



PATRON
HM THE QUEEN

LVS Ascot

A Co-educational Day & Boarding School
for young people aged 4 - 18

LVS Schools Brand Use Guidelines: V2



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Introduction to the new LVS Brand

Following a review of design used across the Ascot and Hassocks schools, it has been agreed to maximise the reputation of LVS Ascot in using LVS in the branding of all schools owned and run by the Licensed Trade Charity. As many in Ascot already refer to the school as LVS, the use of Licensed Victuallers' School in full is only required in certain circumstances e.g. Alumni.

The brand guidelines have been designed to communicate some of the important values associated with the school, including 'Developing Caring Confident Citizens', celebrating success, excellent staff, vibrancy and developing opportunities within all.

Available in this folder are each of the elements in jpeg form and on the system is the font to be used in all documents (LVS regular).

The following guidelines must be used in all material produced.

For further advice and information, please call **01344 882770**
or email **marketing@lvs.org.uk**



LVS Ascot

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The LVS brand is made up of 3 key components:

- a: The Crest
- b: The LVS Colour Blocks
- c: The School Name

The School Name can also appear with supporting descriptive text. This brand is typically for use outside of the school where what the school provides and who the school provides for are not necessarily known ie promotional literature, website, school bus livery etc.



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Along with the School Name, the descriptive text can also be used to help identify other schools within the LVS group.



LVS Hassocks

A Learning, Business and Enterprise Centre
for students aged 8-19

Orientation of crest

The LVS brand is designed to offer flexibility and scope for the designer or publisher. The crest can be orientated in the following ways:



LVS Ascot

a: **Crest to the Left** of colour blocks
(Note this is the preferred orientation and should suit most design requirements)



LVS
Ascot

b: **Crest Centred** above colour blocks

In some circumstances, the crest can also be used detached from the Colour Blocks and School Name to provide further flexibility ie

LVS Ascot



Crest detached and used on right to help delineate margin

However the designer must **never** distort the key components or radically change the size relationship of one key component to another ie:



LVS Ascot



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LVS Ascot



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LVS Ascot



Use of the brand on a background image

It is advised that the LVS brand be used on a white background wherever possible to achieve a clean, simple and uncluttered presentation.

However, there will be times when the brand will need to be used on colour backgrounds.

If the colour of the background is one of the LVS colours the type should be reversed out of background colour in white ie:



The brand is designed to hold up perfectly well on photographic images but due to the detail in the crest, it is advised that the brand be positioned over an area of consistent tone ie:



Colour Use

The following colours are used in the LVS colour blocks:



'Blue'
Pantone **540C**

'Green'
Pantone **357C**

'Purple'
Pantone **261C**

CMYK values of above are as follows:



'Blue'
C100
M57
Y12
K61

'Green'
C83
M19
Y73
K58

'Purple'
C62
M98
Y9
K45

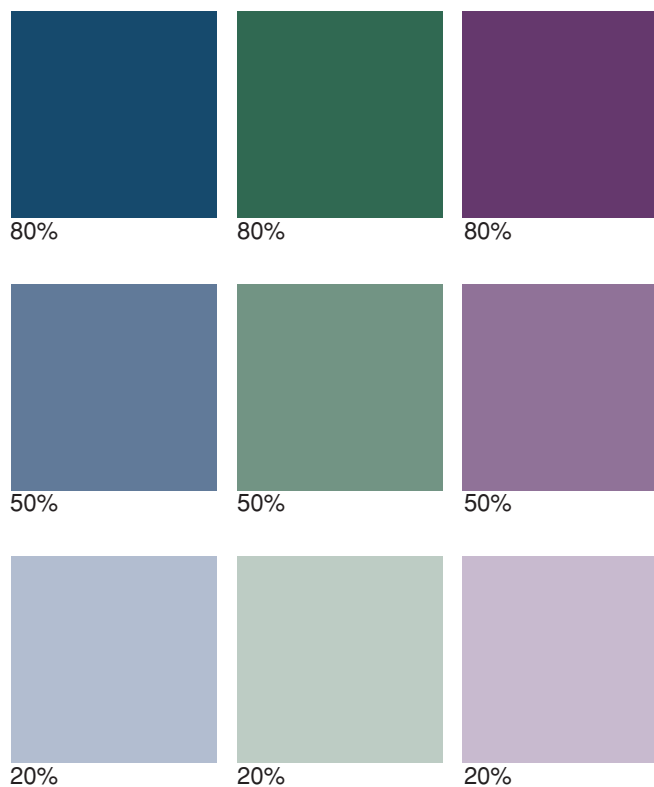
These colours also form part of the sub branding for each LVS member school. So where the name of the school is used next to the colour blocks, the appropriate school colour should be used ie:

