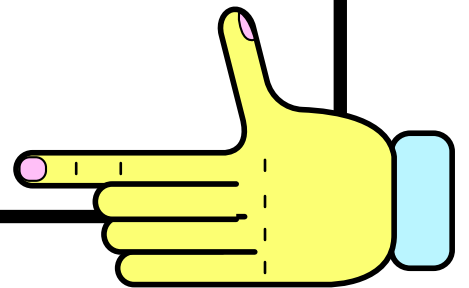


FRAMING THE FUTURE 2030



Learning, Teaching & Assessment Conference

Identity Guidelines

Brand Purpose:

An identity for the 'Framing the Future 2030: Learning, Teaching & Assessment Conference' event.

Brand Values:

**Community
Warmth
Risk-Taking
Recognition
Learning**

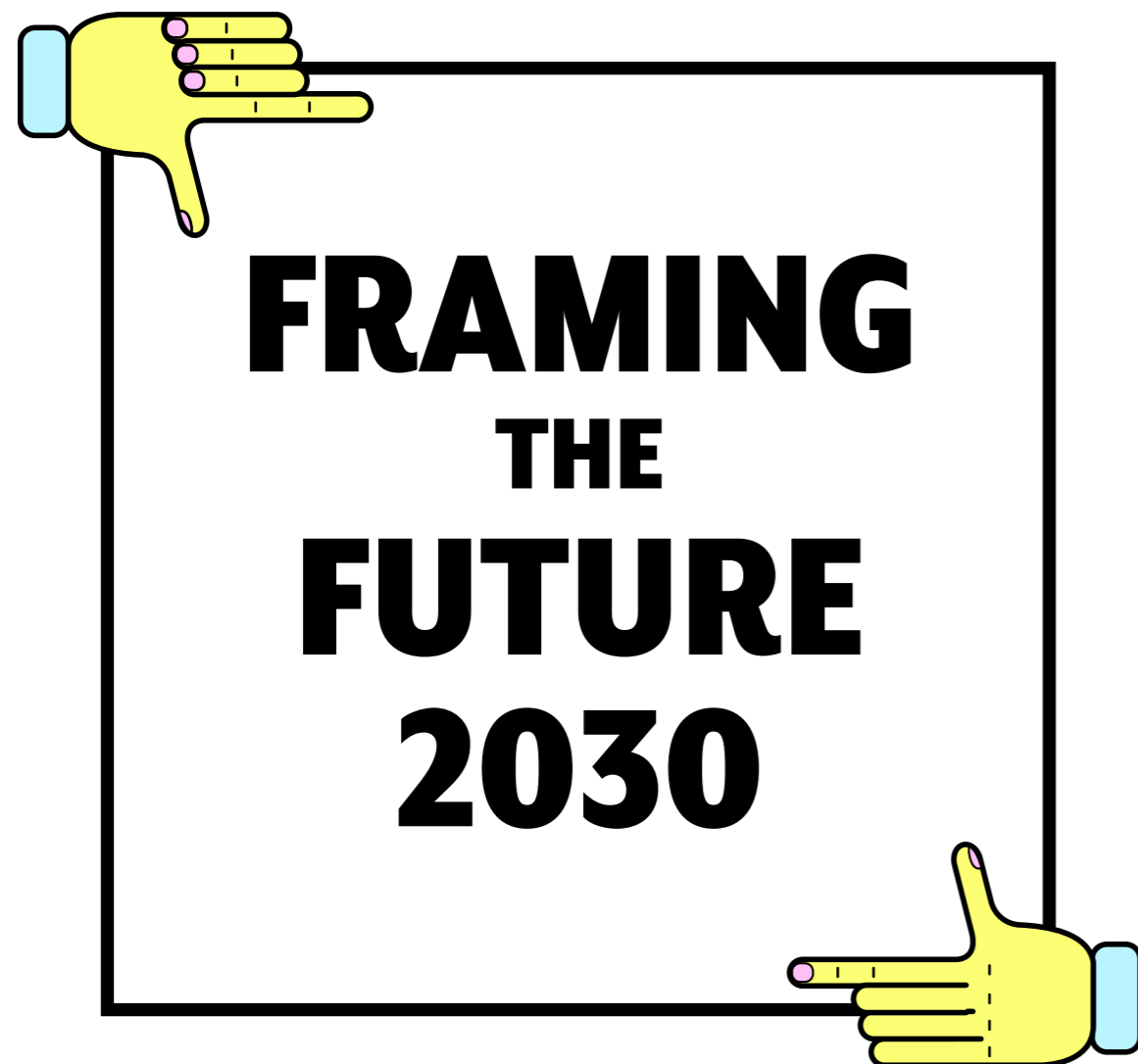
Hallam Values:

