

Logo Usage Guidelines
June 2020



01

The logo

The new City Language School logo is to be used to replace the current Oscars corporate identity.

Primary Logo

Intended for use on an uncluttered white background only.



Logo reverse

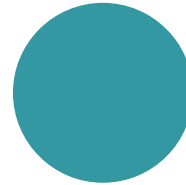
Reverse logo in CLS blue container, for use on busy or coloured backgrounds.

This version is designed for strong visual impact when used in on-screen and print based advertising.



02 Corporate Colours

Two colours make up the brand's visual identity. Where only a one colour print is available, use the CLS blue.



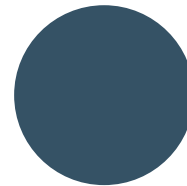
CLS BLUE

Web: #3499a3

RGB: R=52 G=153 B=163

CMYK: C=76 M=23 Y=35 K=1

Pantone: 320 C



CLS SLATE

Web: #385365

RGB: R=56 G=82 B=101

CMYK: C=82 M=61 Y=43 K=25

Pantone: 2168 C

03

Landscape logo

The landscape logo is to be used for banner and wide spaces, eg website header.



Use the version without tag-line, when tag-line text size will appear below 6px / 5pt

Choice of reverse colour or standard is dependent on dominant background colour.

04

Circular logo implementation

Circular housing to be used when embedding in a circle is the only option available

Use versions without strap-line when text size is below 6px /5pt

Use of reverse colour or standard dependent on dominant background colour.



05

Screen icons

Where text size is reduced below reasonable readability, the heart device should be used on CLS blue background



App icon



Web icon



Favicon

Narrow logo

Only to be used when the logo needs to be contained in a narrow space

**Aside Logo**

Only to be used when the logo fits a fixed space using this format.



07

Exclusion Zone

Where possible, an exclusion zone should be applied around the logo



Exclusion zone 



Exclusion zone 

The exclusion zone optical dimensions are based on the width and height of the heart device.

Mistakes to Avoid

Some common Mistakes to be avoided when striving for consistency and professionalism in brand identity.



Do not screen-grab the logo, or print a logo intended for on-screen use.

Use the vector versions (PDF, eps) when printing if software allows. These vector versions are resolution independent, thus they can be scaled without losing quality, unlike jpg or png versions.



No drop-shadows or embellishment



No stretching or squashing



Do not use on a different background colour



Do not change logo colours

Mistakes to avoid when using images



✘ Do not use a transparent logo over a busy background



✔ Keep the logo in its container when using a photographic image



✘ Avoid application of logo and text in busy areas of an image



✔ Choose uncluttered of the image for use of text and logo