

# St Paul's School Brand guidelines

VERSION 2.0 / 03.2021



## 1.0 Introduction

The St Paul's brand identity reflects our personality and our values. It is important in setting the right expectation levels for those who do not know us - prospective pupils, parents and staff, as well as the wider educational community - and is also something for us all to take great pride in.

These guidelines provide an overview of our visual identity - they are not exhaustive but they do cover the basics. All communications must be delivered in a consistent and professional manner and reflect our school - an environment that is academically rigorous, engaging and fulfilling.

## 1.1 Brand positioning

### Usage

Our brand positioning statement, 'Uniquely St Paul's', should be used on outward-facing marketing communications and 'Uniquely' should be a different colour from 'St Paul's' unless used as a graphic device underneath the crest or with the underline in the Gotham font.

# Uniquely St Paul's

LEADING THE WAY ACADEMICALLY FOR OVER 500 YEARS

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## 1.2 Brand positioning

### Usage

Our 'Uniquely St Paul's' brand positioning statement should be used on outward-facing marketing communications.

If it is not used as part of the document title it should be used as a graphic device under the crest or as a sign off to a paragraph of text.

### Is your son always asking 'Why?'

St Paul's is a school for bright boys from all backgrounds and we offer up to 100% fee remission to ensure there is no barrier to joining us. If your son loves learning, he'll fit right in. We'll offer him the freedom to grow, discover and explore - the opportunity to become whoever he wishes.

**Uniquely St Paul's**

**Uniquely St Paul's  
Juniors**



PROSPECTUS

**Further information  
2018-19**



UNIQUELY ST PAUL'S



## 2.0 Logotype

### Formal use full colour version

Centred

The formal use centred version of our logotype with the motto flourish is for use on high level items such as the main school sign, stationery, invitations, school uniform and sports kit.



St Paul's School

FOUNDED 1509



St Paul's School

FOUNDED 1509

## 2.1 Logotype

### Standard use version

#### Inline

The standard version of our logotype is for everyday use on all marketing communications. Either the inline, stacked or centred version can be used to best suit the layout.

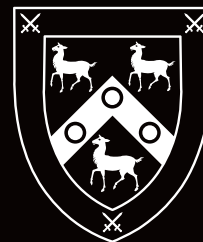
The preferred usage of this logotype version is on a flat colour, black or white background but if a background image is being used, always place the logotype in a blank area of the image for maximum legibility – see 2.8.



St Paul's School  
FOUNDED 1509

Our logotype consists of the school crest, word marque and our foundation date. The motto flourish element from our formal logotype has been removed from our standard logotype versions to offer a more modern, simplified feel.

These three elements should not be separated. Always proportionally scale the entire logotype – never stretch, condense or alter in any way. Always use the vector versions and do not attempt to typeset the word marque elements.



St Paul's School  
FOUNDED 1509

## 2.2 Logotype

### Standard use version

#### Stacked

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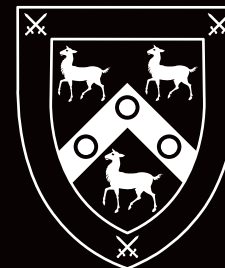
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St Paul's School  
FOUNDED 1509

## 2.3 Logotype

### Standard use version

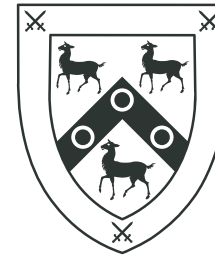
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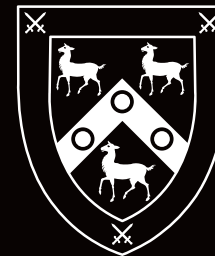
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St Paul's School  
FOUNDED 1509



St Paul's School  
FOUNDED 1509



## 2.4 Logotype SPJ

### Formal use full colour version

Centred

The formal use centred version of our logotype with the motto flourish is for use on high level items such as the main school sign, stationery, invitations, school uniform and sports kit.



St Paul's Juniors



St Paul's Juniors

## 2.5 Logotype SPJ

### Standard use versions

Inline, stacked and centred

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St Paul's Juniors



St Paul's Juniors



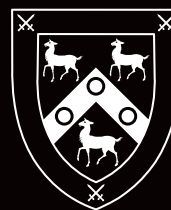
St Paul's Juniors



St Paul's Juniors



St Paul's Juniors



St Paul's Juniors

## 2.6 Logotype SPJ

### Department specific standard use version

#### Inline version

The standard version of our logotype is for everyday use on all marketing communications. Either the inline, stacked or centred version can be used to best suit the layout.

