Brand guidelines 2021

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Our vision and values

Our vision

We power schools and enable great teaching worldwide, by creating intelligent online products and services to make the greatest difference in education.

Our values

We work together

We share a common goal to deliver our Tes Vision, working together in a transparent and open way, to solve problems rather than to apportion blame

We include everyone

We believe in the diversity of people, ideas and cultures, providing everyone with the opportunity to contribute and grow, and to make our business better

We take ownership

We all have a vital role to deliver our vision and a responsibility to make the biggest difference possible to our customers and to Tes

We never stand still

In everything we do, we work to improve our products and services, and to deliver on both our individual and our common goals

We do it for them

We're committed to providing schools and teachers with the tools they need to improve children's lives through education

Our logo and location mark

Tes logo

Our logo is the beating heart at the centre of our brand. It's the most visible and recognisable brand element. We should use it proudly on everything we produce. It's active and alive, meaningful and responsive. Below are examples of the Tes logo variations on dark and light backgrounds.





For use with Tes brand marketing



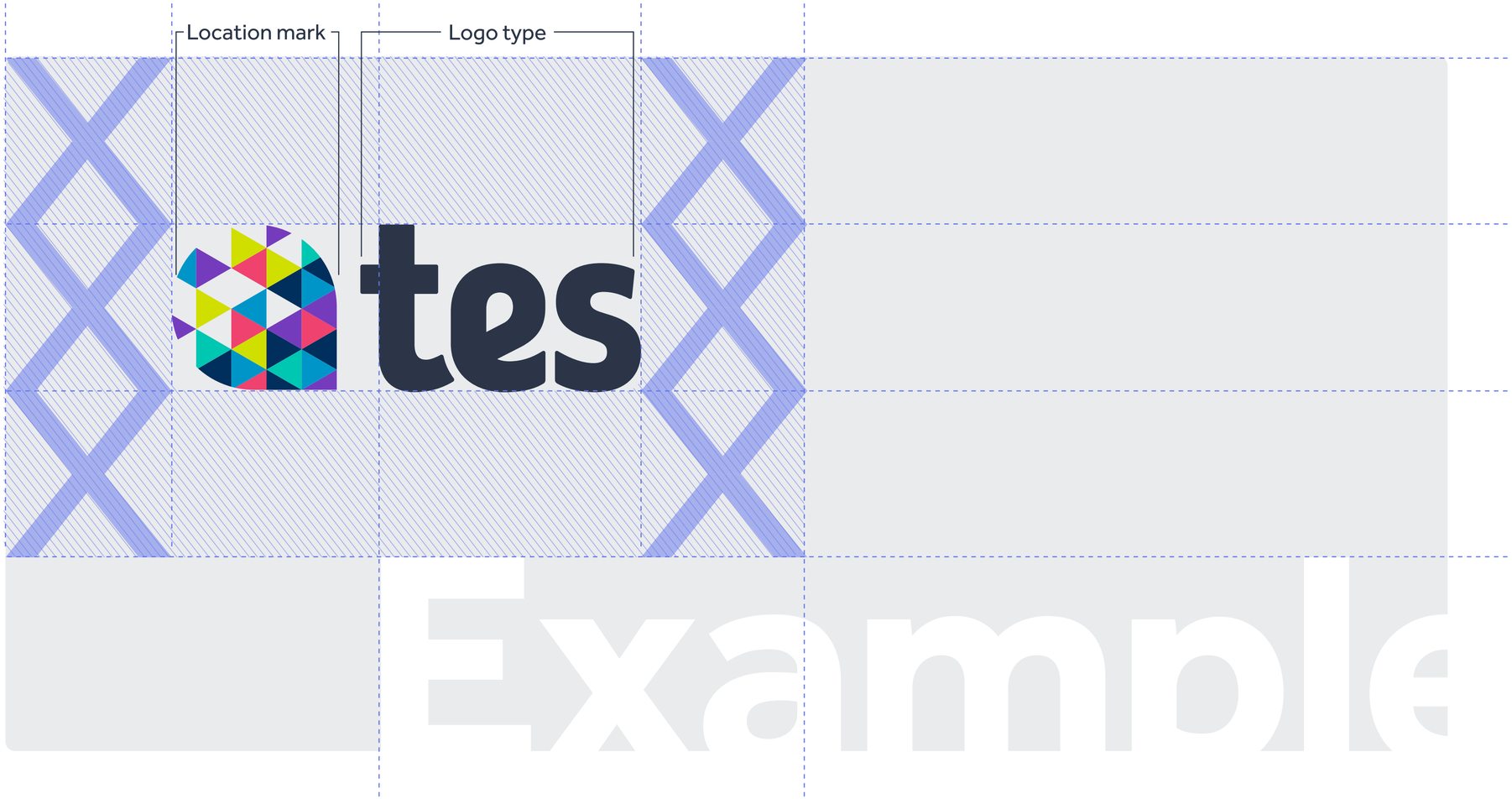


For use with Tes solutions and product marketing

Tes logo relationship and safe area

To allow for our logo to stand out, a ‘safe area’ must be adhered to. This is equal to *at least* ‘X’, where X is the height of the Tes logo.

On examples of marketing material where the margin of the artwork is set, this should also take the example of the safe area, ie on an A4 print advert where a 20mm margin is set around the document, a 20mm safe area must also be applied to the logo which is greater than the 14mm height of the logo.



Tes logo size and placement

Consistency in logo size and placement is important across the wide range of communications that we produce.



A3 - 25mm high

A4 - 14mm high

A5 - 10mm high

Minimum print size - 7mm high

Minimum size onscreen - 24px high

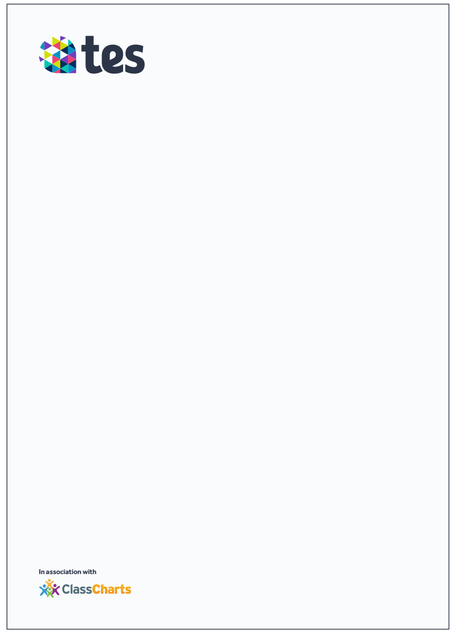
Co-branding

There will be occasions where partner brands need to be incorporated into Tes communications. There are two options that can be used, vertical (our primary use) and horizontal.

Vertical lock-up

Tes is the dominant brand.

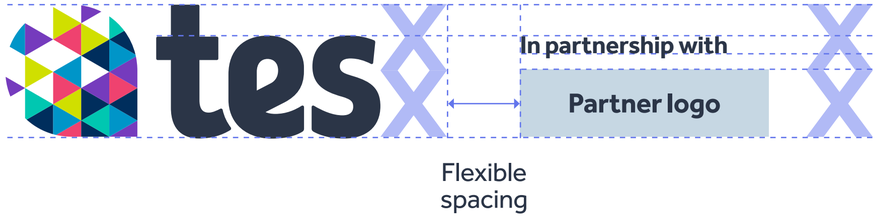




Vertical (primary use)
Always ensure the dominant brand comes first.

Horizontal lock-up

Tes is the dominant brand.



Horizontal
Use the horizontal version on emails or where vertical space is limited.



In partnership with Tes

In instances where a Tes partner is the dominant brand their logo will be top or on the left. There are two options that can be used, vertical (our primary use) and horizontal.

Vertical lock-up

Our partner logo is the dominant brand.

For larger logo use

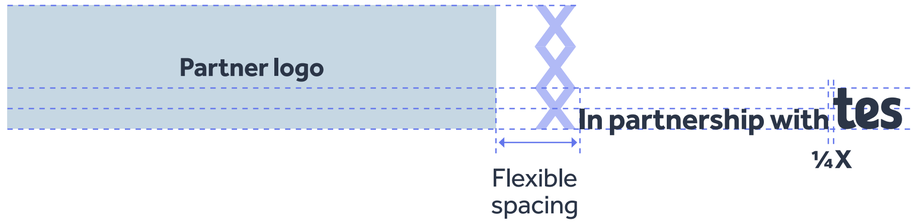


For smaller logo use



Horizontal lock-up

Our partner logo is the dominant brand.





Colour

Tes colour palette

Below is the Tes primary colour palette with supporting shades and tints of those colours that may be used when marketing the Tes brand:

Primary palette	Primary palette shades			Primary palette tints			
French Rose **Pantone:** 191 • **CMYK:** 0, 85,33, 0 **RGB:** 239, 66, 111 • **HTML:** #EF426F	**French Rose 60K** **Pantone:** 7421 • **CMYK:** 37, 93, 53, 59 **RGB:** 95, 26, 44 • **HTML:** #5F1A2C	**French Rose 40K** **Pantone:** 7641 • **CMYK:** 29, 92, 51, 31 **RGB:143, 39, 66** • **HTML:** #8F2742	**French Rose 20K** **Pantone:** 7425 • **CMYK:** 18, 90, 46, 8 **RGB:** 191, 52, 88 • **HTML:** #BF3458	**French Rose 80** **Pantone:** 190 • **CMYK:** 0, 72, 21, 0 **RGB:** 243, 104, 140 • **HTML:** #F3688C	**French Rose 60** **Pantone:** 708 • **CMYK:** 0, 57, 14, 0 **RGB:** 246, 142, 169 • **HTML:** #F68EA9	**French Rose 40** **Pantone:** 707 • **CMYK:** 0, 40, 9, 0 **RGB:** 249, 180, 198 • **HTML:** #F9B4C6	**French Rose 20** **Pantone:** 705 • **CMYK:** 0, 21, 5, 0 **RGB:** 252, 218, 227 • **HTML:** #FCDAE3
Burning Orange **Pantone:** 1645 • **CMYK:** 0, 67, 78, 0 **RGB:** 252, 112, 55 • **HTML:** #FD7037	**Burning Orange 60K** **Pantone:** 168 • **CMYK:** 37, 81, 89, 55 **RGB:** 101, 44, 22 • **HTML:** #652C16	**Burning Orange 40K** **Pantone:** 7526 • **CMYK:** 28, 77, 91, 27 **RGB:** 151, 67, 33 • **HTML:** #974321	**Burning Orange 20K** **Pantone:** 7584 • **CMYK:** 16, 74, 88, 5 **RGB:** 202, 89, 44 • **HTML:** #CA592C	**Burning Orange 80** **Pantone:** 1635 • **CMYK:** 0, 56, 62, 0 **RGB:** 253, 141, 95 • **HTML:** #FD8D5F	**Burning Orange 60** **Pantone:** 1625 • **CMYK:** 0, 44, 46, 0 **RGB:** 254, 169, 135 • **HTML:** #FEA987	**Burning Orange 40** **Pantone:** 474 • **CMYK:** 0, 30, 30, 0 **RGB:** 254, 198, 175 • **HTML:** #FEC6AF	**Burning Orange 20** **Pantone:** 698 • **CMYK:** 0, 16, 14, 0 **RGB:** 255, 226, 215 • **HTML:** #FFE2D7
Broom **Pantone:** 107 • **CMYK:** 3, 6, 88, 0 **RGB:** 255, 227, 36 • **HTML:** #FFE324	**Broom 60K** **Pantone:** 3995 • **CMYK:** 51, 46, 100, 42 **RGB:** 102, 90, 14 • **HTML:** #665A0E	**Broom 40K** **Pantone:** 112 • **CMYK:** 38, 34, 100, 19 **RGB:** 153, 136, 21 • **HTML:** #998815	**Broom 20K** **Pantone:** 7759 • **CMYK:** 23, 21, 95, 5 **RGB:** 204, 181, 28 • **HTML:** #CCB51C	**Broom 80** **Pantone:** 106 • **CMYK:** 3, 3, 76, 0 **RGB:** 255, 233, 80 • **HTML:** #FFE950	**Broom 60** **Pantone:** 602 • **CMYK:** 2, 2, 62, 0 **RGB:** 255, 238, 124 • **HTML:** #FFEE7C	**Broom 40** **Pantone:** Yellow 0131 • **CMYK:** 2, 0, 44, 0 **RGB:** 255, 244, 167 • **HTML:** #FFF4A7	**Broom 20** **Pantone:** 7499 • **CMYK:** 1, 0, 23, 0 **RGB:** 255, 249, 211 • **HTML:** #FFF9D3
Electric Lime **Pantone:** 831 • **CMYK:** 27, 0, 93, 0 **RGB:** 208, 223,0 • **HTML:** #D0DF00	**Electric Lime 60K** **Pantone:** 378 • **CMYK:** 64, 44, 100, 41 **RGB:** 83, 89, 0 • **HTML:** #535900	**Electric Lime 40K** **Pantone:** 582 • **CMYK:** 54, 31, 100, 16 **RGB:** 124, 133, 0 • **HTML:** #7C8500	**Electric Lime 20K** **Pantone:** 583 • **CMYK:** 43, 15, 100, 2 **RGB:** 166, 178, 0 • **HTML:** #A6B200	**Electric Lime 80** **Pantone:** 387 • **CMYK:** 24, 0, 84, 0 **RGB:** 217, 229, 51 • **HTML:** #D9E533	**Electric Lime 60** **Pantone:** 379 • **CMYK:** 19, 0, 69, 0 **RGB:** 227, 236, 102 • **HTML:** #E3EC66	**Electric Lime 40** **Pantone:** 587 • **CMYK:** 13, 0, 50, 0 **RGB:** 236, 242, 153 • **HTML:** #ECF299	**Electric Lime 20** **Pantone:** 7499 • **CMYK:** 7, 0, 27, 0 **RGB:** 246, 249, 204 • **HTML:** #F6F9CC
Caribbean Green **Pantone:** 333 • **CMYK:** 69, 0, 41, 0 **RGB:** 0, 199, 177 • **HTML:** #00C7B1	**Caribbean Green 60K** **Pantone:** 3305 • **CMYK:** 90, 40, 65, 45 **RGB:** 0, 79, 70 • **HTML:** #004F46	**Caribbean Green 40K** **Pantone:** 562 • **CMYK:** 86, 29, 59, 16 **RGB:** 0, 119, 106 • **HTML:** #00776A	**Caribbean Green 20K** **Pantone:** 7473 • **CMYK:** 79, 11, 52, 1 **RGB:** 0, 159, 141 • **HTML:** #009F8D	**Caribbean Green 80** **Pantone:** 333 • **CMYK:** 64, 0, 35, 0 **RGB:** 51, 211, 193 • **HTML:** #33D3C1	**Caribbean Green 60** **Pantone:** 3245 • **CMYK:** 55, 0, 28, 0 **RGB:** 102, 222, 209 • **HTML:** #66DED1	**Caribbean Green 40** **Pantone:** Green 0921 • **CMYK:** 42, 0, 20, 0 **RGB:** 153, 233, 224 • **HTML:** #99E9E0	**Caribbean Green 20** **Pantone:** 317 • **CMYK:** 23, 0, 11, 0 **RGB:** 204, 244, 240 • **HTML:** #CCF4F0
Cerulean **Pantone:** 298 • **CMYK:** 72, 3, 6, 0 **RGB:** 0, 181, 226 • **HTML:** #00B5E2	**Cerulean 60K** **Pantone:** 3035 • **CMYK:** 94, 56, 44, 38 **RGB:** 0, 72, 90 • **HTML:** #00485A	**Cerulean 40K** **Pantone:** 7707 • **CMYK:** 87, 41, 32, 16 **RGB:** 0, 108, 135 • **HTML:** #006C87	**Cerulean 20K** **Pantone:** 7703 • **CMYK:** 80, 25, 20, 3 **RGB:** 0, 144, 180 • **HTML:** #0090B4	**Cerulean 80** **Pantone:** • **CMYK:** **RGB:** • **HTML:** #33C4E8	**Cerulean 60** **Pantone:** Blue 0821 • **CMYK:** 56, 0, 9, 0 **RGB:** 102, 211, 238 • **HTML:** #66D3EE	**Cerulean 40** **Pantone:** 304 • **CMYK:** 42, 0, 7, 0 **RGB:** 153, 225, 243 • **HTML:** #99E1F3	**Cerulean 20** **Pantone:** 7457 • **CMYK:** 23, 0, 4, 0 **RGB:** 204, 240, 249 • **HTML:** #CCF0F9
Pacific Blue **Pantone:** 7689 • **CMYK:** 79, 25, 8, 0 **RGB:** 0, 149, 200 • **HTML:** #0095C8	**Pacific Blue 60K** **Pantone:** 3035 • **CMYK:** 99, 66, 45, 43 **RGB:** 0, 59, 80 • **HTML:** #003B50	**Pacific Blue 40K** **Pantone:** 7700 • **CMYK:** 92, 54, 33, 19 **RGB:** 0, 89, 120 • **HTML:** #005978	**Pacific Blue 20K** **Pantone:** 7690 • **CMYK:** 85, 40, 21, 6 **RGB:** 0, 119, 160 • **HTML:** #0077A0	**Pacific Blue 80** **Pantone:** 637 • **CMYK:** 66, 0, 8, 0 **RGB:** 51, 196, 232 • **HTML:** #33ABD3	**Pacific Blue 60** **Pantone:** 297 • **CMYK:** 59, 4, 10, 0 **RGB:** 102, 192, 222 • **HTML:** #66C0DE	**Pacific Blue 40** **Pantone:** 2975 • **CMYK:** 43, 0, 8, 0 **RGB:** 153, 213, 233 • **HTML:** #99D5E9	**Pacific Blue 20** **Pantone:** 7457 • **CMYK:** 24, 0, 5, 0 **RGB:** 204, 234, 244 • **HTML:** #CCEAF4
Cornflower Blue **Pantone:** 2726 • **CMYK:** 71, 56, 0, 0 **RGB:** 99, 118, 236 • **HTML:** #6376EC	**Cornflower Blue 60K** **Pantone:** 534 • **CMYK:** 98, 88, 32, 24 **RGB:** 39, 47, 94 • **HTML:** #272F5E	**Cornflower Blue 40K** **Pantone:** 7687 • **CMYK:** 90, 78, 10, 1 **RGB:** 59, 70, 141 • **HTML:** #3B468D	**Cornflower Blue 20K** **Pantone:** 2726 • **CMYK:** 78, 66, 0, 0 **RGB:** 79, 94, 188 • **HTML:** #4F5EBC	**Cornflower Blue 80** **Pantone:** 2715 • **CMYK:** 56, 43, 0, 0 **RGB:** 130, 145, 240 • **HTML:** #8291f0	**Cornflower Blue 60** **Pantone:** 2705 • **CMYK:** 41, 31, 0, 0 **RGB:** 161, 173, 244 • **HTML:** #A1ADF4	**Cornflower Blue 40** **Pantone:** 270 • **CMYK:** 28, 21, 0, 0 **RGB:** 193, 200, 247 • **HTML:** #C1C8F7	**Cornflower Blue 20** **Pantone:** • **CMYK:** **RGB:** • **HTML:** #E0E4FB
Purple Heart **Pantone:** 266 • **CMYK:** 74, 81, 0, 0 **RGB:** 117, 59, 189 • **HTML:** #753BBD	**Purple Heart 60K** **Pantone:** 2695 • **CMYK:** 96, 100, 35, 38 **RGB:** 46, 23, 75 • **HTML:** #2E174B	**Purple Heart 40K** **Pantone:** 268 • **CMYK:** 90, 100, 19, 6 **RGB:** 70, 35, 113 • **HTML:** #462371	**Purple Heart 20K** **Pantone:** 267 • **CMYK:** 80, 90, 0, 0 **RGB:** 93, 47, 151 • **HTML:** #5D2F97	**Purple Heart 80** **Pantone:** 265 • **CMYK:** 59, 66, 0, 0 **RGB:** 145, 99, 203 • **HTML:** #9163CB	**Purple Heart 60** **Pantone:** 2577 • **CMYK:** 41, 50, 0, 0 **RGB:** 173, 138, 216 • **HTML:** #AD8AD8	**Purple Heart 40** **Pantone:** 2635 • **CMYK:** 26, 35, 0, 0 **RGB:** 200, 177, 229 • **HTML:** #C8B1E5	**Purple Heart 20** **Pantone:** 7443 • **CMYK:** 14, 10, 0, 0 **RGB:** 224, 228, 251 • **HTML:** #E4D8F2
Fiord **Pantone:** 648 • **CMYK:** 79, 62, 35, 22 **RGB:** 67, 83, 112 • **HTML:** #43526F	**Fiord 60K** **Pantone:** 532 • **CMYK:** 91, 77, 53, 69 **RGB:** 26, 32, 44 • **HTML:** #1A202C	**Fiord 35K / Inkwell** **Pantone:** 7546 • **CMYK:** 86, 71, 46, 49 **RGB:** 43, 53, 71 • **HTML:** #2B3547	**Fiord 20K** **Pantone:** 7546 • **CMYK:** 83, 67, 42, 36 **RGB:** 53, 65, 88 • **HTML:** #354158	**Fiord 89** **Pantone:** 431 • **CMYK:** 70, 54, 32, 17 **RGB:** 88, 101, 127 • **HTML:** #58657F	**Fiord 60** **Pantone:** 7543 • **CMYK:** 48, 34, 23, 6 **RGB:** 142, 151, 169 • **HTML:** #8E97A9	**Fiord 40** **Pantone:** 5445 • **CMYK:** 33, 23, 18, 2 **RGB:** 180, 186, 197 • **HTML:** #B4BAC5	**Fiord 20** **Pantone:** 7541 • **CMYK:** 18, 11, 9, 0 **RGB:** 217, 220, 226 • **HTML:** #D9DCE2
Midnight Blue **Pantone:** 648 • **CMYK:** 100, 71, 9, 56 **RGB:** 0, 46, 93 • **HTML:** #002E5D	**Midnight Blue 60K** **Pantone:** 296 • **CMYK:** 100, 88, 52, 74 **RGB:** 0, 18, 37 • **HTML:** #001225	**Midnight Blue 40K** **Pantone:** 289 • **CMYK:** 100, 86, 47, 60 **RGB:** 0, 27, 55 • **HTML:** #001B37	**Midnight Blue 20K** **Pantone:** 282 • **CMYK:** 100, 86, 43, 44 **RGB:** 0, 36, 74 • **HTML:** #00244A	**Midnight Blue 80** **Pantone:** 7700 • **CMYK:** 85, 60, 30, 14 **RGB:** 51, 88, 125 • **HTML:** #33587D	**Midnight Blue 60** **Pantone:** 5415 • **CMYK:** 64, 41, 24, 8 **RGB:** 102, 130, 158 • **HTML:** #66829E	**Midnight Blue 40** **Pantone:** 536 • **CMYK:** 45, 26, 18, 3 **RGB:** 153, 171, 190 • **HTML:** #99ABBE	**Midnight Blue 20** **Pantone:** 538 • **CMYK:** 24, 13, 10, 0 **RGB:** 204, 213, 223 • **HTML:** #CCD5DF
Blue Stone **Pantone:** 7470 • **CMYK:** 96, 20, 25, 53 **RGB:** 0, 90, 112 • **HTML:** #005A70	**Blue Stone 60K** **Pantone:** 5463 • **CMYK:** 100, 68, 56, 70 **RGB:** 0, 36, 44 • **HTML:** #00242C	**Blue Stone 40K** **Pantone:** 547 • **CMYK:** 97, 62, 50, 53 **RGB:** 0, 54, 67 • **HTML:** #003643	**Blue Stone 20K** **Pantone:** 7477 • **CMYK:** 94, 55, 44, 39 **RGB:** 0, 72, 89 • **HTML:** #004859	**Blue Stone 80** **Pantone:** 7696 • **CMYK:** 65, 27, 30, 7 **RGB:** 92, 149, 164 • **HTML:** #5C95A4	**Blue Stone 60** **Pantone:** 7696 • **CMYK:** 63, 24, 29, 5 **RGB:** 102, 156, 169 • **HTML:** #669CA9	**Blue Stone 40** **Pantone:** 5503 • **CMYK:** 45, 15, 21, 1 **RGB:** 153, 189, 198 • **HTML:** #99BDC6	**Blue Stone 20** **Pantone:** 642 • **CMYK:** 24, 6, 11, 0 **RGB:** 204, 222, 226 • **HTML:** #CCDEE2
Jagger **Pantone:** 2627 • **CMYK:** 85, 100, 6, 38 **RGB:** 60, 16, 83 • **HTML:** #3C1053	**Jagger 60K** **Pantone:** 5255 • **CMYK:** 94, 94, 50, 77 **RGB:** 24, 6, 33 • **HTML:** #180621	**Jagger 40K** **Pantone:** 2695 • **CMYK:** 93, 100, 42, 63 **RGB:** 36, 9, 49 • **HTML:** #240931	**Jagger 20K** **Pantone:** 2627 • **CMYK:** 92, 100, 38, 45 **RGB:** 48, 12, 66 • **HTML:** #300C42	**Jagger 80** **Pantone:** 7665 • **CMYK:** 71, 82, 24, 10 **RGB:** 99, 64, 117 • **HTML:** #634075	**Jagger 60** **Pantone:** 7661 • **CMYK:** 53, 59, 20, 3 **RGB:** 138, 112, 152 • **HTML:** #8A7098	**Jagger 40** **Pantone:** 5155 • **CMYK:** 35, 39, 14, 1 **RGB:** 177, 159, 186 • **HTML:** #B19FBA	**Jagger 20** **Pantone:** 5315 • **CMYK:** 18, 20, 8, 0 **RGB:** 216, 207, 221 • **HTML:** #D8CFDD

