



BRAND GUIDELINES

Using our visual identity

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At **INTO** we bring together ambitious, international students and leading universities from across the world.

Our visual identity reflects the values of partnership, experience and success. However, it can only make a positive impact if it used consistently and correctly. These guidelines have been developed to provide a comprehensive understanding of the **INTO** visual identity and will serve as a guide for its implementation both inside and outside the company.



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1.0

About the **INTO** brand

- 1.1 The **INTO** visual identity
- 1.2 The relationship between **INTO** and our university partners
- 1.3 The relationship between **INTO** and brand identities

1.1 The INTO visual identity

Key elements

The INTO visual identity has several key elements. The consistent application of these will help to embed our brand values in the minds of our audiences.

The **INTO name and brand mark** (the logo) is straightforward and to the point. It characterises a dependable relationship – INTO is a partner brand.

The **roundel** is an expression of forward movement and geometric perfection. INTO does what this mark represents – we are instigators of progression, quickly and effectively.

The **Neo typeface** is extremely adaptable. It can be formal or informal depending on the typographer's intention. It is geometrically pure yet still has an individual character, as distinct from standard typefaces such as Helvetica. Neo helps to differentiate us from our competitors.

The **INTO colour palette** is bold, positive and minimal, enabling strong visual connection across all applications.

Our **partner logo systems** depend on the relationship and offering with INTO. The lock-up system pairs the INTO and partner university brands into one graphic device. The open logo format pairs the INTO brand with the partner name.

Visual **iconography** transcends language barriers and works across media from apps to signage to quickly convey information.

Our **photographic style** is direct, people orientated and regularly refreshed.

The brand mark



The roundel



Typography

NEO SANS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 *?@%:

Colour palette



Partner logo systems



INTO MARSHALL UNIVERSITY

Iconography



Photographic style



1.2 The relationship between INTO and our university partners

INTO is a higher education partnering brand and its relationship with universities is always expressed in that context. Partnering with INTO enables universities to extend their global reach, recruit, support and progress students to the institution and provide enhanced services to recruitment partners. The INTO brand is particularly powerful as a means of enabling partners to access agent and third party recruitment relationships. As such, the INTO mark should always be represented in the relationship – although its positioning will change depending on the nature and location of the partnership.

Types of partnership

There are three basic types of partnership.

Deeply embedded joint venture (see section 2.2)

This is the standard partnership with leading universities in North America and the United Kingdom. The relationship is a 50:50 relationship where INTO supports university internationalisation objectives, commonly through the development and operation of an INTO centre. This is represented here as **INTO University of Anywhere**. The joint venture (JV) is seen as an integral part of the partner university – adopting partner brand colours and styles.

UK partnerships

The relationship is represented with a 'lock-up' logo set in a colour box, using the university's prime brand colour.

US partnerships (see section 2.3)

The US partnerships are represented in an open type logo, which is NOT set in a university colour box.

Wholly owned (see section 2.4)

The logo contains the INTO brand mark, the location of the INTO centre and uses INTO's brand colours.

Associate relationship (see section 2.5)

INTO partners with universities on a shorter term basis, usually ten years and may not include a university branded pathway centre (cf relationship with The University of Manchester in the UK). The boxed logo is used to describe this relationship.

Affiliate relationship (see section 2.6)

INTO has a number of relationships with institutions who formally recognise INTO preparation programmes for admission to further study at their own institution. These relationships are referred to as Affiliates. The university may only use the INTO Affiliate logo in their marketing materials and the university brand must never be represented in a way which might confuse people with a deeply embedded relationship.



INTO and its partner brands

1.3 The relationship between INTO and brand identities

INTO is the common denominator of all joint venture and other subsidiary brands. When INTO is used in isolation, it represents INTO University Partnerships – a partner in all joint venture brands and owner of INTO sub-brands.

In all other uses it is a prefix in a joint venture partnership brand or is a prefix to an activity descriptor which becomes the second element of the sub-brand.

Thus, if we move into publishing, the natural choice of sub-brand name would be INTO Publishing.

The core brand mark



The joint venture brand style



INTO  MARSHALL UNIVERSITY

INTO  OREGON STATE
UNIVERSITY

INTO-owned sub-brands



2.0

Logo specification

- 2.1 The **INTO** master logo
- 2.2 **INTO** joint venture (JV) logos
- 2.3 **INTO** US joint venture logos and open logo format
- 2.4 **INTO** Associate logos
- 2.5 **INTO** Affiliate and sub-brand logos
- 2.6 The exclusion zone



2.1 The INTO master logo

It is essential that all applications of the INTO logo should use authorised graphic files. It should never be typeset with live type, as kerning has been applied in each case.