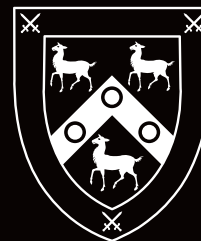
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St Paul's Juniors  
ENGINEERING



St Paul's Juniors  
ENGINEERING

## 2.7 Logotype clear space

### Exclusion zone

#### Inline version

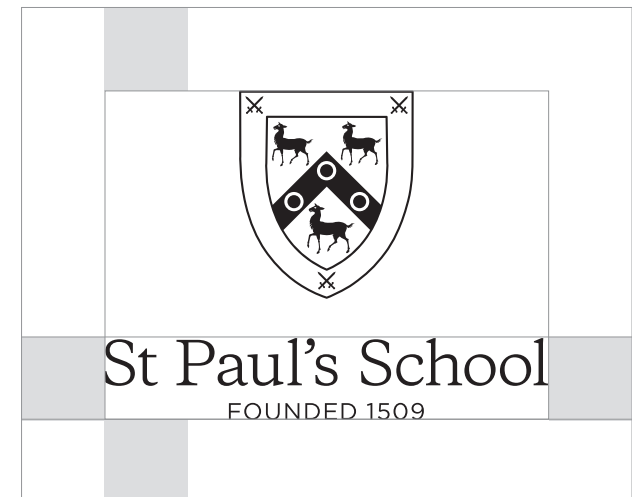
Always keep clear space around the logotype equal to the height of the word marque and foundation date element and never encroach on this exclusion zone.



### Exclusion zone

#### Stacked and centred versions

Always keep clear space around the logotype equal to the height of the word marque and foundation date element and never encroach on this exclusion zone.



## 2.8 Logotype usage

### Standard use version

If a background image is being used, always place the logotype in a clear area of the image for maximum legibility.



## 2.9 Logotype crest only usage

### School crest

The crest element of our logotype can be used on its own without the word marque elements in certain circumstances.

For instance, on the front cover of a brochure when the name of the School appears in the title, on the back cover or on the cover of an internal use only publication.

# Uniquely St Paul's Eighth Form



16+ PROSPECTUS



[stpaulsschool.org.uk](http://stpaulsschool.org.uk)

## 3.0 Colour

### Primary colour palette

Black and white are the main school colours and the colours from the primary palette should be used in supporting roles. Always use the specified CMYK or RGB breakdowns to ensure consistency of colour reproduction.

#### Pantone 7502

CMYK 20 / 25 / 50 / 5  
RGB 212 / 191 / 149  
HEX #D4BF95

#### Pantone 5585

CMYK 40 / 16 / 32 / 2  
RGB 160 / 185 / 175  
HEX #A0B9AF

#### Pantone 5225

CMYK 25 / 33 / 18 / 2  
RGB 198 / 175 / 185  
HEX #C6AFB9

#### Pantone 551

CMYK 41 / 12 / 15 / 0  
RGB 163 / 198 / 212  
HEX #A3C6D4

#### Pantone 447

CMYK 68 / 55 / 58 / 62  
RGB 55 / 55 / 55  
HEX #373737

#### Pantone 425

CMYK 62 / 50 / 47 / 40  
RGB 87 / 90 / 93  
HEX #575A5D

#### Pantone 414

CMYK 36 / 27 / 35 / 8  
RGB 170 / 169 / 159  
HEX #AAA99F

#### Pantone 428

CMYK 30 / 20 / 20 / 10  
RGB 190 / 190 / 190  
HEX #BEBEBE

## 3.1 Colour

### Secondary colour palette

The secondary colours should be used minimally to highlight or colour code within a publication. Always use the specified CMYK or RGB breakdowns to ensure consistency of colour reproduction.

#### Blue

CMYK 68 / 33 / 0 / 0  
RGB 85 / 147 / 207  
HEX #5593CF

#### Teal

CMYK 65 / 0 / 30 / 8  
RGB 0 / 153 / 159  
HEX #00999F

#### Green

CMYK 40 / 0 / 70 / 40  
RGB 98 / 131 / 60  
HEX #62833C

#### Purple

CMYK 65 / 100 / 0 / 0  
RGB 120 / 43 / 144  
HEX #782B90

#### Pink

CMYK 10 / 85 / 10 / 0  
RGB 218 / 76 / 143  
HEX #DA4C8F

#### Red

CMYK 15 / 90 / 80 / 10  
RGB 192 / 51 / 48  
HEX #C03330

#### Terracotta

CMYK 40 / 70 / 70 / 0  
RGB 169 / 96 / 80  
HEX #A96050

#### Orange

CMYK 0 / 50 / 100 / 0  
RGB 247 / 148 / 30  
HEX #F7941E



## 3.2 Colour

### Associated colours

The green, sand and light grey colours from the primary colour palette can be used to colour code the three sections of the school.

