

## KEY SELLING POINTS

Private 6th form college based in Central London

High academic standards

Consistently in top 5 of London college results table

Small class sizes allows individual mentoring/tuition

Approx student split: UK - 50%, Europe - 25%, China/Far East - 25%

## DESIGN BACKGROUND

Main prospectus for the college printed to a high standard and mailed to enquirers. It's a 36+4 but we only need to see a couple of example spreads (text for which will be attached).

Current design is the result of 20 odd years of evolution rather than revolution. We're now looking to update the design while retaining a similar feel.

The cover design will stay the same

No restriction on fonts - we have used both Sans & Serifs in the past (current text is Open Sans, corporate logo is Baskerville), or colours (corporate purple is PMS 8804).

The Gryphon you'll see with the folios is a part of the corporate identity and logo. We have used it in various ways over the years, most recently as a faded background to pages. While good to include, it's not essential.

A completely new design is not out of the question but it's NOT the brief so if you think you have a particularly fantastic solution, by all means, submit it.



Cover design will NOT change:  
Purple and silver metallic foils on  
Curious Metallic Violette



## PAGE ELEMENTS

1 - Page heading - will need to be flexible enough to accommodate 2 lines of text

2 - By-line

3 - Tutor quote/testimonial - most spreads have one