

June 2020

TCEES

**THE COMPLETE
EDUCATION SOLUTION**

CREATING UNIQUE JOURNEYS FOR LIFE AND LEARNING

THE LOGO

The logo is our most valuable and powerful brand asset. It is vital to learn how to represent The Complete Education Solution and the logo in any medium.



THE RATIONALE

The Complete Education Solution 'E' sits proudly at the centre. Although simple in form, its construction was based around our core principles. Each school and service has their own unique colour, for which the 'E' element of the logo changes.

CHILDREN AT THE CENTRE

The 'E' represents an adult and child/pupil and reflects the care and attention we put into every individual's education, as well as the strong relationships built between staff, pupils, parents/carers and our local communities.

WHO WE ARE

The whole company name has been included in the main logo to clearly communicate who we are.

The logo for The Complete Education Solution (TCES) features the letters 'T', 'C', 'E', and 'S' in a bold, dark blue, sans-serif font. The 'E' is stylized with a light blue circular element in the center, which is connected to the top and bottom bars of the 'E' by thin lines, suggesting a child and an adult. The 'E' is positioned between the 'C' and the 'S'.

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WHAT WE DO

Our strapline has been placed under the full company name to clearly communicate our vision.



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*corporate
logo*

A hand-drawn grey arrow points from the text 'corporate logo' down and to the left towards the TCEES logo.

This is the primary logo for The Complete Education Solution and should be used for all communications that are not about a specific school or service.



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These are the primary logos for the schools and services.



Primary school
& service logos

Secondary logos for schools
and services



These versions are great for:

- Social Media Posts
- Uniforms
- Stationery
- Internal Signage
- Internal Documents

LOGO COLOUR

Our logo should always stand out from its background. There are three versions you can use to ensure it is always visible.

FULL COLOUR

The full-colour logo should be used on white or light grey backgrounds. This is the primary version of the logo and should be used where possible.

SINGLE COLOUR - ALL WHITE

The single colour - all white version, shown here in white should be used on solid colour backgrounds and some images that might make the coloured parts of the logo difficult to read.

SINGLE COLOUR - COLOURED 'E' AND NAME

This is an alternative version of the primary logo, but the text has been reversed to white for use on darker backgrounds and images where the colour is not affected by the image.

Full colour



Single colour - all white



Single colour - coloured 'E' and name



CLEARANCE

The 'clearance area' refers to the area around the logo which must remain free from other graphic elements or text to maintain clarity and legibility. As the diagram indicates, the 'clearance area' can be measured as the height of the circle, as shown. This is the same in all instances of our logos.



LOGO SIZE

Our logo can be adapted to fit different devices if the space is limited.

Not actual sizes



The primary logo should be used at sizes of 30mm and above.



The secondary logo can be used for sizes between 15mm and 30mm



This version can only be used for the corporate logo and in circumstances where there is less than 15mm of space available.

LOGO USAGE - DO'S AND DON'TS

Do's



Example of correct use



Example of correct use



Do use the logo on solid colours but ensure it is the right colour for that logo.



Do use the logo on images but ensure its the correct version and legibility is strong.



Do not rotate the logo



Do not stretch or skew the logo



Do not reposition elements of the logo



Do not recolour parts of the logo

Don'ts

COLOURS & TYPOGRAPHY



We have picked & named these colours to reflect our community values

COLOURS

PANTONE™ REFERENCES

These are specific colour references from the Pantone Matching System. Pantone is the industry standard on colour selection and is used as a reference point by all printers and sign makers. Using this technology will ensure complete consistency in colour across all communication.

WEB (RGB)

Computers, televisions and any other light-emitting displays use a colour spectrum mixed from three colours - Red (R), Green (G) and Blue (B).

PROCESS COLOUR (CMYK)

This is the colour system used for printing. Known as Process colours, there are four standard printing inks - Cyan (C), Magenta (M), Yellow (Y) and Black (K) - that are mixed together to make almost any colour combination.

HEX

A HEX color is expressed as a six-digit combination of numbers and letters and is basically a web specific shorthand version for the RGB values.

