



Carterhatch Junior School

Identity Guidelines

Logo

Motif



Motif + Type

Horizontal

For use where vertical space is limited



Vertical

For use where horizontal space is limited



Logo

Variants

Note

Vertical logo also available in the variants described below.

Colour



Mono



Reverse



Colour

Primary

Carterhatch Blue

PANTONE
533

PROCESS
C100 M80 Y0 K68

RGB
R11 G25 B68

HEX
#0b1944

Secondary

Carterhatch Yellow

PANTONE
130

PROCESS
C0 M37 Y100 K0

RGB
R248 G172 B0

HEX
#f8ac00

Tertiary

Carterhatch Gray

PANTONE
445

PROCESS
C12 M0 Y10 K82

RGB
R68 G68 B68

HEX
#444444

Typography

Montserrat

Note

The Montserrat font is freely available from Google fonts at <https://fonts.google.com/specimen/Montserrat> and should be used where possible.

REGULAR

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMOPQRSTUVWXYZ
12345607890

BOLD

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMOPQRSTUVWXYZ
12345607890

Typography

Note

The Calibri font is a system font as should be used when Montserrat is not available.

Calibri

REGULAR

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMOPQRSTUVWXYZ

12345607890

BOLD

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMOPQRSTUVWXYZ

12345607890