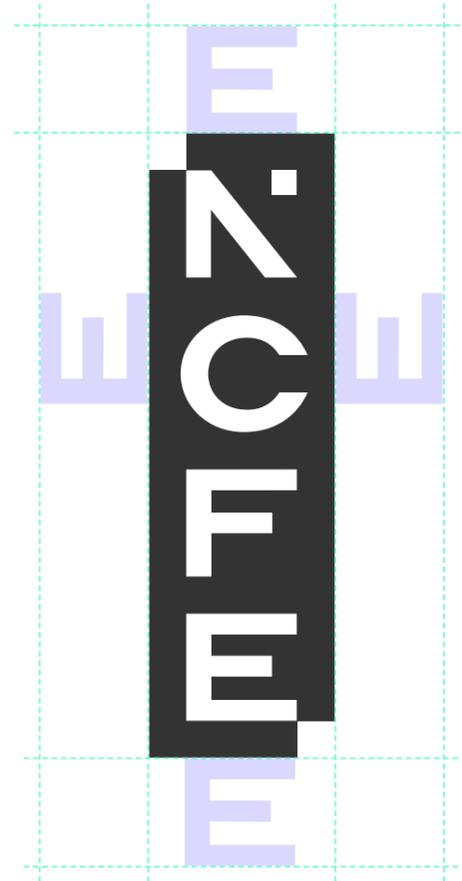


Horizontal logo (Negative)



Exclusion zone

The exclusion zone is the height of the 'E' all the way around the logo.



Minimum size

Do not use the logo at sizes smaller than those listed.



