



The Purcell School  
*for young musicians*

# Brand Guidelines

## 2017

Welcome to The Purcell School

# Brand Book

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# The Purcell School

*for young musicians*

## Brand

The Purcell School has established itself as one of the UK's leading and oldest independent music schools, and we have gained international recognition for our teaching and performance.

It is important for us to maintain a consistent and distinctive identity among all of our stakeholders. As such, we must ensure that the representation of our brand and the basic elements of our identity are always used coherently and correctly.

This branding guidelines document outlines a number of fundamental areas of importance to ensure that the look and feel of all communications complements The Purcell School's brand values.

By adhering to these guidelines we will ensure that our identity stays strong and promotes a consistent image to our audiences across all of our communications.

## Name

We have an enviable and powerful asset in our name and reputation. In a competitive market place, protecting this is key.

Our name is important to us and whenever possible our full name – The Purcell School – or full name and tagline – The Purcell School for Young Musicians – should be used. Other names and abbreviations must not be used.

# Logo

The Purcell School logo is the mark that represents the School. It carries the values of musical excellence, academic inspiration and a love of learning that are at the heart of the School's ambition. Therefore it is important that it is reproduced and displayed in the correct manner so as not to dilute The Purcell School brand.

This is the logo in full colour (Pantone 7469U - breakdown of colour values detailed on p12). It is the most common and should be used whenever possible. Please use with care (advisory notes follow).

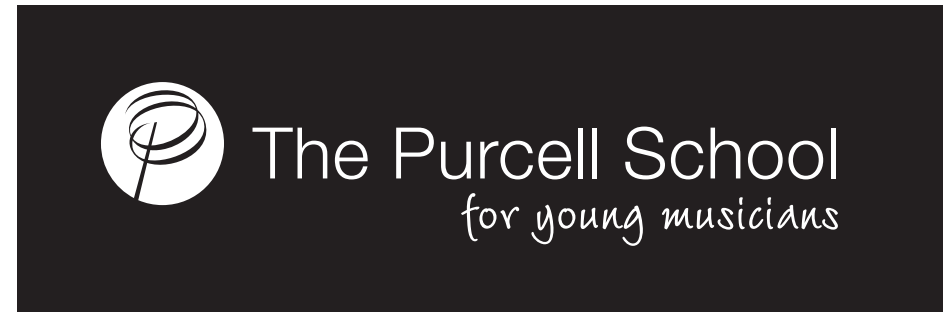
The tagline 'for young musicians' is an integral part of the logo and must always be shown in full.



# White and Black Logos

White and black versions of the logo have been created for use in an instance when the full colour logo cannot be used. For example, it should be used on darker colour backgrounds, in order to ensure there is sufficient contrast between the logo and the colour behind it.

These are the only colour variations of the logo to be used without prior consent. Please contact the PR & Communications team, [publicity@purcell-school.org](mailto:publicity@purcell-school.org), to discuss any further colour requirements.



# Exclusion Zone

The logo must always have a clearly defined area of space surrounding it to ensure that it is not overpowered or crowded by other graphic devices or text. To achieve this, a minimum clear space has been created. Please ensure no text or images encroach into this space and detract from the logo.

The Purcell School logo exclusion zone is 2x the X-height of The Purcell School text.



# Examples of Logo Size

## A5 literature

A minimum 'P' height of 10mm is used for A5 literature.

## A4 literature

A minimum 'P' height of 15mm for A4 literature.

## A3 literature

A minimum 'P' height of 20mm for A3 literature.

## Large formats

A minimum 'P' height of 25mm for large formats.

