



Brand guidelines 2023

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



Tone of voice

Tes tone of voice

Helping you to understand:

- Why tone of voice matters
- Our tone of voice
- What teachers love (and don't love)
- A few tone of voice don'ts
- A brief overview of house style

Why should I read this?

How we communicate leaves a lasting impression. The tone in which we speak and write must be consistent; it's central to expressing who we are as a business.

Why tone of voice matters

First things first – do you know what tone of voice means? In plain English, it's the language we use to talk to our audience.

Remember: there's a difference between style (eg, sentence construction, grammar, ordering) and tone, which is the emotional and persuasive content of the writing and the techniques used to do it.

It's an expression of the people behind the brand

Who are Tes? Even that's not very ToV... it's who are we? Well, we're over 600 people, in 10 offices, in Dubai, Leamington, Fishguard, Glasgow, Hong Kong, London, Melbourne, Sheffield and Sydney dedicated to helping schools, teachers and students flourish.

It set us apart from the rest

A brand's tone of voice should be distinctive, recognisable and unique.

How about this?

Together, we build trusted education solutions

For more than 100 years, we've supported schools and been a champion of great teaching. As education is changing, so are we. The Tes family has grown to provide a wide range of software to help your school and students flourish.

Discover how we can help your school, staff and students to be the best they can be.

It can be used to influence and persuade

How are we making teachers and school leaders feel?

Ask yourself:

- Who are we talking to and why?
- What are their needs?
- What are we offering that will help them and how?

Think: what do we want to tell them, and what do we want them to do next?
Is this really clear?

Tes tone of voice

Our tone of voice

It all begins and ends with our humanity – we’re here to support schools and teachers worldwide, so they can provide the best education to millions of children. Here it is, in our values:

Value 5: ***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.

And we do it by working together with the schools and teachers in our **global community of over 13 million educators**.

We’re passionate about education, schools and teachers

We proudly put schools and teachers at the heart of everything we do and play an **active** and **positive** role at the **heart of the global education community**.

We’re:

- Getting in touch with you because we can help you
- Empathetic – we understand how schools and teachers are feeling
- Friendly but authoritative – we’re having a conversation between equals
- Enabling, inspiring and motivating
- Playful, yet professional and respectful
- Open, straightforward and honest
- Positive – we won’t list your problems to you (although we’re aware of them), we’ll provide you with support and solutions
- Coming from a place of knowledge and heritage – for more than 100 years we’ve supported schools and championed great teaching
- Forward looking and flexible – as education is changing so are we, we’re looking for new ideas, technologies and innovative ways of working so that we can help educators everywhere

We are expert, enabling, evolving.

We strive to constantly meet the needs of schools and teachers across the world and improve the lives of those who change lives.

Tip: Read it out loud – if it doesn’t feel like what you’d say to a teacher/school leader, re-write it.

- Think: what is the most important thing I’m communicating? What is the key thing you’d shout if someone was walking away from you – this is the starting point for your messaging
- Don’t try to get every message in every communication – again, what is the one thing you really want them to do/understand/take from this communication? Focus on this
- Teachers and school leaders are busy and, like all of us, they get lots of communications every day – so don’t take up more of their time than necessary

Think: would you bother to read this? Does this get your attention?
Less is often more

- Start with context and needs, then introduce the solution (don’t start with a product)
- Suggest, empathise, facilitate – try starting with a human truth and following with an outstanding fact – their needs then our solution (not vice versa)
- Show, don’t tell. Instead of saying ‘we understand’, show that we understand

Tes tone of voice

What teachers love (and don't love)

In recent market research, educators told us about the kind of messaging that attracts them to us – and what turns them off:

Teachers love that:

- We listen to teachers
- We're working together/building partnerships with teachers and schools, and with the Tes community
- We're providing intelligent, creative, bespoke solutions with teachers and schools for teachers and schools – we're co-creating
- We've been around for a long time – we're trusted
- Our solutions are flexible and our products can be tailored for different schools – and curriculums – and they want more of this!
- We understand that every school is unique or different
- We're supporting schools, helping them to embrace best practice, sharing ideas and creativity
- We're helping schools, staff and students flourish

Teachers hate us talking about:

- Products being cost effective, or affordable (they aren't necessarily affordable for all schools and what does 'cost effective' really mean?)
- Reducing the burden of administration – it's part of the job, not a burden
- Tough challenges, pain points – teachers know about these, they don't want us to go on about them – again it's part of the job. They want us to move away from the negatives and focus on the positives
- Business jargon, it's not meaningful – what do we really mean by 'intelligent online products and services'
- Listing out what we provide – again it's not meaningful. Talk instead about how we can help them

A few Tone of Voice don'ts...

Always have your readers front of mind. Will they understand the language you're using?

- We avoid archaic words: furthermore, therefore, henceforth, thereby, thus, whilst. Usually these can be substituted for shorter, simpler words
- We avoid business/recruitment jargon and clichés, including (but not limited to): going forward, hasten to add, relevant job opportunity, solution, driver, scalable technology, teacher pipeline, ahead of the curve, talent, streamlining recruitment processes, recruitment advertising response, return on investment, fill rates, maximising or minimising anything, pain points, candidate pools
- We're not helping schools target teachers, we're helping schools to reach the right teachers for their school
- We never use the word talent or teaching talent, it's always talented teachers
- We use students, not pupils, except for UK primary pupils – students are active participants, pupils aren't
- It's 'we' and 'you/your school' not 'Tes' and 'teachers' – we speak directly to our audience

Tes tone of voice

Common style mistakes and exceptions...

In general, marketing follows the *editorial style guide*. We are one Tes so we should be consistent in our style across the business. Exceptions are included with common style mistakes below.

Acronyms

Acronyms can confuse, distract or frustrate the reader so avoid using those that are not widely known:

- Spell out all acronyms in the first instance: newly qualified teacher and then NQT
- Use upper and lowercase for acronyms that are pronounced as a word (Ofsted)
 - The exception to this rule is SENCO – changed from Sendco
- Don't put quote marks around acronyms

Ampersands

- Only use ampersands when they are part of a company or name
- Ampersands are not an alternative to 'and' in text or headings

Apostrophes

- Use apostrophes to indicate possession (John's pen)
- If you're referring to more than one person or thing, the apostrophe goes after the 's' (my three sisters' friends)
- Apostrophes are not needed in acronyms, dates and numbers (NQTs)
- Use an apostrophe rather than 'of' (10 years of experience = 10 years' experience)

Brand

- Use Tes, not TES, T-E-S or tes
- Tes is italicised when used in front of the word magazine '*Tes* magazine' in body copy only. In headings and subheadings it appears as 'Tes magazine.' 'magazine' is lower case and not italicised
- The same rules apply to our awards – '*Tes* Schools Awards' '*Tes* Independent School Awards' and '*Tes* FE Awards' but not the Tes SEN Show. Note: it's the *Tes* Schools Awards, but *Tes* Independent School Awards
- We can't use Times Educational Supplement or Times Ed, or refer to ourselves as 'formally the Times Educational Supplement'

Bullets

- Make use of bullets where possible to break up text and make messaging easier to digest
- The first letter of each bullet should be capitalised
- Marketing don't use full stops at the end of bullet points – editorial do

Tes tone of voice

Capitalisation

Capitalisation is used for:

- Names (Bob)
- Organisations (Tes)
- Geographical places that are known by that name (West Midlands, but not south Norfolk)
- Calendar dates (New Year's Eve)
- School languages (French)
- Products (Supply Manager, Applicant Tracking System, Staff Pulse)
- Training courses (Straight to Teaching, Supporting Staff Wellbeing in Schools)
- Platforms (Develop, Portal)
 - Always use the agreed name – so it's a Recruitment Subscription, it's not a rec sub, sub, subscription, TES recruitment subscription.

Capitalisation is not required for:

- Seasons (spring)
- School subjects (mathematics)
- Job titles (customer service, head of design, head of geography)
 - The exception to this rule is in Australian specific marketing material where job titles are capitalised
- Product features (career site, study plans)
- Training packages (subject knowledge training package)
- Qualifications (postgraduate certificate in education, qualified teacher status, master's degree)

First letter capitalisation is used for:

- Guides (How to timetable for effective flexible working)
- Blog posts (Turning wellbeing data into action)
- Webinars (Consent and sexual harassment)

Tes tone of voice

Commas

We like to use shorter sentences. These are easier to read than long sentences, with multiple commas, in a long paragraph. Use commas to clarify and pause:

‘Bring me the ball boy,’ is quite different to ‘Bring me the ball, boy’.

Placing the comma:

- After ‘however’ (there’s a rise in teachers leaving the profession; however, it is not certain for how long)
- After time at the start of sentences (In 2019, we launched Staff Pulse).
- Before ‘which’ (the Ofsted regulation, which contains a new definition of...).

Contractions

We use contractions across all collateral (eg, you’re, you’d, it’s and so on). We don’t use the contraction of who’re – we use who are.

CTA boxes

- When just a CTA is shown it starts with a lower case letter – tes.com/together-we-build
- When there is copy before the CTA start with a capital letter – Find out more: tes.com/together-we-build

Dates

- Dates should be written like: 1 September 2021
- Always spell out the month in full, and we don’t use th, nd or commas

Full stops

- Use full stops at the end of stand firsts in marketing blogs, articles and material – this differs from editorial style

Its and it’s

- It’s is the contraction of two words (it is or it has = it’s).
- Its indicates possession (Ofsted has updated its guidance).

