



# College Partners Brand Guidelines

Francesco  
GROUP  
education  
[www.francescogroup.co.uk](http://www.francescogroup.co.uk)

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# Logo

The Francesco Group brand and logo is protected by legal copyright and these guidelines must be followed.

All College Partners, Training Academies and Educational Providers must use the Francesco Group **Education** logo.

## Black on White / Light Background

The logos shown below must be used on white and light coloured backgrounds



## White on Black Background

The logos shown below must be used on white and light coloured backgrounds



These logos are available from [richtindale@francescogroup.co.uk](mailto:richtindale@francescogroup.co.uk)



# Logo

## ✘ Incorrect Usage

This is incorrect usage because the black logo on white background is used on a dark background and the Francesco Group logo appears above / in a more prominent position that the College logo.



## ✔ Correct Usage

This is correct usage because the white logo is used on a dark background and the Francesco Group logo appears below in a less prominent position that the College logo.



# Logo

## Logo Usage and Location

- The Francesco Education logo should not be stretched or squased and should always appear in proportion.
- The College logo must be at least 20% larger than the Francesco Group logo.
- The Francesco Education logo must be below or to the right of the college logo.
- The Francesco Education logo should have adequate space surrounding it (the Safe Zone) which should not be encroached upon by any graphical and visual elements.



# Logo

## Logo Usage on Marketing Literature

If your College only offers hairdressing services from Students, when creating adverts with prices, price lists or any material with prices shown, and you are also displaying the FRANCESCO EDUCATION logo, you must add these words:

*“Hairdressing services are provided by students”*

This is so that there is no confusion between the College Partner salon or commercial educational salon and franchisees in the region.

Francesco Group imagery must be used with care. This means:

- Where headshots are needed, the whole width of the models head must be shown, unless the image provided is already cropped.
- Sufficient space must be allowed around the image. There should be at least around 1/5 of the models head width of clearance around the models head.

## ✘ Incorrect Usage

This is incorrect usage because the image has been cropped too close to the models head and has text over part of the image.



## ✔ Correct Usage

This is correct usage because the full head of the model can be seen, is equal distance from the text on the left and the right hand side of the flyer, and has space in front and behind the models head.



# Use of Name

The Francesco Education name must appear after the college name.

It is important to promote the College first and partners second.



# Questions?

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Brand Guidelines

If in any doubt, contact Craig Davies at Francesco Group who will be pleased to provide advice and guidance.