Juniors

Seniors

Eighth Form

## 4.0 Typefaces

### Primary fonts

Copernicus and Gotham are our primary fonts and should be used for both text and headings on all communications.

Gotham should always be typeset with -20 tracking.

### In-house use and system fonts

Calibri can be used as an alternative for Gotham on internally produced documents in Word or PowerPoint and email communications. Calibri should NOT be used on externally printed items.

## Calibri

Calibri light

Calibri regular

*Calibri italic*

**Calibri bold**

***Calibri bold italic***

# Copernicus

1234567890 &%£\$@()![]?\*

UPPERCASE

Book and *book italic*  
**Bold and *bold italic***

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# Gotham

1234567890 &%£\$@()![]?\*

UPPERCASE

Light and *light italic*  
Book and *book italic*  
**Medium and *medium italic***  
**Bold and *bold italic***

## 4.1 Typeface usage examples



St Paul's was a founding member of the Rugby Football Union – established on 26 January 1871 at a meeting attended by representatives from 21 clubs and held at the Pall Mall Restaurant, Regent Street.

Uniquely **St Paul's**

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### Academic Life

Academic study is at the heart of life at St Paul's. Scholarship, perseverance and hard work are promoted. But learning here is also well-supported, enjoyable and inspiring.

Whilst examination success is important, for gifted pupils we feel it is a by-product of their broader intellectual development. We encourage pupils to develop their own passion for learning, to foster a spirit of enquiry and to become increasingly self-directed in their study. Their tutors assist them in learning how to balance their academic interests with their other commitments.

#### CORE SUBJECTS AT GCSE

All pupils take these subjects to GCSE: Biology, Chemistry, Physics, English Language, English Literature, Mathematics.

#### OPTIONS FOR GCSE

Pupils also choose an additional five GCSE subjects: one creative subject chosen from Art & Design, Drama, Engineering (Electronics, Product Design, Systems & Control), Music and four further subjects, including at least one modern foreign language, chosen from Ancient History, Computing, French, Geography, German, Greek, History, Italian, Latin, Russian and Spanish.

## Meet Aidan. Acrobatic gymnast, chemist and mathematician.

***“For me it’s all about getting the right balance. I’ve been able to fulfil my dream of representing Great Britain in my true passion, acrobatic gymnastics, whilst also achieving top grades in my academic studies. My teachers are all fantastic and passionate about their subjects – always on hand to lend support when I need it.”***

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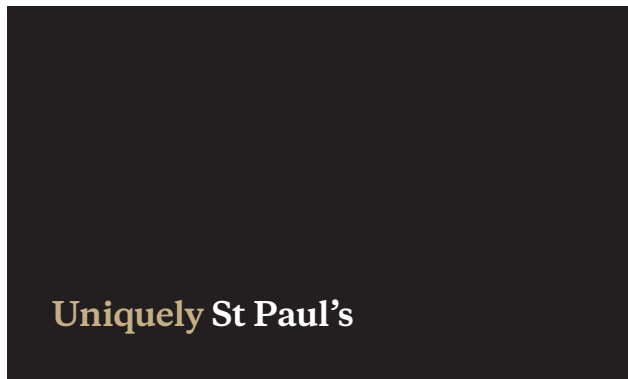
Aidan won gold in the World Age Group Acrobatic Gymnastics Championships in China in 2016 and three silver medals at the European Championships a year later. Multi-talented, he enjoys playing the piano and hopes to go on to university and study either Chemistry or Maths, but he also secretly harbours a notion of running off to join the circus!

**We are proud of our outstanding academic tradition, which fosters a culture of scholarship, creativity and leadership, but the real academic strength of St Paul’s is that discussion in the classroom is not constrained by the examined curriculum.**

## 5.0 Brand in action

### Stationery

Business card



**Name Surname**  
Position or Department Name

**D** 020 8748 9162  
**M** 07770 123456  
ABC@stpaulsschool.org.uk

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St Paul's School  
Lonsdale Road, London SW13 9JT  
020 8748 9162

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**stpaulsschool.org.uk**



Letterhead

In certain circumstances where space is tight the formal version of the logotype can be used without the school name underneath as long as the full name of the school appears as well.