Numbers

- In subheads and body copy, numbers one to nine are written in full and 10 onwards are numerical, with no exception
- In headlines and titles numbers can be used (6 causes of work related stress)

Spellings

We use UK spellings:

- It’s s not z (organisation not organization)

Remember, when writing copy...

- Think about how we should sound
- Think about consistency
- Check before you put it live – read it out loud
- Get it subbed by a copywriter



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.



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 Institute logo relationship and safe area

To allow for our Institute 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 Institute 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.



Example

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

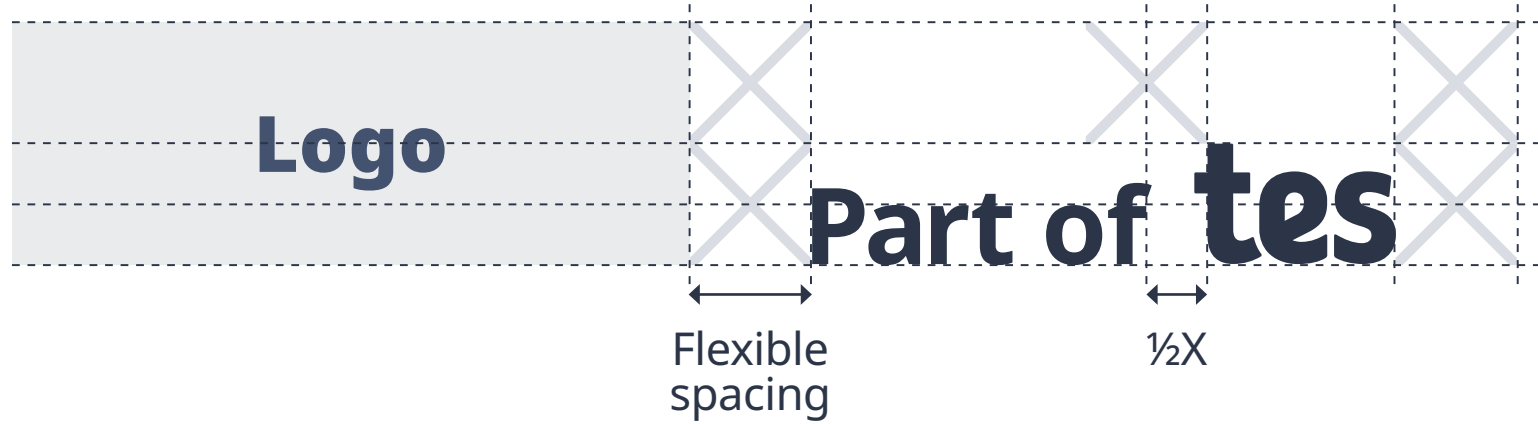


Minimum size onscreen - 24px high

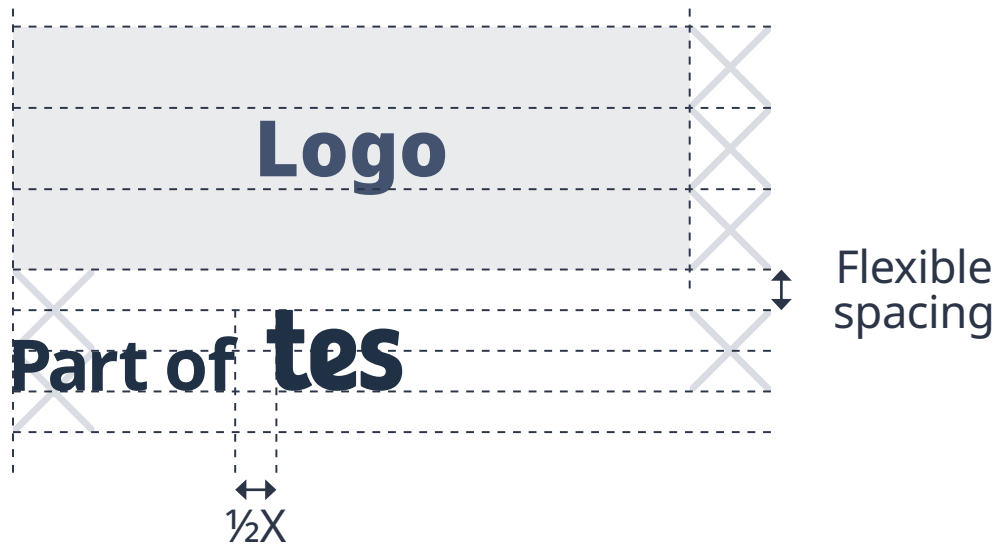
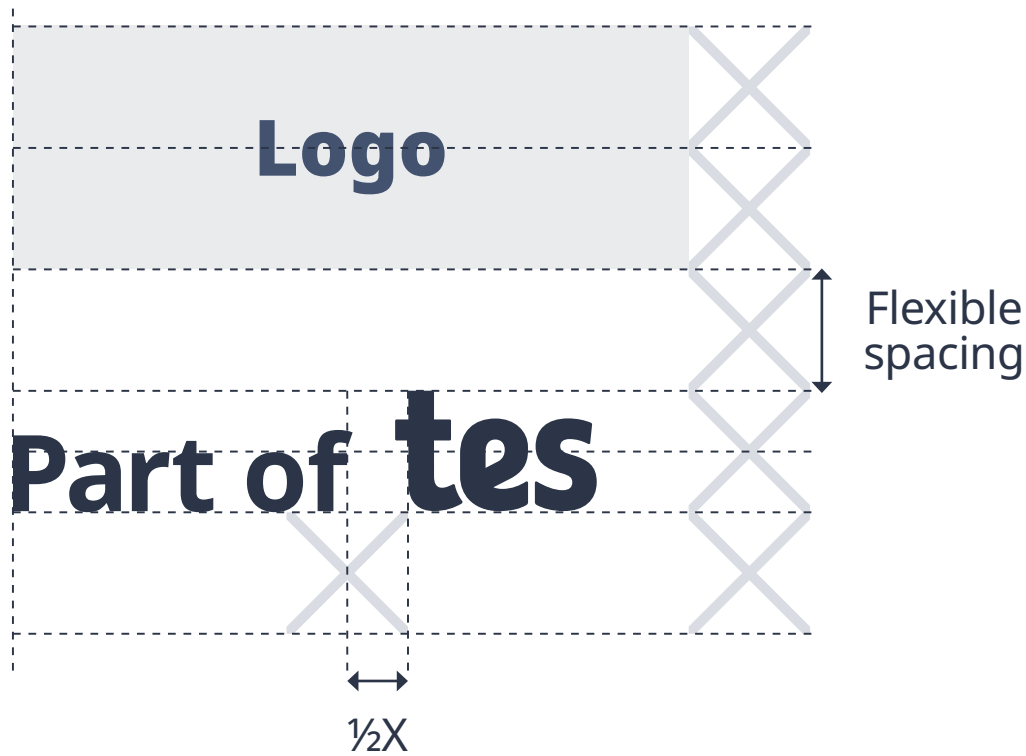
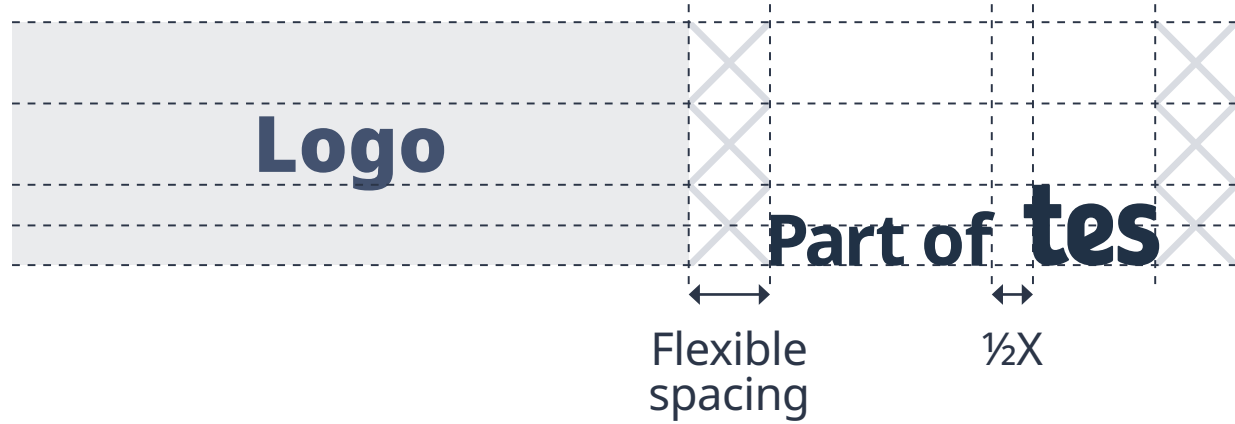
Part of Tes logo arrangement

When Tes acquires other brands, the ‘Part of Tes’ lock up should feature to the right of or below the acquisition brands’ logo, as per the examples below. In this instance, the location mark is dropped from the Tes logo. ‘Part of’ is written in Noto Sans Bold.