On the following pages, guidance on appropriate usage of all logos is given. If you are an authorised designer using the INTO identity, and you have any doubt about the viability of your intended design, please ensure that you adhere to one of the usage principles outlined on the following pages.

All the logos referred to in this section are available to download from the LOGOS category (and sub categories) of our digital asset bank assets.intoglobal.com

The INTO core brand mark, used as the basis for all other logos



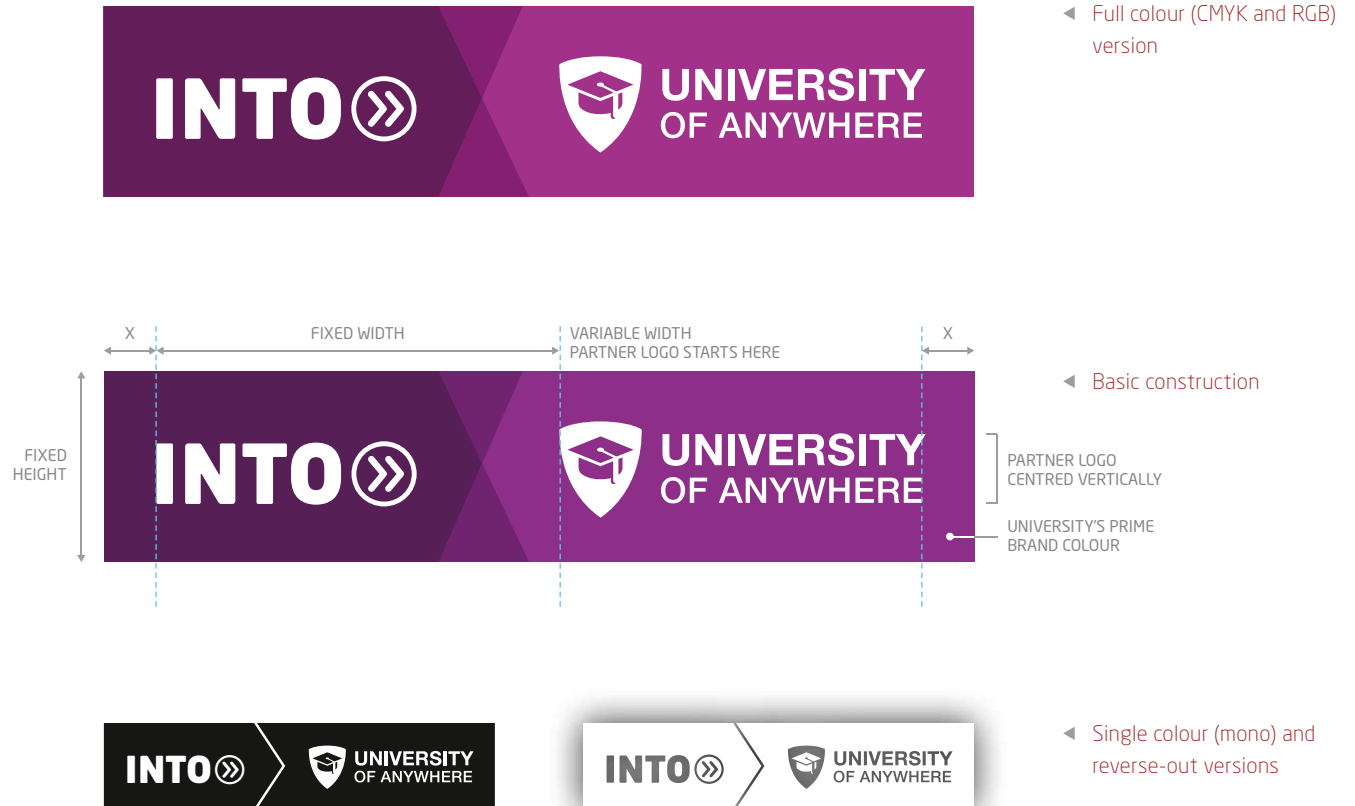


2.2 INTO joint venture (JV) logos (For INTO US style see section 2.3)

The JV lock-up logo system communicates the spirit of partnership between INTO and the university by locking the two logos into a singular strong device (the lock-up). Through the use of shape and colour it also represents the transmission from INTO to the university.

