CATS

GLOBAL SCHOOLS

BRAND IDENTITY GUIDE

Contents

Welcome to the CATS Global Schools Brand Identity Guide. This document provides a simple, yet robust set of guidelines that are easy to understand and allow for creative expression.

The following pages will guide you through the basic elements and provide some general rules when applying these across a variety of media.

While we prefer a standardized brand identity, there may be situations where a custom solution applies. For advice on applying the brand identity outside of the guidelines, please contact **brand@catsglobalschools.com**

Visit our brand hub for more information and brand assets **brand.catsglobalschools.com**

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The visual identity at a glance

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Avenir

Microsoft Office versions

DM Serif Display

Nunito Sans

Colours

Navy		Teal		Gold	
CMYK	HEX	CMYK	HEX	CMYK	HEX
94 | 81 | 50 | 66	191F2F	64 | 16 | 33 | 1	5EA8AD	19 | 30 | 89 | 6	CEA82C
RGB	PANTONE	RGB	PANTONE	RGB	PANTONE
25 | 31 | 47	5395 C	94 | 168 | 173	631C	206 | 168 | 44	117C

- Embrace the power of navy and white
- Use teal and gold sparingly
- Add colour through imagery that tells a story
- Aim for contrast in type hierarchies

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Our logo elements

1. The Shield

The shield is a heraldic symbol and conveys a sense of reliability, history and heritage.

2. The Lion

The lion symbol has been part of the former CATS group since the 1950s. Lions appear in heraldic shields symbolising courage, nobility, stability, valour and strength. It stands in the 'rampant' position, however uncommonly, it faces right – forwards - to demonstrate our forward-thinking approach to education.

3. The diagonal cross

The diagonal symbol is often used by schools and universities, depicting oars or other sporting symbols.

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There are three versions of the logo. The logo can appear as navy on white or white out of a dark background, where possible, this should be navy. Please see page 26 for colour references.

When the logo needs to be used in a smaller area, please use the landscape version.

Logo versions

Primary logo. This version of the logo should be the primary choice on all printed and digital communications. It should be used when it is the first time the viewer will see the brand.

Minimum size: 75 pixels wide/20 millimetre wide (1).

Outline logo. This version of the logo can be used for decorative print finishes such as foiling, or over imagery.

Minimum size: 95 pixels wide/25 millimetre wide (2).

Landscape logo. This version of the logo should be used when a smaller area is available or for secondary use when the viewer has already been introduced to the brand.

Minimum size: 145 pixels wide/38 millimetre wide (3).

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Logo spacing

Clear space around the logo is equal to half the width of the shield. No other elements may be placed within this area.

Logo exceptions

Exceptions to this are signage with limited space, social media icons and app icons.

Social icon construction

Align the logo centre vertically and horizontally of the icon shape. Use the height of the C as the padding to the top and bottom of the icon shape.

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Logo placement

1. Folder
2. Flyers and banners
3. One pagers and brochures
4. Business cards
5. Slides
6. Web pages

The logo placement depends on the type of communication and use. Please see examples of correct placement. The general rule is that the primary logo should be centred and the landscape version should be left aligned.

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Logo misuse

Do not alter the colour or style

Do not stretch or distort

Do not alter composition

Do not alter the font

The logo should remain consistent. The logo should not be misinterpreted, modified, or added to. Its orientation, colour and composition should remain as indicated in this document.

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Here are samples of the logo across a variety of online and offline materials.

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Letterhead

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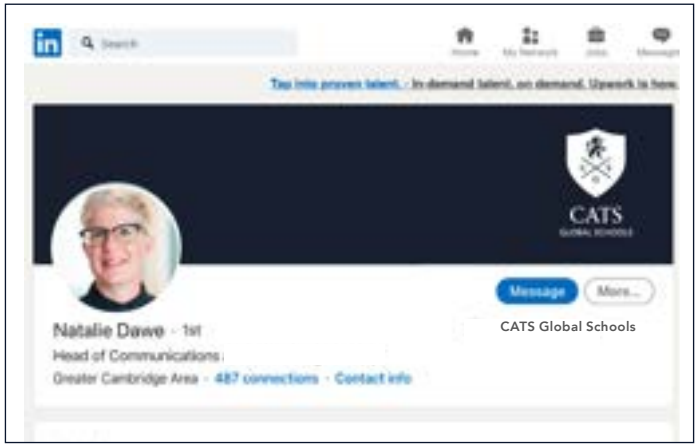
Email signature



Social media

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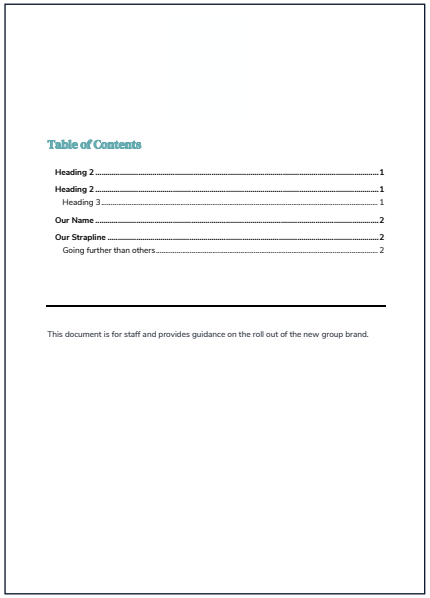
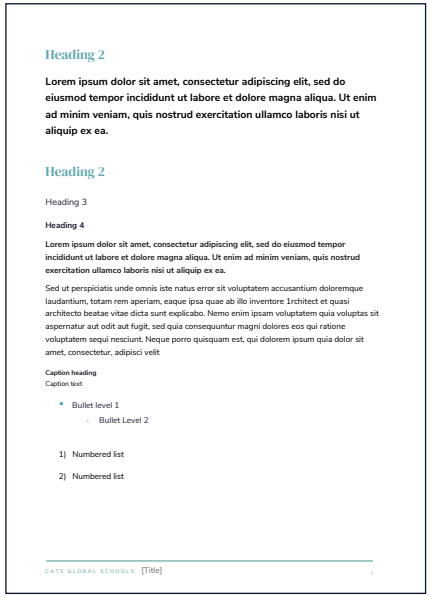