Typography

Typeface

Fonts matter. The right typeface helps us clearly express our personality through the words we use even when other elements are absent. We've chosen one main typefaces, Effra. When Effra isn't available Arial or Calibri should be used. This may include online applications and Microsoft Word and PowerPoint documents.

Primary typefaces

Effra heavy
Effra bold
Effra medium
Effra regular
Effra light

Secondary typefaces

Arial bold
Arial regular
Arial italic

Brand typeface (lock-up and descriptors)

Elysio medium

Using fonts: general rules for typography

The details below list the consistent features of typography for the Tes brand. Please note that by default, the hyphenation option should be turned off when working with copy.

Title copy

Effra Heavy
-20 kerning
Leading is equal to font size

Sub-heading copy

Effra Bold
0 kerning
Leading is equal to font size

Body copy

Effra Bold (first paragraph)*
Effra Regular (additional paragraphs)
0 kerning
Leading is font size +2

*On artwork where there is only one paragraph, Effra Regular is used. On documents with multiple sections, only the first paragraph of an introduction is set to Effra Bold.

CTA copy

Effra Regular (lead text)
Effra Bold (URL, or when only copy is used for digital assets)
0 kerning
Font size is equal to body copy
URLs are always written in lowercase

Using typography across our print templates

Our messages need to be clear and concise. The way in which we use typography should aid navigation and communication, and create a much more engaging design.
Typography, font sizing and spacing should be consistent across design assets as detailed below. Artwork designed for printing should be supplied as PDF/X-1a:2001 format with 3mm bleed and crop marks.

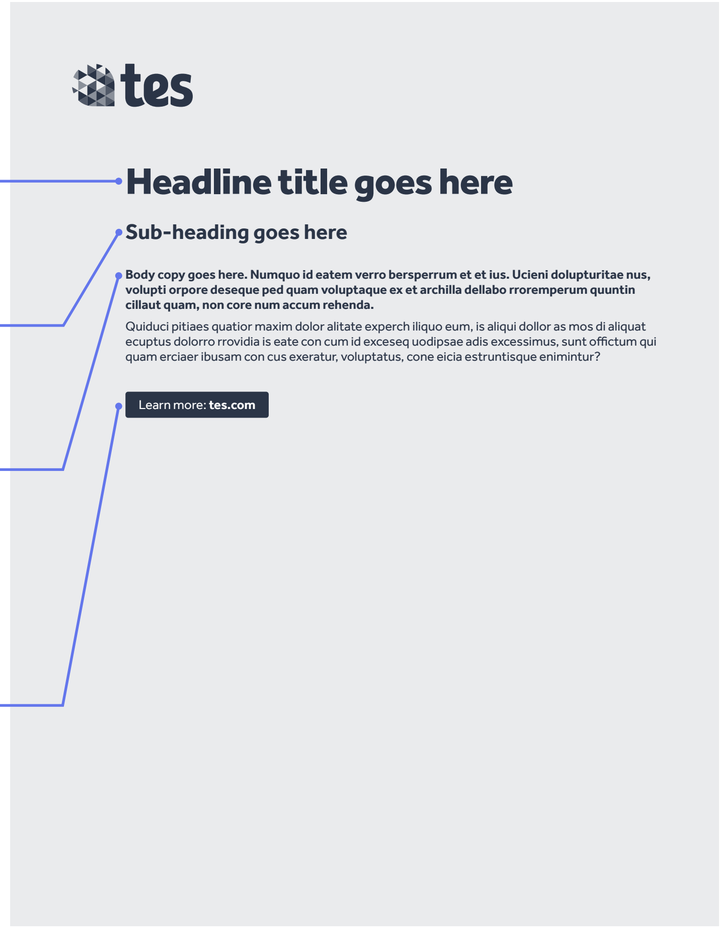
Headline titles:
35pt Effra Heavy
35pt leading

Subheading:
20pt Effra Bold
20pt leading

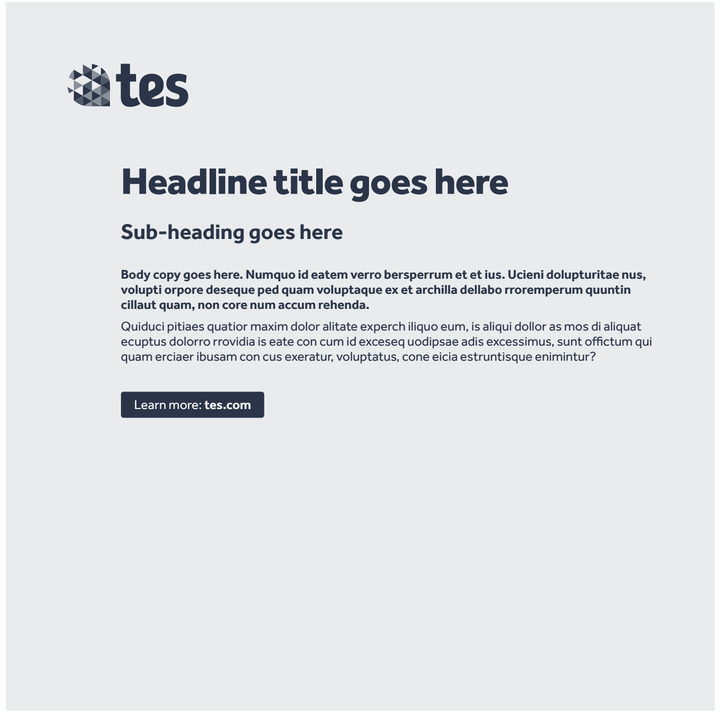
Body copy:
12pt Effra Bold
(first paragraph)
12pt Effra Regular
(additional paragraphs)
14pt leading

Call to action:
12pt Effra Regular
(Lead text)
12pt Effra Bold
(URL link)

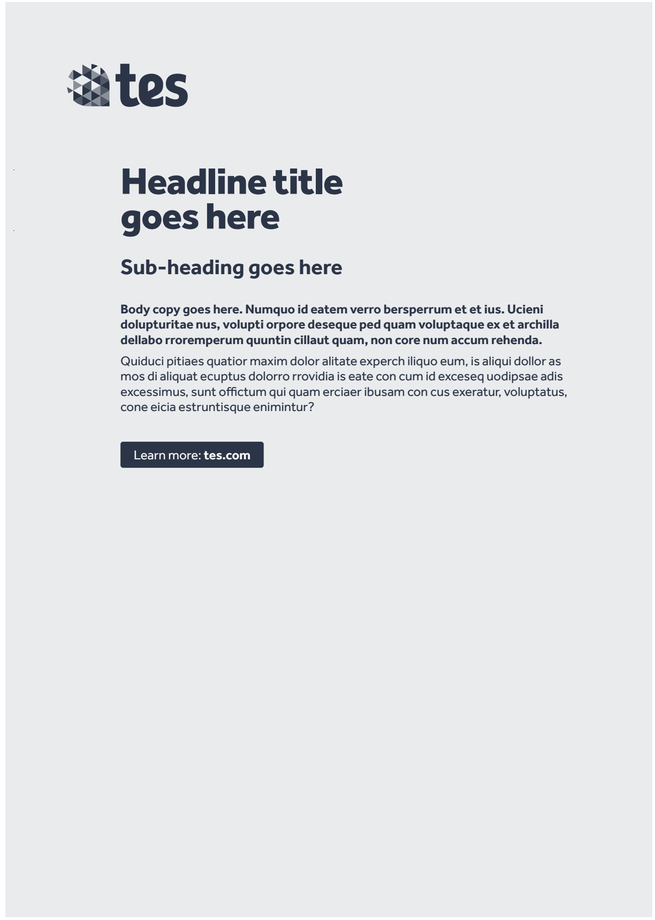
230mm x 300mm (Tes magazine advert)



230mm x 230mm (Tes magazine international advert)



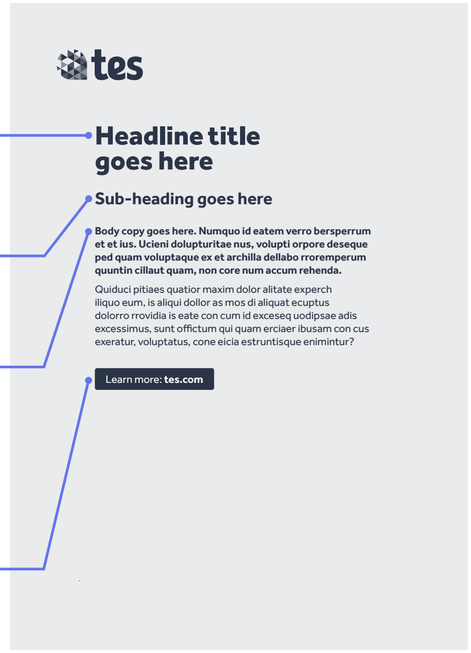
A4



Using typography across our print templates

Our messages need to be clear and concise. The way in which we use typography should aid navigation and communication, and create a much more engaging design.
Typography, font sizing and spacing should be consistent across design assets as detailed below. Artwork designed for printing should be supplied as PDF/X-1a:2001 format with 3mm bleed and crop marks.

A5



Headline titles:
25pt Effra Heavy
25pt leading

Subheading:
16pt Effra Bold
16pt leading

Body copy:
10pt Effra Bold
(first paragraph)
10pt Effra Regular
(additional paragraphs)
12pt leading

Call to action:
10pt Effra Regular
(Lead text)
10pt Effra Bold
(URL link)

A3



Headline titles:
50pt Effra Heavy
50pt leading

Subheading:
30pt Effra Bold
30pt leading

Body copy:
14pt Effra Bold
(first paragraph)
14pt Effra Regular
(additional paragraphs)
16pt leading

Call to action:
14pt Effra Regular
(Lead text)
14pt Effra Bold
(URL link)

Using typography across our Tes magazine filler advert print templates

Our messages need to be clear and concise. The way in which we use typography should aid navigation and communication, and create a much more engaging design.
Typography, font sizing and spacing should be consistent across design assets as detailed below. Tes magazine filler adverts should be supplied as PDF/X-1a:2001 format without bleed or crop marks.

51.5mm x 60mm



Headline titles:
12pt Effra Heavy
12pt leading

Subheading:
10pt Effra Bold
10pt leading

Body copy:
7pt Effra Bold
(first paragraph)
7pt Effra Regular
(additional paragraphs)
8pt leading

Call to action:
7pt Effra Regular
(Lead text)
7pt Effra Bold
(URL link)

51.5mm x 130mm



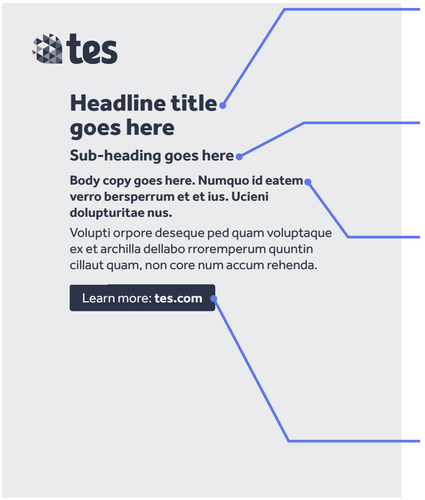
Headline titles:
16pt Effra Heavy
16pt leading

Subheading:
10pt Effra Bold
10pt leading

Body copy:
8pt Effra Bold
(first paragraph)
8pt Effra Regular
(additional paragraphs)
10pt leading

Call to action:
8pt Effra Regular
(Lead text)
8pt Effra Bold
(URL link)

105mm x 130mm



Headline titles:
18pt Effra Heavy
18pt leading

Subheading:
12pt Effra Bold
14pt leading

Body copy:
10pt Effra Bold
(first paragraph)
10pt Effra Regular
(additional paragraphs)
12pt leading

Call to action:
10pt Effra Regular
(Lead text)
10pt Effra Bold
(URL link)

Using typography across our Tes magazine filler advert print templates

Our messages need to be clear and concise. The way in which we use typography should aid navigation and communication, and create a much more engaging design.
Typography, font sizing and spacing should be consistent across design assets as detailed below. Tes magazine filler adverts should be supplied as PDF/X-1a:2001 format without bleed or crop marks.