The INTO and all JV logos on the following pages must always appear in proportion with the examples shown here, i.e. the logo must not be stretched, squeezed or distorted in any way. The logo must always be reproduced from master artwork.

Only the INTO brand design team is authorised to create electronic files for JV logos. To establish a new INTO JV brand, the master INTO typeset logo should be used, without adjusting kerning. The basic construction of the logo is illustrated to the right and uses a reversed-out version of the university partner logo of a comparable size to other partner logos in the same series. The background panel should be set to the university's prime brand colour (the tinted sections behind the INTO logo automatically adjust).





2.3 INTO US joint venture logos and open logo format

The open logo format is the only approved JV mark for US partners. It should be used along with a standalone version of the university logo on publications. The university logo is available by request to and with approval from the US design team.

For all other partners, the open logo format is only to be used when it is impractical to use the lock-up/boxed format, for example when appearing small (brochure spines, Associate JV business cards); when you want less prominence on the page (application forms within brochures) and branded merchandise (USB sticks, clothing etc).

For agencies and third parties working with INTO specifically promoting the JV centres, but not the university partners, the open logo is also the format to use. In these cases the open logos are used in isolation with no accompanying university partner logo. For prime front page positioning see section 3.3, *Wholly owned US centre and JV centre specific materials*.

The structure is the INTO core brand mark paired with the university name or location, depending on the JV. The INTO brand mark is an INTO colour if for a wholly owned centre (default INTO red) otherwise the university prime brand colour. The university name or location is black.

The single line is the preferred format but use the multi-line if space is an issue.

The INTO and all JV logos must always appear in proportion with the master files shown here, i.e. the logo must not be stretched, squeezed or distorted in any way. The logo must always be reproduced from master artwork.

Only the INTO brand design team is authorised to create electronic files for JV logos. To establish a new INTO JV brand, the master INTO typeset logo should be used, without adjusting kerning. The university name or location is typeset over the master file, with the design team making character pair kerning adjustment as needed.

INTO» UNIVERSITY OF ANYWHERE

**INTO»
UNIVERSITY OF
ANYWHERE**

**INTO» [LOCATION]
WORLD EDUCATION CENTRE**

**INTO»
[LOCATION]
WORLD EDUCATION
CENTRE**

**INTO» [LOCATION]
IN PARTNERSHIP WITH UNIVERSITY OF ANYWHERE**

**INTO»
[LOCATION]
IN PARTNERSHIP WITH
UNIVERSITY OF ANYWHERE**

**INTO» UNIVERSITY OF ANYWHERE
[LOCATION] CAMPUS**

**INTO»
UNIVERSITY
OF ANYWHERE
[LOCATION] CAMPUS**

◀ Single line and multi-line

Full colour (CMYK and RGB),
Two-colour (Pantone®).
Also available in mono and
reverse-out

◀ INTO-owned centre with
'WORLD EDUCATION CENTRE'
strapline

◀ INTO Associate format
with 'in partnership with ...'
strapline

◀ Format where the
university has a presence
in another location from
the main campus, as a joint
venture with **INTO**



2.4 Wholly-owned and World Education Centre logos (For INTO US style see section 2.3)

These boxed logos contain the INTO brand mark and the location of the INTO centre set in INTO's brand font Neo Sans.

Construction is similar to the JV lock-ups with the same margin on the left being used after the variable width location text. The default background colour is INTO red but other colours from INTO's corporate colourway can be used to help distinguish the brand.

Marketing or clarification straplines can be added using an additional grey panel at the base of the logo which contains continuations of the tinted shapes. Strapline text is ranged right and aligned with the end of the location text.

The INTO and all JV logos must always appear in proportion with the master files shown here, i.e. the logo must not be stretched, squeezed or distorted in any way. The logo must always be reproduced from master artwork.

Only the INTO brand design team is authorised to create electronic files for JV logos. To establish a new INTO JV brand, the master INTO typeset logo should be used, without adjusting kerning. The location text is typeset over the master file, with the design team making character pair kerning adjustment as needed.



- ◀ Full colour (CMYK and RGB) version. Location set in Neo Sans Light



- ◀ Full colour (CMYK and RGB) version. Strapline set in Neo Sans Regular



- ◀ Single colour (mono) version. Location set in Neo Sans Regular. Strapline set in Neo Sans Medium



- ◀ Reverse-out version



2.5 INTO Associate logos (For INTO US style see section 2.3)

These logos are for joint ventures offering courses in partnership with an INTO-owned centre. The INTO centre logo is used in conjunction with the grey strapline panel below, with continuations of the tinted shapes. The strapline starts 'IN PARTNERSHIP WITH' followed by the name of the university partner. Strapline text is ranged right and aligned with the end of the location text. The strapline can extend into however many lines are necessary to accommodate the full name of the university

The INTO and all JV logos must always appear in proportion with the master files shown here, i.e. the logo must not be stretched, squeezed or distorted in any way. The logo must always be reproduced from master artwork.