Print
10 mm

Digital
40 px

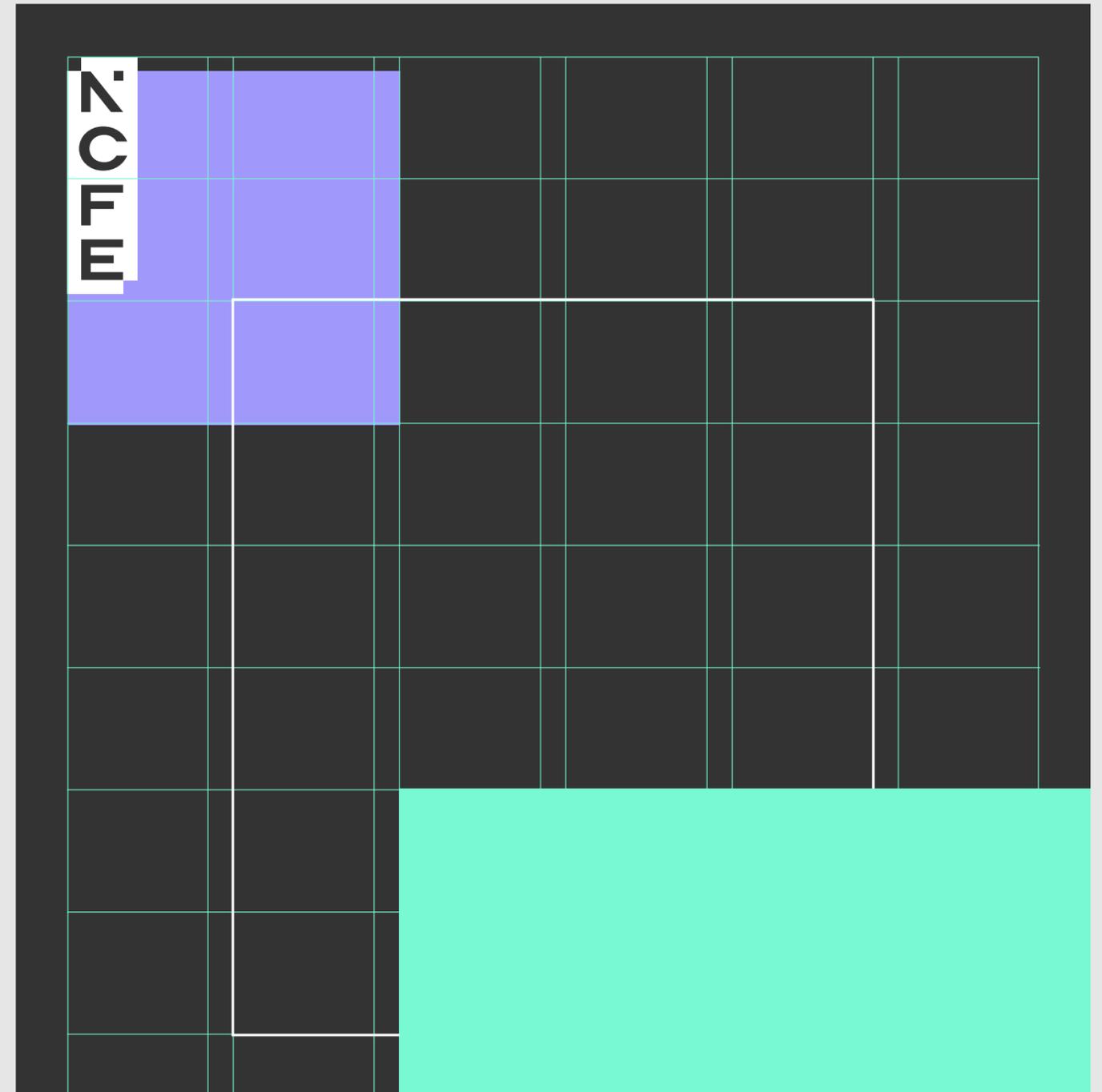
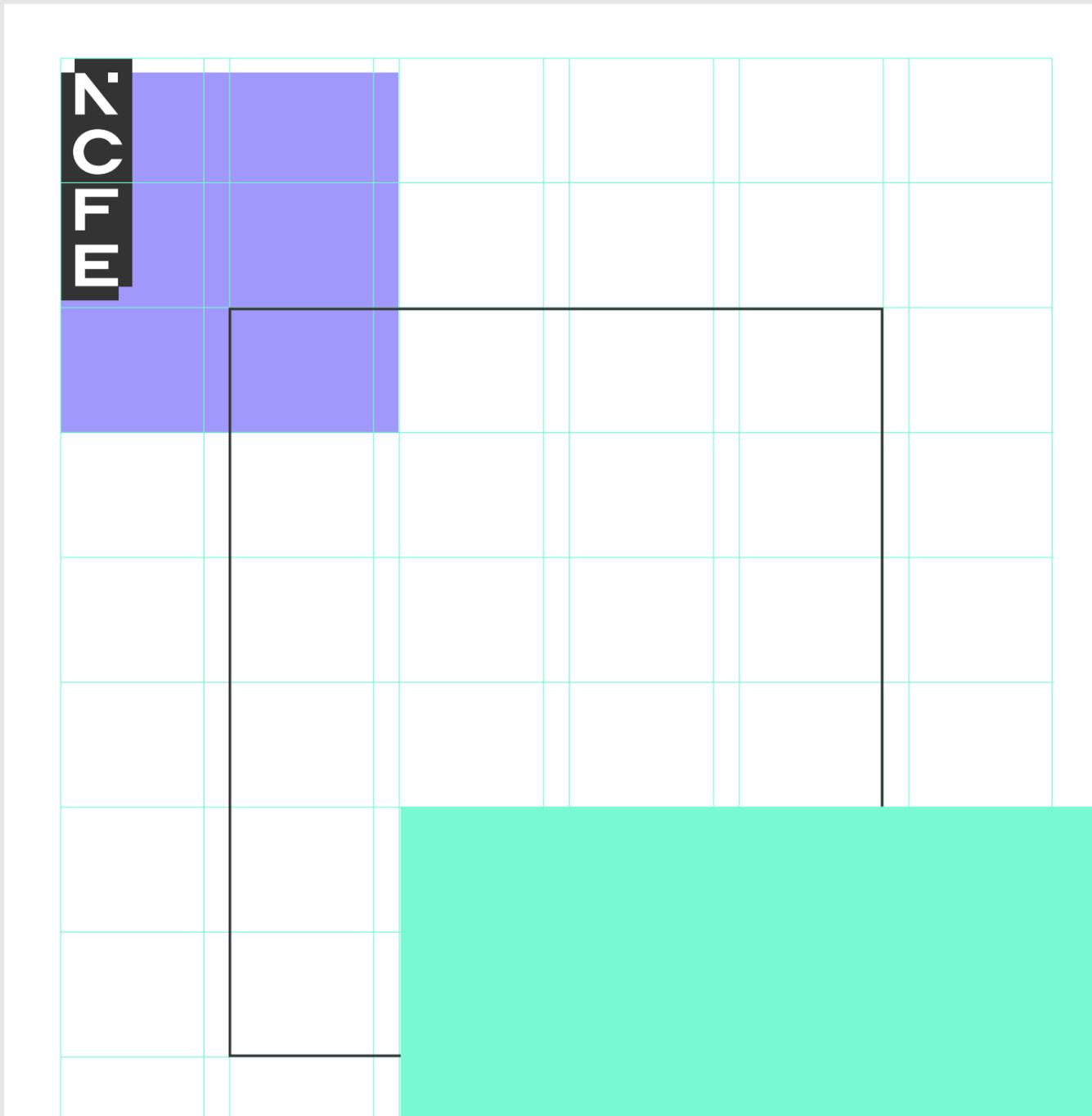


