



YOUR DIGITAL PARTNER

BRANDING & STYLE GUIDE



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WELCOME TO THE SCHOOLZINE STYLE GUIDE



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We have designed this guide to help you produce marketing and communications about Schoolzine that is consistent and show they are linked and part of the company.

Our style guide explains the key visual and editorial elements of our brand. The way you use the Schoolzine logo helps shape our identity. It is just one of the many elements that help tell the Schoolzine story and shape people's perception of us.

Once your company has written approval by Schoolzine, please use this guide to create all marketing collateral and digital links.

As your digital partner, feel free to reach out to our design team if you have any questions. We hope you'll find the Schoolzine style guide useful and engaging.

LOGO SPECIFICS



LOGO CLEAR SPACE

Grey striped area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining Blue area.

Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height'. The width is equal to the height.)



TYPEFACE DETAILS



TYPEFACE FAMILIES

Only two font styles are used for the logo: Asenine Wide, and Proxima Nova

The Proxima Nova family consists of 3 typeface widths: Proxima Nova, Condensed and Extra Condensed. Each of the 3 type widths contains 14 fonts: 7 weights and 7 italics.

The huge variety of font weights and widths will ensure immense flexibility, and consistency for the future growth of the Schoolzine identity.

WHEN TO USE:
Asenine Wide is the primary font used for the logotype/logo wording.

Asenine Wide
A B C D E F
a b c d 1 2 3 4
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

WHEN TO USE:
Proxima Nova Regular is to be used for the logo tag-line, and for all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondence.

Proxima Nova (*Reg*)
A B C D E F
a b c d 1 2 3 4
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & * ()

TYPEFACE DETAILS

WHEN TO USE:

Proxima Nova Regular is to be used for the logo tag-line, and for all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondence.

Proxima Nova (*Reg*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$^&*()

HEADINGS AND TAGLINES

LETTER-SPACING: 200PT

ALL CAPITALS

SCHOOLZINE COLOURS



Pantone 382C



PROCESS C28 M1 Y100 K0
SCREEN R196 G214 B0
WEB HTML #c4d600

Pantone 7739C



PROCESS C83 M8 Y100 K1
SCREEN R18 G163 B74
WEB HTML #12a34a

Pantone 7459C



PROCESS C74 M22 Y16 K0
SCREEN R46 G158 B193
WEB HTML #2e9ec1

Pantone 7699C



PROCESS C89 M47 Y40 K13
SCREEN R20 G106 B125
WEB HTML #146a7d

Pantone 273C



PROCESS C100 M98 Y26 K13
SCREEN R43 G43 B110
WEB HTML #2b2b6e

SCHOOLZINE BRANDING



Primary Full Tone Colour

This is the primary logo to use. This is your main go-to version of the logo, except for limited exceptions below.



Full Tone Greyscale

The greyscale version can be used for higher quality, but still B/W print reproduction, where a finer halftone screen is used.



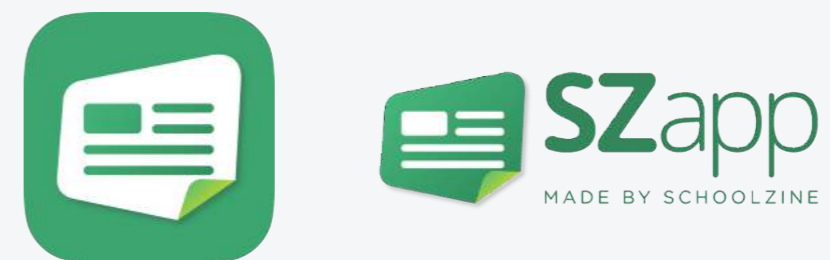
Solid Black

The solid black version is only to be used for Fax, and some forms of black/white commercial printing applications, such as local newspapers etc, where course halftones screens are used.



SZapp

There are two versions of the app icon.



Hashtags

Schoolzine has two hashtags for use on various social media sites.

#yourdigitalpartner

#Schoolzine

LOGO PRACTICES



To ensure your brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the logo.

Some examples of logo misuse are shown below.

Do Not: Logomark

Do not resize or change the position of the logomark.



Do Not: Fonts

Do not use any other font, no matter how close it might look to Proxima Sans.



Do Not: Sizing

Do not use squish or squash the logo. Any resizing must be in proportion.



Do Not: Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines

