

Brand Guidelines

A woman with long brown hair, wearing a light-colored blazer over a white collared shirt, is pointing her right hand towards a large screen. The screen displays several data charts, including bar graphs and line graphs. The background is a dark control room with a grid of lights on the ceiling. The overall lighting is dim, with a blue tint.

William
College

Hello

At William College, we envision a future where education is a transformative force, empowering individuals to make a positive impact on society. Located strategically in the most vibrant city of UK, London. William College is committed to providing a dynamic and inclusive learning environment. William College is a constituent entity within the corporate structure of the PEN Group, a prominent private education provider situated in the United Kingdom. Renowned for its commitment to academic excellence and educational services, the PEN Group holds a distinguished position within the landscape of private education in the UK. Our commitment to fostering a dynamic learning environment, coupled with strategic partnerships with various UK universities, positions William College as a global leader in education.

Table of Content

| | |
|----------------------|----|
| Our mission | 3 |
| Our vision | 4 |
| Master logo | 5 |
| Logo -Exclusion zone | 7 |
| Logo Variations | 8 |
| Typography | 9 |
| Colour system | 11 |
| Photography | 13 |
| The stationery | 17 |

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Our Mission

At William College, we believe in the transformative power of education, and to ensure this, we attract and retain experienced, renowned faculty members. Our faculty members are not just educators but mentors, guiding students on their academic journey. Moreover, we recognise the importance of industry insights, and therefore, our courses include contributions from leading industry experts, providing students with real-world perspectives.

Our Mission

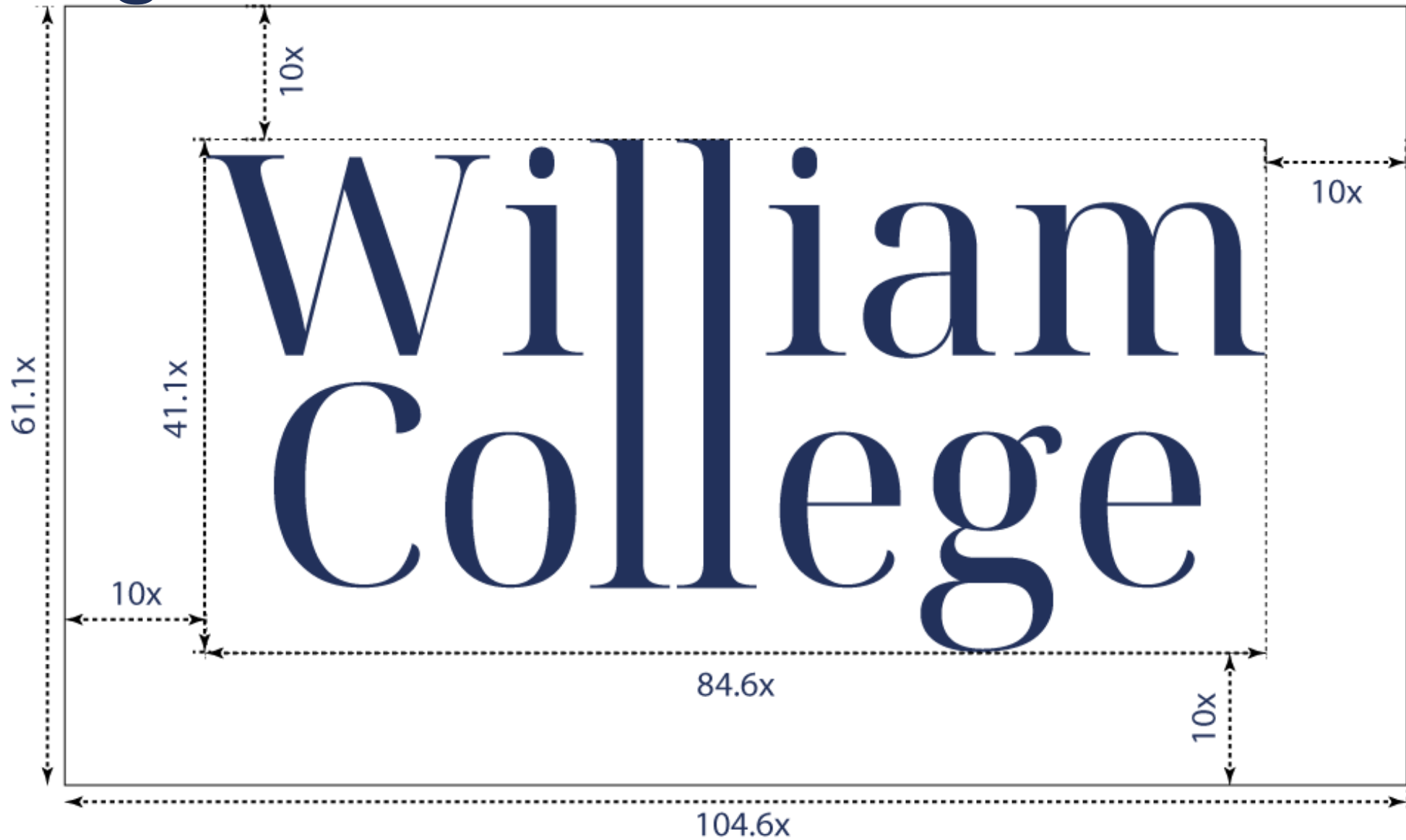
Our vision is to cultivate a learning environment that empowers students to think critically, act responsibly, and contribute meaningfully to society. William College is on a mission to redefine education by integrating academic excellence with real-world experiences, fostering a community of lifelong learners. Embark on your educational journey with William College – where knowledge meets innovation, and aspirations take flight. Your future begins here.

