



BRAND GUIDELINES

AUGUST 2022

Welcome to the In Toto Ed Brand Guidelines.

These guidelines have been produced to ensure that the maximum benefit is gained from our identity and to maintain a recognisable brand.

The brand identity is created using a number of core elements: logo, typeface and colours.

These guidelines are intended to provide continuity and a framework in which to produce design for marketing, internal and external communications.

In Toto Ed: a supportive and inclusive learning environment. An alternative to mainstream schools and colleges that builds a bespoke learning pathway around your needs and interests.

For young people aged 16+ with complex needs, In Toto Ed provides a bespoke alternative to mainstream school and college. Gain qualifications and life skills that develop a pathway to independence in a small, supportive and inclusive learning environment.

Our logo

It is essential that our logo is used correctly and consistently in all projects.



1. Our primary logo.

This logo should be used for all collateral that is brand-focused, or involves multiple sites.



The strapline should be removed when legibility is compromised e.g. at smaller sizes; on a busy background; in a cluttered document.



2. Stacked logo.

This logo should only be used when horizontal space is at a premium.



3. Icon

The icon should never be used out of context ie "In Toto" and a brand explanation must be included somewhere within the same application.

The icon can also be used when space is at an absolute premium e.g. as a favicon.

Our sites

Site logos should be used on collateral that is site-specific.

The plain logo is the default for site logos. However if the logo is to be used out of context without further explanation (e.g. building signage) then the strapline should be used.

The plain logo should always be used when legibility is compromised e.g. at smaller sizes; on a busy background; in a cluttered document.



Logo variations

In appropriate situations, there are different variations of our logo which can / should be used.



1. Gradient logo.

This logo can be used in digital applications such as tv screens, videos, website and social media. It should be avoided for print.



2. Monochrome

This version should only be used when colour printing is not available.



3. Reversed out white logo

To be used on darker backgrounds for contrast.



4. Reversed out gradient logo

Only to be used in digital applications on black backgrounds, to create a neon effect.

Clear space

To ensure our logo is visible in all implementations, the logo needs to be surrounded by clear space.

This exclusion zone is the minimum area that must always be kept free of any type or graphic element. This should always be equal to or greater than the height of the o in Toto.



Minimum Size

The minimum width of the primary logo with the strapline is 50mm. Below this size the strapline should be removed

The minimum width of the plain logo is 37mm. Below this size the stacked logo or icon should be used.

The minimum width for the stacked logo is 8mm. Below this the icon should be used.

The minimum width for the icon is 5mm.



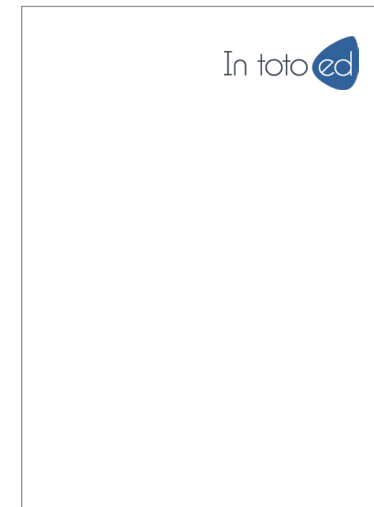
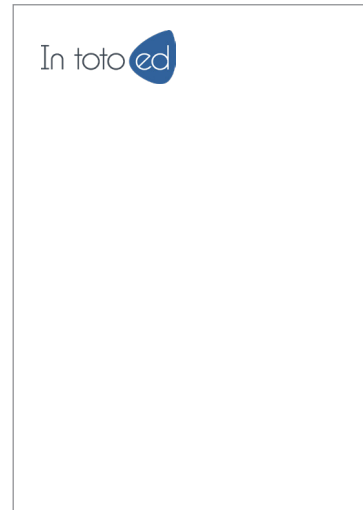
In the right place

When using our logo on any given format (landscape or portrait) please try to place the logo in a left-aligned position.

If left-align is not possible, the logo still be placed in a corner position.

The logo should never be centred.