212mm x 130mm (Half page)



Headline titles:
25pt Effra Heavy
25pt leading

Subheading:
14pt Effra Bold
14pt leading

Body copy:
12pt Effra Bold
(first paragraph)
12pt Effra Regular
(additional paragraphs)
14pt leading

Call to action:
12pt Effra Regular
(Lead text)
12pt Effra Bold
(URL link)

212mm x 70mm



Headline titles:
18pt Effra Heavy
18pt leading

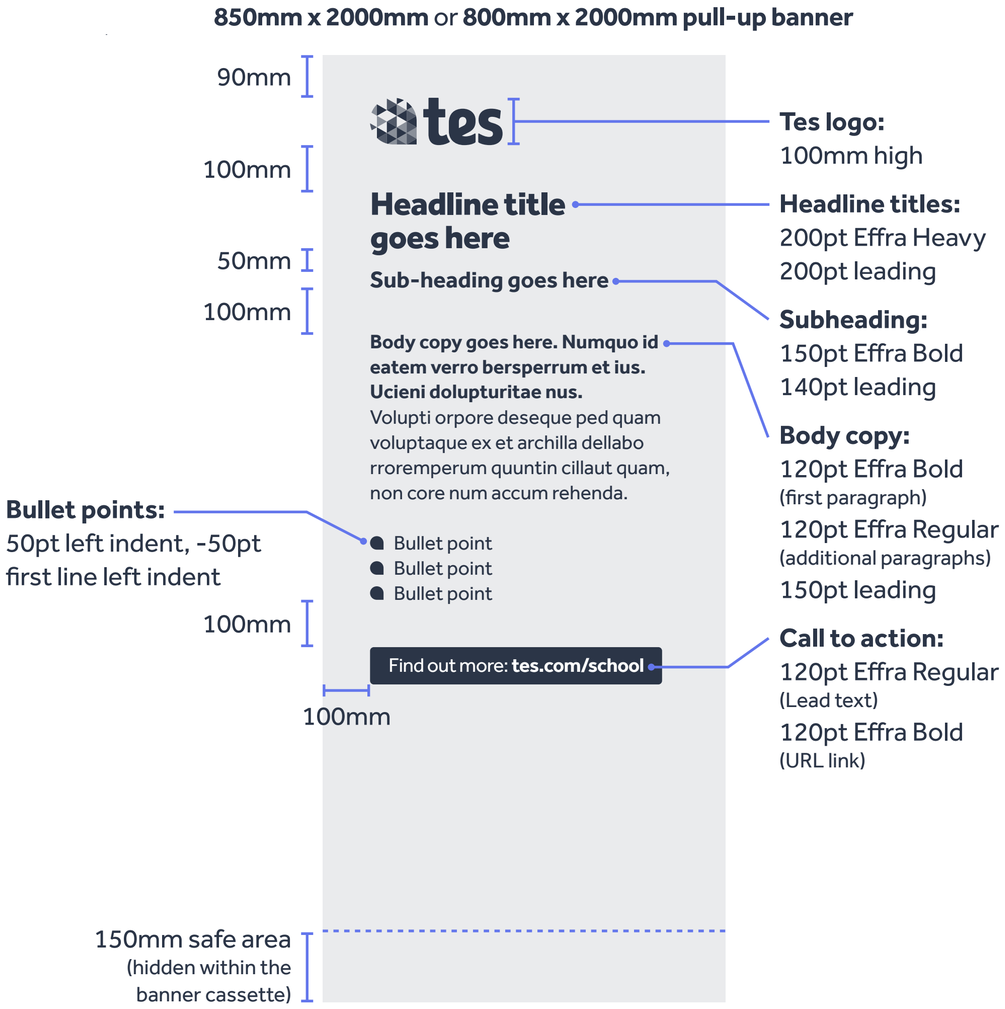
Subheading:
12pt Effra Bold
12pt leading

Body copy:
10pt Effra Bold
(first paragraph)
10pt Effra Regular
(additional paragraphs)
12pt leading

Call to action:
10pt Effra Regular
(Lead text)
10pt Effra Bold
(URL link)

Using typography across our event banner print templates

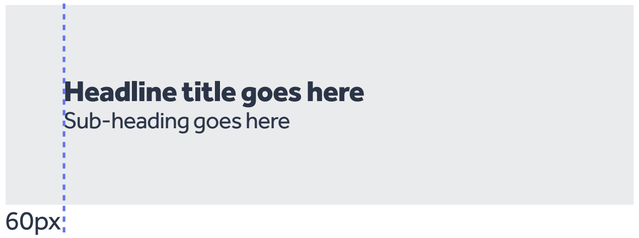
Our messages need to be clear and concise. The way in which we use typography should aid navigation and communication, and create a much more engaging design.
Typography, font sizing and spacing should be consistent across design assets as detailed below. Event banners should be supplied as PDF/X-1a:2001 format with 3mm bleed and crop marks.



Using typography across our digital banner templates in emails

Our messages need to be clear and concise. The way in which we use typography should aid navigation and communication, and create a much more engaging design. Typography, font sizing and spacing should be consistent across design assets as detailed below. Graphics should be supplied as JPGs

660px x 210px Email Banner

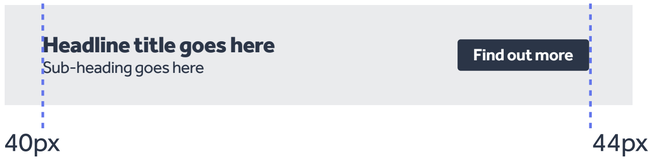


Headline titles:
30 Effra Heavy, 30 leading, -0.5 kerning

Sub-heading / Additional text:
22 Effra Regular, 22 leading, 0 kerning

Left margin:
60px

660px x 110px Email Advert Banner (Full width)



Headline titles:
22 Effra Heavy, 22 leading, -0.5 kerning

Sub-heading / Additional text:
16 Effra Regular, 16 leading, 0 kerning

CTA text:
16 Effra Bold, 0 kerning

Left margin:
40px

Right margin:
44px

Using typography across our social templates

Our messages need to be clear and concise. The way in which we use typography should aid navigation and communication, and create a much more engaging design. Typography, font sizing and spacing should be consistent across design assets as detailed below:

Twitter Advert Paid 1080px x 1080px



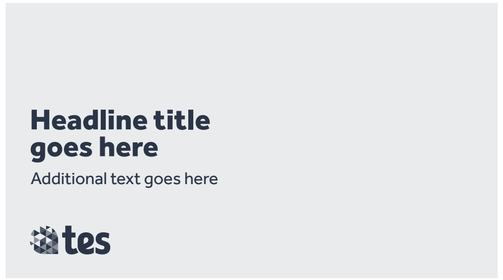
Headline titles:
75px Effra Heavy, 75pt leading

Additional text:
55px Effra Regular, 55pt leading

Tes logo:
230px wide

Margin:
70px

Twitter Advert Organic 800px x 418px



Headline titles:
50px Effra Heavy, 50pt leading

Additional text:
30px Effra Regular, 30pt leading

Tes logo:
130px wide

Margin:
40px

Facebook Advert (20% text permitted) **1080px x 1080px**



Headline titles:
65px Effra Heavy, 65pt leading

Additional text:
45px Effra Regular, 45pt leading

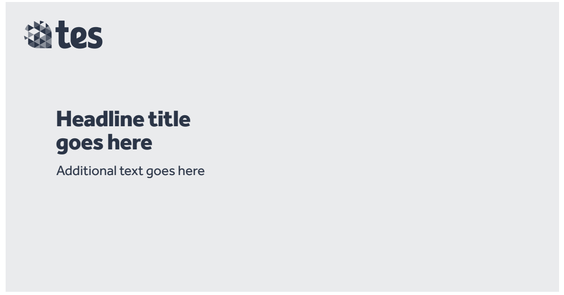
Tes logo:
130px wide

Margin:
70px

Using typography across our social templates

Our messages need to be clear and concise. The way in which we use typography should aid navigation and communication, and create a much more engaging design. Typography, font sizing and spacing should be consistent across design assets as detailed below:

LinkedIn Advert 1200px x 628px



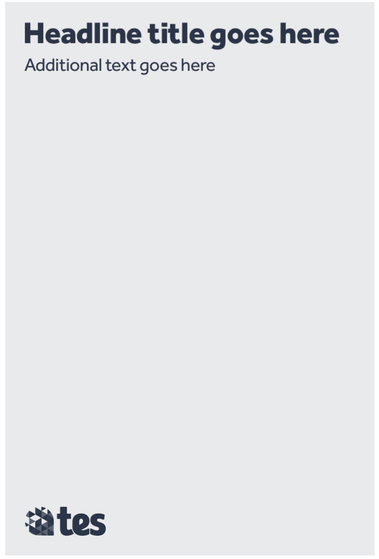
Headline titles:
40px Effra Heavy,40pt leading

Additional text:
30px Effra Regular, 30pt leading

Tes logo:
170px wide

Margin:
40px

Pinterest Advert 600px x 900px



Headline titles:
50px Effra Heavy, 50pt leading

Additional text:
30px Effra Regular, 30pt leading

Tes logo:
130px wide

Margin:
30px

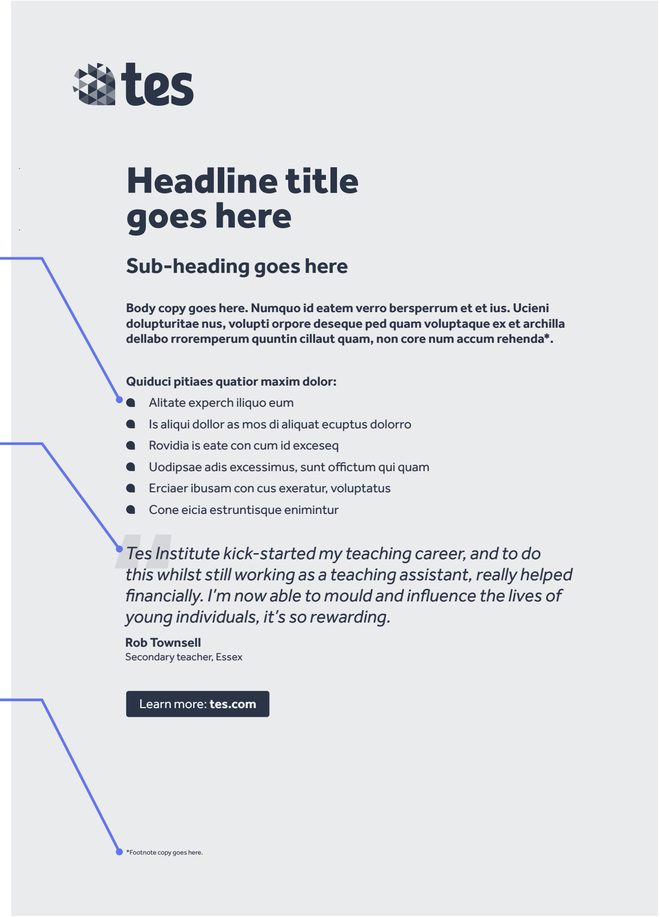
Bullet points, quotes and footnotes

Lists, quotes and footnotes should be used to make our communications easier to read, more visually appealing and simpler to understand.

Bullet points
Bullet points should use the Tes location mark shape set to the same size as body copy capital letters. This *must* be in the same colour as the body copy. Bullet points do not have a full stop at the end.

Quotes
Quotes are set in Effra italic with main quote text set to 4pt larger than body copy with +2pt leading. ie, where body copy is 10pt, the quote should be 14pt using 16pt leading. The quote author's name is set to Effra Bold, same size as body copy. Position, school and location copy are placed below set to -2pt smaller than body copy in Effra Regular.

Foot notes
Asterisk your body copy by placing a * after the full stop or other punctuation mark that closes the sentence that the foot note relates to. Add your foot note at the bottom of the page set in Effra regular at 6pt with 6pt leading. Footnotes do have a full stop at the end. Use up to two asterisks per page. If you have more than two foot notes use superscript numbers, [1,2,3,4] etc.



Quotation mark sizing and location example:

Nimi, veror sapersp ereped ullore pel ides parum fugit qui ilis qui derferit voluptiatius ulluptium quo te rehendae volore lab id et everspid molorum, ut occusae comnis preicim santia nis volorec tecatem.

First name Surname
Position, School, Location

Tables

Tables should be used to make our communications easier to read, more visually appealing and simpler to understand.

Table header information is set in Effra bold with the content being set in Effra regular.

Header background colours are set to a colour from our brand palette that's complimentary to the rest of the design, with content rows alternating between white and a 10% tint of the header background colour.

The tables are finished off with rounded corners.

Tier 1	Tier 2	Tier 3
Assistant Headteacher	Assistant Headteacher	Assistant Headteacher
Deputy Headteacher	Deputy Headteacher	Deputy Headteacher
Headteacher/UK/London	Headteacher/UK/London	Headteacher/UK/London
Primary/UK/London	Primary/UK/London	Primary/UK/London
UK/Deputy Headteacher	UK/Deputy Headteacher	UK/Deputy Headteacher

Call to action (CTA) buttons

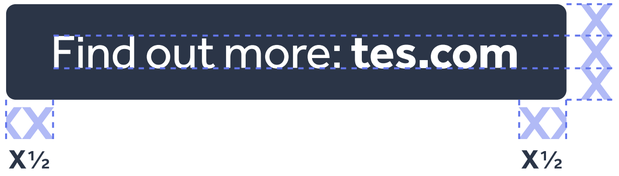
Our call to action buttons should compliment our brand, guiding and encouraging users to complete their next action.

CTA buttons should only feature an inkwell background with white text, or white background with inkwell text.

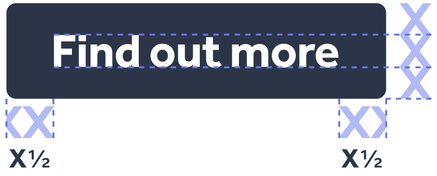
Lead text appearing in a CTA should be in Effra Regular when followed by a URL. This type of CTA is predominantly used on printed marketing material. For CTAs featured on digital marketing material, the text should appear in Effra Bold.

The corner radius for CTA buttons is the height of the button divided by 10.

Print button example



Digital button example



Only URL featured



Minimum width



Extended



Primary



Secondary / Hover+Down



Disabled





Marketing application

We’re Tes
Brand-level marketing

Brand-level marketing logo use

‘Brand-level’ marketing is for when we as Tes introduce ourselves, talk about the range of solutions and products we offer and when requiring a distinctive look to creative work which doesn’t fit within the 3 B2B solution areas, or B2C marketing.

For brand-level marketing campaigns there are 2 options of logo dependent on whether it’s featured on an inkwell or light background.



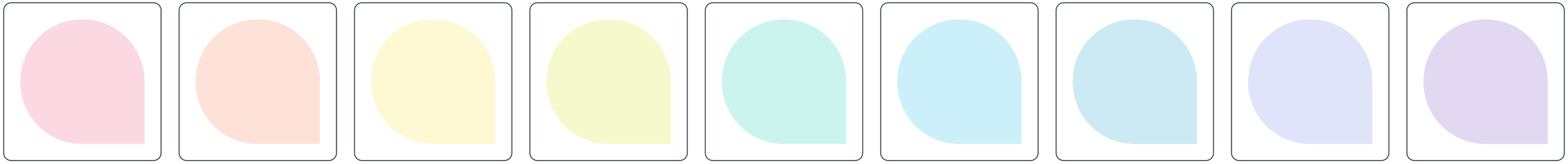


Brand-level marketing colour use

Where we introduce or talk about Tes in the first instance, and the range of solutions and products on offer across staff management, pupil management, safeguarding and compliance, we use an inkwell colour background coupled with a colour from our primary palette as below:



Where artwork features additional pages or sections of content, in conjunction with the above colour examples, the below primary palette colours set at a 20% tint may be used on a white background:



Brand-level marketing illustration colour use

When using illustrations for Tes brand artwork, they should only use tints and shades of the chosen primary colour along with inkwell and tints and shades of fiord as demonstrated below:



Brand-level marketing illustration colour use

Below are examples of how the same illustration works on a white background with a primary colour 20% tint location mark shape behind. Again, illustrations should only use tints and shades of the chosen primary colour along with inkwell and tints and shades of fiord:











Brand-level marketing colours

Below is a list of hero and supporting colours from the Tes primary colour palette that may be used when marketing the Tes brand:



French Rose	Burning Orange	Broom	Electric Lime	Caribbean Green	Cerulean	Pacific Blue	Cornflower Blue	Purple Heart
#EF426F	#FD7037	#FFE324	#D0DF00	#00C7B1	#00B5E2	#0095C8	#6376EC	#753BBD
French Rose 60K #5F1A2C	Burning Orange 60K #652C16	Broom 60K #665A0E	Electric Lime 60K #535900	Caribbean Green 60K #004F46	Cerulean 60K #00485A	Pacific Blue 60K #003B50	Cornflower Blue 60K #272F5E	Purple Heart 60K #2E174B
French Rose 40K #8F2742	Burning Orange 40K #974321	Broom 40K #998815	Electric Lime 40K #7C8500	Caribbean Green 40K #00776A	Cerulean 40K #006C87	Pacific Blue 40K #005978	Cornflower Blue 40K #3B468D	Purple Heart 40K #462371
French Rose 20K #BF3458	Burning Orange 20K #CA592C	Broom 20K #CCB51C	Electric Lime 20K #A6B200	Caribbean Green 20K #009F8D	Cerulean 20K #0090B4	Pacific Blue 20K #0077A0	Cornflower Blue 20K #4F5EBC	Purple Heart 20K #5D2F97
French Rose 80 #F3688C	Burning Orange 80 #FD8D5F	Broom 80 #FFE950	Electric Lime 80 #D9E533	Caribbean Green 80 #33D3C1	Cerulean 80 #33C4E8	Pacific Blue 80 #33ABD3	Cornflower Blue 80 #8291F0	Purple Heart 80 #9163CB
French Rose 60 #F68EA9	Burning Orange 60 #FEA987	Broom 60 #FFEE7C	Electric Lime 60 #E3EC66	Caribbean Green 60 #66DED1	Cerulean 60 #66D3EE	Pacific Blue 60 #66C0DE	Cornflower Blue 60 #A1ADF4	Purple Heart 60 #AD8AD8
French Rose 40 #F9B4C6	Burning Orange 40 #FEC6AF	Broom 40 #FFF4A7	Electric Lime 40 #ECF299	Caribbean Green 40 #99E9E0	Cerulean 40 #99E1F3	Pacific Blue 40 #99D5E9	Cornflower Blue 40 #C1C8F7	Purple Heart 40 #C8B1E5
French Rose 20 #FCDAE3	Burning Orange 20 #FFE2D7	Broom 20 #FFF9D3	Electric Lime 20 #F6F9CC	Caribbean Green 20 #CCF4F0	Cerulean 20 #CCF0F9	Pacific Blue 20 #CCEAF4	Cornflower Blue 20 #E0E4FB	Purple Heart 20 #E4D8F2

Inkwell	Fiord	Fiord 60K	Fiord 35K	Fiord 20K	Fiord 89	Fiord 60	Fiord 40	Fiord 20
#2B3547	#43526F	#1A202C	#2B3547	#354158	#58657F	#8E97A9	#B4BAC5	#D9DCE2

Brand-level marketing composition

Below are examples of brand creative execution where a line art classroom background is integrated within the location mark shape, using a 20% darker shade of the location mark colour.