Only the INTO brand design team is authorised to create electronic files for JV logos. To establish a new INTO JV brand, the master INTO typeset logo should be used, without adjusting kerning. The location text and university partner name is typeset over the master file, with the design team making character pair kerning adjustment as needed.



- ◀ Full colour (CMYK and RGB) version. Location set in Neo Sans Light. Strapline set in Neo Sans Regular



- ◀ Single colour (mono) version. Location set in Neo Sans Regular. Strapline set in Neo Sans Medium



- ◀ Reverse-out version

INTO Associate logos usually appear with the university partner logo, for example brochure covers and letterheads





2.6 INTO Affiliate and sub-brand logos

The **INTO Affiliate logo** does not change from the example shown here and can be used in marketing materials by universities who accept students progressing from our INTO Choice Centres.

The **INTO sub-brand logos** follow the same format but contain the name of the sub-brand, for example KNOWLEDGE and SPACES as shown. The default background colour is INTO red but other colours from INTO's corporate colourway can be used to help distinguish the brand.

The INTO and all JV logos must always appear in proportion with the master files shown here, i.e. the logo must not be stretched, squeezed or distorted in any way. The logo must always be reproduced from master artwork.

Only the INTO brand design team is authorised to create electronic files for JV logos. To establish a new INTO JV brand, the master INTO typeset logo should be used, without adjusting kerning. The sub-brand name is typeset over the master file, with the design team making character pair kerning adjustment as needed.



◀ Full colour (CMYK and RGB) version.



◀ Full colour (CMYK and RGB) version.
Sub-brand name set in Neo Sans Light.
Mono and reverse versions follow the same format as the text-based boxed logos seen in preceding pages



◀ Examples of INTO sub-brand logos illustrating the use of alternative INTO brand colour backgrounds





2.7 The exclusion zone

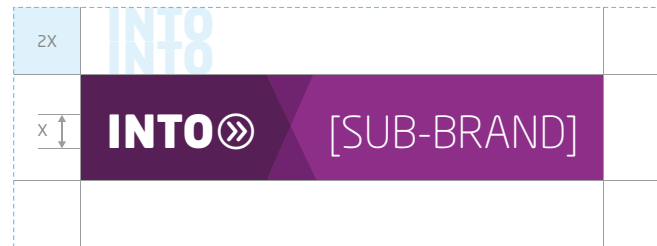
INTO logos should be reproduced with an area around them which is clear from all other graphic elements. This is referred to as the 'exclusion zone'.

For **lock-up/boxed format** logos this is calculated by twice the cap height of the word 'INTO'.

For **open format** logos this is calculated by the cap height of the word 'INTO'.

This exclusion zone also represents the minimum distance from the cut or folded edge of any format to which the logo is applied.

Exclusion zone
for lock-up and
boxed logos



Exclusion zone for
open format and
INTO core brand mark



3.0

Application of the logos

- 3.1 Minimum and maximum size
- 3.2 Positioning on the cover page, JV publications
- 3.3 Positioning on the cover page, US JV publications
- 3.4 Positioning on the cover page, higher education and all-brand publications
- 3.5 Positioning on the cover page, corporate publications
- 3.6 How **not** to use the logo



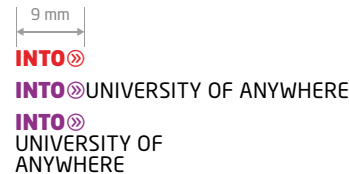
3.1 Minimum and maximum size

The minimum height for the lock-up logos is 14 mm.

The minimum height for the text-based boxed logos is 7 mm.

The minimum width that the INTO core brand mark can appear in isolation or in any joint venture arrangement (open or lock-up format) is 9 mm.

There is no maximum size but as a guide designers should refer to all published documents used as examples in this manual. The INTO logo must be used to express authority and to support university brands where they appear together.



