



# Brand Guidelines

# Hello

These brand guidelines are made to clearly define the rules and standards the brand VCAD (Victoria College of Arts and Design) stands for. They help all creatives working with the brand assets to follow a consistent structure and demonstrate the brand's values, principles as well as the tone of voice.



# Table of Content

Our Mission	<b>3</b>
Our Vision	<b>4</b>
Core Values	<b>5</b>
Master logo	<b>7</b>
Logo-Exclusion zone	<b>8</b>
Logo Variation	<b>9</b>
Brand Symbol	<b>11</b>
Don't use	<b>13</b>
Typograhpy	<b>15</b>
Colour system	<b>21</b>
Photography style for social media	<b>27</b>
Photography style for web	<b>32</b>
The stationery	<b>34</b>

# Our Mission

Our Mission is to create an inclusive and transformative learning environment that empowers students to reach their highest potential. We are committed to nurturing intellectual curiosity, critical thinking, and creativity while fostering a sense of community and global citizenship.



# Our Vision

Our vision at Victoria College of Arts and Design is to become a leading higher learning institution in the United Kingdom, renowned for exceptional academic programs, cutting-edge research, and a supportive learning atmosphere. We envision a diverse community that embraces innovation and positive change, serving as a hub for intellectual and cultural exchange.

# Core Values

## Excellence

We are dedicated to maintaining the highest standards in teaching, research, and student support, consistently striving for excellence in all aspects of education.

## Integrity

Upholding the utmost ethical standards, we foster a culture of honesty, fairness, and accountability in all our actions and decisions.

## Inclusivity

Celebrating diversity, we create an inclusive environment that respects everyone's unique perspectives, backgrounds, and contributions within our college community.

## Innovation

Embracing creativity and curiosity, we encourage continuous improvement and innovation to address societal challenges and remain at the forefront of knowledge.

## **Student-focused**

Prioritising our students' well-being and success, we provide personalised support and resources to help them achieve their academic and personal goals.

## **Sustainability**

Committed to environmental sustainability, we promote practices that reduce our ecological footprint and encourage responsible citizenship.

## **Collaboration**

We foster collaboration, interdisciplinary learning, and research, promoting partnerships with external organizations and institutions for mutual growth and impact.

## **Community Engagement**

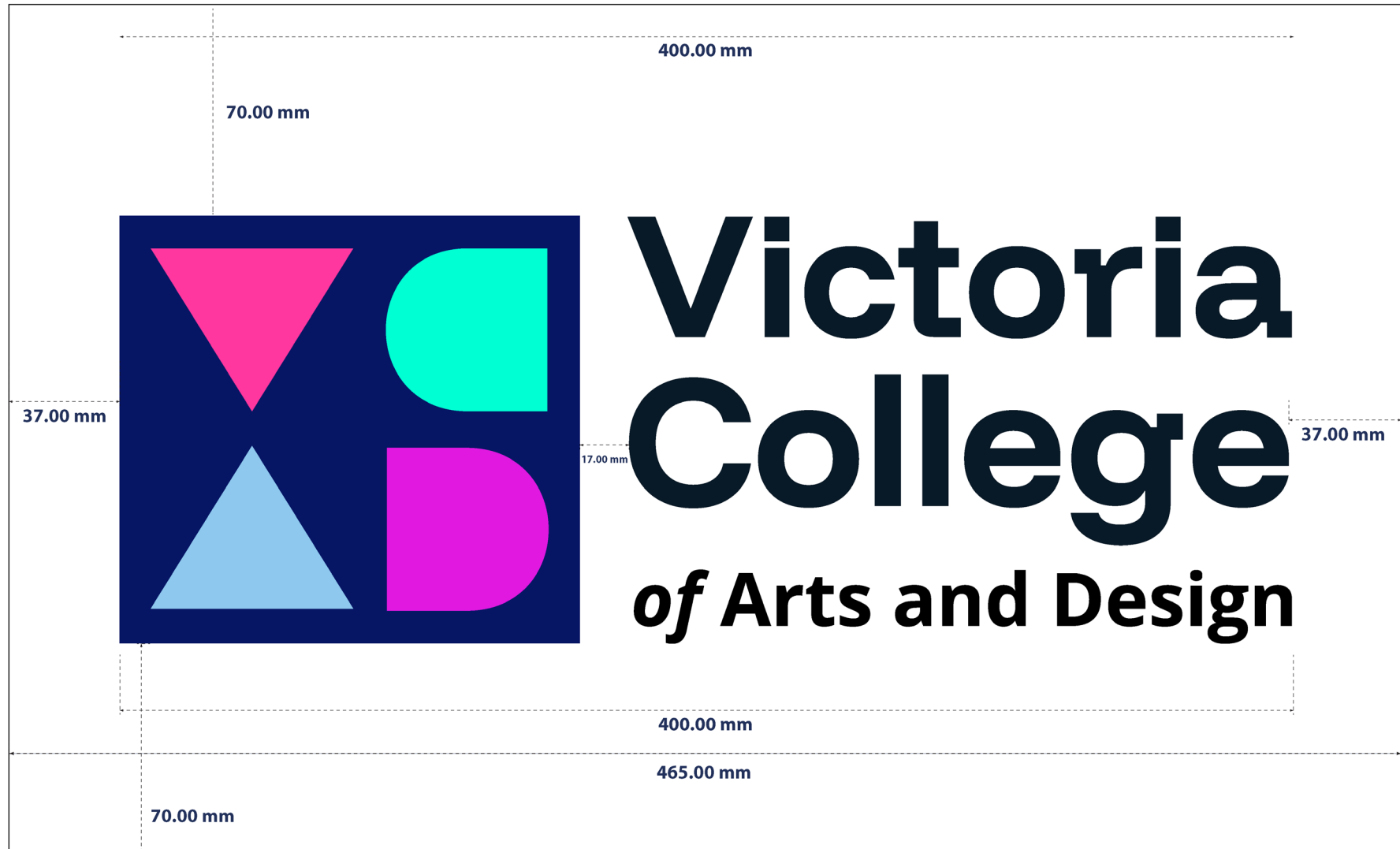
Actively engaging with local and global communities, we encourage our students and staff to make meaningful contributions and address real-world issues.