LVS Ascot

LVS Hassocks

Colour Use: Tints

The solid colours can also be used in tint form to form background washes etc. eg:



Tints must **never** be used to create the Colour Blocks or School Name which form part of the LVS branding ie:

LVS Ascot



LVS Hassocks



Mono

Mono printing of the LVS brand should be avoided because the colours help identify each of the schools within the group. The colours are also purposely similar tonally in order to give each school a similar level of gravitas therefore mono tints are to be avoided.

However, there will be times when the only option is to reproduce the branding in mono (ie press advertising in mono publications) and the following mono version must be used using black wherever possible as shown. Orientations can be adjusted as per examples on Page 2.



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Reproduction of the brand in any of the other process colours should be avoided



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Typographical elements of branding

Each of the 3 LVS brand key components has a 'text' element:

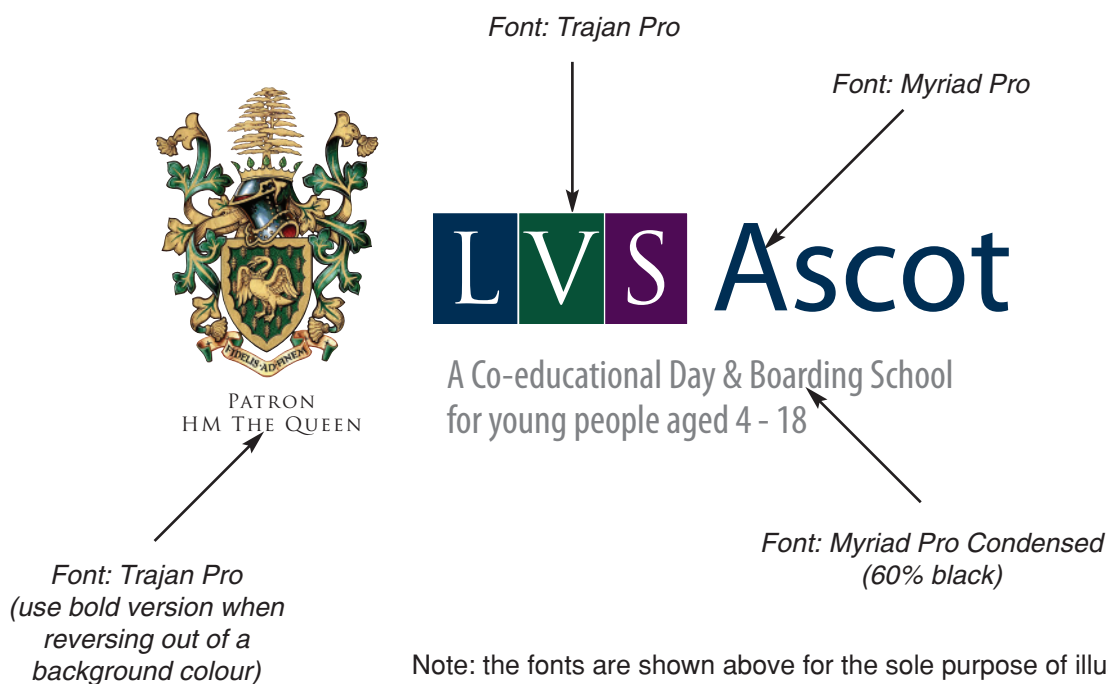
a: The Crest - 'Patronised by HM The Queen'

b: The LVS Colour Blocks 'LVS'

c: The School Name (variable) ie 'Ascot'

