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Introduction

The Edinburgh College brand is the identifying mark and visual system of the organisation. It helps to build trust and familiarity with our audience. It showcases our values and aims.

A brand is more than a logo and collection of colours - it is a business's entire identity. A consistent, recognisable brand can build trust and credibility with its customers.

Please use these brand guidelines to apply our assets consistently and correctly, allowing us to create a strong and instantly recognisable brand.

Introduction

The Edinburgh College logo is the college's primary identifying mark. In this section we will explore how the mark should be presented and its main components.



Heritage

Edinburgh College was formed on 1 October 2012 as part of the merger of Edinburgh's Jewel and Esk, Telford, and Stevenson colleges.

The College has four campuses, all of which were previously the campuses of the constituents of the merger:

Granton Campus
 Midlothian Campus
 Milton Road Campus
 Sighthill Campus

The first Edinburgh College logo was created in 2012. Using three blocks to demonstrate the three colleges merging, with each block in the legacy College's iconic brand colours.

In 2016 the brand was relaunched, introducing a cleaner, accessible logo with colours slightly stripped back.

Today our brand has been reintroduced after a decade of development, consistent with the College's current aims and values.



Logo

This is the Edinburgh College logo in its purest form and should be used as the default.

The logo is comprised of the brand name, 'Edinburgh College', in our brand font which is Lato. It is shown in the brand colour of navy and features the College's signature three squares icon.

Variations of the logo can be found on page 11 of this document with instructions on how to use them.



Logo

Minimum clear space, minimum size and recommended sizes

Make sure to give the logo plenty of space to breathe.

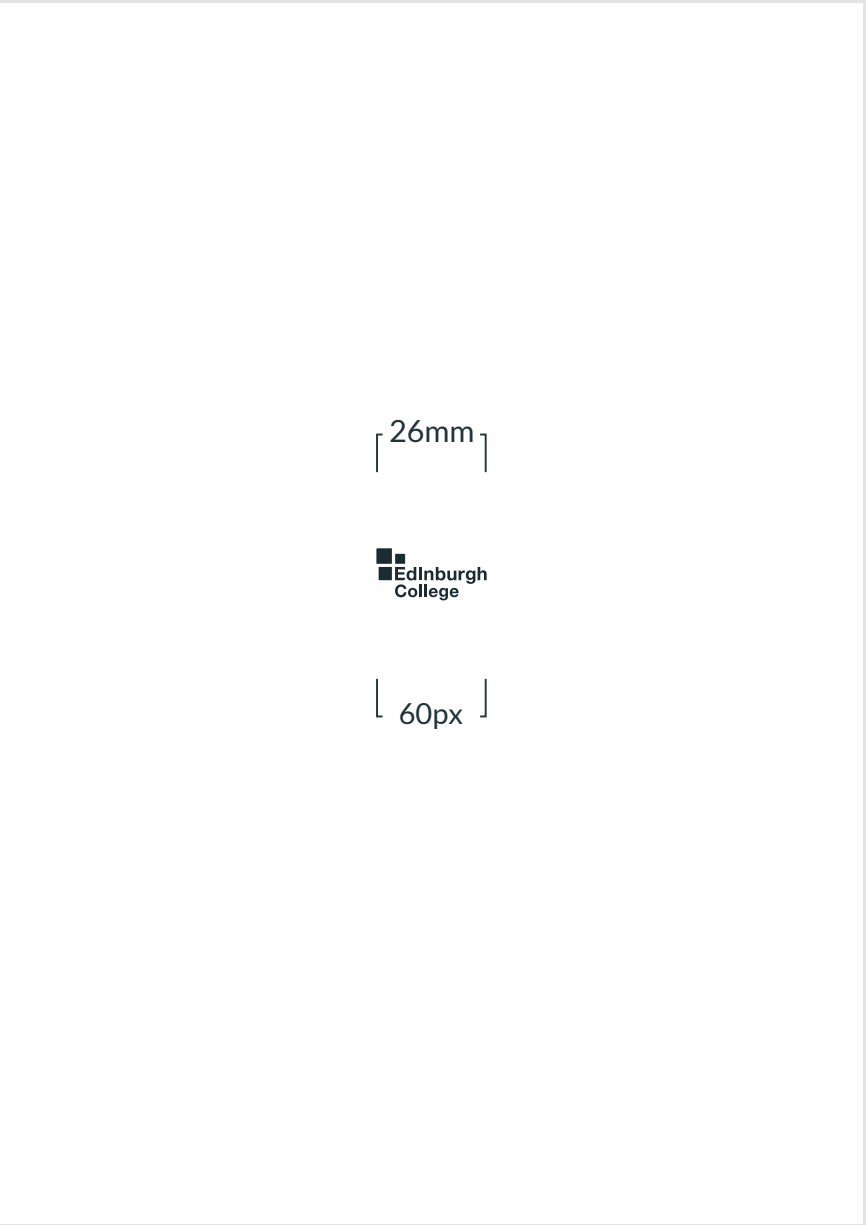
Use the top left square of the logo as a visual gauge - give at least this much space on all sides of the logo. Do not have the elements of the logo directly touching other elements such as text or graphical elements.

Minimum size

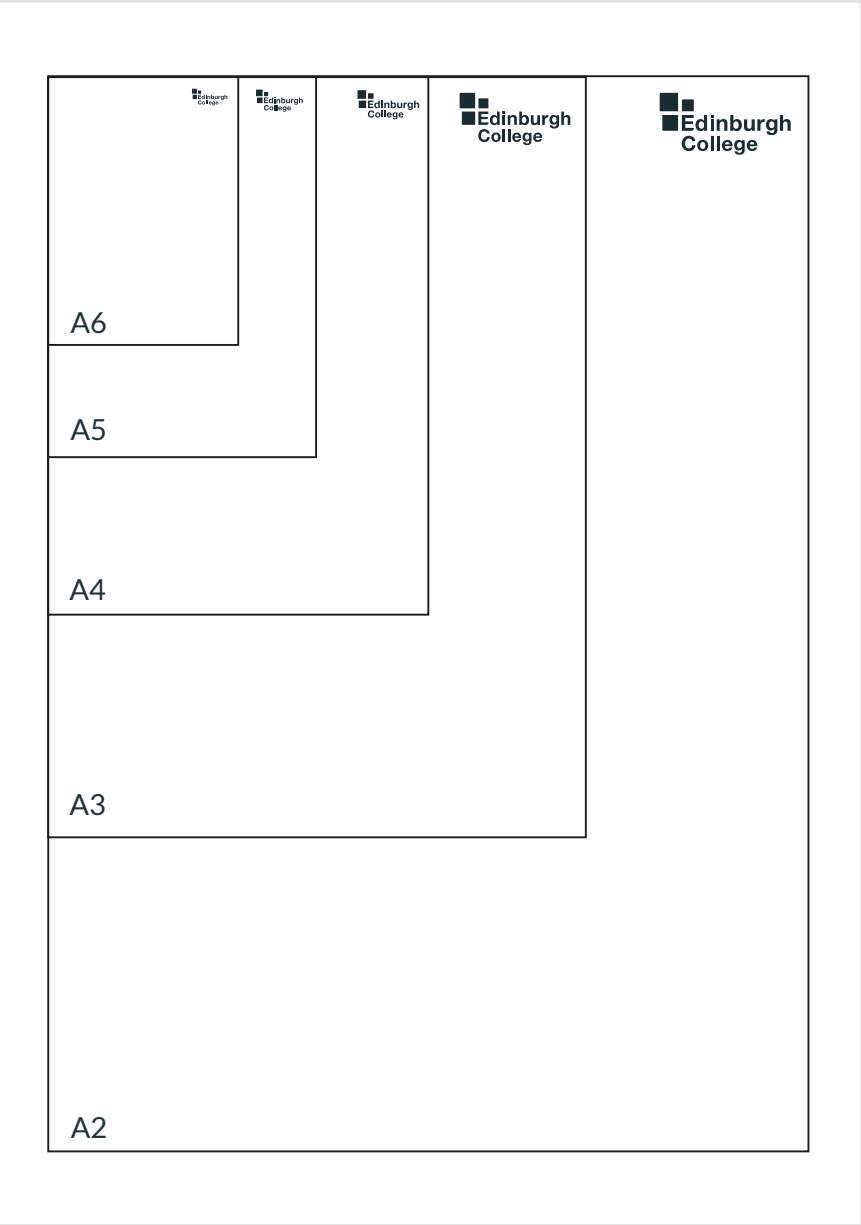
When placing the logo on screen or on an A4 sheet of paper, make sure the ‘Edinburgh College’ text is clearly readable.

Recommended sizes

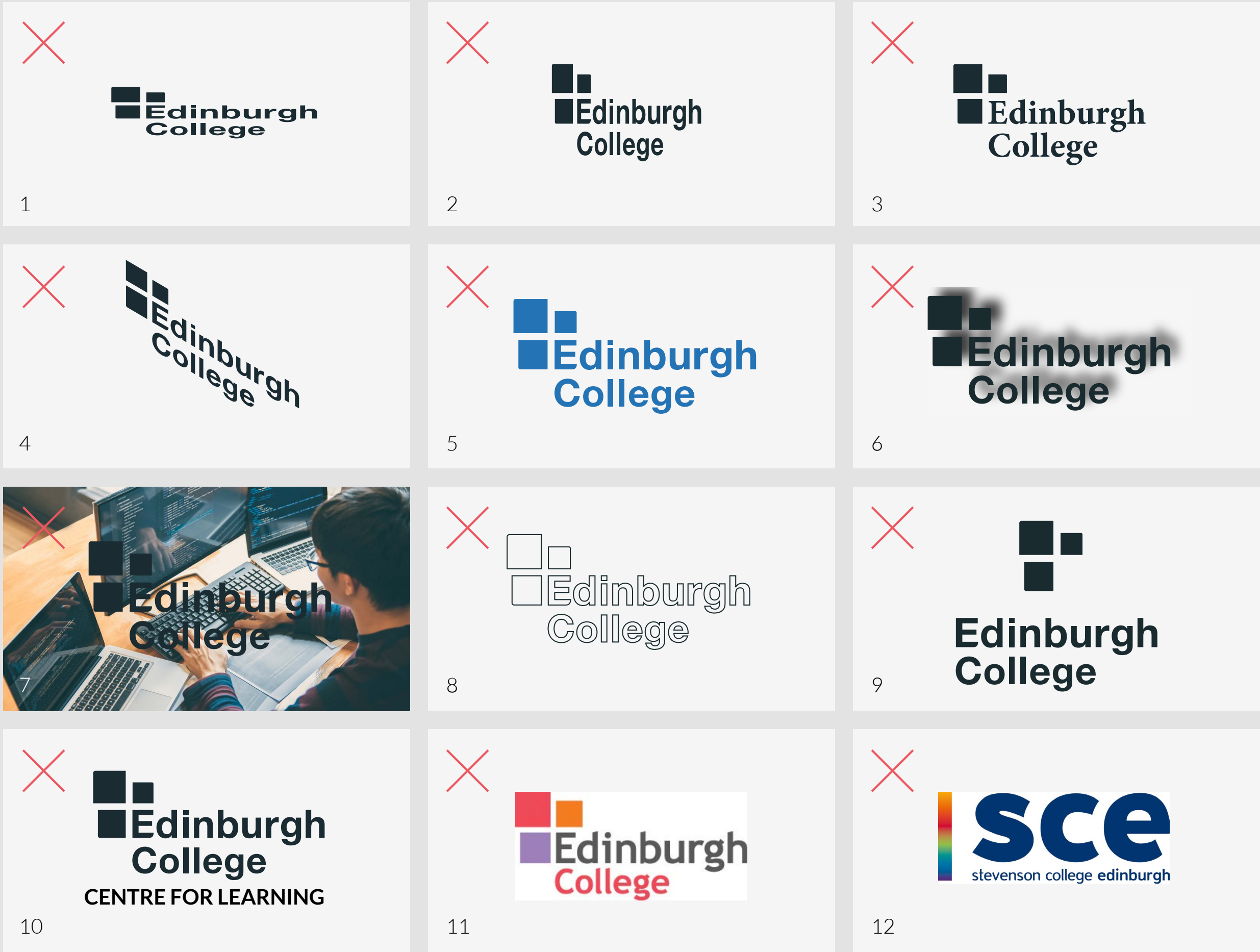
Same applies for all sizes of paper - ensure the text is readable.