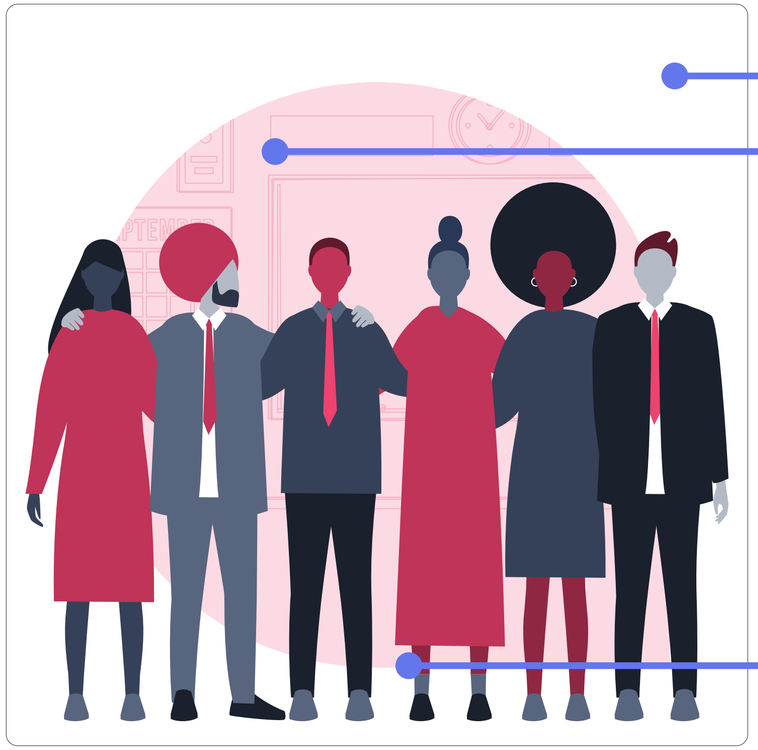
Inkwell background.

Primary palette colour location mark shape with line art classroom background set to 20% darker (French Rose 20K in this instance) than the colour used for the location mark.

The line art classroom background may be used within a location mark where it is deemed to be legible but remain subtle.

Illustration characters stand in front of the location mark shape.





White background.

Primary palette colour 20% location mark shape with line art classroom background set to 20% darker (French Rose 40 in this instance) than the colour used for the location mark.

The line art classroom background may be used within a location mark where it is deemed to be legible but remain subtle.

Illustration characters stand in front of the location mark shape.

Brand-level marketing application example: A4 print advert

Half of the margin width (10mm) divides the information sections, in this example; the headline title, body copy and call to action (CTA) box.

All copy and call to action (CTA) box align with the upright of the T in the Tes logo.



A safe area margin of 20mm is set within the A4 sized artwork.

Tes logo set to 14mm in height.

20mm margin set between the Tes logo and main content.

Title copy is set to Effra Heavy at 35pt with 32pt leading.

Body copy first paragraph is set to Effra Bold at 12pt with 14pt leading. Additional paragraphs are set to Effra Regular with 2mm spacing between paragraphs.

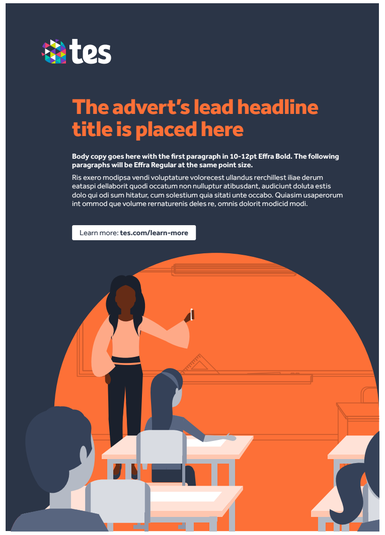
CTA text is set to 12pt Effra with the instruction in Effra Regular and URL in Effra Bold. The CTA box should only ever be white with inkwell text within.

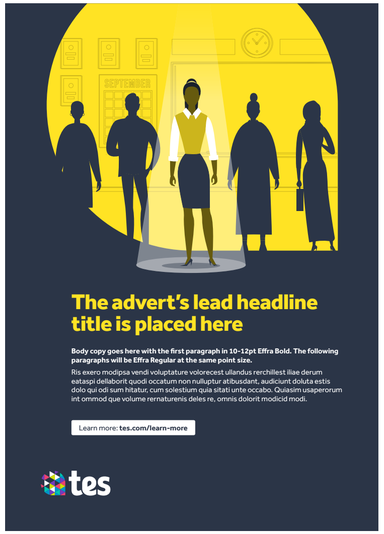
Classroom line art applied at a 20% darker shade to the location mark shape colour.

Illustration characters standing in front of the location mark shape.

Brand-level marketing application example: A4 print advert template variations

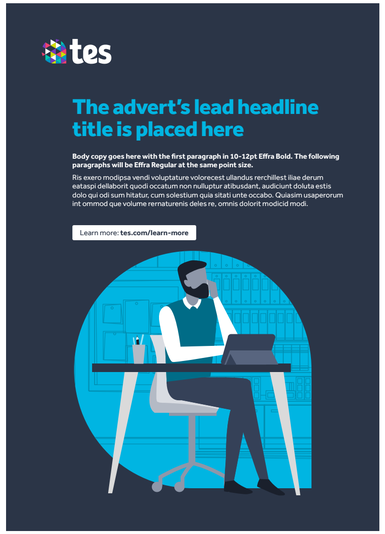




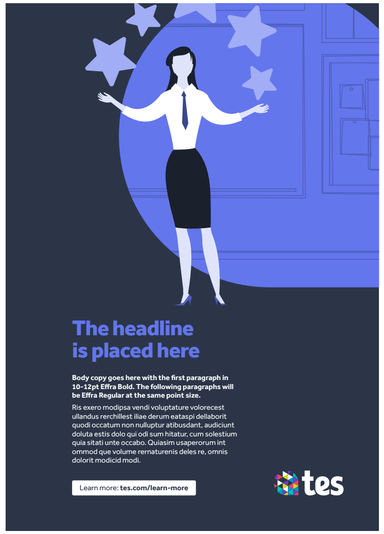


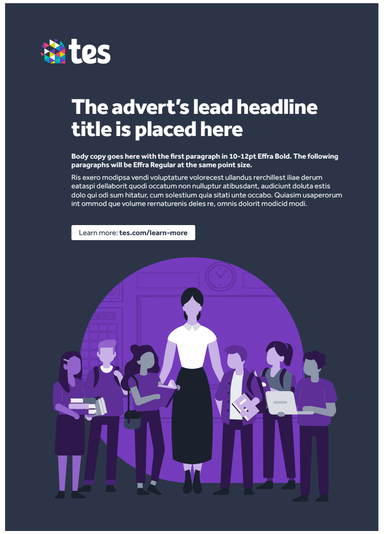




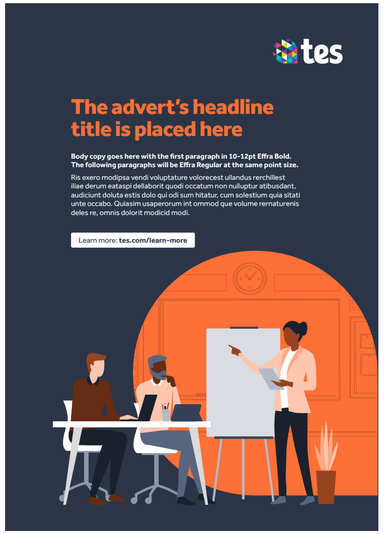


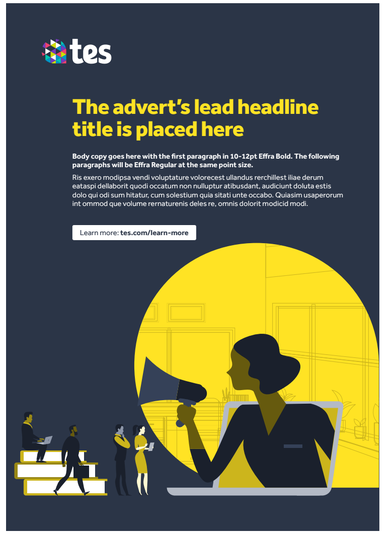












Brand-level marketing application example: A5 print advert



A safe area margin of 15mm is set within the A5 sized artwork.

Tes logo set to 10mm in height.

Classroom line art applied at a 20% darker shade to the location mark shape colour.

Illustration characters standing in front of the location mark shape.

Title copy is set to Effra Heavy at 25pt with 25pt leading.

Body copy first paragraph is set to Effra Bold at 10pt with 12pt leading. Additional paragraphs are set to Effra Regular with 2mm spacing between paragraphs.

CTA text is set to 10pt Effra with the instruction in Effra Regular and URL in Effra Bold. The CTA box should only ever be white with inkwell text within.

Half of the margin width (7.5mm) divides the information sections, in this example; the headline title, body copy and call to action (CTA) box.

All copy and call to action (CTA) box align with the upright of the T in the Tes logo.

Staff management, pupil management, safeguarding and compliance

Solutions-level marketing

Solutions and product level marketing logo use

For solutions and product-level marketing campaigns there are 2 options of logo dependent on whether it’s featured on a dark or light background.





Solutions-level marketing colour use

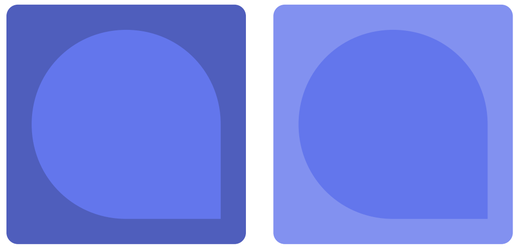
Tes solutions-level marketing is divided into three areas; **staff management**, **pupil management** and **safeguarding and compliance**, each represented by a hero colour. When creating artwork and assets for projects that fall within these areas, only the hero colour, tints and shades of that hero colour should be used, supported by fiord and tints and shades of fiord, as below:

Staff management



Caribbean Green #00C7B1
Caribbean Green 60K #004F46
Caribbean Green 40K #00776A
Caribbean Green 20K #009F8D
Caribbean Green 80 #33D3C1
Caribbean Green 60 #66DED1
Caribbean Green 40 #99E9E0
Caribbean Green 20 #CCF4F0

Pupil management



Cornflower Blue #6376EC
Cornflower Blue 60K #272F5E
Cornflower Blue 40K #3B468D
Cornflower Blue 20K #4F5EBC
Cornflower Blue 80 #8291F0
Cornflower Blue 60 #A1ADF4
Cornflower Blue 40 #C1C8F7
Cornflower Blue 20 #E0E4FB

Safeguarding and compliance



Cerulean #00B5E2
Cerulean 60K #00485A
Cerulean 40K #006C87
Cerulean 20K #0090B4
Cerulean 80 #33C4E8
Cerulean 60 #66D3EE
Cerulean 40 #99E1F3
Cerulean 20 #CCF0F9

Supporting colours, tints and shades

Fiord #43526F	**Inkwell** #2B3547
Fiord 60K #1A202C	
Fiord 35K #2B3547	
Fiord 20K #354158	
Fiord 89 #58657F	
Fiord 60 #8E97A9	
Fiord 40 #B4BAC5	
Fiord 20 #D9DCE2	

Solutions-level marketing logo colour application

Below are examples of which colour Tes logo to use on any given solutions-level colour background. The options are white for darker backgrounds and inkwell for lighter.

Staff management solutions



Caribbean Green 60K | Caribbean Green 40K | Caribbean Green 20K | Caribbean Green | Caribbean Green 80 | Caribbean Green 60 | Caribbean Green 40 | Caribbean Green 20

Pupil management solutions



Cornflower Blue 60K | Cornflower Blue 40K | Cornflower Blue 20K | Cornflower Blue | Cornflower Blue 80 | Cornflower Blue 60 | Cornflower Blue 40 | Cornflower Blue 20

Safeguarding and compliance solutions



Cerulean 60K | Cerulean 40K | Cerulean 20K | Cerulean | Cerulean 80 | Cerulean 60 | Cerulean 40 | Cerulean 20

Solutions-level marketing illustration colour use

When using illustrations for solutions-level artwork, they should only use tints and shades of the relevant hero colour along with inkwell and tints and shades of fiord. The location mark shape behind the illustration should be 20% lighter or darker than the background as demonstrated below:



Solutions-level marketing composition

Below are examples of Tes solutions-level creative execution where a line art classroom background is integrated within the location mark shape. The line art classroom is the same colour as the artwork background, while the location mark shape is 20% lighter than the background. The line art classroom background may be used within a location mark where it is deemed to be legible and can remain subtle.

Classroom line art is not applicable to scenes which take place outside of a classroom environment, such as outdoors.



Solution-level hero colour tint (or shade) background.



Location mark shape set to 20% lighter (or darker) than the background colour, with line art classroom the same colour as the artwork background.

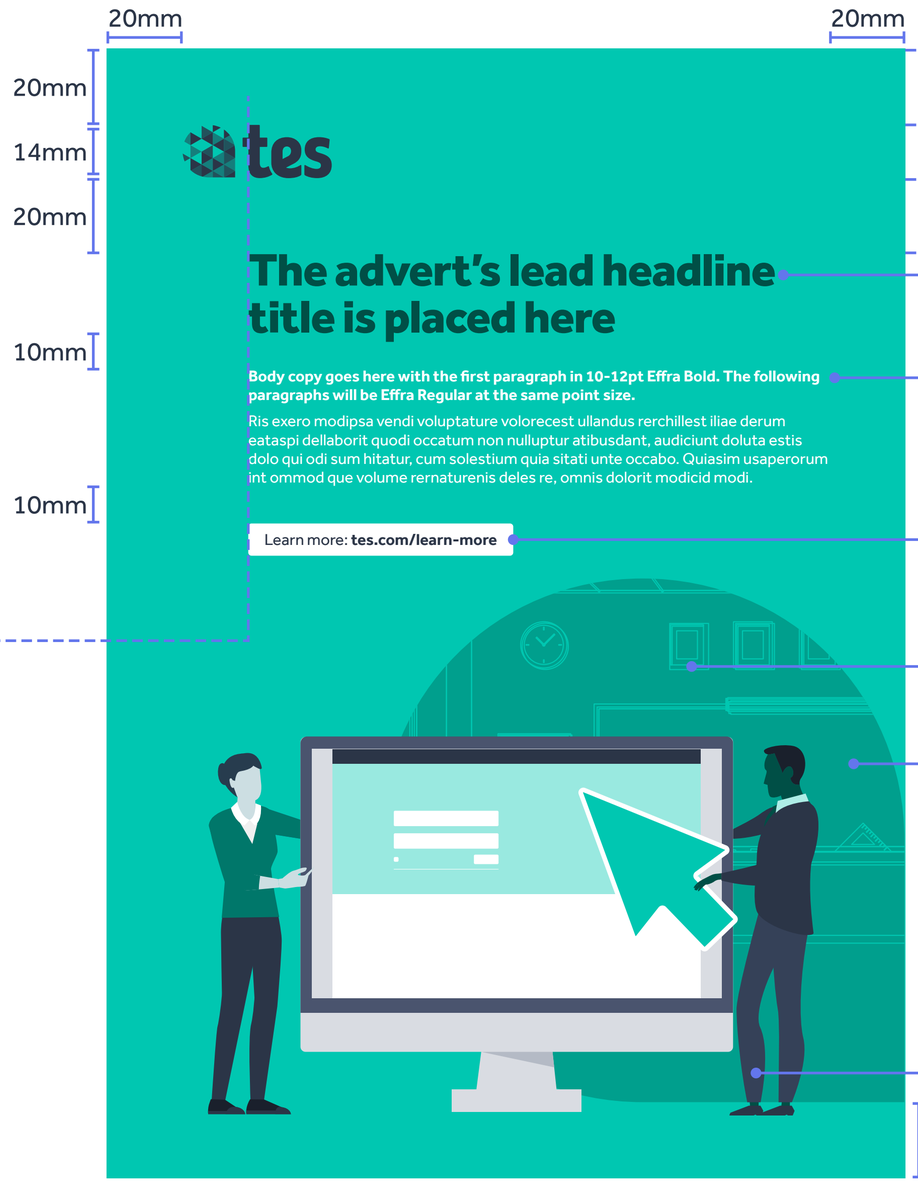


Illustration characters stand in front of the location mark shape.

Solutions-level marketing application example: A4 print advert

Half of the margin width (10mm) divides the information sections, in this example; the headline title, body copy and call to action (CTA) box.

All copy and call to action (CTA) box align with the upright of the T in the Tes logo.



A safe area margin of 20mm is set within the A4 sized artwork.

Tes logo set to 14mm in height.

20mm margin set between the Tes logo and main content.

Title copy is set to Effra Heavy at 35pt with 35pt leading.

Body copy first paragraph is set to Effra Bold at 12pt with 14pt leading. Additional paragraphs are set to Effra Regular with 2mm spacing between paragraphs.

CTA text is set to 12pt Effra with the instruction in Effra Regular and URL in Effra Bold. The CTA box should only ever be white with inkwell text within.

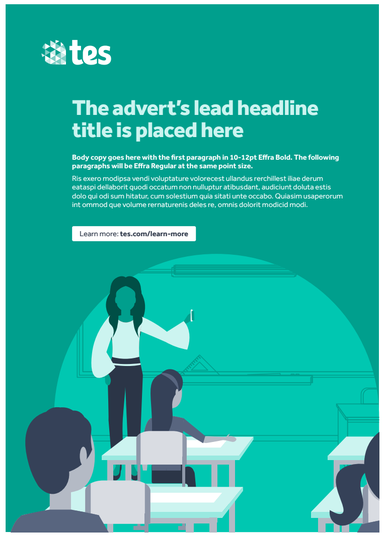
Classroom line art is the same colour as the artwork background.