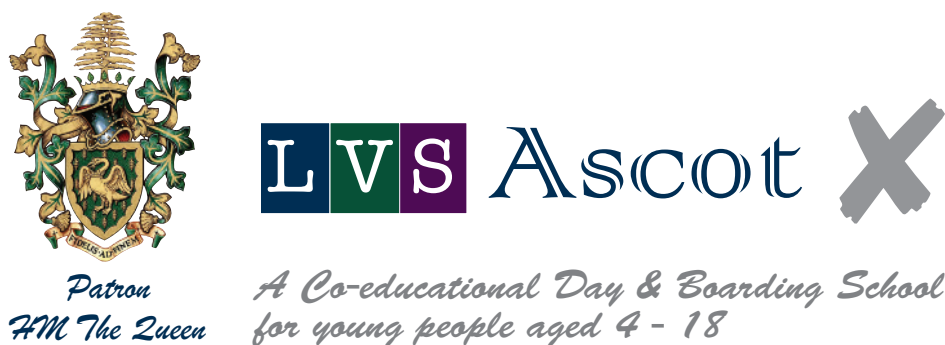
Plus the descriptive text specific to each school.

The fonts and weights are as follows:



Note: the fonts are shown above for the sole purpose of illustrating how the brand has been created and the components employed. It should not be necessary for the designer to 'recreate' the brand as rasterised files are available from the school.

Never change the fonts:





This **blended colour band** is a supporting graphic device to represent LVS in a dynamic, seamless way.

- Blend suggests breadth - a 'spectrum'
- Introduces lights as well as darks in the LVS colour range
- Implies softness as well as strength
- Adds a freshness and welcomeness
- Provides greater scope from a design perspective without affecting the integrity of core ID

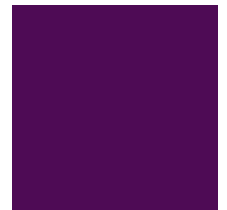
The colours used in the band are:



'Blue'
C100
M57
Y12
K61



'Green'
C83
M19
Y73
K58



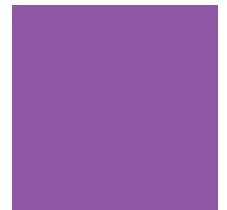
'Purple'
C62
M98
Y9
K45



'Light Blue'
C64
M19
K4



'Light Green'
C78
Y98
K9



'Light Purple'
C50
Y77



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Ascot





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'Blue'
C100
M57
Y12
K61



'Mid Blue'
C100
M46
Y6
K31

The **blue blended background** is used to add variation to the solid filled colour and can be combined with the blended colour band as shown above.

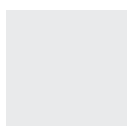
- Provides greater scope from a design perspective without affecting the integrity of core ID
- Can act as a 'divider' between colour block, images etc
- Works well in print and digital media