'P' height

The Purcell School  
for young musicians

MONDAY 16 OCTOBER  
7:30pm

PURCELL SCHOOL  
SYMPHONY ORCHESTRA

Conductor: Graham Ross  
Cello: Sebastian Kozub

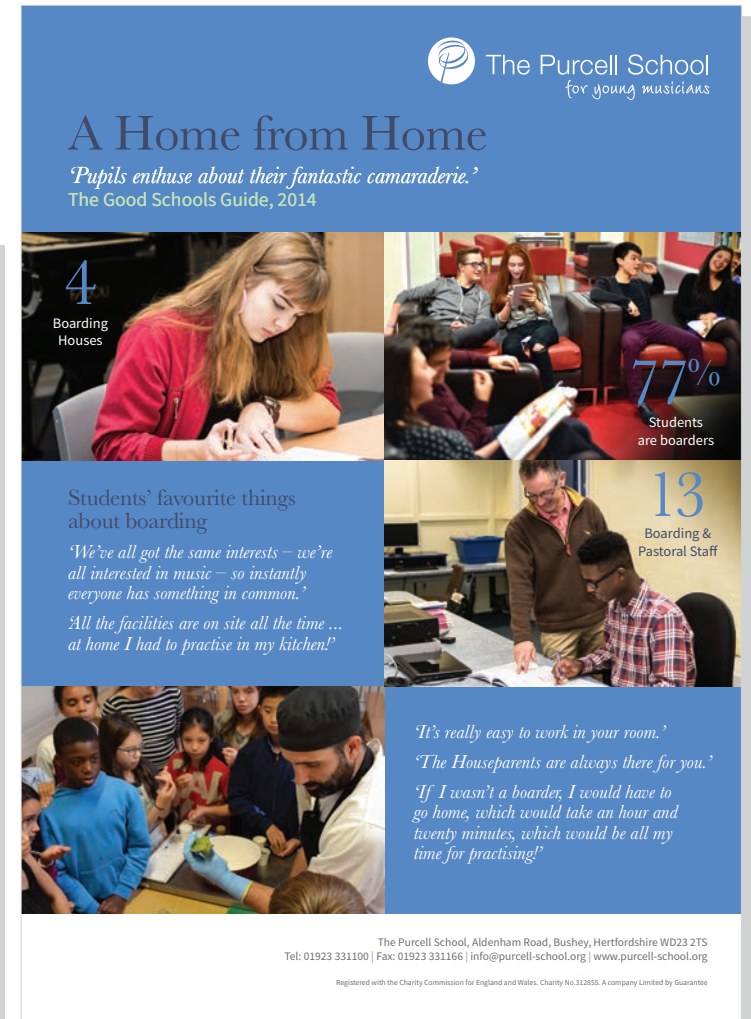
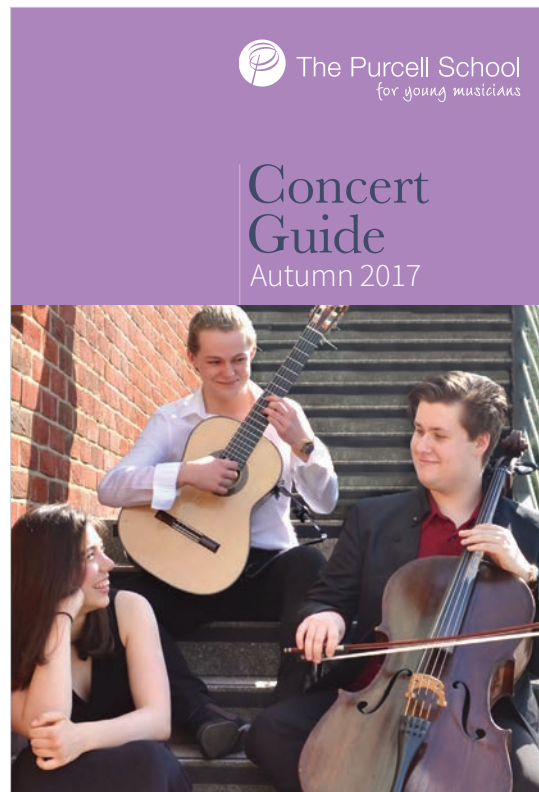
Rossini *The Thieving Magpie Overture* | Schumann *Cello Concerto*  
Tchaikovsky *Symphony No. 5*



# Logo Positioning

Wherever possible, the preferred position for The Purcell School logo is top right, as shown here.

This position has been chosen carefully to ensure that the logo is clearly displayed in a prominent position, and that the rules around the minimum size, clear space and background are adhered to.



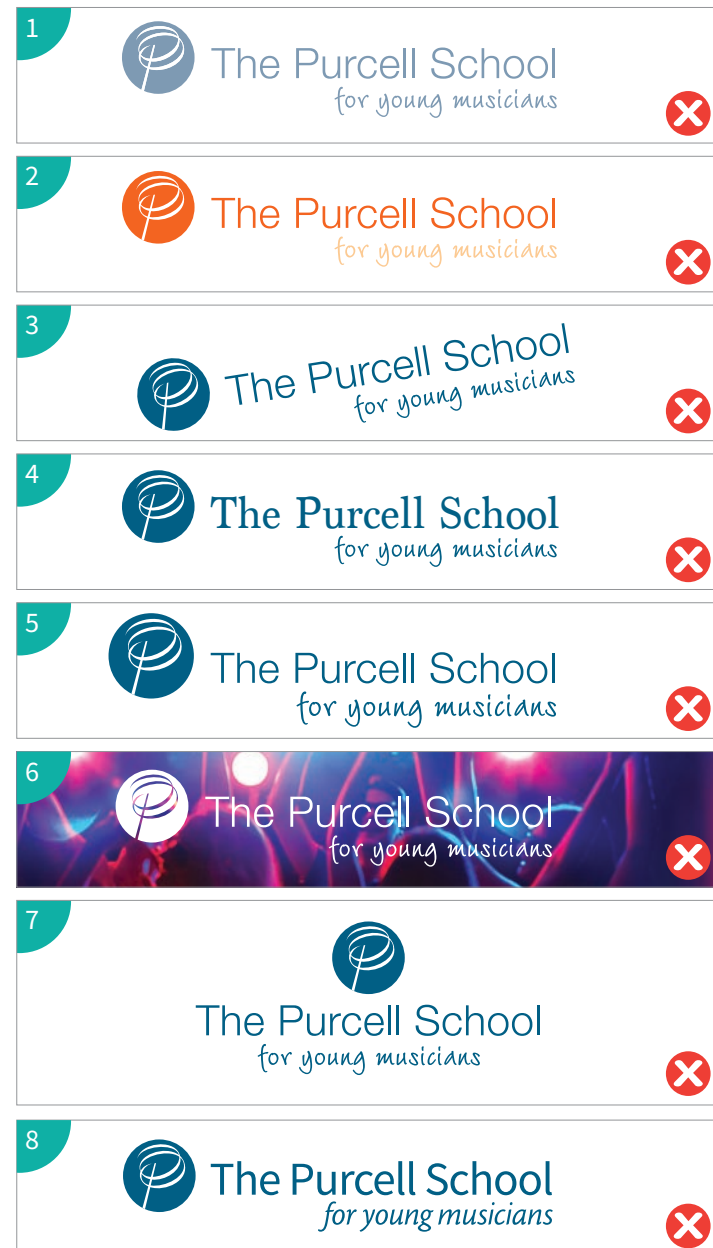
# Logo Do Nots

To retain the integrity of The Purcell School identity, it is important not to change any element of the logo or adjust it in any way. Here are some examples of how not to use the logo.