St Paul's School  
FOUNDED 1509

ABC123

Addressee  
Address line 1  
Address line 2  
Address line 3  
Address line 4  
Address line 5

4 January 2019

Dear [Salutation]

As we enter a new year and a new term at St Paul's, we are pleased to bring you a copy of the Spring 2019 – St Paul's Events Programme.

This January marks one year since the launch of the St Paul's Community Events Programme and during that time nearly 4,000 of you have joined us at events in school, the city or around the world. We have enjoyed your company and are thankful to those who have shared their ideas with us, helping shape the future of this programme.

This term brings a wide variety of events and we hope you will find something that you are keen to come along to. Join us on a trip to the London Coliseum to see *The Merry Widow*, directed by Max Webster (1996-2001), cheer on the School at the Head of the River race, join us for Wine Tasting at 67 Pall Mall or support pupils from St Paul's and partner schools at our Careers Fair.

In 2019 we will also be launching our widening access bursary campaign with the aim of returning to our founder, John Colet's, vision to educate boys regardless of their means or background. Many of you have already shown your support for this initiative for which we are enormously grateful. More information will be shared in the coming months, but if you are interested in learning more about the programme, please visit [www.stpaulsschool.org.uk/spscommunity/support-us](http://www.stpaulsschool.org.uk/spscommunity/support-us)

With warm wishes



**Ellie Sleeman**  
Director of Development and Engagement

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St Paul's School  
Lonsdale Road London SW13 9JT  
020 8748 9162  
community@stpaulsschool.org.uk

**stpaulsschool.org.uk**

St Paul's School is a charitable company, limited by guarantee and registered in England. Registered office at Lonsdale Road, London SW13 9JT. Registered Company Number 6141973. Registered Charity Number 119619.

## 5.1 Brand in action

### Email signature

**Jessica Silvester**

Head of Marketing & Communications

JMS@stpaulsschool.org.uk

020 8748 9162 Ext. 2473

Direct 020 8746 5473



St Paul's School, Lonsdale Road, London SW13 9JT

**stpaulsschool.org.uk**

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## STAY CONNECTED

We would like to keep sharing our news and events with you, so if you haven't already, please click **HERE** to stay in touch

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*St Paul's School is a charitable company limited by guarantee registered in England.*