Print
10 mm

Digital
40 px

Using the logo

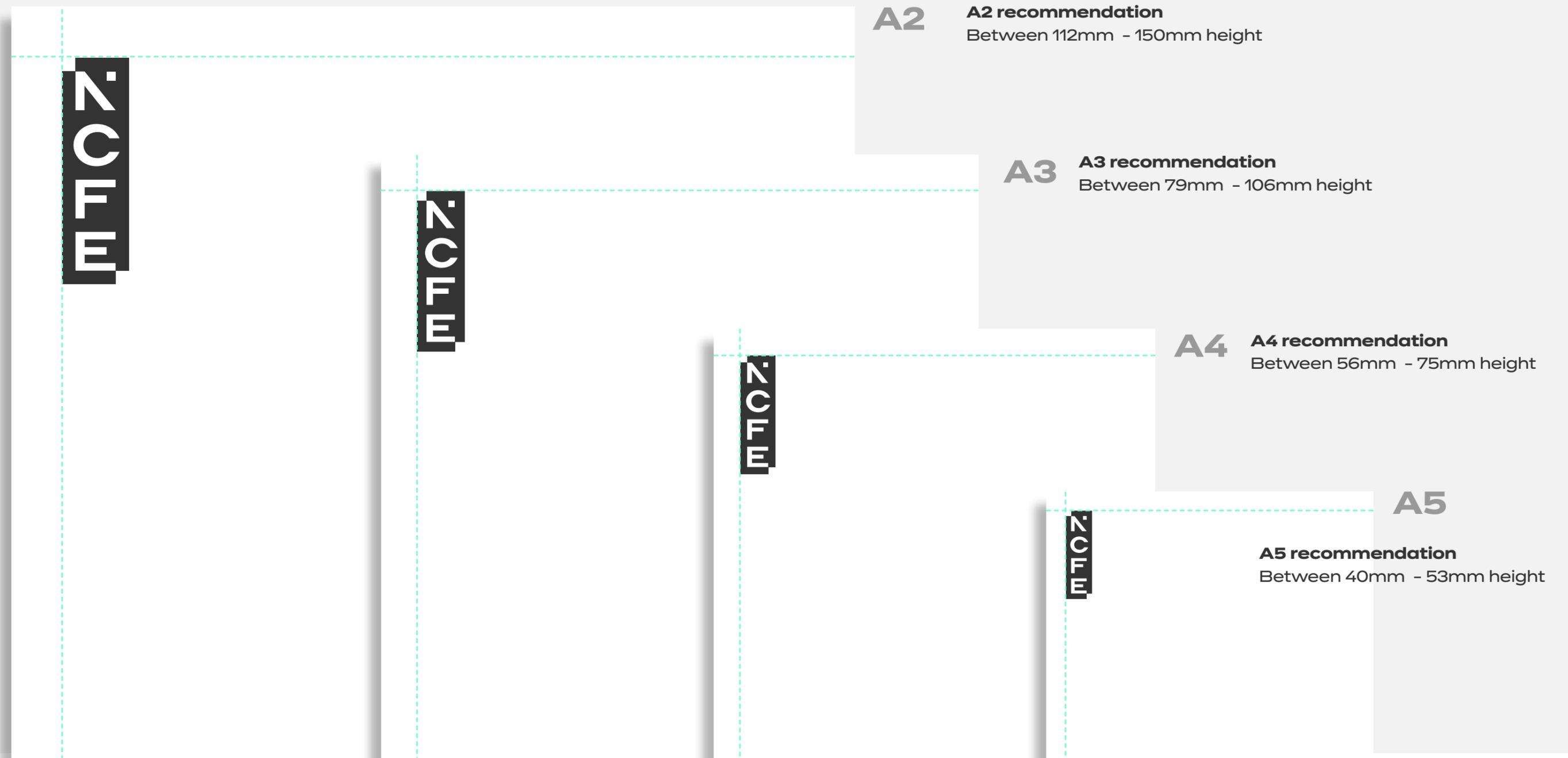
- The logo is always placed in the top left hand corner of the lilac shape
- The lilac shape should align with the top of the 'N' in the logo
- The logo is grey on a white background and white on a grey background