There is no predetermined size for using the logo but the proportion should be determined by the overall document size and space allowing for full visibility.



Please don't

The logos must never be redrawn or altered. By using the original digital artwork files consistency of the brand identity will be maintained.

X



Do not change the scale of the elements

X



Do not change the colours of the logo.

X



Do not stretch or distort the logo

X



Do not rotate the logo

Our colours

We have a core palette of three colours which matches the core palette of our sister brand Beats Learning. We have an additional two accent colours.

This palette has been chosen carefully to project a cool and calm aesthetic, with a subtle vibrancy that feels fresh and youthful, but does not overwhelm the content.

COLOUR PAIRING

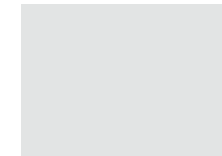
It is very important that the colours are paired together with adequate colour contrast. For this reason, a lighter tint of the green colour is permitted when necessary.



Dark Grey
CMYK: c75 m59 y47 k45
RGB: r59 g69 b80
HEX: #3b4550



Medium Grey
CMYK: c69 m43 y39 k24
RGB: r81 g108 b119
HEX: #516c77



Light Grey
CMYK: c13 m9 y11 k0
RGB: r150 g180 b169
HEX: #e3e3e3



Blue
CMYK: c86 m59 y15 k1
RGB: r49 g98 b155
HEX: #31629b



Green
CMYK: c66 m0 y34 k0
RGB: r59 g196 b188
HEX: #3bc4bc



Light Green
CMYK: c39 m0 y16 k0
RGB: r158 g241 b236
HEX: #9ef1ec

Colour usage

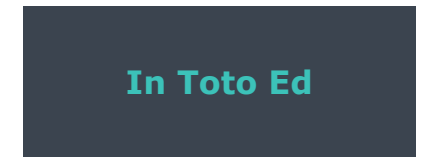
In order to keep accessibility levels to a high standard, our colours should only be combined in the following ways, and their corresponding inverses.



White on dark grey



Light grey on dark grey



Green on dark grey



Blue on light grey



White on blue

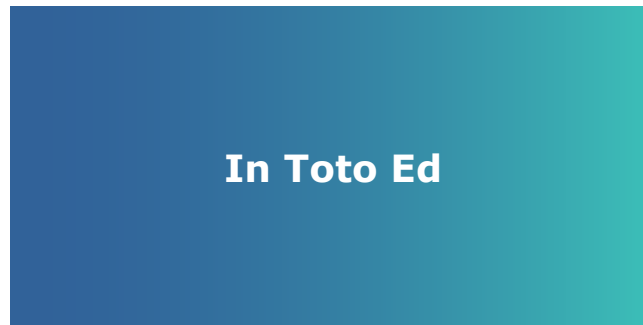


Light green on blue

GRADIENTS

Blue and green can also be combined into a smooth, linear gradient.

White copy should be used on the gradient background.



Our typefaces

Verdana is our primary typeface. It has been chosen for its accessible qualities - such as distinct characters - along with its ready availability and web-safe properties.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ abcdefghijklmnopqr
stuvwxyz 1234567890

Verdana - Regular

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ abcdefghijklmnopqr
stuvwxyz 1234567890*

Verdana - Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ abcdefghijklmnopqr
stuvwxyz 1234567890**

Verdana - Bold

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ abcdefghijklmnopqr
stuvwxyz 1234567890***

Verdana - Bold Italic

Georgia is our secondary typeface. It also has strong accessibility qualities and is web-safe.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ abcdefghijklmnopqr
stuvwxyz 1234567890

Georgia - Regular

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ abcdefghijklmnopqr
stuvwxyz 1234567890*

Georgia - Italic

Georgia should not be used for body copy, only as a display font for emphasis / contrast.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ abcdefghijklmnopqr
stuvwxyz 1234567890**

Georgia - Bold

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ abcdefghijklmnopqr
stuvwxyz 1234567890***

Georgia - Bold Italic

Personas

Young person / prospective student



Name: Ryan

Age: 17

Ryan is a teenage boy who enjoys listening to music and playing his guitar.