2X height acquisition logo variation

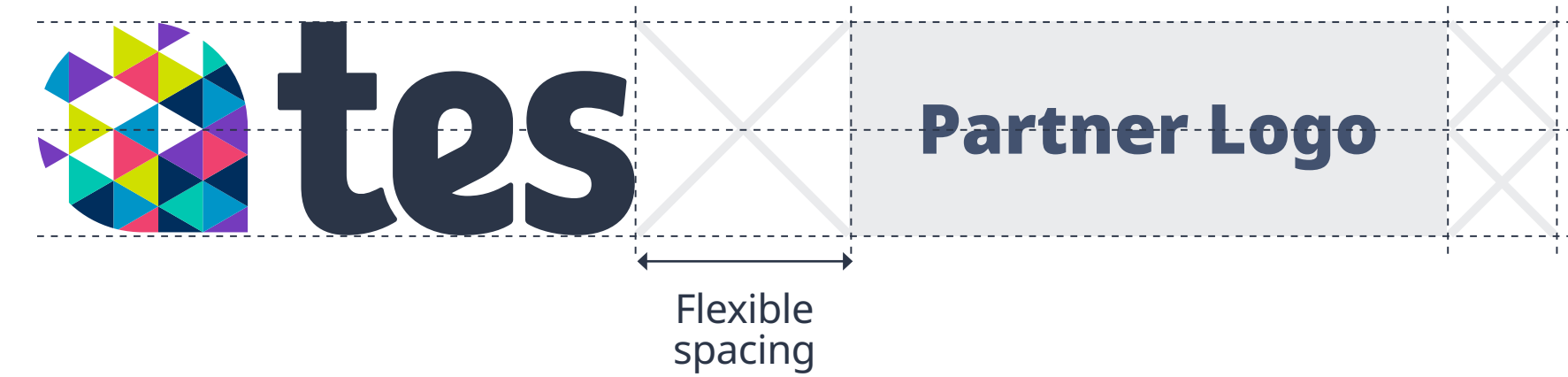
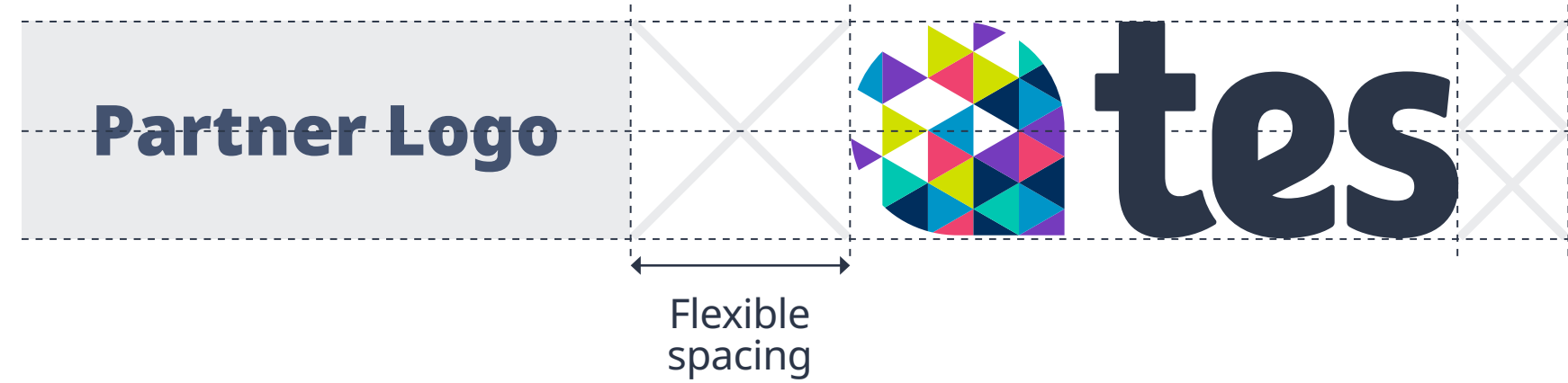


3X height acquisition logo variation



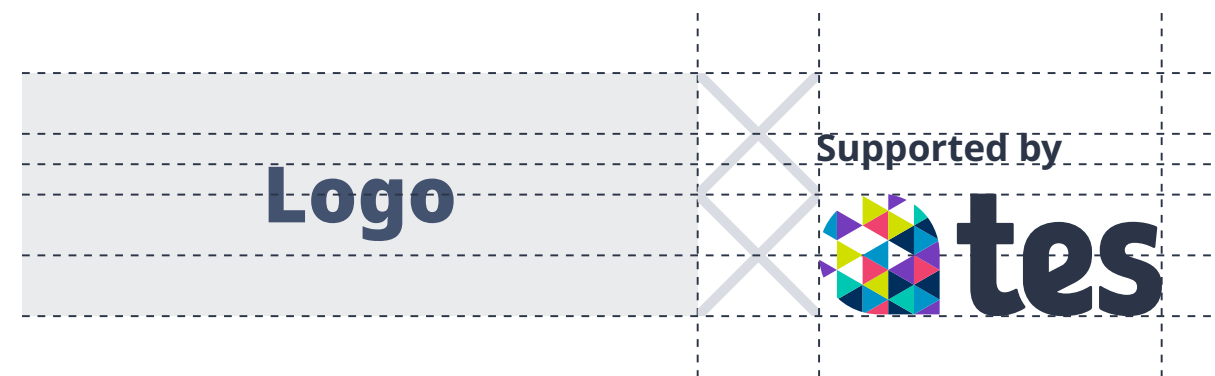
Tes partnership logo arrangement

When Tes works in partnership with other brands, Tes' logo should feature alongside, above or below the partner(s) logo(s) in equal scale, adhering to the 'safe area' as per the examples below.



Supported by Tes

When Tes works with brands to support their activities, the 'Supported by Tes' lock up should be used either next to or below the dominant brand logo, or as a separate graphic mark as per the examples below.





Colour

Tes colour palette

The Tes base colour palette consists of ‘Inkwell’ and white. The primary palette features 3 core colours.

A 20% tint and 40% black shade of each of these primary colours is also available, to only be used sparingly to give depth to illustration imagery when required.
Tints and shades of ‘Fiord’ complete the palette, which may be used in illustrations when marketing the Tes brand.

The additional / flair colours are to only be used when featured on the likes of the Tes product wheel, and as background colours behind product names/logos on product selection content.

Base

Inkwell (Fiord 35K) Pantone: 7546 CMYK: 86, 71, 46, 49 RGB: 43, 53, 71 HTML: #2B3547	White CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 HTML: #FFFFFF
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Primary Tints

Azure 20 Pantone: 545 CMYK: 22, 3, 3, 0 RGB: 208, 231, 245 HTML: #D0E7F5	Ruby 20 Pantone: 706 CMYK: 2, 24, 5, 0 RGB: 247, 211, 223 HTML: #F7D3DF	Electric Lime 20 Pantone: 7499 CMYK: 6, 0, 27, 0 RGB: 247, 249, 203 HTML: #F7F9CB
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Primary

Azure Pantone: 7689 CMYK: 80, 35, 2, 0 RGB: 21, 136, 199 HTML: #1588C7	Ruby Pantone: 214 CMYK: 9, 96, 35, 2 RGB: 213, 33, 98 HTML: #D52162	Electric Lime Pantone: 831 CMYK: 27, 0, 93, 0 RGB: 208, 223, 0 HTML: #D0DF00
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Primary Shades

Azure 40K Pantone: 647 CMYK: 90, 55, 25, 9 RGB: 20, 96, 139 HTML: #14608B	Ruby 40K Pantone: 221 CMYK: 27, 99, 47, 26 RGB: 151, 24, 69 HTML: #971845	Electric Lime 40K Pantone: 582 CMYK: 49, 26, 100, 9 RGB: 142, 150, 24 HTML: #8E9618
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Fiord tints and shades

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 Pantone: 648 CMYK: 79, 62, 35, 22 RGB: 67, 83, 112 HTML: #43526F	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: 649 CMYK: 14, 9, 7, 0 RGB: 217, 220, 225 HTML: #D9DCE2	Fiord 15 Pantone: 663 CMYK: 10, 6, 4, 0 RGB: 227, 229, 233 HTML: #E3E5E9	Fiord 10 Pantone: 7541 CMYK: 9, 5, 5, 0 RGB: 236, 238, 240 HTML: #ECEEFO
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Additional / Flair

Purple Heart Pantone: 266 CMYK: 74, 81, 0, 0 RGB: 117, 59, 189 HTML: #753BBD	Cornflower Blue Pantone: 2726 CMYK: 71, 56, 0, 0 RGB: 99, 118, 236 HTML: #6376EC	Shuiro Pantone: 171 CMYK: 0, 76, 80, 0 RGB: 252, 89, 48 HTML: #FC5930	Broom Pantone: 107 CMYK: 3, 6, 88, 0 RGB: 255, 227, 36 HTML: #FFE324	Fern Pantone: 7473 CMYK: 82, 25, 57, 9 RGB: 18, 133, 118 HTML: #128576	Blue Stone Pantone: 7470 CMYK: 96, 20, 25, 53 RGB: 0, 90, 112 HTML: #005A70
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Tes additional/flair colour usage examples

