**Keystone Academy Trust Branding Brief**

**Predominant Logo**

Coloured fan plus navy blue text.



**Pantones**

Dark Blue - 2727C

Blue - 279C

Dark Yellow - 1375C

Yellow - 7405C

Dark Green - 7479C

Green - 346C

Dark Red - 180C

Red - 179C

Dark Purple - 2587C

Purple - 7441C

Text pantone as below.

Secondary logos can be:

* As above with white text.
* Completely blue logo.
* Blue outline logo.

**Pantone**

Navy Peony

19-4029 TCX

#223a5e

R: 34 G:58 B: 94

C: 95% M: 76% Y: 36% K: 28%

**Font and Text**

Calibri to be used on all marketing materials where possible.

Correct capitalisation to be used, no stylistic lower-case use.