He has autism and high levels of anxiety, which caused him to struggle in mainstream college. Because of this, he is currently NEET (not employed or in education or training).

Ryan is bored and is looking for something to do - he would like to explore subjects he enjoys and ideally gain qualifications that will help him build a career.

Ryan's goals:

Study subjects he enjoys, gain qualifications and work experience, and ultimately find a job and build a career.

Ryan's concerns:

- Large class sizes where he gets lost in the crowd
- Noisy environments where he can't concentrate
- Feeling different from his peers
- Teachers who don't have the capacity to understand and adapt to his needs

What In Toto Ed can do for Ryan:

- Provide a learning pathway tailored to his interests
- A framework to work towards and a dedicated, supportive social worker
- Small class sizes with patient and flexible teachers
- A social circle of peers who understand
- A great music programme

Personas

Prospective parent



Name: Beatrice

Age: 38

Beatrice works part time, but spends most of her time caring for her children. She has two children; both have unique, special needs.

She has an anxiety disorder and suspects she may be dyslexic. She feels let down by the school system, and worries that her children have an abnormal lifestyle. Beatrice often feels like she has to fight for the things she needs, and is exhausted from doing so.

Beatrice's first priority is always her children; she wants them to succeed and have a career, but above all she wants them to be happy and be part of a community of peers.

Beatrice's goals:

Supply her children with opportunities to make friends and fit in, and ultimately lead a "normal" life.

Beatrice's concerns:

- Feeling let down, misunderstood and not listened to
- Feeling unsupported
- Anxieties that her children won't fit in and won't achieve

What In Toto Ed can do for Beatrice:

- Peace of mind and time for herself, knowing her children are being taken care of and are achieving
- Lots of communication and support
- A community of peers not just for her children, but for herself - an opportunity to meet other parents in a similar situation
- An opportunity to see that her children can thrive in a suitable environment

Personas

Local authorities / Case Work Officer (CWO)



Name: Cathy

Age: 51

Cathy is a Case Work Officer (CWO) for the local authorities. Her job is to place the young people on her case load into some kind of education.

Her case load is very large, and she often struggles to make a personal connection with every young person - particularly during the pandemic when everything was remote.

Cathy's work day is very busy. She likes to travel, and unwinds in the evenings with a glass of wine.

Cathy's goals:

To place as many young people as possible into education.

Cathy's concerns:

- Too many cases to connect personally with each young person
- Very tight budget
- Not enough flexible schools on her books to provide for complex cases

What In Toto Ed can do for Cathy:

- A flexible school that can cater for her more complex cases
- Peace of mind knowing that the learning pathway can be adapted further down the line for changing needs
- A central location with good transport links which is accessible to majority of her cases

Keywords

How we talk about In Toto Ed is very important. We want to promote a supportive, positive tone of voice at all times.

Our number one priority in communication is to be easy to understand. We never want to sound patronising or self-important. We use simple words and phrasings and do not over-complicate information.

Correct grammar and spelling is necessary to maintain a respected, educational aesthetic. We always write in UK English and avoid slang and colloquialisms.

- Adaptable
- **Bespoke**
- Committed
- Counselling
- Creative
- **Dedicated**
- Diverse
- Education
- Employability
- Enabling
- Enthusiastic
- **Flexible**
- Friendly
- Honest
- Inclusive
- Life-affirming
- Life-changing
- Life skills
- Mentoring
- Nurturing
- Patient
- Personal development
- Positive
- Preparation for adulthood
- Second chance
- **Supportive**
- Transforming
- **Understanding**
- Unique
- Value for money
- Welcoming
- **Won't give up**

In Toto Ed educates the way you learn.

Individualised learning that's led by you.

Bespoke and holistic education designed just for you.

Find the right key to unlock your potential.

Build a learning pathway around you, your needs and interests.

Thank you

Thank you for taking the time to read these guidelines. Please keep them for your reference.

For further information on applying our brand identity please contact:
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