



**Aimhigher**  **Plus<sup>+</sup>**

## Welcome

The Aim Higher identity is the visual representation of our reputation and must be kept consistent across all our communications in order to be recognised, remembered and trusted by all those that come into contact with it.

Both 'Aim Higher West Midlands' and 'Aim Higher Plus' are of equal importance in the brand hierarchy. Aim Higher Plus is the arm of the main brand that has received funding from the NCOP and stands alone as it's own separate brand.

These guidelines are a brief overview of how to use the Aim Higher identity across a variety of applications.

Please refer to the guidelines to maintain consistent and pleasing use of the colours, typefaces, logo and strapline as adopted by the company.



### PRIMARY LEVEL BRANDING

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### SECONDARY LEVEL BRANDING

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## The Logo

The Aim Higher Plus logo is available to use in two versions; one that sits on a white background and the other to be used on a dark background.

The speech bubble shapes stay the same colour whether on a white or dark background.





## Logo colours

The most instantly recognisable aspect of our brand are the colours of our logo.

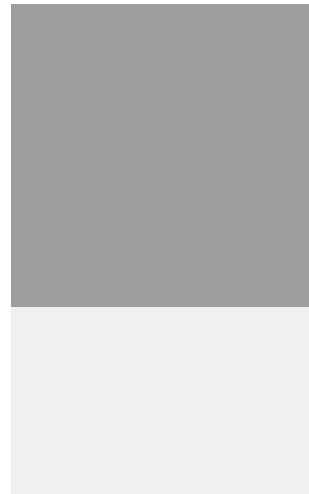


**Dark Blue**

C: 100 M: 87  
Y: 37 K: 34

R: 22 G: 45 B: 85

Hex/Web: #162d55

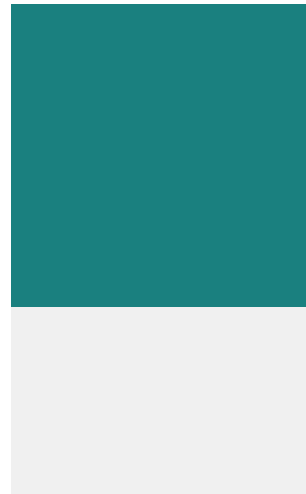


**Grey**

C: 0 M: 0  
Y: 0 K: 50

R: 151 G: 201 B: 60

Hex/Web: #939598

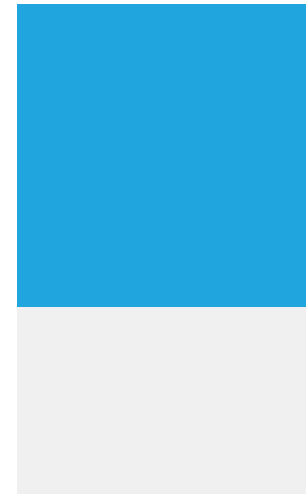


**Turquoise**

C: 80 M: 23  
Y: 45 K: 19

R: 30 G: 128 B: 126

Hex/Web: #1e807e

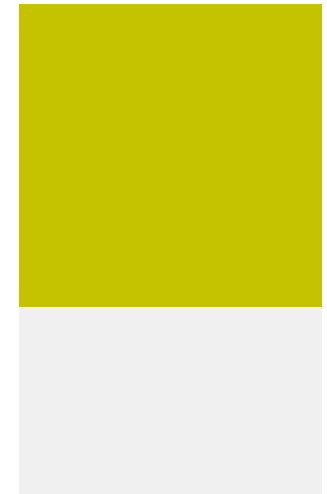


**Light Blue**

C: 73 M: 16  
Y: 0 K: 0

R: 0 G: 174 B: 230

Hex/Web: #00aee6



**Light Green**

C: 18 M: 0  
Y: 100 K: 17

R: 186 G: 192 B: 26

Hex/Web: #bac01a

## Fonts

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**  
**1234567890**

### Avenir Roman

Visby is the main family of fonts used in the logo and supporting literature. Any weight from the family is welcome.

### Avenir Medium

Visby is the main family of fonts used in the logo and supporting literature. Any weight from the family is welcome.

### Avenir 85 Heavy

Visby is the main family of fonts used in the logo and supporting literature. Any weight from the family is welcome.

### Avenir 95 Heavy

Visby is the main family of fonts used in the logo and supporting literature. Any weight from the family is welcome.

### Bevan

**This is the main font used for copy on the website.**  
**Please also see Lato Regular above.**

## Exclusion zone

To retain the integrity and impact of the logo, it must always sit within an exclusion zone.

This zone has been set to maximise the clear space around the logo, and to prevent conflicting elements encroaching within a visually pleasing distance.

The exclusion zone is set to the height of the 'm' in the Aim Higher Plus device, as shown above.



## Minimum size

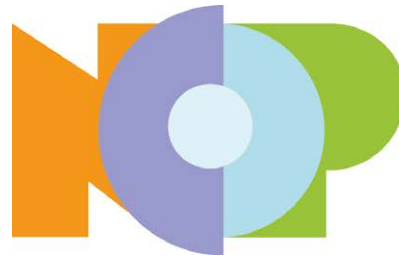
To ensure visibility, readability and accessibility, the Aim Higher Plus logo may never be used smaller than the size used here.