Word document



Word document

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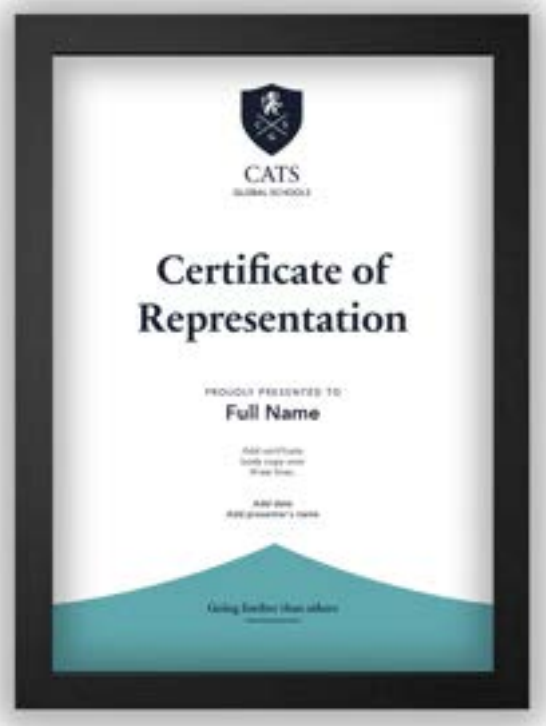
T-shirt and tie



Certificate

Logo as an endorser

What unites us as CATS Global Schools group is our common belief that together we inspire the next generation of world shapers by going further than others in the pursuit of future-thinking academic excellence.

However, we celebrate the character and individuality of each of our schools. We know that students and parents identify with their chosen school. Therefore, school identities retain primacy at a local level and are endorsed by the CATS Global Schools mark.

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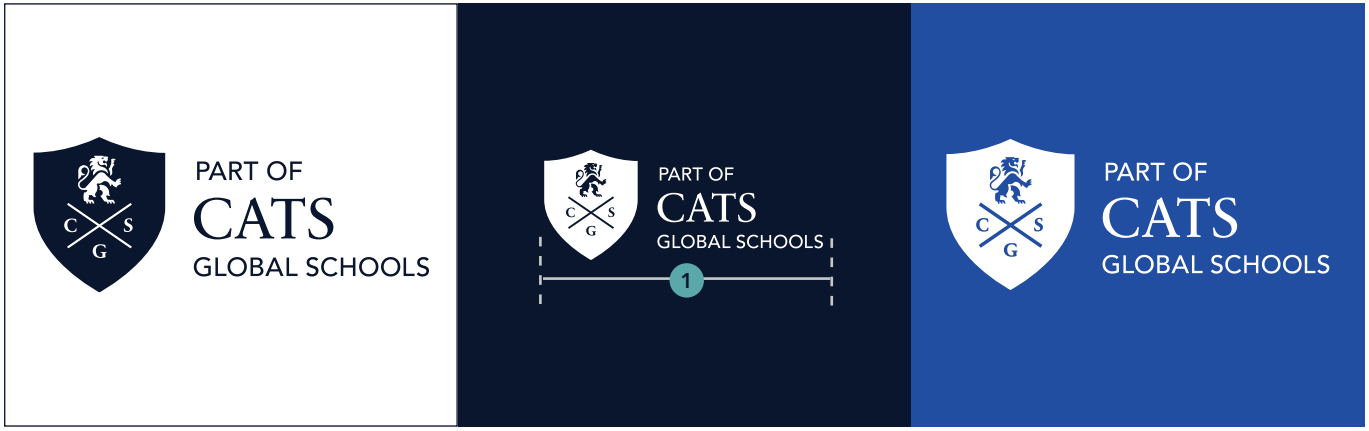
The endorser logos are only to be used by schools within the group. When used together the school logos should appear larger and have more prominence.

Endorser logo



The endorser logo is for use on school print and digital communications. The logo should sit below the school logo in the hierarchy, usually at the bottom of the page.

The navy and white versions of the endorser logo should be the primary choice. However, a white-only version is available for use in a footer. This can be used when the school brand colours need to take prominence.

Smallest size: 145 pixels wide/38 millimetre wide (1).

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Do not stretch or distort

Do not alter composition

Do not alter the font

The logo should remain consistent. The logo should not be misinterpreted, modified, or added to. Its orientation, colour and composition should remain as indicated in this document.

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When placed within a coloured footer band, the margin above and below the logo should be roughly the height of the lion.

