

Logo brand guidelines



(Stacked version of the logo
to suit a vertical space)

The purpose of this document is to outline the correct use of the logo so its consistency is maintained across all communication, thereby ensuring its effectiveness communicating the brand and positioning in the market.

This logo is to be used in reference to the Laureate only



1. Logo clear space

A minimum clear space surrounding the logo has been defined to ensure that it remains uncluttered by additional elements.

On the horizontal logo the clear space is the height of the letter E from the word CHILDREN'S in the logo and is calculated from the outer edge of the logo on all sides.

On the vertical logo the clear space is the width of the sun in the logo and is calculated from the outer edge of the logo on all sides.

This clear space applies on printed applications as well as online.



2. Logo minimum size

A minimum size for the logo has been determined to maintain legibility.

The minimum size is defined by the width of the logo.

Please note, legibility may vary depending on reproduction method. If in doubt, always get a print test proof prior to final output.



3. Logo colour

Where the logo is used in colour it is important that the correct colour breakdown is used for print and screen.

For CMYK printing

Magpie, Australian Children's (CMY-0, K-100)

Book shadow, L, E (C-85, M-50, Y-0, K-0)

A, A (C-0, M-100, Y-100, K-0)

U, T (C-50, M-0, Y-100, K-0)

Sun, R, E (C-0, M-50, Y-100, K-0)



For RGB screen

Magpie, Australian Children's (R-0, G-0, B-0)

Book shadow, L, E (R-27, G-117, B-188)

A, A (R-237, G-28, B-36)

U, T (R-141, G-198, B-63)

Sun, R, E (R-247, G-148, B-30)

4. Logo mono

Where there is a limitation on colour usage and it is not possible to use the colour logo, use the mono version.

On a white background:

All black with a 20% black sun

On a black background:

The logo is not to be reversed out of a black background.



5. Logo incorrect use

Correct and consistent usage of the logo is essential to its integrity. Deviation from these guidelines will result in a diluted and inconsistent visual identity.

Here are some examples of **incorrect** treatments of the logo.

- 1 Do not use unspecified colours
- 2 Do not use on background of unspecified colours
- 3 Do not place logo on busy photographic imagery
- 4 Do not stretch/compress logo
- 5 Do not use other fonts
- 6 Do not add effects to logo

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