



**SHAFSTON**  
RTO Code: 45694 CRICOS Code: 03917H

# SHAFSTON LOGO AND BRANDING GUIDEBOOK

# 1.0 Style Guide Usage

## General Use

The purpose of the Shafston Digital Marketing and Branding Identity is to ensure that the college's visual design elements are applied correctly in all media in which the organisation is identified.

It is important that all the basic rules set out in this style guide are followed so that the design elements are applied consistently.

For clarification of any aspects contained in this style guide contact the Digital Marketing and Branding Team.

## Specific Use

The logo must not be altered, added to or encumbered in any way, and must appear whenever Shafston is represented in various media.

This requirement applies to any other application of the Shafston logo including use on promotional material.

Approval to use the logo must be given in writing.

# 1.1 Primary Logo

Shafston International College primary logo in corporate red, green and yellow and reverse in Gradient blue with white logo



The Shafston International College logo is a registered trade mark and its use by any external organisation is subject to the approval of the Digital Marketing and Branding Team.

It is important that the logo is always used correctly and the guidelines set down in this style guide are followed carefully.

The Shafston International College logo must always be reproduced from an approved digital file and care should be taken so as not to distort the logo when resizing.

# 1.2 Shafston Logo Hierarchy Overview

## Shafston's CORPORATE TOOLBOX

Shafston International College logo



**SHAFSTON**

Shafston International College logo with CRICOS code & RTO code.



**SHAFSTON**

RTO Code: 45694 CRICOS Code: 03917H

Shafston International College logo with website.



**SHAFSTON**

[www.shafston.edu](http://www.shafston.edu)

Shafston International College logo with tagline (text bottom)



**SHAFSTON**

*Study & Make Friends*

Shafston International College logo



**SHAFSTON**

Shafston International College logo with website.



**SHAFSTON**

[www.shafston.edu](http://www.shafston.edu)

Shafston International College logo with CRICOS code & RTO code.



**SHAFSTON**

RTO Code: 45694 CRICOS Code: 03917H

Shafston International College logo with tagline (text bottom)



**SHAFSTON**

*Study & Make Friends*

## Shafston logo in reverse | 1.2 Shafston logo hierarchy overview

Shafston International College logo square in reverse



Shafston International College logo square in reverse with CRICOS code & RTO code.



Shafston International College logo square in reverse



Shafston International College logo square in reverse with tagline (text bottom)



Shafston International College logo



Shafston International College logo with website.



Shafston International College logo with CRICOS code & RTO code.



Shafston International College logo with tagline (text bottom)



# 1.3 Minimum Clearance Around The Logo

A minimum background clearance of 10 per cent of the logo square size is required and must remain unencumbered on each of its four sides. For example, if the logo is 60mm square then 6mm clearance all around is required. Please refer to example given below.



# 1.4 Unacceptable Uses Of The Logo

Avoid distorting the logo by either stretching or compressing it in any way.

Avoid placing patterns in the logo square. The logo must always appear as a original colour. Avoid removing Shafston custom lettering from within the logo to use on its own.

Avoid making any modification to the logo.



# 2.0 Logo Resources

Shafston logo must always be scaled proportionally (so that it remains as a true square) with at least 10 per cent clearance all around. Please do not distort or change the logo(s) in any way and avoid placing them on patterned backgrounds.

## 2.1 Shafston School of Business Logo



**SHAFSTON**  
SCHOOL OF BUSINESS



**SHAFSTON**  
SCHOOL OF BUSINESS



**SHAFSTON**  
SCHOOL OF BUSINESS



**SHAFSTON**  
SCHOOL OF BUSINESS



# 2.2 Shafston The Mary MacConnel School of Early Childhood Logo



The Mary MacConnel  
School of Early Childhood



The Mary MacConnel  
School of Early Childhood



The Mary MacConnel  
School of Early Childhood



The Mary MacConnel  
School of Early Childhood

# 2.3 Shafston For Schools Logo



**SHAFSTON**  
FOR SCHOOLS



**SHAFSTON**  
FOR SCHOOLS



**SHAFSTON**  
FOR SCHOOLS



**SHAFSTON**  
FOR SCHOOLS

# 3.0 Shafston Corporate Colors

## Primary Colour



HEX #b23527  
CMYK 21 92 98 12

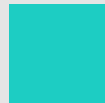


HEX #075b4a  
CMYK 89 40 72 33



HEX #edb21f  
CMYK 7 31 100 0

## Primary Colour in Reverse



HEX #1dc3c3  
CMYK 66 0 32 0



HEX #197acd  
CMYK 82 48 0 0



Gradient color

## The Mary MacConnel School of Early Childhood



HEX #f78b21  
CMYK 0 55 98 0

## School of Business



HEX #00568b  
CMYK 98 70 21 5