



**St Leonard's College**

An education for life.

# Poster Style Guide

**St Leonard's College**



# Logo Use

## Primary Logo

Our principle landmark should be used on all St Leonard's College communications.

The logo must never be re-drawn, traced or modified in any way. Resizing is acceptable but the proportions must remain consistent.

This logo should be used on all documents that require a colour logo image, often on Powerpoint presentations, booklets, posters etc. If you are unsure about how and when to use these logos please contact the Director of Marketing and Communications.



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## Clear Space

To ensure legibility, the St Leonard's College logo is not to be obstructed by any elements. An exclusion zone has been established to ensure the logo remains clear and identifiable. The exclusion zone equals half the width of the shield (X).

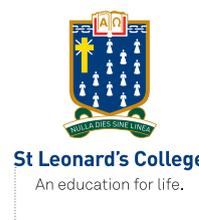
Please always abide by the clear space recommendations.



## Minimum Size

To ensure legibility please always abide by the minimum size recommendations.

We recommend minimum logo size of 25mm (2.5cm).



25mm

# Logo Use

## Colour Variations

The primary logo exists in two colour variations; positive (blue text) and negative (white text). The positive logo always appears on a white background. The negative logo may appear on a brand colour background or over an image. When placing the negative logo variation over an image, it is very important to ensure there is enough contrast for the logo to remain legible.



Positive on White



Negative on Blue



Negative on Navy



Negative on image

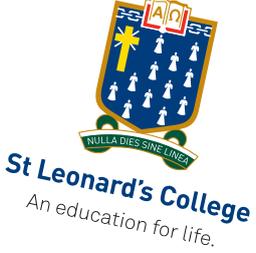
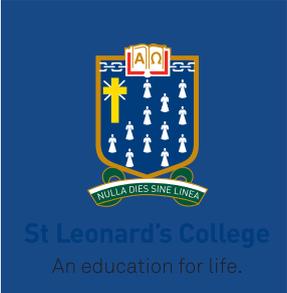
# Logo Use

## Incorrect Use

Do NOT alter the brandmark in any manner as any misuse weakens the impact of the brand. To maintain consistency, the brandmark must always be reproduced from the provided artwork and displayed in its original established configuration.

Examples of how NOT to change the brandmark are shown here.

1. Do not distort the brandmark in any way.
2. Do not rotate the brandmark.
3. Do not use the brandmark in non-brand colours.
4. Do not reproduce the brandmark in any other colour combination than the approved variations.
5. Do not apply a drop shadow or any visual effects to the brandmark.
6. Do not crop the brandmark.
7. Do not alter the relationship of the brandmark.
8. Always ensure there is enough contrast between brandmark and background. When on an image, the image must provide sufficient contrast.

<p>1. </p>  <p><b>St Leonard's College</b> An education for life.</p>	<p>2. </p>  <p><b>St Leonard's College</b> An education for life.</p>
<p>3. </p>  <p><b>St Leonard's College</b> An education for life.</p>	<p>4. </p>  <p><b>St Leonard's College</b> An education for life.</p>
<p>5. </p>  <p><b>St Leonard's College</b> An education for life.</p>	<p>6. </p>  <p><b>St Leonard's C</b> An education for</p>
<p>7. </p>  <p><b>St Leonard's College</b> An education for life.</p>	<p>8. </p>  <p><b>St Leonard's College</b> An education for life.</p>

# Typography

Lato Light is the preferred font of St Leonard's College. It has its own identity and purpose, and as such, should be used correctly.

## Title & Heading - Lato Light

Lato light is an extremely legible and practical sans serif font with a sense of lightness. Within the St Leonard's College brand, it is used as a title font, heading and introduction. It plays an important role as a visual link to the clean sans serif wordmark of the logo.

Weight : Light

Tracking: None

System font: Arial

## Lato Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 . , ! ? ( )

## Subheading & Body Copy - Lato Regular / Bold

Lato is an extremely legible and practical sans serif font with a sense of lightness. Within the St Leonard's College brand, it is used as a subheading (bold weight) and body copy (regular weight) font. It plays an important role as a visual link to the clean sans serif wordmark of the logo.

Weight : Regular/Bold

Tracking: None

System font: Arial

## Lato Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9 . , ! ? ( )**

## Lato Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9 . , ! ? ( )

# Typography Hierarchy

See below for the preferred typographic hierarchy.

Why St Leonard's?

Heading  
Lato Light  
Blue / White

St Leonard's College is a leading coeducational school for students from ELC to Year 12.

Intro  
Lato Light  
Blue / White

**St Leonard's offers students an education for life.**

Subheading  
Lato Bold  
Blue / White

Dae eumquo totat volore, cupt ati consed et, venditatem que exerferit uiam rem. Um facitium invenis si venda volor.

Body Copy  
Lato Regular  
Black / White

# Poster Typography Hierarchy

  
St Leonard's College  
An education for life.

## Warruwi Partnership Sports Colours Day Friday 30 August



Wear your favourite sports team's colours to school for a gold coin donation.

Come along to the sports competitions during lunch for the chance to win prizes:

- Handball target competition - The College oval
  - Soccer goal kicking competition - The College oval
- Basketball and netball goal shooting competitions - Hardcourts, in front of the Cafeteria

If wet weather, barbecue will be held underneath the Hawkes Sports Centre undercroft, and ball competitions will be held within the Hawkes Sports Centre basketball court.

