



Procedure 8.1 Branding and logo use

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.