

Brand Guidelines

July 2018



SCHOOL OF
INTERNATIONAL
FUTURES

Welcome to the SOIF brand guidelines

These brand guidelines have been created to give a clear set of instructions for how to use the SOIF logo and ensure the identity is delivered consistently across all communications.

Logo

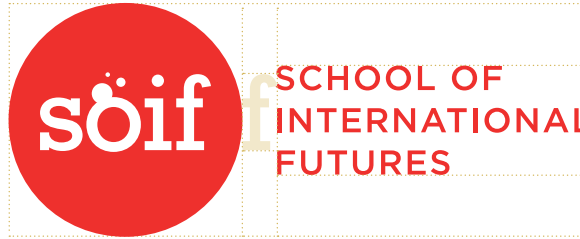
The SOIF logo has been uniquely created and must not be altered in any way. The logo must always be reproduced from the relevant master artwork.



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Logo Composition

Horizontal Stack



Vertical Stack



Clearance Zone

The exclusion zone demonstrates the amount of clear space that must appear around the logo at all times.

Minimum Sizes

The SOIF logo must always be legible. The main logo should never appear below the minimum width of 35mm (100px online) and the 22mm (60px online) for the landscape version of the logo.

For smaller sizes, a reduced version of the logo can be used down to 10 mm width (30px online).

Horizontal Stack



35 mm

Vertical Stack



22 mm



10 mm

Incorrect Usage

The SOIF logo should not be modified or compromised. See the incorrect usages examples opposite for guidance on how not to use the logo.



Don't change the proportion of the elements.



Do not apply visual effects such as drop shadow, emboss or strokes.



Do not recreate the logo using an incorrect typeface.



Don't place the full colour logo on dark or visually busy backgrounds.



Don't place the white version of the logo on very light coloured backgrounds.



Do not change the colour of the logo.

Reverse Logo

Red is the primary colour for the SOIF logo, however the logo may also appear in white when used on a strong background.

Note: The same clear space and minimum sizing rules apply to both the reverse and the positive versions of the logo.



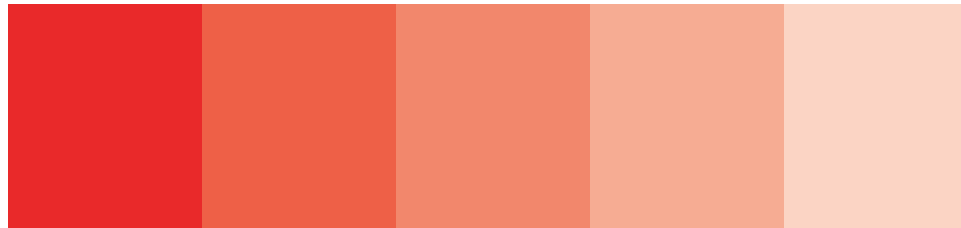
Colour Palette

A suite of friendly, strong colours has been chosen for the Involve identity.

The primary brand colour is red and the logo should always appear in this colour or in white (if reversed out of a strong background).

The Pantone, CMYK and RGB references for each colour are listed beneath it's swatch opposite. Please do not amend these colours or alter the palette.

Tints of these colours may also be used within certain implementations as appropriate.



Red

Pantone 1795CP
C0 M96 Y91 K0
R225 G31 B29



Golden

Pantone 7753CP
C0 M17 Y94 K27
R202 G168 B0



Blue

Pantone 312CP
C88 M0 Y11 K0
R0 G168 B215



Navy

Pantone Reflex
Blue CP
C100 M89 Y0 K0
R38 G53 B140



Lavender

Pantone 2716CP
C40 M29 Y0 K0
R165 G175 B218

Primary fonts

Gotham is the primary type family and should be used for all printed communication material and online.

Substitute fonts

If Gotham isn't available, Arial can be used as a substitute font.

Gotham

Light

Book

Medium

Bold

GOTHAM LIGHT

School of International Futures
AaBbCcDdEeFfGgHh
0123456789

GOTHAM BOOK

School of International Futures
AaBbCcDdEeFfGgHh
0123456789

GOTHAM MEDIUM

School of International Futures
AaBbCcDdEeFfGgHh
0123456789

GOTHAM BOLD

School of International Futures
AaBbCcDdEeFfGgHh
0123456789

ARIAL REGULAR

School of International Futures
AaBbCcDdEeFfGgHh
0123456789

ARIAL BOLD

School of International Futures
AaBbCcDdEeFfGgHh
0123456789

Retreat Logo

The SOIF Retreat logo has been uniquely created and must not be altered in any way. The logo must always be reproduced from the relevant master artwork.

The logo features the word "soif" in a bold, lowercase, red sans-serif font. The letter "o" has a small red dot above it. To the right of "soif" is the year "2018" in a gold, uppercase, sans-serif font. The entire logo is centered on the page.

soif 2018

Logo Composition



söif 2018



söif London



söif Africa



söif NGFP

Clearance Zone

The exclusion zone demonstrates the amount of clear space that must appear around the logo at all times.



Minimum Sizes

The retreat logo must always be clearly legible. In print the logo should never appear below the minimum height of 6mm. Digitally the logo should never appear smaller than the minimum height of 20px.



Incorrect Usage

The retreat logo should not be modified or compromised. See the incorrect usages examples opposite for guidance on how not to use the logo.



Don't change the proportion of the elements.



Do not apply visual effects such as drop shadow, emboss or strokes.



Do not recreate the logo using an incorrect typeface.



Don't place the full colour logo on dark or visually busy backgrounds.



Don't place the white version of the logo on very light coloured backgrounds.



Do not change the colour of the logo.

Reverse Logo

Red and Golden are the primary colours for the retreat logo, however the logo may also appear in white when used on a strong background.

Note: The same clear space and minimum sizing rules apply to both the reverse and the positive versions of the logo.

söif 2018

söif London

söif Africa

söif NGFP

Contact Us

If you have any questions or queries in relation to our brand guidelines, please do not hesitate to get in touch.

School of International futures
Omega House
112 Main Road
Sidcup
Kent DA14 6NE

+44 (0) 300 302 0486
info@soif.org.uk