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Business card

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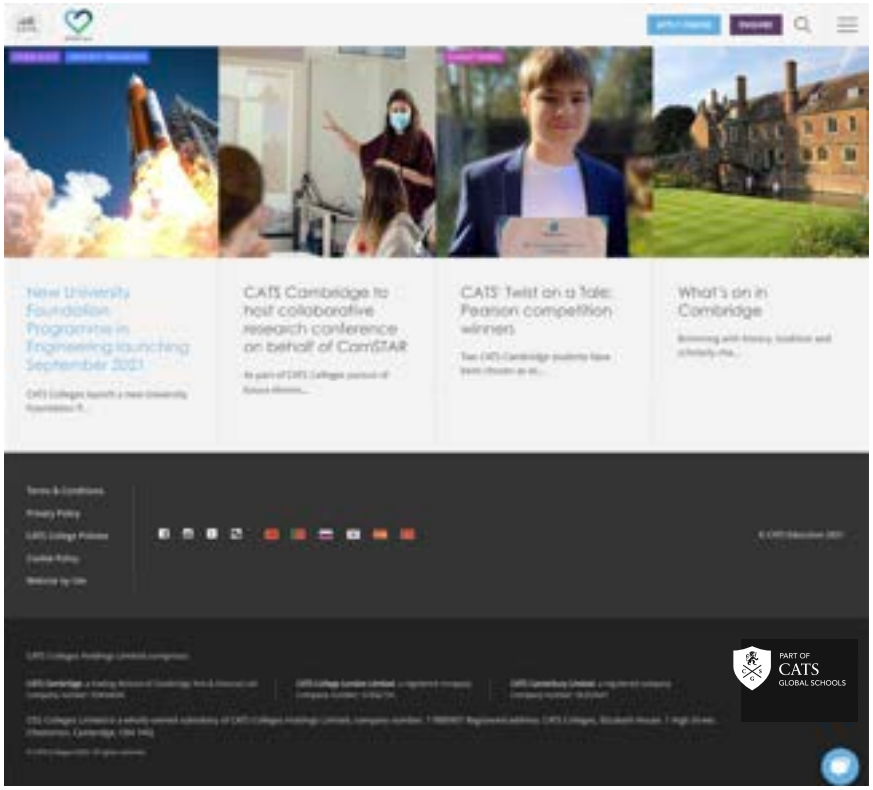

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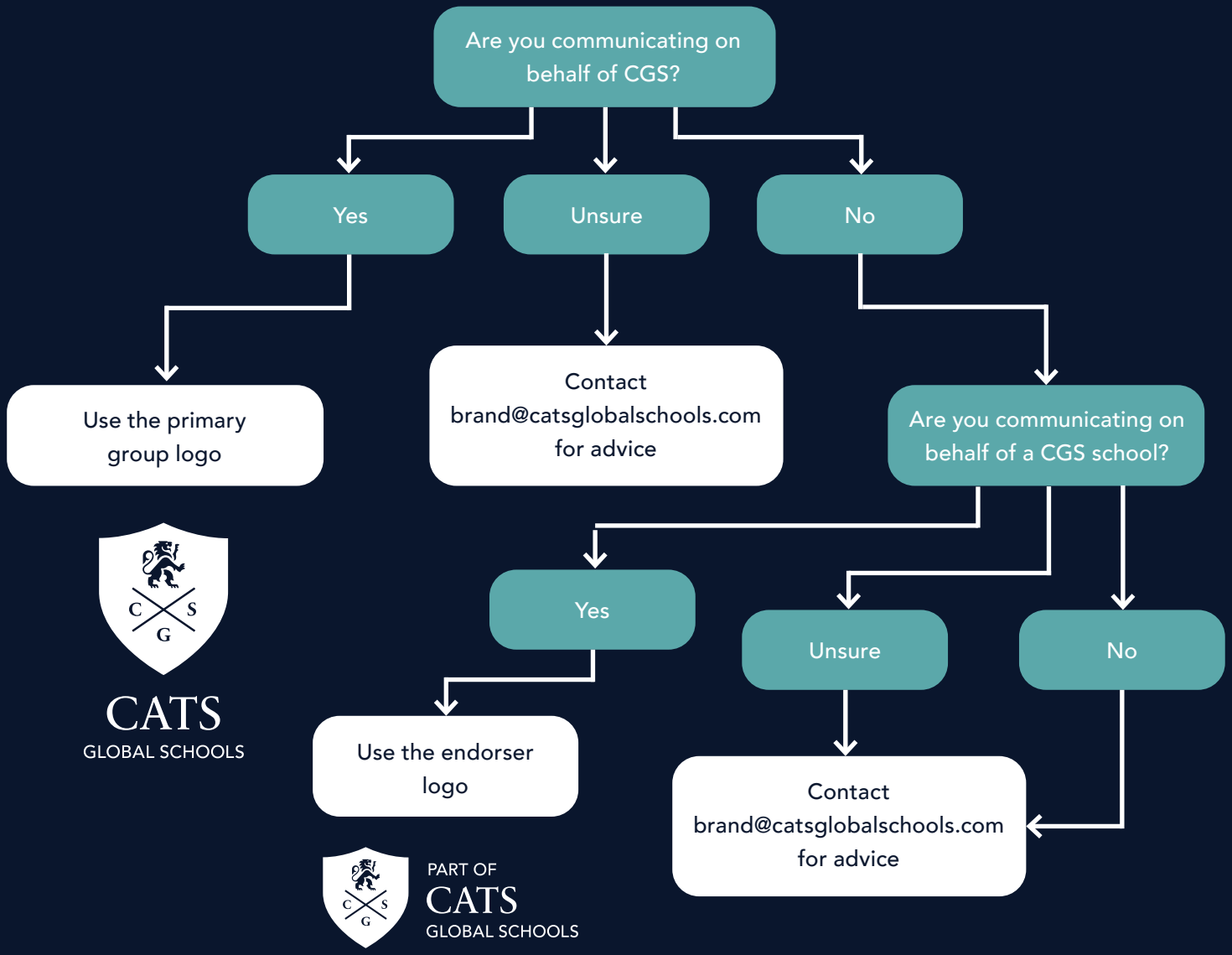
This decision tree is to help you decide which logo variant is right for your application.

Which logo should I use?



Tagline

Our Tagline “Going Further Than Others” has been taken
from quote by one of Cambridge’s most famous alumni, Sir Isaac Newton.
In a letter to Robert Hooke in 1675, Isaac Newton said:

“If I have seen further, it is by standing on the shoulders of Giants”.

This quote has inspired our tagline. We go further than others to support our students. Our students go further than others with our support.

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The Tagline 'Going further than others' can be used as a heading or as a footer. It should always be set in Sabon Next LT Bold and the size should be determined by the application.

Going further than others

The Tagline should be set on 2 lines and centred when used as a heading or in large scale.

The Tagline can be set on 1 line when used as a footer or in small scale. It should be centred and include an underline. The underline should be 1pt and the length should be slightly shorter than 'further than'.

