



Changing Lives Learning Trust

RESPECT • RESILIENCE • ACHIEVEMENT • OPPORTUNITY

BRAND BOOK

Welcome to Changing Lives Learning Trust



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Our Vision

Changing Lives Learning Trust will have legitimate grounds to claim that our educational experience enables those we undertake to teach and train to have a preparation for life that is excelled by no other.

This will be our distinction.

Principles for Action

We aspire to be the most respected Trust.

Individual academies are encouraged to retain and develop their own unique local community links and character while adopting our vision and values because...

Our children deserve to attend schools that are academically obsessed with delivering the pinnacle of teaching and learning, as though we invented it. It should not matter where they live, they should have the very best schools right there in their own community. That means in each of our schools...

Everything we do, no matter how small, has to help, add to, amplify changing lives through learning; we have to be utterly obsessed with improving each child's outcomes in order to change each child's life, such that...

Under the expert guidance of academically brilliant adults our children have to be learning the powerful knowledge, skills, attitudes and values they need to thrive and shape their world. Therefore...

Our staff have to have a professional dissatisfaction in their craft because no matter how good we are we must all remain utterly convinced we can be better and...

Through our One Cumbria Teaching School Hub we must make it easy to recruit of aspiring teachers, train and retain existing teachers and leaders to intuitively deliver a network of perpetual development and opportunity to those experts in their fields.



Across our Trust...

We will naturally retain talent until it's time to let it loose on the rest of the education system with all the skills and potency borne from an unrivalled training institute.

We always put collaboration before competition and will never do anything detrimental to a young person, member of staff, school or college in a neighbouring community.

Principles in Action

- 1** Our vision and set of values (Respect, Resilience, Achievement, Opportunity) must be consistent without being conformist;
- 2** Curriculum design – fit for purpose both academically and financially;
- 3** Quality in the classroom – nothing other than the highest standards every day can be acceptable – strategic focus on teaching and pedagogy will always be greater than autonomy and identity;
- 4** Honest leadership underpinned by respect, resilience and integrity that delivers a culture of praise for all;
- 5** A model for school improvement which is both systematic, consistent and collaborative across our Trust – distributing, deploying and building system leadership and targeted professional development;
- 6** Monitoring and intervention – knowing our academies and holding them to account
- 7** Systems and policies - we all work within accountability frameworks and that we must we adhere to the highest standards of public office;
- 8** We follow the guiding principles of School Teachers Pay & Conditions and National Joint Council conditions of service and want to work positively with professional associations and actively involve them in our decision making;
- 9** We will aim to create 'capacity in advance of need' at every level of the organisation. Decisions to support new schools will be driven by the capacity available and in our confidence that our existing academies will not decline.

The story behind our logo

In 2022 we held a competition to design our new Trust logo. It was open to children across the entire Trust. The final logo you see here encompasses design ideas from three children within our Trust.

The four icons represents our four values of:

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ACHIEVEMENT

It can mean a thing done successfully with effort, skill, or courage; we have to work hard to achieve.



RESPECT

We accept people for who they are, even when they're different from us or we don't agree with them; acting in a polite way to everyone. We ensure our environments and communities have adequate resources to meet our needs and many of our wants and in our academy we appreciate the gift of free education and resources given to us when so many have so much less.

One design showed children being held in the hands of the school and the Trust and this powerful message is a central theme.

The path leads to changing lives through learning; a journey of discovery and at the top, the hands supporting those in our care; children and adults alike.

OPPORTUNITY

It can mean that we seize, create or offer a moment or circumstances that makes it possible to do something.

RESILIENCE

It can mean the capacity to recover quickly from difficulties; toughness; or the ability to spring back from pressure.

The use of the colour gold throughout the logo represents the highest standards while using green represents how the 'fertile ground' of Respect and Resilience can stretch beyond the horizon to the blue sky of Achievement and Opportunity.

Design Guide

The purpose of these guidelines is to explain the use of the new brand style for Changing Lives Learning Trust and to reinforce consistent application of the visual elements in all communications.

This includes publications, advertising, promotional material, internal and external communications and all other marketing materials, both online and offline.

