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ARK Conway Primary Academy  
*Identity Guidelines*



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# Introduction

ARK Conway Primary Academy has a 'visual identity', designed both to express the school's personality and culture and to show a consistent face to the world.

There are many ways in which a school is perceived by those around it – its uniform, its printed communications and its external and internal signage are perhaps the most obvious. Each of these helps to provide staff and pupils alike with a strong sense of belonging and a clear sense of purpose.

The identity is not complicated. It has been designed so that its central components – a logo, colours and fonts – can be used by staff without further consultation.

# Derivation of the identity

The academy's identity has been derived from the architecture and finish of the building in which it is to be housed, the former Wormholt Library and adjoining Infant Welfare Centre. This is a listed building, constructed in the early 1930s to reflect the 'garden city' style of the adjoining Wormholt estate. The architect was R Hampton Clucas, the Hammersmith borough engineer, who also designed the nearby White City Lido.

The library's handsome foyer has a polished marble floor which features an intricate 16 point star, which epitomises the style of the building. The academy's logo is based on this star.



# Logo: master version

The logo is provided in two separate colour versions.

Version A should be used when it appears on the 'Conway blue' background. This is made up of a 60% tint of cyan and a 50% tint of black (60c50k). (See p.6 of these guidelines for more about colours.)

Version B should be used when it appears on any other background, including white.

Master artwork for both logos is supplied in a number of different formats, for use in different applications.

The master artwork is an **eps** file, in **CMYK** mode. (The abbreviations stand for Encapsulated Postscript and Cyan/Magenta/Yellow/Black.) This is suitable for printing in full colour. It is 'vector' artwork and therefore can be scaled up to any size without degradation of the image.



There is also a version of the artwork in **black** only, for single colour printing. This is also an eps file.

For web use, a version of the logo in **jpeg** format, in **RGB** mode has been supplied. (The abbreviations stand for Joint Photographers Expert Group and Red/Green/Blue.) This should not be used in print applications as the colours will not be correct.



# Signage

Styles for external and internal signage are shown here. These may be revised after site visits.



ARK CONWAY PRIMARY ACADEMY



ARK CONWAY PRIMARY ACADEMY

Mr Damian MacBeath

*Headteacher*

# Colours

The academy's principal colours are blue and yellow. These are made up of the following combinations of process colours:

Blue: 60% cyan, 50% black (60c50k)

Yellow: 28% magenta, 100% yellow (28m100y)

If printed in single colours using the Pantone Matching System, the nearest equivalents are as follows:

Blue PMS 5405

Yellow PMS 130

(NB: do not convert these Pantone colours back to CMYK, as you will not get the same CMYK equivalents as above!)

A 20% tint of the yellow – which may be rounded to 6% magenta, 20% yellow – may be used as a background tint in newsletters etc. This has been used in the left hand panel on all the pages of the guidelines.

**6m20y**

Two other colours – red and gold – are used in the logo. The red colour may be used as a secondary accent colour in stationery, newsletters etc. The gold colour should not be used in any applications without consultation with the corporate design consultants.

Red: 100% magenta, 100% yellow, 20% black (100m100y20k)

Gold: 20% cyan, 25% magenta, 60% yellow, 25% black (20c25m60y25k)



**60c50k**



**28m100y**



**100m100y20k**



**20c25m60y25k**

# Fonts

The academy's principal font is Gill Sans. This famous typeface was designed in the 1930s by the sculptor and typographer, Eric Gill.

Gill Sans should be used as the sole font in all printed communications such as leaflets, newsletters and stationery. As it is available in the Microsoft Office suite, it should also be used for correspondence and in any internal material produced in programs such as Word and Powerpoint, and on the academy's website.

Gill Sans is available in several different 'weights'. Not all of these are available in every software program but, where they are, it is recommended that Gill Sans Light is generally used for basic text, with *Gill Sans Light Italic*, **Gill Sans Bold** or **Gill Sans Bold Italic** used for contrast or emphasis.

If text is to be printed in a blue colour, or if the item is likely to be copied and recopied, e.g. in a teaching handout, Gill Sans Regular should be used, as here, as this will stand up better.

This column has been set in different weights of 11pt Gill Sans with a fixed line spacing (leading) of 14pts (normally written as 11/14pt). The examples on the right hand side have all been set in 12/17pt.