Reliable Red

PANTONE	Red 032 c
RGB	232 64 66
CMYK	0 86 70 0
HEX	e84042

Blossoming Blue

PANTONE	631 C
RGB	78 182 201
CMYK	66 6 21 0
HEX	4eb6c9

Outstanding Orange

PANTONE	7579 C
RGB	237 106 60
CMYK	0 69 78 0
HEX	ed6a3c

Brilliant Blue

PANTONE	647 C
RGB	49 108 156
CMYK	83 52 19 4
HEX	316c9c

Unique Yellow

PANTONE	1365 C
RGB	248 171 57
CMYK	0 39 83 0
HEX	f8ab39

Proud Purple

PANTONE	7655 C
RGB	157 92 145
CMYK	45 72 15 2
HEX	9d5c91

Guiding Green

PANTONE	367 C
RGB	167 197 69
CMYK	43 3 86 0
HEX	a7c545

Passionate Pink

PANTONE	7423 C
RGB	219 93 141
CMYK	11 76 17 0
HEX	db5d8d

Genuine Green

PANTONE	7738 C
RGB	59 174 106
CMYK	73 0 73 0
HEX	3bae6a

Nurturing Navy

PANTONE	533 C
RGB	44 44 63
CMYK	85 76 47 53
HEX	2c2c3f

TYPOGRAPHY

When used well, typography becomes a strong brand element that can be used to create emphasis and dictate visual hierarchy. The Complete Education Solution uses a combination of a heavy rounded font for its heading and a clean modern sans serif body text to create a combination that is visually interesting and very easy to read. To add friendliness to the brand an additional hand written font has been added for non-essential additional text.

Ostrich Sans Heavy is a condensed all caps sans serif typeface. It's highly legible and can be used at both small & large sizes that pair perfectly with the logo. The Complete Education Solution uses Ostrich Sans for its headings and headlines to give more emphasis on these elements and create greater visual hierarchy.

Open Sans has been paired with Ostrich Sans Heavy and should be used for body text.

Nanum Pen is an additional typeface that can be used for non-essential additional text. It adds a layer of friendliness while keeping the overall brand identity professional.

Where possible, these fonts must be used in all branded TCES items. They are free and available on Google Fonts (fonts.google.com) - however, if these cannot be used, the standard 'Tahoma' font available on all computers is a suitable replacement.

Headings

OSTRICH SANS HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@\$%^&*()

Body copy

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@\$%^&*()

Additional Text


Nanum Pen

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@\$%^&*()

You can use
me like this!



SUPPORTING ELEMENTS

This section shows examples of how the brand can be used in large and small formats.

COLLATERAL

Collateral is an integral part of bringing the elements of the brand together.

The examples in this section are indicators as to how our collateral should look - but for any clarification or questions, please email our marketing team: marketing@tces.org.uk.

It is recommended that high-quality materials are used when printing brand collateral to ensure a premium finish.



