



BRAND STANDARDS GUIDE

VERSION 1.0



**PETERS
SCHOOL**
Business

CONTENTS

LOGO

Logo _____	4
Logo Elements _____	5
The “P” Icon _____	6
Colour Variations _____	7
Legibility _____	8
College Lockup _____	9
Program Names Lockup _____	10
Don'ts _____	11

TYPOGRAPHY

Primary Typefaces _____	13
Secondary Typefaces _____	14
Type Usage _____	15

DESIGN ELEMENTS

Brand Colours _____	18
Supporting Colours _____	19
Colour Usage _____	20
Stripes _____	21
Two-Colour “P” Icon _____	22

LOGO

LOGO

Our logo is a monogram featuring the letter "P," meticulously crafted from repeating lines. These lines symbolize the different paths and possibilities available within a business career.

The shape is also inspired by ancient Greek columns that evoke a sense of tradition, stability, and classical beauty, drawing a parallel to the importance of mathematical and logical thinking in business decision-making.

The result is a blend of symbolism that reflects both the modern dynamism and the timeless principles inherent in business education.



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LOGO ELEMENTS

The logo is made of two different components: the icon and the wordmark.

“P” Icon

In specific cases, the icon can live on its own without the wordmark.

Wordmark

The wordmark should never be used in isolation.



“P” ICON

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WORDMARK

THE “P” ICON

The icon can be used as a short-form version of the logo as long as the full logo and/or Peters School name is present somewhere in the material (e.g., internal pages of a long format document, social media).

The “P” icon can also be used in a two-colour version as an element in graphic applications – for more details on how to use it, refer to page 22.



COLOUR VARIATIONS

The logo can be used in these predetermined colour combinations within the primary colour palette.

Purple / Lilac Reverse

In the two-colour reverse versions, the icon adapts to the opposite colour, while the wordmark must be white.

One-Colour

The one-colour version can be used in black or purple whenever needed.

Reverse

The reverse version has many uses. It can live on top of any brand colour in full white or over photos when contrast permits.



LEGIBILITY

Safety Zone

A safety zone prevents elements from interfering with the legibility of our logo. It is measured by the width of the stem on the icon P. Never allow graphic elements to infringe upon the clear space.

Minimum Size

To ensure recognition on any application, our logo must adhere to minimum size requirements. Do not reproduce the logo / "P" icon smaller than 0.5" high in print and smaller than 36px high in digital uses.



PROGRAM NAMES LOCKUP

Program names should be added in Caecilia LT Pro Bold in the same point size as "Business", follow our safety zone guidelines, and use a line to separate the program name from the logo.



Network
Administration
Technology



DON'TS

Please avoid using the logo in the following ways.



Do not resize elements.



Do not recolour elements.



Do not use drop shadow.



Do not confine the logo to a contained shape.



Do not rearrange elements.



Do not skew, stretch, or distort any elements.

TYPOGRAPHY

The page features a dark purple background. At the top, there are three horizontal white lines that curve downwards on the right side. On the right edge, there are three vertical white lines that curve inwards towards the center. The word 'TYPOGRAPHY' is centered in a white, bold, sans-serif font.

PRIMARY TYPEFACES

Bicyclette

Bicyclette is a wide sans serif typeface that adds personality and distinction to the Peters School brand. It is used on the wordmark of our logo and it should be used primarily in all caps as headers, avoiding use in large sections of body copy.

This font requires a license to use. Whenever the license can't be obtained, it is to be replaced by Avenir.

Avenir

Avenir is a sans serif system typeface used for large sections of body copy. It also can be used to replace Bicyclette in headlines whenever a license can't be obtained.

For more details on type usage, refer to pages 15 & 16.

Aa

Bicyclette Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$%&

Bicyclette Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$%&

Bicyclette Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$%&

Aa

Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$%&

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$%&

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$%&

SECONDARY TYPEFACES

Caecilia LT Pro

Caecilia LT Pro is a slab serif typeface, used in our logo wordmark. It should be used as subheads and callouts, avoiding use in large sections of body copy.

This font requires a license to use. Whenever the license can't be obtained, it is to be replaced by Rockwell.