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K9



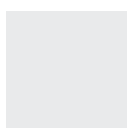
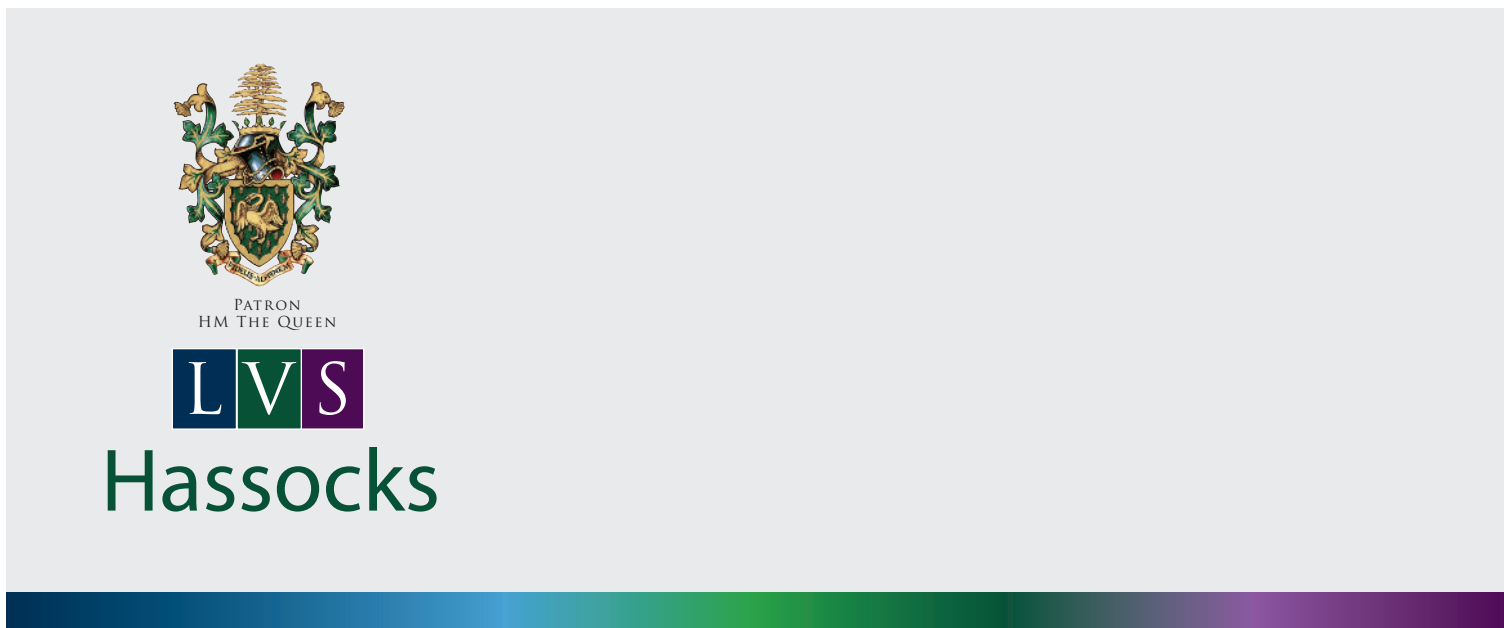
'Green'
C83
M19
Y73
K58



'Mid Green'
C95
M8
Y93
K27

The **green blended background** is used to add variation to the solid filled colour and can be combined with the blended colour band as shown above.

- Provides greater scope from a design perspective without affecting the integrity of core ID
- Can act as a 'divider' between colour block, images etc
- Works well in print and digital media



K9

Support Typography

The font used for copy used in leaflets, brochures and website should be part of the Myriad family.

This font family is available in all school computers and has been renamed as 'LVS Reg Condensed', 'LVS Bold Condensed', 'LVS Reg Italic' etc.

Font eggs

Abc 'LVS Reg Condensed'

Abc 'LVS Bold Condensed'

Abc 'LVS Reg Condensed Italic'

Abc 'LVS Regular'

Abc 'LVS Bold'

Abc 'LVS Italic'

LVS Ascot 2016/17 Campaign

LVS Ascot has a clear set of Brand Values and positioning statements. These have been created based on the outcomes from brand research and workshops with LVS Ascot Stakeholder groups.

Our Key Brand Values:

- LVS Ascot achieves outstanding academic results
- LVS Ascot delivers a refreshing approach to independent education
- LVS Ascot is a special place where every student can flourish as an individual
- LVS Ascot inspires young people to exceed their expectations
- LVS Ascot offers a safe, welcoming and modern environment
- LVS Ascot delivers a modern education upheld by tradition values
- LVS Ascot is independent education without being elitist

Brand Statement

“LVS Ascot has a genuinely refreshing approach to education and a genuine focus on the individual”.

This statement has laid the foundations for the LVS brand to be developed and strengthened.

Capturing our brand values

The new brand focus for LVS Ascot is to show how the school views and delivers an education from a different perspective.

We have taken this concept and developed a series of messages and a visual style.