*Registered office at Lonsdale Road, London SW13 9JT.*

*Registered Company Number 6141973. Registered Charity Number 1119619.*

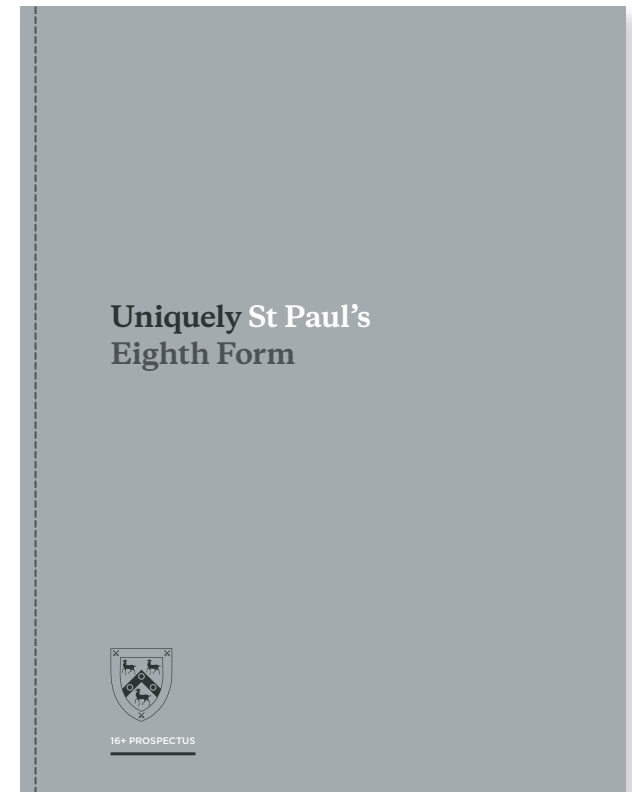
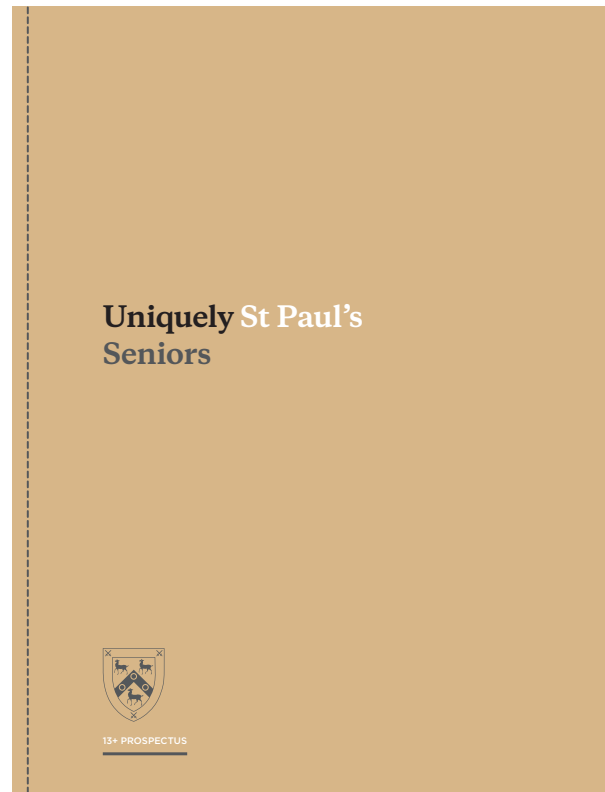
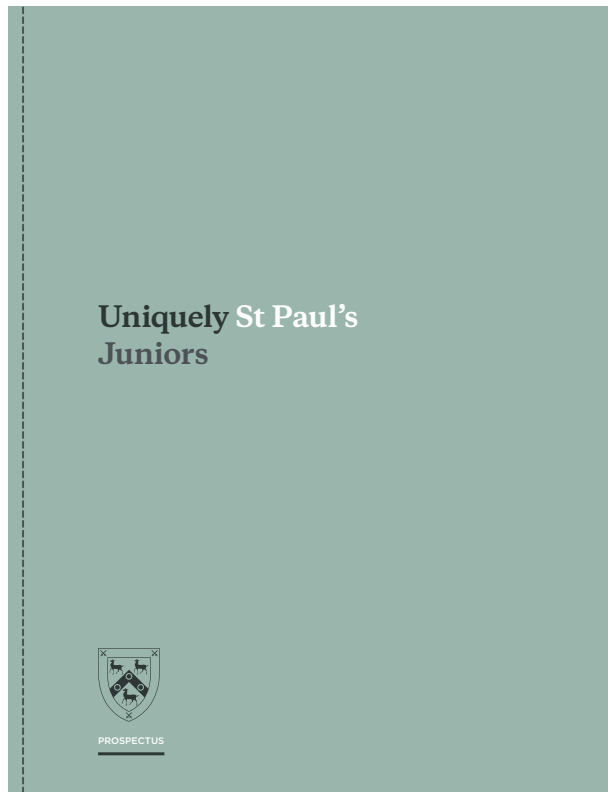
**Important Email Notice**

*This e-mail and/or any attached documents are solely for the individual(s) to whom they are addressed. If you have received this e-mail in error, you must not use, disclose, copy, distribute or retain this message or any part of it. Please notify the sender immediately and delete this correspondence from your system. The statements and opinions expressed in this message are those of the author and do not necessarily reflect those of the School. Whilst this e-mail has been scanned for viruses, St Paul's School deems it the responsibility of the recipient to scan the message and attachments for viruses, worms or other unwelcome content prior to opening them.*

*To conserve resources please do not print this e-mail unless it is absolutely necessary.*

## 5.2 Brand in action

### Prospectus covers



## 5.3 Brand in action

### Prospectus spread



## 5.31 Brand in action

### Prospectus spread



ST PAUL'S SCHOOL 134 PROSPECTUS

### Meet Charlie.

## Theatre technician, volunteer and creative writer.

*"I've had some of the most fun working with those younger than me - from being one of the chiefs of theatre FX, to helping out as a young leader at the local beaver scout group, to gaining my dinghy instructor qualification and teaching kids to sail."*

Creating worlds and stories is one of the things that Charlie most enjoys spending his time doing, so for his EPQ Charlie wrote excerpts from a novel in the style of Sir Terry Pratchett. Taking that creativity to the stage, Charlie has an undeniable passion for technical theatre, something he hopes to pursue as a career. As a backstage member of the National Youth Theatre, he's also enjoyed teaching skills learnt there to the younger boys as a chief of Theatre FX, and as a volunteer at a local community theatre group. Charlie has explored everything from sailing and fencing to singing and Warhammer; so it's a wonder he has any time to continue his knitting at the end of the day, a skill which he learnt in a lunchtime activity.



