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INSTITUTES OF TECHNOLOGY

Brand Guidelines

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INTRODUCTION

Institutes of Technology (IoTs) will be prestigious and high-quality education providers delivering higher level (mainly Level 4 and 5) technical education with a clear route to high-skilled employment. The Secretary of State describes them as “the pinnacle of technical training”. IoTs will be a new type of provider, designed specifically to deliver the higher-level technical STEM skills that employers and the economy need.

***The consistent application of Part A of these brand guidelines is a licence requirement for IoT partnerships.**

We use technical language and symbols to create the core logo type. This has been done to reflect the scientific and technical languages that the students will learn to express themselves.

The logo-form itself is modular and flexible. This means that it’s an adaptable brandmark for the interactive age. It can be customised to each IoT’s local needs as well as being flexible within an ever-changing communications landscape.

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PART A – MANDATORY

Section A is part of the licence agreement and therefore mandatory. This section includes rules on how to use the logo, IoT symbols and co-branding assets.

LOGO CONSTRUCTION

Creating the logo

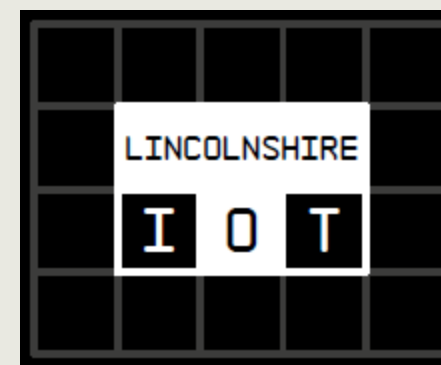
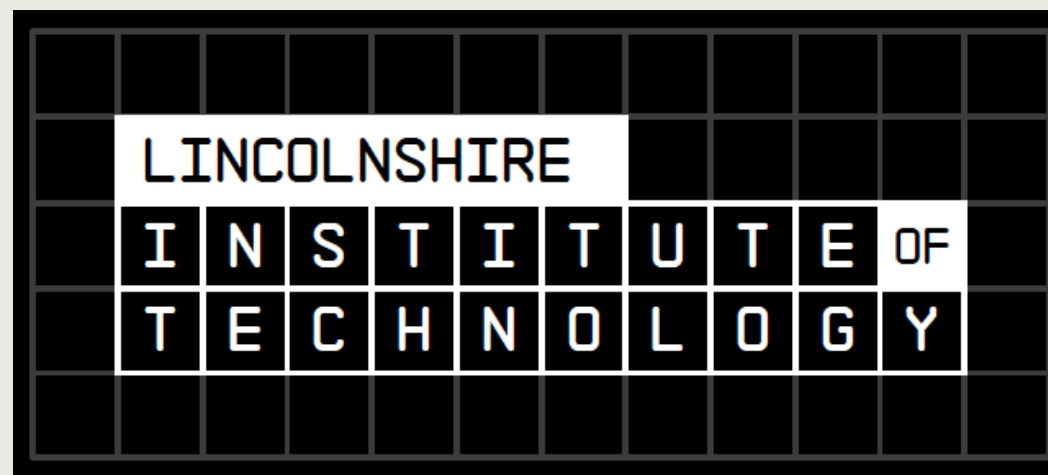
LOGO CONSTRUCTION

The logo is created around a square grid. This process allows for a modular construction, creating a cohesive connection between all of the logos.

The logo is a truly adaptable landmark for the interactive age. It can be customised to each IoT's local needs as well as being flexible within an ever-changing communications landscape. While the logo is flexible, it is important to note that the logo should only be used within the parameters set out in these guidelines.

For the localised logo, the names of the IoTs are comprised of complete squares. When constructing the localised acronym logo, we use half square to increase horizontal space.

All logo versions have the opportunity to be recoloured in variations of brand colours. Considerations to contrast ratings need to be considered.



LOGO FORMATS

Variations of the logo

LOGO STRUCTURES

The logo is based on dynamic structure. It is built to accommodate various place names, changing its shape based on the location. When talking about varying sizes we are referring to the black squares.

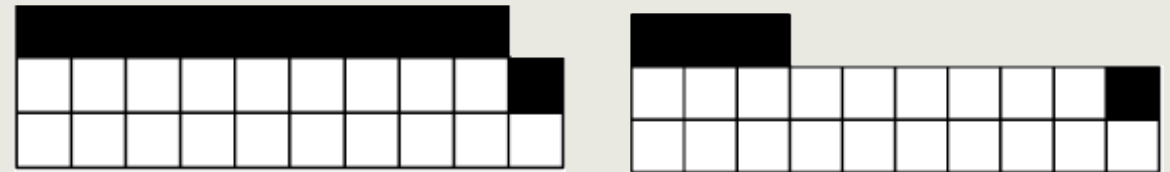
1. Localised logo

Varying size depending on location. Maximum of 9 cells, so to not encroach the black 'of' square. Minimum of 3 cells.

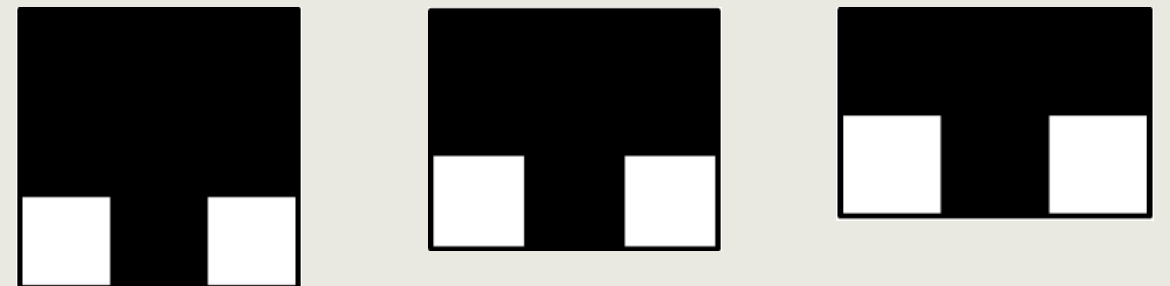
2. Localised acronym logo

Available in 3 different sizes of varying vertical width. Can accommodate 1-3 lines of a location name.

1. Localised logo



2. Localised acronym logo

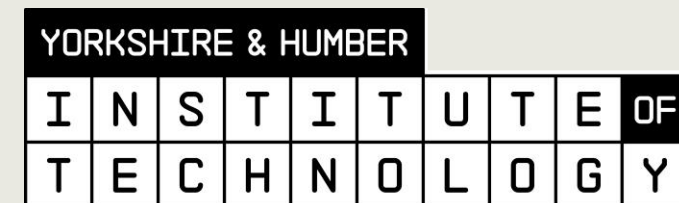
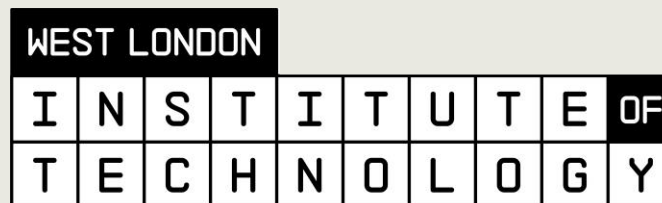
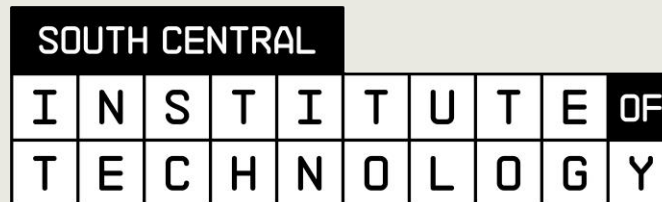
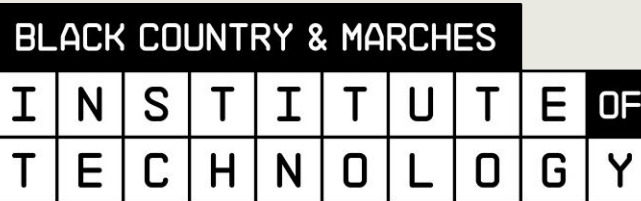


LOCALISED LOGO

The localised logo is shown here with examples of locations. The negative space - black squares vary according to their location.

The point size of the location name and 'OF' are the same.

The proposed usage for the localised logo would be for various printed materials, badges, name tags, clothing, stamps, signage, TV, online, reports, social, clothing, books, notepads, stationery and pins.

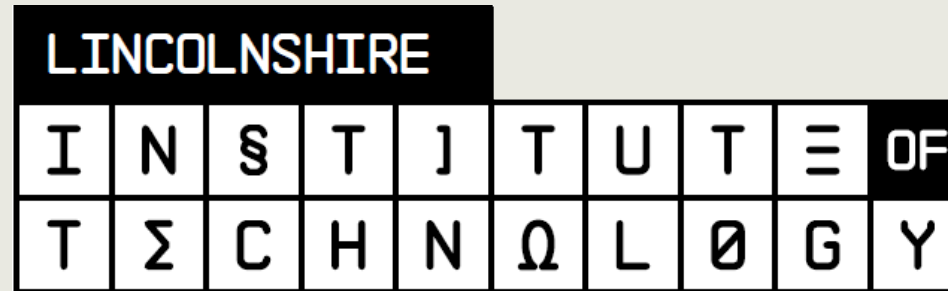


FOR MOTION ONLY

LOCALISED LIVING LOGO

We have developed a 'living logo' where some of the letters alternate with scientific symbols to reflect the STEM focus of the IoT project. These must only be used in dynamic settings (online, digital displays, social media), and never in static application such as print and signage. The example here is purely to illustrate the concept.