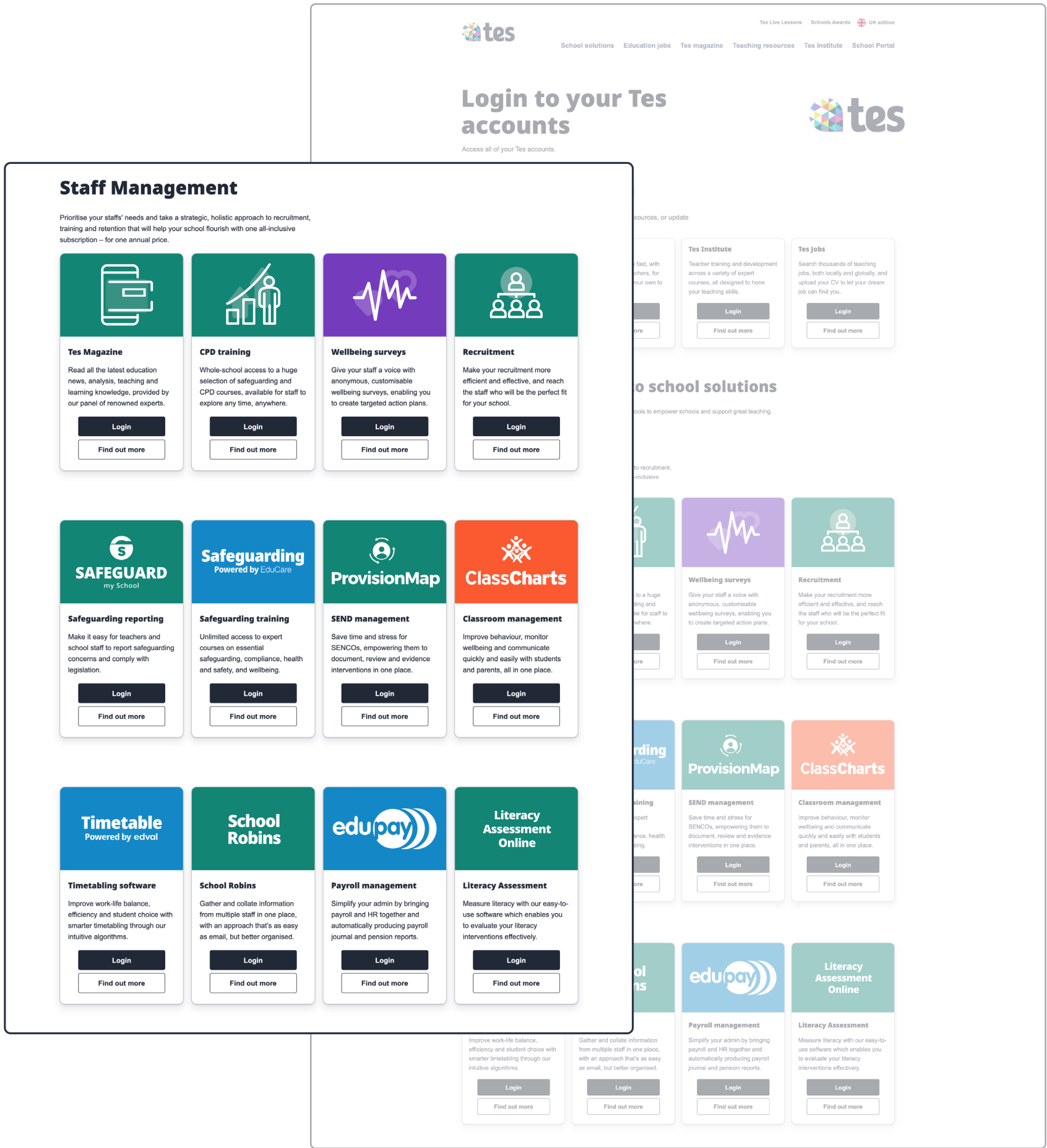
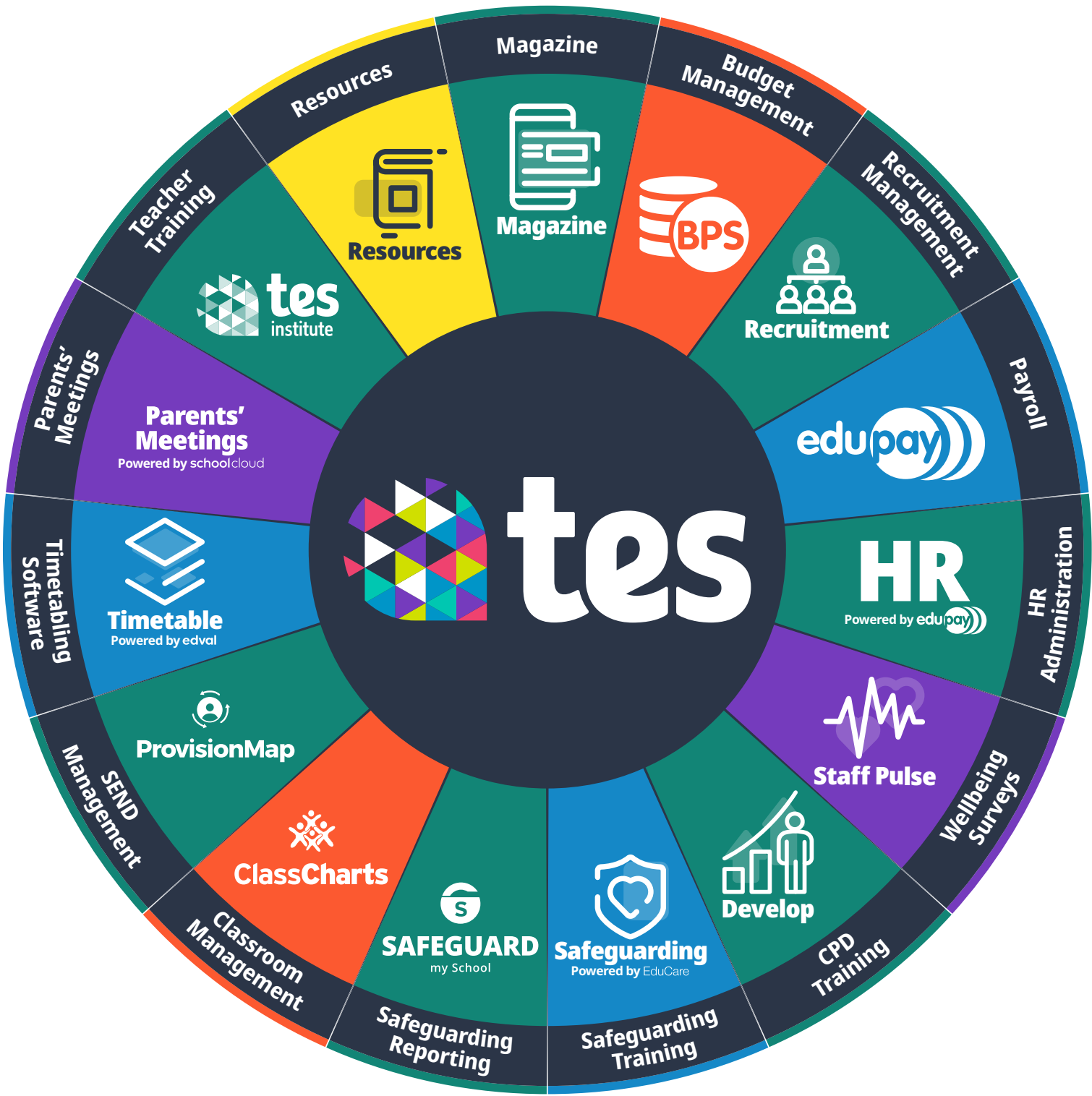
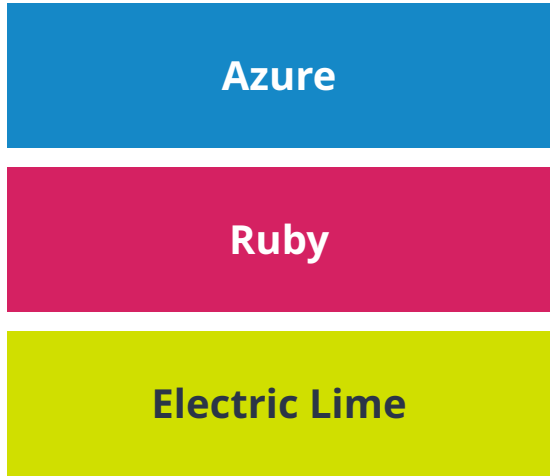
The additional/flair colours as featured on the Tes product wheel and product selection/login pages have been chosen where they best align to a legacy brand/product acquisition's colour palette to maintain a level of brand equity and recognition.

The additional / flair colours (in addition to the primary palette) may only be used in these instances.