## Use of supporting NCOP Logo

The National Collaborative Outreach Programme (NCOP) Logo is to feature on the back of any literature and smaller than the main Aim Higher Plus Logo.

If both logos have to be on the same aspect, for example on a banner stand then the NCOP logo is to appear as a supporting logo in the lower half.



Part of the  
**National Collaborative  
Outreach Programme**

COLLATERAL

# Example of literature

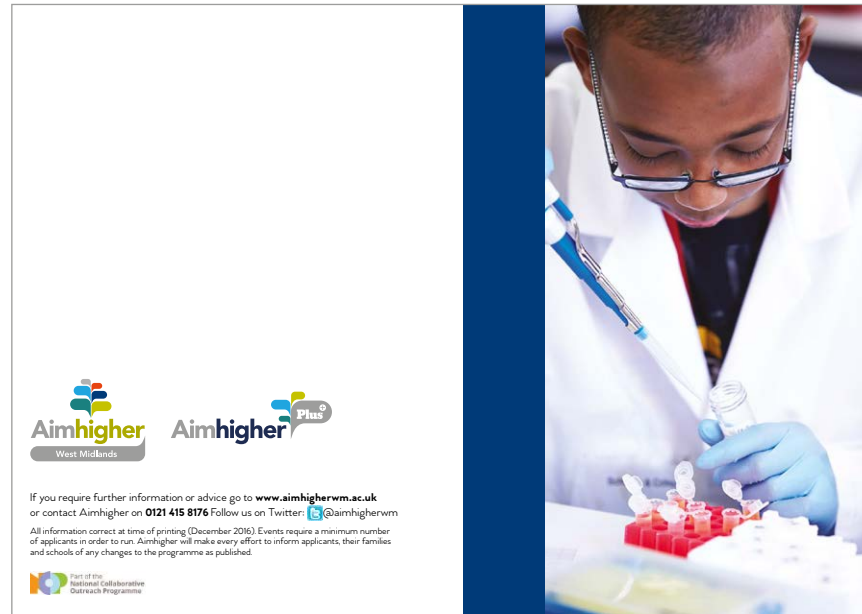
The example of a Brochure layout featured here is to give you an idea of the brand in action.

Please note that the speech bubble shapes can be increased or decreased in size in order to complement your design.

FRONT



BACK





COLLATERAL

# Example of Web page

The example of a Website page layout featured here is to give you an idea of how the brand can work online.

Aim Higher West Midlands | Social mobility | Widening participation

**Aimhigher** West Midlands  
Working together to make a difference

**Aimhigher Plus**  
Working together to make a difference

Information for:

- Learners
- Parents & carers
- Teachers & advisors
- Network partners
- Search for activities
- About us
- News
- Contact us

Aimhigher West Midlands works to improve social mobility by widening participation in higher education through programmes of outreach activity.

**Learners**

**Hereford College of Arts**  
www.hica.ac.uk

**Network partners**

**Teachers & advisors**

**Search for Activities**

**Parents & carers**

**Twitter feed**

Sound advice from @thestudentroom about choosing the right university course. 20% of students regret their decision...  
/web/status/8...

'One in five people regret their choice of university' We need to encourage students to carry out better research...

Send us your email and we'll keep you posted

Email address:

Send

**Resource Bank**

- **For learners**  
Primary: Move on Up  
Aged 11 to 14?  
Aged 16 plus?  
Other Options and Links
- **For parents & carers**  
How can Aimhigher help your child?  
How can your child get involved?
- **For teachers & advisors**  
Mentoring Scheme  
UniFest  
Primary Schools: Move on Up  
Key Stage 3 & 4: Explore your future  
Post-16: Make your move  
Support for success  
On-line surveys
- **Network partners**  
Partners login  
Who's who  
Mentoring Resources  
Targeting and Data

**Aimhigher** West Midlands

**Aimhigher Plus**

Home  
About  
Search for activities  
Network partners  
Learners  
Parents & carers  
Teachers & advisors  
Contact us

Aimhigher Office  
Outreach  
Beech House  
363 Brissle Road  
Edgbaston  
Birmingham  
B5 7SN

Telephone: 0121 415 8176  
Email: aimhigher@contacts.bham.ac.uk  
Partner Login

Part of the National Collaborative Outreach Programme

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## Contact

Please do not hesitate to contact us should you have any questions or suggestions regarding anything contained in this guide.

### Mike Thompson

Co-ordinator

E: [M.A.Thompson@bham.ac.uk](mailto:M.A.Thompson@bham.ac.uk)

T: +44 (0)121 415 8176

### Sophie Hall

Outreach and Aimhigher Project Officer

E: [S.L.Hall@bham.ac.uk](mailto:S.L.Hall@bham.ac.uk)

T: +44 (0)121 414 6900