## Please do not:

- 1 Tint the logo
- 2 Change the colours
- 3 Rotate the logo
- 4 Change the font
- 5 Alter the proportions of the logo
- 6 Use the logo on complex backgrounds
- 7 Re-arrange elements of the logo
- 8 Recreate the logo

Please be responsible, not reckless, with this logo.  
Always use the logo provided.



# Icon

The Purcell 'P' icon is versatile and, with permission, can be used separately from The Purcell School text.

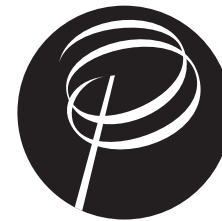
The icon is most frequently used on social media, marketing materials and branded merchandise.

Much like the logo, white and black versions of the icon have been created.

If you wish to use the icon, please contact the PR & Communications team, [publicity@purcell-school.org](mailto:publicity@purcell-school.org), to discuss further.

## Please do not:

- 1 Change the colour
- 2 Remove any elements or attempt to redraw
- 3 Rotate, stretch or distort
- 4 Add any additional typography or design elements



# Colours

Consistent use of The Purcell School colours will help ensure that this palette becomes recognised as belonging to The Purcell School, even without the logo.

The Purcell School communications are designed using plenty of space. This makes sure that text and information are clear and easy to read, and is also a distinctive element of our look and feel.

## Primary Palette

These are the main colours and should be the predominant colours used on any piece of design.



Pantone: 7469U  
CMYK: 100/10/0/51  
RGB: 0/86/128  
Hex: TBC



Pantone: 326U  
CMYK: 77/5/42/0  
RGB: 0/171/160  
Hex: 00ABA0



Pantone: 285U  
CMYK: 74/44/0/0  
RGB: 72/130/208  
Hex: 4882D0

## Secondary Palette

These colours should be used to support and expand upon the primary palette. They are to be used alongside the main palette and never independently of it.



Pantone: 282U  
CMYK: 79/69/36/24  
RGB: 64/73/101  
Hex: 404965



Pantone: 329U  
CMYK: 79/33/50/20  
RGB: 28/111/106  
Hex: 1C6F6A



Pantone: 367U  
CMYK: 50/0/72/0  
RGB: 143/210/104  
Hex: 8FD268



Pantone: 2602U  
CMYK: 48/75/0/0  
RGB: 148/88/168  
Hex: 9458A8



Pantone: 2746U  
CMYK: 75/66/2/0  
RGB: 85/88/158  
Hex: 55589E

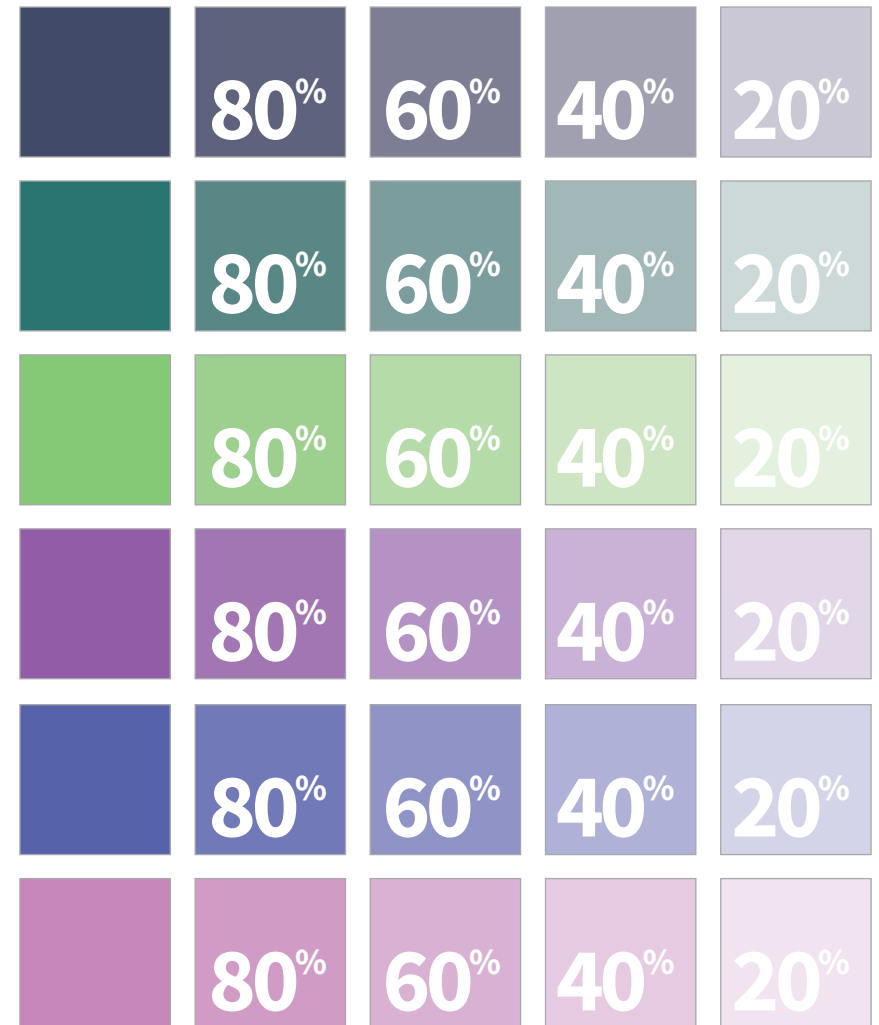


Pantone: 514U  
CMYK: 20/55/0/0  
RGB: 200/129/191  
Hex: C881BF

## Tints

A tint is a mixture of a colour and white in order to increase its lightness. While The Purcell School colour palette should typically be used at full strength, tints can be used in instances that require a more subtle colour variation or require some differentiation. Tints can be used to create hierarchy, separate colours, construct overlays and extend core colours.

