



restart

BRAND GUIDELINES

February 2021 • © Isabelle Woollett, Bath College





restart

The core aim of RESTART is to ensure that the local community have an accessible opportunity to reskill in order to maximise employment and progression opportunities, whilst giving them the opportunity to maximise their chances of re-employment and/or employment in a new sector by focusing on 'in demand' skills from basic to advanced.

The programme will benefit those looking to begin new journeys in their careers, those recently made redundant, those recently furloughed or looking to start their own business venture.

This ground-breaking workplace skills delivery initiative is open to anyone aged 19+ and utilises consistent communication with local employers and businesses about skillsets that they look for when hiring people.



**OUR
LOGO**

Restart Branding Guidelines

LOGO & COLOUR PALETTE

Restart Branding Guidelines



restart

CUSTOM CUSTOM

ITC Avant Garde Gothic Demi

BOLD - Demi - Extra Light



orange

C0 M65 Y100 K0
R238 G115 B5
#EE730A



pink

C0 M95 Y15 K0
R230 G28 B120
#E71C77



black
100% tint



grey
45% tint

LOGO VARIATIONS

Restart Branding Guidelines

Our logo is a logotype and the secondary visual elements (see next page) come from forms within the type. Master Logo files are available upon request by emailing Bath Colleges' team at: marketing@bathcollege.ac.uk

The full colour version of the logo should be reproduced in **black** or **white** depending on which has the greater impact and contrast in the artwork in question, with the **pink-orange** gradient accent.

The colour breakdowns are on the previous page. The angle of the gradient doesn't matter, but one thing is absolute:

gradients must be consistent across any artwork.

(this page is an example of a pink to orange gradient, when read from left to right. All the arrows and text share the same direction. The main logo is the only exception to this rule as are situations that allow for contrasting gradients as shown on the cover.)

▶ **Primary version**
standard



▶ **Secondary versions**
White Logotype
Reversed-out White



▶ **Tertiary versions**
Monotones
Black/Grey



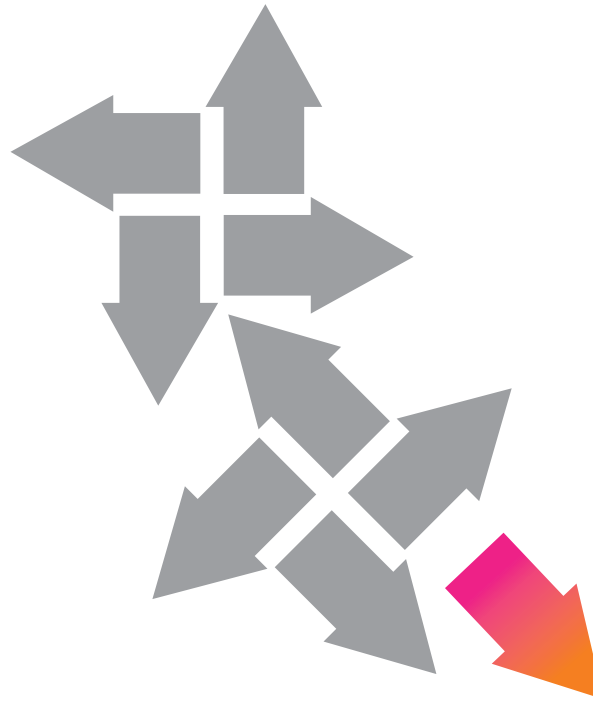
VISUAL ELEMENTS & MOTIFS

Restart Branding Guidelines

Please use the main arrow element below wherever possible because its angles reflect the letterforms 'e' & 'a' within the logo.



You can also separate the arrows and use them as individual assets.



The arrows above in grey can be used as highlighters and visual aids to make the CTA impactful.

Coloured triangles serve as bullet point markers. The arrows and triangles can be any of the main colours and the gradient.



use the above arrows as decorative motifs wherever appropriate.

WHAT **NOT TO DO** WITH OUR LOGO

Restart Branding Guidelines



- ▶ **don't reverse the gradients**
in such a way that contrast is lost.
Applies to both B&W versions.



restart

- ▶ **don't use Avant Garde without the custom letterforms**
always preserve the integrity of the concept by ensuring that only the custom 're' and 'a' are ever used. NOTE: Don't substitute any other typeface.

- ▶ **don't flip the colours on the logo**
the 're' letters must always be the gradient
accent or highlighted part of the logotype.



restart

restart

- ▶ **DON'T** have separate gradients in any letters
especially within the logo - please ensure that the gradient
goes across all the letters as one.

EXCLUSION ZONE & MINIMUM SIZE

Restart Branding Guidelines

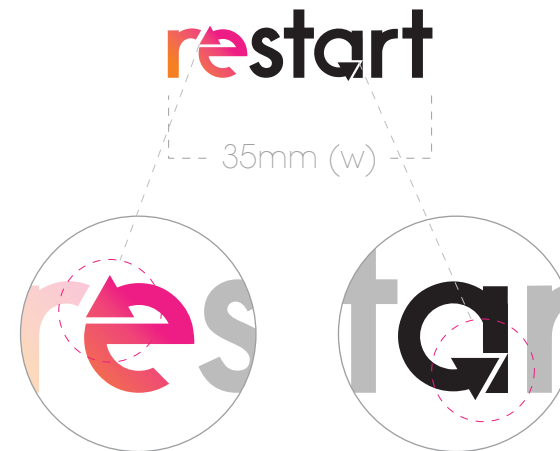
► Exclusion Zone

This area should remain free of any type, imagery or other graphics. The clear space is measured proportionally and should always be at least the height of the 't' in 'restart'.



► Minimum Size

please ensure the white gaps (where the arrows cut into the e and a) are visible.



It is important to ensure the logo is clearly visible at all times. In many cases the size of the logo will be largely determined by the space available, however to ensure quality reproduction and that the logo has the presence it needs, the minimum size is **35mm wide**

WHICH VERSION SHOULD YOU USE?

Restart Branding Guidelines

All versions of the logos may be used over an image, but the logo should always be clearly visible and should never be placed on a background which makes it hard to read.

Busy backgrounds and colours which do not provide enough contrast should be avoided.



▶ Printing

For most print purposes the CMYK versions of our logo are used. Preferably, vector files should be used on printed materials. We supply these as either .eps or .pdf. However, in some software applications such as the Microsoft Office Suite, using raster files will produce better results. These are supplied as either .tiff, or .png files

▶ Digital

For digital media the RGB versions of the logo should be used. In most circumstances, the .png files will be the best option, however we also have .svg files available, which work well on modern, responsive websites.

▶ .jpegs

Ideal for use in Microsoft Office programs and at smaller sizes. We don't recommend jpeg for high quality print production. They use a destructive compression method that can affect the quality of the logo, and therefore lower the quality perception of the restart brand.



restart

any questions?

GET IN TOUCH:



Izzi Woollett

Graphic Designer

isabelle.woollett@bathcollege.ac.uk



Restart Branding Guidelines