**Collaboration
Innovation
Inclusivity
Ambition
Integrity**

Logo Design

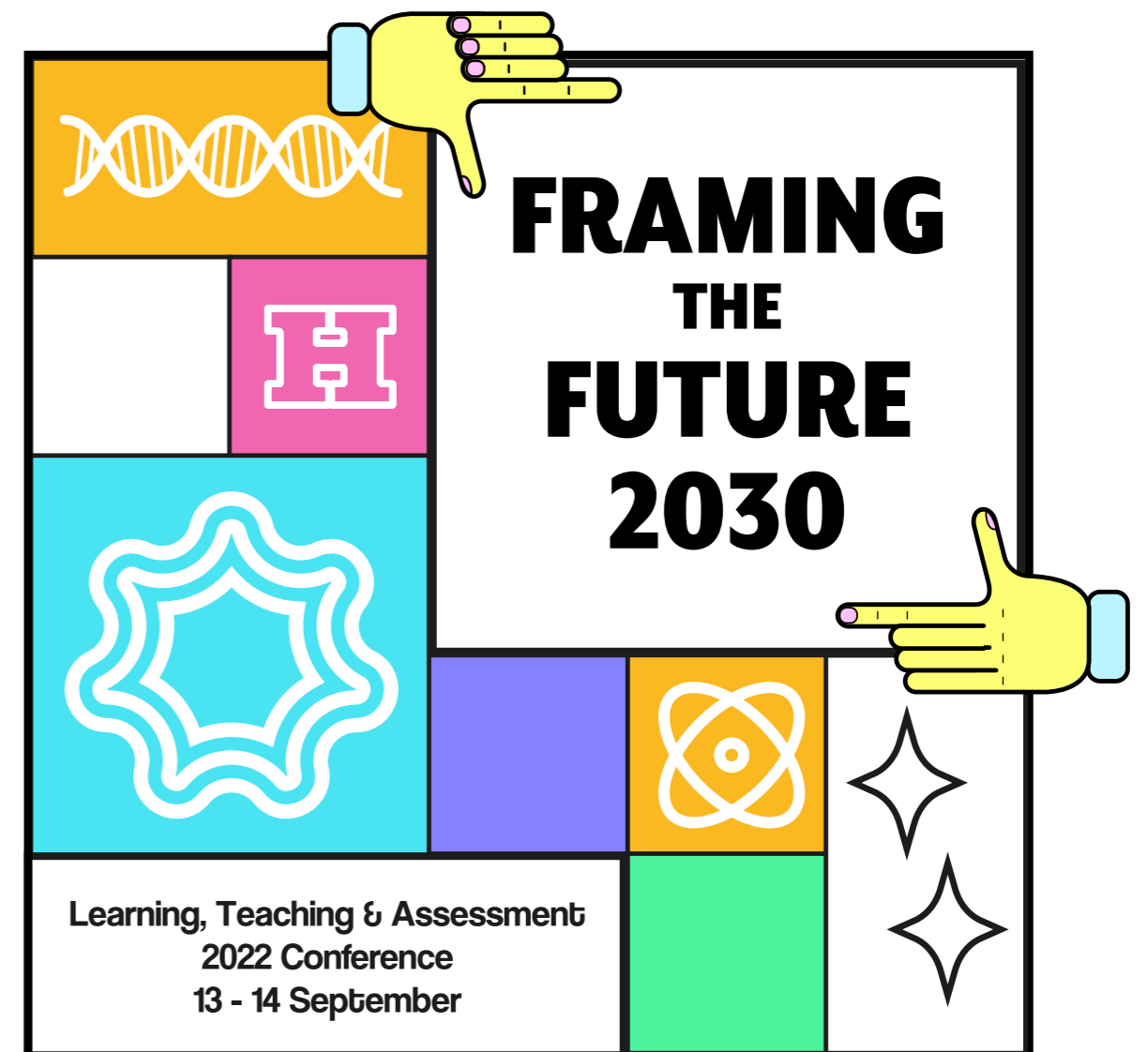
Main Logo:

The main logo is type focused with the accent of the framing hands which can be used throughout the identity to create consistency.