## 5.32 Brand in action

### Prospectus spread



## 5.4 Brand in action

### Brochure covers



## 5.4 Brand in action

### Leaflet spread

ST PAUL'S SCHOOL

## Our Ambition

OUR TARGET

153

bursary pupils per year by 2023

£3.3m

fundraising target per year

John Colet, Dean of St Paul's Cathedral, founded the school in 1509 with a clear vision to educate able boys to serve society regardless of their means or background. This vision continues to guide the modern school.

Since 2008, St Paul's has articulated its intention to increase bursary provision on a grand scale. Now the Senior School has been largely rebuilt or refurbished we are able to focus upon that ambition and its delivery.

Unlike some independent schools, St Paul's does not currently have a significant endowment for bursaries, so we are not able to rely on the steady stream of annual income that this would provide. The scope and impact of our bursary programme is therefore directly dependent on how much philanthropic support we can secure.

The faster we can gather more revenue for funding bursaries and build an endowment, the more young people can be given the opportunity of the life-changing experience which a funded place at St Paul's provides.

The number of Bursary holders in the school has increased from 57 in 2014/2015 to just over 100 bursaries today. As a sign of our commitment to the long-term support of a vastly enhanced programme, we have set an interim target of being able to fund 153 bursary pupils per year by 2023. This figure is just over 10% of our current pupil numbers but also serendipitously close to Colet's original provision to educate 153 pupils, based on the miraculous draft of fishes mentioned in St John's Gospel.

The Governing Body is determined to launch a new campaign to raise funds for this work and 2019 sees the public launch of this campaign. We have set ourselves a fundraising target of £3.3million a year which would allow us to support these numbers whilst also beginning to build up our endowment, to enable increased future provision.

This target is ambitious. However, with your help we are committed to achieving it. The 2019 Leavers' Bursary Appeal forms a unique part of this effort.

## Your Support The 2019 Leavers' Bursary Appeal

£153,227

raised by the 2018 leaving parents

£482,930

raised over the last four years

The tradition of the Leavers' Bursary Appeal was instigated in 2014 by a group of Upper Eighth parents who wanted to celebrate their sons time at St Paul's School. Their aim, to gift the opportunity of a Pauline education to a boy that had both the academic ability and attitude to benefit from this special type of educational opportunity, but did not possess the financial circumstance.

They were successful and this charitable tradition has continued at St Paul's. Over the last four years, donors to the Leavers' Bursary Appeals have supported three senior school bursary places by raising an impressive £482,930, with the 2018 leaving parents donating a record £153,227.

Their success demonstrates what can be achieved as a peer group. This is an opportunity to leave a fantastic legacy and celebrate your son and his peers' experience at St Paul's School, ensuring that more bright boys are able to appreciate the opportunities that your son has enjoyed.

**Leaver Recognition**  
Regardless of whether this is a fund that you wish to donate to, we will also be honouring another leaving tradition that had its inauguration last year. To ensure the time and contribution of the Leavers of 2019 is celebrated, we began a new tradition of inscribing the leaving boys' names onto a year group bench. We hope this will be a focus for reunions in future years.

St Paul's is a unique place and continues to thrive thanks to the talents and efforts of our pupils. This is a small way for us to show our gratitude to them and to you as parents for all that you have done to help this special school go from strength to strength.

Make the 2019 Leavers' Bursary Campaign the most successful year yet. Gift a boy his education at St Paul's.

## Our Pupils' Stories




"When I arrived, I was very aware of how fortunate I was to have the opportunity to spend my next five years in one of the finest academic institutions in the world. I would not have been able to come here had I not been offered a 100% bursary. As I walked rather gingerly across Founder's Court for the first time, I promised myself that I would work to my maximum capacity every day in order not to waste the amazing opportunity bestowed on me".

**Roma Rodriguez (OP 2013-2018)**  
Founder of the Thomas Gresham Bursary Award

"St Paul's was a magical place for me and that magic lay in developing me as a whole person. I am very happy at Cambridge University and, two years ago was awarded British Heart Foundation funding to embark on an ambitious MBPHD in electrophysiology. I have won various academic prizes and was congratulated by the college staff for my outstanding contribution to Fitzwilliam College. I am profoundly grateful for the exceptional opportunity of a bursary at St Paul's and I look forward to being able to repay this gift back to society for many years to come".