# Master Logo



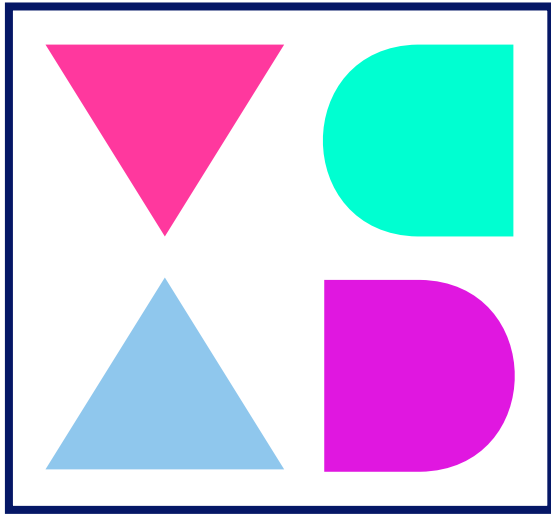
**Victoria  
College**  
*of Arts and Design*

# Logo-Exclusion zone



# Logo Variation



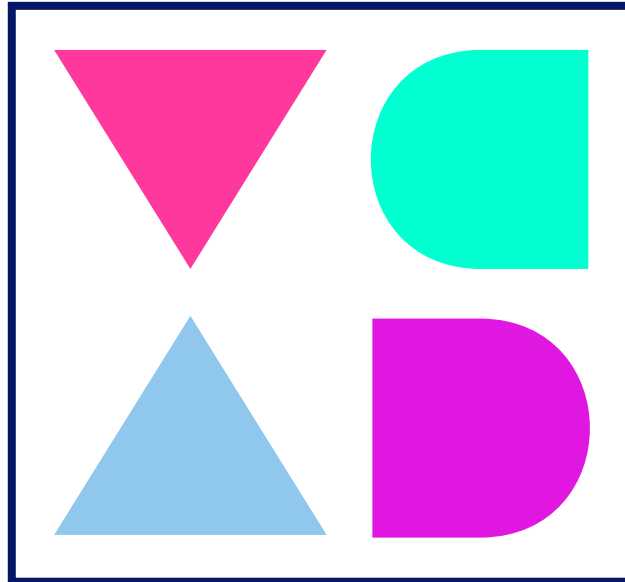
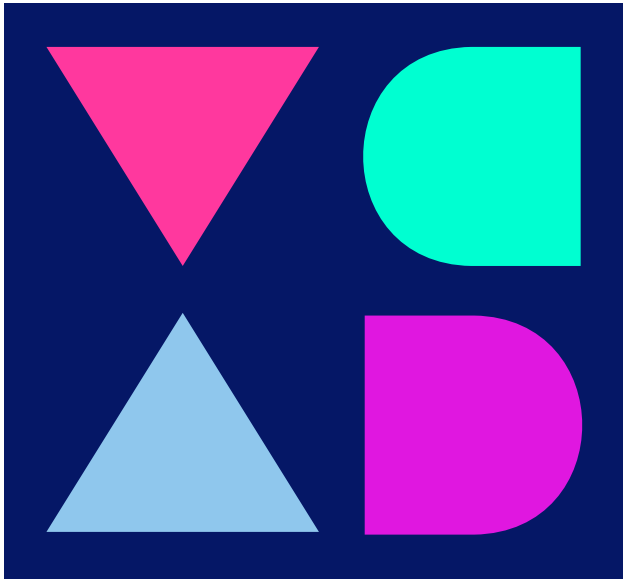


