

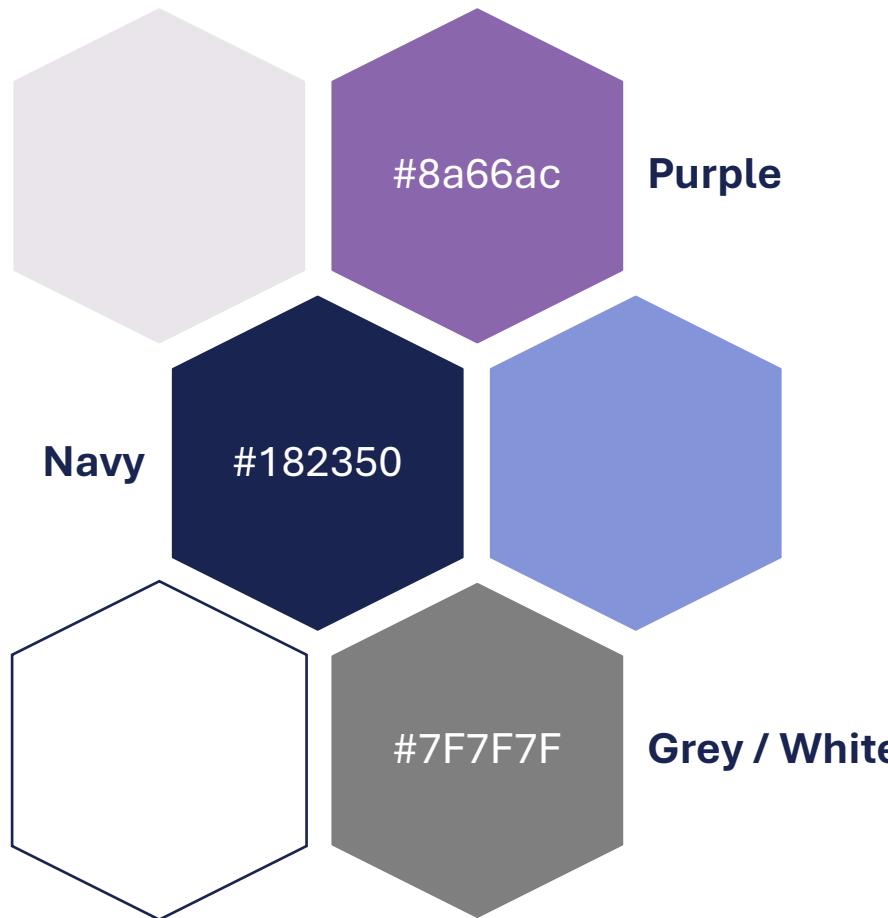


Aspire not to have more, but to be more

Branding Guidance

Emily Hind

Romero CAT Colouring



Logo Usage

1.



2.



3.



1. Use this logo wherever possible
2. If the background is too dark, use this logo
3. In rare circumstances, you may need to use the white logo if option 1 or 2 are not useable or appropriate

Logo

1.



ASPIRE NOT TO HAVE MORE, BUT TO BE MORE

2.



ASPIRE NOT TO HAVE MORE, BUT TO BE MORE

3.



ASPIRE NOT TO HAVE MORE, BUT TO BE MORE

The same rules apply to the logo with tagline but use the logo with tagline **sparingly**. Only use it in places where you are going for “dramatic effect” to show who we are in a limited space.

Use your best judgement. If you’re unsure, feel free to ask.

Logo Usage

- The Romero Catholic Academy Trust logo (**without tagline**) must be displayed on your school website
- It must also be displayed on your school documents such as letterheads, e-mail signatures and marketing assets.
- If you are unsure on logo usage, feel free to contact Emily Hind, emily.hind@romerocat.com.