Definitions

Visual Identity

An umbrella term not only for the **Changing Lives Learning Trust** logo but how any branded item looks and feels.

Branding

A look and feel created by consistent application of the logo and design.

Pantone

Corporate brand name for a universal colour specification.

CMYK breakdown

C = Cyan, M = Magenta, Y = Yellow and K = Black. A four colour breakdown of a specified colour will be shown in percentages from 0% to 100%. This is when a colour has to be reproduced when printing full colour communications.

RGB breakdown

R = Red, G = Green, B = Blue
The three colour breakdown is used when specifying colours for screen communications such as a website. An RGB colour is shown using a range between 0 and 255.

Mono

Single colour.

Clear space

The exclusion zone around the logo or icon - where no text is allowed.

Font

A set type of one particular style and size.

Body copy

A term for the main 'type-set block' of text found on a page. This is typically found under a heading.

The Logo



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▲ Standard CMYK Logo



ARTWORK

The logo can be downloaded in various formats from www.changingslives.education/branding



▲ Reversed CMYK Logo



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Logo Usage

MINIMUM SIZE



40mm

For print the minimum size for the logo is as follows:

A5 and below 40 mm

A4 50 mm

A3 60 mm

A2 and over 70mm

The logo should never be reproduced at a size less than 40mm wide.

EXCLUSION ZONE



The 'exclusion zone' is the clear space that surrounds the logo. To ensure that the logo remains clear and has impact, nothing should ever appear inside the exclusion zone. The exclusion zone around each side of the logo should be equal to 50% of the vertical height of the shield.

LOGO PROPORTIONS & USAGE

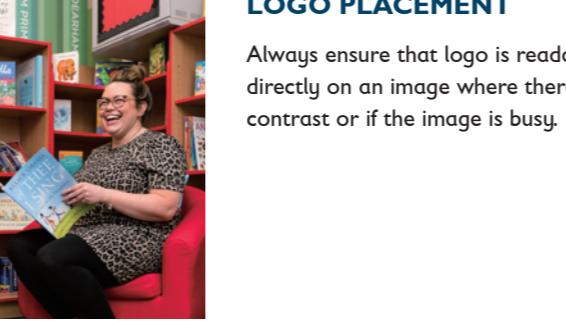
Always ensure that logo is reproduced at 100% aspect ratio for both height and width.



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LOGO PLACEMENT

Always ensure that logo is readable. Do not place directly on an image where there is not enough contrast or if the image is busy.

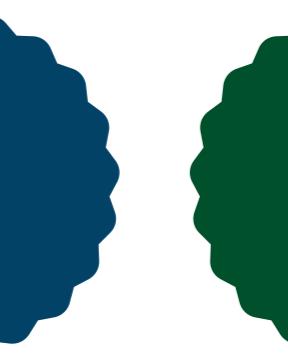
Colours

Primary Colours

The colour palette comprises of three core colours. Please use these colours and tints to ensure that the brand has a consistent look and feel.



C100 M70 Y30 K30
R35 G64 B100
HEX #234064
Pantone 280



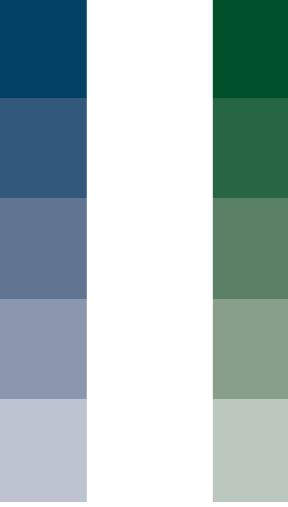
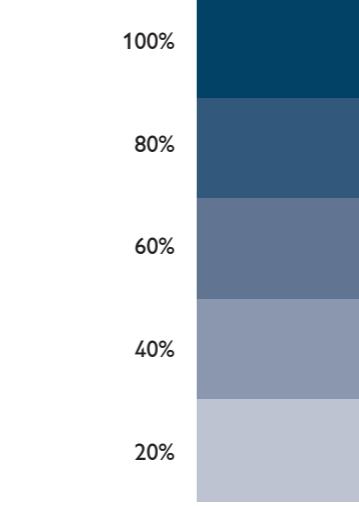
C100 M40 Y100 K40
R34 G82 B48
HEX #225230
Pantone 349



C30 M35 Y65 K15
R164 G146 B98
HEX #A49262
Pantone 7502

Tints of primary colours

When selecting tint values ensure that any text placed has enough of a contrast to maintain readability.