Buildable Systems:

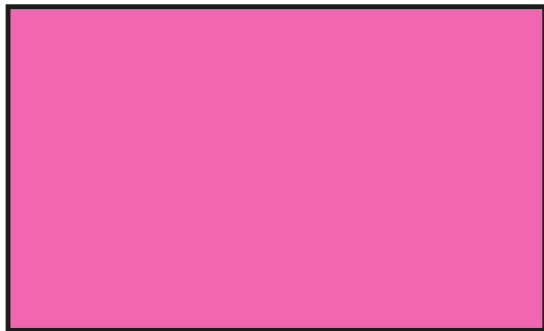
The main logo can be incorporated into the buildable system to suit the format of the use and to include more information as necessary.



Colour Palette



R:250 G:184 B:33
C:0 M:31 Y:89 K:0
#fab821



R:240 G:102 B:176
C:6 M:71 Y:0 K:0
#f066b0



R:77 G:242 B:156
C:58 M:0 Y:57 K:0
#4df29c




R:74 G:227 B:242
C:57 M:0 Y:13 K:0
#4ae3f2



R:135 G:128 B:255
C:61 M:53 Y:0 K:0
#8780ff


The brand colour palette is derived from the Hallam approved brand colours. To create a more energetic feel, the colours are more vibrant and saturated.

Primary palette




PMS 215 C **PMS 229 C**
PMS 220 U **PMS 228 U**
C0 M100 Y35 K27 **C0 M100 Y15 K60**
#BA0046 **#621b40**
R183 G13 B80 **R98 G27 B64**


Secondary palette




PMS 272 C **PMS 7447 C**
PMS 2725 U **PMS 274 U**
C58 M48 Y0 K0 **C60 M58 Y0 K19**
#7e7dc7 **#503a6e**
R126 G125 B199 **R80 G58 B110**




PMS 130 C **PMS 1385 C**
PMS 129 U **PMS 152 U**
C0 M30 Y100 K0 **C0 M50 Y100 K7**
#fbb000 **#d97a16**
R251 G176 B11 **R217 G122 B22**




PMS 362 C **PMS 364 C**
PMS 369 U **PMS 363 U**
C75 M0 Y100 K5 **C75 M0 Y100 K30**
#07a33b **#4a7335**
R7 G163 B59 **R74 G155 B53**



PMS 320 C **PMS 3025 C**
PMS 320 U **PMS 3025 U**
C90 M0 Y35 K0 **C100 M17 Y0 K51**
#00b3bf **#174b66**
R0 G179 B191 **R23 G75 B102**



PMS 179 C **PMS 1807 C**
PMS 179 U **PMS 187 U**
C0 M90 Y80 K0 **C0 M100 Y96 K28**
#de372d **#9c2a33**
R222 G55 B45 **R156 G42 B51**



Black 100% **Grey 65% black**

In this section you will see how our colour palette works. We've also provided accurate colour specifications. The breakdowns given here have been specifically calibrated and tested and should not be altered or reconfigured. The swatches shown are a guide only. Do not use these for exact colour matching.