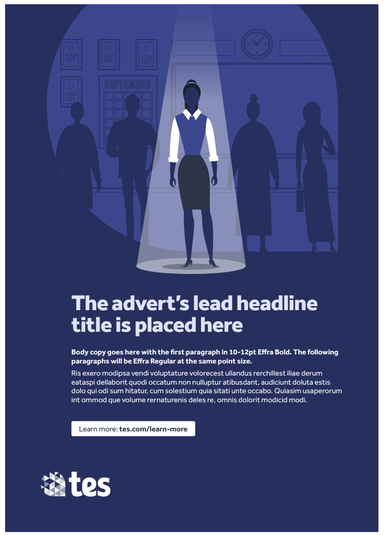
Location mark shape is 20% lighter or darker than the artwork background.

Illustration characters standing in front of the location mark shape.

Solutions-level marketing application example: A4 print advert template variations

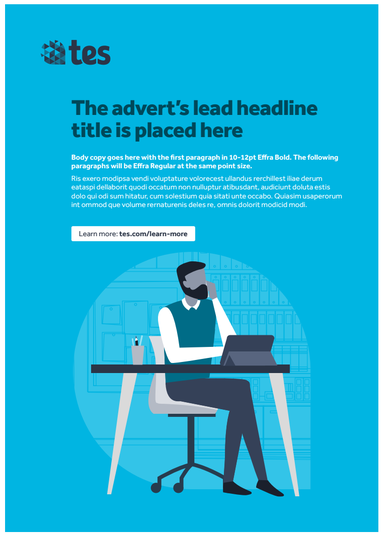




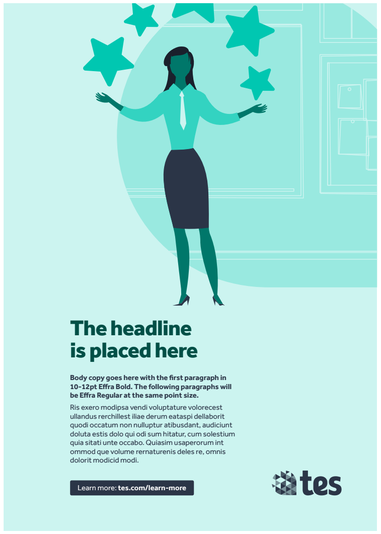


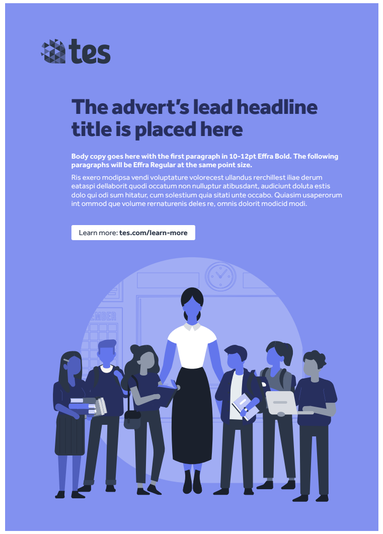


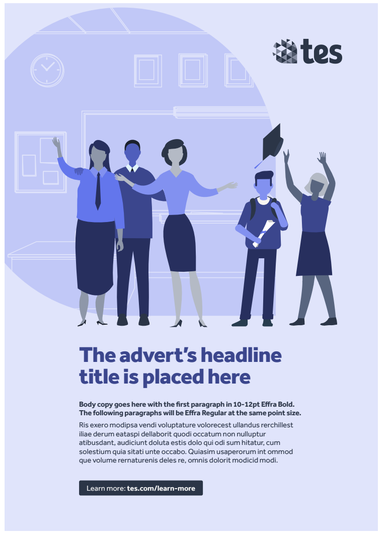


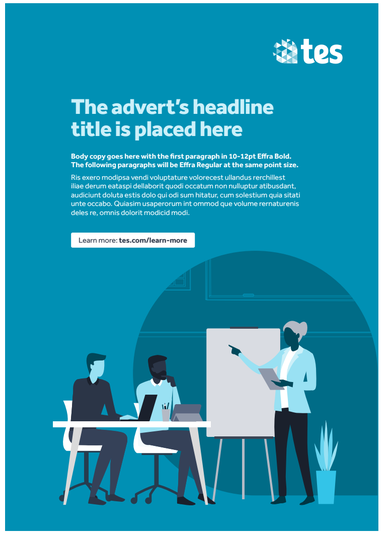














Solutions-level marketing application example: A5 print advert



A safe area margin of 15mm is set within the A5 sized artwork.

Tes logo set to 10mm in height.

Location mark shape coloured at 20% lighter or darker than the chosen background colour and features classroom line art using the same colour as used for the artwork background.

Illustration characters placed in front of the location mark shape.

Title copy is set to Effra Heavy at 25pt with 25pt leading.

Body copy first paragraph is set to Effra Bold at 10pt with 12pt leading. Additional paragraphs are set to Effra Regular with 2mm spacing between paragraphs.

CTA text is set to 10pt Effra with the instruction in Effra Regular and URL in Effra Bold. The CTA box should only ever be inkwell on a light background with white text, or white on a dark background with inkwell text within.

Half of the margin width (7.5mm) divides the information sections, in this example; the headline title, body copy and call to action (CTA) box.

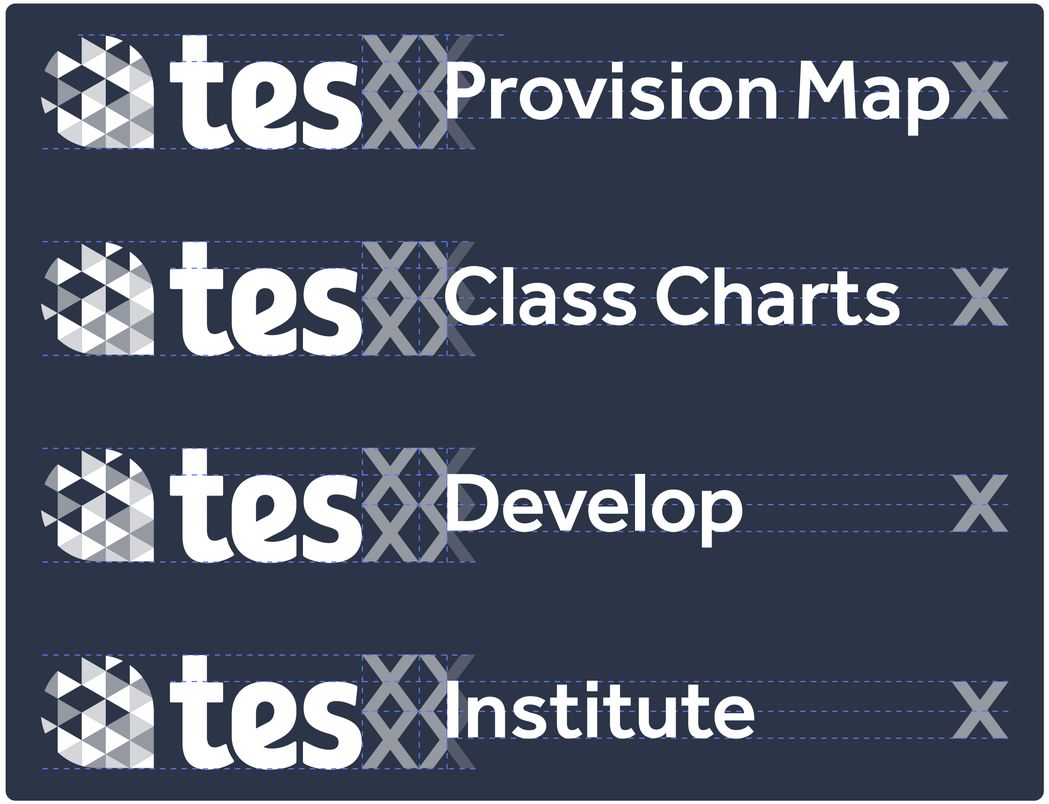
All copy and call to action (CTA) box align with the upright of the T in the Tes logo.

Tes logo and product name lock-up

There will be occasions where we need to display a Tes product name in conjunction with the Tes logo, the guidelines below show how this can be achieved.

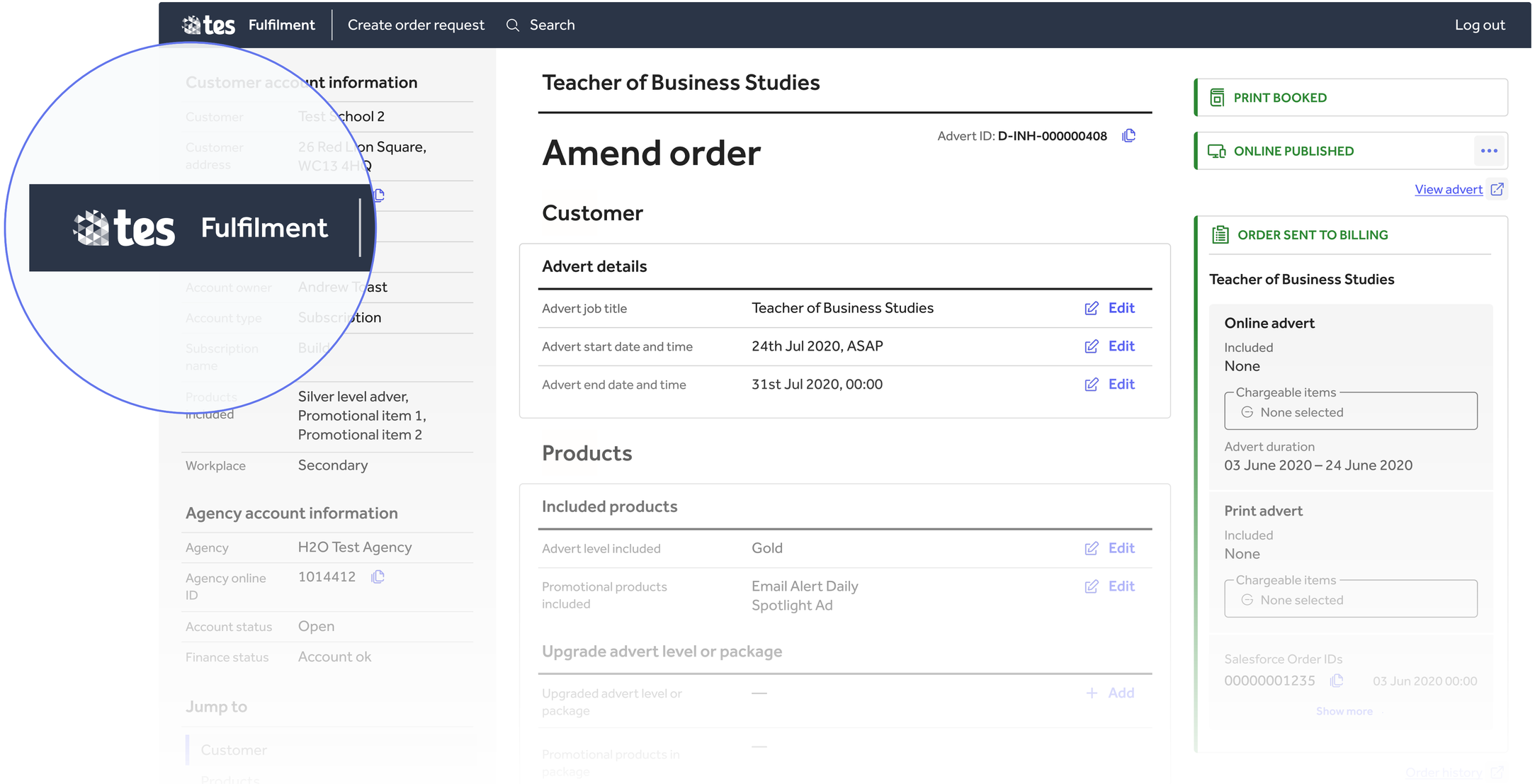
- The product name is written in Effra Medium and set to a height of X, where 2X is the height of the Tes logo
- The product name capital letter(s) should align to the top of the ‘es’ in the Tes logo
- The space between the Tes logo and product name is X½
- The logo and product name lock-up may only appear in inkwell or white as per the examples below





Tes logo and product name lock-up application

The Tes logo and product name should generally only appear within the navigation bar of the product environment. Additional usage across marketing should only be used if explicitly required.



Staff management
Product-level marketing

Product-level marketing colour usage

Staff Management: Recruitment

When creating marketing assets that sit under the area of recruitment solutions, only the colours below may be used.

Hero colour: Caribbean Green

Caribbean Green	Caribbean Green 60K	Caribbean Green 40K	Caribbean Green 20K	Caribbean Green 80	Caribbean Green 60	Caribbean Green 40	Caribbean Green 20
Pantone: 333 • **CMYK:** 69, 0, 41, 0	**Pantone:** 3305 • **CMYK:** 90, 40, 65, 45	**Pantone:** 562 • **CMYK:** 86, 29, 59, 16	**Pantone:** 7473 • **CMYK:** 79, 11, 52, 1	**Pantone:** 333 • **CMYK:** 64, 0, 35, 0	**Pantone:** 3245 • **CMYK:** 55, 0, 28, 0	**Pantone:** Green 0921 • **CMYK:** 42, 0, 20, 0	**Pantone:** 317 • **CMYK:** 23, 0, 11, 0
RGB: 0, 199, 177 • **HTML:** #00C7B1	**RGB:** 0, 79, 70 • **HTML:** #004F46	**RGB:** 0, 119, 106 • **HTML:** #00776A	**RGB:** 0, 159, 141 • **HTML:** #009F8D	**RGB:** 51, 211, 193 • **HTML:** #33D3C1	**RGB:** 102, 222, 209 • **HTML:** #66DED1	**RGB:** 153, 233, 224 • **HTML:** #99E9E0	**RGB:** 204, 244, 240 • **HTML:** #CCF4F0

Secondary colour: French Rose

French Rose	French Rose 60K	French Rose 40K	French Rose 20K	French Rose 80	French Rose 60	French Rose 40	French Rose 20
Pantone: 191 • **CMYK:** 0, 85,33, 0	**Pantone:** 7421 • **CMYK:** 37, 93, 53, 59	**Pantone:** 7641 • **CMYK:** 29, 92, 51, 31	**Pantone:** 7425 • **CMYK:** 18, 90, 46, 8	**Pantone:** 190 • **CMYK:** 0, 72, 21, 0	**Pantone:** 708 • **CMYK:** 0, 57, 14, 0	**Pantone:** 707 • **CMYK:** 0, 40, 9, 0	**Pantone:** 705 • **CMYK:** 0, 21, 5, 0
RGB: 239, 66, 111 • **HTML:** #EF426F	**RGB:** 95, 26, 44 • **HTML:** #5F1A2C	**RGB:143, 39, 66** • **HTML:** #8F2742	**RGB:** 191, 52, 88 • **HTML:** #BF3458	**RGB:** 243, 104, 140 • **HTML:** #F3688C	**RGB:** 246, 142, 169 • **HTML:** #F68EA9	**RGB:** 249, 180, 198 • **HTML:** #F9B4C6	**RGB:** 252, 218, 227 • **HTML:** #FCDAE3

Tertiary colour: Midnight Blue

Midnight Blue
Pantone: 648 • **CMYK:** 100, 71, 9, 56
RGB: 0, 46, 93 • **HTML:** #002E5D

Supporting colour: Fiord / Inkwell

Fiord	Fiord 60K	Fiord 35K / Inkwell	Fiord 20K	Fiord 89	Fiord 60	Fiord 40	Fiord 20
Pantone: 648 • **CMYK:** 79, 62, 35, 22	**Pantone:** 532 • **CMYK:** 91, 77, 53, 69	**Pantone:** 7546 • **CMYK:** 86, 71, 46, 49	**Pantone:** 7546 • **CMYK:** 83, 67, 42, 36	**Pantone:** 431 • **CMYK:** 70, 54, 32, 17	**Pantone:** 7543 • **CMYK:** 48, 34, 23, 6	**Pantone:** 5445 • **CMYK:** 33, 23, 18, 2	**Pantone:** 7541 • **CMYK:** 18, 11, 9, 0
RGB: 67, 83, 112 • **HTML:** #43526F	**RGB:** 26, 32, 44 • **HTML:** #1A202C	**RGB:** 43, 53, 71 • **HTML:** #2B3547	**RGB:** 53, 65, 88 • **HTML:** #354158	**RGB:** 88, 101, 127 • **HTML:** #58657F	**RGB:** 142, 151, 169 • **HTML:** #8E97A9	**RGB:** 180, 186, 197 • **HTML:** #B4BAC5	**RGB:** 217, 220, 226 • **HTML:** #D9DCE2

Product-level marketing logo colour application

Staff Management: Recruitment

Below are examples of which colour Tes logo to use on any colour background for recruitment-focused creative. The options are white for darker backgrounds and inkwell for lighter.

Hero



Caribbean Green 60K | Caribbean Green 40K | Caribbean Green 20K | Caribbean Green | Caribbean Green 80 | Caribbean Green 60 | Caribbean Green 40 | Caribbean Green 20

Secondary



French Rose

Tertiary



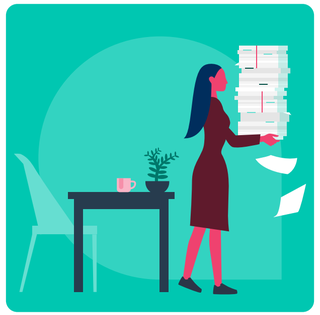
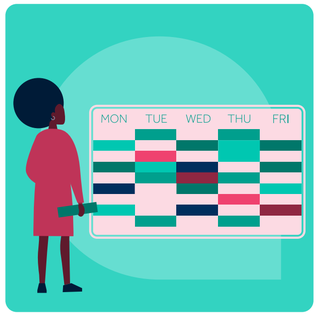
Midnight Blue

Product-level marketing illustration colour use

Staff Management: Recruitment

When using illustrations for recruitment artwork, they should only use tints and shades of the relevant hero, secondary and tertiary colours along with inkwell and tints and shades of fiord. The location mark shape behind the illustration should be 20% lighter or darker than the background as demonstrated below:






Sometimes a slightly varied approach may be necessary to typical recruitment artwork, therefore in instances such as recruitment events the tertiary colour may be used as a background with hero colour location mark set to a 20% opacity sitting behind the illustration featuring hero and secondary colours as demonstrated below:





Product-level marketing colour usage

Staff Management: Training

When creating marketing assets that sit under the area of training solutions, only the colours below may be used.