Going further than others

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Colours

Our primary brand colours are navy and white. They are used to provide accessibility, simplicity, and consistency throughout all brand communications. Our secondary colours derive from British heritage. They should be used sparingly throughout applications to highlight key information.

Navy

CMYK
94 | 81 | 50 | 66

RGB
25 | 31 | 47

HEX
191F2F

PANTONE
5395 C

White

CMYK
0 | 0 | 0 | 0

RGB
255 | 255 | 255

HEX
FFFFFF

Teal

CMYK
64 | 16 | 33 | 1

HEX
5EA8AD

RGB
94 | 168 | 173

PANTONE
631 C

Gold

CMYK
19 | 30 | 89 | 6

HEX
CEA82C

RGB
206 | 168 | 44

PANTONE
117 C

It is important to follow the rules of these proportions when creating any brand communication in order to maintain brand consistency. White plays a very important role and should provide balance with navy. Teal is the secondary colour and gold should only be used for highlights such as foiling or adding a small detail.

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The use of colour must be consistent across all communications to build a strong brand.

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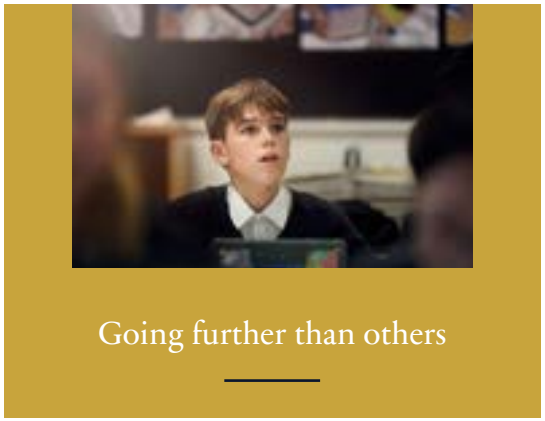
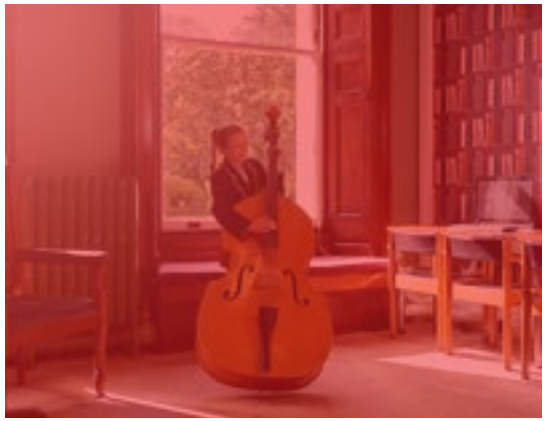
Wrong colour proportions



Colour effects or creating new colours



Too many colours in one composition

Gold should not be used for text

Iconography

Iconography can quickly and easily convey key messages. A set of iconography has been designed in our brand style. These can be downloaded from **brand.catsglobalschools.com**

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Icon gallery

Pioneering

Persevering

People

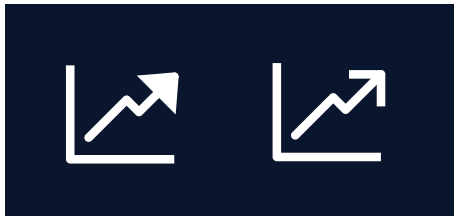
Communication

Efficiency

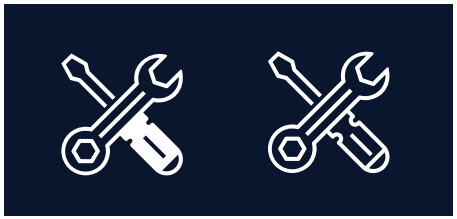
Global

Mail

Progression



Support



Each icon has an fill and an outline version.

The fill versions are primarily used with the outline versions being available for hover effects and animations.

Download

Container

In cases where the icon is contained inside a circle, the diameter of the circle can be determined by doubling the width of the icon. Icons should be optically centred within the container.

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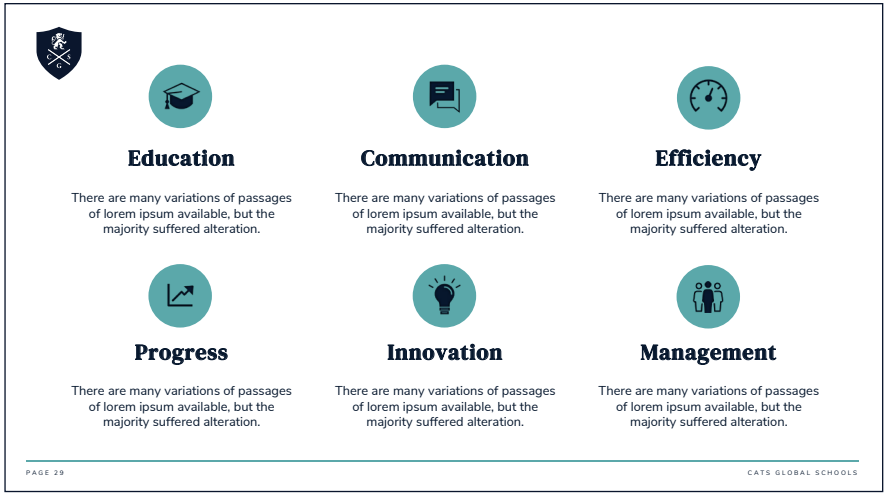