Additional / Flair



Primary



Colour and accessibility

In order for text and messaging within marketing campaigns to be legible, only the following examples of font / background colour combinations may be used:

Inkwell background

White text
Noto Sans Regular - Minimum size: 6pt
Noto Sans Bold - Minimum size: 5pt

Electric Lime text
Noto Sans Regular - Minimum size: 10pt
Noto Sans Bold - Minimum size: 10pt

White background

Inkwell text
Noto Sans Regular - Minimum size: 5pt
Noto Sans Bold - Minimum size: 5pt

Azure text
Noto Sans Regular - Minimum size: 10pt
Noto Sans Bold - Minimum size: 10pt

Ruby text
Noto Sans Regular - Minimum size: 10pt
Noto Sans Bold - Minimum size: 10pt

Azure background

White text
Noto Sans Regular - Minimum size: 10pt
Noto Sans Bold - Minimum size: 7pt

Ruby background

White text
Noto Sans Regular - Minimum size: 10pt
Noto Sans Bold - Minimum size: 7pt

Electric Lime background

Inkwell text
Noto Sans Regular - Minimum size: 10pt
Noto Sans Bold - Minimum size: 7pt

Fiord 10 background

Inkwell text
Noto Sans Regular - Minimum size: 6pt
Noto Sans Bold - Minimum size: 6pt

Fiord 20 background

Inkwell text
Noto Sans Regular - Minimum size: 8pt
Noto Sans Bold - Minimum size: 8pt



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 typeface, Noto Sans. When Noto Sans isn't available Arial should be used.
This may include online applications and Microsoft Word and PowerPoint documents.

Primary typefaces

Noto Sans Black
Noto Sans Extra Bold
Noto Sans Bold
Noto Sans Medium
Noto Sans Regular
Noto Sans Light
Noto Sans Bold Italic
Noto Sans Italic

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	Sub-heading copy	Body copy	CTA copy
Noto Sans Black -10 kerning Leading is font size +4	Noto Sans Bold 0 kerning Leading is font size +4	Noto Sans Bold (first paragraph)* Noto Sans Regular (additional paragraphs) 0 kerning Leading is font size +4 *On artwork where there is only one paragraph, Noto Sans Regular is used. On documents with multiple sections, only the first paragraph of an introduction is set to Noto Sans Bold.	Noto Sans Regular (lead text) Noto Sans 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.

A4

tes

tes

Headline title goes here

Sub-heading goes here

Body copy goes here. Numquo id eatem verro bersperrum et et ius. Ucieni dolupturitae nus, volupti orpore deseque ped quam voluptaque ex et archilla dellabo rroremperum quantin cillaut quam, non core num accum rehenda.

Learn more: tes.com

Headline titles:

35pt Noto Sans Black

39pt leading

Subheading:

20pt Noto Sans Bold

24pt leading

Body copy:

12pt Noto Sans Bold

(first paragraph)

12pt Noto Sans Regular

(additional paragraphs)

16pt leading

Call to action:

12pt Noto Sans Regular

(Lead text)

12pt Noto Sans Bold

(URL link)

A5

tes

tes

Headline title goes here

Sub-heading goes here

Body copy goes here. Numquo id eatem verro bersperrum et et ius. Ucieni dolupturitae nus, volupti orpore deseque ped quam voluptaque ex et archilla dellabo rroremperum quantin cillaut quam, non core num accum rehenda.

Learn more: tes.com

Headline titles:

25pt Noto Sans Black

29pt leading

Subheading:

16pt Noto Sans Bold

20pt leading

Body copy:

10pt Noto Sans Bold

(first paragraph)

10pt Noto Sans Regular

(additional paragraphs)

14pt leading

Call to action:

10pt Noto Sans Regular

(Lead text)

10pt Noto Sans Bold

(URL link)

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.

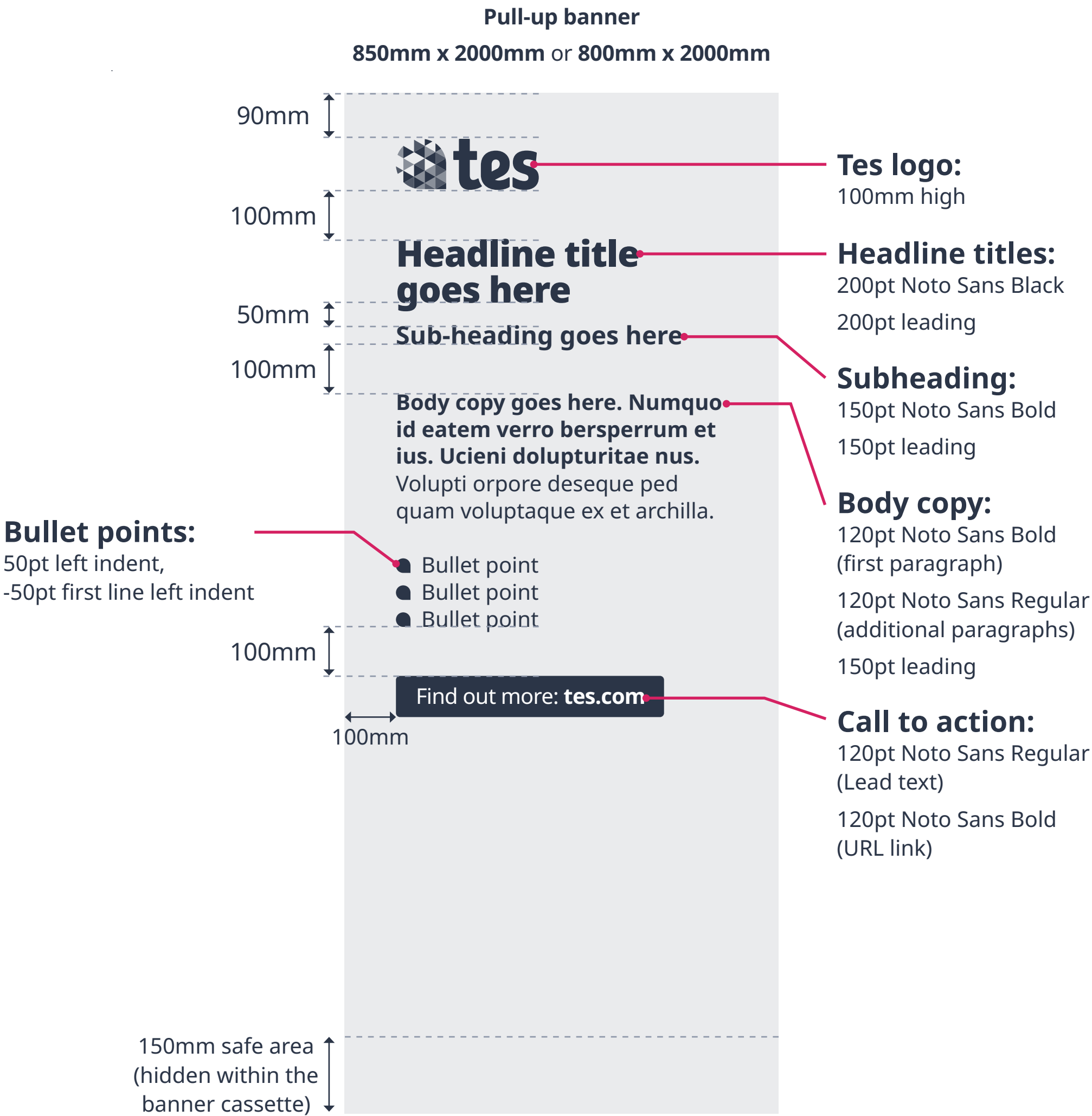
Typography, font sizing and spacing should be consistent across design assets as detailed below.

Artwork designed for printing should be supplied as PDF/X-1a:2001 format with 3mm bleed and crop marks.



Using typography across our event banner print templates

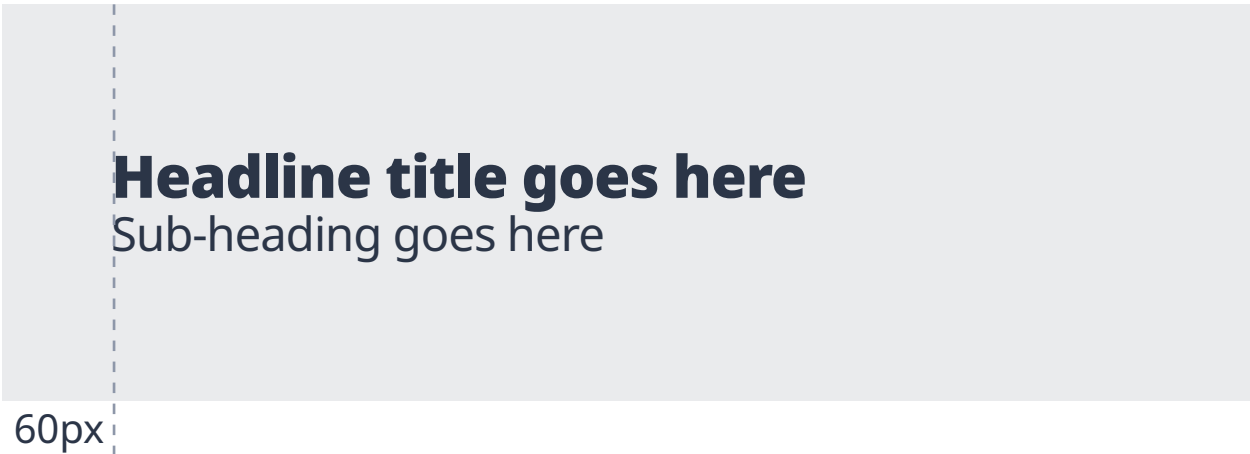
Our messages need to be clear and concise. The way in which we use typography should aid navigation and communication, and create a much more engaging design. Typography, font sizing and spacing should be consistent across design assets as detailed below. Event banners should be supplied as PDF/X-1a:2001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

