#AsOne

Kernow Learning

Brand Toolkit

September 2023

Communication Style

Fundamentally, our communication style has a professional, positive, warm, and friendly tone in accordance with the message that is delivered. Our style is confident about our successes, but humble in recognising areas for improvement; it is always approachable and respectful.

Importantly, we will always have a considered approach to both the style and delivery, ensuring that the medium for delivery is appropriate for the content and accessible to the audience.

We have a shared language of **Synthesis, Securing, Strengthening** and **Stretching Beyond.**

Brand Rules for Communication

- In both online and offline communications we will use #AsOne.
- When we talk and write about Kernow Learning, we will say 'Our' Trust.
- 'Building Excellent Schools Together' it is our mission, vision, and collective mantra.

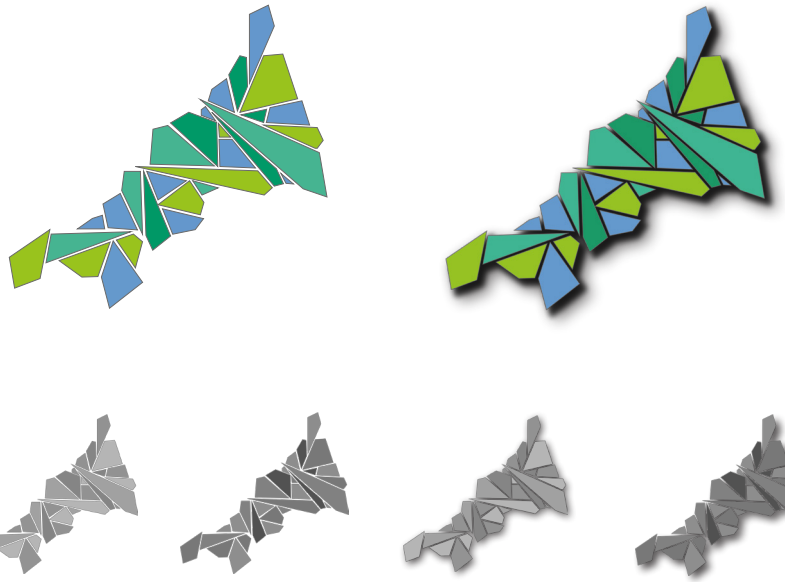
Our Primary Logo

The primary Kernow Learning logo must be visible on the footer or header of every document.

The greyscale and monochrome versions are only to be used when colour is not an option.

Our Secondary Logo

The secondary Kernow Learning logo can be used as a substitute to the primary logo (e.g. on the cover of policies, or as the social media profile image), however the font only version must be used alongside it on the same page (see example use below).



Where possible, a drop shadow should be applied at a 135 degree angle and 75% opacity, distance and size 1mm.

The greyscale and monochrome versions are only to be used when colour is not an option.

Other Brand Marks

The font only version of the Kernow Learning logo should be used only when there is not enough space to use the peninsula.

Kernow Learning

The font only version is likely to be used in a footer and where possible should be used white on a brand coloured background.

Kernow Learning

These shapes are associated with the Kernow Learning brand. An example of their use would be for staff photos or white logos in a shape.

Our 'vision' 'values' and 'philosophy' should be used alongside the primary logo wherever possible and positioned in the bottom right of the page.

BUILDING EXCELLENT
Schools Together

STRENGTH
WISDOM
COURAGE

work hard,
be honest &
help others.

This circle version of the Kernow Learning logo should be used as the profile on apps and social media channels.

Use #AsOne as an image in all online and offline marketing materials. The positioning of the image should be at the bottom edge of the page, either on right, or left but not in the middle.

#AsOne

Logo Use

Use Rules
The full version of the logo must not be edited and either in full colour or greyscale.

Minimum Size
The smallest size the logo can be used in 25mm wide.

Layout Margins
When using the logo in a layout make sure you keep the surrounding space clear, this will ensure the logo is easy to read.

Where the logo is the minimum size, a minimum of 10mm must be reserved around the logo.

Our Colours

Primary Colour Palette

Dark Navy
C:100 **M:**89 **Y:**49 **K:**68
R:12 **G:**22 **B:**44
#0c162c

Dark Teal
C:85 **M:**26 **Y:**61 **K:**8
R:0 **G:**134 **B:**117
#008675

Lime Green
C:45 **M:**0 **Y:**100 **K:**0
R:153 **G:**204 **B:**20
#99cc14

Secondary Colour Palette

Blue
C:65 **M:**15 **Y:**10 **K:**0
R:78 **G:**172 **B:**208
#4eacd0

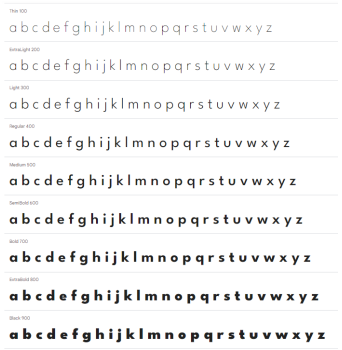
Light Teal
C:76 **M:**1 **Y:**56 **K:**0
R:3 **G:**181 **B:**147
#03b593