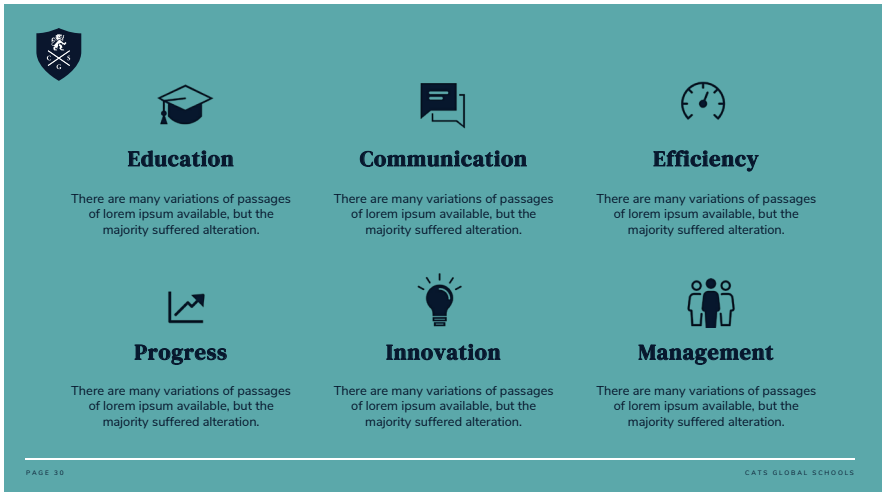

PowerPoint slides

The icons should complement the typography without overpowering it. The size of the icon should provide a good balance with the typography and the two elements should appear connected.

The icon can be navy or white but should always be the same colour as the text.

Photography

We have curated a gallery of images that reflects our group. All images are of our students and schools. We do not use stock images.
Visit gallery **brand.catsglobalschools.com**

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The goal is to capture and showcase interactions between real people that show inclusion and happiness.

Feature a wide range of people (age, race, gender, sexual orientation, ability, class, body type, etc.) that reflect our inclusion and diversity of students and teachers around the world.

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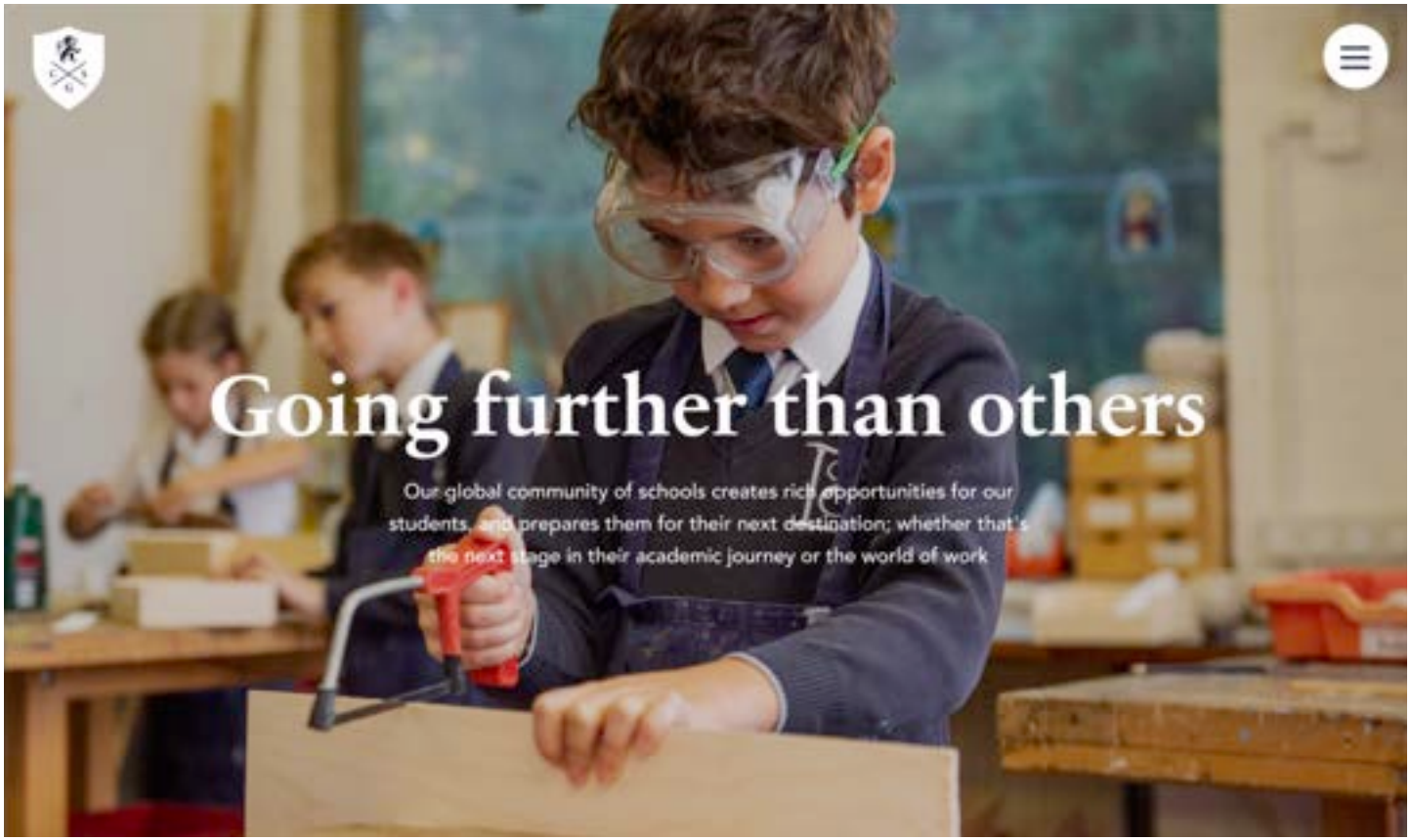

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Typography

Typography is a very important part of our brand.
It is bold and confident and reinforces our
heritage in style.

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Sabon and Avenir are our primary fonts and should be used for all external print and digital communications.

Primary fonts

Sabon Next LT

Bold - Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Regular - Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890 !@£$%^&*()¡€#¢∞§¶

Sabon Next LT should be use sparingly. It is bold and has presence, and should therefore be used for headings or stand out statements.