### College Crest

College logo is to be present on the poster. Preferred position is centred alignment or left alignment

### Headline

Lato Light

### Secondary headline

Lato light or Lato Bold

### Intro and body copy

Lato bold or Lato regular

# Poster Examples



## House Swimming Carnival



**Who will win the Middle School and Senior School House Swimming for 2020?**

**When:** Middle School **Monday February 17** and Senior School **Friday February 21**

**Where:** Hawkes Sports Centre

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## Asian Bands Tour 2019

### China - Japan

6-20 December 2019

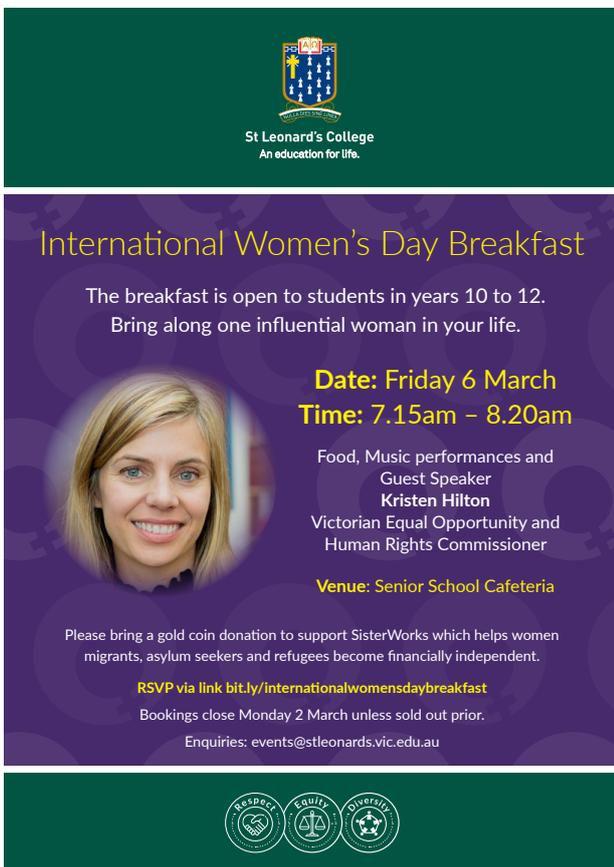
Woodwind, brass and percussion students as well as students from our Jazz Program will join together to form groups for this exciting bands tour of Asia. Highlights will include activities and performances such as:

- Performances in major Asian capital cities
- Masterclass with the Tokyo Philharmonic
- Exchange experience with high school concert bands in Japan
- Travel the Huangpu River and scale the Pearl Tower
- Visit the Emperor's Imperial Palace in Tokyo and Hiroshima Peace Memorial Park
- Blue Note Jazz Club
- Performance at Disneyland Tokyo

**Information Evening**  
Monday 11 February  
7.00pm in the Orchestra Studio

Detailed information will be presented, followed by supper in the Harefield Longroom

This tour is suitable for students from Year 8-12 (younger students may apply to be considered). Enquires - Music Office 99099484



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## International Women's Day Breakfast

The breakfast is open to students in years 10 to 12.  
Bring along one influential woman in your life.

**Date:** Friday 6 March  
**Time:** 7.15am - 8.20am

Food, Music performances and Guest Speaker  
**Kristen Hilton**  
Victorian Equal Opportunity and Human Rights Commissioner

**Venue:** Senior School Cafeteria

Please bring a gold coin donation to support SisterWorks which helps women migrants, asylum seekers and refugees become financially independent.

**RSVP via link [bit.ly/internationalwomensdaybreakfast](http://bit.ly/internationalwomensdaybreakfast)**  
Bookings close Monday 2 March unless sold out prior.  
Enquiries: [events@stleonards.vic.edu.au](mailto:events@stleonards.vic.edu.au)




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## Warruwi Partnership Sports Colours Day

### Friday 30 August



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# Colour Palette

The St Leonard's College colour palette is definitive to the brand identity. It is important that each colour ratio is understood and adhered to.

These colours should be used exclusively in all external brand communications, represented in Pantone®, CMYK,

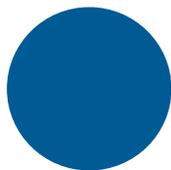
RGB and hex colours (websafe). PMS & CMYK are for use by commercial printers. The RGB is to be used for internal printing. (On the tool bar in Microsoft Office, go to font colour/more colours/custom and enter the appropriate numbers from below).

## Primary Colour Palette



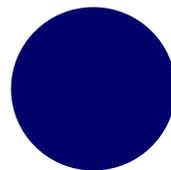
**Navy**

PMS 2965 C  
CMYK - 100 63 16 78  
RGB - 36 40 60  
Hex - #24283C



**Blue**

PMS 7691 C  
CMYK - 100 43 0 30  
RGB - 0 59 120  
Hex - #003B78



**College Crest Blue**

PMS 281 C  
CMYK - 100 85 5 36  
RGB - 0 36 105  
Hex - #002469



**White**

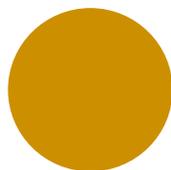
CMYK - 0 0 0 0  
RGB - 255 255 255  
Hex - #FFFFFF

## Secondary Colour Palette



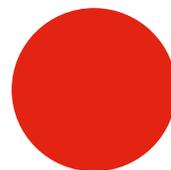
**Light Yellow**

PMS 109C  
CMYK - 0 10 100 0  
RGB - 255 221 0  
Hex - #FFD200



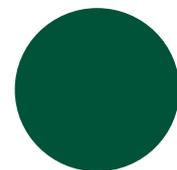
**Gold**

PMS 139 C  
CMYK - 0 37 100 23  
RGB - 200 138 17  
Hex - #C88A11



**Bright Red**

PMS 485 C  
CMYK - 0 97 100 0  
RGB - 238 50 36  
Hex - #DC291E



**Forest Green**

PMS 343 C  
CMYK - 98 0 82 61  
RGB - 0 87 60  
Hex - #005643

## Tertiary Colour Palette



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