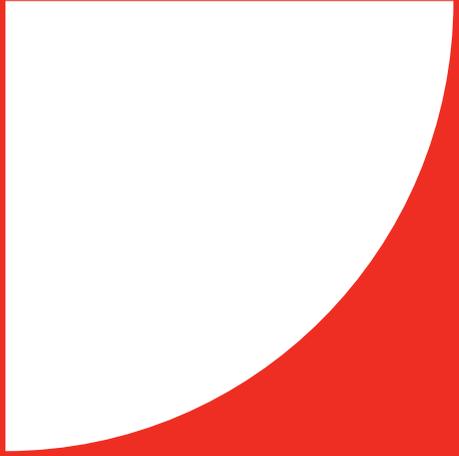




**St. Kilian's**

Deutsche Schule Dublin

# **Brand Manual / Markenrichtlinien**



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**St. Kilian's is a German/Irish school with a strong European focus. We offer a diverse, inclusive yet challenging environment, enriched with a strong sense of Irish, German and European culture. We foster independence of thought, a love of learning, personal responsibility, confidence and integrity. Our aim is to enable all our students to fulfil their potential and to take their place in an ever changing world. Our mission, as an educational community, is the pursuit of excellence from Kindergarten to Leaving Certificate.**

This manual has been produced to communicate how our school should be presented in all visual forms. It is mandatory that this manual is read and adhered to when using the St. Kilian's logo or working on any communications related to St. Kilian's.

The St. Kilian's logo is made up of two components: a graphic 'K' motif and the descriptor text. The St. Kilian's 'K' is inspired by Josef Albers' Kombination Schrift alphabet; a modular lettering system based upon ten basic shapes derived from a circle and a square. This efficient typographic design was typical of the early 20th century work derived from the Bauhaus school in Germany. This German design-influenced motif, combined with the descriptor text set in 'Brandon Grotesque', a German sans serif typeface, ensures that the logo is contemporary and accessible, yet rooted in the traditions of German design. This logo reflects our forward-thinking and progressive approach to education in Ireland.

These two components are always placed in a fixed relationship and should never be altered, separated or reproduced in any other way other than how they appear in this manual.

A particularly strong feature of the design is that it is versatile and allows for easy application across all communications.

Nevertheless, it is essential that the integrity of the St. Kilian's logo is maintained, and that it is used in accordance with the following rules.

The Marketing function is responsible for the implementation of the brand identity manual. Applications of the St. Kilian's logo must comply with these rules. If materials are intended for use outside of the school, they must be signed off by the Communications and Marketing Coordinator ([marketing@kilians.com](mailto:marketing@kilians.com)).

You must read the manual carefully before using versions of the corporate marque, which are available in formats compatible with both Mac and PC.

# Master Logo

The St. Kilian's master logo is the version shown here. This logo should be reproduced in colour where possible.



**St. Kilian's**

Deutsche Schule Dublin

## Keep it Clear

The exclusion zone is the area around the logo where no objects can be placed. The zone is determined by the relative size of one of the curves in the 'K' as illustrated below.



## The Smallest Size

The minimum size the logo can be printed at is 30mm high. This is to ensure that 'Deutsche Schule Dublin' is legible. If there is a situation where this is not possible the horizontal version of the logo may be used.



## Black and White Version

The black and white version of our logo is available to be used only in exceptional circumstances whereby the usage of colour is restricted. For example, it may be used on forms that are likely to be photocopied.



## Reversed Out White Logo

This version can only be reversed out of black, red or gold. Please see correct colour references on page 13.

The white version may also be used when placed directly over photography. But please ensure that there is sufficient contrast in the background colours to ensure optimum legibility. Please see page 10 for more information.



## No Alterations Please

It is important that the St. Kilian's logo is used correctly and consistently in all applications. If it is altered in any way, the impact and recognition of the brand will be compromised.