Minimum size



Recommended sizes



Please only use the below variations of the Edinburgh College logo.



Logo

Incorrect usage and correct variations

For a business to be effective, the logo must be instantly recognisable. Varying too much in the way the logo is used makes the brand less recognisable and less trustworthy. A strong and consistent corporate brand fosters brand loyalty, boosts our reputation as a professional business and builds trust in our customers.

Always use the Edinburgh College approved logo artwork and do not make alterations to it. See below examples of incorrect usage.

- 1 & 2. Never stretch the logo.
- 3. Never recreate the logo.
- 4. Never rotate, skew or distort the logo.
- 5 & 6. Never alter the colour of the logo, add a gradient or apply any effects to it.
- 7. Never place the logo on elements that makes it unreadable.
- 8. Never outline the logo, or any elements of it.
- 9. Never change the layout of the logo elements.
- 10. Never add elements to the logo within the minimum clear space area. Never add words or create unapproved sub-brands of the approved logo artwork.
- 11. Never use an old version of the Edinburgh College logo. Only use the versions specified in this document.
- 12. Never use or reference logos from previous incarnations of Edinburgh College, pre-merger.

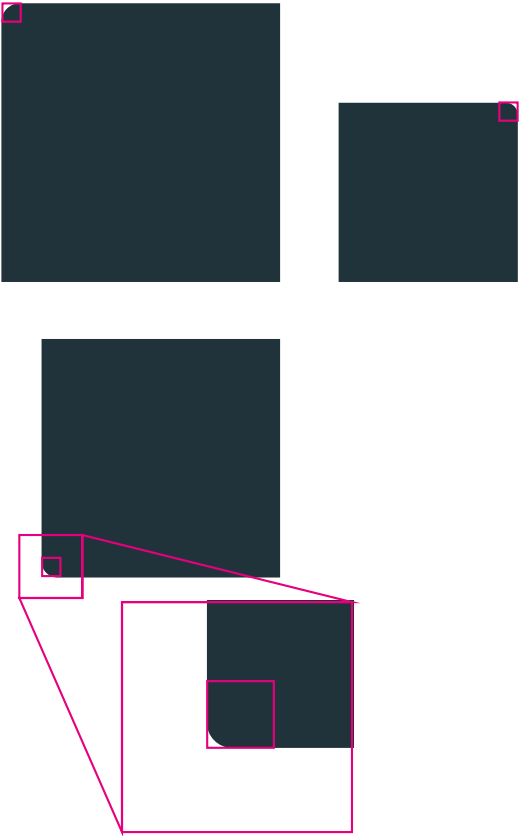
Where possible, we use the default version of the Edinburgh College logo. However, there are instances where it is more appropriate to use a variation of the logo.

In locations where the brand has already been established, the icon variation can be used to make an additional nod to the brand. This is typically used on social media posts where the brand is already enforced through the social media account name and profile photo. It can also be used in PowerPoints where the brand has already been stated in earlier slides. The icon can also be used as a background shape.


The single-line variation should be used when there isn't enough vertical space to use the default logo. This typically applies to document footers and in compositions that do not allow for much vertical space.

The logo variations are also available in white.

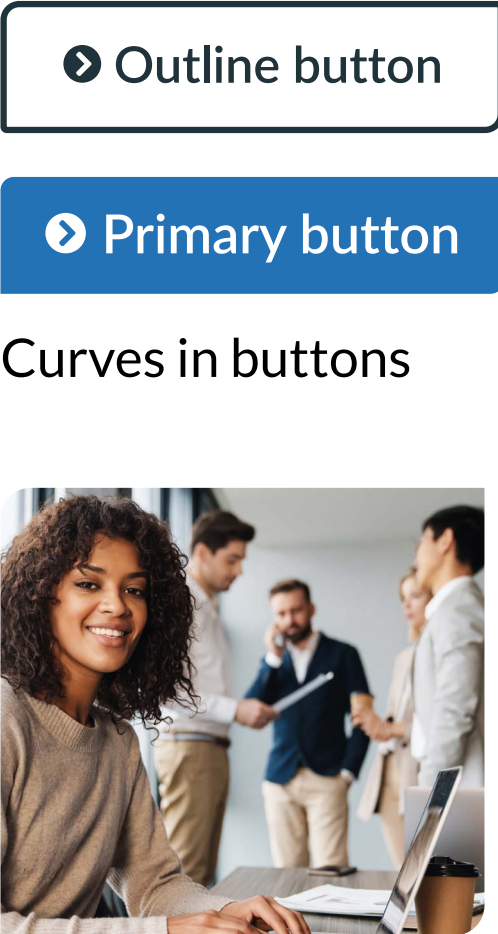
Curves



Curves in 3 squares in logo



Curves in 'E' in logo



Curves in buttons

Curves in images

Typography

Lato

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

Visual Elements

Curves

The curves are an identifier of the Edinburgh College brand; a visual cue. We use it in the logo as well as graphical elements such as buttons, section dividers and photos.

The designated curves are the top left and bottom right.

Typography

Our brand font is Lato. It is used for the promotion and services of Edinburgh College.

Where Lato is unavailable, Arial should be used as a suitable alternative.

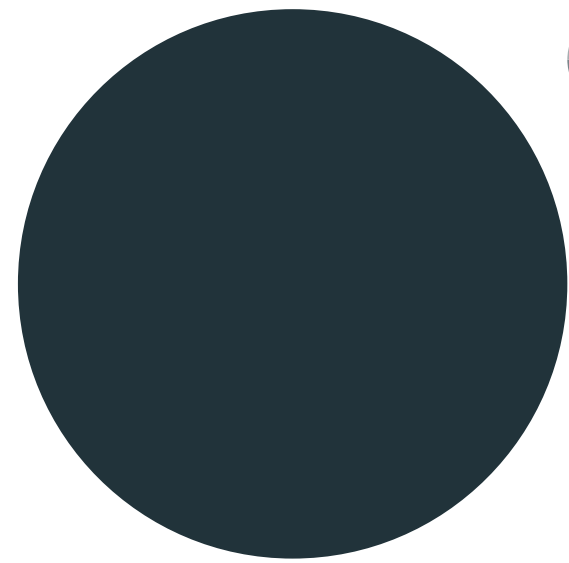
Strapline

‘For the future you want’ was devised in relation to our brand essence. Edinburgh College touches everyone in the region, we shape the future workforce, we fuel the future economy, and we provide future opportunities for the community. We impact the future of Edinburgh and the Lothians as an educational super force.

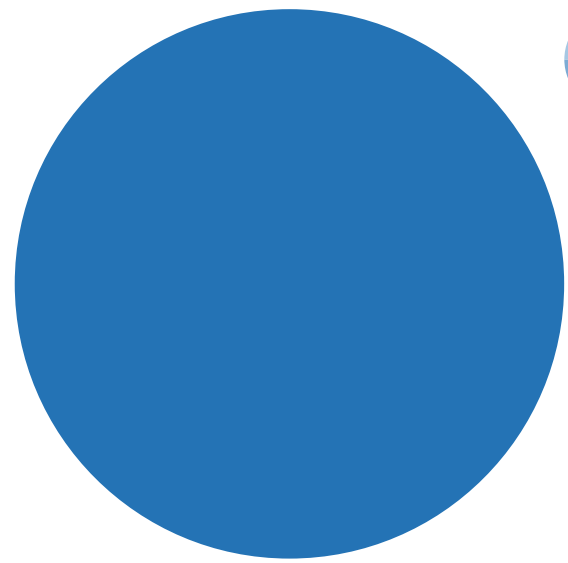
The strapline is used in conjunction with the logo and other information where appropriate.

It is primarily used in flagship brand materials and corporate documents.

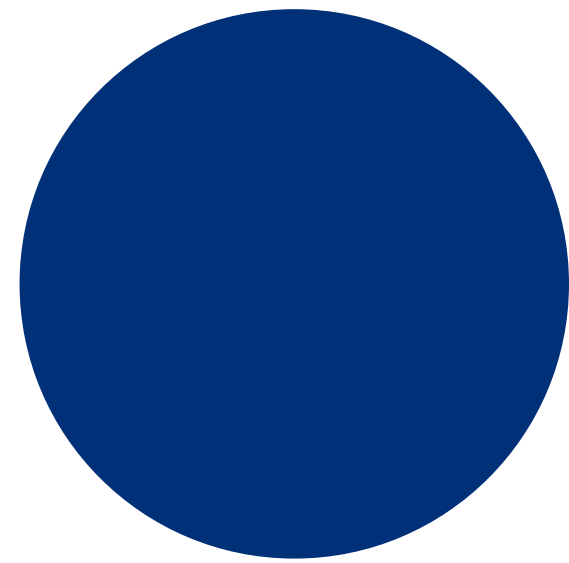
For the future you want



EC Navy
R33 G51 B58
C85 M61 Y53 K60
HEX #21333A



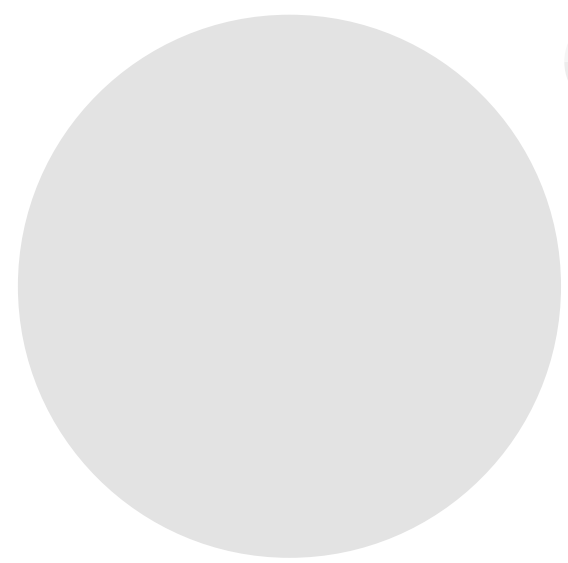
EC Accent Blue
R36 G114 B182
C84 M48 Y3 K0
HEX #2472B6