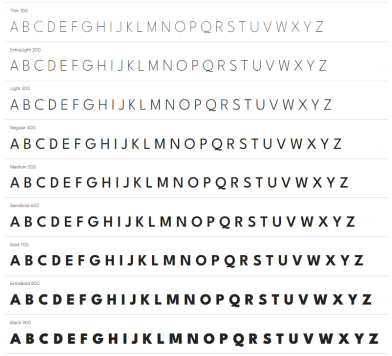
Grey
C:45 **M:**0 **Y:**100 **K:**0
R:153 **G:**204 **B:**20
#99cc14

Typography

League Spartan
The Primary Kernow Learning typeface is League Spartan and can be downloaded free from https://fonts.google.com/specimen/League+Spartan it is an open font so can be use free for commercial use.

There are nine weights available. For in-house documents, please use Light, Regular and Bold.





Titles
Titles should be clear, concise and should stand out from the rest of the content. Bold 16px, using one of the primary colours or white on the dark navy colour.

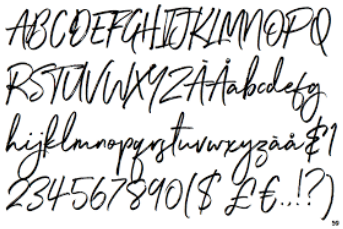
Regular, 12px with 1.2 line spacing, using a font colour of black or the Kernow Learning dark navy.

Text should be fully justified.

Our Culture

Our culture is centred around **honesty and humility**. All Kernow Learning stakeholders should have opportunity to express their views and thoughts where these will add strength to our Trust. Our culture is aimed at developing a **sense of belonging and purpose for every pupil and colleague**, where their own strengths and accomplishments are suitably stimulated, recognised and rewarded.

Northwell



As a secondary font for publications, Northwell, can be used alongside League Spartan but not as a substitute.

This is a licenced font so can only be used by the Kernow Learning marketing team.

Brand Use Examples

Publications

ID cards

Partner Branding

Kernow English Hub

There are rules stipulated by the Department for Education on the use of the Kernow English Hub logo and colours. These are as follows:

- The logo must encorporate the DfE Royal Crest. The minimum size of the DfE logo is 30mm tall. The minimum size for online use is 125 pixels.
- The English Hub logo must use the Ariel font and both the blue R16 G79 B117 colour and the orange R232 G125 B30 colour.

When using of the Kernow Learning logo alongside the Kernow English Hub logo, a minimum of 6mm must be reserved around the outside of both logos.

Both logos should be the same width and equal alignment.

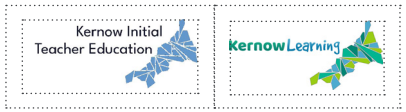
Partner Branding

Kernow Inital Teacher Education

Kernow Initial
Teacher Education

When using of the Kernow Learning logo alongside the Kernow Initial Teacher Education logo, a minimum of 6mm must be reserved around the outside of both logos.

Both logos should be the same width and equal alignment.



Partner Branding

Kernow Teaching School Hub

Kernow Teaching School Hub

When using of the Kernow Learning logo alongside the Kernow Teaching School Hub logo, a minimum of 6mm must be reserved around the outside of both logos.

Both logos should be the same width and equal alignment.

Partner Branding

National Institute of Teaching Associate College

There are rules stipulated by the Department for Education on the use of the Kernow English Hub logo and colours. These are as follows:

When using of the Kernow Learning logo alongside the Institute of Teaching Associate College logo, a minimum of 6mm must be reserved around the outside of both logos.

Both logos should be the same width and equal alignment.

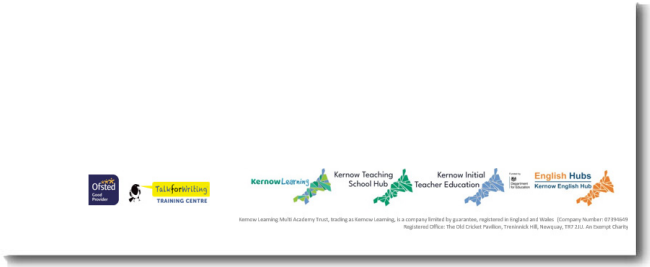
Aligning with School Branding

School branding should default to use of the existing school logo.

The use of school logos in the Kernow Learning brand shape, and use of the branded League Spartan font, should be used on school websites and external signage.

School logos in shapes should also be used in printed and digital commnications relating to multi schools, for example in cluster meeting agenda's, trustwide events and publications.

On stationary, Teams backgrounds and emails, the full suite of Kernow Learning logo's should be clearly visable alongside school accolades and badges.



Questions

Any Questions?

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