

Procedure 8.1 Branding and Logo Use					
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Use of Academy name

The name of an organisation is a crucial part of its identity. This is to enable academic teaching staff, administrative staff, students and the public to identify our organisation and understand their roles.

Ensure that the term 'Academy' is used consistently across signage, appointment letters and other communications materials. This will help to improve student and stakeholder awareness.

The use of the Academy logo

The Academy logo is the cornerstone of our brand identity. It is our signature; the mark of Academy ownership of services and messages.

It is important that you use the logo correctly and consistently across all applications. Always use the logo in accordance with our main brand guidelines, and make sure you do not alter the logo in any way. When working with the logo you should only use original digital graphic files, which can be downloaded from CDOCKS.

Never redraw the logo, change it in any way or attempt to create it yourself. You should also never create shapes around the logo. The logo should never be used as a substitute for the Academy name in a sentence or phrase. It should also only appear once on a single sheet. Duplication can dilute the strength and impact of our logo.

Dos and don'ts

Do:

- make sure you use the logo consistently and correctly
- only use original digital graphic files

Don't:

- alter the logo in any way
- embed the logo in a line of text
- use the logo more than once on single sheet, unless on a graphic display

The essential elements

The logotype is made up of three main components. These are:

- the logo
- the Academy's name
- the Academy's descriptor

Key style points

Neither the logotype, nor the logo, can be altered or added to in any way. You should not apply any additional key lines to the logotype or place the logotype in a box or any other shape.

Avoid using abbreviations on letterheads and in publications. Abbreviations can be used on smaller items, such as security cards, but they should still be printed in the correct style. Finally, do not insert any text, images or graphic detail in your logotype's exclusion zone.

Letterheads/compliments slips

Please refer to the relevant visual examples for information on positioning and layout as follows:

- logotypes
- address, telephone, fax, email and website address
- other information such as awarding organisations
- Academy including the company number in the letterhead

Business cards

The following information should be reproduced on business cards:

- logotypes
- name-surname
- position
- address, telephone, email and website address

Main signage

The external signage at the front of Academy buildings is very important. It is the first thing that people see when arriving to access services and facilities. The main front-of-house signage must carry the logo with the organisation name.

Badges

Badges are a good way of communicating your role. Badges should show clearly the name/surname, job position and department of the wearer, together with clear information about the currency of the badge. In addition, there also should be a logotype or the logo and a photograph of the holder on the badge.

Website

The Academy website and any social media pages must always carry the logo.

Brand / Social Media Kit

The guidance below should be used when original content is created for marketing purposes. It is important to follow this guidance to ensure there is clear consistency between content format[s] and resolution.

<u>Essentials</u>		<u>Comments / Guidance</u>
Logo / logo placement		The information at the beginning of this procedure should be adhered to when using the Academy logo. The logo placement in any creation should be in the top right hand corner (unless stated otherwise by the CEO / Director).
Font types		The approved font type is Arial or any other font type similar to this style approved by the CEO / Director.
Colour codes (HEX / RGB)	Blue (#1a9b8b)	R=26, G=155, B=139
	Yellow (#ffc400)	R=255, G=196, B=0
	Purple (#a04868)	R=160, G=72, B=104
Posting schedule		The posting schedule should be created a minimum of one month in advance, highlighting the key dates in which posts should be uploaded to the relevant social media accounts. 'Urgent' posts may also be requested / uploaded outside of the scheduled posts. Posts should be confirmed with the relevant team members before they are uploaded.
Posting consistency		Posts on social media should be consistently planned ahead each month (as mentioned above). Posts should also be uploaded at appropriate times, aiming for high engagement from those following the accounts. The 'hashtags' used to capture higher engagement should be reviewed and updated as necessary. Engagement tools should be utilised to maximise the potential of the account[s].
Approved image formats		Approved image formats are JPG and PNG.
Approved video formats		Approved video formats are .mov and MP4.
Filing / archiving		All content created (whether it is used or not), should be appropriately saved and / or archived in the Marketing folder.
Image and video content		Images and video clips used in any creation must be either original or from stock / royalty free sites to avoid any copyright issues. If original photographs or videos are

	taken, the raw material must be saved in the relevant folder.	
Image and video sizes	If content is created in a separate software than the social media account itself, you should refer to the following sizes:	
	Instagram	Vertical video: 1080px by 1920px Horizontal video: 1920px by 1080px Photo post: 1080 pixels wide by 566 pixels to 1350 pixels high.
	Facebook	Photo: 1200 x 630 px
	YouTube	1280 x 720 1920 x 1080 2560 x 1440 3840 x 2160
	Twitter	1200px X 675px
Sound	Any sound used in any creation must either be original or from stock / royalty free sites. Any 'live' sound recorded for marketing purposes must be clear and, where possible, a microphone should be used for the best possible sound quality. Any raw sound should be saved / archived in the relevant folder.	
Permissions	Any person[s] appearing in any photo or video for marketing purposes must be asked to give permission. Verbal permission will be accepted as appropriate however; written permission may also be requested.	
Branding	All content created and used for marketing purposes should include: <ul style="list-style-type: none">• DAL logo• link to website• social media account logos• where appropriate: email, telephone and site address details	
Passwords	Under no circumstances must the password / login details of social media accounts be changed without the permission of the CEO. The social media account passwords must not be shared with others unless stated by the CEO.	
Communications	Any private / direct message communications received on the social media accounts must be shared with the CEO or a nominee before an appropriate response is sent. Positive comments under posts may be replied to in brief, to reflect that they have been acknowledged. Any negative feedback / comments must be shared with the CEO or a nominee before an appropriate response is shared.	