The living logo is supplied centrally to IoT partnerships. You should not create your own version.

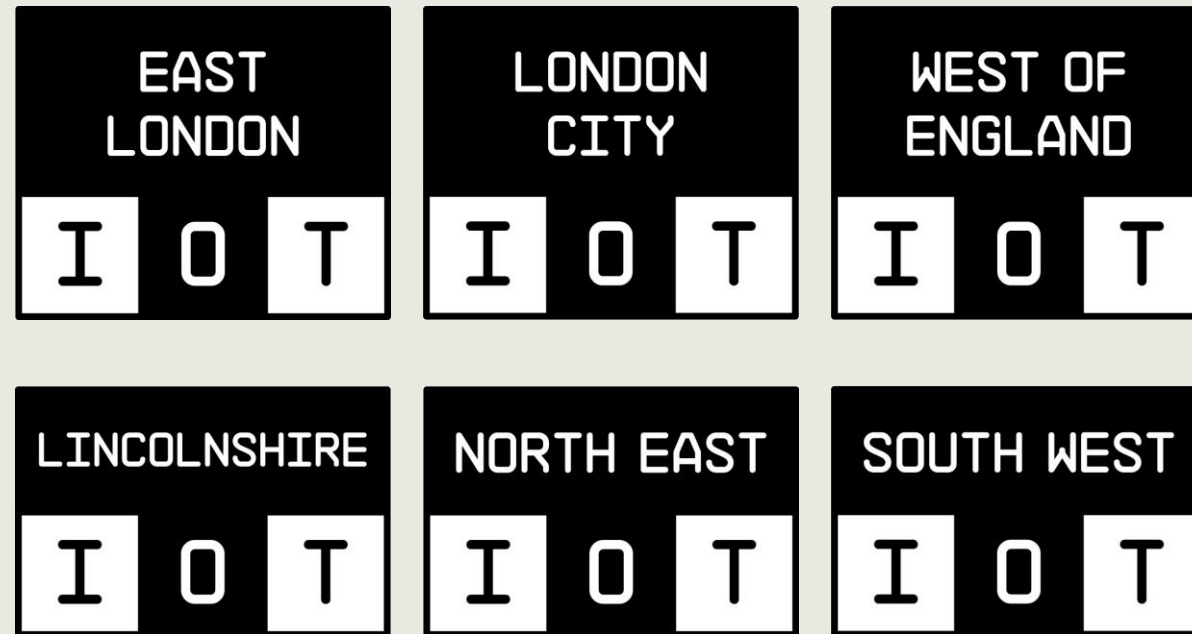


LOCALISED ACRONYM LOGO

The localised acronym logo is shown here with examples of locations. The negative space - black squares aim to create a 'T' mark emphasising technology as its focus.

Available in 3 sizes from 1-3 lines for the location, consideration needs to be given to future naming selection to work within the maximum bounds of the logo.

The proposed usage for the localised acronym logo would be for various printed materials, badges, name tags, clothing, stamps and pins.



LOGO RULES

Do's and Don'ts

LOGO MINIMUM SIZES

Each of the logos for IoT have been designed to reproduce at a varying minimum heights. There is no maximum reproduction size of the logos. The logos to the right are shown to actual scale.

1. Localised logo

Print - 20mm height

Web - 60px height

2. Localised Acronym logo

Print - 20mm width

Web - 60px width

Minimum stroke width of each logo for both print and web is 1pt. Line width scales proportionally to the relative scale of each logo.

1. Localised logo

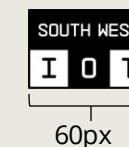
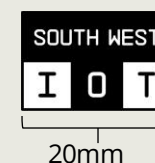
Minimum for print



Minimum for web



2. Localised acronym logo

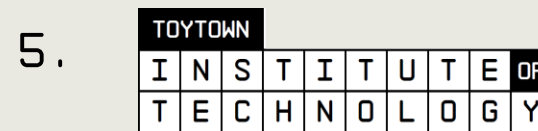
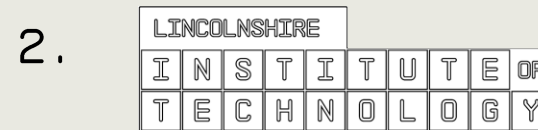


LOGO DON'TS

The configurations of the logo must never be altered. Always use the identity artwork provided.

These principles apply to all logo versions.

1. Do not stretch or warp the logo in any way.
2. Do not outline the logo path or text.
3. Do not change the colour of the logo to anything other than the brand colours.
4. Do not extend ANY of the square grids.
5. Do not create your own IoT name.
6. Do not fill the logo with any sort of gradient, texture or image.
7. Do not rotate or skew the logo in any way.



SYMBOLS

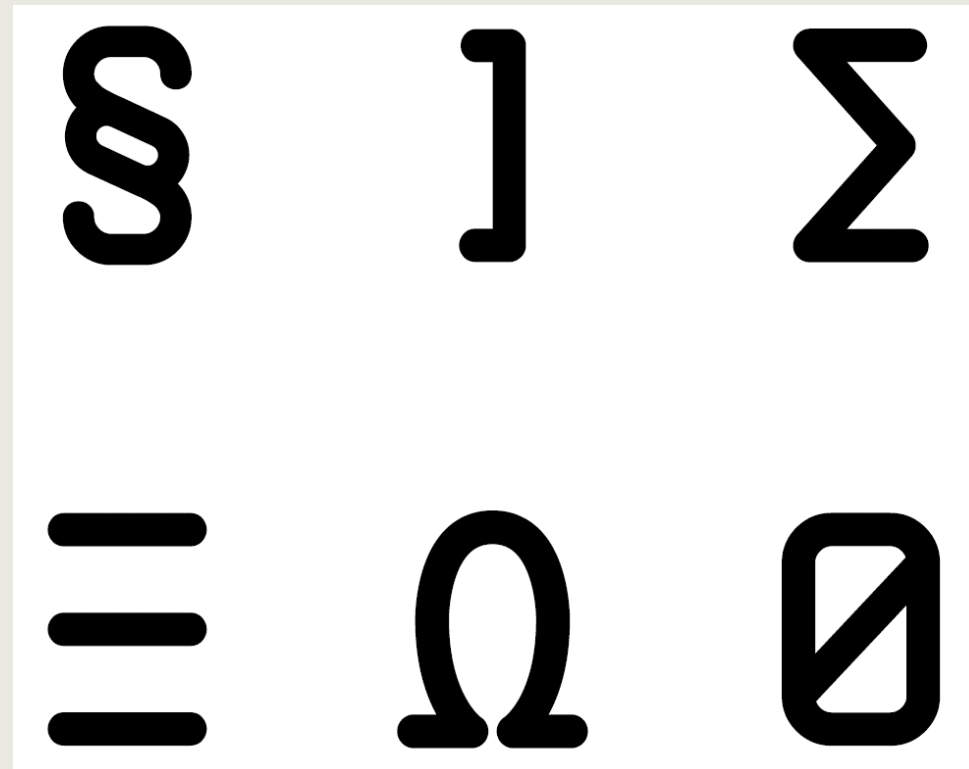
Alt characters

SYMBOLS

We use technical language and symbols to create the core of the logo. This has been done to reflect the unique and pragmatic builder languages that these students will learn and use on a regular basis. Here we reference various typographic symbols used in various forms of education.

These symbols act as a reference point that individuals in different fields of education and the workforce can relate to.

The initial proposed usage of these is limited to the master and localised logo versions in motion only. These symbols will act as alt-characters to the main typeface. Switching between characters, the logo adds a further level of excitement and problem solving.



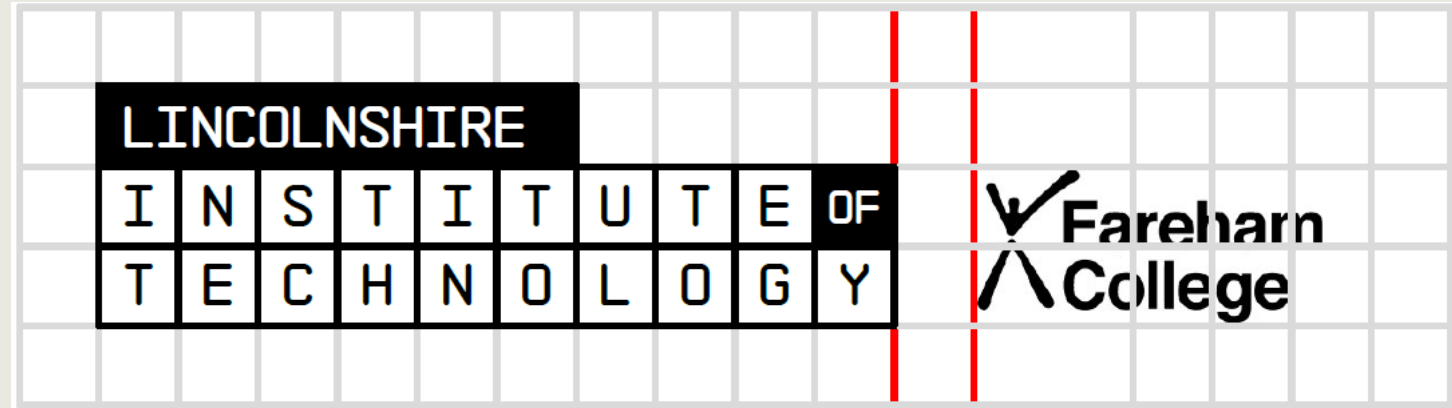
CO-BRANDING RULES

Co-brand and HMG

CO-BRANDING COLLEGES

When incorporating another college's logo, we use the lockups shown opposite. The space between the logo and the line should be the same width of a square cell relative to its size.