30 Noto Sans Black, 30 leading, -0.5 kerning

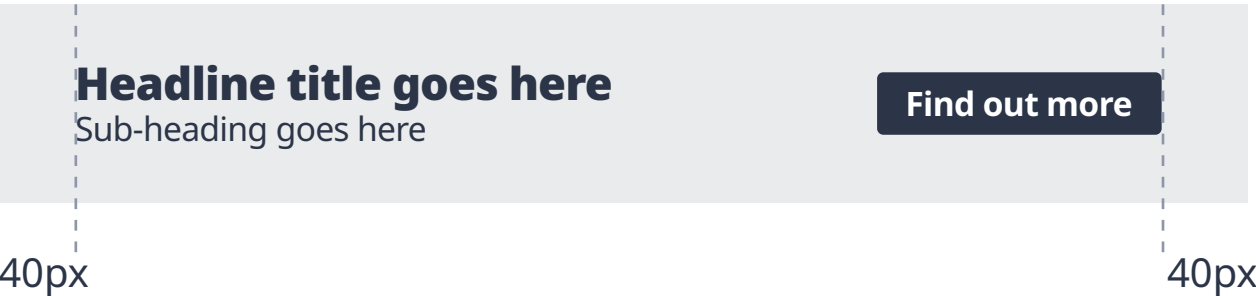
Sub-heading / Additional text (minimum size):

22 Noto Sans Regular, 22 leading, 0 kerning

Left margin:

60px

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



Headline titles (minimum size):

22 Noto Sans Black, 22 leading, -0.5 kerning

Sub-heading / Additional text (minimum size):

16 Noto Sans Regular, 16 leading, 0 kerning

CTA text:

16 Noto Sans Bold, 0 kerning

Left margin:

40px

Right margin:

40px

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:

Instagram / Facebook / Twitter (Paid) Advert 1080px x 1080px	Instagram / Facebook 1080x1920	LinkedIn Advert 1200px x 628px	Twitter Advert Organic 800px x 418px
<div><div>Headline style 4 65 on 69</div><div>Additional text paragraph style 0 48 on 50</div></div>	<div><div>Headline style 4 65 on 69</div><div>Additional text paragraph style 1 40 on 42</div></div>	<div><div>Headline style 5 50 on 54</div><div>Additional text paragraph style 1 40 on 42</div></div>	<div><div>Headline style 7 40 on 44</div><div>Additional text paragraph style 2 30 on 32</div></div>
<div>Headline titles (minimum size): 65px Noto Sans Black, 69pt leading</div> <div>Additional text (minimum size): 48px Noto Sans Regular, 50pt leading</div> <div>Tes logo (if featured): 130px wide</div> <div>Margin: 70px</div>	<div>Headline titles (minimum size): 65px Noto Sans Black, 69pt leading</div> <div>Additional text (minimum size): 40px Noto Sans Regular, 42pt leading</div> <div>Tes logo: 130px wide</div> <div>Margin: Top: 250px. Bottom: 340px. Sides: 40px</div>	<div>Headline titles (minimum size): 50px Noto Sans Black, 54pt leading</div> <div>Additional text (minimum size): 40px Noto Sans Regular, 42pt leading</div> <div>Tes logo (if featured): 130px wide</div> <div>Margin: 50px</div>	<div>Headline titles (minimum size): 40px Noto Sans Black, 44pt leading</div> <div>Additional text (minimum size): 30px Noto Sans Regular, 32pt leading</div> <div>Tes logo: 170px wide</div> <div>Margin: 40px</div>

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 Noto Sans Regular with main quote text set to 4pt larger than body copy with +4pt leading. ie, where body copy is 10pt, the quote should be 14pt using 18pt leading. The quote author's name is set to Noto Sans Bold, same size as body copy. Position, school and location copy are placed below set to -2pt smaller than body copy in Noto Sans Regular.

Quotation marks are set to Arial Bold at ½X where X is the cap height, aligning to the top of the capital letter.

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 Noto Sans 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:

“The software is really user friendly, our staff find it very easy to use. The best system we’ve brought in!”

HR Director
5 school MAT, Kent

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 Noto Sans bold.
Header background colours are set to Inkwel.

Table content is set in Noto Sans regular.
Content rows alternate 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.

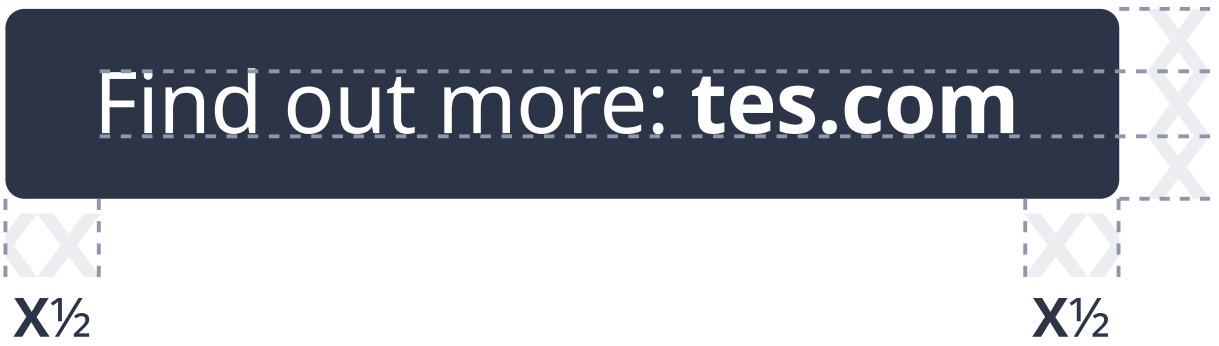
CTA buttons should only feature an inkwell background with white text, or white background with inkwell text.

Lead text appearing in a CTA should be in Noto Sans Regular when followed by a URL. This type of CTA is predominantly used on printed marketing material.

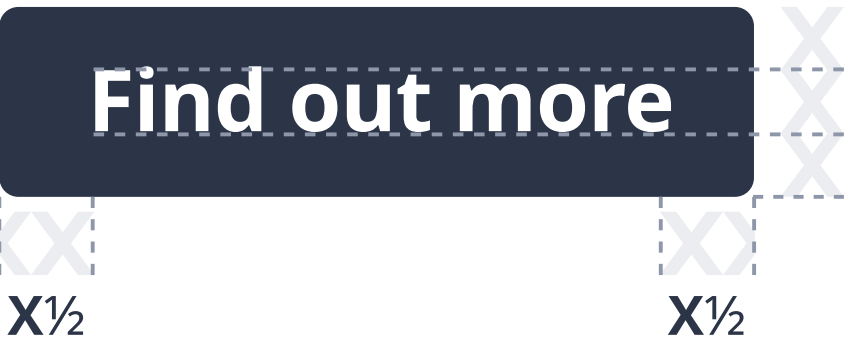
For CTAs featured on digital marketing material, the text should appear in Noto Sans Bold.