Typography

Logotype/Main Titles

Mr Eaves XL San Nar OT

**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**

Download Here: <https://fonts.adobe.com/fonts/mr-eaves-xl>

Headings/Important Information

Coolvetica 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**

Download Here: <https://fonts.adobe.com/fonts/coolvetica>

Body Type

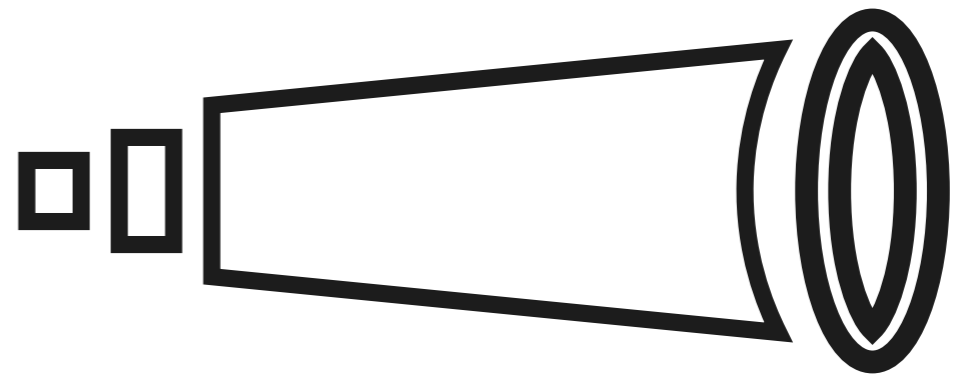