Avenir

Heavy - Aa Bb Cc Dd Ee Ff Gg Hh

Medium - Aa Bb Cc Dd Ee Ff Gg

Book - Aa Bb Cc Dd Ee Ff Gg Hh Ii

Heavy Oblique - Aa Bb Cc Dd Ee

Medium Oblique - Aa Bb Cc Dd Ee

Book Oblique - Aa Bb Cc Dd Ee Ff

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Avenir can be used more widely across materials. It should be used as sub-headings body text, navigational text and captions where possible, especially for external communications.

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DM Serif and Nunito are our secondary fonts and should be used across Microsoft office communications.

Secondary fonts

DM Serif Display

Regular - Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Italic - Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890 !@£$%^&*();€#¢∞§¶

DM Serif Display should be use sparingly. It should be used for headings or stand out statements where Sabon is not available, such as Microsoft Office applications.

Download

Nunito Sans

Black - Aa Bb Cc Dd Ee Ff Gg Hh

Bold - Aa Bb Cc Dd Ee Ff Gg Hh

Regular - Aa Bb Cc Dd Ee Ff Gg Hh

Black Italic - Aa Bb Cc Dd Ee Ff

Bold Italic - Aa Bb Cc Dd Ee Ff Gg

Italic - Aa Bb Cc Dd Ee Ff Gg Hh Ii

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Nunito Sans can be used more widely across materials. It should be used as sub-headings body text, navigational text and captions where Avenir is not available, such as Microsoft Office applications.

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It is important to maintain these type pairings. This allows for clarity, consistency, and a strong hierarchy for all communications.

For use in Microsoft applications, please see the templates section for font use.

Font use

It is important to organise typography in a hierarchical system according to relative importance through scale and function depending on communication.

AVENIR MEDIUM CAPTION

Sabon heading

Avenir Book first paragraph

Avenir Heavy sub heading

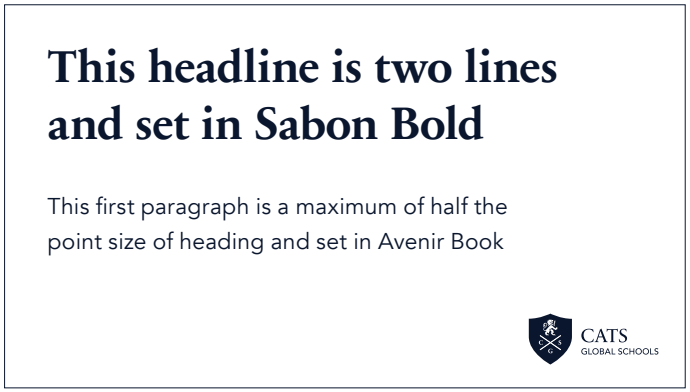
Avenir Book body copy

Avenir Heavy small heading

Avenir Book body copy

Avenir Black detailed sub heading

Avenir Book body copy



Headline

Sabon Next LT Bold. Cap height = Approx 75% height of the shield in the logo. 1.5/150% leading. 0 tracking.

First paragraph

Avenir Book. Max 50% headline point size. 1.5/150% leading. 0 tracking.

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Typography should be set to the rules in these guidelines. Do not alter the text in any way that effects the brand style.

Font misuse

Do not use coloured typography for headings or body text (navy, black or white only)

Red Brown
Yellow Purple
Green Orange

Do not use all caps

THE PURSUIT OF OUTSTANDING EDUCATION AND EXCELLENCE

Do not adjust kerning or tracking

Unclear
not legible

Do not make different levels of hierarchy the same weight

Medium
Medium
Medium medium medium medium medium medium medium medium medium

Do not make any level of hierarchy the same size or scale as another

This is the Heading
This is the Sub heading
This is the body copy that is the same size as the heading and sub heading

Do not separate chunks of text

This is the Heading
This is the Sub heading

This is the body copy that is not aligned with the heading and sub heading and poorly designed

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Typography should either be navy on light backgrounds or white on dark backgrounds.

When aligned with the logo, typography and logo should be the same colour.

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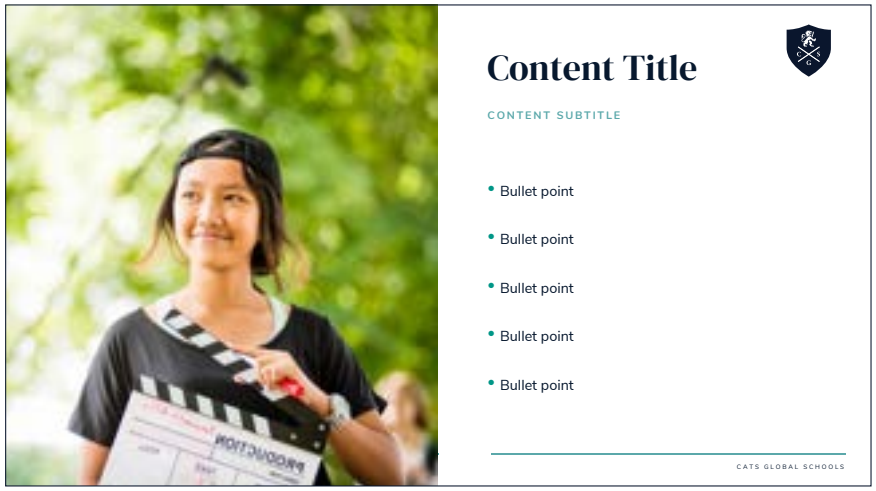