All co-brandings should only be used with the Master and Localised logo types.



CO-BRANDING HMG

The HM Government (HMG) logo can be used alongside the IoT logo.

This is decided by who is using the design:

- **Educational partners Further and Higher Education**

It is not compulsory to use the HM Government logo (as these institutions are implicitly approved by government), but they have permission to use it if they feel it would help with the positioning and credibility of the IoT.

- **Partner employers ie. those that are part of the official IoT consortium for an area**

Use of the HMG brand is compulsory in any IoT designs. Although it is likely to be used rarely – possibly in websites/reports as part of wider Corporate Social Responsibility reporting – it is important for the HMG logo to be used in this context.

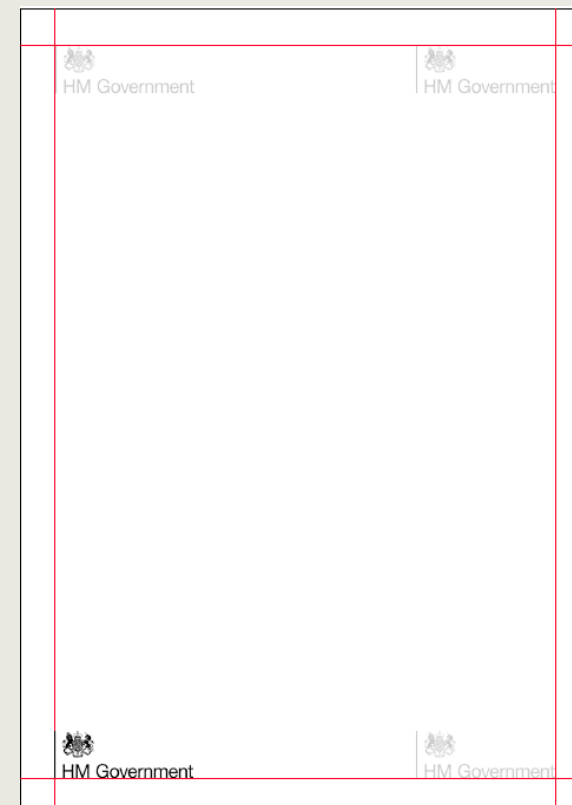
Examples are provided of the IoT logo and cobranded lockup with the HMG logo.

Here are examples of using the IoT logo and cobranded lockup with the HMG logo. As per the HMG logo guidelines, the logo should sit in any of the corners illustrated in 1.

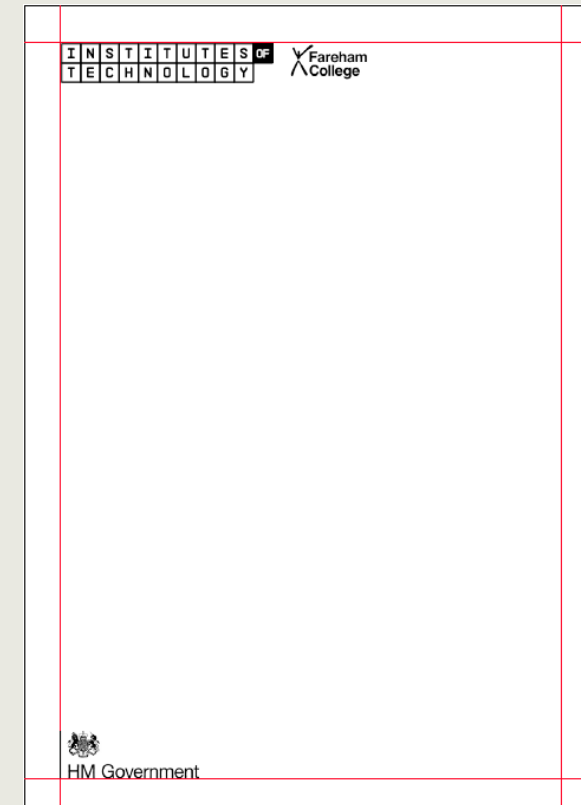
In 2 we show how the HMG logo would sit in the adjacent or opposite corner as the IoT and cobranded lockup. The HMG logo and the cobranded lockup never sit together.

In 3 we show the minimum and maximum size of using the HMG logo in relation to the square cell from IoT. The minimum size of the HMG logo is half the size of the IoT cell. The maximum size of the HMG logo is the size of two cells.

1.



2.



3.



HMG guidelines as follows:

<https://gcs.civilservice.gov.uk/guidance/branding-guidelines/>

PART B – DISCRETIONARY

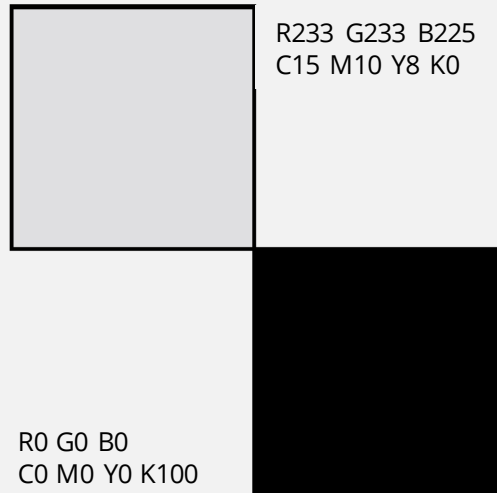
Section B is NOT part of the licence agreement and therefore is discretionary. This section includes how to use colours, typeface, photography and IoT branding assets.

COLOUR

COLOUR

Primary palette

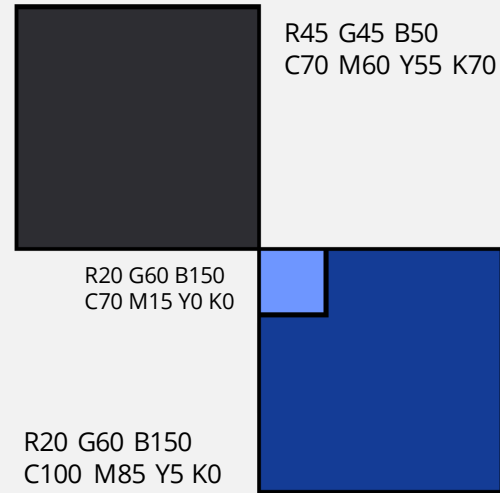
General



R233 G233 B225
C15 M10 Y8 K0

R0 G0 B0
C0 M0 Y0 K100

Employer / Partner

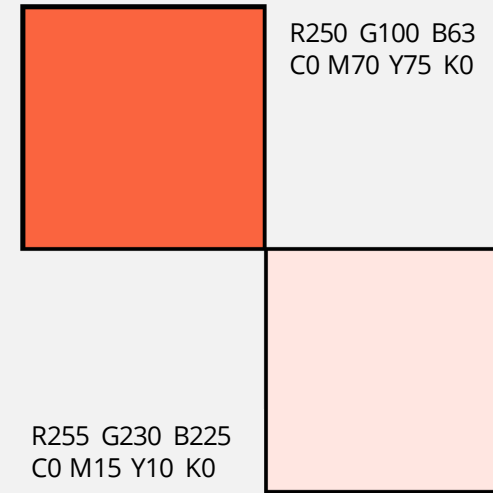


R45 G45 B50
C70 M60 Y55 K70

R20 G60 B150
C70 M15 Y0 K0

R20 G60 B150
C100 M85 Y5 K0

Student / Education Provider



R250 G100 B63
C0 M70 Y75 K0


R255 G230 B225
C0 M15 Y10 K0

Secondary palette


Local IoT differentiation, infographics, diagrams etc.