Tints should never be used independently of the full strength colour palettes. Tints should only be used in support of primary and secondary colours as a way to extend that colour for specific applications.



# Typefaces

The primary typeface is Baskerville Regular. This face has been chosen as it reflects The Purcell School brand: it is a clear, contemporary and classic face that suits modern treatments.

The secondary typefaces are Source Sans Pro Light, Source Sans Pro Regular, Source Sans Pro Bold and Baskerville Italic. Source Sans Pro Light is used mainly for body copy, paragraphs of feature text, annotations, sources and contact details. Source Sans Pro Regular and Source Sans Pro Bold are used in the same instances but where an emphasis is required. Baskerville Italic is used purely for quotes.

Creative typographic arrangements are permitted as long as function takes precedent over form – it must be clear what is being said.

# Typography and Weight

Consistent use of the correct typefaces and weights, in the right places, ensures that The Purcell School communications are instantly recognisable and the integrity of the brand is maintained.

## Baskerville Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

---

## Source Sans Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

---

## Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

---

## Source Sans Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

---

## *Baskerville Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890*

# How to Use Typefaces and Weights

## Nurturing the Next Generation of Musicians

The Purcell School is Britain's oldest specialist music School. Situated on the outskirts of London in Bushey, Hertfordshire, the independent boarding and day school is home to around 180 young people, all of whom are passionate about music and determined to fulfil their exceptional talent. Pupils receive a well-rounded education with world-class music at the heart of School life.

*'It gives me great hope for the future of the music profession when I hear what these young people are capable of.'*

Sir Simon Rattle

## Baskerville Regular, 30pt on 30pt leading

Source Sans Pro Light, 12pt on 16pt leading

*Baskerville Italic, 18pt on 21pt leading*

Source Sans Pro Regular, 10pt on 14pt leading

# Third Party, Co-Branding and Partnerships

Sometimes there will be a need to include subsidiary information, such as another organisation's logo, alongside The Purcell School logo. This is most likely to occur on press releases, posters, programmes and advertisements.

In general terms, when The Purcell School's logo is used by an external organisation, there is a requirement that permission be sought by this organisation and the correct logo used. All requests must be directed to the PR & Communications team, publicity@purcell-school.org.



## School Lead Partner

Where The Purcell School is the lead partner on a project, the School's brand and style should prevail. On these occasions The Purcell School logo should be given precedence – it should always be the most vital and visible element of the communication – and our preference is to occupy the top right corner.

The partner's logo should be positioned along the bottom of an application, preferably in the lower right corner. It is impossible to provide strict guidelines in terms of sizing because every logo is designed differently but, as a guide, the partner logo must not exceed the width of The Purcell School logo.

Where there is more than one partner, the logos should always be positioned starting from the right side.

## Co-Branding

For joint ventures or partnerships where the School is an equal, there should be equal balance between the co-branded logos. If the co-brand design is led by another institution/organisation, our preferred position is the lower right or top right of the application, with the logo in full colour where possible.

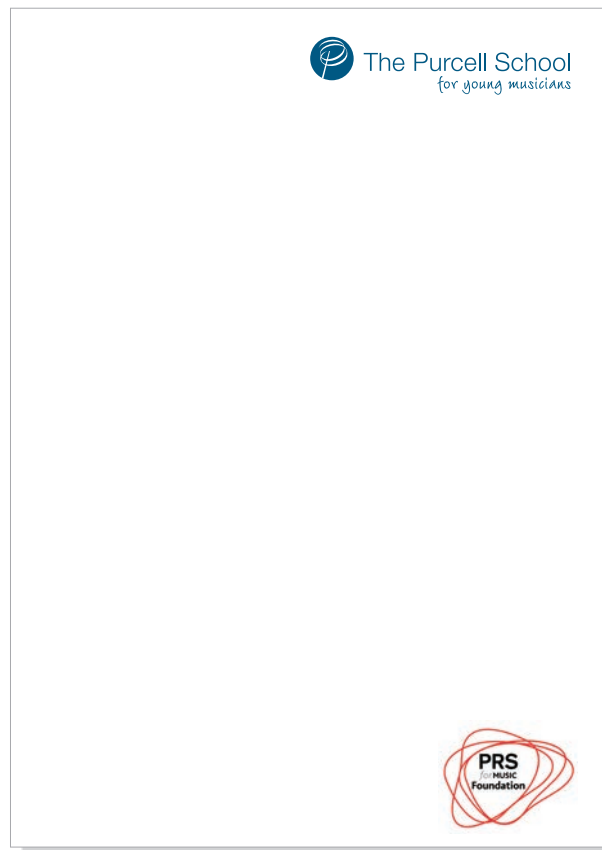
These logos should be aligned either horizontally or vertically, meaning that, where possible, these two elements should not be in opposite corners.