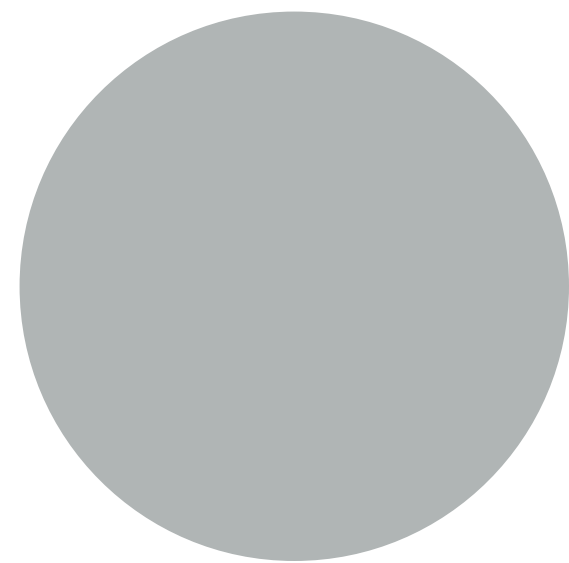
EC Supporting Dark Blue
R0 G48 B120
C100 M84 Y29 K10
HEX #003078



Grey Light
R246 G246 B246
C5 M4 Y4 K0
HEX #F6F6F6



Grey Medium
R227 G227 B227
C13 M9 Y11 K0
HEX #E3E3E3



Grey Dark
R177 G180 B182
C34 M23 Y25 K4
HEX #B1B4B6

Colour Palette

Our colour palette is comprised of our Edinburgh College Navy which is complimented by its accent, Edinburgh College Blue. The two main colours are supported by a dark blue and three greys.

When using the Edinburgh College colours, it is important to use the supplied colour values rather than colour picking.

It's typical for a difference in device or medium to create colour alterations. For example, colour will have differences in appearances between a mobile screen and on paper. To reduce these differences, refer to these colour values.

To additionally reduce alterations, avoid colour picking from documents and manually input values.

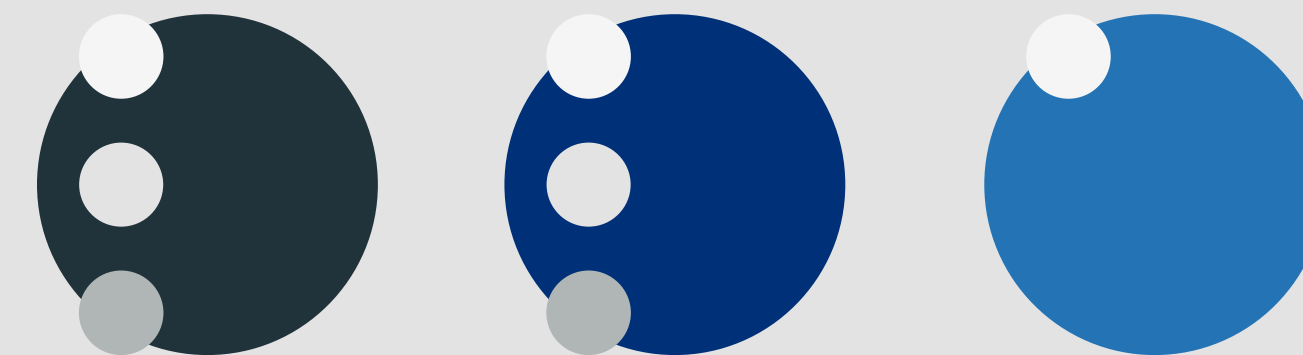
When creating materials to be viewed on screen, use the RGB values. When creating materials to be printed out, use the CMYK values. When defining a colour for a web page, use the HEX code.

Colour Accessibility

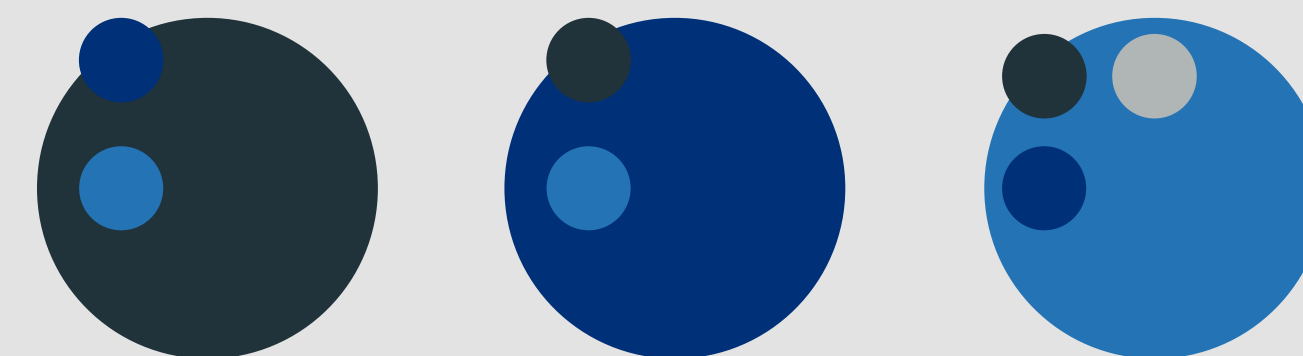
Accessibility is an essential consideration when creating branded materials.

Colour contrast is a very important component of creating accessible materials and assets for all users. To make text easy to read, the contrast between the text and the background should be high.

Accessible combinations



Non-accessible combinations



Section 2

Using Our Elements

Introduction

We have established what the elements are that make up the Edinburgh College brand. Now, we will demonstrate how to use these elements.