R231 G255 B152
C15 M0 Y60 K0



R216 G138 B245
C25 M45 Y0 K0



R60 G212 B157
C80 M0 Y50 K0



R120 G230 B230
C65 M0 Y20 K0

TYPOGRAPHY

TYPOGRAPHY

National Level

NB ARCHITEKT R HEADLINES

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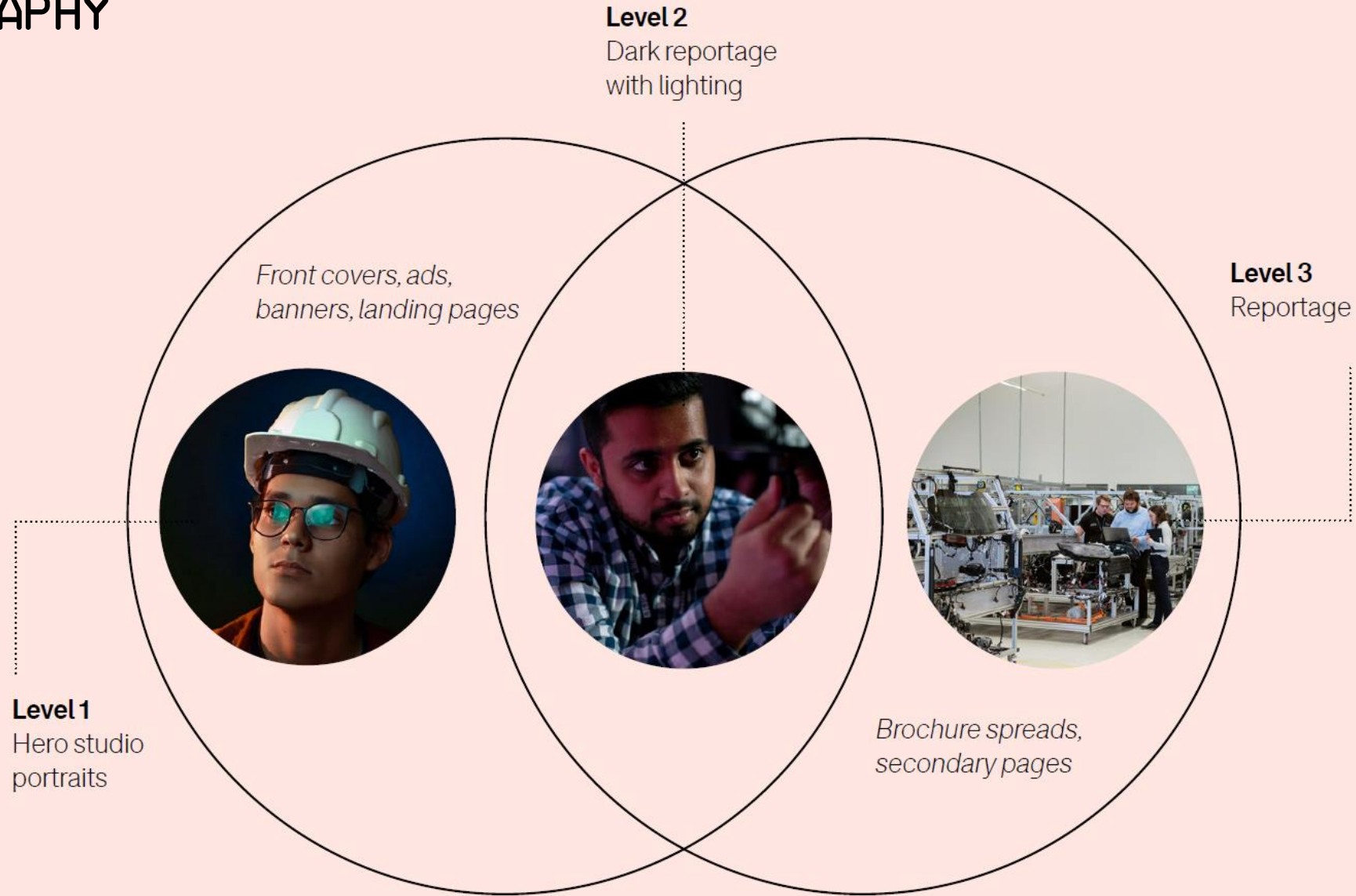
Local Level

LEKTON BOLD HEADLINES

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PHOTOGRAPHY

PHOTOGRAPHY



LEVEL 1

Hero studio portraits

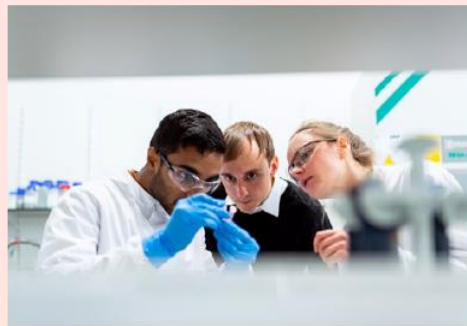


LEVEL 2

Dark reportage with lighting



LEVEL 3 Reportage



BRANDING ASSETS

Audience - General

The copy within the example assets is for illustrative purposes.

I N S T I T U T E S OF
T E C H N O L O G Y

TECH TALENTS

The IoTs
have
launched.

Find out more at
institutesoftechnology.org.uk



FUTURES THAT FIT

Is right here today.

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GENERAL

Poster/ad



GENERAL


Brochure



TOMORROW'S
TALENT.
TRAINING
TODAY

INSTITUTES OF
TECHNOLOGY

Wave three
prospectus



WE ARE THE NEXT GEN.

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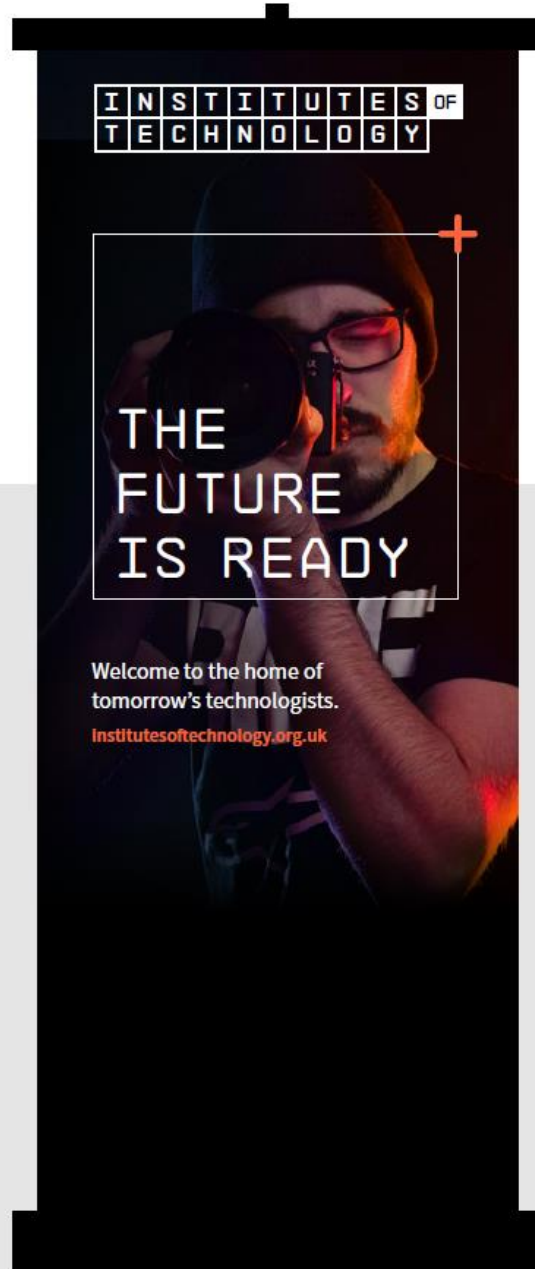
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Find out more at
[institutesoftechnology.org.uk](https://www.institutesoftechnology.org.uk)