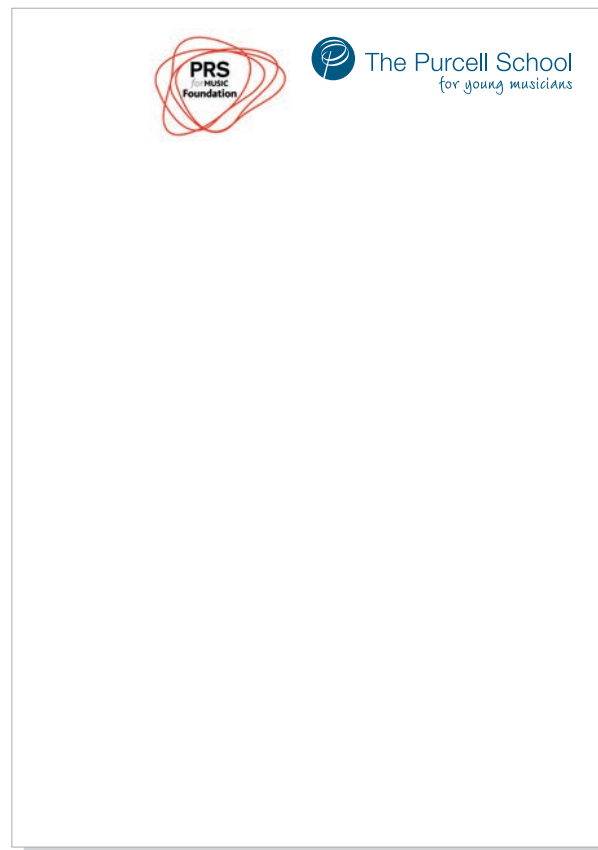
# Third Party, Co-Branding and Partnerships

Examples:

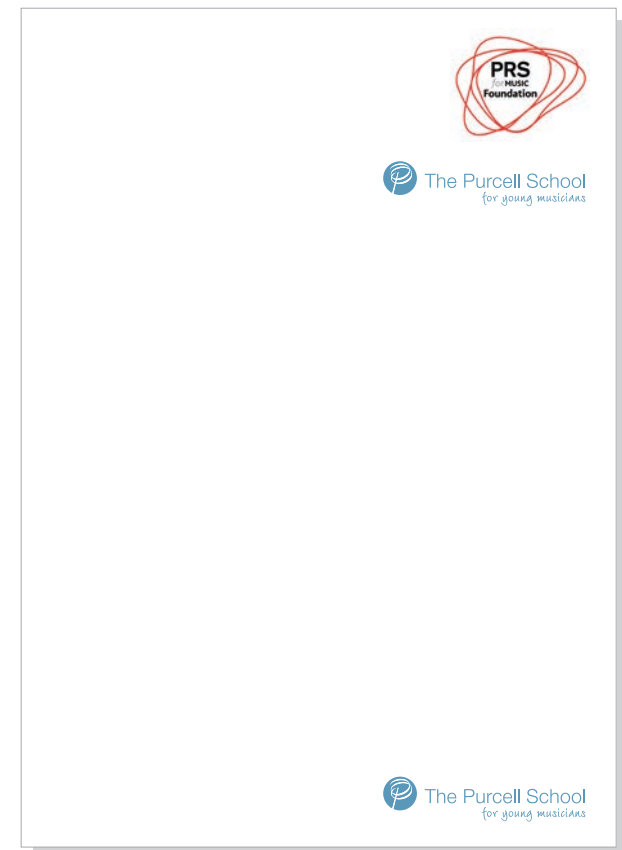
## School Lead Partner



## Co-Branding – Equal



## Co-Branding – Other organisation led

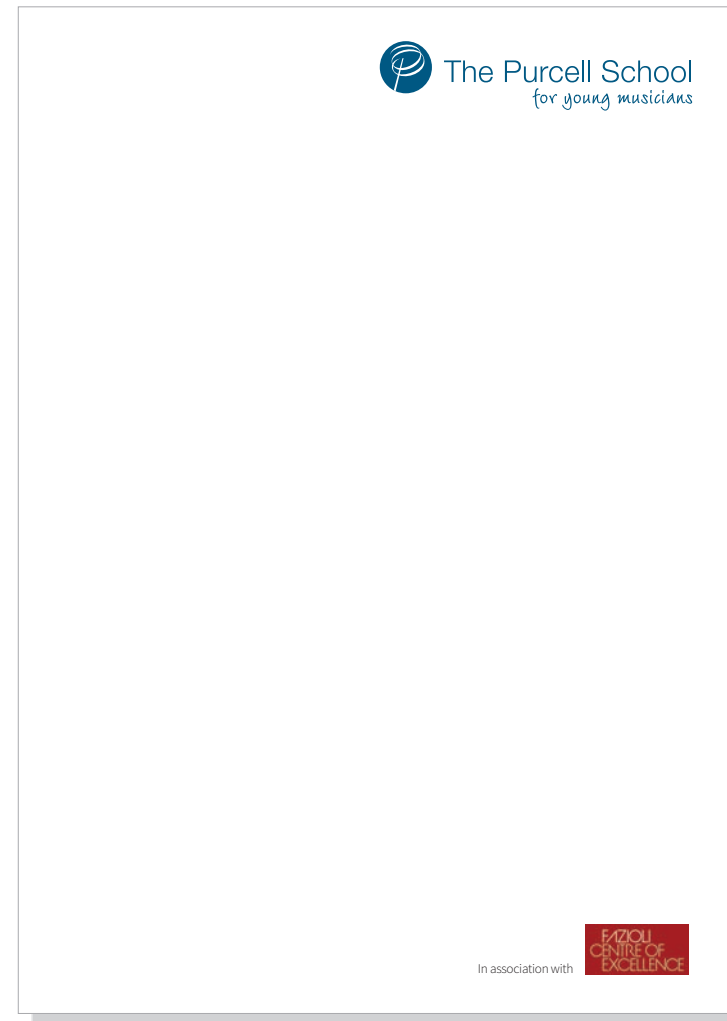


*logo tinted to show position options*

# School Endorsed by a Third Party

Where The Purcell School is endorsed, sponsored or accredited by another organisation, the sponsor's logo should be positioned along the bottom of an application, preferably towards the lower right corner. The exact size, position and colour of a sponsor's logo is subject to negotiation on a case-by-case basis.