**Victoria  
College**  
*of Arts and Design*



**Victoria  
College**  
*of Arts and Design*

# Logo Mark



# Logo Black and White



# Don't use the logo



Don't stretch the logo unproportionally



**Victoria  
College**

Don't remove any element from the logo to make other variations except those in the Brand Guidelines



**Victoria  
College**  
*of Arts and Design*

Don't mix or change branding colours. If your design needs high contrast use black or white variation.

# Typography

This typography will be used for printing advertising materials such as leaflets, brochures, business cards etc. , and for web pages and social media ads.

**Aa**

# **Inter Black**

**This font should be used for all Titles and Subtitles**

**abcdefghijklmnopqrstuvwxy**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890**

**Aa**

# Inter Regular

This font should be used for all body copy

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

# Additional Instructions

**Title Font:** Inter Black

**Style:** sans-serif font with a clean, geometric style, ideal for digital interfaces. Its wide range of weights and styles makes it suitable for various use cases, including web design, UI/UX design, and digital branding

**Use Cases:** headlines and body text, ensuring readability across different screen sizes and resolutions.

**Font Weights:** Use black for primary titles and regular or semi-bold

**Body Font:** Inter Regular

**Style:** Clear and legible

**Use Cases:** Main body text in brochures, leaflets, business cards, web pages, and social media ads.

**Font Weights:** : Use regular for standard body text and bold for emphasis or to highlight important information.

# User Guidelines ( Keep this sizes up to date with chenging requirements and trends)

## Consistency:

- Always use Open Sans for titles and PT Sans for body text across all media to maintain a consistent brand look.
- Avoid mixing other fonts with Open Sans and PT Sans to keep the design cohesive.

## Font Sizes:

### Titles and Headers:

Primary Title: 36-48 pt (print), 72-48 px (web)

Secondary Title/Subheader: 24-30 pt (print), 32px (web)

## Body Text:

Standard Body: 12-14 pt (print), 20 px (web)

Small Print/Footnotes: 10-12 pt (print), 16 px (web)

## Alignment:

- Align titles and body text to the left for a clean and modern look.
- Centered text can be used for formal invitations or announcements but should be avoided in standard materials for consistency.

## Colour:

- Ensure high contrast between text and background for readability.
- Use the brand's primary colors for titles and headers.( or black and white Depending on design)
- Use neutral colors (black and white) for body text to ensure clarity and legibility.

# Examples

## Leaflets & Brochures:

**Title:** Inter Black, 36 pt

**Subheader:** Open Sans Semi-Bold, 24 pt

**Body Text:** Inter Regular, 12 pt

## Business Cards:

**Name/Title:** Inter Black, 20 pt

**Contact Information:** Inter Regular, 12 pt

## Web Pages:

**Main Header:** Inter Black, 72-64 px

**Subheader:** Inter Bold-Semi-Bold, 48-32 px

**Body Text:** Inter Regular, 20-16 px

## Social Media Ads:

**Ad Title:** Inter Black 32 px

**Ad Copy:** Inter Regular, 14-16 px

# CREATIVITY TAKES COURAGE



## LOREM ISPUM

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## LOREM IPSUM

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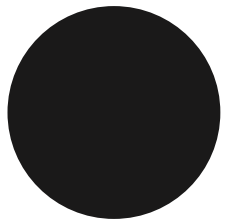
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# Colour System

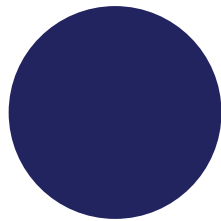
The colour system is a guide that helps all creatives follow the brand's consistent look and feel.