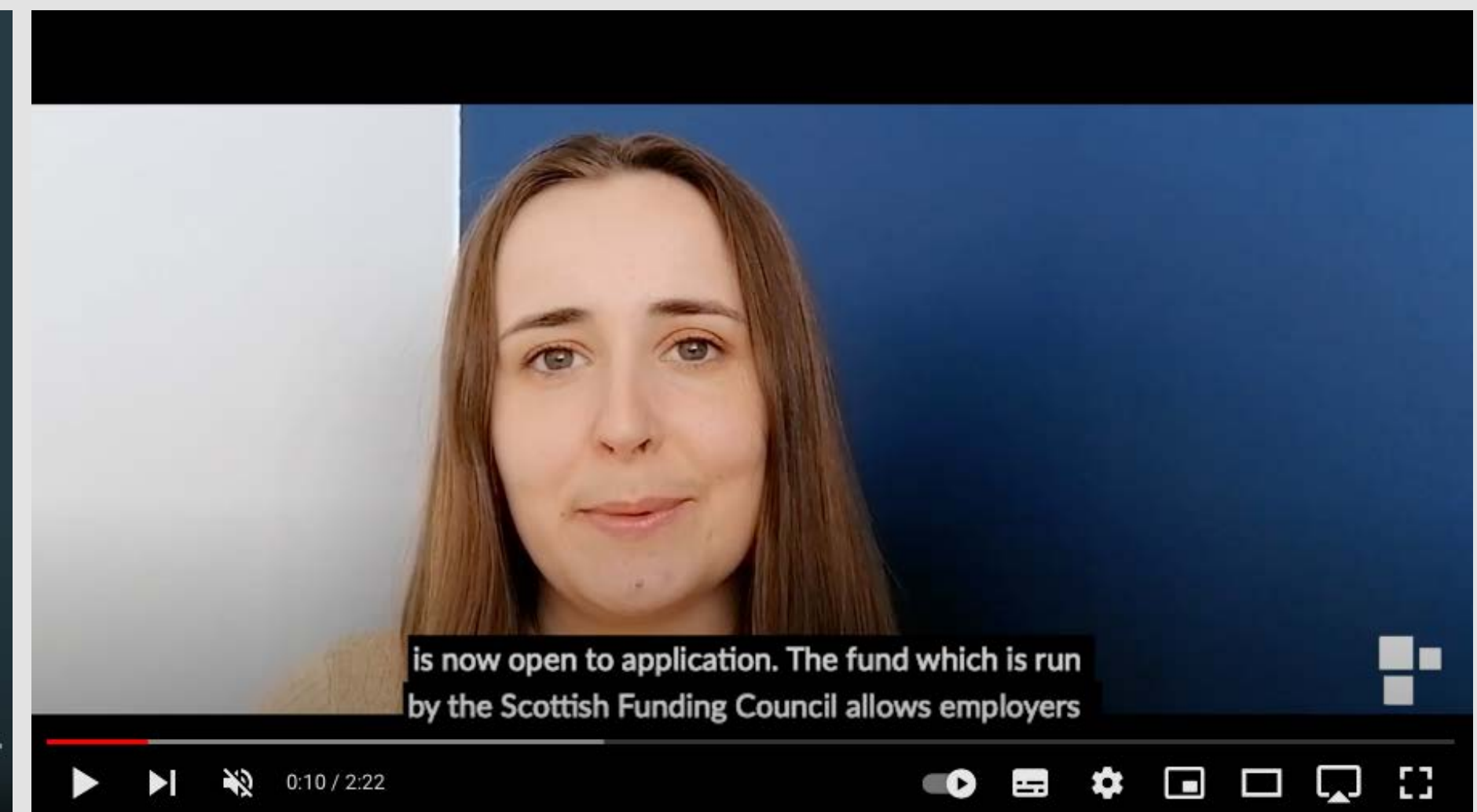


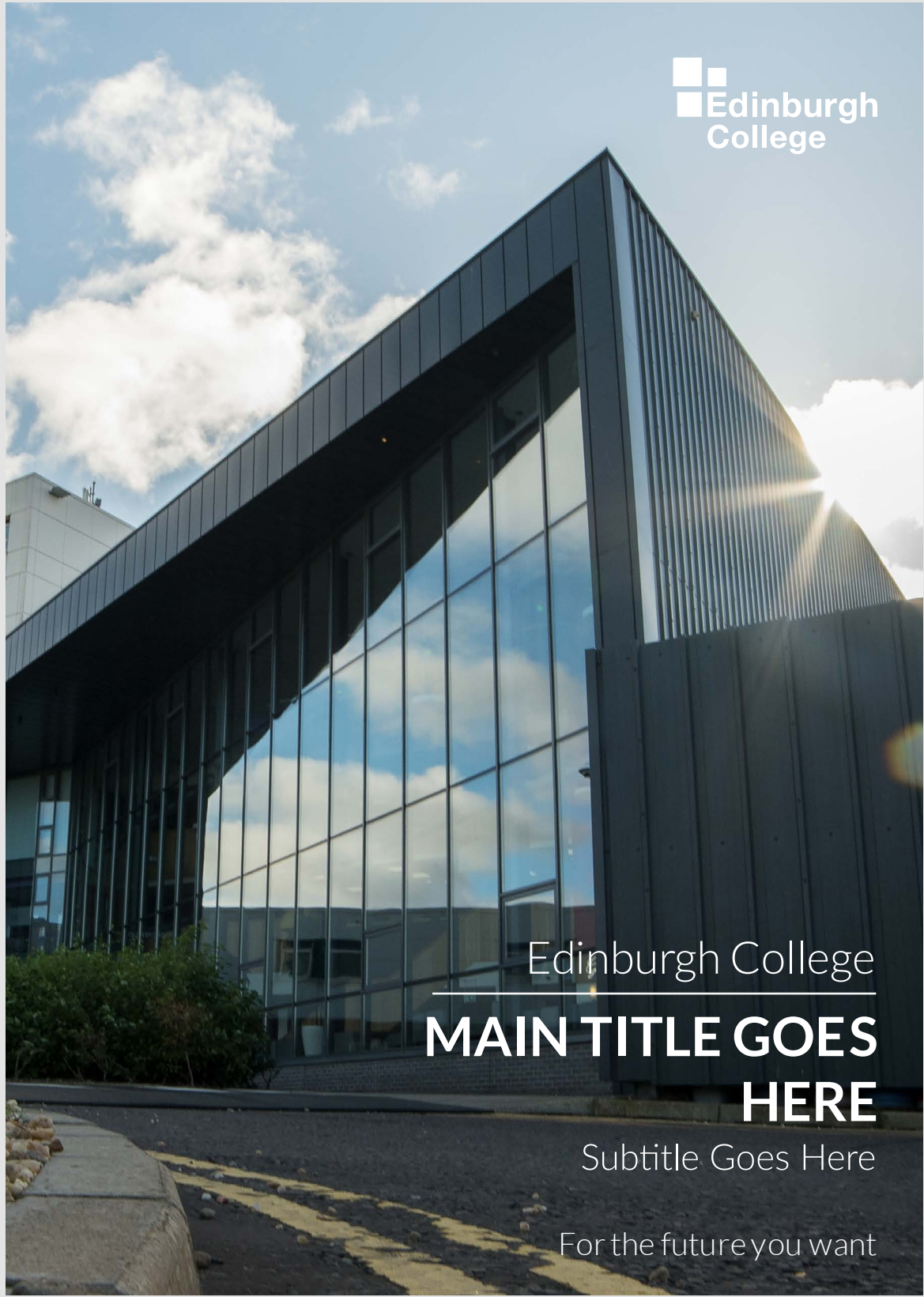
Logo Placement

On flagship documents, our logo is placed in the top right corner to immediately tell the reader who the publisher is.

For social media posts, the logo is placed in the bottom right corner. Typically, on social media, the Edinburgh College logo is already established through the account name and profile photo. Therefore, the blocks are added as an extra brand touchpoint.

In video production, the logo is typically the final slide and is placed in the middle of the screen for a final impact.







MAIN TITLE GOES HERE
Subtitle Goes Here

For more information please visit:

-  edinburghcollege.ac.uk/schools
-  schools@edinburghcollege.ac.uk

Follow us:

-  [edinburghcollege](#)
-  [edinburghcoll](#)
-  [edinburghcollege](#)
-  [EdinburghCollege](#)

For the future you want

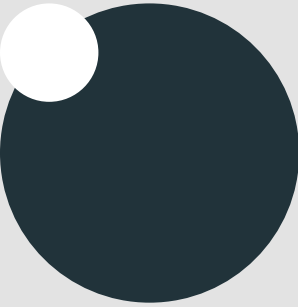
Edinburgh College is a registered charity in Scotland.
Charity number SCO21213
Our course portfolio and campus allocation may be subject to alteration.

 Finished reading? Please recycle or share it.

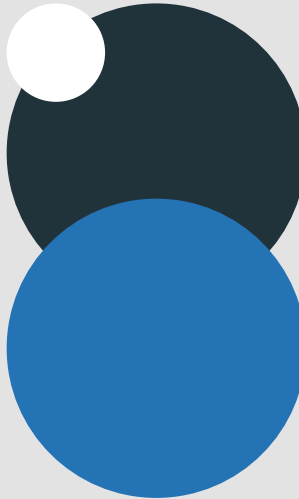
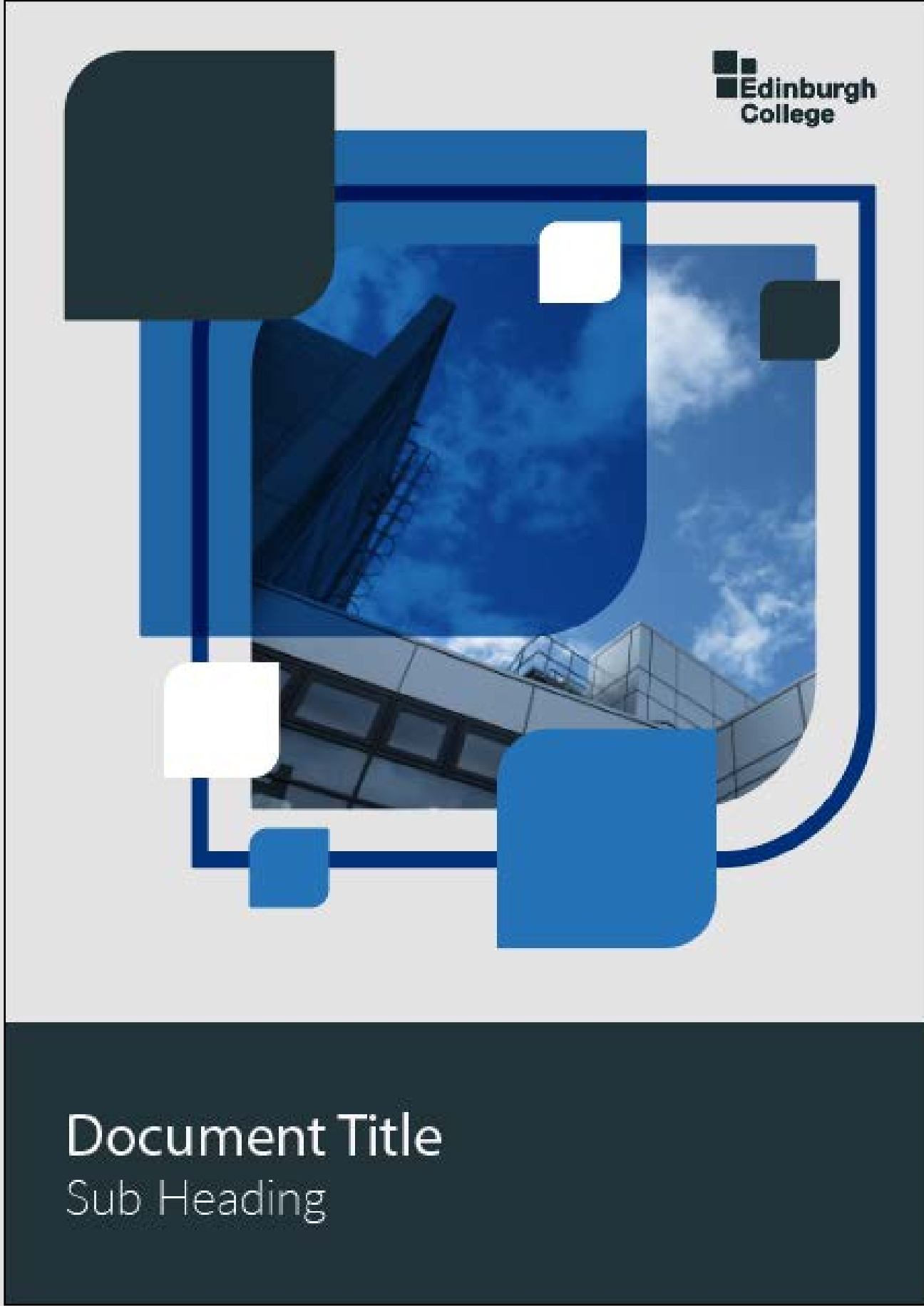
Document Structure

Edinburgh College produces several flagship documents each year which showcase the College’s provision. These documents are generally for marketing or providing information to an external audience.

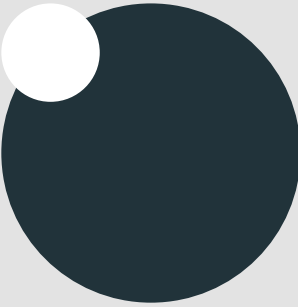
Flagship documents are created by the marketing team. Please get in touch if one is required at marketingteam@edinburghcollege.ac.uk



Tier 1
Using the icon logo as the main design component, a simple cover design can be used for corporate documents. This gives focus to the text and allows for a set of branded documents to be created easily and quickly.