Where there is more than one sponsor, the logos should always be positioned starting from the right side.



# School as Sponsor

Similarly, where The Purcell School has endorsed, sponsored or given accreditation to another organisation, the preferred position for the logo is the lower right of the application in full colour. If this position is occupied, use the lower left.

## Endorsement wording and acceptable descriptions are:

An initiative of

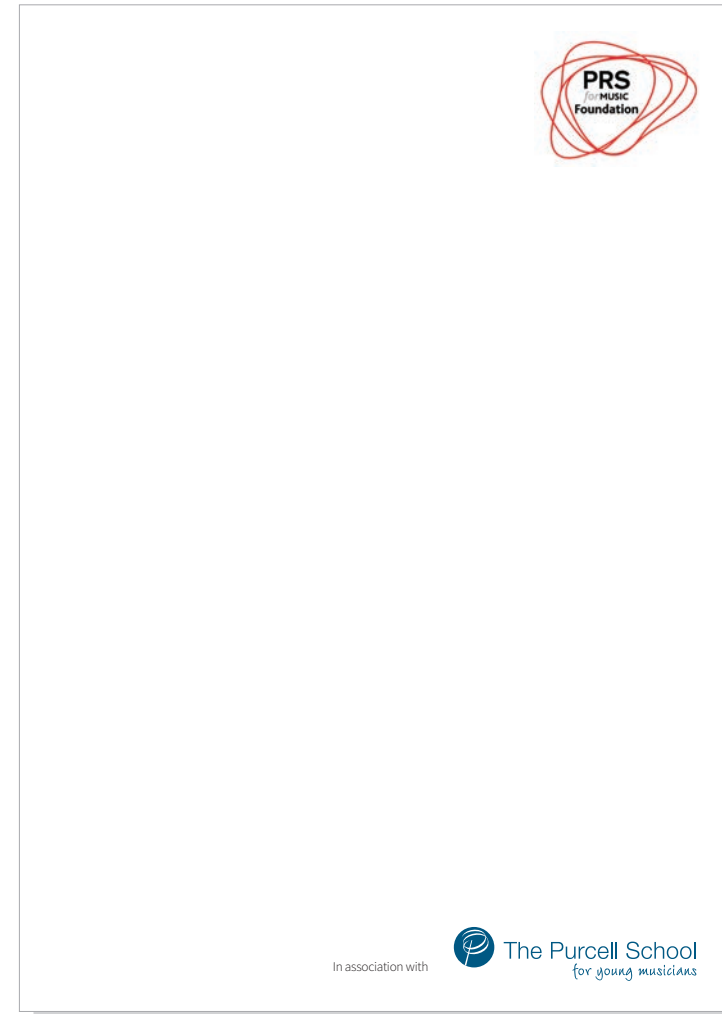
In association with

Sponsored by

In partnership with

A part of

The wording should be typeset in Calibri or Source Sans Pro Regular.



# Pupil and Staff Promotion

Promotional posters created by pupils and staff for display inside the School must adhere to these guidelines and be approved by the PR & Communications team, [publicity@purcell-school.org](mailto:publicity@purcell-school.org), prior to use.

The key brand principles for pupil and staff promotional material are:

- Prominently display the correct School logo
- Adhere to the logo sizing guidance and positioning
- Use colours from the colour palette
- Use only approved fonts
- Comply with photographic guidance
- Apply principles of good design

However, if promotional material is being produced to publicise an event to raise funds for something or someone other than The Purcell School, it would be misleading and misrepresentative to include the School logo. It is, nonetheless, entirely appropriate for pupil/staff to reference the School as the place of study/work.

This restriction also applies to any wording that might suggest the School endorses or sponsors the event ('in association with' and 'with support of', for example).



The Purcell School  
for young musicians

## The Well-Tempered Concert: Bach Reimagined

Monday 1st May, 5.00pm  
Constance Pilkington Hall, The Purcell School

Original, creative, inventive arrangements of Bach's 48 Preludes and Fugues (Book 1) for new and exciting instrument combinations, by BBC Young Musician Percussion Category Finalist 2016 and Purcell School pupil, Joe Parks.

Performed by talented young musicians from The Purcell School.

- Free admission
- Refreshments will be provided in the interval

The Purcell School, Aldenham Road, Bushey, Hertfordshire WD23 2TS  
Tel: 01923 331100 | Fax: 01923 331166 | [info@purcell-school.org](mailto:info@purcell-school.org) | [www.purcell-school.org](http://www.purcell-school.org)  
Registered with the Charity Commission for England and Wales. Charity No. 312855. A company limited by guarantee.

## Sub-Brands

A sub-brand is where a section of an organisation uses its name alongside the main organisation's identity. While the creation of additional logos associated with The Purcell School is discouraged, there is an approved sub-brand which exists within The Purcell School and which is illustrated here – The Purcell School Chamber Music Academy.