# Primary Colours

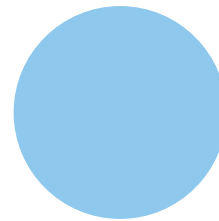
Consistently apply the primary colours across all visual materials, including logos, and promotional content. Use the specified HEX, RGB, and CMYK codes to ensure accurate colour representation in both digital and print formats.



CMYK:88 74 57 71  
RGB:8 26 39  
HEX: #081a27



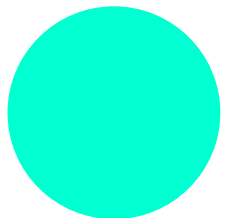
CMYK:100 97 27 27  
RGB:6 22 101  
HEX: #061665



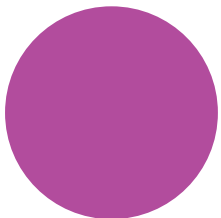
CMYK:41 8 0 0  
RGB:142 200 238  
HEX: #8EC8EE

# Secondary Colours

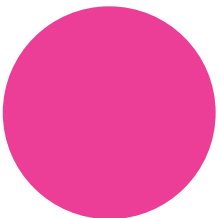
Use secondary colours to complement and enhance the primary palette in all visual materials, such as logos and promotional content. Apply these colors strategically, using the provided HEX, RGB, and CMYK codes to ensure consistency and accuracy in both digital and print formats.



CMYK:55 0 34 0  
RGB:0 255 210  
HEX: #00FFD2



CMYK:31 84 0 0  
RGB:224 24 224  
HEX: #E018E0



CMYK:0 89 0 0  
RGB:255 55 158  
HEX: #FF379E

# Colour System

The colour system is a guide that helps all creatives follow the brand's consistent look and feel.

# Colour Combinations

When combining primary and secondary colors, use primary colors as the dominant elements to establish the core identity, while secondary colors should be used to highlight, contrast, or add depth. Balance the two by ensuring secondary colors complement rather than overpower the primary palette, creating a cohesive and visually appealing design.



# Pantone Colours Matching

The examples below are approximate and can be adjusted by the relevant printing company.

Pantone colour is a standardised colour-matching system used globally in industries like printing, fashion, and design. Each Pantone colour is assigned a unique code to ensure consistent colour reproduction across different materials and processes.

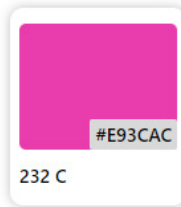


HEX

ff379e

Distance:

32

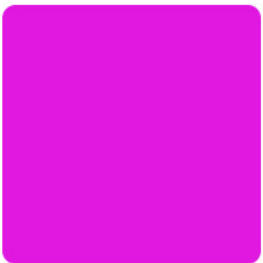
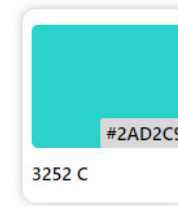


HEX

00ffd2

Distance:

64

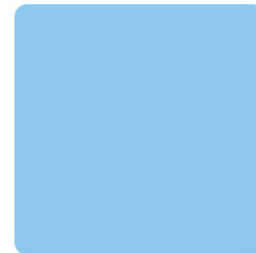


HEX

e018e0

Distance:

48



HEX

8ec8ee

Distance:

16



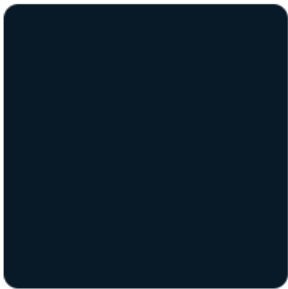
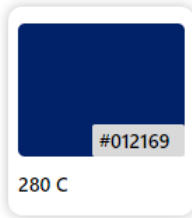
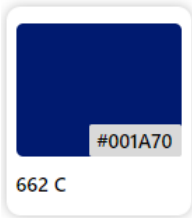


HEX

061665

Distance:

16

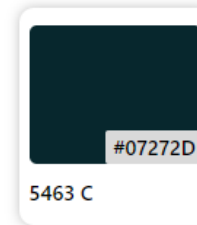
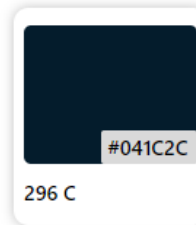