- **DO NOT MOVE OR REARRANGE THE LOGO LOCK-UP.**



**St.Kilian's**  
Deutsche Schule Dublin



**St.Kilian's**  
Deutsche Schule Dublin



**St.Kilian's**  
Deutsche Schule Dublin

- DO NOT STRETCH, ALWAYS SCALE THE LOGO PROPORTIONATELY

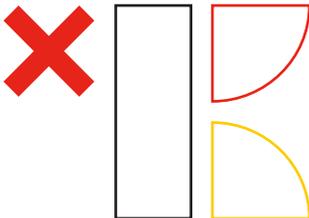


**St. Kilian's**  
Deutsche Schule Dublin



**St. Kilian's**  
Deutsche Schule Dublin

- DO NOT OUTLINE THE LOGO



**St. Kilian's**  
Deutsche Schule Dublin



**St. Kilian's**  
Deutsche Schule Dublin

## Correct Use

Do not use the full colour logo on a photographic background and never place any version of the logo (full colour or white) over a busy photograph, whereby legibility will be compromised.



## Horizontal Version

The horizontal version of the logo must only be used in exceptional circumstances where the master version won't work e.g. on a website, social media or where the minimum size of the standard logo cannot be complied with.



## Keep it Clear

The exclusion zone is determined by the relative size of one of the curves in the 'K' as illustrated:



## The Smallest Size

The minimum size of the horizontal logo can be printed at is 6.5mm high.



# The Motif

The St. Kilian's 'K' motif is a version of the master logo that doesn't include the text below.

## **When should it be used?**

The Motif can be used on its own in situations where the 'St. Kilian's, Deutsche Schule Dublin' is not needed or is represented nearby. (e.g. Social media avatars where the name of the school will always be displayed beside the avatar)



## Keep it Clear

The exclusion zone is the area around the logo where no objects can be placed. The zone is determined by the relative size of one of the curves in the 'K' as illustrated below.



### **The Smallest Size**

The minimum size this version of the logo can be printed at is 5mm high. This is to ensure that the 'K' motif is still distinguishable.



### **Black and White Version**

The black and white version of the motif is available to used only in exceptional circumstances whereby the usage of colour is restricted.



## No Alterations Please

- DO NOT RE-ARRANGE THE ELEMENTS IN ANY WAY.



- DO NOT STRETCH, ALWAYS SCALE THE LOGO PROPORTIONATELY



# Colour Palette

St. Kilian's colour palette is composed of the three official colours of the German flag. These three colours help to evoke with a strong sense of our connection with German culture.

Please refer to the supplied Pantone and CMYK versions for print, and the RGB/HTML values for screen (including web, PowerPoint presentations and tv advertising).

## **Black**

Pantone Process Black

C: 0 M: 0 Y: 0 K: 100

R: 0 G: 0 B: 0

HEX: #000000



## **Red**

Pantone 485

C: 0 M: 100 Y: 100 K: 0

R: 205 G: 53 B: 41

HEX: #FF0000



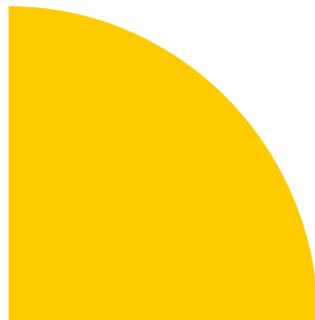
## **Gold**

Pantone 7405

C: 0 M: 12 Y: 100 K: 5

R: 242 G: 213 B: 53

HEX: #FFCC00



# Typography

## Primary Fonts

**Hello. I am  
Brandon Grotesque.  
I have a functional look  
with a warm touch.**

An award-winning sans serif type family that was designed by Hannes von Döhren in 2009. Influenced by the geometric-style sans serif faces that were popular during the 1920s and 30s, the fonts are based on geometric forms that have been optically corrected for better legibility.