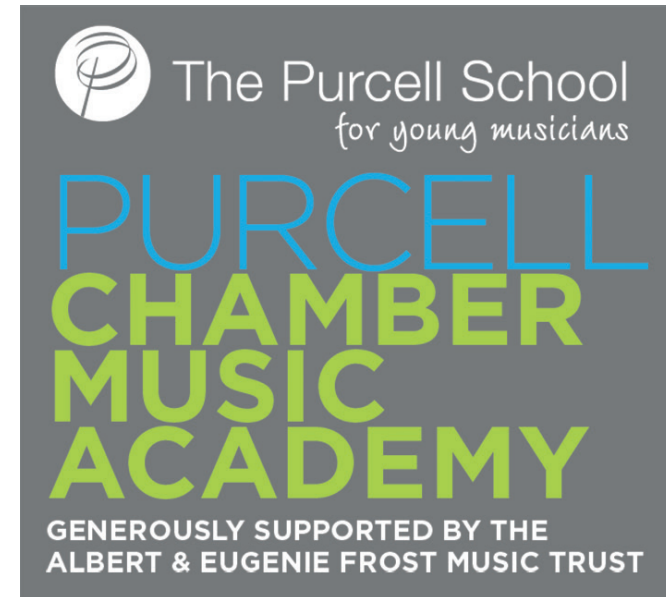
All other groups or departments associated with The Purcell School must represent their name using text only, making use of the School logo.

Unofficial sub-brand logos can dilute our identity and cause audiences confusion about the origin or authenticity of our communications.

When using a sub-brand logo, The Purcell School logo must always occupy a prominent position, superior to any other sub-branding within the layout. It must never appear secondary to a sub-brand.

As with the School logo, all approved sub-brands are subject to the same principles of use.

All requests for new sub-brands must be directed to the PR & Communications team, [publicity@purcell-school.org](mailto:publicity@purcell-school.org). Please never create a sub-brand without prior approval.



# Photography

Photography is key in any communication about The Purcell School. For many prospective students and parents, for example, it is their first glimpse of life at The Purcell School. Therefore, it is important that any photography is respectful of the ethos and values of the School, and represents it in the best way possible.

The world views The Purcell School through photographs, and the following section aims to provide a thorough explanation of how photography should be taken and used.

## Photography Style

**Keywords: Natural, positive, warm, friendly, energetic**

All photography should feel natural and unstyled. Fabricated environments and props should never be used, and the style of photography should be candid and unstaged. For example, the individual or group within a shot should not be deliberately looking at the camera.

Please always use natural light. Shots that feature heavy lighting can sometimes seem artificial and could make the situation look unrealistic. All photography should also be shot with natural backgrounds to give a real context to the subject matter, and it is important to ensure photographs have natural tones and highlights. Please do not oversaturate colours for design effect or otherwise.

## Photography Composition

**Keywords: Flexibility, space, clear area, background**

Different crops of a shot will be essential. Cropping an image too close to the subject can cause issues when implementing imagery across a multitude of different formats.

Try to include clear areas within the background. There may be a requirement to run type over the photography, so uncluttered areas that are tonally flat should be included where possible.





## Music Photography

**Keywords:** Precision, context, relationship

There should be no set-up in music photography, and the shots should not be formulaic or structured.

A discrete reportage style, causing minimum disturbance, should be used for action shots of musicians playing and performing. Look out for interesting shapes being made by the musicians and their instruments.



## Architectural Photography

**Keywords:** Building, context, angle, architecture, atmosphere

Please ensure that the School (building) is the focal point of the shot, that the building commands the largest area within the photograph, and that the architecture is used to the best advantage.

Any individuals should appear naturally within the context of the shot and, where possible, interacting with the space. If people are included, it is important to capture the purpose of the space.







## Tone of Voice

Our tone of voice is the way we write and speak to our different audiences. From brochures to websites, to adverts and newsletters, a consistent tone of voice will help build and strengthen our brand. It is a vital part of our brand identity and an important way to communicate our values.

The words a person uses tell us a lot about their personality and it's the same with brands. After all, brands are often described as 'personalities' and, as such, our tone of voice has been developed to help us choose words that bring our brand's personality to life. When used consistently, tone of voice can help build trust in our brand. It can reassure our stakeholders and even inspire them through the energy, optimism and focus.

Our tone of voice is intelligent, authoritative and warm. We should be able to describe every piece of writing we produce broadly with these three words.

Our tone is not bland, arrogant or over-friendly.

Intelligent  
Authoritative  
Warm

# Stationery

It is important that The Purcell School logo is presented in a strong and consistent manner in order to achieve maximum impact.

Consistency across all School stationery is paramount. All letters written for School business must be written on a School letterhead.

## Letterhead

### Portrait: A4

Letterhead contact details:

### Name/Date/Correspondence

Source Sans Pro Bold | 9pt | 12pt leading | ● Black | Ranged left

### Address

Source Sans Pro Regular | 9pt | 12pt leading | ● Black | Ranged left

Letter content:

### Text

Source Sans Pro Regular | 11pt | 14pt leading | ● Black | Ranged left  
Single-spaced | Line space between paragraphs



## Business Card

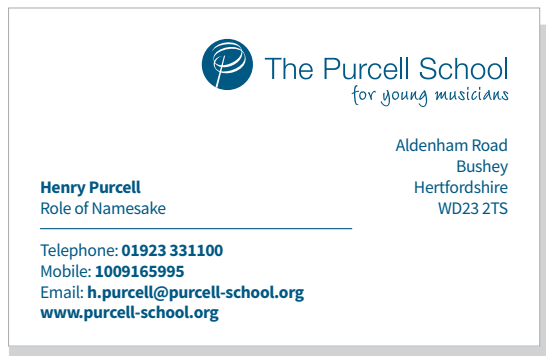
Landscape: 85mm x 55mm

Business card contact details:

**Name** Source Sans Pro Bold  
8pt | 9.5pt leading | ● Pantone 7469U | Ranged left

**Title** Source Sans Pro Regular  
8pt | 9.5pt leading | ● Pantone 7469U | Ranged left

Post-nominal letters and qualifications can be up to one line's worth in length.