Hero colour: Caribbean Green

Caribbean Green	Caribbean Green 60K	Caribbean Green 40K	Caribbean Green 20K	Caribbean Green 80	Caribbean Green 60	Caribbean Green 40	Caribbean Green 20
Pantone: 333 • **CMYK:** 69, 0, 41, 0 **RGB:** 0, 199, 177 • **HTML:** #00C7B1	**Pantone:** 3305 • **CMYK:** 90, 40, 65, 45 **RGB:** 0, 79, 70 • **HTML:** #004F46	**Pantone:** 562 • **CMYK:** 86, 29, 59, 16 **RGB:** 0, 119, 106 • **HTML:** #00776A	**Pantone:** 7473 • **CMYK:** 79, 11, 52, 1 **RGB:** 0, 159, 141 • **HTML:** #009F8D	**Pantone:** 333 • **CMYK:** 64, 0, 35, 0 **RGB:** 51, 211, 193 • **HTML:** #33D3C1	**Pantone:** 3245 • **CMYK:** 55, 0, 28, 0 **RGB:** 102, 222, 209 • **HTML:** #66DED1	**Pantone:** Green 0921 • **CMYK:** 42, 0, 20, 0 **RGB:** 153, 233, 224 • **HTML:** #99E9E0	**Pantone:** 317 • **CMYK:** 23, 0, 11, 0 **RGB:** 204, 244, 240 • **HTML:** #CCF4F0

Secondary colour: Electric Lime

Electric Lime	Electric Lime 60K	Electric Lime 40K	Electric Lime 20K	Electric Lime 80	Electric Lime 60	Electric Lime 40	Electric Lime 20
Pantone: 831 • **CMYK:** 27, 0, 93, 0 **RGB:** 208, 223,0 • **HTML:** #D0DF00	**Pantone:** 378 • **CMYK:** 64, 44, 100, 41 **RGB:** 83, 89, 0 • **HTML:** #535900	**Pantone:** 582 • **CMYK:** 54, 31, 100, 16 **RGB:** 124, 133, 0 • **HTML:** #7C8500	**Pantone:** 583 • **CMYK:** 43, 15, 100, 2 **RGB:** 166, 178, 0 • **HTML:** #A6B200	**Pantone:** 387 • **CMYK:** 24, 0, 84, 0 **RGB:** 217, 229, 51 • **HTML:** #D9E533	**Pantone:** 379 • **CMYK:** 19, 0, 69, 0 **RGB:** 227, 236, 102 • **HTML:** #E3EC66	**Pantone:** 587 • **CMYK:** 13, 0, 50, 0 **RGB:** 236, 242, 153 • **HTML:** #ECF299	**Pantone:** 7499 • **CMYK:** 7, 0, 27, 0 **RGB:** 246, 249, 204 • **HTML:** #F6F9CC

Tertiary colour: Blue Stone

Blue Stone
Pantone: 7470 • **CMYK:** 96, 20, 25, 53 **RGB:** 0, 90, 112 • **HTML:** #005A70

Supporting colour: Fiord / Inkwell

Fiord	Fiord 60K	Fiord 35K / Inkwell	Fiord 20K	Fiord 89	Fiord 60	Fiord 40	Fiord 20
Pantone: 648 • **CMYK:** 79, 62, 35, 22 **RGB:** 67, 83, 112 • **HTML:** #43526F	**Pantone:** 532 • **CMYK:** 91, 77, 53, 69 **RGB:** 26, 32, 44 • **HTML:** #1A202C	**Pantone:** 7546 • **CMYK:** 86, 71, 46, 49 **RGB:** 43, 53, 71 • **HTML:** #2B3547	**Pantone:** 7546 • **CMYK:** 83, 67, 42, 36 **RGB:** 53, 65, 88 • **HTML:** #354158	**Pantone:** 431 • **CMYK:** 70, 54, 32, 17 **RGB:** 88, 101, 127 • **HTML:** #58657F	**Pantone:** 7543 • **CMYK:** 48, 34, 23, 6 **RGB:** 142, 151, 169 • **HTML:** #8E97A9	**Pantone:** 5445 • **CMYK:** 33, 23, 18, 2 **RGB:** 180, 186, 197 • **HTML:** #B4BAC5	**Pantone:** 7541 • **CMYK:** 18, 11, 9, 0 **RGB:** 217, 220, 226 • **HTML:** #D9DCE2

Product-level marketing logo colour application

Staff Management: Training

Below are examples of which colour Tes logo to use on any colour background for training-focused creative. The options are white for darker backgrounds and inkwell for lighter.

Hero



Caribbean Green 60K



Caribbean Green 40K



Caribbean Green 20K



Caribbean Green



Caribbean Green 80



Caribbean Green 60



Caribbean Green 40



Caribbean Green 20

Secondary



Electric Lime

Tertiary



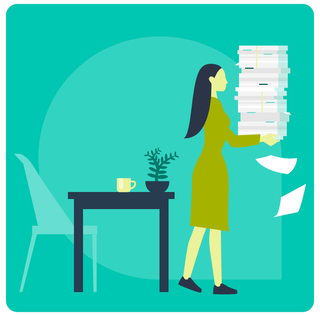
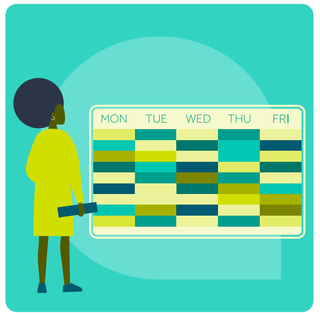
Blue Stone

Product-level marketing illustration colour use

Staff Management: Training

When using illustrations for training artwork, they should only use tints and shades of the relevant hero, secondary and tertiary colours along with inkwell and tints and shades of fiord. The location mark shape behind the illustration should be 20% lighter or darker than the background as demonstrated below:






Sometimes a slightly varied approach may be necessary to typical recruitment artwork, therefore in instances such as recruitment events the tertiary colour may be used as a background with hero colour location mark set to a 20% opacity sitting behind the illustration featuring hero and secondary colours as demonstrated below:





Staff Management: Wellbeing

When creating marketing assets that sit under the area of wellbeing solutions, only the colours below may be used.

Hero colour: Caribbean Green

Caribbean Green	Caribbean Green 60K	Caribbean Green 40K	Caribbean Green 20K	Caribbean Green 80	Caribbean Green 60	Caribbean Green 40	Caribbean Green 20
Pantone: 333 • **CMYK:** 69, 0, 41, 0 **RGB:** 0, 199, 177 • **HTML:** #00C7B1	**Pantone:** 3305 • **CMYK:** 90, 40, 65, 45 **RGB:** 0, 79, 70 • **HTML:** #004F46	**Pantone:** 562 • **CMYK:** 86, 29, 59, 16 **RGB:** 0, 119, 106 • **HTML:** #00776A	**Pantone:** 7473 • **CMYK:** 79, 11, 52, 1 **RGB:** 0, 159, 141 • **HTML:** #009F8D	**Pantone:** 333 • **CMYK:** 64, 0, 35, 0 **RGB:** 51, 211, 193 • **HTML:** #33D3C1	**Pantone:** 3245 • **CMYK:** 55, 0, 28, 0 **RGB:** 102, 222, 209 • **HTML:** #66DED1	**Pantone:** Green 0921 • **CMYK:** 42, 0, 20, 0 **RGB:** 153, 233, 224 • **HTML:** #99E9E0	**Pantone:** 317 • **CMYK:** 23, 0, 11, 0 **RGB:** 204, 244, 240 • **HTML:** #CCF4F0

Secondary colour: Cerulean

Cerulean	Cerulean 60K	Cerulean 40K	Cerulean 20K	Cerulean 80	Cerulean 60	Cerulean 40	Cerulean 20
Pantone: 298 • **CMYK:** 72, 3, 6, 0 **RGB:** 0, 181, 226 • **HTML:** #00B5E2	**Pantone:** 3035 • **CMYK:** 94, 56, 44, 38 **RGB:** 0, 72, 90 • **HTML:** #00485A	**Pantone:** 7707 • **CMYK:** 87, 41, 32, 16 **RGB:** 0, 108, 135 • **HTML:** #006C87	**Pantone:** 7703 • **CMYK:** 80, 25, 20, 3 **RGB:** 0, 144, 180 • **HTML:** #0090B4	**Pantone:** • **CMYK:** **RGB:** • **HTML:** #33C4E8	**Pantone:** Blue 0821 • **CMYK:** 56, 0, 9, 0 **RGB:** 102, 211, 238 • **HTML:** #66D3EE	**Pantone:** 304 • **CMYK:** 42, 0, 7, 0 **RGB:** 153, 225, 243 • **HTML:** #99E1F3	**Pantone:** 7457 • **CMYK:** 23, 0, 4, 0 **RGB:** 204, 240, 249 • **HTML:** #CCF0F9

Tertiary colour: Jagger

Jagger
Pantone: 2627 • **CMYK:** 85, 100, 6, 38 **RGB:** 60, 16, 83 • **HTML:** #3C1053

Supporting colour: Fiord / Inkwell

Fiord	Fiord 60K	Fiord 35K / Inkwell	Fiord 20K	Fiord 89	Fiord 60	Fiord 40	Fiord 20
Pantone: 648 • **CMYK:** 79, 62, 35, 22 **RGB:** 67, 83, 112 • **HTML:** #43526F	**Pantone:** 532 • **CMYK:** 91, 77, 53, 69 **RGB:** 26, 32, 44 • **HTML:** #1A202C	**Pantone:** 7546 • **CMYK:** 86, 71, 46, 49 **RGB:** 43, 53, 71 • **HTML:** #2B3547	**Pantone:** 7546 • **CMYK:** 83, 67, 42, 36 **RGB:** 53, 65, 88 • **HTML:** #354158	**Pantone:** 431 • **CMYK:** 70, 54, 32, 17 **RGB:** 88, 101, 127 • **HTML:** #58657F	**Pantone:** 7543 • **CMYK:** 48, 34, 23, 6 **RGB:** 142, 151, 169 • **HTML:** #8E97A9	**Pantone:** 5445 • **CMYK:** 33, 23, 18, 2 **RGB:** 180, 186, 197 • **HTML:** #B4BAC5	**Pantone:** 7541 • **CMYK:** 18, 11, 9, 0 **RGB:** 217, 220, 226 • **HTML:** #D9DCE2

Product-level marketing logo colour application

Staff Management: Wellbeing

Below are examples of which colour Tes logo to use on any colour background for wellbeing-focused creative. The options are white for darker backgrounds and inkwell for lighter.

Hero


Caribbean Green 60K


Caribbean Green 40K


Caribbean Green 20K


Caribbean Green


Caribbean Green 80


Caribbean Green 60


Caribbean Green 40


Caribbean Green 20

Secondary


Cerulean

Tertiary

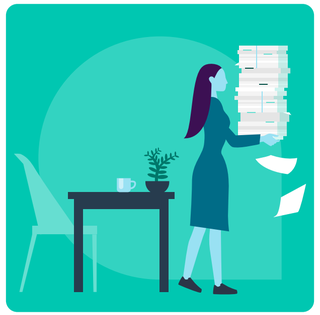
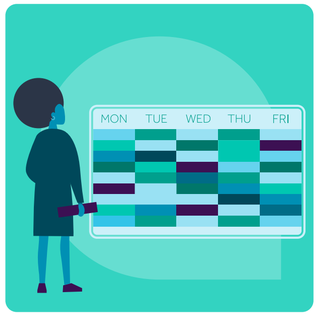

Jagger

Product-level marketing illustration colour use

Staff Management: Wellbeing

When using illustrations for wellbeing artwork, they should only use tints and shades of the relevant hero, secondary and tertiary colours along with inkwell and tints and shades of fiord. The location mark shape behind the illustration should be 20% lighter or darker than the background as demonstrated below:






Sometimes a slightly varied approach may be necessary to typical wellbeing artwork, therefore in instances such as recruitment events the tertiary colour may be used as a background with hero colour location mark set to a 20% opacity sitting behind the illustration featuring hero and secondary colours as demonstrated below:





Pupil management
Product-level marketing

Product-level marketing colour usage

Pupil Management: Edukey (Class Charts, Provision Map, Safeguard my School, School Robins, LAO)

When creating marketing assets for the Tes product, Edukey under the area of pupil management solutions, only the colours below may be used.

Hero colour: Cornflower Blue

Cornflower Blue	Cornflower Blue 60K	Cornflower Blue 40K	Cornflower Blue 20K	Cornflower Blue 80	Cornflower Blue 60	Cornflower Blue 40	Cornflower Blue 20
Pantone: 2726 • **CMYK:** 71, 56, 0, 0 **RGB:** 99, 118, 236 • **HTML:** #6376EC	**Pantone:** 534 • **CMYK:** 98, 88, 32, 24 **RGB:** 39, 47, 94 • **HTML:** #272F5E	**Pantone:** 7687 • **CMYK:** 90, 78, 10, 1 **RGB:** 59, 70, 141 • **HTML:** #3B468D	**Pantone:** 2726 • **CMYK:** 78, 66, 0, 0 **RGB:** 79, 94, 188 • **HTML:** #4F5EBC	**Pantone:** 2715 • **CMYK:** 56, 43, 0, 0 **RGB:** 130, 145, 240 • **HTML:** #8291f0	**Pantone:** 2705 • **CMYK:** 41, 31, 0, 0 **RGB:** 161, 173, 244 • **HTML:** #A1ADF4	**Pantone:** 270 • **CMYK:** 28, 21, 0, 0 **RGB:** 193, 200, 247 • **HTML:** #C1C8F7	**Pantone:** • **CMYK:** **RGB:** • **HTML:** #E0E4FB

Secondary colour: Burning Orange

Burning Orange	Burning Orange 60K	Burning Orange 40K	Burning Orange 20K	Burning Orange 80	Burning Orange 60	Burning Orange 40	Burning Orange 20
Pantone: 1645 • **CMYK:** 0, 67, 78, 0 **RGB:** 252, 112, 55 • **HTML:** #FD7037	**Pantone:** 168 • **CMYK:** 37, 81, 89, 55 **RGB:** 101, 44, 22 • **HTML:** #652C16	**Pantone:** 7526 • **CMYK:** 28, 77, 91, 27 **RGB:** 151, 67, 33 • **HTML:** #974321	**Pantone:** 7584 • **CMYK:** 16, 74, 88, 5 **RGB:** 202, 89, 44 • **HTML:** #CA592C	**Pantone:** 1635 • **CMYK:** 0, 56, 62, 0 **RGB:** 253, 141, 95 • **HTML:** #FD8D5F	**Pantone:** 1625 • **CMYK:** 0, 44, 46, 0 **RGB:** 254, 169, 135 • **HTML:** #FEA987	**Pantone:** 474 • **CMYK:** 0, 30, 30, 0 **RGB:** 254, 198, 175 • **HTML:** #FEC6AF	**Pantone:** 698 • **CMYK:** 0, 16, 14, 0 **RGB:** 255, 226, 215 • **HTML:** #FFE2D7

Tertiary colour: Jagger

Jagger
Pantone: 2627 • **CMYK:** 85, 100, 6, 38 **RGB:** 60, 16, 83 • **HTML:** #3C1053

Supporting colour: Fiord / Inkwell

Fiord	Fiord 60K	Fiord 35K / Inkwell	Fiord 20K	Fiord 89	Fiord 60	Fiord 40	Fiord 20
Pantone: 648 • **CMYK:** 79, 62, 35, 22 **RGB:** 67, 83, 112 • **HTML:** #43526F	**Pantone:** 532 • **CMYK:** 91, 77, 53, 69 **RGB:** 26, 32, 44 • **HTML:** #1A202C	**Pantone:** 7546 • **CMYK:** 86, 71, 46, 49 **RGB:** 43, 53, 71 • **HTML:** #2B3547	**Pantone:** 7546 • **CMYK:** 83, 67, 42, 36 **RGB:** 53, 65, 88 • **HTML:** #354158	**Pantone:** 431 • **CMYK:** 70, 54, 32, 17 **RGB:** 88, 101, 127 • **HTML:** #58657F	**Pantone:** 7543 • **CMYK:** 48, 34, 23, 6 **RGB:** 142, 151, 169 • **HTML:** #8E97A9	**Pantone:** 5445 • **CMYK:** 33, 23, 18, 2 **RGB:** 180, 186, 197 • **HTML:** #B4BAC5	**Pantone:** 7541 • **CMYK:** 18, 11, 9, 0 **RGB:** 217, 220, 226 • **HTML:** #D9DCE2

Product-level marketing logo colour application

Pupil Management: Edukey (Class Charts, Provision Map, Safeguard my School, School Robins, LAO)

Below are examples of which colour Tes logo to use on any colour background for Edukey creative. The options are white for darker backgrounds and inkwell for lighter.

Hero



Cornflower Blue 60K | Cornflower Blue 40K | Cornflower Blue 20K | Cornflower Blue | Cornflower Blue 80 | Cornflower Blue 60 | Cornflower Blue 40 | Cornflower Blue 20

Secondary



Burning Orange

Tertiary



Jagger

Product-level marketing illustration colour use

Pupil Management: Edukey (Class Charts, Provision Map, Safeguard my School, School Robins, LAO)

When using illustrations for Edukey artwork, they should only use tints and shades of the relevant hero, secondary and tertiary colours along with inkwell and tints and shades of fiord. The location mark shape behind the illustration should be 20% lighter or darker than the background as demonstrated below:



Sometimes a slightly varied approach may be necessary to typical Edukey artwork, therefore in instances such as recruitment events the tertiary colour may be used as a background with hero colour location mark set to a 20% opacity sitting behind the illustration featuring hero and secondary colours as demonstrated below:



Product-level marketing colour usage

Pupil Management: SchoolCloud

When creating marketing assets for the Tes product, SchoolCloud under the area of pupil management solutions, only the colours below may be used.