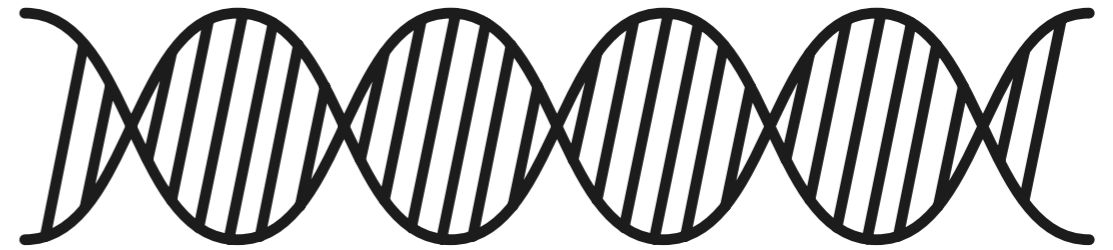
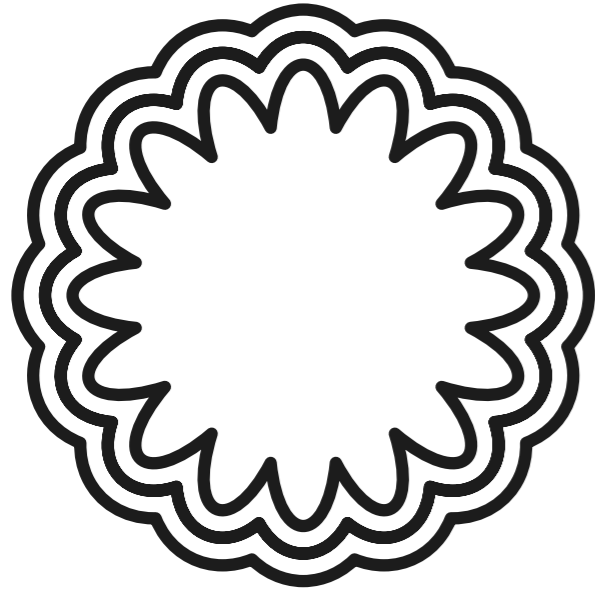
Poppins Light

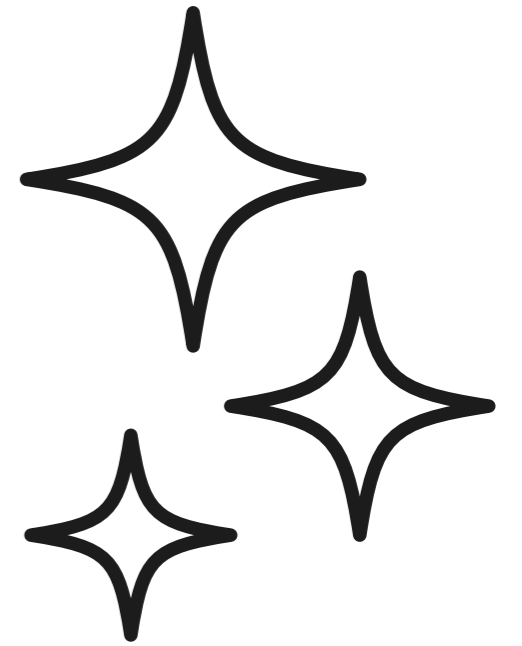
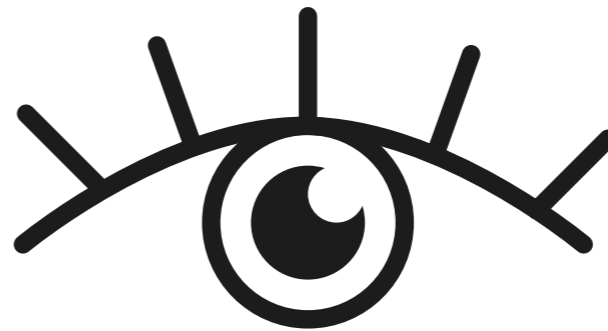
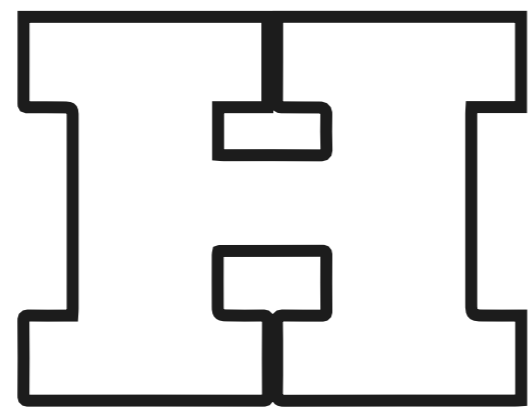
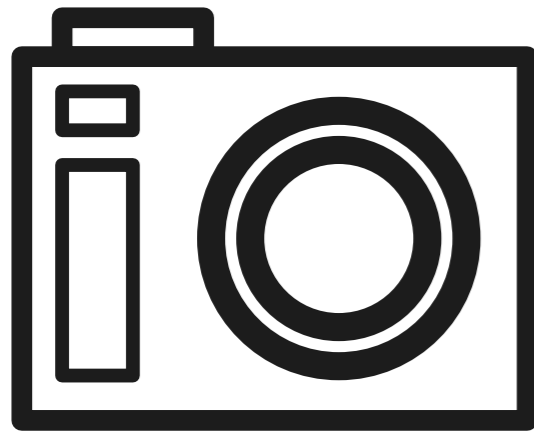
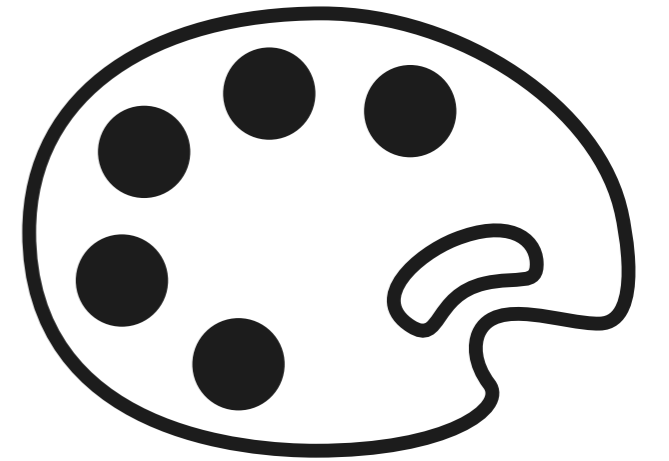
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