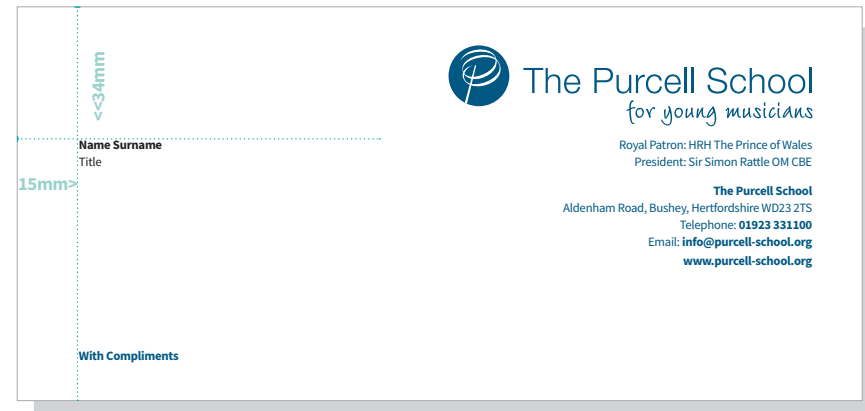
## Compliment Slip

Landscape: 210mm x 99mm

Compliment slip contact details:

**Name** Source Sans Pro Bold  
9pt | 12pt leading | ● Black | Ranged left

**Title** Source Sans Pro Regular  
9pt | 12pt leading | ● Black | Ranged left



# Email Signature

Every email that comes from the School reflects upon the institution. Using one simple, branded email signature helps strengthen the School's visual identity.

Email signature details:

**Name** Calibri Bold

10pt | 12pt leading | ● Pantone 7469U | Ranged left

**Title and details** Calibri Regular

8pt | 9.5pt leading | ● Pantone 7469U | Ranged left



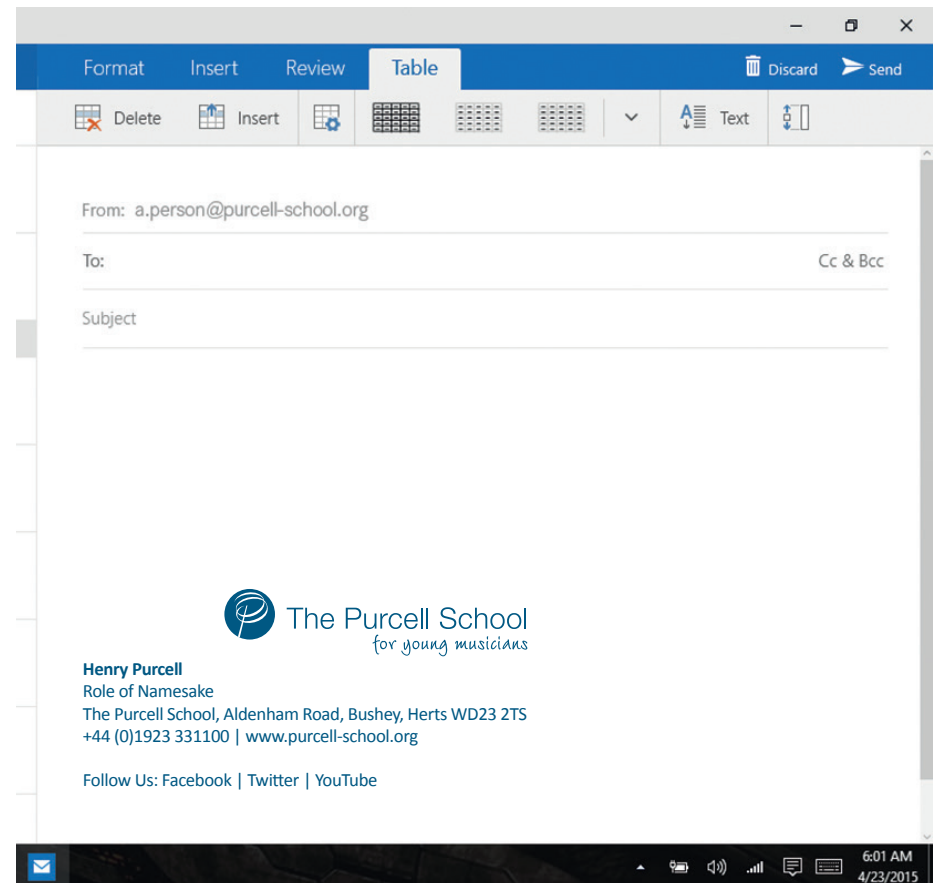
**Henry Purcell**

Role of Namesake

The Purcell School, Aldenham Road, Bushey, Herts WD23 2TS

+44 (0)1923 331100 | [www.purcell-school.org](http://www.purcell-school.org)

Follow Us: [Facebook](#) | [Twitter](#) | [YouTube](#)



## Further Help

For more information or guidance on any aspect of The Purcell School brand, please contact the PR & Communications team who will be happy to help.

[publicity@purcell-school.org](mailto:publicity@purcell-school.org)

Thank you



The Purcell School  
*for young musicians*

Aldenham Road, Bushey, Hertfordshire WD23 2TS  
Tel: 01923 331100 Fax: 01923 331166 [info@purcell-school.org](mailto:info@purcell-school.org)  
[www.purcell-school.org](http://www.purcell-school.org)

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