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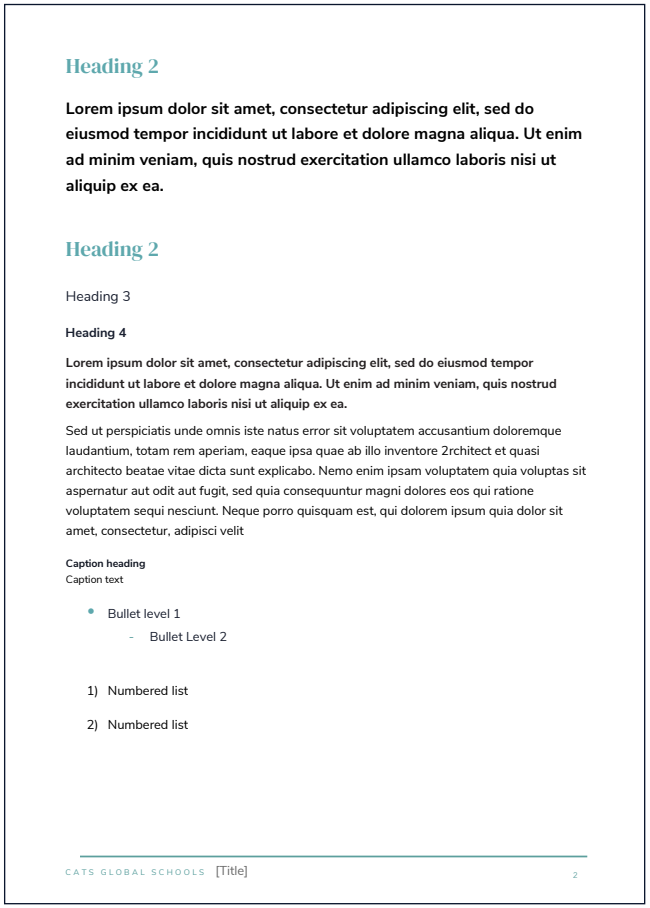
Typography application



Word documents

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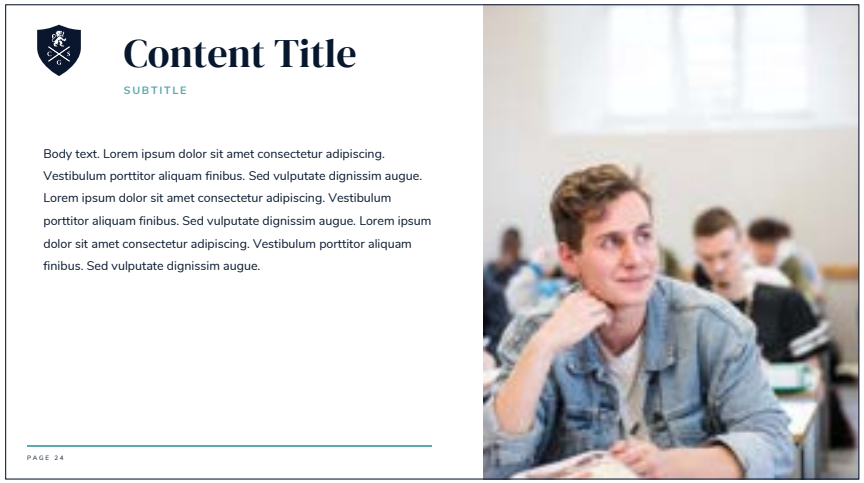
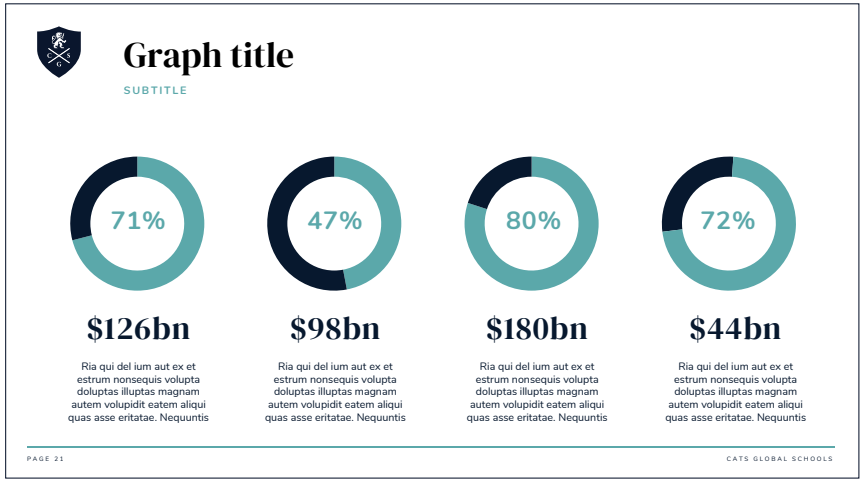
Letterhead
Word documents
Email Signatures
Business cards

Use the style guideline when formatting and styling slides. It is important to maintain the correct typographic heirarchy and to use the imagery and graphics provided in the PowerPoint template.

PowerPoint





Style guideline

Titles to be set in DM Serif Display Regular at 60pt. Text to be written in title case.

Content titles to be set in DM Serif Display Regular at 60pt.

Sub-titles to be set in Nunito Sans Bold at 12pt. Tracking to be expanded by 2pt.

Paragraph text to be set in Nunito Sans Regular at 14pt.

Bullet points to be set in Nunito Sans Regular at 16pt. Bullet point to be a teal circle.

Our CATS Global Schools PowerPoint template, can be downloaded from our brand hub.

