



BALLITO

SPECIFICATIONS DOCUMENT

REVISED: IT MANAGER – 3 SEPTEMBER 2011

GENERAL



BALLITO



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The Ashton International College Ballito logo is used for visibility and positive recognition in today's marketplace. The manner in which you present yourself will play a significant role in the public's impressions of your school. The goal is to keep your communications simple, dignified and coordinated, for a positive and professional image. Each new design situation creates a new challenge. In a world where new communication vehicles and methods arise frequently, you must be flexible. This brief guide provides quick direction for the treatment of the Ashton International College Ballito logo in a variety of situations.

These guidelines specify how the logo and its colours are to be used to create a foundation for visual unity, impact and consistency when used in print and electronic media, promotional and branding.

LOGO & ICON

The icon may not be used as a textural element in your designs. Positioning of text (name of school) with logo must be according to specifications indicated in this guide. Ashton International College Ballito are ultimately responsible for approving uses which do not follow the established guidelines. Such uses will be carefully and openly considered. The basic goal is to meet the needs of Ashton International College Ballito without doing damage to the consistency of the identity system.

COLOURS

Where possible the full colour logo must be used. Should the logo need to appear in one colour it is preferred that the black and white logo be used. Use black ink when printing a one-colour logo.

	CMYK BREAKDOWN				PANTONE COLOURS	RGB BREAKDOWN		
Black	100c	0m	0y	100k	Black	0r	0g	0b
Green	100c	0m	65y	47k	Pantone 336	0r	102g	84b
Red	0c	94m	100y	0k	Pantone 1795	209r	36g	33b
Gold	0c	18m	100y	15k	Pantone 117	196r	158g	13b

NOTE WHEN USING RGB AND CMYK VERSIONS OF LOGO:

RGB version is best used for online usage / on-screen colourbreak down ie. websites..

CMYK version must be used when formally printing a job/document

CMYK is a colour breakdown used for traditional 4 colour Lithographic printing using 4 inks Cyan Magenta Yellow and Black (Also known as full colour printing). Colour accuracy depends on the quality control of the printer. If you are not using a reputable printing company the colours can vary slightly from the start of the job to the end (always pull some samples top middle and end to check consistency). You can also adjust the colours on the machine for example pump up the magenta slightly if needed. The final colour accuracy depends on the quality and experience of the printers.

Digital printing is set up using the CMYK breakdown but laser printing is not colour very accurate and discrepancies often occur.

Pantone colours are a universal colour matching system using specific inks which are colour accurate. These are also known as Spot Colours and Special Colours. A job can be run using only spot colours to ensure accuracy or you can run a 4 colour job with an additional spot colour (ie a 5 colour job CMYK + Pantone) It costs more for each colour added. These colours are only used for print when colour accuracy is essential usually on big brands with colour variants when you may end up with an 8 colour job (CMYK + 4 Spot Colours).

Not all the CMYK breakdowns can be matched exactly by Pantone colours You can also buy a Pantone Coated swatch book which makes life a lot easier when specifying colours.

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TYPEFACE

Never recreate the logo. Do not substitute the font in the logo with anything other than what is specified in this guide.

The school name is to always be written using COPPERPLATE 33BC.

The pay-off-line/slogan is to always be written using COPPERPLATE 33BC.

Headings are to be written in COPPERPLATE 33BC.

ARIAL, ARIAL NARROW, ARIAL BOLD or ARIAL ROUNDED are the suggested typefaces for body copy when creating a layout.

Individual Fonts that must be used for each School, College and Phase:

Pre-Preparatory	(Gr 000-R)	Kristen ITC
Foundation	(Gr 1-3)	Comic Sans
Intersen	(Gr 4-7)	Arial
Senior College	(Gr 8-12)	Arial Narrow

REMEMBER

Never replace the typeface either in the tagline or in the logo with your own.

Never change the layout of the logo in any way other than shown within this document.

Do not use the logo on a busy pattern or background that impairs its legibility.

Do not stretch any part of the logo at any time.

The format cannot be compromised: do not slant or rotate the logo in any way.

SCHOOL LOGO – VARIATIONS



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FULL COLOUR LOGO

ICON - CMYK BREAKDOWN

Black	100c	0m	0y	100k
Green	100c	0m	65y	47k
Red	0c	94m	100y	0k
Gold	0c	18m	100y	15k

SCHOOL NAME
Font - Copperplate 33BC
Colour - Black



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ONE COLOUR LOGO

ICON
 Colour – Black

SCHOOL NAME
Font - Copperplate 33BC
Colour - Black

TRANSPARENT FULL COLOUR LOGO



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ICON - CMYK BREAKDOWN

Black	100c	0m	0y	100k
Green	100c	0m	65y	47k
Red	0c	94m	100y	0k
Gold	0c	18m	100y	15k

SCHOOL NAME

Font - Copperplate 33BC

Colour - Black

SCHOOL CALENDAR LOGO

THIS GREY LOGO IS TO BE USED ON CALENDARS ONLY.