Gill Sans Light 12/17pt  
ARK Conway Primary Academy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
Conway Primary Academy will be a new, mixed, non-denominational two form entry primary school. ARK Schools is an education charity committed to creating outstanding schools.  
*Gill Sans Light Italic can also be used.*


Gill Sans Regular 12/17pt  
ARK Conway Primary Academy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
Conway Primary Academy will be a new, mixed, non-denominational two form entry primary school. ARK Schools is an education charity committed to creating outstanding schools.  
*Gill Sans Regular Italic can also be used.*


Gill Sans Bold 12/17pt  
ARK Conway Primary Academy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
Conway Primary Academy will be a new, mixed, non-denominational two form entry primary school.  
ARK Schools is an education charity.  
***Gill Sans Bold Italic can also be used.***

# Letterhead

## Introduction

The letterhead design is shown here with, below, the recommended font sizes for name and address lines and text.

<p>ARK CONWAY PRIMARY ACADEMY Hemlock Road • LONDON • W12 0PU Headteacher: Mr Damian MacBeath</p> 	<p><i>Name and address lines in 12pt Gill Sans Regular, 1 line space</i></p>
<p>Ms Jeanette Blanketty-Blanke 111 Blanketty Boulevard Old Oak Common LONDON W12 0AA</p>	
<p>31 March 2011</p>	
<p>Dear Ms Blanketty-Blanke</p>	<p><i>Letter text in 12pt Gill Sans Regular, 1.5 line space</i></p>
<p>We would like to welcome your daughter Samantha to ARK Conway Primary Academy, and hope that her time with us will be happy and productive.</p>	
<p>ARK Conway Primary Academy will admit its first two reception classes (60 pupils) in September 2011. It will be a mixed, non-denominational, two form entry primary school for local children here in the Old Oak, Wormholt and White City area. It will offer a great education in a friendly neighbourhood school, with the highest possible aspirations for its pupils.</p>	
<p>Our first classes will be in the former Wormholt Library on the Wormholt estate. This lovely historic building is being restored and redeveloped to provide light, airy classrooms and foundation stage facilities for our first pupils in September 2011. We want Conway Primary to be an outstanding local school whose pupils are cheerful and successful. Please read the prospectus to find out how we hope to do it and come and meet us to find out what we can offer your child.</p>	
<p>Yours sincerely</p>	
<p>Mr Damian MacBeath Headteacher</p>	
<p>AN <b>ark</b> SCHOOL</p>	<p>Tel 020 7xxx xxxx • Fax 020 7xxx xxxx Email info@arkconwayprimary.org Website www.arkconwayprimary.org</p>

<p>ARK CONWAY PRIMARY ACADEMY Hemlock Road • LONDON • W12 0PU Headteacher: Mr Damian MacBeath</p> 	
<p>To fit window envelopes, set:</p> <p>Top margin 63mm/2.5"</p> <p>Left margin 25mm/1.0"</p>	<p>Right margin 20mm/0.8"</p>
<p>Bottom margin 25mm/1.0"</p>	
<p>AN <b>ark</b> SCHOOL</p>	<p>Tel 020 7xxx xxxx • Fax 020 7xxx xxxx Email info@arkconwayprimary.org Website www.arkconwayprimary.org</p>

# Newsletter: Word template

This newsletter has been set up in two column format, using Gill Sans Regular and Gill Sans Bold throughout. This will be supplied as a Word template.



## ARK Conway Primary Academy NEWSLETTER



This is the picture caption

### Article One Headline

by Author's Name

Insert text for article one here. Select this text and delete it. Then enter your text. The text for this article will flow to the second column on this page.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam commodo rhoncus elit. Nulla mattis imperdiet sem. Integer quis felis. Vivamus placerat. Integer semper risus sit amet nunc. Sed molestie, lorem eu aliquet venenatis, nisi augue posuere odio, quis dapibus purus eros vitae lectus. Nam lobortis, tortor et bibendum malesuada, augue ligula pharetra neque, vitae

posuere neque felis eget quam. Nullam consequat mattis ligula. Praesent nec tortor. Proin vel purus nec tortor congue aliquet. Curabitur eu est nec mauris rutrum consequat. Duis arcu lectus, vulputate eget, vulputate ac, ornare eu, justo. Sed a sapien. Sed vitae felis at mauris cursus adipiscing. Duis tellus augue, imperdiet eget, mattis sed, mattis in, elit.

Morbi id orci vitae mi ornare congue. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum ante ipsum primis in faucibus orci luctus

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### Article Two Headline

by Author's Name

Insert text for article two here. Select this text and delete it. Then enter your text. The text for this article will flow to the second column on this page.

Insert text for article two here. Select this text and delete it. Then enter your text. The text for this article will flow to the second column on this page and then continue to page four.

Insert text for article two here. Select this text

and delete it. Then enter your text. The text for this article will flow to the second column on this page and then continue to page four.

Insert text for article two here. Select this text and delete it. Then enter your text. The text for this article will flow to the second column on this page and then continue to page four.

Insert text for article two here. Select this text and delete it. Then enter your text. The text for

[continued on page four](#)