GENERAL

Pop-up banners



Level 2 photography example

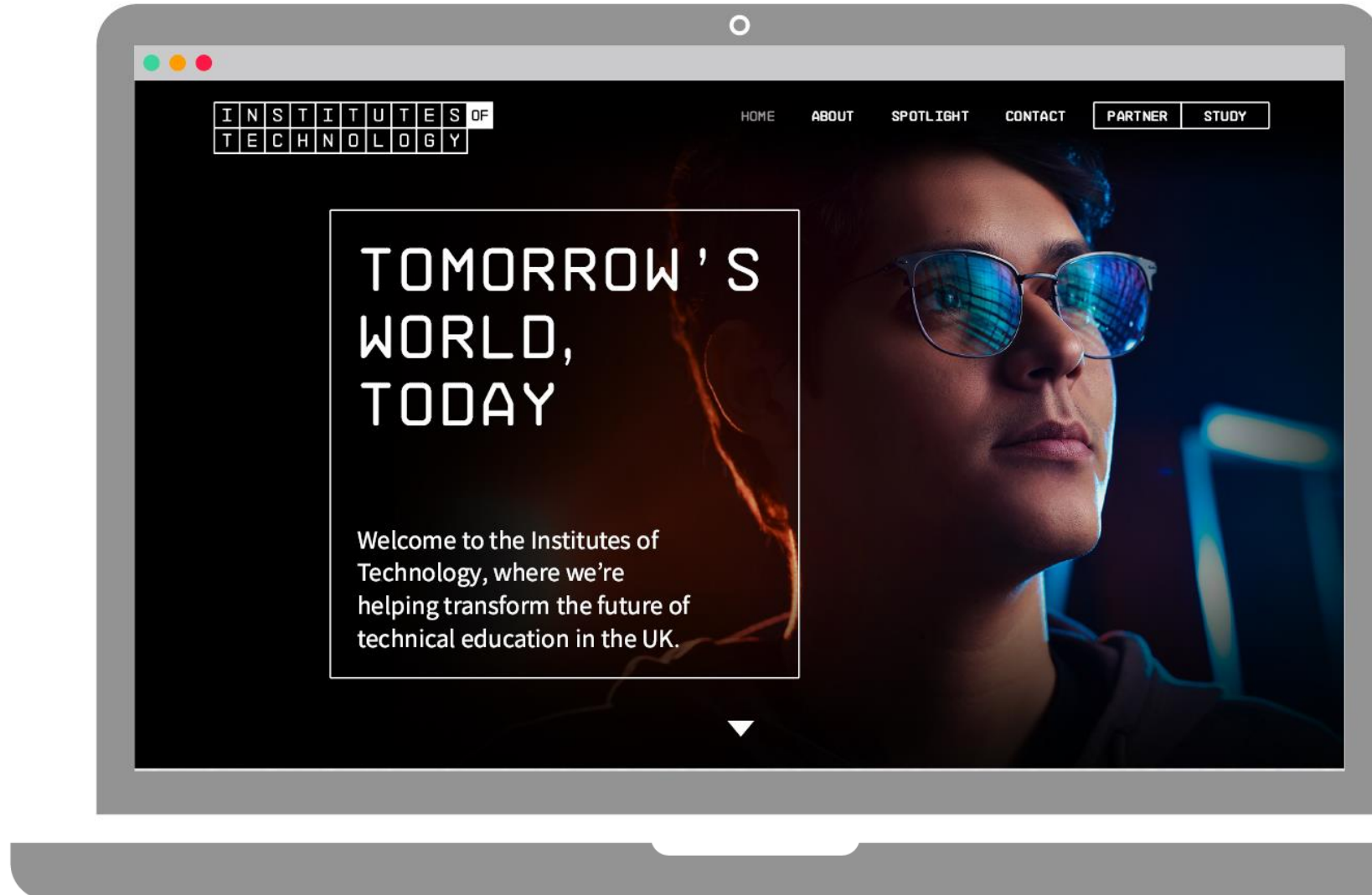
GENERAL

Lanyards



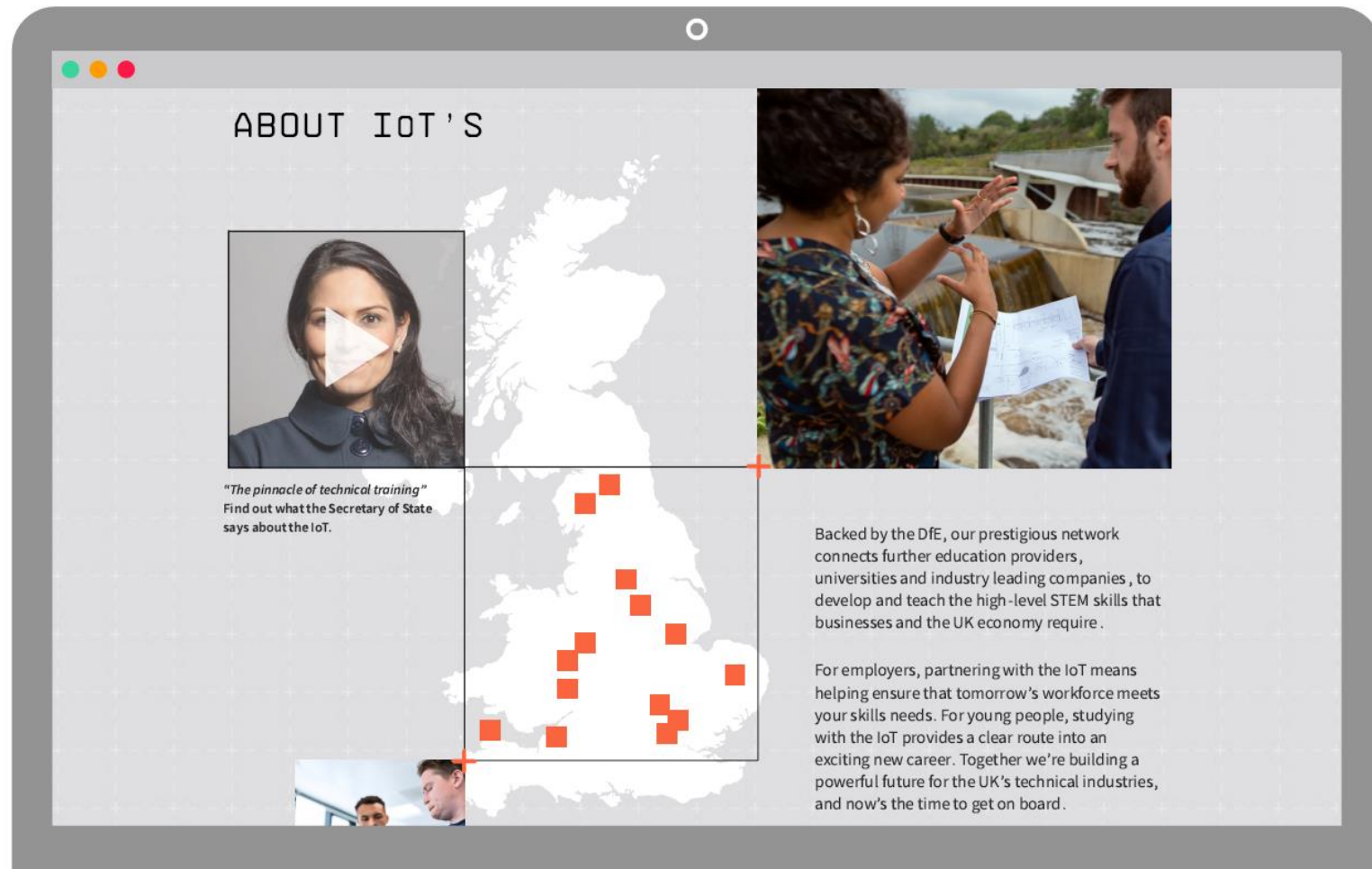
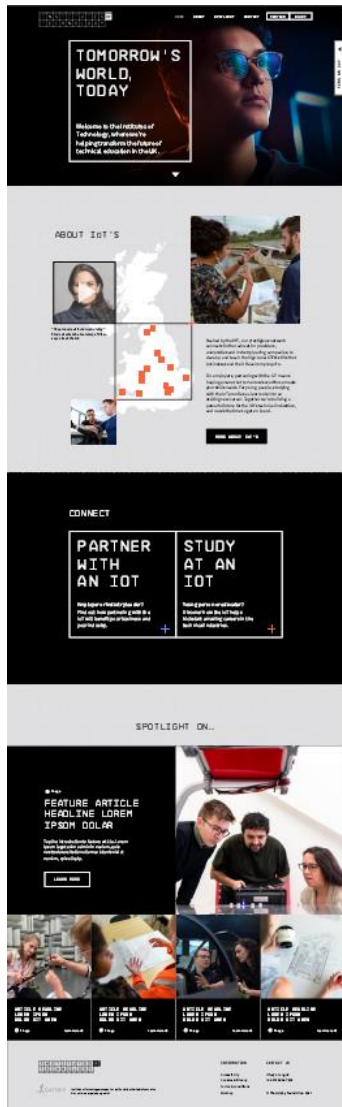
GENERAL

Webpage - top



GENERAL

Webpage - Scroll



BRANDING ASSETS

Audience - Employers

The copy within the example assets is for illustrative purposes.

TAPPING INTO YOUR NEEDS

IoT's are
now live.
See how your
business can
benefit.

INSTITUTES OF
TECHNOLOGY

Find out more at
institutesoftechnology.org.uk



Department
for Education



YOUR
WORKFORCE.
THEIR SKILLS.

See the benefits of
partnering with an IoT.

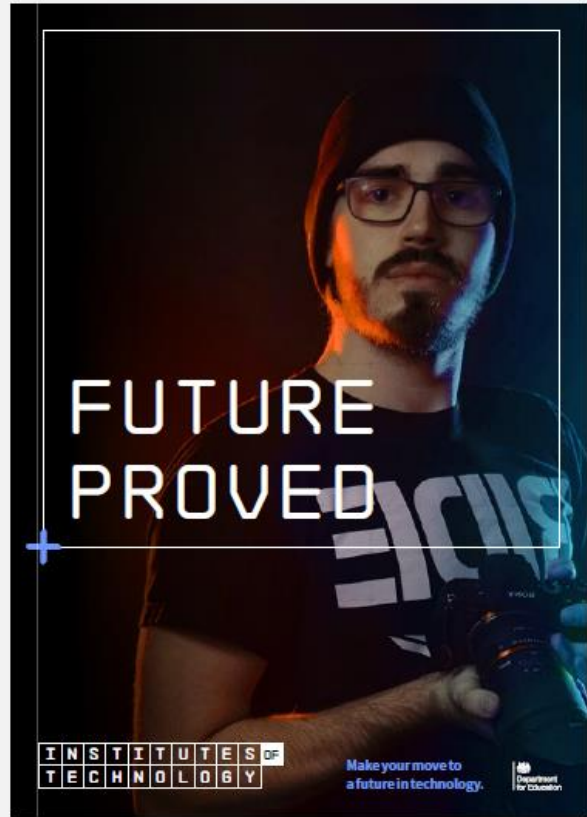
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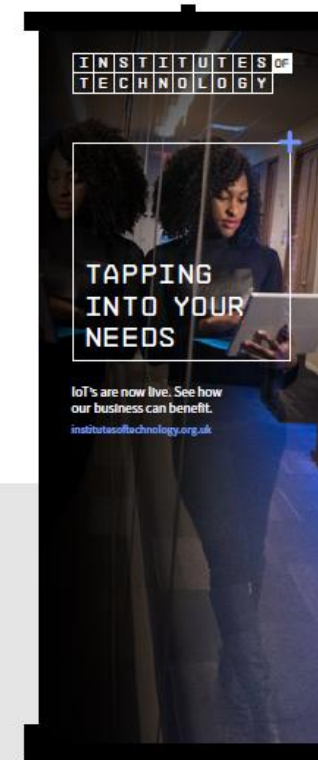
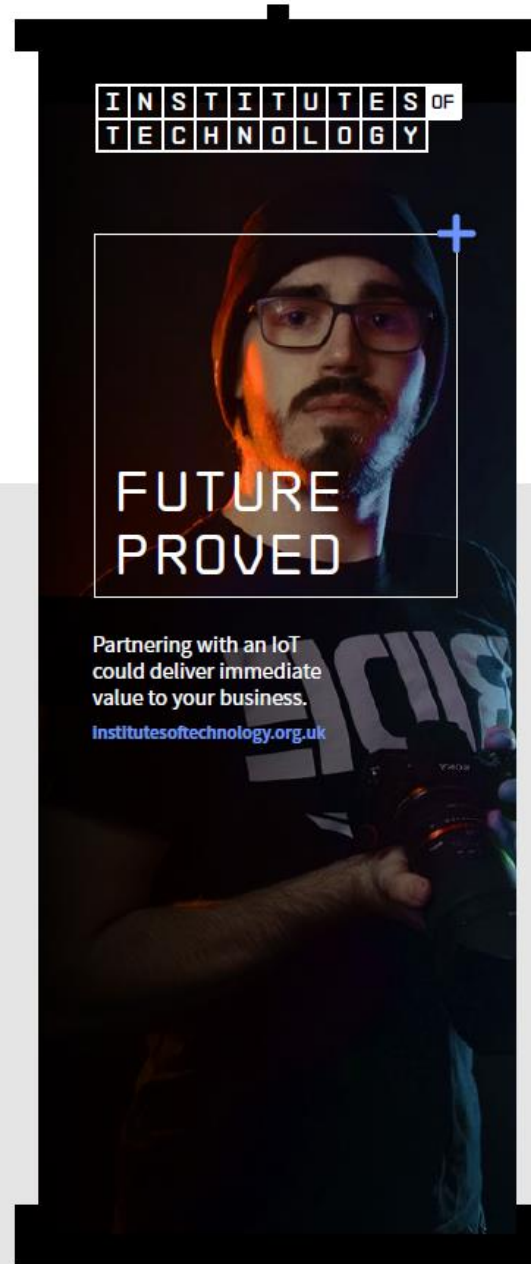
EMPLOYERS

