



Procedure 8.1 Branding and Logo Use

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Procedure owner : Principal / CEO

- ❖ This procedure is shared with our staff and students and/or can be obtained:
 - on our website <https://docklandsacademy.co.uk/policies-and-procedures>,
 - on the desktops of all computers in the library on the top floor,
 - by emailing us at info@docklandsacademy.co.uk in the case of remote learning.
- ❖ The procedure is reviewed and monitored on a regular basis for currency and fitness as part of our 1.9 Review and Revision of Policies and Procedures.

1 Use of Academy name

1.1 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.

1.2 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 Academy will specify acceptable abbreviations, such as 'DAL' for Docklands Academy London, and clearly define their use on items like security cards and internal documents to ensure consistency and uphold our identity.

The full name, 'Docklands Academy London,' will always be used in formal and public communications, avoiding any shortening to 'Docklands Academy' to maintain brand integrity.

2 The use of the Academy logo

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



2.2 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.

2.3 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.

The Academy will define specific use cases for consistent logo placement, such as positioning it in the top right corner on official documents, with any alternatives permitted only by the CEO / Principal. This approach reinforces brand consistency and enhances ease of recognition.

3 Do's 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

4 The essential elements

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

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

4.2 Key style points

4.2.1 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.

4.2.2 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.



4.3 Letterheads/compliments slips

4.3.1 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

4.4 Business cards

4.4.1 The following information should be reproduced on business cards:

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

4.5 Main signage

4.5.1 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.

The Academy will include a description of the logo's 'exclusion zone,' an area of empty space surrounding the logo that must remain free of any text, images, or graphics. This zone preserves brand integrity by ensuring the logo remains clear and easily visible, protecting it from visual clutter and enhancing brand recognition.

4.6 Badges

4.6.1 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.

4.7 Website

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

5 Brand / Social Media Kit

5.1 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		<p>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).</p> <p>The Academy will at times remove the guideline about placing the logo in the top right-hand corner, as this positioning may not suit a particular marketing material. Instead, we will emphasise consistent logo placement based on specific document types or designs, allowing flexibility while upholding brand integrity.</p>
Font types		<p>The approved font type is Arial or any other font type similar to this style approved by the CEO / Director.</p> <p>The Academy will consider revising the approved font for marketing materials to one that offers greater visual appeal, as Arial may not achieve the desired impact in design. A modern, professional font will be selected to enhance readability and align with our brand identity, while reserving Arial for internal documents if preferred by the CEO/Director.</p>
Colour codes (HEX / RGB)	Green #359494	R=53, G=148, B=148
	Dark Green #1d625e	R=29, G=98, B=94
	Yellow #f7a02f	R=247 G=160, B=47
Posting schedule		<p>The posting schedule, such as key dates and holidays, are recorded on the Operational Calendar, and reviewed on a monthly basis. The Principal will define what constitutes an 'urgent' post - such as announcements related to sudden events or time-sensitive updates and aim to schedule these as far in advance as possible. Additionally, a confirmation deadline for standard posts will be set, ensuring all content is reviewed and approved in time to meet the schedule. These guidelines will support effective workload management and maintain a consistent posting rhythm.</p>
Posting consistency		<p>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].</p>

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	The Academy aims to use original image and video content where possible. The use of stock or royalty-free images should be avoided, if possible, however, should there be a need to use stock or royalty-free images it should only be used with prior approval by the Principal. This is to ensure that the produced content uphold our standards for originality and brand consistency.	
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 / X	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, Whatsapp line and site address details 	



Passwords	Under no circumstances must the password / login details of social media accounts be changed without the permission of the Principal. The social media account passwords must not be shared with others unless stated by the Principal.
Communications	The Academy will adjust the policy to streamline day-to-day operations by designating a head, such as the marketing or communications lead, to manage passwords and respond to social media messages. Engagement with social media comments will be clarified: negative feedback will be reviewed with the Principal before responding, while positive feedback can follow a standardised acknowledgment, such as a simple 'Thank you' response.

6. Related Documents

6.1 Policies

- 1 Governance
- 7 Information
- 8 Marketing and Promotion

6.2 Procedures

- 1.8 Document Preparation and Version Control
- 1.9 Review and Revision of Policies and Procedures
- 7.1 Review and Sign off PI
- 7.2 External Review of the Website and Printed Information
- 7.3 Social Media Protocols
- 7.4 HE Public Information
- 8.2 Recruitment Partner Selection & Monitoring
- 8.3 Links with Other Educational Institutions and Businesses