



The Integrated Education

Brand Identity Guidelines

Primary colours

This document is a guide to ensure the integrity of the brand is upheld. A few simple guides should enable the brand to achieve a consistent presence. The identity should never be re-created. Only use supplied artwork.

The identity has been created using two colours. These colours are the primary colours of the brand and should be used in all publications where possible.



Use of black and white identity



The black and white version of the identity should be used for mono purposes only, such as press advertisements. The full colour identity should be used in all other cases.

Clear area and minimum size



The clear area shown opposite represents the area around the identity, in which no other graphic element should appear.

This is achieved by taking the palm of the yellow hand from the identity at your desired size and using it as a guide to create the clear area.



The identity should never appear at a size of less than 25mm.

25mm

Typestyle

Dax Family

- Dax light
- Dax regular
- Dax medium
- Dax bold
- Dax Black

The typeface of the brand is Dax. The Dax family is modern, clean and a well balanced typeface. It is both legible at small sizes and distinctive when enlarged.

Dax offers a great variety of weights enabling a varied and distinctive communication, while maintaining a strong brand.

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Logo placement


When producing literature or stationery where the identity is used along side other logos, please use the following guidelines for location and positioning.

Below is an example of how the Integrated Education Fund logo or any other logo should be placed with the Integrated Education identity.



Press advertisements and stationery

Principal - Group 1
Clogher Valley Integrated Primary School



Clogher Valley Integrated Primary School is pleased to announce that the Minister of Education has granted the school conditional approval with effect from September 2007.

The school, which opened in September 2006 with funding from the Integrated Education Fund, is co-educational and provides for children of all abilities. It is founded on the principles of integrated education.

Applicants for the above post must have:



- Qualified teacher status (as recognised by DE) with a minimum of 8 years' teaching experience in the primary sector as of 31st August 2007. At least 3 years' experience should be at coordinator/management level. (This criterion may be enhanced to facilitate short-listing).
- Have at least 5 years' experience as of 31st August 2007 within the last 8 years of the NI (Primary) Curriculum and/or other U.K. Curriculum at Key Stage 1 or 2. This experience will have been gained through working in teaching or other NI/UK curricular related area.
- Successful leadership and management experience in education and/or other contexts. Experience of dealing with whole school issues.
- Excellent oral and written communication skills. High level of organisational skills, self motivation and enthusiasm.
- A positive commitment to integrated education, all ability education, equality of opportunity and to working in partnership with governors and parents.

The option of a secondment to this post will be considered.




This appointment is subject to Ministerial Approval for the school.

Application forms for this post and further details can be obtained from **NICIE, Aldersgate House, 13-19 University Road, Belfast, BT7 1NA** or tel **028 90 236 200** or may be **downloaded from our website at www.nicie.org**

Completed applications must be returned to **NICIE** by **12.00 noon** on Tuesday 17 April 2007. It is anticipated that interviews will be held on Tuesday 24 April 2007.

Clogher Valley Integrated Primary School

Shown above is an example of a press advertisement in which the school's logo is located in the top right hand corner of the document.

The NICIE identity is placed at the bottom right hand corner of the document.

Brochures and flyers

Example of Brochure

Example of Leaflet

Shown left are examples of how the identity should be placed on a brochure and flyer. The logo should always be displayed in the bottom right hand corner.