Brochure



EMPLOYERS

Pop-up banners



Level 2 photography example



TAPPING
INTO
YOUR
NEEDS

INSTITUTES OF
TECHNOLOGY

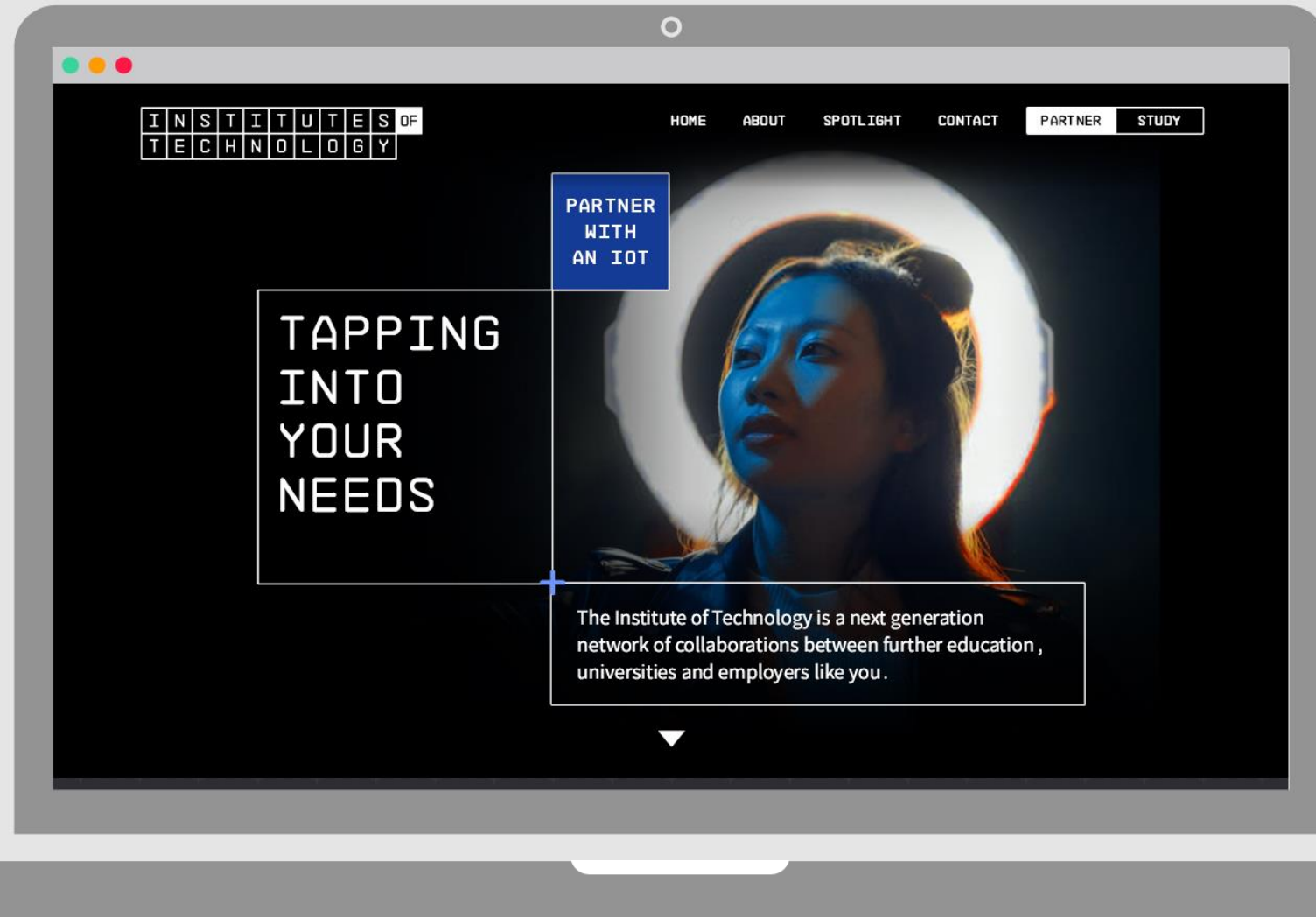
The IoTs
have
launched.

Find out more at
institutesoftechnology.org.uk

 Department
for Education

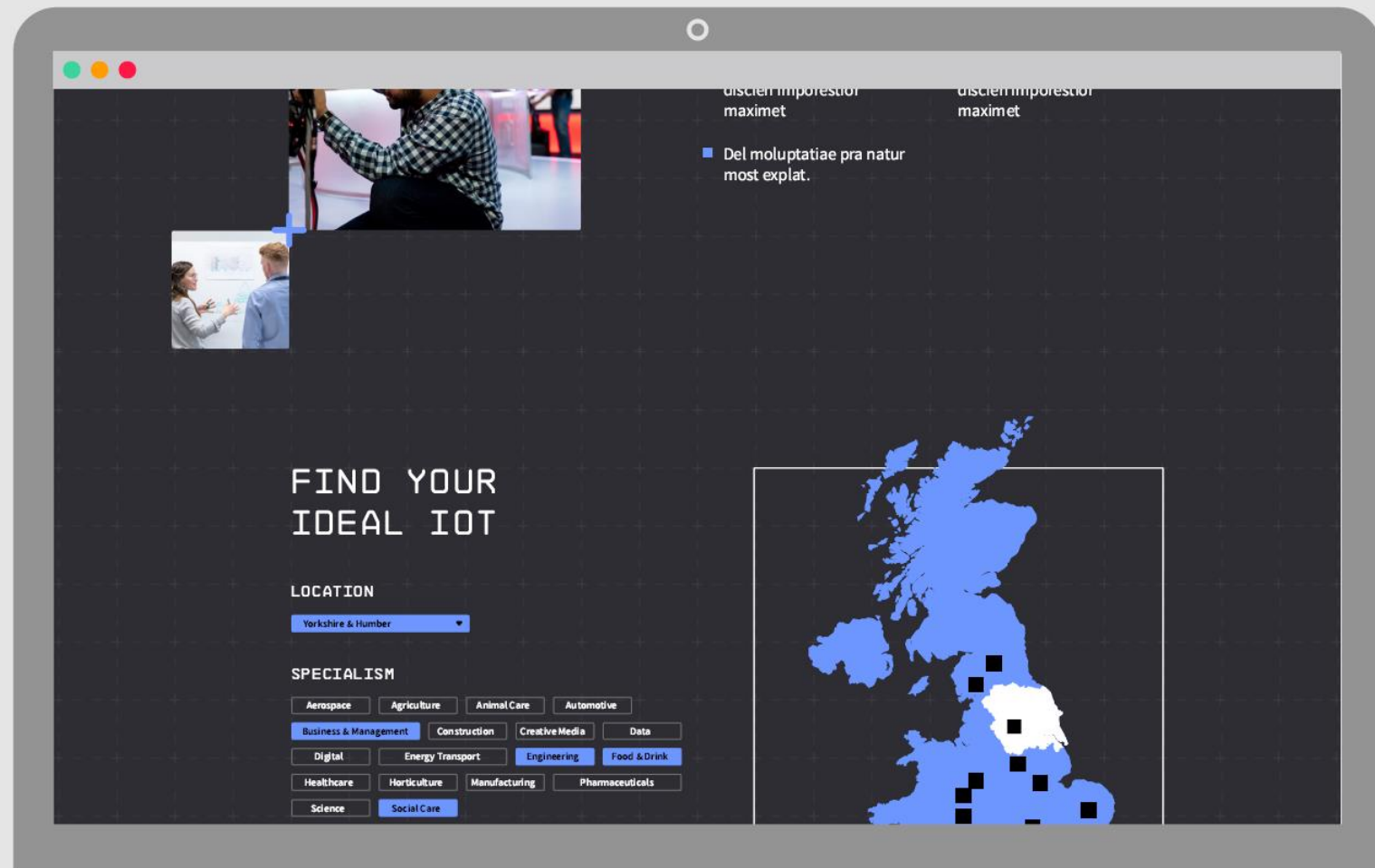
EMPLOYER

Webpage - top



EMPLOYER

Webpage - scroll



BRANDING ASSETS

Audience - Learners

The copy within the example assets is for illustrative purposes.