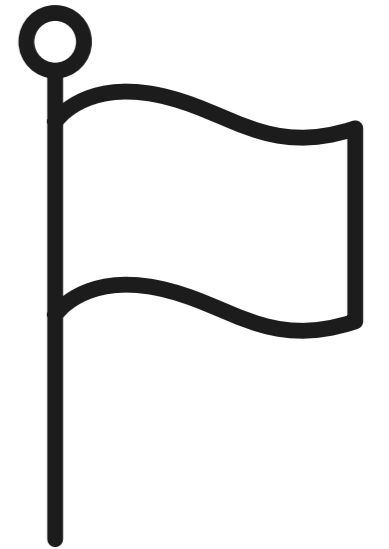
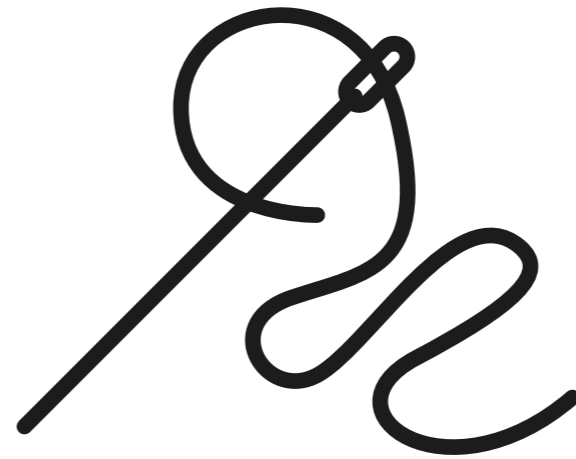
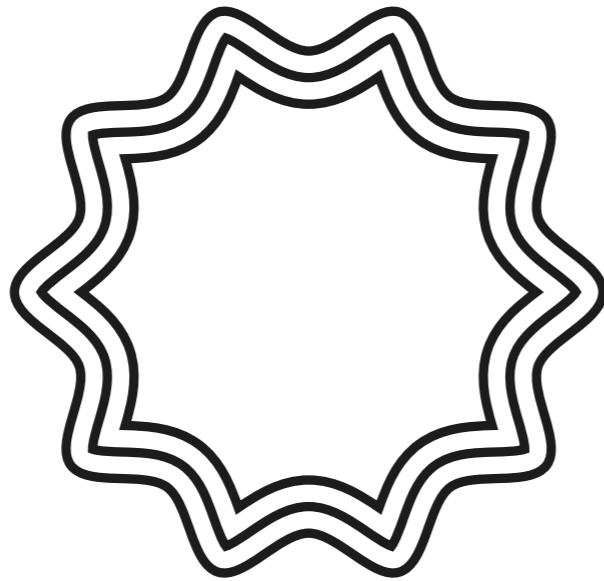
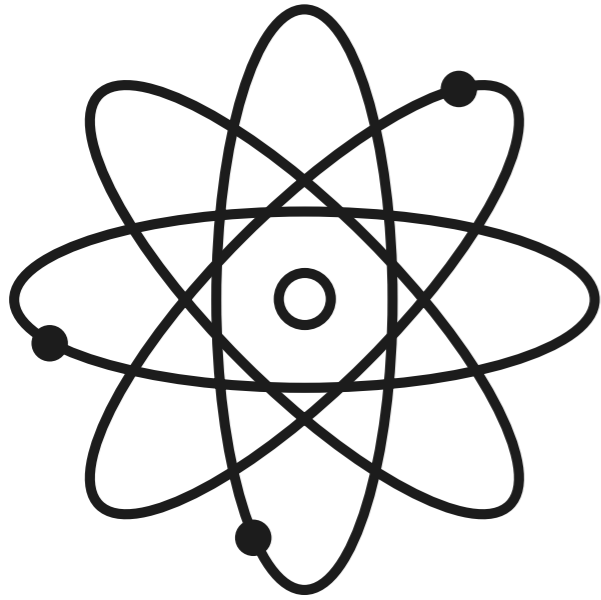
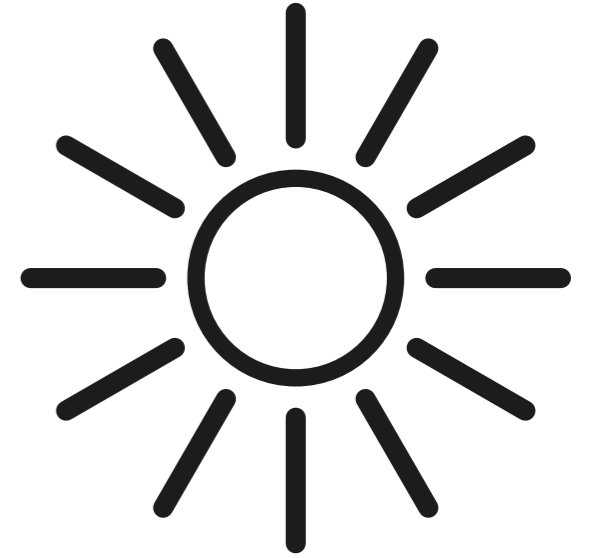
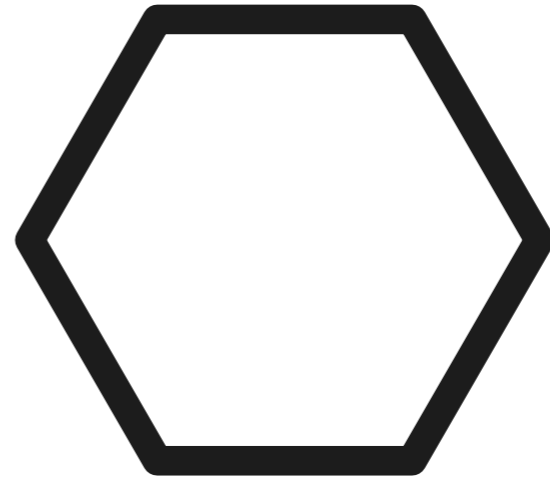
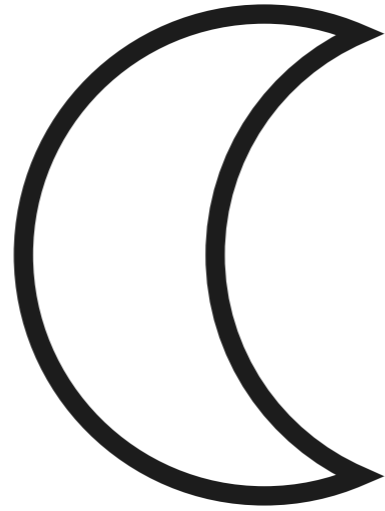
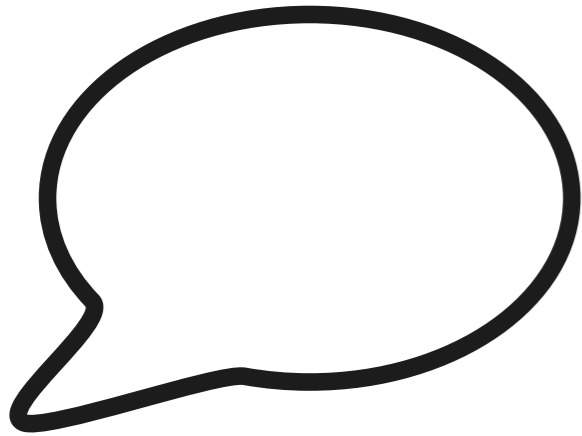
Download Here: <https://fonts.google.com/specimen/Poppins#standard-styles>