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CEO

THOMAS KEANEY



020 8543 7878



thomas.keaney@tces.org.uk



tces.org.uk



Tces

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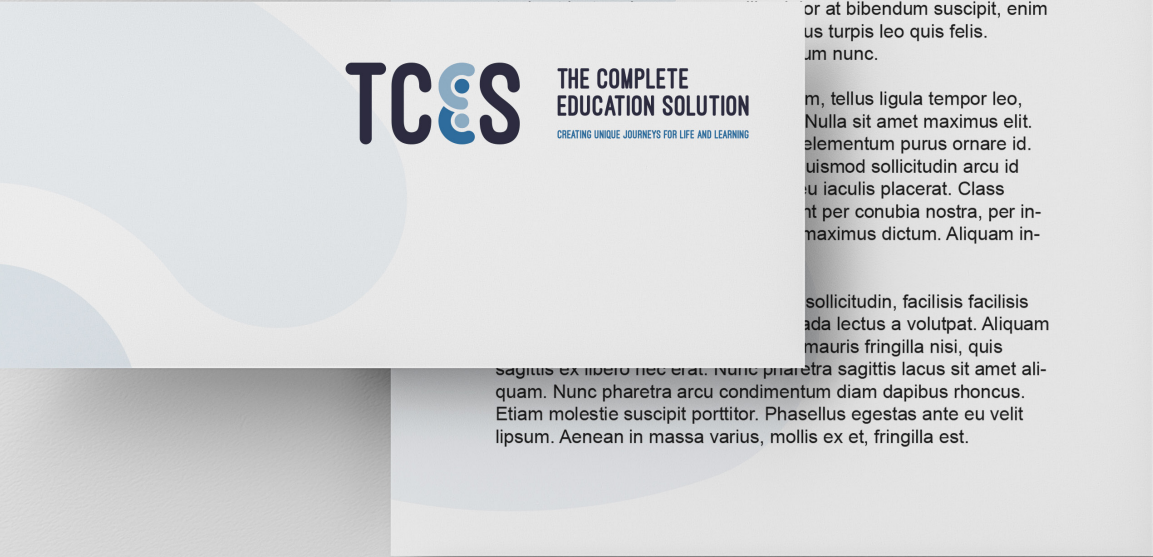
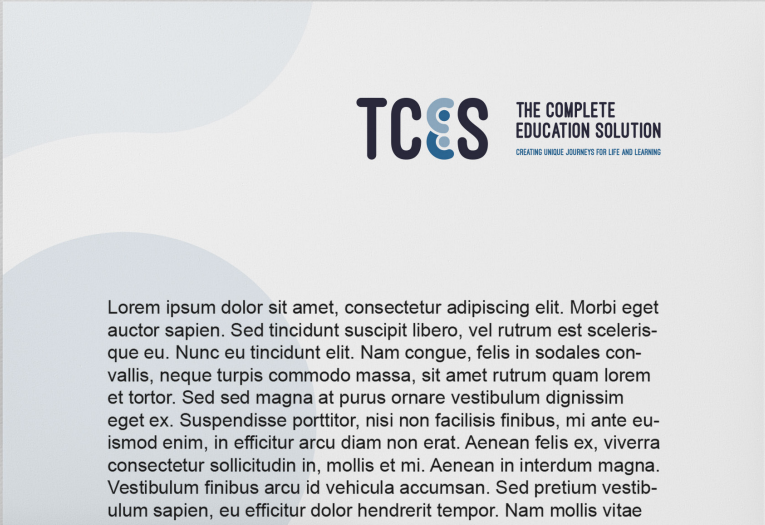
HOME LEARNING

Head

STACY



020 8543 7878
stacy.smith@tces.org.uk
tces.org.uk/homelearning



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CEO
THOMAS KEANEY

020 8543 7878
thomas.keaney@tc&s.org.uk
tc&s.org.uk

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi eget auctor sapien. Sed tincidunt suscipit libero, vel rutrum est scelerisque eu. Nunc eu tincidunt elit. Nam congue, felis in sodales con-vallis, neque turpis commodo massa, sit amet rutrum quam lorem et tortor. Sed magna at purus ornare vestibulum dignissim eget ex. Suspendisse porttitor, nisi non facilisis finibus, mi ante eu-ismod enim, in efficitur arcu diam non erat. Aenean felis ex, viverra consectetur sollicitudin in, mollis et mi. Aenean in interdum magna. Vestibulum finibus arcu id vehicula accumsan. Sed pretium vestibulum sapien, eu efficitur dolor hendrerit tempor. Nam mollis vitae

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Nulla sit amet maximus elit.
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u iaculis placerat. Class
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maximus dictum. Aliquam in-

sollicitudin, facilisis facilisis
ada lectus a volutpat. Aliquam
mauris fringilla nisi, quis

sagittis ex libero nec erat. Nunc pharetra sagittis lacus sit amet ali-
quam. Nunc pharetra arcu condimentum diam dapibus rhoncus.
Etiam molestie suscipit porttitor. Phasellus egestas ante eu velit
lipsum. Aenean in massa varius, mollis ex et, fringilla est.

POWERPOINT

The Complete Education Solution has a set of PowerPoint templates that should be used for both external events and presentations, and where possible, internally.





EXAMPLE TITLE

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Even age me
in a powerpoint

June 2020



TCS

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CREATE LEARNING

EXAMPLE TITLE



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Obitatem est, si blam fuga. Nem quis aut voluptas que essunt que eum rercis qui illatinte sit et eatem ipienda.



Nem quis aut voluptas apit que essunt que eum rercis qui illatinte sit et eatem ipienda enta.

June 2020



TCS

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EAST LONDON

OTHER








THE COMPLETE EDUCATION SOLUTION


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*Incredible things
happen here!*

 020 8543 7878

 hello@tces.org.uk

 tces.org.uk

 Park House, 8 Lombard Road, Wimbledon, London, SW19 3TZ.

CREATED BY

e4education

www.e4education.co.uk