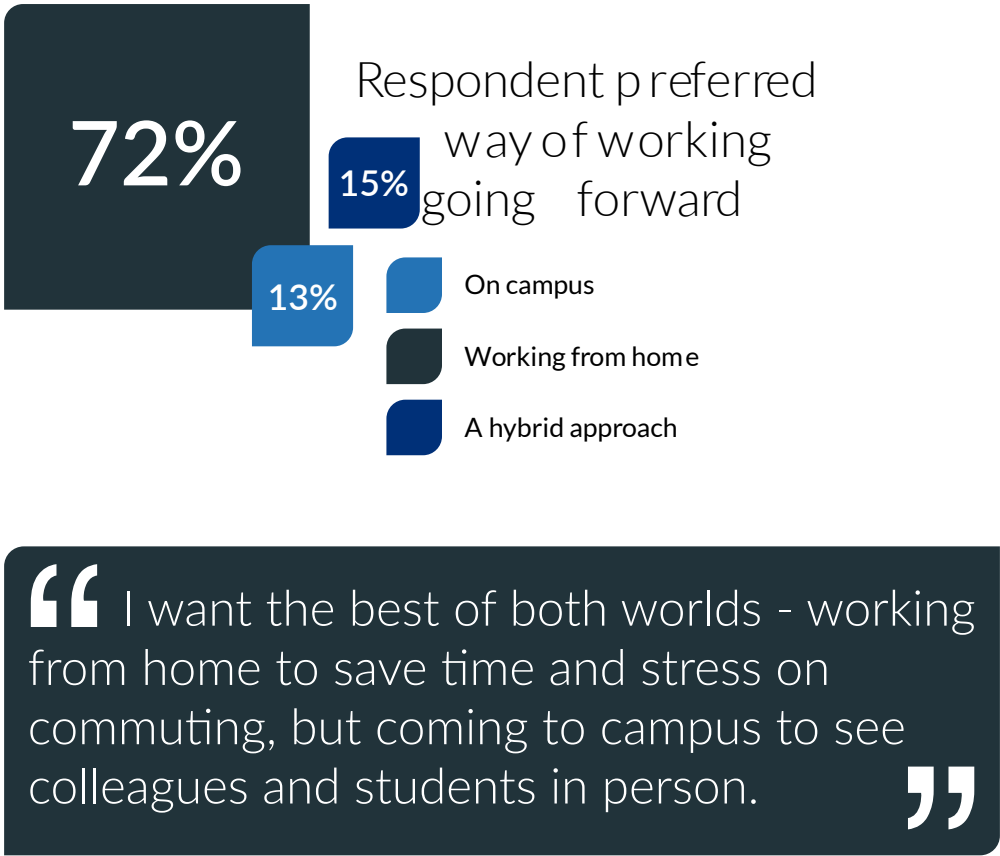
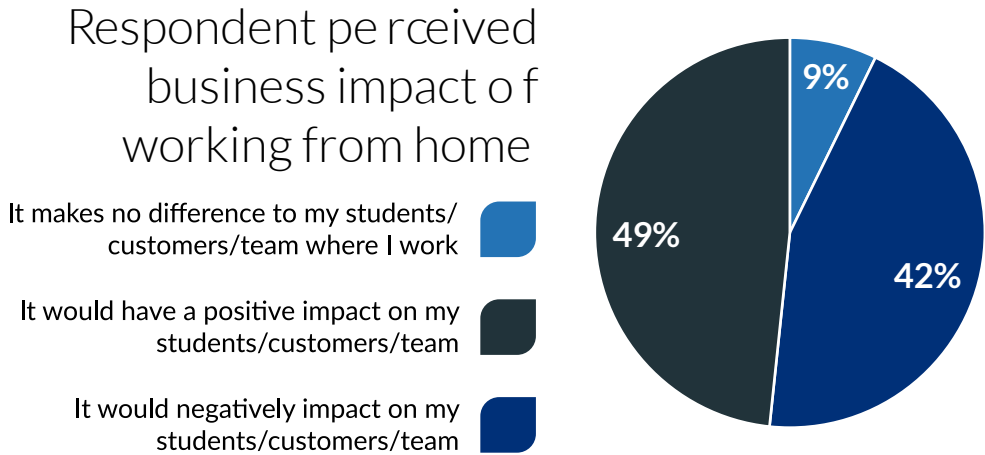
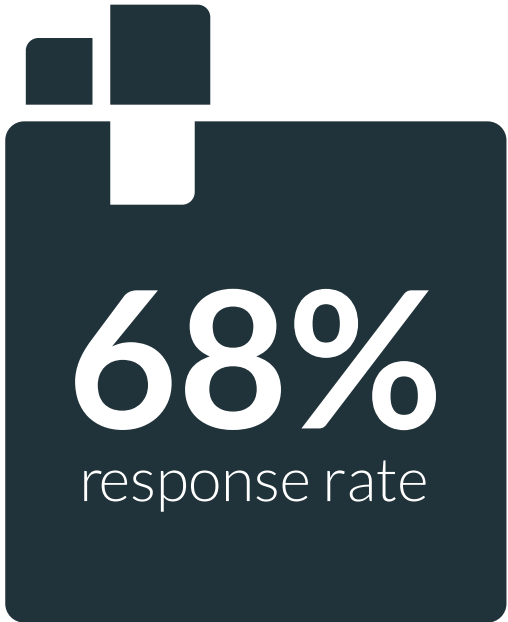
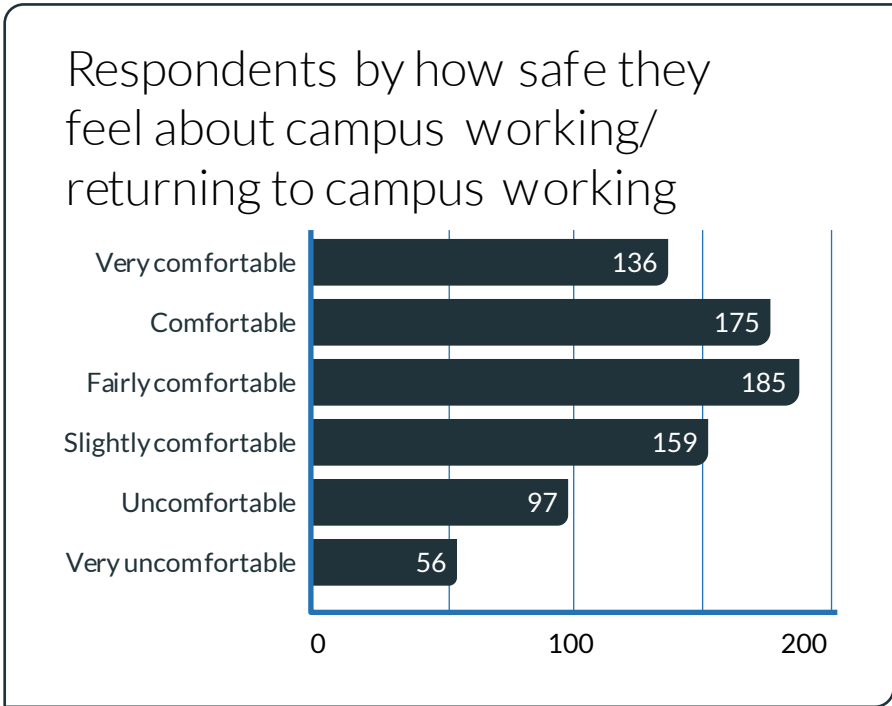


Tier 2
Tier 2 documents are typically for departmental strategy and frameworks. The typical audience for these documents are internal and stakeholder.



Tier 3
Tier 3 documents are typically operational documents such as policies, procedure or guidelines. The typical audience for these documents are internal or stakeholders.

Top benefits and challenges to working from home



Graphic Elements

We use our brand colours, font, and our signature rounded corners to display information. We use super graphics to display statistics in key documents.

Key features include our brand colours; EC Navy being our most used and EC Accent Blue and EC Supporting Dark Blue as supporting colours. Additionally, round corners (particularly top left and bottom right) are a brand indicator so should be used where appropriate in graphical elements.

Section 3


Sub-Brand Identities

Introduction

Our four faculties deliver high-quality teaching in a wide range of subjects designed to help you learn and develop new skills, and to reach your career goals.

Edinburgh College's curriculum provision is divided into four faculties: Engineering and Built Environment; Creative Industries; Health, Wellbeing & Social Science; and Tourism, Hospitality & Business.

Each faculty contains hundreds of courses across a wide variety of subject areas.

 **Edinburgh College**
The School of Art & Design

 **Edinburgh College**
The School of Automotive Engineering

 **Edinburgh College**
The School of Childhood Practice

 **Edinburgh College**
The School of Computing

Sub-Brands Schools

A formula has been created that provides identities without deviating from the Edinburgh College brand.

Where possible, only use the Edinburgh College logo and reference your school in your text content. However, where a school logo is needed, the following can be used.

Facilities

-  Edinburgh College
Aircraft
-  Edinburgh College
Automation Lab
-  Edinburgh College
Dance Studios
-  Edinburgh College
Renewables Centre
-  Edinburgh College
Hair Salon
-  Edinburgh College
Oil Platform Simulator
-  Edinburgh College
Solar Meadow
-  Edinburgh College
TV Studio

Initiatives

-  **Careers in Care**
at Edinburgh College
-  **STEM**
at Edinburgh College

Sub-Brands
Facilities and Initiatives

Facilities

We use iconography, the Edinburgh College name and the facility title in bold to stand out. Additionally, we would typically advertise their services using photography.

Initiatives

We use the three blocks to link to the corporate logo. The initiative is in bold with ‘at Edinburgh College’ as supporting text to provide the initiative with the importance it needs for attracting customers and clients. Some initiatives have established brands (EH15, The Apprentice, PASS) and these will be looked at separately.

Section 4

Photography

Introduction

Photography is used in promotion and advertising of Edinburgh College. Photos contain real students using the College's facilities and equipment.

Photography is used for marketing purposes across platforms, within corporate documents and to enhance written content.



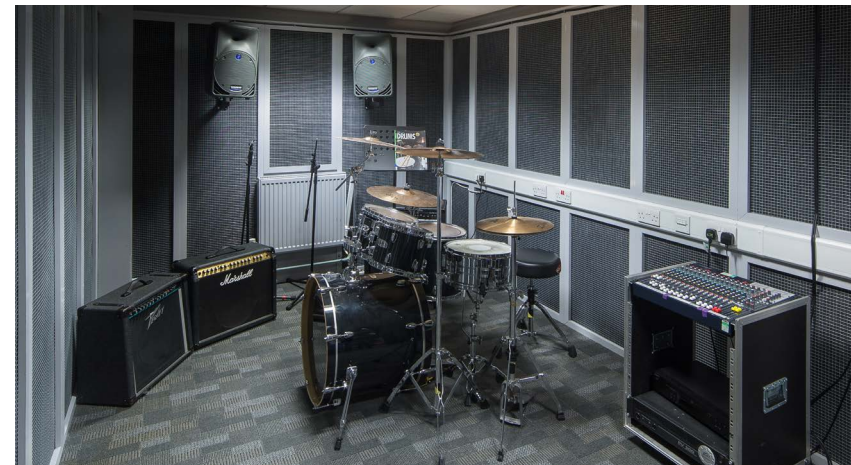
Student life/heroes



School specific/heroes



Campuses



Facilities

Imagery to be replaced in 2025.

Photography

Edinburgh College's main provider of photography is Derek Anderson Photography which is supplemented with additional shots from Marketing.

We use photography to promote the College, its services and facilities.

Student life photography is designed to show real students living out their student years in Edinburgh College.

Hero shots are used by Marketing to signpost campaigns and campaign phases. This is to give our audience a sense of continuity in the visuals they are interacting with.

School specific photography is used to advertise the facilities and equipment Edinburgh College has to offer students. Additionally, there may be a hero model that is related to a school.

Campus photography is used to show where students will expect to study.

Facilities photography shows off the College's available spaces which add to the attraction of studying with Edinburgh College. This is also used to advertise some facilities to be hired out.

It is important the images we use are:

- relevant
- up to date
- technically accurate
- not obtainable from other sources

However, for an image to be used it needs to meet certain requirements including file format, content and image dimensions. Images used by Edinburgh College must also comply with GDPR and Copyright laws. If you need any further guidance please contact a member of the Marketing Team.

Stock Photography

Stock should only be used when original photography is unavailable or becomes overused.