Hero colour: Cornflower Blue

Cornflower Blue	Cornflower Blue 60K	Cornflower Blue 40K	Cornflower Blue 20K	Cornflower Blue 80	Cornflower Blue 60	Cornflower Blue 40	Cornflower Blue 20
Pantone: 2726 • **CMYK:** 71, 56, 0, 0 **RGB:** 99, 118, 236 • **HTML:** #6376EC	**Pantone:** 534 • **CMYK:** 98, 88, 32, 24 **RGB:** 39, 47, 94 • **HTML:** #272F5E	**Pantone:** 7687 • **CMYK:** 90, 78, 10, 1 **RGB:** 59, 70, 141 • **HTML:** #3B468D	**Pantone:** 2726 • **CMYK:** 78, 66, 0, 0 **RGB:** 79, 94, 188 • **HTML:** #4F5EBC	**Pantone:** 2715 • **CMYK:** 56, 43, 0, 0 **RGB:** 130, 145, 240 • **HTML:** #8291f0	**Pantone:** 2705 • **CMYK:** 41, 31, 0, 0 **RGB:** 161, 173, 244 • **HTML:** #A1ADF4	**Pantone:** 270 • **CMYK:** 28, 21, 0, 0 **RGB:** 193, 200, 247 • **HTML:** #C1C8F7	**Pantone:** • **CMYK:** **RGB:** • **HTML:** #E0E4FB

Secondary colour: Caribbean Green

Caribbean Green	Caribbean Green 60K	Caribbean Green 40K	Caribbean Green 20K	Caribbean Green 80	Caribbean Green 60	Caribbean Green 40	Caribbean Green 20
Pantone: 333 • **CMYK:** 69, 0, 41, 0 **RGB:** 0, 199, 177 • **HTML:** #00C7B1	**Pantone:** 3305 • **CMYK:** 90, 40, 65, 45 **RGB:** 0, 79, 70 • **HTML:** #004F46	**Pantone:** 562 • **CMYK:** 86, 29, 59, 16 **RGB:** 0, 119, 106 • **HTML:** #00776A	**Pantone:** 7473 • **CMYK:** 79, 11, 52, 1 **RGB:** 0, 159, 141 • **HTML:** #009F8D	**Pantone:** 333 • **CMYK:** 64, 0, 35, 0 **RGB:** 51, 211, 193 • **HTML:** #33D3C1	**Pantone:** 3245 • **CMYK:** 55, 0, 28, 0 **RGB:** 102, 222, 209 • **HTML:** #66DED1	**Pantone:** Green 0921 • **CMYK:** 42, 0, 20, 0 **RGB:** 153, 233, 224 • **HTML:** #99E9E0	**Pantone:** 317 • **CMYK:** 23, 0, 11, 0 **RGB:** 204, 244, 240 • **HTML:** #CCF4F0

Tertiary colour: Jagger

Jagger
Pantone: 2627 • **CMYK:** 85, 100, 6, 38 **RGB:** 60, 16, 83 • **HTML:** #3C1053

Supporting colour: Fiord / Inkwell

Fiord	Fiord 60K	Fiord 35K / Inkwell	Fiord 20K	Fiord 89	Fiord 60	Fiord 40	Fiord 20
Pantone: 648 • **CMYK:** 79, 62, 35, 22 **RGB:** 67, 83, 112 • **HTML:** #43526F	**Pantone:** 532 • **CMYK:** 91, 77, 53, 69 **RGB:** 26, 32, 44 • **HTML:** #1A202C	**Pantone:** 7546 • **CMYK:** 86, 71, 46, 49 **RGB:** 43, 53, 71 • **HTML:** #2B3547	**Pantone:** 7546 • **CMYK:** 83, 67, 42, 36 **RGB:** 53, 65, 88 • **HTML:** #354158	**Pantone:** 431 • **CMYK:** 70, 54, 32, 17 **RGB:** 88, 101, 127 • **HTML:** #58657F	**Pantone:** 7543 • **CMYK:** 48, 34, 23, 6 **RGB:** 142, 151, 169 • **HTML:** #8E97A9	**Pantone:** 5445 • **CMYK:** 33, 23, 18, 2 **RGB:** 180, 186, 197 • **HTML:** #B4BAC5	**Pantone:** 7541 • **CMYK:** 18, 11, 9, 0 **RGB:** 217, 220, 226 • **HTML:** #D9DCE2

Product-level marketing logo colour application

Pupil Management: SchoolCloud

Below are examples of which colour Tes logo to use on any colour background for SchoolCloud creative. The options are white for darker backgrounds and inkwell for lighter.

Hero



Cornflower Blue 60K | Cornflower Blue 40K | Cornflower Blue 20K | Cornflower Blue | Cornflower Blue 80 | Cornflower Blue 60 | Cornflower Blue 40 | Cornflower Blue 20

Secondary



Caribbean Green

Tertiary



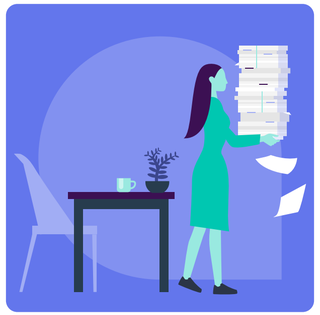
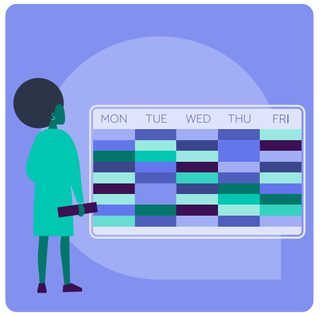
Jagger

Product-level marketing illustration colour use

Pupil Management: SchoolCloud

When using illustrations for SchoolCloud artwork, they should only use tints and shades of the relevant hero, secondary and tertiary colours along with inkwell and tints and shades of fiord. The location mark shape behind the illustration should be 20% lighter or darker than the background as demonstrated below:






Sometimes a slightly varied approach may be necessary to typical SchoolCloud artwork, therefore in instances such as recruitment events the tertiary colour may be used as a background with hero colour location mark set to a 20% opacity sitting behind the illustration featuring hero and secondary colours as demonstrated below:





Product-level marketing colour usage

Pupil Management: Edval / Timetabling

When creating marketing assets for the Tes product,Edval under the area of pupil management solutions, only the colours below may be used.

Hero colour: Cornflower Blue

Cornflower Blue	Cornflower Blue 60K	Cornflower Blue 40K	Cornflower Blue 20K	Cornflower Blue 80	Cornflower Blue 60	Cornflower Blue 40	Cornflower Blue 20
Pantone: 2726 • **CMYK:** 71, 56, 0, 0 **RGB:** 99, 118, 236 • **HTML:** #6376EC	**Pantone:** 534 • **CMYK:** 98, 88, 32, 24 **RGB:** 39, 47, 94 • **HTML:** #272F5E	**Pantone:** 7687 • **CMYK:** 90, 78, 10, 1 **RGB:** 59, 70, 141 • **HTML:** #3B468D	**Pantone:** 2726 • **CMYK:** 78, 66, 0, 0 **RGB:** 79, 94, 188 • **HTML:** #4F5EBC	**Pantone:** 2715 • **CMYK:** 56, 43, 0, 0 **RGB:** 130, 145, 240 • **HTML:** #8291f0	**Pantone:** 2705 • **CMYK:** 41, 31, 0, 0 **RGB:** 161, 173, 244 • **HTML:** #A1ADF4	**Pantone:** 270 • **CMYK:** 28, 21, 0, 0 **RGB:** 193, 200, 247 • **HTML:** #C1C8F7	**Pantone:** • **CMYK:** **RGB:** • **HTML:** #E0E4FB

Secondary colour: Pacific Blue

Pacific Blue	Pacific Blue 60K	Pacific Blue 40K	Pacific Blue 20K	Pacific Blue 80	Pacific Blue 60	Pacific Blue 40	Pacific Blue 20
Pantone: 7689 • **CMYK:** 79, 25, 8, 0 **RGB:** 0, 149, 200 • **HTML:** #0095C8	**Pantone:** 3035 • **CMYK:** 99, 66, 45, 43 **RGB:** 0, 59, 80 • **HTML:** #003B50	**Pantone:** 7700 • **CMYK:** 92, 54, 33, 19 **RGB:** 0, 89, 120 • **HTML:** #005978	**Pantone:** 7690 • **CMYK:** 85, 40, 21, 6 **RGB:** 0, 119, 160 • **HTML:** #0077A0	**Pantone:** 637 • **CMYK:** 66, 0, 8, 0 **RGB:** 51, 196, 232 • **HTML:** #33ABD3	**Pantone:** 297 • **CMYK:** 59, 4, 10, 0 **RGB:** 102, 192, 222 • **HTML:** #66C0DE	**Pantone:** 2975 • **CMYK:** 43, 0, 8, 0 **RGB:** 153, 213, 233 • **HTML:** #99D5E9	**Pantone:** 7457 • **CMYK:** 24, 0, 5, 0 **RGB:** 204, 234, 244 • **HTML:** #CCEAF4

Tertiary colour: Jagger

Jagger
Pantone: 2627 • **CMYK:** 85, 100, 6, 38 **RGB:** 60, 16, 83 • **HTML:** #3C1053

Supporting colour: Fiord / Inkwell

Fiord	Fiord 60K	Fiord 35K / Inkwell	Fiord 20K	Fiord 89	Fiord 60	Fiord 40	Fiord 20
Pantone: 648 • **CMYK:** 79, 62, 35, 22 **RGB:** 67, 83, 112 • **HTML:** #43526F	**Pantone:** 532 • **CMYK:** 91, 77, 53, 69 **RGB:** 26, 32, 44 • **HTML:** #1A202C	**Pantone:** 7546 • **CMYK:** 86, 71, 46, 49 **RGB:** 43, 53, 71 • **HTML:** #2B3547	**Pantone:** 7546 • **CMYK:** 83, 67, 42, 36 **RGB:** 53, 65, 88 • **HTML:** #354158	**Pantone:** 431 • **CMYK:** 70, 54, 32, 17 **RGB:** 88, 101, 127 • **HTML:** #58657F	**Pantone:** 7543 • **CMYK:** 48, 34, 23, 6 **RGB:** 142, 151, 169 • **HTML:** #8E97A9	**Pantone:** 5445 • **CMYK:** 33, 23, 18, 2 **RGB:** 180, 186, 197 • **HTML:** #B4BAC5	**Pantone:** 7541 • **CMYK:** 18, 11, 9, 0 **RGB:** 217, 220, 226 • **HTML:** #D9DCE2

Product-level marketing logo colour application

Pupil Management: Edval / Timetabling

Below are examples of which colour Tes logo to use on any colour background for Edval / Timetabling creative. The options are white for darker backgrounds and inkwell for lighter.

Hero



Cornflower Blue 60K | Cornflower Blue 40K | Cornflower Blue 20K | Cornflower Blue | Cornflower Blue 80 | Cornflower Blue 60 | Cornflower Blue 40 | Cornflower Blue 20

Secondary



Pacific Blue

Tertiary



Jagger

Product-level marketing illustration colour use

Pupil Management: Edval / Timetabling

When using illustrations for Edval / Timetabling artwork, they should only use tints and shades of the relevant hero, secondary and tertiary colours along with inkwell and tints and shades of fiord. The location mark shape behind the illustration should be 20% lighter or darker than the background as demonstrated below:



Sometimes a slightly varied approach may be necessary to typical Edval / Timetabling artwork, therefore in instances such as recruitment events the tertiary colour may be used as a background with hero colour location mark set to a 20% opacity sitting behind the illustration featuring hero and secondary colours as demonstrated below:



Safeguarding and compliance
Product-level marketing

Safeguarding and compliance: Educare / Safeguarding

When creating marketing assets for the Tes product, Educare / Safeguarding under the area of safeguarding and compliance solutions, only the colours below may be used.

Hero colour: Cerulean

Cerulean	Cerulean 60K	Cerulean 40K	Cerulean 20K	Cerulean 80	Cerulean 60	Cerulean 40	Cerulean 20
Pantone: 298 • **CMYK:** 72, 3, 6, 0 **RGB:** 0, 181, 226 • **HTML:** #00B5E2	**Pantone:** 3035 • **CMYK:** 94, 56, 44, 38 **RGB:** 0, 72, 90 • **HTML:** #00485A	**Pantone:** 7707 • **CMYK:** 87, 41, 32, 16 **RGB:** 0, 108, 135 • **HTML:** #006C87	**Pantone:** 7703 • **CMYK:** 80, 25, 20, 3 **RGB:** 0, 144, 180 • **HTML:** #0090B4	**Pantone:** • **CMYK:** **RGB:** • **HTML:** #33C4E8	**Pantone:** Blue 0821 • **CMYK:** 56, 0, 9, 0 **RGB:** 102, 211, 238 • **HTML:** #66D3EE	**Pantone:** 304 • **CMYK:** 42, 0, 7, 0 **RGB:** 153, 225, 243 • **HTML:** #99E1F3	**Pantone:** 7457 • **CMYK:** 23, 0, 4, 0 **RGB:** 204, 240, 249 • **HTML:** #CCF0F9

Secondary colour: Cornflower Blue

Cornflower Blue	Cornflower Blue 60K	Cornflower Blue 40K	Cornflower Blue 20K	Cornflower Blue 80	Cornflower Blue 60	Cornflower Blue 40	Cornflower Blue 20
Pantone: 2726 • **CMYK:** 71, 56, 0, 0 **RGB:** 99, 118, 236 • **HTML:** #6376EC	**Pantone:** 534 • **CMYK:** 98, 88, 32, 24 **RGB:** 39, 47, 94 • **HTML:** #272F5E	**Pantone:** 7687 • **CMYK:** 90, 78, 10, 1 **RGB:** 59, 70, 141 • **HTML:** #3B468D	**Pantone:** 2726 • **CMYK:** 78, 66, 0, 0 **RGB:** 79, 94, 188 • **HTML:** #4F5EBC	**Pantone:** 2715 • **CMYK:** 56, 43, 0, 0 **RGB:** 130, 145, 240 • **HTML:** #8291f0	**Pantone:** 2705 • **CMYK:** 41, 31, 0, 0 **RGB:** 161, 173, 244 • **HTML:** #A1ADF4	**Pantone:** 270 • **CMYK:** 28, 21, 0, 0 **RGB:** 193, 200, 247 • **HTML:** #C1C8F7	**Pantone:** • **CMYK:** **RGB:** • **HTML:** #E0E4FB

Tertiary colour: Midnight Blue

Midnight Blue
Pantone: 648 • **CMYK:** 100, 71, 9, 56 **RGB:** 0, 46, 93 • **HTML:** #002E5D

Supporting colour: Fiord / Inkwell

Fiord	Fiord 60K	Fiord 35K / Inkwell	Fiord 20K	Fiord 89	Fiord 60	Fiord 40	Fiord 20
Pantone: 648 • **CMYK:** 79, 62, 35, 22 **RGB:** 67, 83, 112 • **HTML:** #43526F	**Pantone:** 532 • **CMYK:** 91, 77, 53, 69 **RGB:** 26, 32, 44 • **HTML:** #1A202C	**Pantone:** 7546 • **CMYK:** 86, 71, 46, 49 **RGB:** 43, 53, 71 • **HTML:** #2B3547	**Pantone:** 7546 • **CMYK:** 83, 67, 42, 36 **RGB:** 53, 65, 88 • **HTML:** #354158	**Pantone:** 431 • **CMYK:** 70, 54, 32, 17 **RGB:** 88, 101, 127 • **HTML:** #58657F	**Pantone:** 7543 • **CMYK:** 48, 34, 23, 6 **RGB:** 142, 151, 169 • **HTML:** #8E97A9	**Pantone:** 5445 • **CMYK:** 33, 23, 18, 2 **RGB:** 180, 186, 197 • **HTML:** #B4BAC5	**Pantone:** 7541 • **CMYK:** 18, 11, 9, 0 **RGB:** 217, 220, 226 • **HTML:** #D9DCE2

Product-level marketing logo colour application

Safeguarding and compliance: Educare / Safeguarding

Below are examples of which colour Tes logo to use on any colour background for Educare / Safeguarding creative. The options are white for darker backgrounds and inkwell for lighter.

Hero



Cerulean 60K | Cerulean 40K | Cerulean 20K | Cerulean | Cerulean 80 | Cerulean 60 | Cerulean 40 | Cerulean 20

Secondary



Cornflower Blue

Tertiary



Midnight Blue

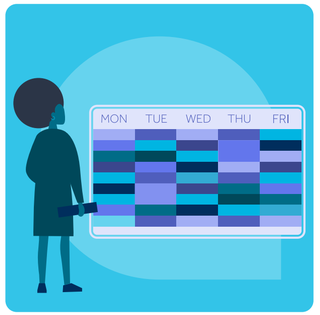
Product-level marketing illustration colour use

Safeguarding and compliance: Educare / Safeguarding

When using illustrations for Educare / Safeguarding artwork, they should only use tints and shades of the relevant hero, secondary and tertiary colours along with inkwell and tints and shades of fiord. The location mark shape behind the illustration should be 20% lighter or darker than the background as demonstrated below:










Sometimes a slightly varied approach may be necessary to typical Educare / Safeguarding artwork, therefore in instances such as recruitment events the tertiary colour may be used as a background with hero colour location mark set to a 20% opacity sitting behind the illustration featuring hero and secondary colours as demonstrated below:





Product imagery

Product-level marketing image usage

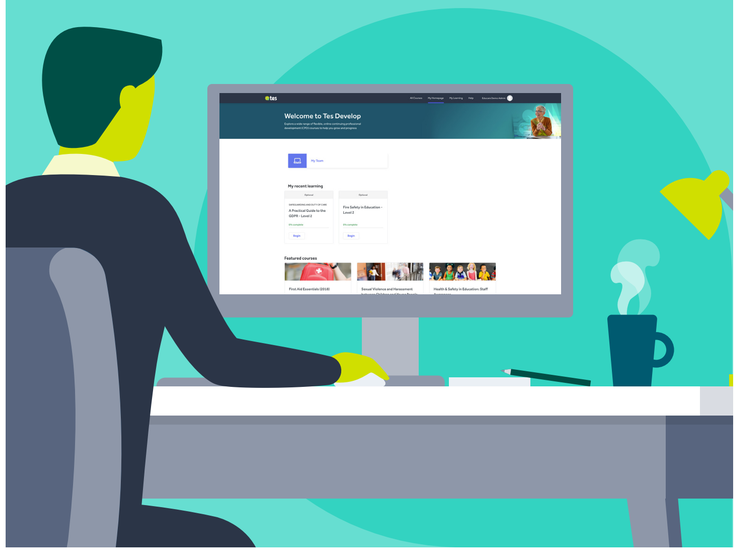
When featuring screenshots of Tes products, they should be displayed within a screen in our illustration style. This shows our products in situ and obviously as software as per the examples below:

The advert's lead headline title is placed here

Body copy goes here with the first paragraph in 10-12pt Effra Bold. The following paragraphs will be Effra Regular at the same point size.

Ris exero modipsa vendi voluptature volorecest ullandus rerchillest iliae derum eataspi dellaborit quodi occatum non nulluptur atibusdant, audiciunt doluta estis dolo qui odi sum hitatur, cum solestium quia sitati unte occabo. Quiasim usaperorum int ommod que volume rernaturenis deles re, omnis dolorit modicid modi.