Brand Messaging

Private education without the drama

Helping them see beyond their expectations

Modern education with over 200 years of heritage

Giving you the perspective to control your future

An engaging environment where you can really focus

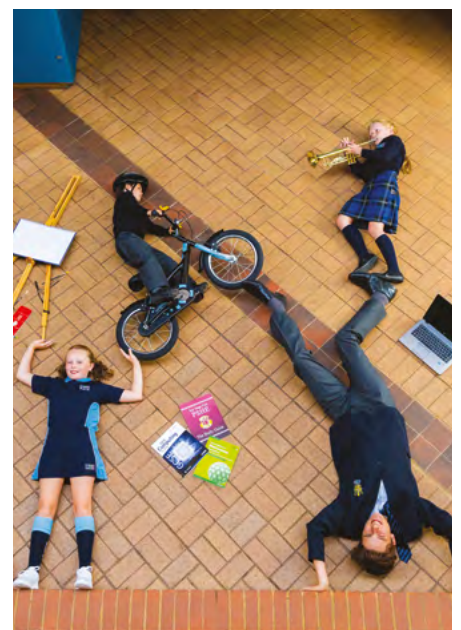
We view private education differently

A refreshing view of school fees

An individual view of private education

Visual Style

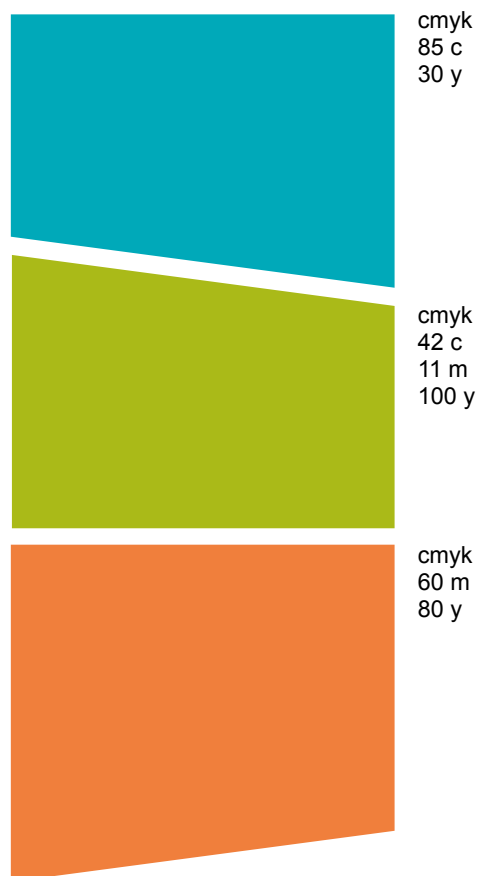
The visual style is designed to give cut through and make people stop and look. The concept is based on seeing from a different perspective. Once the image is taken we twist it to defy gravity, yet still making it look on first glance normal.



Colour Palette

We have also introduced a palette of colours to reflect the brand values of welcoming and warm.

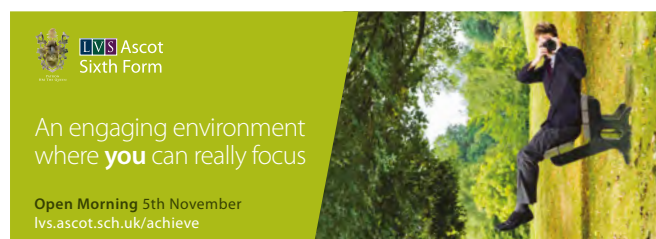
These are used in angled boxes to give the design a unique feel.



Outdoor Advertising

The design is kept very simple with just the key message and call to action. Do not clutter the design with sub messages.

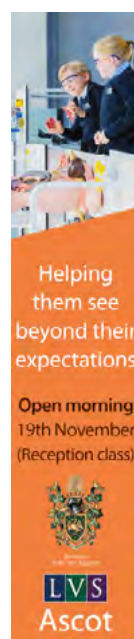
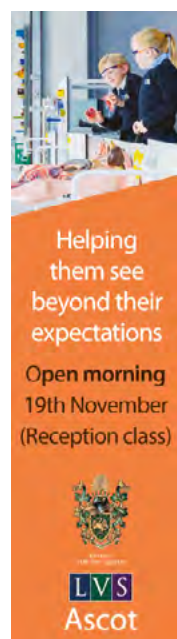
Outdoor
Banner
Advertising



Programmatic Advertising

The concept works in various formats for online advertising.