Photography should be realistic and represent Edinburgh College's facilities and students as effectively as possible.

Generally, audiences prefer when a brand they trust uses their own materials and content. Therefore, sometimes stock imagery can feel, from a user's perspective, as if they're being sold to. With that in mind, when choosing stock imagery, go with something that is natural and real to maintain user trust.

Edinburgh College should always aim to use realistic and natural photography and avoid materials on Shutterstock and other suppliers that are unnatural/posed/highly edited.

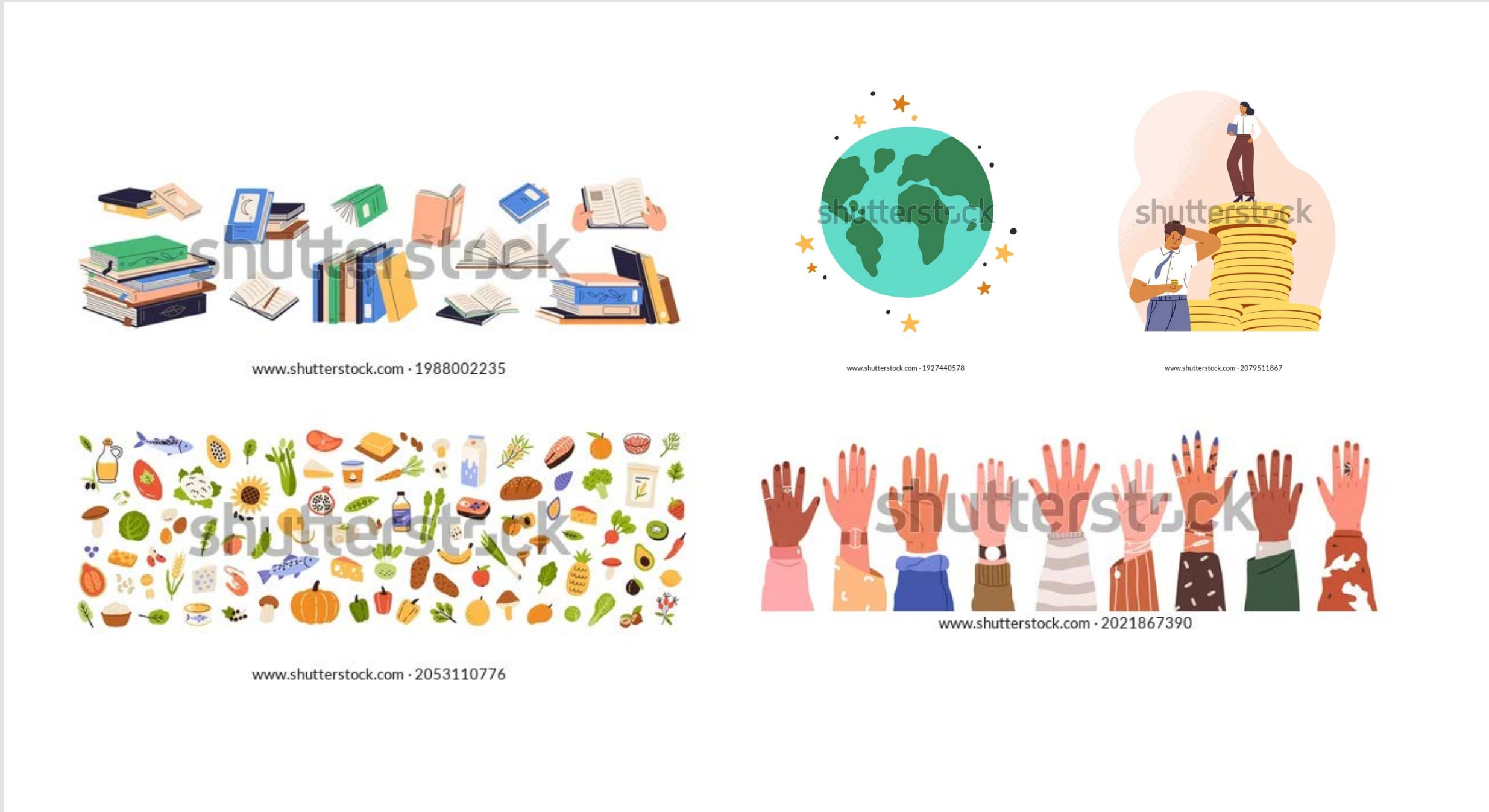


Section 5

Illustration & Iconography

Introduction

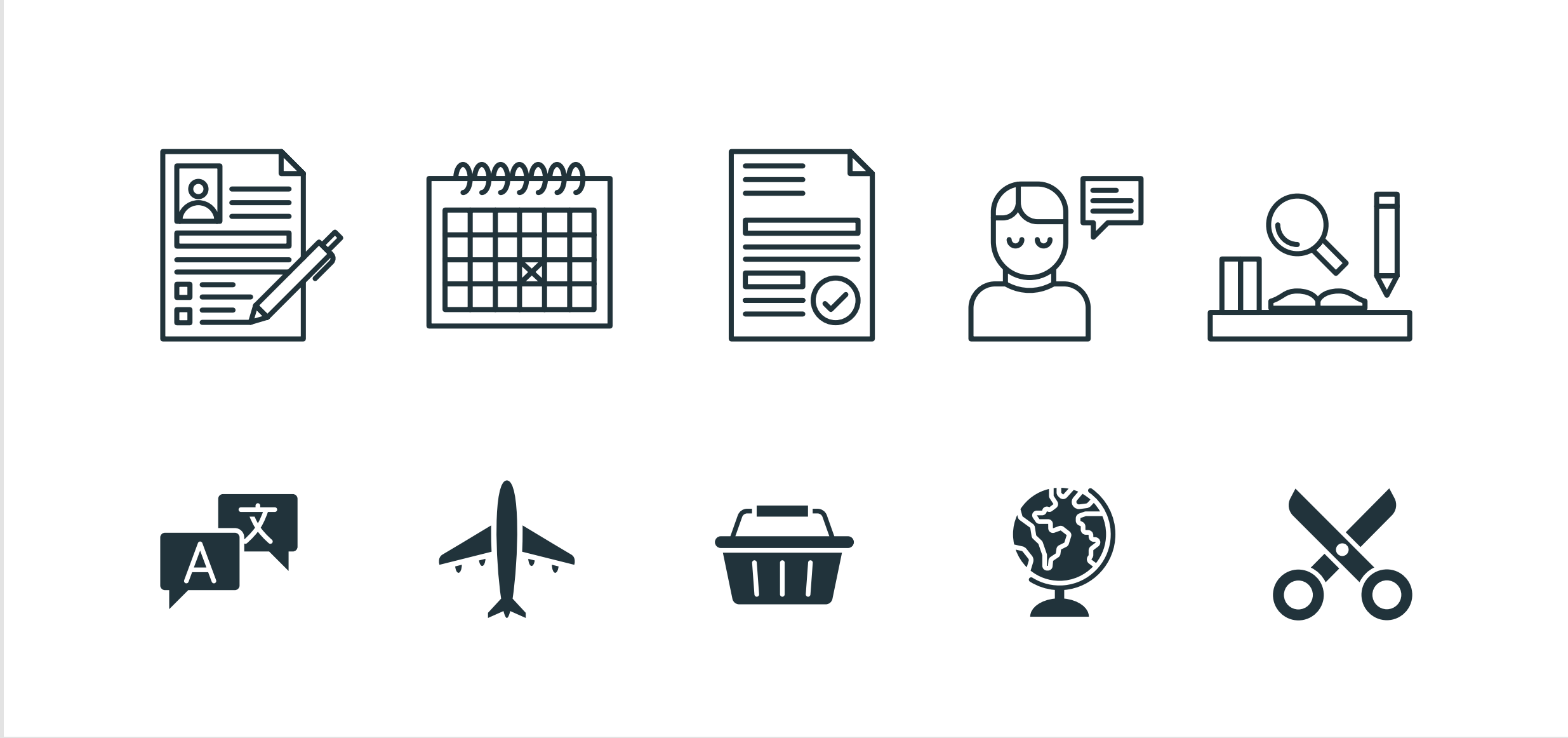
Illustration can be used in branded materials as a communication aid and to add interest.



Illustration

Illustrations can be useful for portraying subjects and themes which are difficult to portray using photography. Shutterstock has a wide variety of illustrations that would be useful for social media and some marketing materials.

The Marketing Team have a supplier for illustration in order to retain consistency in the materials and assets produced.



Iconography

Iconography is useful for visualising a particular theme or subject without the need of a photo.

Edinburgh College’s Marketing Department create new iconography. New iconography requests will be evaluated before the iconography is created to determine whether it is needed or whether another solution is more appropriate (I.e., image or illustration). Iconography has been incorporated as a core part of the Edinburgh College brand family. It is used for our sub-brands (schools, facilities, initiatives) and therefore shouldn’t be used for other purposes.

Outlined iconography should be used for information (depicting sections of a paragraph in a document or for social media).