Rockwell

Rockwell is a slab serif system typeface that can be used to replace Caecilia LT Pro whenever a license can't be obtained.

For more details on type usage, refer to pages 15 & 16.

Aa

Caecilia LT Pro 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$%&

Caecilia LT Pro 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$%&

Caecilia LT Pro 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$%&

Aa

Rockwell Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$%&

Rockwell Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$%&

Rockwell Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$%&

TYPE USAGE

The following example represents the preferred usage of type formatting in all applications.

HEADLINES:
Bicyclette Bold
All Caps

SUBHEADS:
Caecilia LT Pro
Roman

BODY COPY:
Avenir Light

HEADLINES AND TITLES ARE SHORT AND LARGE

Subheads are 20% larger than the body copy, and uses a bold weight to draw attention to the start of the paragraph.

Body copy is small, but always readable, with leading that can breathe and colour that has enough contrast with the background. Lorem ipsum dolor sit amet, consectetur adipiscing elit. In ac purus nec est commodo iaculis. Integer scelerisque sit amet nunc et vulputate. Curabitur feugiat aliquam gravida. Mauris scelerisque felis in dui bibendum, nec porttitor purus volutpat.

TYPE USAGE

The following example represents the allowed usage of type formatting using system fonts. This formatting should only be used internally when Bicyclette and Caecilia LT Pro licenses are not available.

HEADLINES:
Avenir Black
All Caps

SUBHEADS:
Rockwell Regular

BODY COPY:
Avenir Light

HEADLINES AND TITLES ARE SHORT AND LARGE

Subheads are 20% larger than the body copy, and uses a bold weight to draw attention to the start of the paragraph.

Body copy is small, but always readable, with leading that can breathe and colour that has enough contrast with the background. Lorem ipsum dolor sit amet, consectetur adipiscing elit. In ac purus nec est commodo iaculis. Integer scelerisque sit amet nunc et vulputate. Curabitur feugiat aliquam gravida. Mauris scelerisque felis in dui bibendum, nec porttitor purus volutpat.



DESIGN ELEMENTS

PRIMARY COLOURS

Our brand colours play a key role in our visual brand identity. They are instantly recognizable and help to build a strong brand presence.

PURPLE

#470A68

PANTONE 2617 C

C80 M100 Y23 K19

R71 G10 B104

LILAC

#B996C3

PANTONE 2453 C

C27 M44 Y2 K0

R185 G150 B195

95% BLACK

#282829

C0 M0 Y0 K95

R40 G40 B41

SUPPORTING COLOURS

Our supporting colours are used to provide contrast and complement the primary colours, when needed. They are used only when there is a need to extend the palette to enhance clarity or readability (e.g., graphs, illustrations).

These colours should never be used in large spaces, overpower the primary colours, or replace them in the logo.

GREEN

#1D6960
PANTONE 4165 C
C87 M39 Y61 K22
R29 G105 B96

CYAN

#88DBDF
PANTONE 318 C
C45 M0 Y16 K0
R136 G219 B223

GOLD

#BC955C
PANTONE 465 C
C7 M27 Y55 K22
R185 G151 B91

COLOUR USAGE

Hierarchy

The following colour strip shows the overall colour usage within our brand. Our two main colours are purple and lilac.

Contrast

Our brand colours must interact to create contrast that allows for easy readability. Use this page as a guide to maximizing contrast within our colour palette.



HEADLINES
 Subheads
 Body copy

CALLOUTS

HEADLINES
 Subheads
 Body copy

CALLOUTS

HEADLINES
 Subheads
 Body copy

CALLOUTS

STRIPES

Inspired by the repeating lines from our icon, the use of the stripes reinforces the idea of pathways and connections in our logo.

These lines can be used as subtle details, or as bold graphic elements to draw attention to and highlight copy and imagery.



TWO-COLOUR “P” ICON

The “P” Icon from our logo can be used as a graphic element in different applications. This variation uses two colours, drawing attention to the repeating lines and their intersections.

It can be used as a watermark for large-scale applications, as a standalone social media icon, or in merchandising materials.

It should never replace the logo, be locked up to the logo with the wordmark, or be used in contexts where the Peters School brand is not strongly present.





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