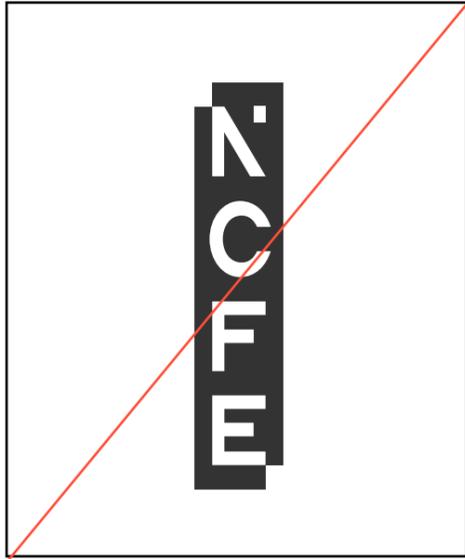
Using the logo - not in the creative system

- The logo is always grey on a white background and white on a grey background
- Follow the sizes given, for larger formats, use the closest A size as a starting point and scale accordingly

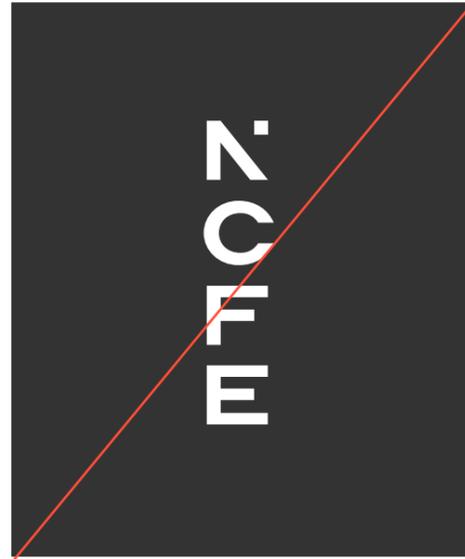
- The logo is always placed in the top left corner
- On digital applications the size of the logo should be balanced proportionally with the rest of the design