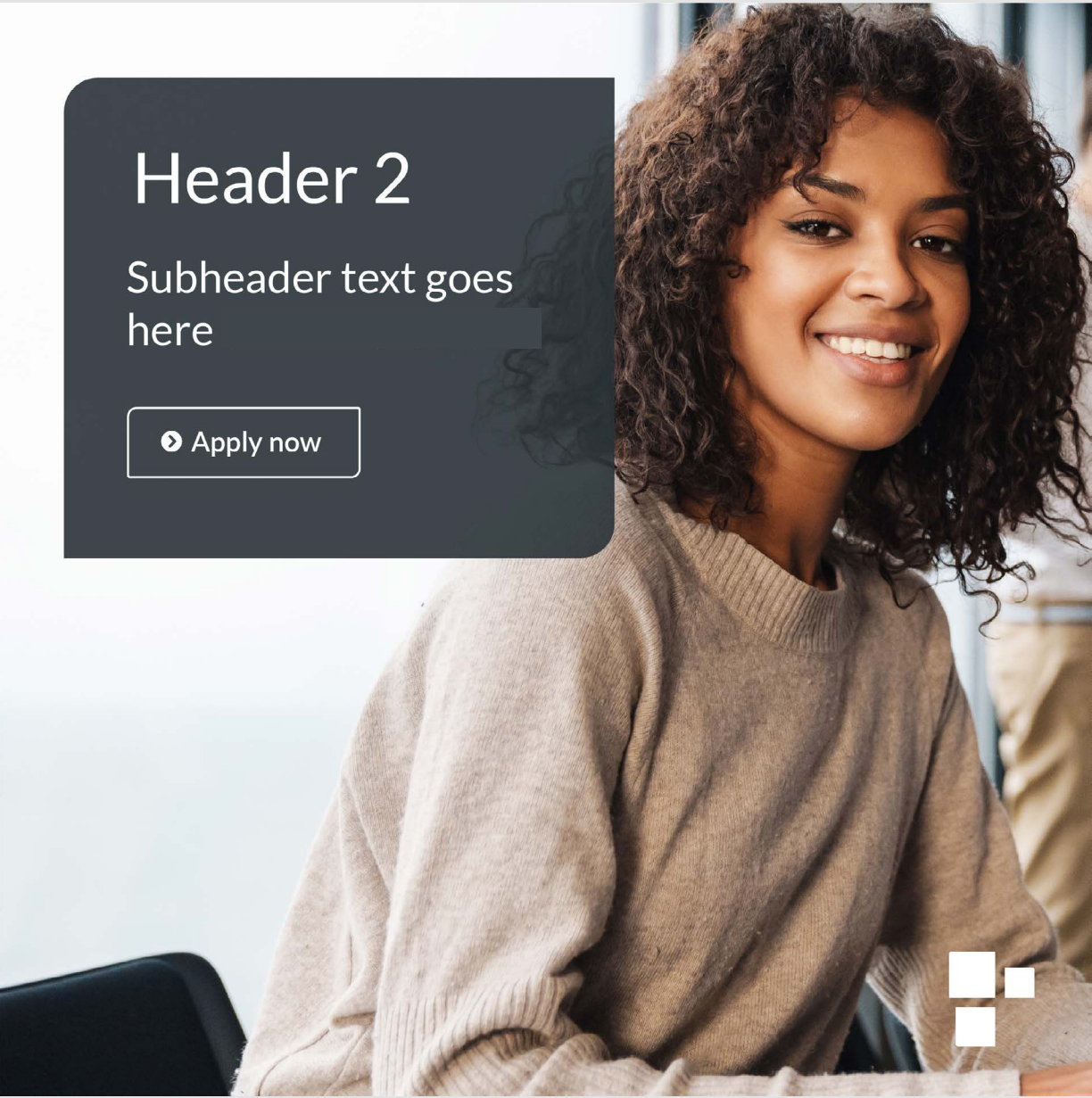
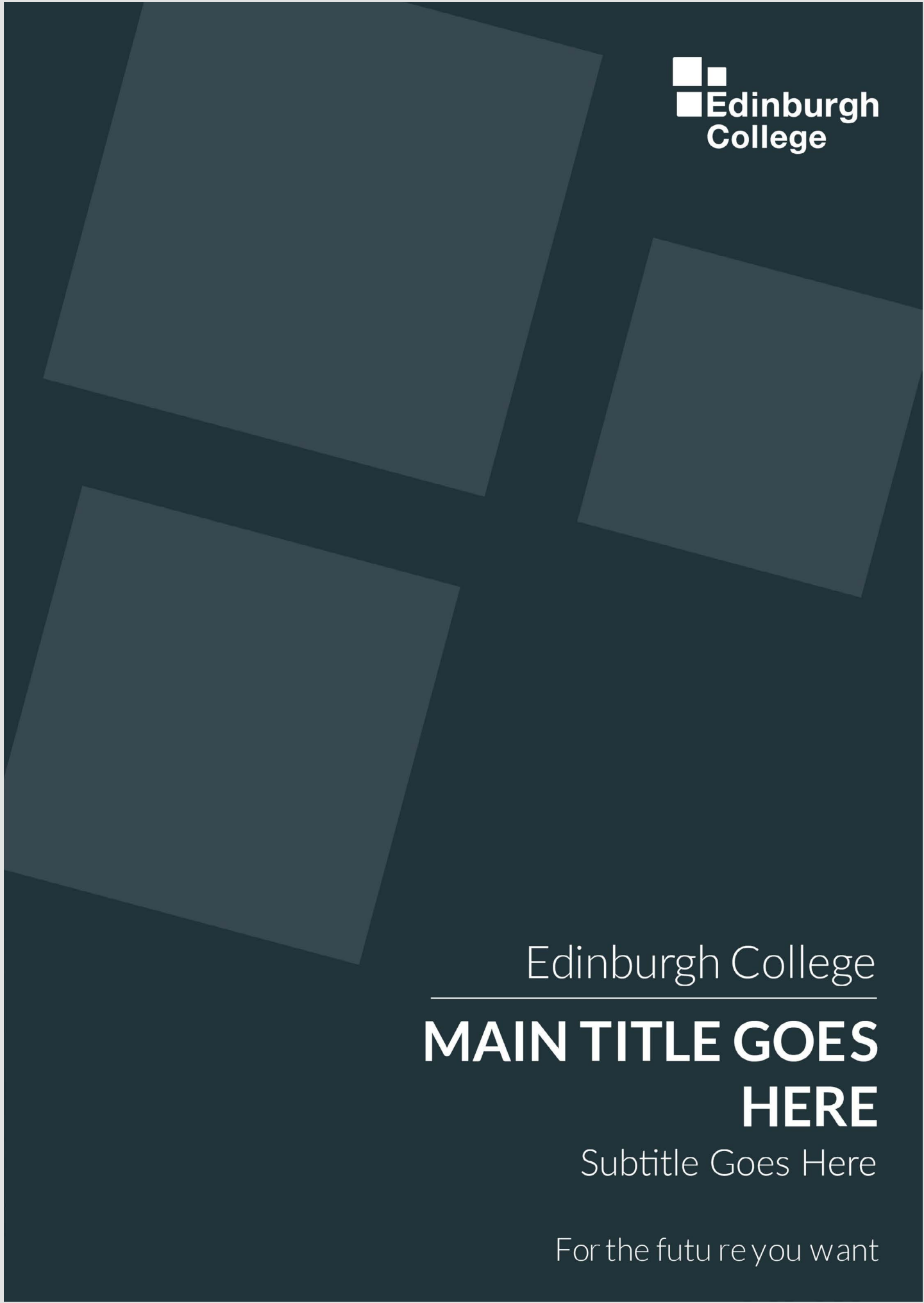
Filled iconography should be used for school or facilities logos.

Section 6

Audiences

Introduction

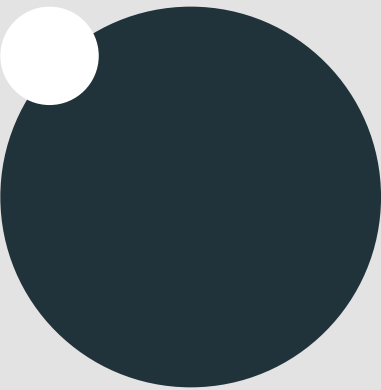
Edinburgh College serves a wide variety of audiences, including students, staff, employers and other stakeholders.



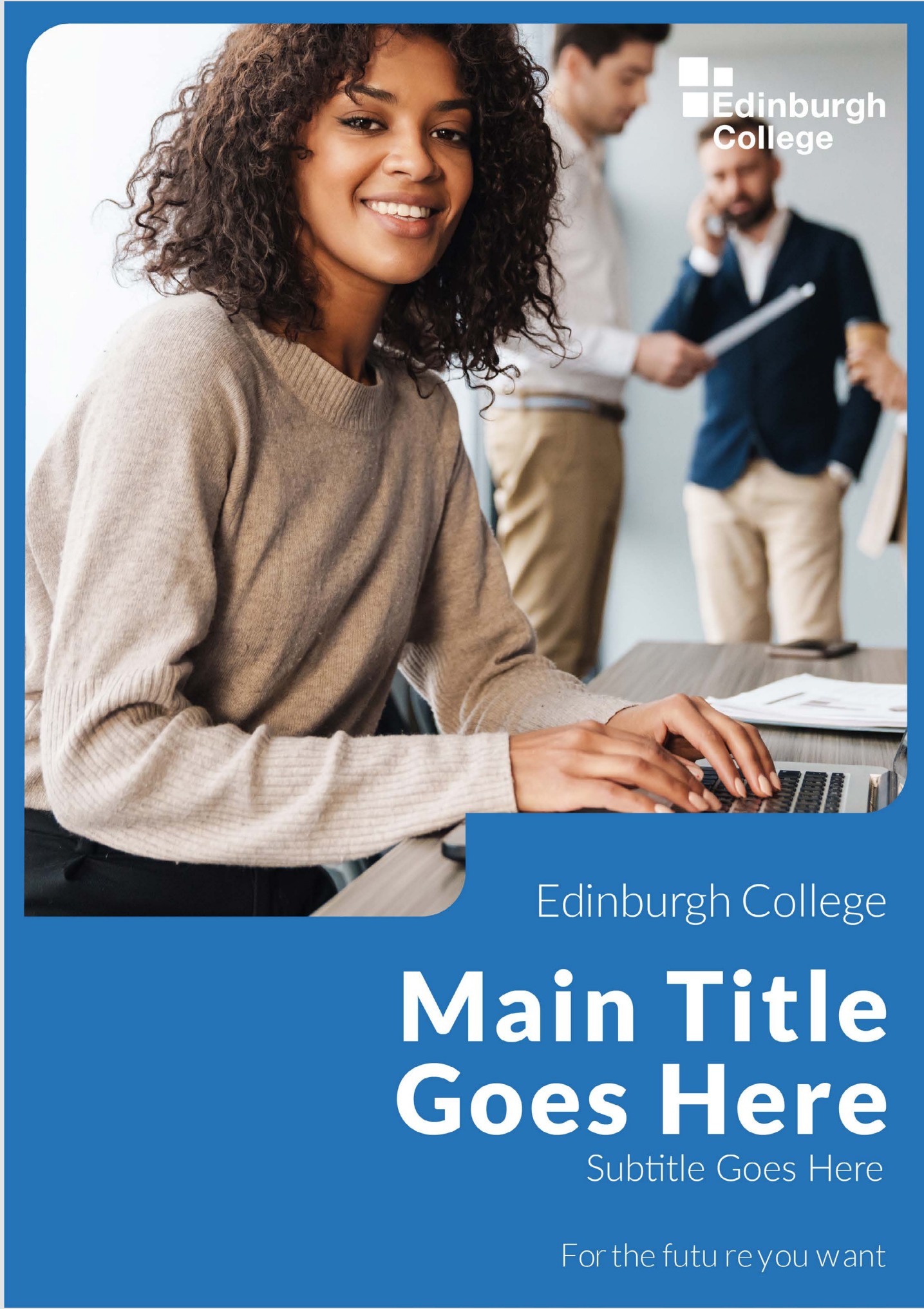
Audience
Generic

Generic branding is used for digital and printed materials which are relevant to all Edinburgh College audiences.

Imagery and text used as examples.



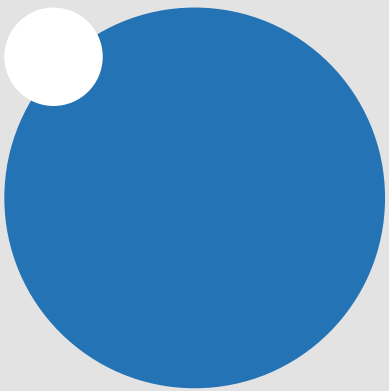
EC Navy
R33 G51 B58
C85 M61 Y53 K60
HEX #21333A



Audience Core

Core branding is used for marketing materials and communications that are only relevant to the student population.