**Daniel Jaffaj (OP 2006-2011)**  
Fitzwilliam College, University of Cambridge

## 5.5 Brand in action

### Example advert



### Is your son always asking 'Why?'

St Paul's is a school for bright boys from all backgrounds and we offer up to 100% fee remission to ensure there is no barrier to joining us. If your son loves learning, he'll fit right in. We'll offer him the freedom to grow, discover and explore - the opportunity to become whoever he wishes.

**Uniquely St Paul's**



**St Paul's School**  
Founded 1509

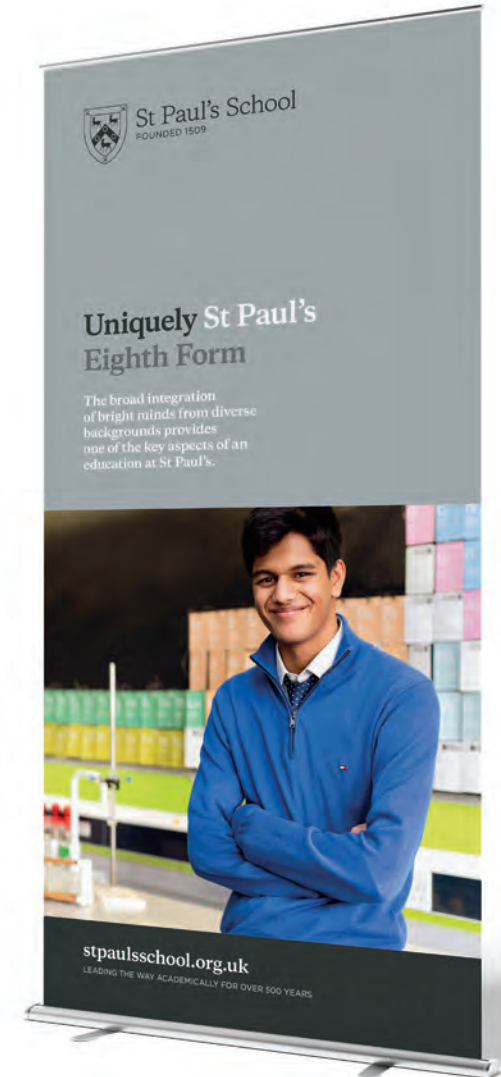
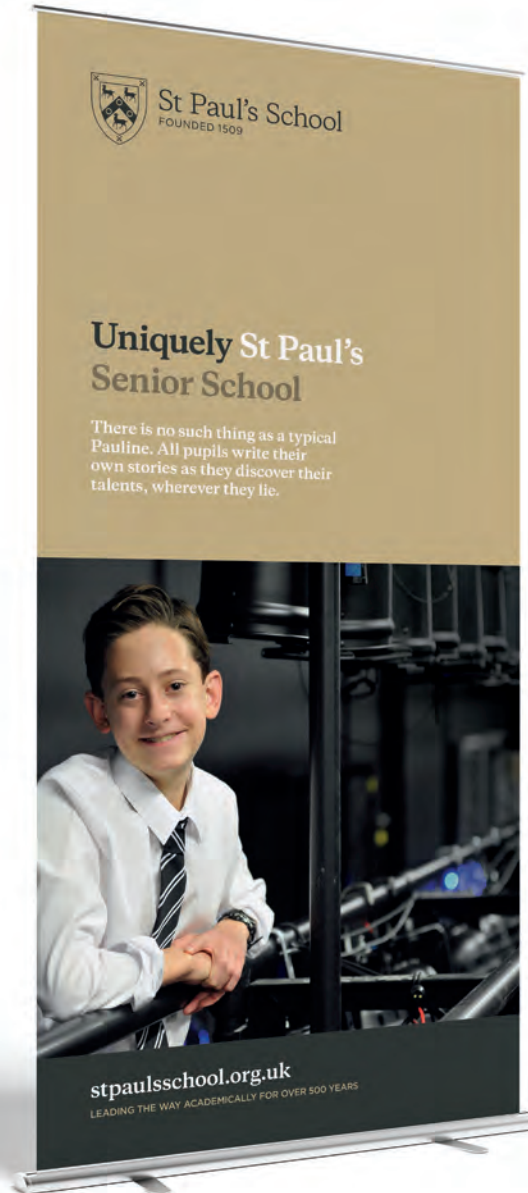
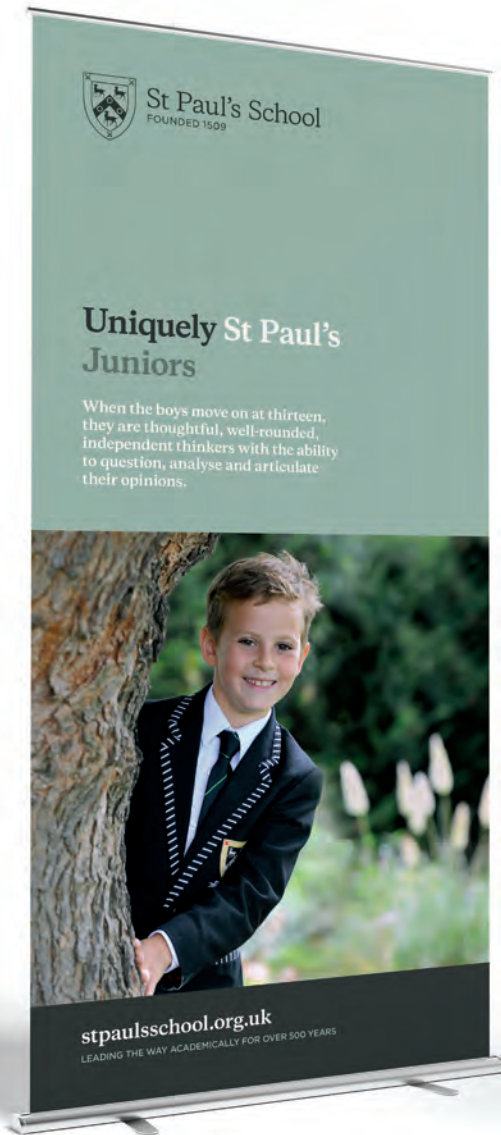
Lonsdale Road, London SW13 9JT  
[admissions@stpaulsschool.org.uk](mailto:admissions@stpaulsschool.org.uk)  
020 8748 9162