Learn more: **tes.com/learn-more**

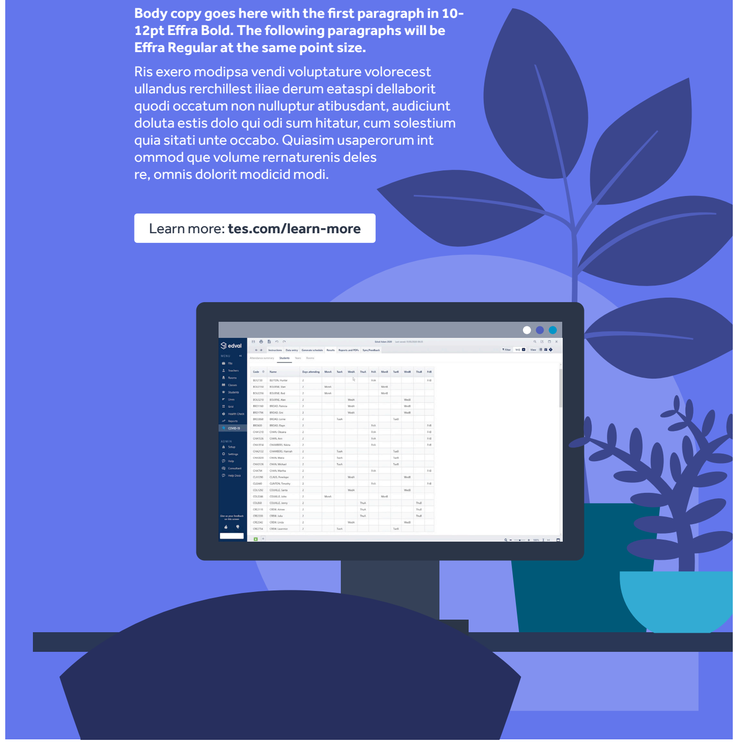


The advert's lead headline title is placed here

Body copy goes here with the first paragraph in 10-12pt Effra Bold. The following paragraphs will be Effra Regular at the same point size.

Ris exero modipsa vendi voluptature volorecest ullandus rerchillest iliae derum eataspi dellaborit quodi occatum non nulluptur atibusdant, audiciunt doluta estis dolo qui odi sum hitatur, cum solestium quia sitati unte occabo. Quiasim usaperorum int ommod que volume rernaturenis deles re, omnis dolorit modicid modi.

Learn more: **tes.com/learn-more**

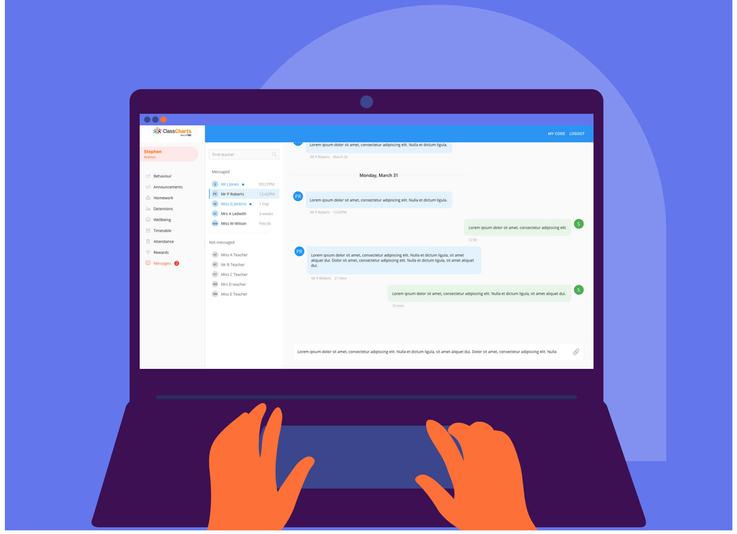


The advert's lead headline title is placed here

Body copy goes here with the first paragraph in 10-12pt Effra Bold. The following paragraphs will be Effra Regular at the same point size.

Ris exero modipsa vendi voluptature volorecest ullandus rerchillest iliae derum eataspi dellaborit quodi occatum non nulluptur atibusdant, audiciunt doluta estis dolo qui odi sum hitatur, cum solestium quia sitati unte occabo. Quiasim usaperorum int ommod que volume rernaturenis deles re, omnis dolorit modicid modi.

Learn more: **tes.com/learn-more**



Product-level marketing image usage

When featuring screenshots on website pages, in emails or printed marketing material, they do not require additional brand illustrations to frame them. The only exception would be when a new product, product feature is being marketed/highlighted, or in use for hero imagery.
When product screenshots are used without supporting illustrations, they should feature minor rounded corners and a drop shadow to help lift them off the page as per the email example below:



B2C branding

B2C jobs marketing colour usage

Use of B2C colours closely mirror B2B areas of marketing. As below, B2C jobs artwork should be created in the same way as B2B recruitment artwork.

Hero colour: Caribbean Green

Caribbean Green	Caribbean Green 60K	Caribbean Green 40K	Caribbean Green 20K	Caribbean Green 80	Caribbean Green 60	Caribbean Green 40	Caribbean Green 20
Pantone: 333 • **CMYK:** 69, 0, 41, 0	**Pantone:** 3305 • **CMYK:** 90, 40, 65, 45	**Pantone:** 562 • **CMYK:** 86, 29, 59, 16	**Pantone:** 7473 • **CMYK:** 79, 11, 52, 1	**Pantone:** 333 • **CMYK:** 64, 0, 35, 0	**Pantone:** 3245 • **CMYK:** 55, 0, 28, 0	**Pantone:** Green 0921 • **CMYK:** 42, 0, 20, 0	**Pantone:** 317 • **CMYK:** 23, 0, 11, 0
RGB: 0, 199, 177 • **HTML:** #00C7B1	**RGB:** 0, 79, 70 • **HTML:** #004F46	**RGB:** 0, 119, 106 • **HTML:** #00776A	**RGB:** 0, 159, 141 • **HTML:** #009F8D	**RGB:** 51, 211, 193 • **HTML:** #33D3C1	**RGB:** 102, 222, 209 • **HTML:** #66DED1	**RGB:** 153, 233, 224 • **HTML:** #99E9E0	**RGB:** 204, 244, 240 • **HTML:** #CCF4F0

Secondary colour: French Rose

French Rose	French Rose 60K	French Rose 40K	French Rose 20K	French Rose 80	French Rose 60	French Rose 40	French Rose 20
Pantone: 191 • **CMYK:** 0, 85,33, 0	**Pantone:** 7421 • **CMYK:** 37, 93, 53, 59	**Pantone:** 7641 • **CMYK:** 29, 92, 51, 31	**Pantone:** 7425 • **CMYK:** 18, 90, 46, 8	**Pantone:** 190 • **CMYK:** 0, 72, 21, 0	**Pantone:** 708 • **CMYK:** 0, 57, 14, 0	**Pantone:** 707 • **CMYK:** 0, 40, 9, 0	**Pantone:** 705 • **CMYK:** 0, 21, 5, 0
RGB: 239, 66, 111 • **HTML:** #EF426F	**RGB:** 95, 26, 44 • **HTML:** #5F1A2C	**RGB:143, 39, 66** • **HTML:** #8F2742	**RGB:** 191, 52, 88 • **HTML:** #BF3458	**RGB:** 243, 104, 140 • **HTML:** #F3688C	**RGB:** 246, 142, 169 • **HTML:** #F68EA9	**RGB:** 249, 180, 198 • **HTML:** #F9B4C6	**RGB:** 252, 218, 227 • **HTML:** #FCDAE3

Tertiary colour: Midnight Blue

Midnight Blue
Pantone: 648 • **CMYK:** 100, 71, 9, 56
RGB: 0, 46, 93 • **HTML:** #002E5D

Supporting colour: Fiord / Inkwell

Fiord	Fiord 60K	Fiord 35K / Inkwell	Fiord 20K	Fiord 89	Fiord 60	Fiord 40	Fiord 20
Pantone: 648 • **CMYK:** 79, 62, 35, 22	**Pantone:** 532 • **CMYK:** 91, 77, 53, 69	**Pantone:** 7546 • **CMYK:** 86, 71, 46, 49	**Pantone:** 7546 • **CMYK:** 83, 67, 42, 36	**Pantone:** 431 • **CMYK:** 70, 54, 32, 17	**Pantone:** 7543 • **CMYK:** 48, 34, 23, 6	**Pantone:** 5445 • **CMYK:** 33, 23, 18, 2	**Pantone:** 7541 • **CMYK:** 18, 11, 9, 0
RGB: 67, 83, 112 • **HTML:** #43526F	**RGB:** 26, 32, 44 • **HTML:** #1A202C	**RGB:** 43, 53, 71 • **HTML:** #2B3547	**RGB:** 53, 65, 88 • **HTML:** #354158	**RGB:** 88, 101, 127 • **HTML:** #58657F	**RGB:** 142, 151, 169 • **HTML:** #8E97A9	**RGB:** 180, 186, 197 • **HTML:** #B4BAC5	**RGB:** 217, 220, 226 • **HTML:** #D9DCE2

B2C training marketing colour usage

Use of B2C colours closely mirror B2B areas of marketing. As below, B2C training artwork should be created in the same way as B2B training artwork.

Hero colour: Caribbean Green

Caribbean Green	Caribbean Green 60K	Caribbean Green 40K	Caribbean Green 20K	Caribbean Green 80	Caribbean Green 60	Caribbean Green 40	Caribbean Green 20
Pantone: 333 • **CMYK:** 69, 0, 41, 0 **RGB:** 0, 199, 177 • **HTML:** #00C7B1	**Pantone:** 3305 • **CMYK:** 90, 40, 65, 45 **RGB:** 0, 79, 70 • **HTML:** #004F46	**Pantone:** 562 • **CMYK:** 86, 29, 59, 16 **RGB:** 0, 119, 106 • **HTML:** #00776A	**Pantone:** 7473 • **CMYK:** 79, 11, 52, 1 **RGB:** 0, 159, 141 • **HTML:** #009F8D	**Pantone:** 333 • **CMYK:** 64, 0, 35, 0 **RGB:** 51, 211, 193 • **HTML:** #33D3C1	**Pantone:** 3245 • **CMYK:** 55, 0, 28, 0 **RGB:** 102, 222, 209 • **HTML:** #66DED1	**Pantone:** Green 0921 • **CMYK:** 42, 0, 20, 0 **RGB:** 153, 233, 224 • **HTML:** #99E9E0	**Pantone:** 317 • **CMYK:** 23, 0, 11, 0 **RGB:** 204, 244, 240 • **HTML:** #CCF4F0

Secondary colour: Electric Lime

Electric Lime	Electric Lime 60K	Electric Lime 40K	Electric Lime 20K	Electric Lime 80	Electric Lime 60	Electric Lime 40	Electric Lime 20
Pantone: 831 • **CMYK:** 27, 0, 93, 0 **RGB:** 208, 223,0 • **HTML:** #D0DF00	**Pantone:** 378 • **CMYK:** 64, 44, 100, 41 **RGB:** 83, 89, 0 • **HTML:** #535900	**Pantone:** 582 • **CMYK:** 54, 31, 100, 16 **RGB:** 124, 133, 0 • **HTML:** #7C8500	**Pantone:** 583 • **CMYK:** 43, 15, 100, 2 **RGB:** 166, 178, 0 • **HTML:** #A6B200	**Pantone:** 387 • **CMYK:** 24, 0, 84, 0 **RGB:** 217, 229, 51 • **HTML:** #D9E533	**Pantone:** 379 • **CMYK:** 19, 0, 69, 0 **RGB:** 227, 236, 102 • **HTML:** #E3EC66	**Pantone:** 587 • **CMYK:** 13, 0, 50, 0 **RGB:** 236, 242, 153 • **HTML:** #ECF299	**Pantone:** 7499 • **CMYK:** 7, 0, 27, 0 **RGB:** 246, 249, 204 • **HTML:** #F6F9CC

Tertiary colour: Blue Stone

Blue Stone
Pantone: 7470 • **CMYK:** 96, 20, 25, 53 **RGB:** 0, 90, 112 • **HTML:** #005A70

Supporting colour: Fiord / Inkwell

Fiord	Fiord 60K	Fiord 35K / Inkwell	Fiord 20K	Fiord 89	Fiord 60	Fiord 40	Fiord 20
Pantone: 648 • **CMYK:** 79, 62, 35, 22 **RGB:** 67, 83, 112 • **HTML:** #43526F	**Pantone:** 532 • **CMYK:** 91, 77, 53, 69 **RGB:** 26, 32, 44 • **HTML:** #1A202C	**Pantone:** 7546 • **CMYK:** 86, 71, 46, 49 **RGB:** 43, 53, 71 • **HTML:** #2B3547	**Pantone:** 7546 • **CMYK:** 83, 67, 42, 36 **RGB:** 53, 65, 88 • **HTML:** #354158	**Pantone:** 431 • **CMYK:** 70, 54, 32, 17 **RGB:** 88, 101, 127 • **HTML:** #58657F	**Pantone:** 7543 • **CMYK:** 48, 34, 23, 6 **RGB:** 142, 151, 169 • **HTML:** #8E97A9	**Pantone:** 5445 • **CMYK:** 33, 23, 18, 2 **RGB:** 180, 186, 197 • **HTML:** #B4BAC5	**Pantone:** 7541 • **CMYK:** 18, 11, 9, 0 **RGB:** 217, 220, 226 • **HTML:** #D9DCE2

B2C resources marketing colour usage

Use of B2C colours closely mirror B2B areas of marketing. As below, B2C resources artwork should be created in the same way as B2B pupil management artwork, however where appropriate up to 3 secondary colours from the brand palette may be used in conjunction with the hero colour cornflower blue to allow for artwork to be as engaging as possible.

Where resources campaigns require graphics for a range of education subjects, cornflower blue should be used as the background hero colour and one secondary colour chosen to represent each subject.

Hero colour: Cornflower Blue

Cornflower Blue	Cornflower Blue 60K	Cornflower Blue 40K	Cornflower Blue 20K	Cornflower Blue 80	Cornflower Blue 60	Cornflower Blue 40	Cornflower Blue 20
Pantone: 2726 • **CMYK:** 71, 56, 0, 0 **RGB:** 99, 118, 236 • **HTML:** #6376EC	**Pantone:** 534 • **CMYK:** 98, 88, 32, 24 **RGB:** 39, 47, 94 • **HTML:** #272F5E	**Pantone:** 7687 • **CMYK:** 90, 78, 10, 1 **RGB:** 59, 70, 141 • **HTML:** #3B468D	**Pantone:** 2726 • **CMYK:** 78, 66, 0, 0 **RGB:** 79, 94, 188 • **HTML:** #4F5EBC	**Pantone:** 2715 • **CMYK:** 56, 43, 0, 0 **RGB:** 130, 145, 240 • **HTML:** #8291f0	**Pantone:** 2705 • **CMYK:** 41, 31, 0, 0 **RGB:** 161, 173, 244 • **HTML:** #A1ADF4	**Pantone:** 270 • **CMYK:** 28, 21, 0, 0 **RGB:** 193, 200, 247 • **HTML:** #C1C8F7	**Pantone:** • **CMYK:** **RGB:** • **HTML:** #E0E4FB

Secondary colours: use of colours, tints and shades from the Tes primary palette

French Rose	Burning Orange	Broom	Electric Lime	Caribbean Green	Cerulean	Pacific Blue	Purple Heart
Pantone: 191 • **CMYK:** 0, 85,33, 0 **RGB:** 239, 66, 111 • **HTML:** #EF426F	**Pantone:** 1645 • **CMYK:** 0, 67, 78, 0 **RGB:** 252, 112, 55 • **HTML:** #FD7037	**Pantone:** 107 • **CMYK:** 3, 6, 88, 0 **RGB:** 255, 227, 36 • **HTML:** #FFE324	**Pantone:** 831 • **CMYK:** 27, 0, 93, 0 **RGB:** 208, 223,0 • **HTML:** #D0DF00	**Pantone:** 333 • **CMYK:** 69, 0, 41, 0 **RGB:** 0, 199, 177 • **HTML:** #00C7B1	**Pantone:** 298 • **CMYK:** 72, 3, 6, 0 **RGB:** 0, 181, 226 • **HTML:** #00B5E2	**Pantone:** 7689 • **CMYK:** 79, 25, 8, 0 **RGB:** 0, 149, 200 • **HTML:** #0095C8	**Pantone:** 266 • **CMYK:** 74, 81, 0, 0 **RGB:** 117, 59, 189 • **HTML:** #753BBD

Tertiary colour: Jagger

Jagger
Pantone: 2627 • **CMYK:** 85, 100, 6, 38 **RGB:** 60, 16, 83 • **HTML:** #3C1053

Supporting colour: Fiord / Inkwell

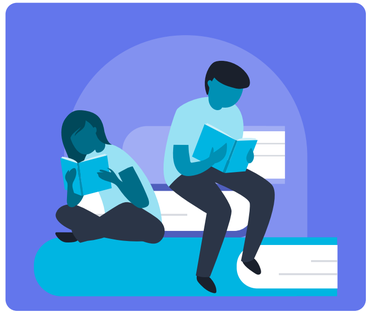
Fiord	Fiord 60K	Fiord 35K / Inkwell	Fiord 20K	Fiord 89	Fiord 60	Fiord 40	Fiord 20
Pantone: 648 • **CMYK:** 79, 62, 35, 22 **RGB:** 67, 83, 112 • **HTML:** #43526F	**Pantone:** 532 • **CMYK:** 91, 77, 53, 69 **RGB:** 26, 32, 44 • **HTML:** #1A202C	**Pantone:** 7546 • **CMYK:** 86, 71, 46, 49 **RGB:** 43, 53, 71 • **HTML:** #2B3547	**Pantone:** 7546 • **CMYK:** 83, 67, 42, 36 **RGB:** 53, 65, 88 • **HTML:** #354158	**Pantone:** 431 • **CMYK:** 70, 54, 32, 17 **RGB:** 88, 101, 127 • **HTML:** #58657F	**Pantone:** 7543 • **CMYK:** 48, 34, 23, 6 **RGB:** 142, 151, 169 • **HTML:** #8E97A9	**Pantone:** 5445 • **CMYK:** 33, 23, 18, 2 **RGB:** 180, 186, 197 • **HTML:** #B4BAC5	**Pantone:** 7541 • **CMYK:** 18, 11, 9, 0 **RGB:** 217, 220, 226 • **HTML:** #D9DCE2

B2C resources illustration colour use examples

Below are examples of how Tes' primary palette may be applied to resources illustrations for various subjects:



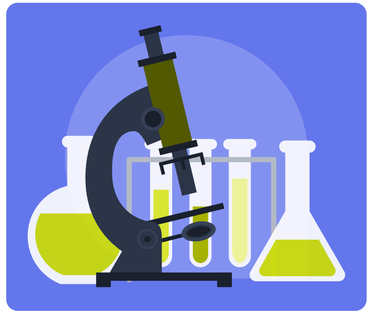
iGCSE/GCSE resources



iGCSE/GCSE English



iGCSE/GCSE mathematics



iGCSE/GCSE science



iGCSE/GCSE languages



iGCSE/GCSE computer science



iGCSE/GCSE history



iGCSE/GCSE geography



iGCSE/GCSE religious studies



iGCSE/GCSE physical education



iGCSE/GCSE drama



iGCSE/GCSE student support



Updated: 19th April 2021