HEX

081a27

Distance:

16



# Photography Style

**social media**





BECOME A  
DIGITAL MARKETING  
SPECIALIST

Make the first step to your future

[www.vcad.co.uk](http://www.vcad.co.uk)



HAPPY  
WOMEN'S  
DAY

Find more about our courses

[Find more](#)

[www.vcad.co.uk/apply](http://www.vcad.co.uk/apply)

# User Guidelines ( Last Updated 2024)

## Facebook

- Cover Photo: 820 x 360 pixels
- Event Cover Photo: 1200 x 628 pixels
- Shared Image: 1200 x 630 pixels
- Profile Pic: 180 x 180 pixels
- Carousel Ad Image: 1080 x 1080 pixels
- Carousel Ad Video: 1080 x 1080 pixels

## Twitter

- Header Photo: 1500 x 500 pixels
- In-Stream Photo: 1200 x 675 pixels

## Instagram

- Profile Picture: 320 x 320 pixels
- Photo Thumbnails: 161 x 161 pixels
- Photo Size: 1080 x 1080 pixels
- Stories: 1080 x 1920 pixels
- Carousel Image: 1080 x 1080 pixels
- Carousel Video: 1080 x 1080 pixels

## LinkedIn

- Profile Banner: 1584 x 396 pixels
- Company Cover Photo: 1128 x 191 pixels
- Shared Image: 1200 x 627 pixels

## YouTube

- Channel Art: 2560 x 1440 pixels
- Video Thumbnail: 1280 x 720 pixels

## TikTok

- Profile Picture: 200 x 200 pixels
- Video: 1080 x 1920 pixels

## Additional Tips

- File Formats: Use JPEG or PNG formats for best quality.
- Resolution: Ensure a high resolution (72 dpi or higher) to avoid pixelation.
- Text Safety: Keep important text within a safe margin to avoid it being cut off on various devices.