[stpaulsschool.org.uk](http://stpaulsschool.org.uk)

LEADING THE WAY ACADEMICALLY FOR OVER 500 YEARS      ENTRY AT 7+, 8+, 11+, 13+ AND 16+

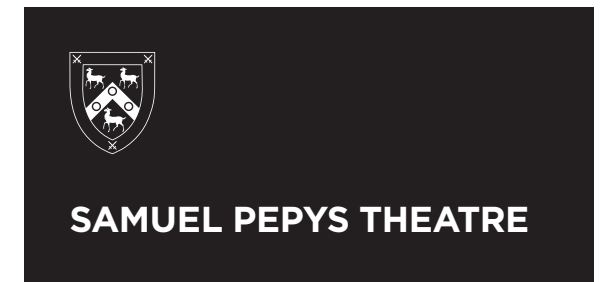
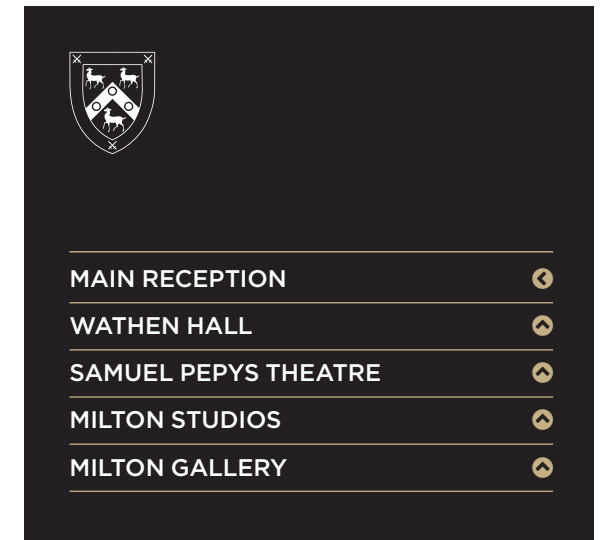
St Paul's School is proud to be the Education Partner of the Barnes Children's Literature Festival

## 5.6 Brand in action



## 5.7 Brand in action

### Example signage



# Contact

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**Jessica Silvester**

Head of Marketing & Communications

[JMS@stpaulsschool.org.uk](mailto:JMS@stpaulsschool.org.uk)

020 8746 5473

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[stpaulsschool.org.uk](http://stpaulsschool.org.uk)