ASHTONIAN SPORTS CAFE LOGO



ALL SPECIFICATION APPLIED TO THE SCHOOL LOGO WILL APPLY TO THE ASHTONIAN LOGO

ASHLINGS LOGO



ASHLINGS LOGO COLOUR PALETTE BREAKDOWN

Yellow	CMYK	0c	5m	100y	0k
Red	CMYK	0c	100m	100y	0k
Green	CMYK	100c	0m	100y	0k
Blue	CMYK	100c	10m	0y	0k
Black	CMYK	100c	100m	100y	100k

Yellow	PANTONE	Yellow 012C
Red	PANTONE	1795C
Green	PANTONE	355C
Blue	PANTONE	Process Cyan C
Black	PANTONE	Black C

Yellow	RGB	256r	225g	0b
Red	RGB	227r	10g	22b
Green	RGB	0r	130g	49b
Blue	RGB	0r	120g	200b
Black	RGB	10r	10g	11b

SCHOOL LOGO - FULL COLOUR VERTICAL



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SCHOOL LOGO - ONE COLOUR VERTICAL



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SCHOOL LOGO - FULL COLOUR – HORIZONTAL



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SCHOOL LOGO - ONE COLOUR – HORIZONTAL



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SCHOOL LOGO - CLEAR SPACE



INDICATION OF CLEAR SPACE AREA

NEVER CHANGE THE LOGO IN ANYWAY



FONT OPTIONS

COPPERPLATE 33BC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCEDFGHIJKLMNOPQRSTUVWXYZ

1234567890

KRISTEN ITC - Pre-Preparatory Gr 000-R

abcdefghijklmnopqrstuvwxyz

ABCEDFGHIJKLMNOPQRSTUVWXYZ

1234567890

COMIC SANS - Foundation Phase Gr 1-3

abcdefghijklmnopqrstuvwxyz

ABCEDFGHIJKLMNOPQRSTUVWXYZ

1234567890

ARIAL - Intersen Phase Gr 4-7

abcdefghijklmnopqrstuvwxyz

ABCEDFGHIJKLMNOPQRSTUVWXYZ

1234567890

ARIAL NARROW - Senior College Gr 8-12

abcdefghijklmnopqrstuvwxyz

ABCEDFGHIJKLMNOPQRSTUVWXYZ

1234567890

ARIAL BOLD – Headings

abcdefghijklmnopqrstuvwxyz

ABCEDFGHIJKLMNOPQRSTUVWXYZ

1234567890

ARIAL ROUNDED - General School Newsletters

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

DOCUMENTS

LETTERHEAD

Instructions for using the Ashton International College Ballito letterhead:

The Letterhead is to be used when writing a letter. Otherwise the Logo Document is to be used please.

Colour letterhead vs Black & White letterhead: The Colour letterhead is printed and supplied in hard copy to you and is the version to be printed onto in Black Ink.

The Black and White Letterhead is on your Computer systems and is to be used whenever the letter is to be photocopied, or when staff are printing from PC's directly onto a letterhead.

Where possible use the original templates that have been setup and are on file with the IT Manager.

Use only the file saying: AshtonInCollegeBallito-Letterbw2011.doc.

Check that your page is set to A4 size.

The paragraph line spacing is set to start and end at 0, with single line spacing.

All writing to be Arial. The font size is preferably size 11 but may be amended according to the needs of the letter.

The margins are set to match the letterhead's header and footer - please do not change them.

On page 2 the writing will start at margins on top for setting 4cm and bottom at 2cm.

Ensure that when you print, you select A4 size paper and not letter. If it is on letter size, then the balance is incorrect.

All letters done on a school computer must be done using the black and white letterhead layout provided.

Colour letterheads have been formally printed and will be printed onto in black only.

All letterheads are to be signed by one of the following: Head of Junior College, Head of Senior College, or CEO

Should you need to work in the letterhead please follow the margin guidelines below:

Top margin	27.5mm
Bottom margin	25.4mm
Left and right margins	17.5mm
Header top margins	12.7mm
Header bottom margins	8.4mm

THE LOGO DOCUMENT - NO LETTERHEAD

Instructions for using the Ashton International College Ballito Logo Document:

The Logo Document is to be used when not writing a letter but when a Logo is required on the document.

If writing a letter, use the letterhead.

Use only the file saying: AshtonInCollegeBallito-LogoDoc.doc

Check that your page is setup to A4.

The paragraph line spacing is set to start and end at 0, with single line spacing.

All writing is to be Arial font size 11.

Ensure that when you print, you select A4 size paper and not letterhead. If it is on letter size, then the balance is incorrect on the page.

Top margin	27.5mm
Bottom margin	25.4mm
Left and right margins	17.5mm
Header top margins	12.7mm
Header bottom margins	8.4mm

On page 2 the writing will start at margins on top for setting 27.5mm and bottom at 25.4mm.

Please insert a footer on the left, in Arial font size 6 of the following:

date updated / your login name / the folder where it is stored / the filename
eg: 11Nov09/itmanager/h:/2010/brandinginstructions-revDMH-11Nov09

ALL OTHER DOCUMENTS WITH THE ASHTON INTERNATIONAL COLLEGE LOGO - NO LETTERHEAD

Any other labels that are done with our logo are to ensure the following please:

The Ashton International College Logo must have Ballito underneath it, with the correct font style and size ie: Copperplate 33BC and size 10.

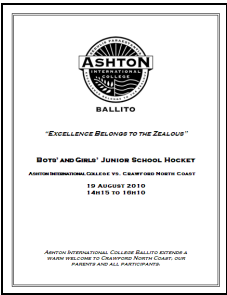
All addresses for our school are to be in Arial size 8.

All text should be in Arial - size dependent on the article or label - please confirm with IT Manager to brand.

Do not release documents in an electronic format that could be amended. Rather pdf them before release.

PROGRAMS

Please use the one illustrated graphically below



EXAMINATION COVER PAGES

Please use the one illustrated graphically below