I	N	S	T	I	T	U	T	E	S	OF
T	E	C	H	N	O	L	O	G	Y	



BE NEXT
GENERATION

+ Get the future in
technology you want.

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institutesoftechnology.org.uk





YOUR FUTURE IS HERE



Make your move to a future in technology.

Source Sans est et ex et dis aliqui
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debitati dunt officiatia corpos
rates es eos ea quod miliame
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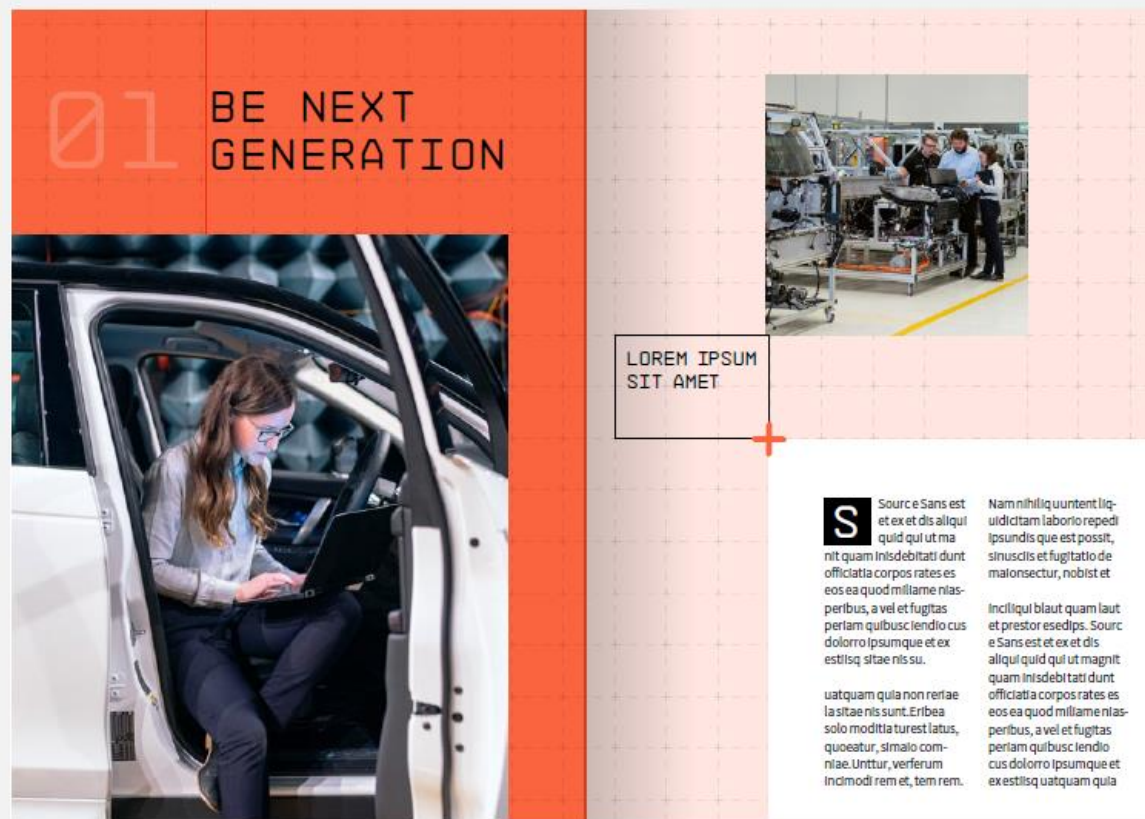
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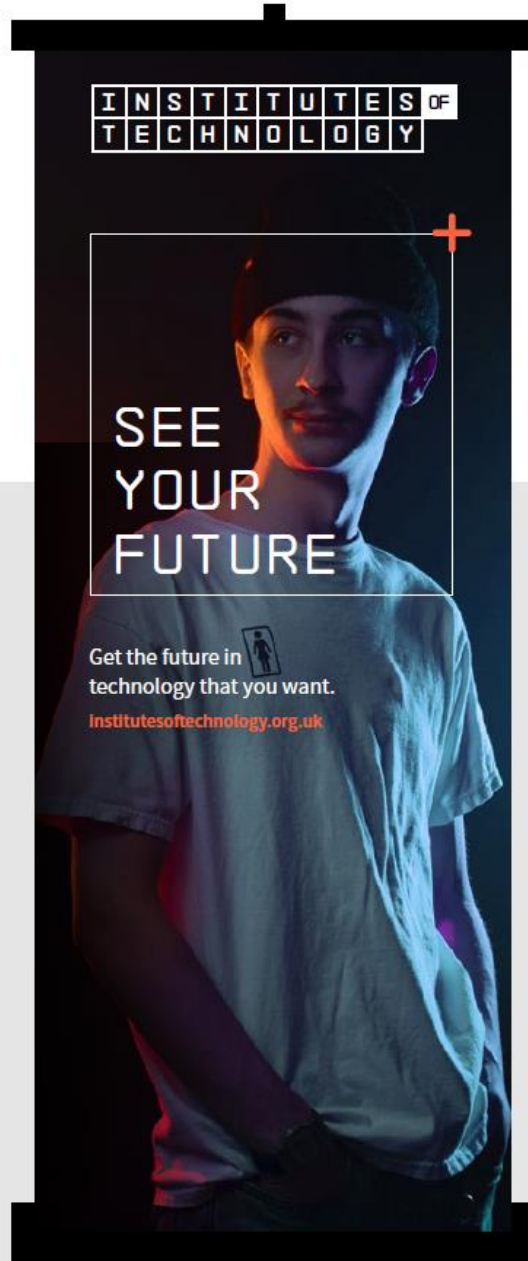
LEARNERS