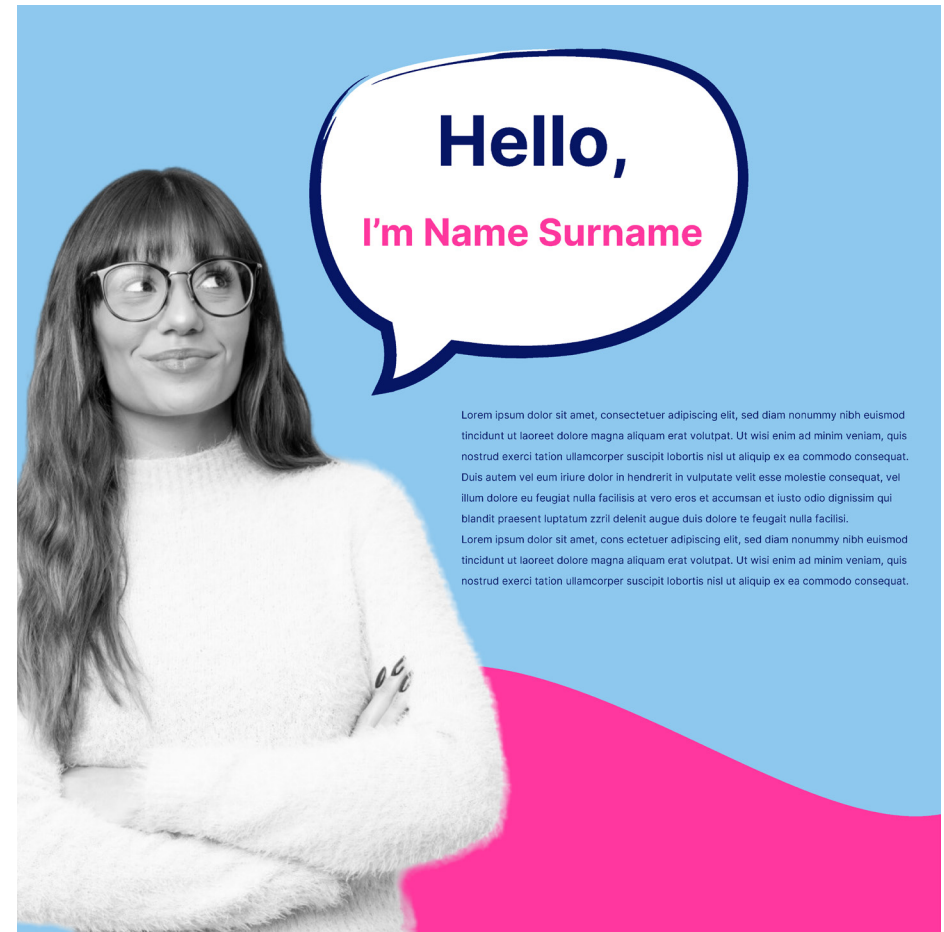
# Photography Style

**Don't do designs like these!!!**



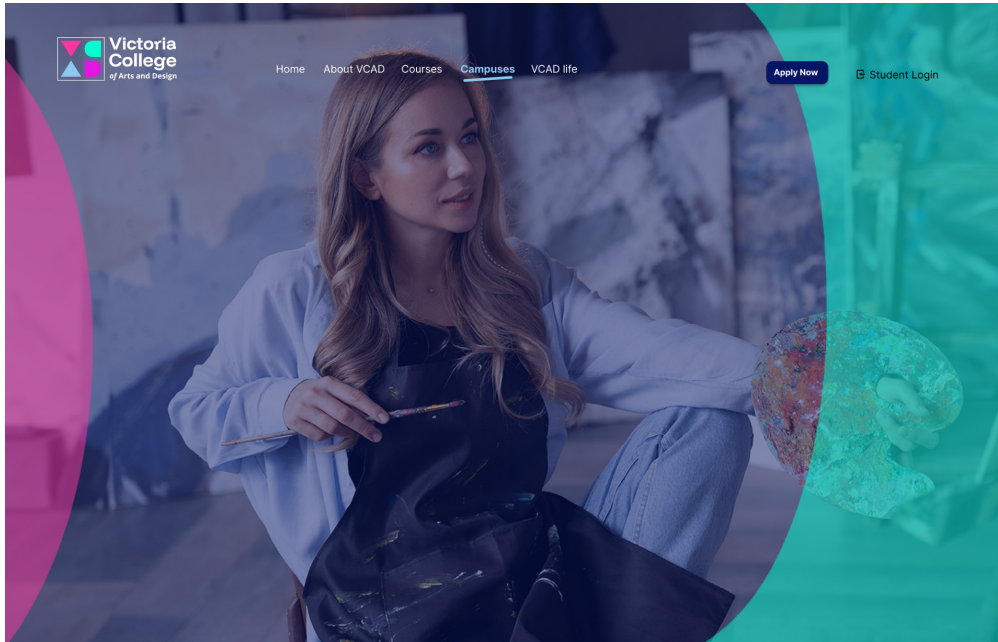
# How to combine branding colours

Don't use all brand colours in one composition. It's best to use bright colours for accents or to emphasize important information. Using all branding colours in one composition can make the viewer's eyes feel tired. Try to make designs by using not more than three colour combinations.



# Photography Style

website design



## WHY VCAD?

We are leading educators providing world class education and excellent facilities to students who have a keen passion for art and design.

### Our courses

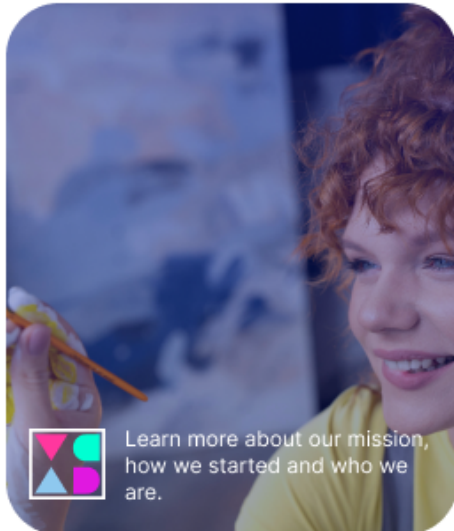
We offer diverse courses to enable you to choose the best subject for your creativity.

### Our Team

Specialising in art and design, our academics focus on nurturing talent. We ensure our students achieve both theoretical and practical knowledge during their studies.

### Our Location

We have a presence in different vibrant cities within the UK, to provide our students with the best possible experience. Our focus is on encouraging students to immerse themselves in a rich cultural experience and seamlessly blend their unique identities into their creative endeavours.



### Board of Governors

Meet our esteemed Board of Governors

### Our Partners

Partners are a key part of our success

### Contact Us

Get touch with us

Learn more about our mission, how we started and who we are.

# Brand Stationery







**All rights reserved**