Typography

HEADING & BODY TEXT FONT

The heading font used in the Changing Lives Learning Trust branding is a typeface called Gill Sans Infant. This font is available in various weights.

This is available from here:

www.myfonts.com/collections/gill-sans-infant-font-monotype-imaging or
www.fonts.com/font/monotype/gill-sans-mt-infant/complete-family-pack

GILL SANS INFANT - REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 !"£\$%^&*()+

GILL SANS INFANT - BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 !"£\$%^&*()+

Gill Sans infant is available in the following weights:

- { Regular
- Italic
- Bold**
- Bold Italic**

ALTERNATIVE FONT

An alternative font used in the Changing Lives Learning Trust branding is a typeface called ASAP. This font is available in various weights.

This is available from here:

<https://fonts.google.com/specimen/Asap>

ASAP - REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 !"£\$%^&*()+

ASAP - BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 !"£\$%^&*()+

ASAP is available in the following weights:

- { Regular
- Italic
- Bold**
- Bold Italic**



Print

PRINTED MATERIAL GUIDELINES

Any printed media should use the typeface Gill Sans Infant or if this is not available then use the alternative - ASAP. Body copy should be no smaller than 8 point, but ideally 9 or 10 point in the Regular weight. Bold can be used to emphasise small amounts of text but should not be used excessively within body copy.



Digital

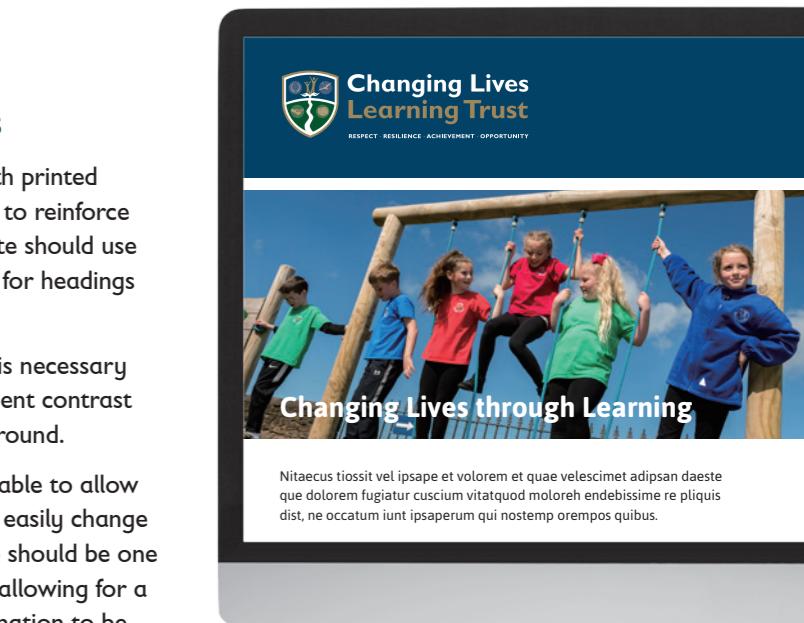
WEBSITE GUIDELINES

The website should tie in with printed media as closely as possible, to reinforce the visual identity. The website should use the Gill Sans Infant typeface for headings and the body text.

For accessibility purposes it is necessary to ensure that there is sufficient contrast between text and the background.

The font size should be resizable to allow people with limited vision to easily change the text size. The default size should be one that is aesthetically correct, allowing for a reasonable amount of information to be displayed at once but is still readable by the majority of people.

Font decoration should be kept to a minimum. To emphasise text it should be emboldened rather than italicised, and underlining should only be used for links. Links should be underlined wherever possible and visited links should change colour.



EMAIL COMMUNICATIONS

Rather than use Gill Sans Infant or ASAP for email communication (which is unlikely to be available on a recipient's computer) it is best to use Arial.



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