THE KING'S SCHOOL

GRANTHAM

UPDATED: SEPTEMBER 2019

Primary Logo

White Background

The King's School logo consists of the badge and the logotype, and can be used in three different arrangements (see page 4).

When used together the centred logo is always encouraged. If this is not possible due to space restrictions the alternative arrangements can be used.
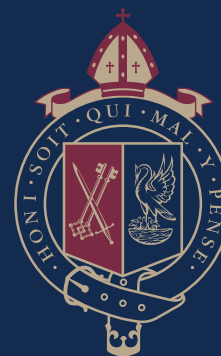
PRIMARY LOGO - CENTRED

Primary Logo

Blue Background

The primary logo can also be used on the specified blue background where applicable, but can only be used on this colour.
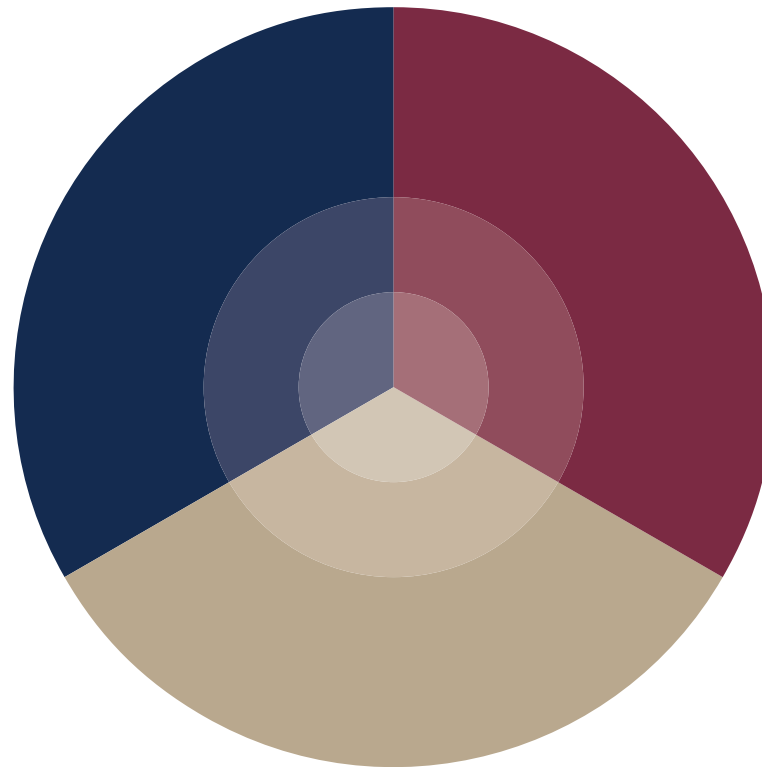
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Colour Palette

The logo utilises three main primary colours. Here, you can find a basic overview of the colours as Pantone references. To ensure consistency, it is imperative that only these colours are used for the King's School brand and no other.

The secondary colours are to be used only on marketing materials, such as leaflets and brochure and website pages.

Each colour has its own range of tones. These tonal ranges will help give designers more flexibility in applying the guidelines.

Blue

Pantone: 655C
CMYK: 100 / 87 / 41 / 37
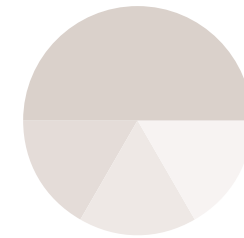RGB: 29 / 43 / 77
HEX: #1D2B4D

Maroon

Pantone: 7636C
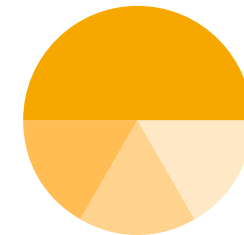CMYK: 31 / 88 / 49 / 38
RGB: 130 / 44 / 65
HEX: #822c41

Gold

Pantone: P13-5C
CMYK: 29 / 31 /46 / 0
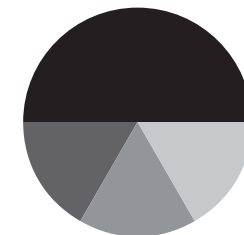RGB: 193 / 173 /143
HEX: #c1ad8f

Warm Grey

Pantone: Warm Gray 1C
C/M/Y/K: 3 / 3 / 6 / 7
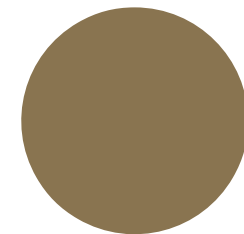R/G/B: 214 /209 / 202
HEX: #d6d1ca

Yellow

Pantone: 124C
C/M/Y/K: 7 / 36 / 100 / 1
R/G/B: 235 / 169 / 0
HEX: #EBA900

Process Black

Pantone: Process black C
C/M/Y/K: 0 / 0 / 0 / 100
R/G/B: 22 / 29 / 27
HEX: # 1d1d1d

Metallic Gold

Pantone: 871C

Typefaces

Garamond has been selected as the primary typeface. It is predominantly concise, flexible and represents authority and heritage.

Segoe has been chosen as a secondary typeface, to be used a body copy, this will help give designers more flexibility for marketing requirements.

Garamond Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,£()*–?!”:

Garamond Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,£()–?!”:*

Garamond Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,£()*–?!”:

Segoe UI Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,£()*–?!”:

Isaac Newton's School

To maintain consistency the following supporting graphic has been created to promote the 'Isaac Newton's School' message.

Js. Newton
ISAAC NEWTON'S
SCHOOL

Js. Newton
ISAAC NEWTON'S
SCHOOL