Imagery and text used as examples.



EC Accent Blue
R36 G114 B182
C84 M48 Y3 K0
HEX #2472B6



Edinburgh College

MAIN TITLE GOES HERE

Subtitle Goes Here

**PROFESSIONAL
TRAINING**

For the future you want

Header 2

Subheader text goes
here

[Apply now](#)

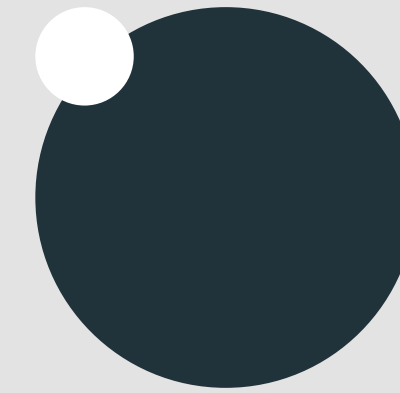
**PROFESSIONAL
TRAINING**



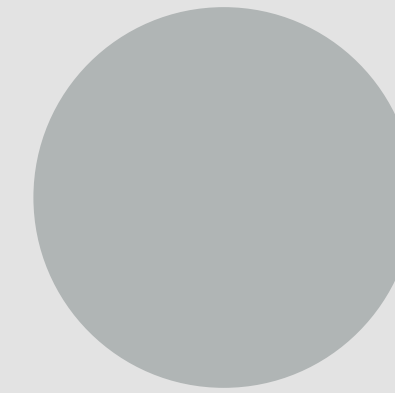
Audience Commercial

Commercial branding is for the professional audience, and should be used for training, venue and facilities hire, international and other income generating services or products.

Imagery and text used as examples.



EC Navy
R33 G51 B58
C85 M61 Y53 K60
HEX #21333A



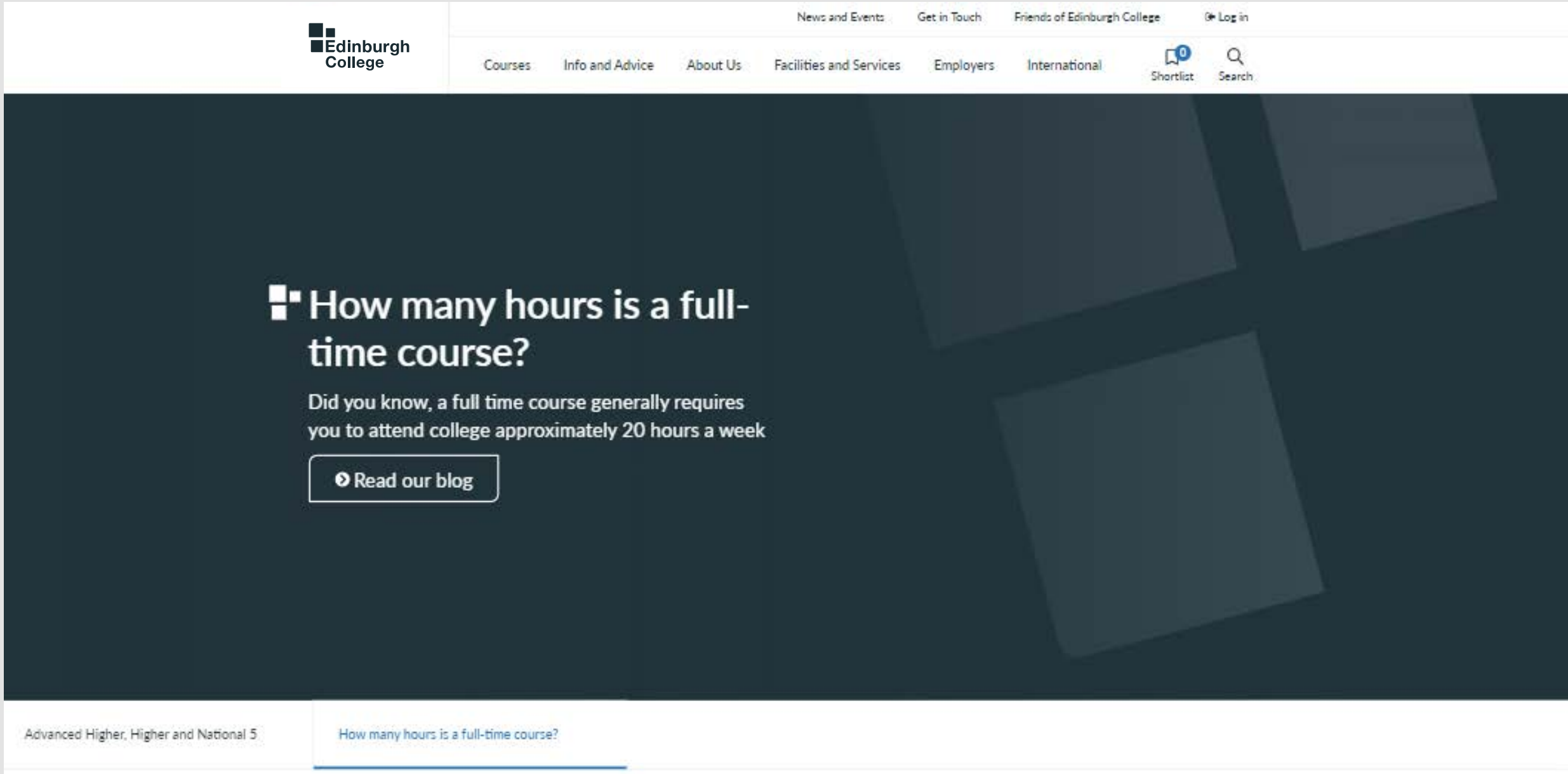
Grey Dark
R177 G180 B182
C34 M23 Y25 K4
HEX #B1B4B6

Section 7

Digital

Introduction

The Edinburgh College brand is used across digital channels including the corporate Edinburgh College website and social media. This section explains how the brand is represented across our digital efforts.



Website

The website is designed using the standard Edinburgh College logo in the top left corner. Homepage banners are designed using generic, core or commercial branding, depending on the audience.

The main purpose of the website is to recruit for Edinburgh College courses. All courses are housed on the website for potential students to apply. Surrounding the courses are important information and engaging features.

Social Media

Edinburgh College’s corporate channels include Facebook, Twitter, YouTube, Instagram and LinkedIn.

TikTok and Snapchat are used for digital advertising.

Videography/Animation

Our videography style is reflective of our photography style.

Our animation style is informative and reflects our iconography style. Essentially, they are animated versions of still icons to convey information.

Closed captions/subtitles are featured in all video content for accessibility and so they can be viewed with volume off on social media.

Visual elements are introduced at a readable rate. Voiceovers are also a feature, dubbed over music for accessibility.

Section 8

Corporate Branding

Introduction

There are various branded materials that are used across the College to maintain brand consistency.

Courses for Students, Professionals and Business.

Full-Time | Part-Time | Online Learning

Learn more at edinburghcollege.ac.uk



Name

QUALIFICATIONS

Job Title

Faculty

0131 xxxx xxxxx

xxxx xxxxxxx

firstname.surname@edinburghcollege.ac.uk

edinburghcollege.ac.uk

Twitter

Facebook

YouTube

Instagram

Edinburgh College

For the future you want

Campus, Address, Edinburgh EHxxx

With
compliments



Granton Campus 350 West Granton Road Edinburgh EH5 1QE	Milton Road Campus 24 Milton Road East Edinburgh EH15 2PP	Midlothian Campus 46 Dalhousie Road Dalkeith EH22 3FR	Sighthill Campus Bankhead Avenue Edinburgh EH11 4DE	<div><div>0131 669 4400</div><div>edinburghcollege.ac.uk</div></div>
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Edinburgh College is a charity registered in Scotland. Charity Number SC021213



Joe Bloggs
Chief Operating Officer

tel 0131 669 4400
dd 0131 297 1234
mobile 0132456789
email joe.bloggs@edinburghcollege.ac.uk
web edinburghcollege.ac.uk



Sighthill Campus
Bankhead Avenue
Edinburgh EH11 4DE

Branded Materials

Materials include business cards, letterheads, comp slips, PowerPoint presentation templates, email signature, etc.

We can also provide artwork for vehicle livery, uniforms, merchandise and other branded materials on request.

Imagery to be replaced in 2025.

Edinburgh College Coat of Arms

The Edinburgh College Coat of Arms is our official heraldic symbol approved by the Court of Lord Lyon.



Graduation Programme

Section 9

Additional Guidance



Accessibility

“People may not have a choice when using a public sector website or mobile app, so it’s important they work for everyone.” – Gov.uk

As a public sector organisation, we have a legal requirement to meet accessibility standards. This is extremely important, and every department in the college has a shared responsibility to provide information to our users in an accessible way.

Common problems

- **Inaccessible PDFs**

Incorrectly structured PDFs can result screen readers reading content in the correct order and can result in some content being missed. Furthermore the layout of a pdf cannot adapt to the device it’s being used on. Not only does this risk not meeting accessibility standards, but this can also create a poor user experience when viewing the document on a mobile phone.

- **Poor colour contrast**

When two colours are too similar in tone, this makes text difficult to read.

- **Centre/Right-aligned text**

When text is right or centre-aligned rather than left-aligned it can be missed by anyone who relies on zooming in on content to read it rather than using a screen reader.

- **Missing/incorrect captions on videos**

People who are unable to see or hear the video will lose access to the content unless accurate captions are available. For example, relying on automatic caption generation is not sufficient as it is extremely likely that there will be errors due to the caption generator inaccurately translating the content and it is essential that the captions are manually checked and edited, if necessary, to ensure they are accurate.

- **Images conveying information with no text-based alternative**

Those unable to see an image will have no access to the information conveyed by the image unless a plain text alternative is provided.

It is important to consider the diverse needs of those we support and work with at Edinburgh College and to adapt our materials to make sure that the information we supply is accessible to everyone.



Marketing

It is important that all design requests come to the marketing team so that we can ensure that the digital and print materials that you use meet brand criteria.

This is to ensure that Edinburgh College presents a consistent brand image both internally and externally. Doing so allows us to build trust and credibility as an organisation, which is key to creating a great customer experience.

Your Responsibilities

Send over a brief

Allow 10 working days for the design to be completed

Ensure that anything you brief in meets legal requirements for accessibility (you can read more about this on page 41)

Send any print materials over to the print room

Marketing's Responsibilities

Brief in design requirements with the design team

Send back design drafts and manage any updates to the design

We will work with you to ensure that everything is branded for the right audience, is compliant with accessibility legislation and that any photography, iconography and illustration used are right for the Edinburgh College brand and from a legitimate paid source.

If you have any questions, you can get in touch with us at marketing@edinburghcollege.ac.uk.