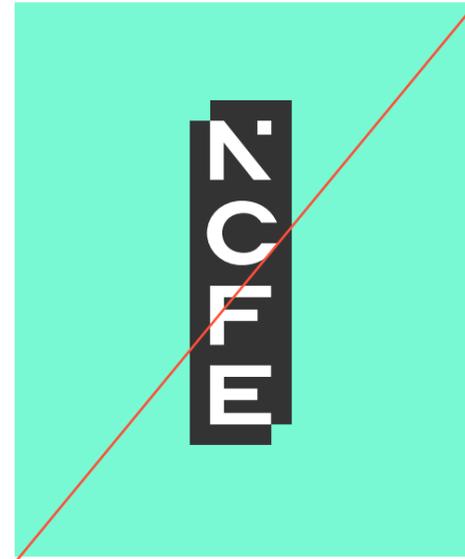
Do not:



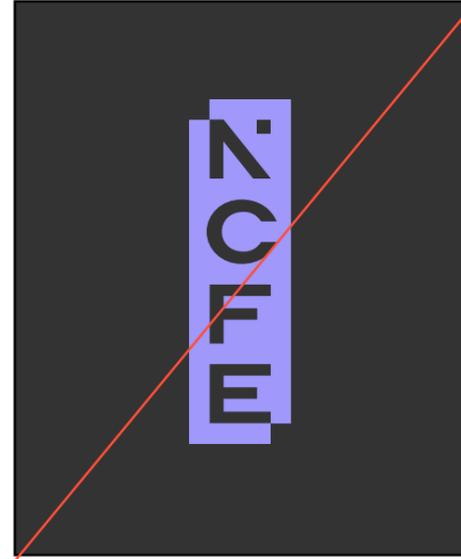
Do not stretch the logo, always use the official artwork



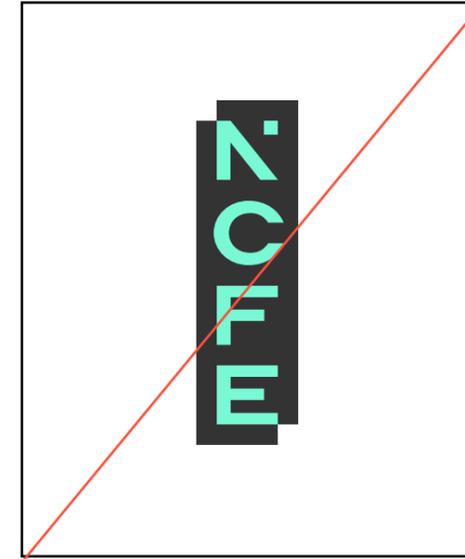
Do not use the grey logo on a grey background



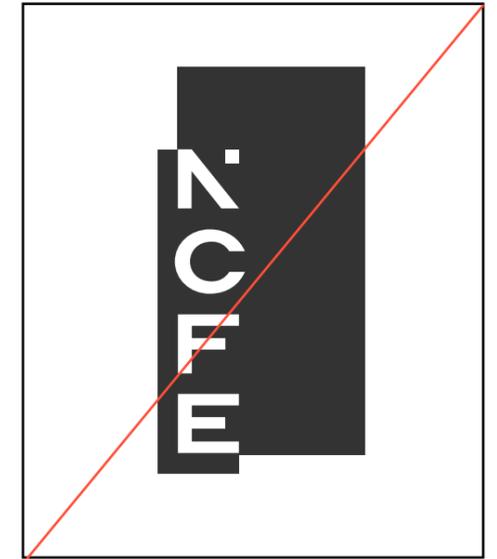
Do not use the logo on a mint background



Do not use the lilac or mint within the logo



Do not use the lilac or mint within the logo



Do not extend or manipulate the logo in any way