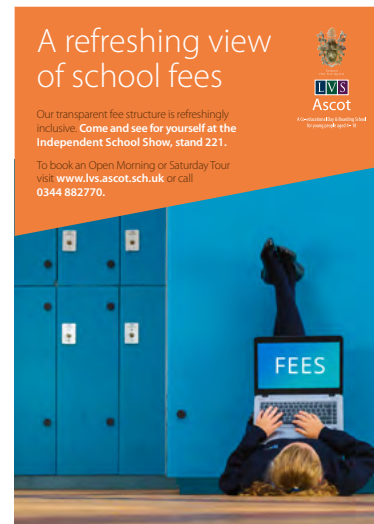
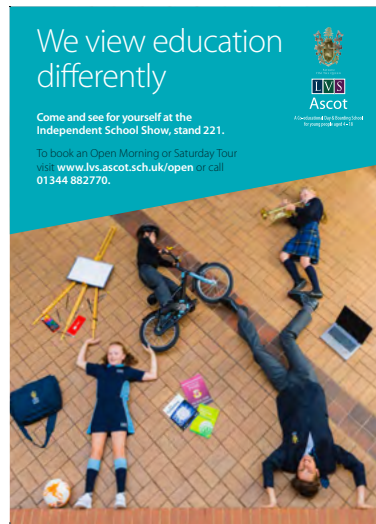
Programmatic
online
Advertising



Printed media

The concept needs to look consistent when printed. These designs show the use of the different coloured blocks working together.

Printed Ads



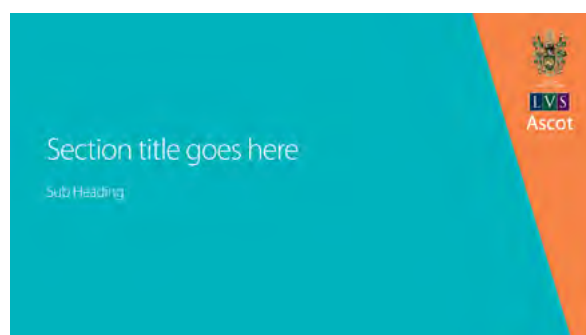
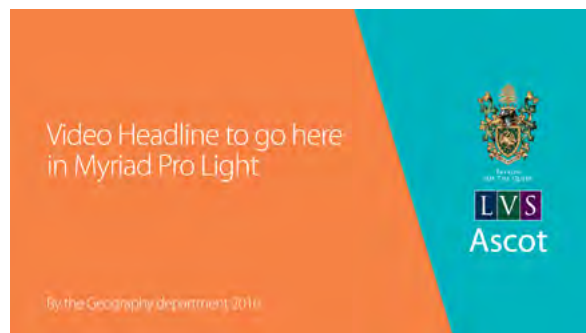
Printed Literature



Video headers

A series of templates have been produced for PowerPoint and video files. This ensures that all touch points follow the new campaign style

Video template



Email Signatures

Example standard email signature for LVS Ascot

Name
Job Title

Phone number
Mobile number (delete if not required)



LVS Ascot

Please consider the environment before printing this email

The information in this email is confidential and may be legally privileged. It is intended solely for the addressee. If you are not the intended recipient(s), any disclosure, copying, distribution or any action taken or omitted to be taken in reliance on it, is prohibited and may be unlawful.

To Install Your New Email Signature

- Open a new email
- Click 'insert' then 'signature'
- Select signatures – at the bottom of the list
- Click 'new'
- Give this signature a name e.g. LVS Ascot standard
- Copy and paste the example signature above – changing the contact details to your own and click 'OK'
- In the top right of that box change 'Choose default signature' for new messages change to your new LVS Ascot standard email.
- Click 'OK'
- You're done!