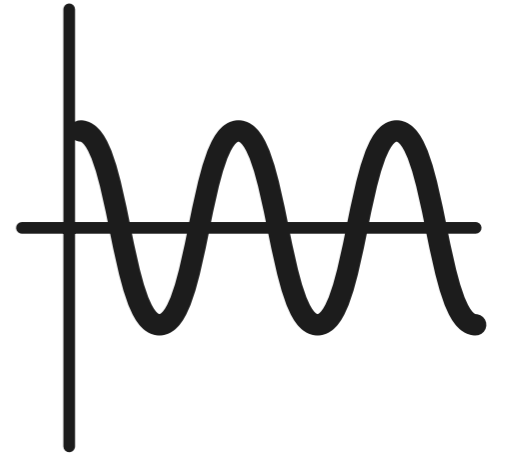
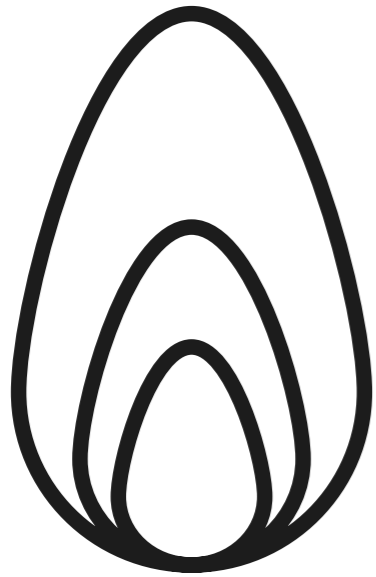
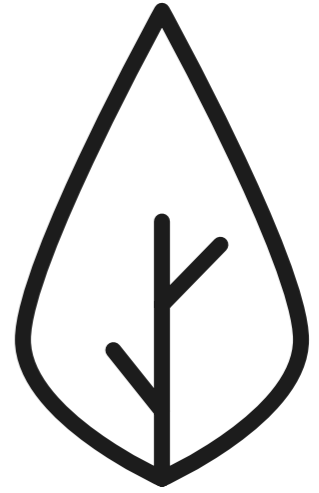
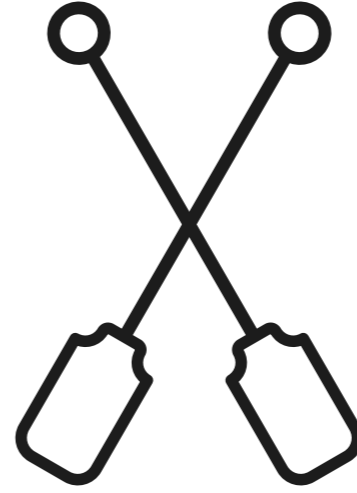
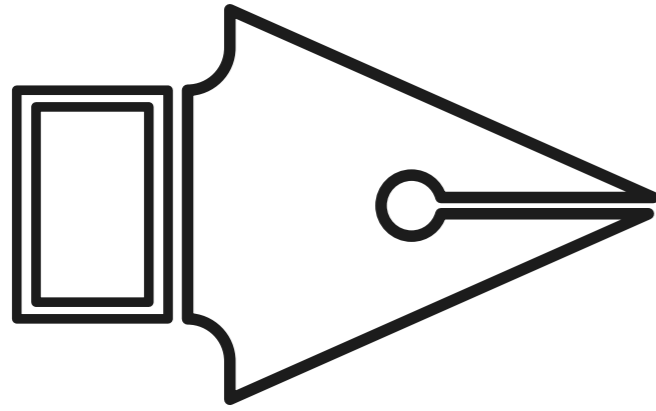
All typefaces used are free for personal and commercial purposes, and are available to download from the links given.