**Brandon Grotesque Bold**  
abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Brandon Grotesque Regular  
abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Brandon Grotesque Light  
abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**This font is used by the marketing function only (for posters, leaflets, other designs etc.) and is not available on staff computers. Other users are asked to use the secondary font (see next page).**

Available to purchase from [www.hvdfonts.com](http://www.hvdfonts.com)  
Please Note: St. Kilian's are not licensed to distribute fonts.  
Please buy from licensed distributors.

## Secondary Fonts

All correspondence for in-house printing (Microsoft Word, Microsoft Excel, PowerPoint etc.) should be typed in Calibri if possible, to complement the brand identity font family.

# Hello. I am Calibri.

### Calibri Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Calibri Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Calibri Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**This font is available on all computers and is to be used by staff for all correspondence, both internal and external.**

# Sub-brands

## Master Sub-brand

This logo should be used by staff for all correspondence that concerns classes 7-9 (Junior Cycle); this can be forms, emails, announcements.



**St. Kilian's**

Deutsche Schule Dublin

## Black and white version



**St. Kilian's**

Deutsche Schule Dublin

# Social Media

## Profile Avatar

Social media avatars for Facebook, Twitter and LinkedIn and use the 'K' symbol only.

The cover image will provide space for the full master logo to be used if necessary. Please refer to page 10 for guidance on placement of the St. Kilian's logo on a photograph.



# Stationery

## Compliments Slip



## Business Card



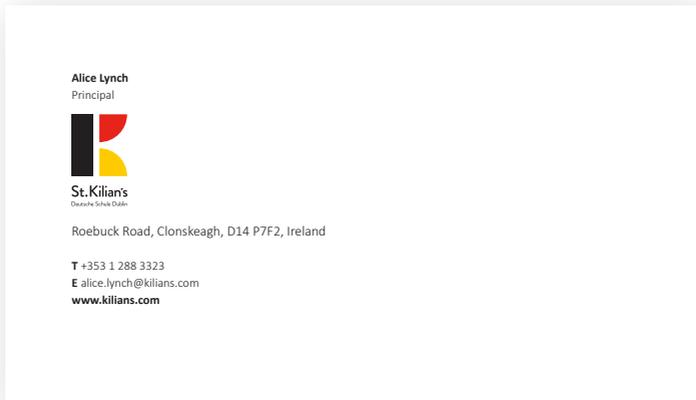
# Letterhead

The letterhead is supplied as a word template and only the letter content and the recipient's name and address should be changed.



# E-mail Signature

Here is a sample e-mail signature, featuring the horizontal version of the master logo. All e-mail signatures should be consistent in layout.



# Attachments to emails

01. Where attachments are being sent, they should be first formatted as a PDF. Do not send attachments in Office format (e.g. Word, PowerPoint) unless there is a specific need for the recipient to edit these attachments. Use of the PDF format will ensure the attachment can be viewed on the widest possible range of platforms (PC, Mac, phone, tablet, etc.) in a clear and consistent manner.
02. Documents created as a PDF are typically far smaller than the same document scanned, as well as proving easier to read in most cases. Keep a scanned copy of your signature which you can easily add to a letter before saving as a PDF.
03. Where multiple documents are being sent, consider how these could be combined into one PDF. This minimises the tedium for the recipient. If you frequently send out PDF documents, you may benefit from learning how to use PDF tools to optimise your use of the PDF format.

04. Avoid very large attachments as these frustrate users of slower Internet connections and may prove difficult to open.
  
05. Finally, the more recipients there are to any given email, the more value should be attached to compliance with these rules, as the value to the recipient is multiplied.

# Any logo or branding queries?

**Please contact:**

**Tanja Girdham**

Communications and Marketing Coordinator

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**E** [marketing@kilians.com](mailto:marketing@kilians.com)

[www.kilians.com](http://www.kilians.com)

 /StKiliansDeutscheSchule

 @stkiliansds

 /st-kilian's-deutsche-schule



**St. Kilian's**

Deutsche Schule Dublin



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