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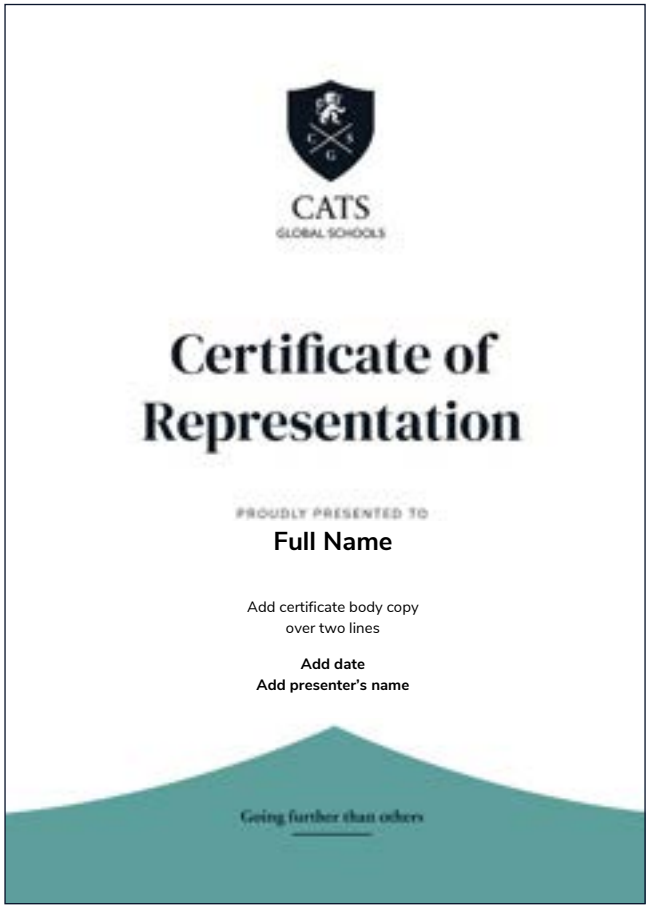
Certificate



Style guideline

Name to be set in Nunito Sans Bold at 24pt.

Certificate body copy to be set in Nunito Sans Regular at 14pt.

Date to be set in Nunito Sans Bold at 14pt.

Presenter's name to be set in Nunito Sans Bold at 14pt.

Our CATS Global Schools Certificate Word template, can be downloaded from our brand hub.

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Use the style guideline when formatting the editable text areas on the certificate.

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Letterhead

PRIVATE AND CONFIDENTIAL

Date

RE: Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Dear XXXXX,

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore 0rchitect et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit

Yours sincerely

YYYYYY

Head of AAAAA

Going further than others

Old Swiss, 157 Cherry Hinton Road, Cambridge, CB1 7BX

+44 (0) 1223 345 690 | catsglobalschools.com

Style guideline

Sub-text to be set in Nunito Sans Bold at 11pt. Tracking to be expanded by 2pt.

Paragraph text to be set in Nunito Sans Regular at 11pt.

Our CATS Global Schools Letterhead Word template, can be downloaded from our brand hub.

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Use the style guideline when formatting and styling text. It is important to adhere to the print margins and layout set in the template.

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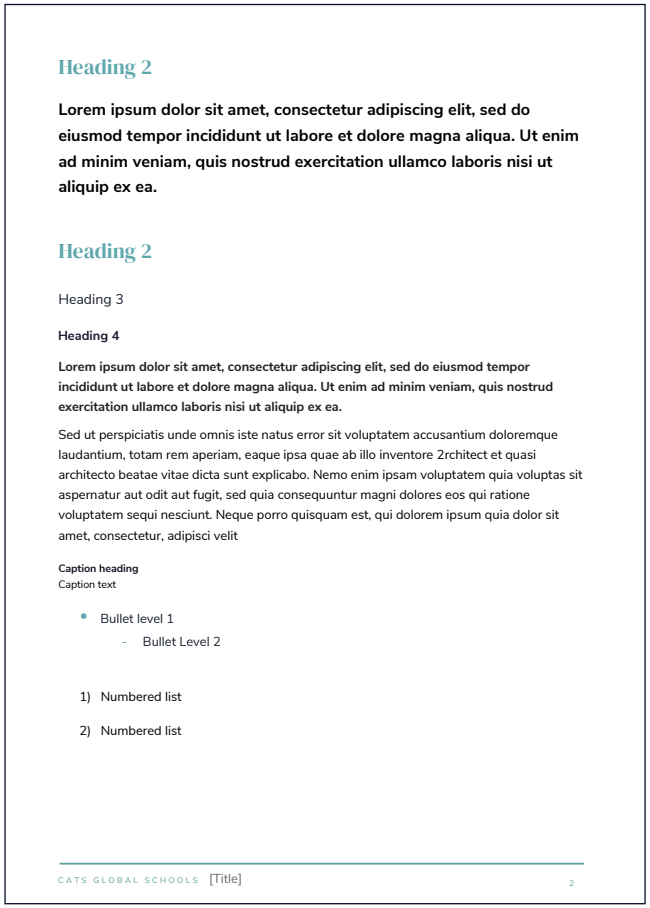
Use the style guideline when formatting and styling text. It is important to follow the guidelines in terms of choice of font, proportion of sizes and spacing in order to create a harmonious hierarchy.

Word documents



Heading 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea.

Heading 2

Heading 3

Heading 4

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore 2rchitect et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit

Caption heading
Caption text

- Bullet level 1
  - Bullet Level 2

1) Numbered list
2) Numbered list

CATS GLOBAL SCHOOLS [Title] 2

Style guideline

Titles to be set in DM Serif Display Regular at 50pt. Text to be written in title case.

Heading 2 to be set in DM Serif Display Regular at 18pt in teal.

Heading 3 to be set in Nunito Sans Regular at 12pt.

Heading 4 to be set in Nunito Sans Bold at 11pt.

Sub-titles to be set in Nunito Sans Bold at 12pt. Tracking to be expanded by 2pt.

Introductory paragraph text to be set in Nunito Sans Bold at 14pt.

Paragraph text to be set in Nunito Sans Regular at 11pt.

Bullet points/Numbered lists to be set in Nunito Sans Regular at 11pt. Level 1 bullet point to be a teal circle and level 2 to be a teal dash.

Our CATS Global Schools PowerPoint template, can be downloaded from our brand hub.

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Email signatures are developed by our IT department. Signatures should include CATS Global Schools assets and icons from our brand hub. Contact the IT department to request a new email signature.

Contact

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Style guideline

Business cards are ordered via our system xxxxx. To place an order....

Order

CATS
GLOBAL SCHOOLS

For brand advice, please contact
brand@catsglobalschools.com

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