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





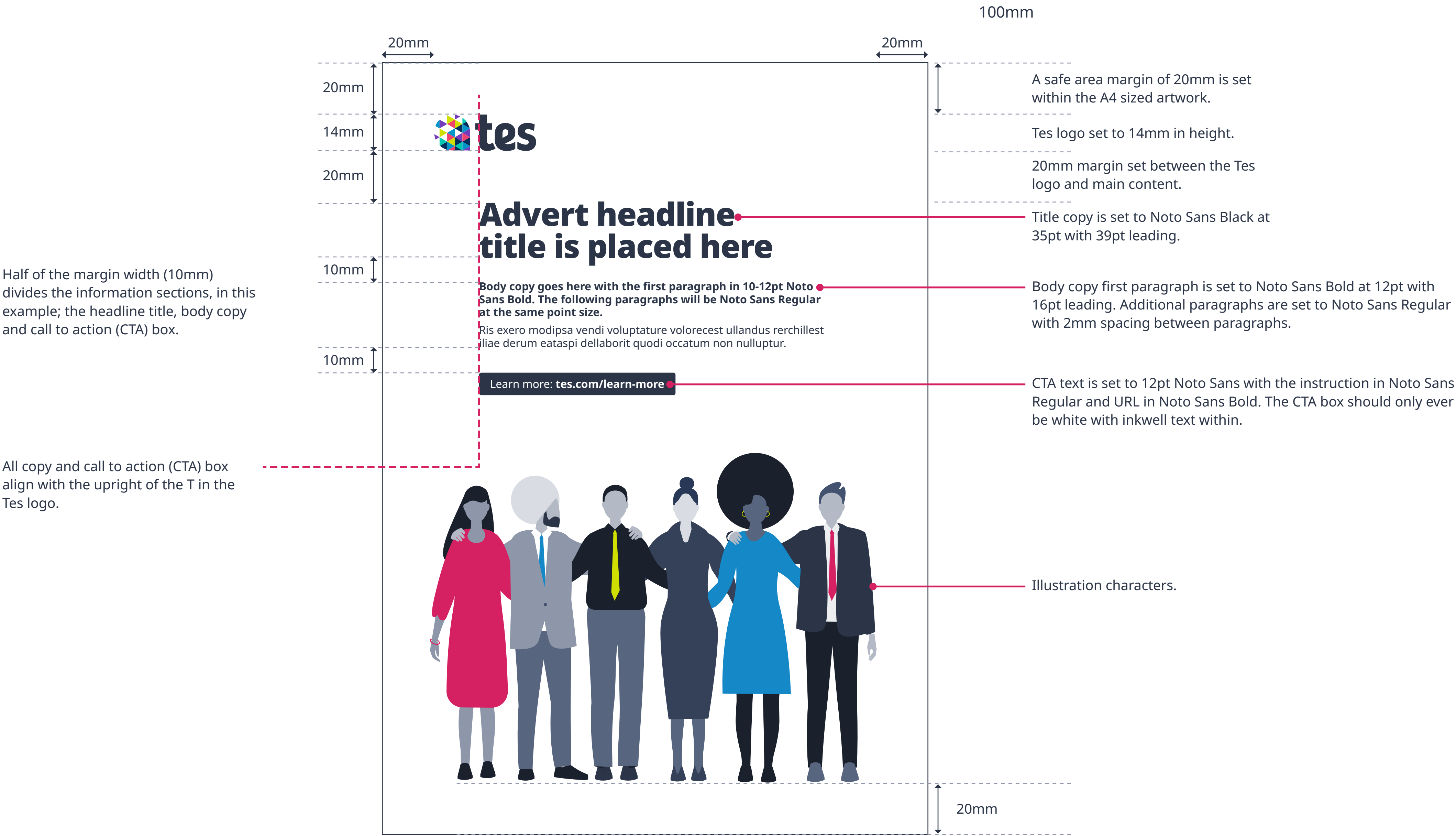
Marketing application

Marketing illustration colour use

When using illustrations for Tes artwork, they should only use tints and shades of Fiord (including 'Inkwell') along with Ruby (Pink), Azure (Blue) and Electric Lime (Bright Green) as demonstrated below:



Marketing application example: A4 print advert



Marketing application example: A4 print advert variations

Centre aligned, message lead



Advert headline title is placed here

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

Ris exero modipsa vendi voluptature volorecest ullandus rerchillest iliae derum eataspi dellaborit quodi occatum non nulluptur.

Learn more: tes.com/learn-more



Centre aligned, image lead



Advert headline title is placed here

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

Ris exero modipsa vendi voluptature volorecest ullandus rerchillest iliae derum eataspi dellaborit quodi occatum non nulluptur.

Learn more: tes.com/learn-more



Left aligned, image lead



Advert headline title is placed here

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

Ris exero modipsa vendi voluptature volorecest ullandus rerchillest iliae derum eataspi dellaborit quodi occatum non nulluptur.

Learn more: tes.com/learn-more

Marketing application example: social image variations

How can you support
your superhero staff?



All the
staff management tools
your primary school needs
- in one place



Live Lesson with Childnet
1 week to go



#TesLiveLessons

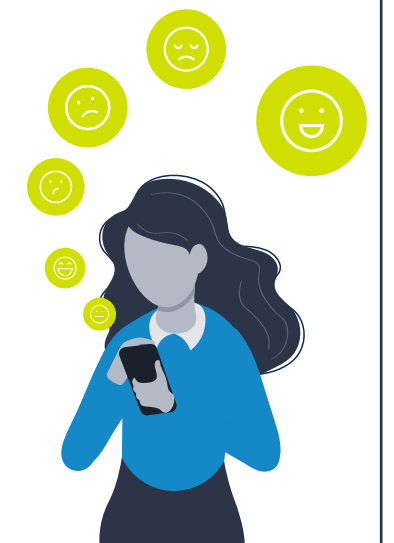
How can you
support your
superhero
staff?



All the
staff management tools
your primary school needs
- in one place

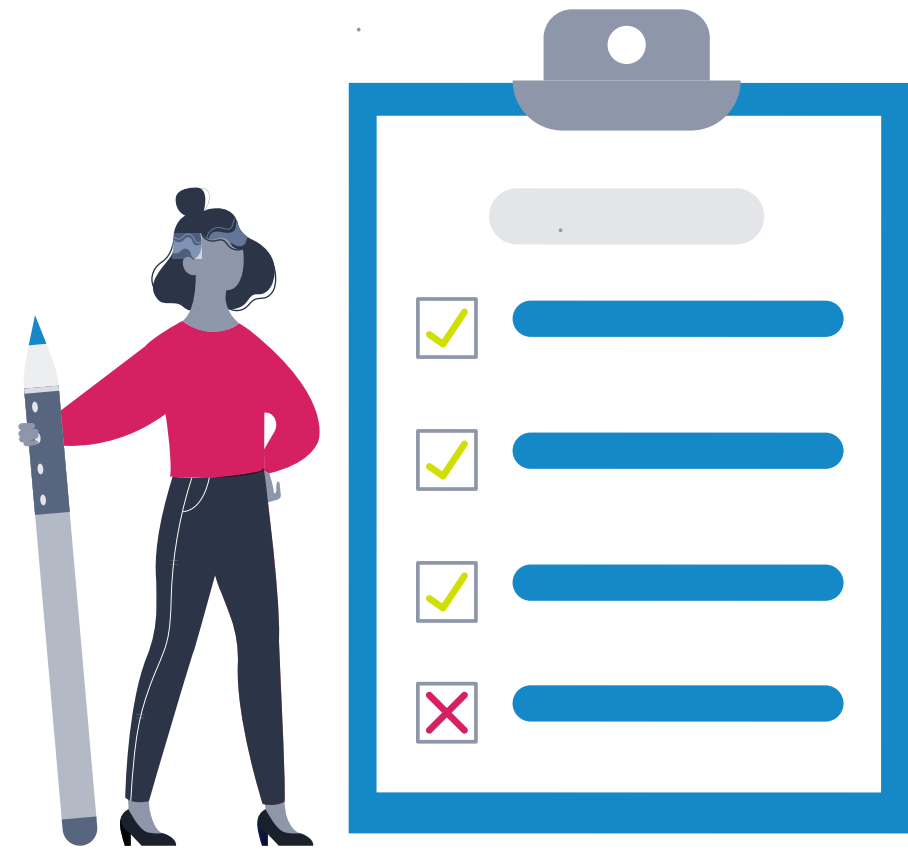


Live Lesson with Childnet
1 week to go



#TesLiveLessons

Tes brand images - additional examples





Product

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 Noto Sans Bold 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 minimum space between the Tes logo and product name is X
- 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.