Master Logo



William College

Logo-exclusion zone



Logo Variations



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

Arial Narrow Bold

This font should be used for all Titles and Subtitles

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Aa

Arial Regular

This font should be used for all body copy

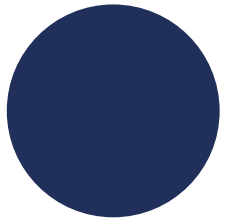
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ABCDEFGHIJKLMNOPQRSTUVWXYZ

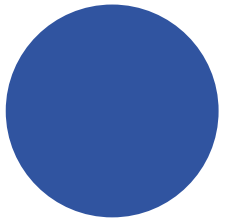
1234567890

Colour System

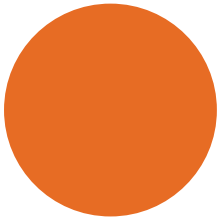
The colour system is a guide that helps all creatives follow the brand's consistent look and feel.



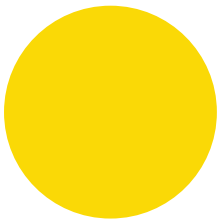
#23315B



#35539E



#E46B25



#FEDA00

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Photography Style

social media

A woman with dark hair pulled back, wearing a white blazer and matching trousers, stands in a library. She is looking directly at the camera. The background consists of tall bookshelves filled with books, creating a professional and academic atmosphere.

William
College

STUDY LAW

LEARN MORE ABOUT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

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STUDY CRIMINOLOGY

LEARN MORE ABOUT

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Two students, a young woman and a young man, are sitting on a table in a library. They are looking down at books or papers, appearing to be in a study session. The background shows bookshelves and stacks of books, with a soft, focused lighting.

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Photography Style

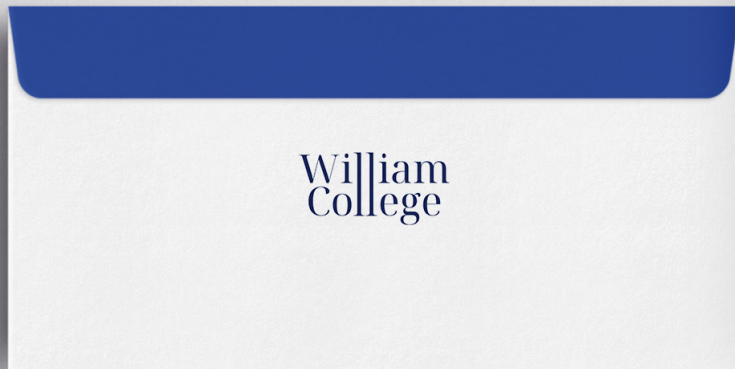
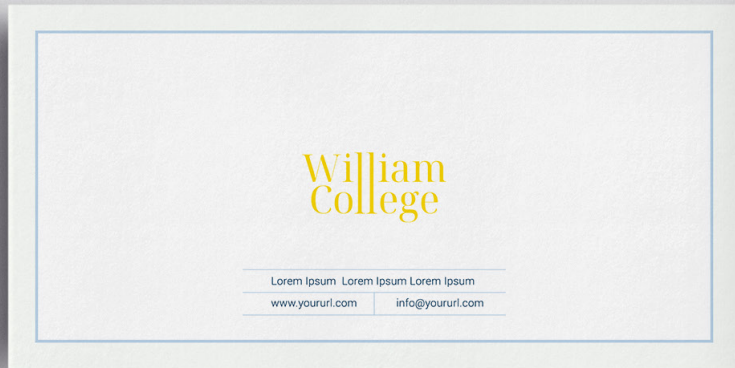
website design

Academic Focus

At William College, we believe in the transformative power of education, and to ensure this, we attract and retain experienced, renowned faculty members. Our faculty members are not just educators but mentors, guiding students on their academic journey. Moreover, we recognise the importance of industry insights, and therefore, our courses include contributions from leading industry experts, providing students with real-world perspectives. William College takes pride in its commitment to academic excellence and innovative teaching methods. We want to specialise in delivering high-quality education in the fields of Law, Criminology, Psychology, and Policing. Our programs are designed to equip students with the knowledge, skills, and ethical values necessary for success in their respective fields.



Brand Stationery



William College

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