Brochure



LEARNERS

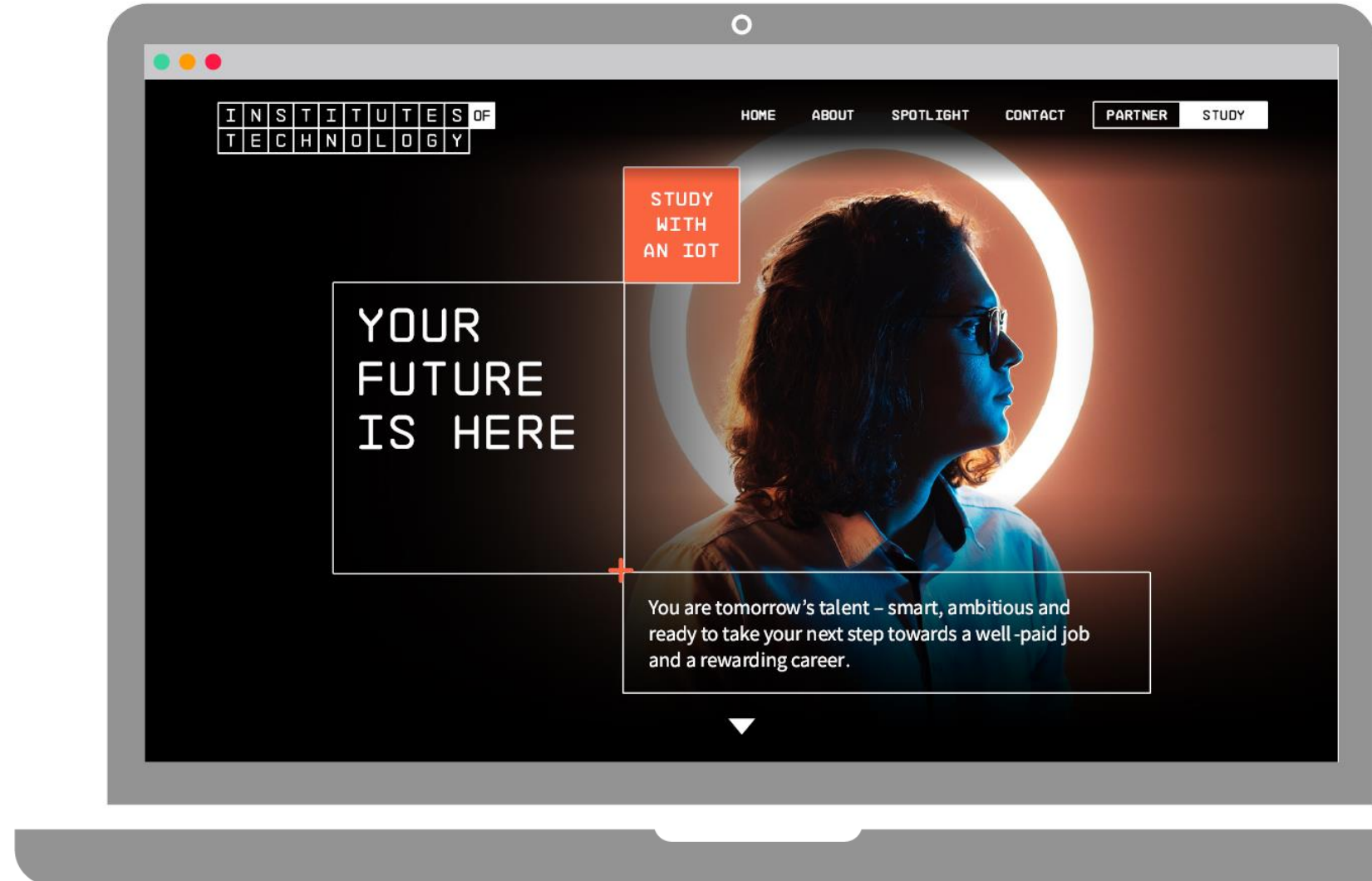
Pop-up banners



Level 2 photography example

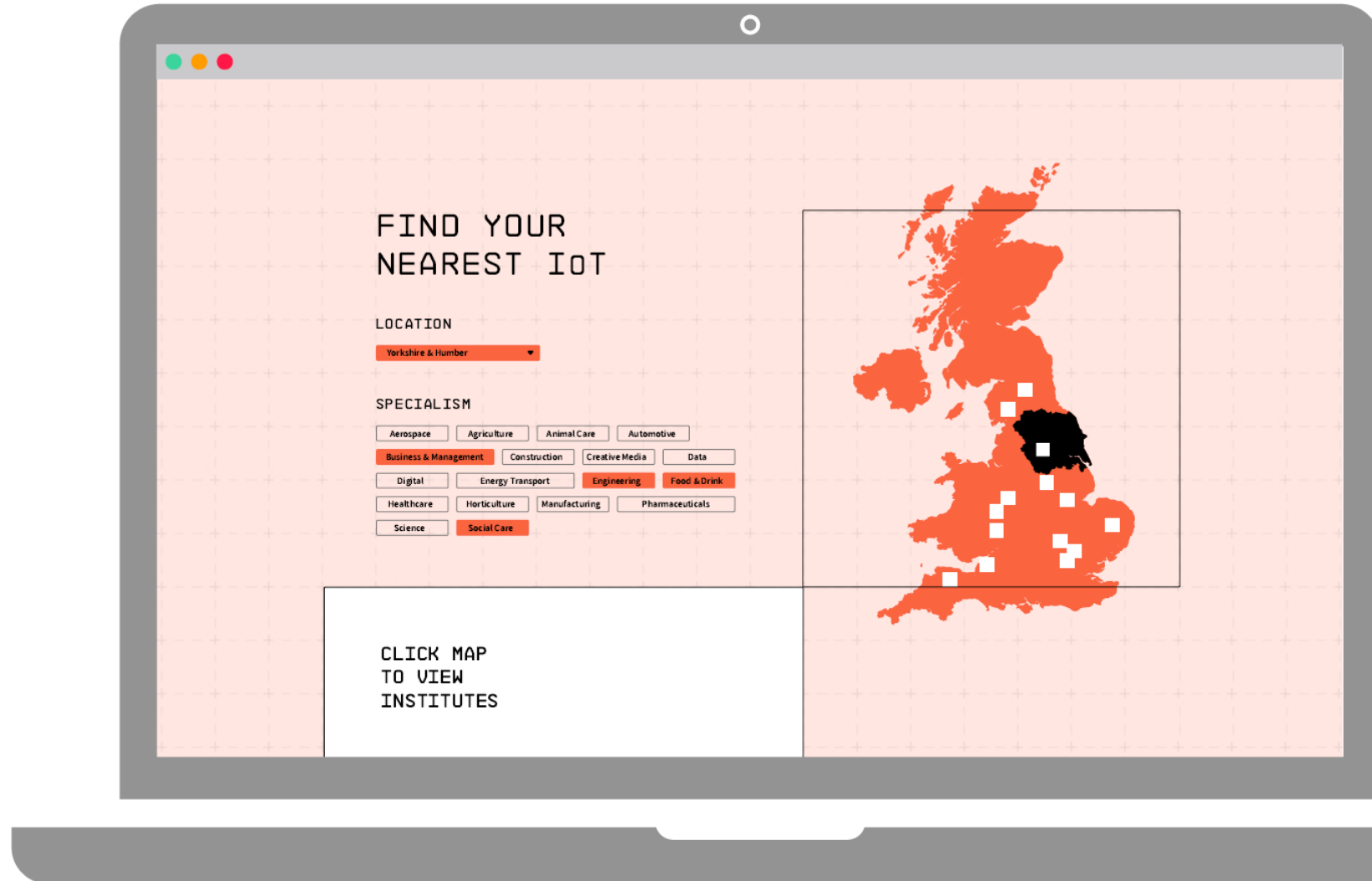
LEARNER

Webpage - top



LEARNER

Webpage - scroll



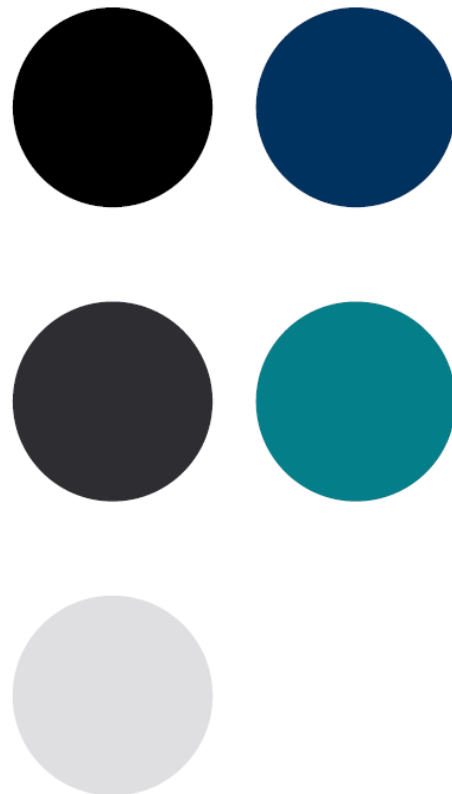
CO-BRANDING

CO-BRANDING

There maybe some instances where the IoT brand will need to work alongside the branding of a provider or employer partner.

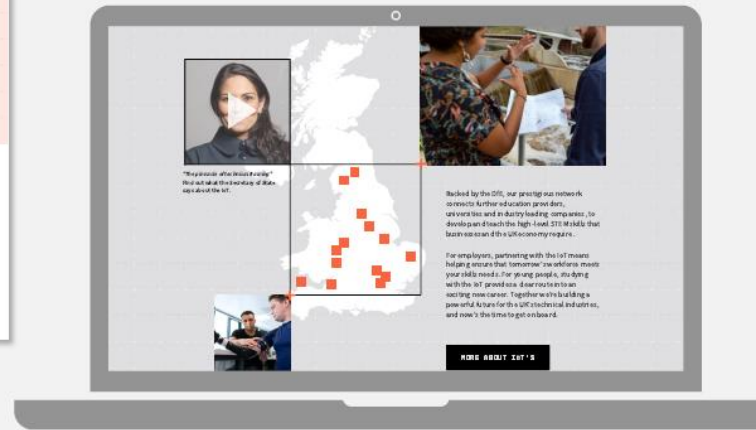
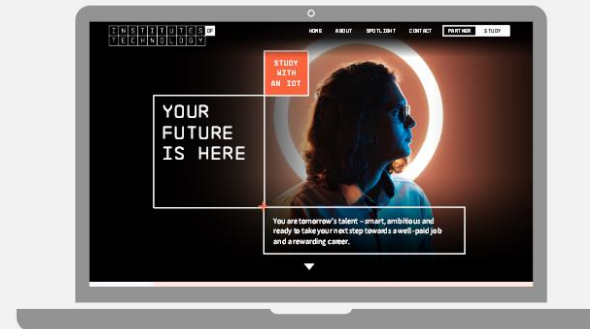
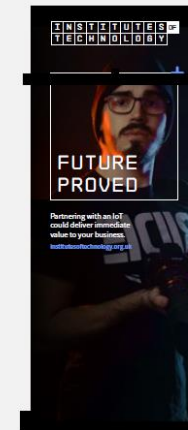
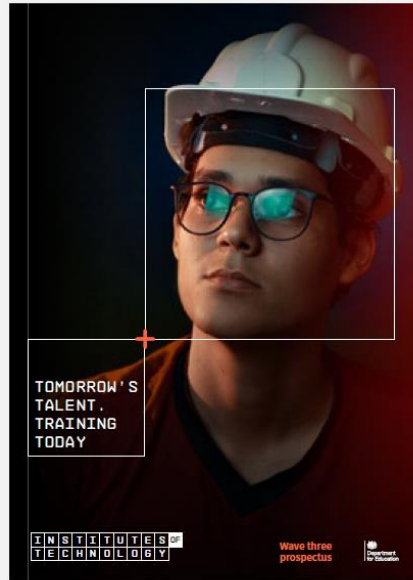
Here you can see an example of how we have co-branded this poster using elements from the IoT brand and applied a provider partner's brand colours and logo.

Example provider partner brand colours



OVERVIEW

OVERVIEW



ADDITIONAL ASSETS

Additional IoT assets and reference guides can be found at:

<https://www.institutesoftechnology.org.uk/content-hub>