Visuals / Illustrations









Design Guidelines

Creating a Design:

Designs are created by starting with a square grid. Squares can be joined to create rectangular shapes or larger square spaces.

The logo for the brand can be slotted into this grid.

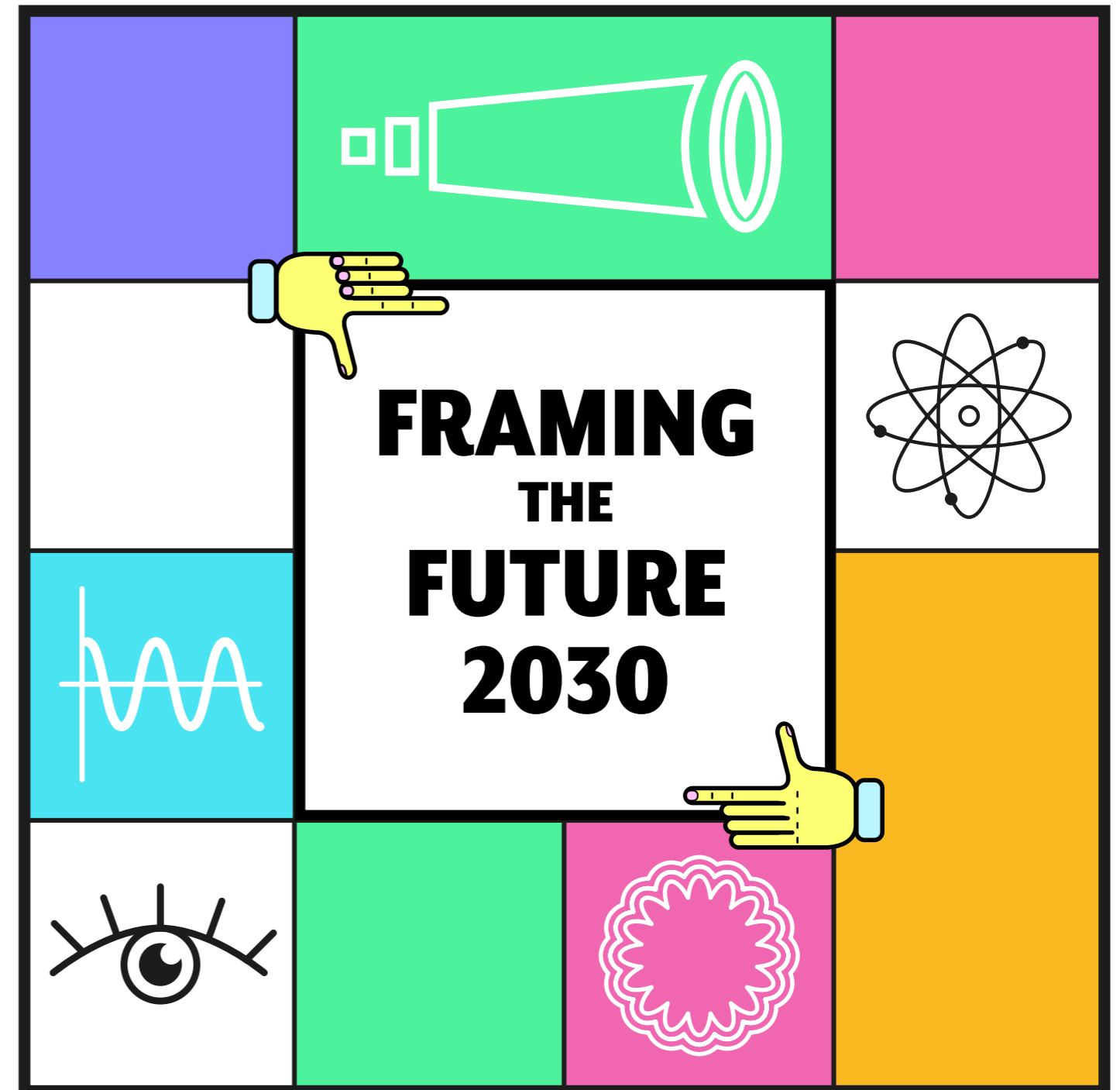
Some of the spaces should be filled with the brand colours.

The brand illustrations can be added into the spaces to create a customised design for each application.

The border of the whole grid should have a heavier stroke width than the individual square spaces.

Guidelines:

- Always use white-stroke illustrations on spaces with colour, and black-stroke illustrations on white-spaces.
- Aim to keep type elements inside white-spaces.
- Try to maintain a good balance between spaces with illustrations and spaces without.



This is an example of a basic square design that could be used for elements of the identity.