tes

Fulfilment

Create order request

Search

Log out

Customer account information

Customer

Test School 2

Customer address

26 Red Lion Square,
WC1R 4HQ

Account owner

Andrew Trust

Account type

Subscription

Subscription name

Build

Products included

Silver level adver,
Promotional item 1,
Promotional item 2

Workplace

Secondary

Agency account information

Agency

H2O Test Agency

Agency online ID

1014412

Account status

Open

Finance status

Account ok

Jump to

Customer

Products

Teacher of Business Studies

Amend order

Advert ID: D-INH-000000408

Customer

Advert details

Advert job title

Teacher of Business Studies

Edit

Advert start date and time

24th Jul 2020, ASAP

Edit

Advert end date and time

31st Jul 2020, 00:00

Edit

Products

Included products

Advert level included

Gold

Edit

Promotional products included

Email Alert Daily
Spotlight Ad

Edit

Upgrade advert level or package

Upgraded advert level or package

—

+ Add

Promotional products in package

—

+ Add

PRINT BOOKED

ONLINE PUBLISHED

View advert

ORDER SENT TO BILLING

Teacher of Business Studies

Online advert

Included
None

Chargeable items
None selected

Advert duration
03 June 2020 – 24 June 2020

Print advert

Included
None

Chargeable items
None selected

Salesforce Order IDs

0000000123503 Jun 2020 00:00

Show more

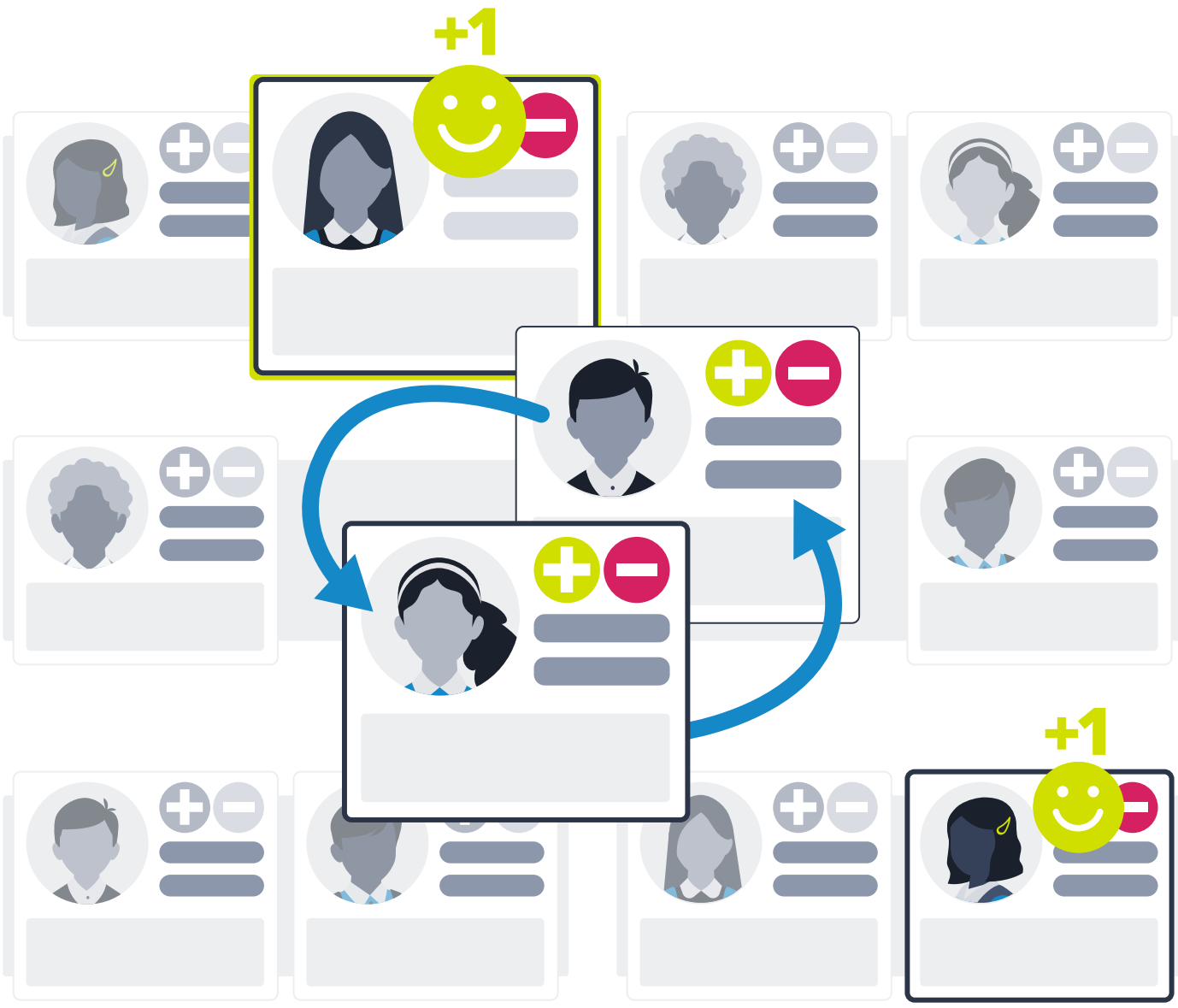
Order history



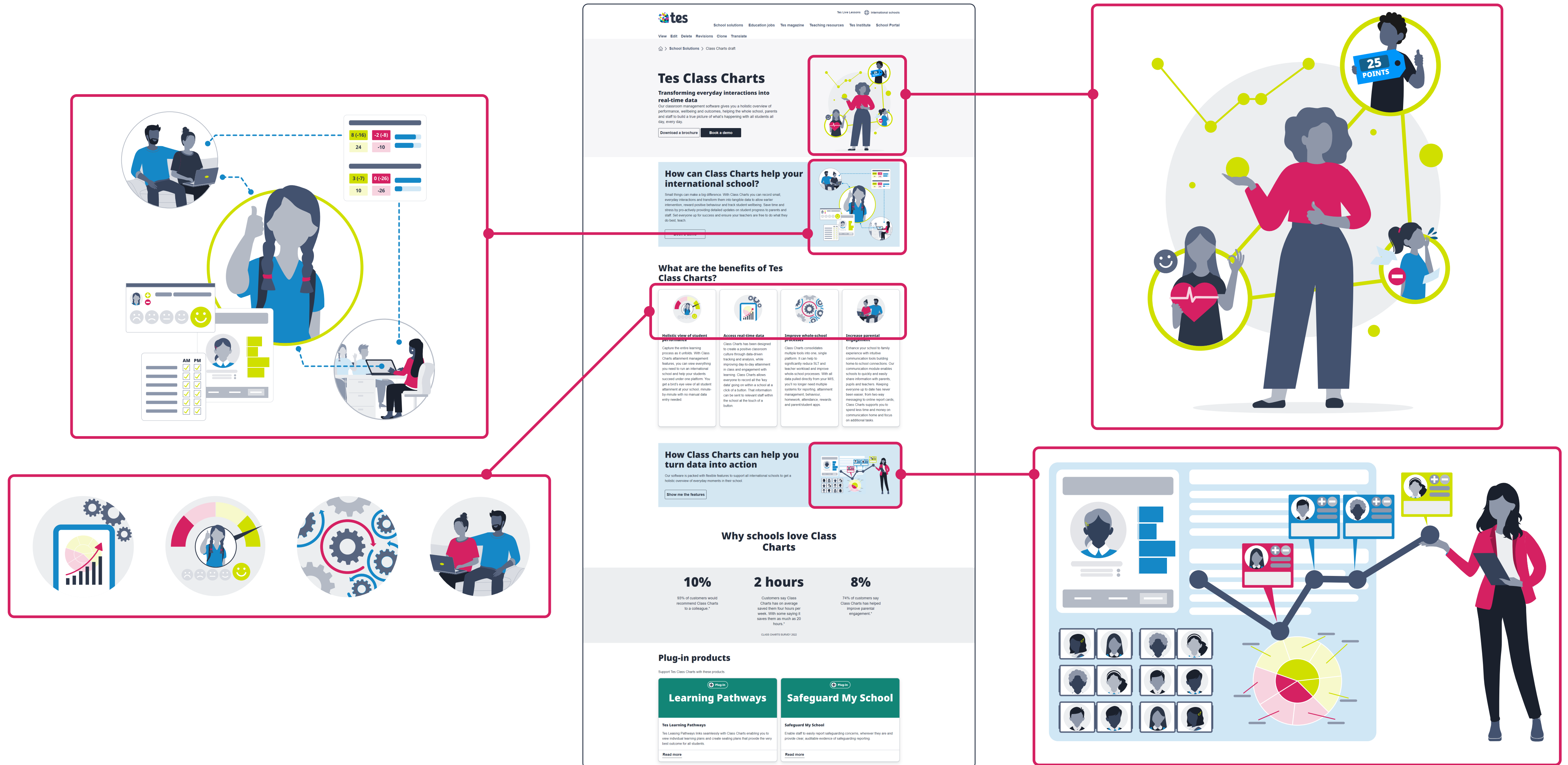
Product imagery in marketing

Product-level marketing image usage

When marketing products and their features on websites, in emails or printed marketing material, in the first instance stylised illustrations should be used to pull-out key features and benefits from the products. These illustrations may also feature characters interacting with and being immersed within the product as per the examples below.



Product-level marketing image application examples



Product-level marketing image usage

When screenshots of real product environments are required, such as within information guides and cheat sheets, they should be displayed in the below illustration style examples when used as hero imagery. This style of illustration should never feature combined with character illustrations.



Clubs and Events

Powered by schoolcloud

Advert headline title is placed here

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

Ris exero modipsa vendi voluptature volorecest ullandus rerchillest iliae derum eataspi dellaborit quodi occatum non nulluptur.

Learn more: tes.com/learn-more





HR

Powered by edupay

Advert headline title is placed here

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

Ris exero modipsa vendi voluptature volorecest ullandus rerchillest iliae derum eataspi dellaborit quodi occatum non nulluptur.

Learn more: tes.com/learn-more





Parents' Meetings

Powered by schoolcloud

Advert headline title is placed here

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

Ris exero modipsa vendi voluptature volorecest ullandus rerchillest iliae derum eataspi dellaborit quodi occatum non nulluptur.

Learn more: tes.com/learn-more



45

Product-level marketing image usage

When there is a requirement to show real product 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:

Hawthorne Primary

edupay

Dashboard

Employees

Pay Run

Setup

Reports

Tools

Sophia

Personal

Employment

HMRC

Pay History

Pay Summary

Calendar

Pay Elements

Job Roles

Timesheets

Pensions

Expenses

Notes

One-Off Payment

Advance Loan Payment

Year To Date

Recruitment

Tanya Mertens

Title

Mrs

First Name

Tanya

Middle name/s

Surname

Mertens

Known as

Tanya

Date of birth

01/01/1985

Gender

Male

Female

Email address

tanya.mertens@hawthorne.ac.uk

Ethnicity

White - Irish

Home address

8 Hawthorne Ave

Hull

Address line 3

Address line 4

HU1 1UH

Country

Bank account details

Mrs Tanya Mertens

1234 5678

102030

Building Soc Ref

Emergency Contact

Contact name

Contact No.

Mobile phone

Other phone

State Pension Age

01/01/2053

NI Number

AB123456A

Disability

Undisclosed

tes

Powered by schoolcloud

GHS

Green Hill School

Home

My Bookings

Now: Mr A Gray Ben English

Up Next: Mr A Gray Andrew English

in 3:20

1:20 remaining

Mr A Gray

English | Cymraeg

Send Feedback

Sign Out