- ▲ Large lock-up logo used as signage
- ▼ Small open logo used on US business cards



**ILLINOIS STATE
UNIVERSITY**
Illinois' first public university

FORENAME SURNAME
JOB TITLE

INTO 
ILLINOIS STATE
UNIVERSITY

INTO ILLINOIS STATE UNIVERSITY
CAMPUS BOX: 6180
FELL HALL, FLOOR 2
304 SOUTH UNIVERSITY STREET
NORMAL, IL 61790, USA

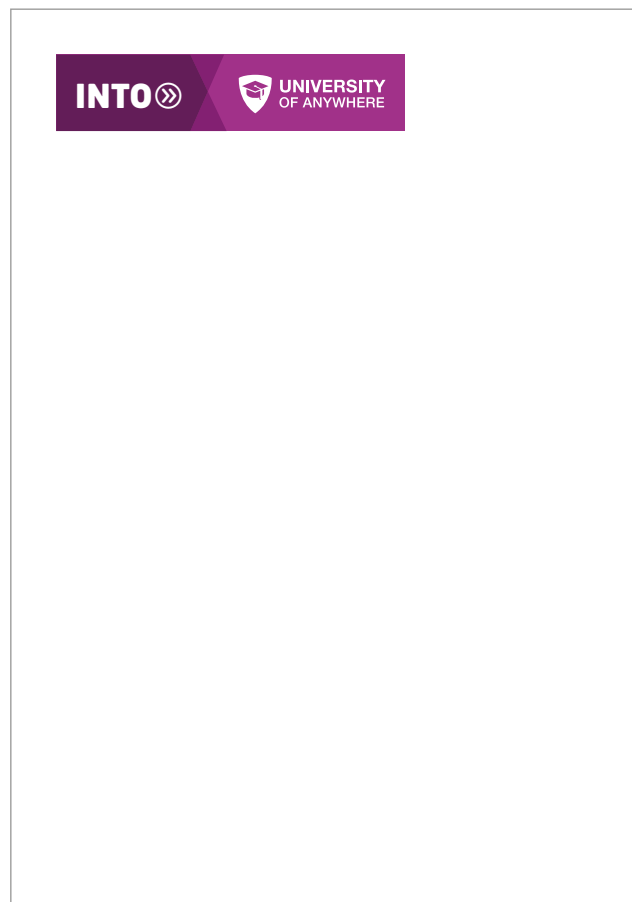
T +1 000 000 0000
E forename.surname@illinoisstate.edu
S skype
intostudy.com/illinoisstate



3.2 Positioning on the cover page, JV publications (For INTO US see section 3.3)

Full lock-up JV materials

The full lock-up logos appear at the top left of the page as shown.



Full lock-up logo



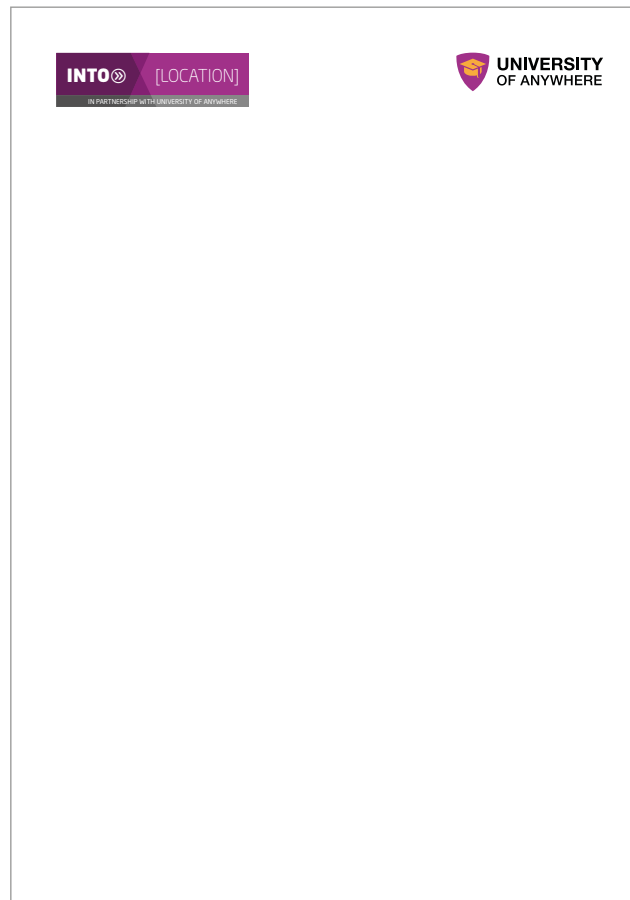
3.2 Positioning on the cover page, JV publications

Associate university materials

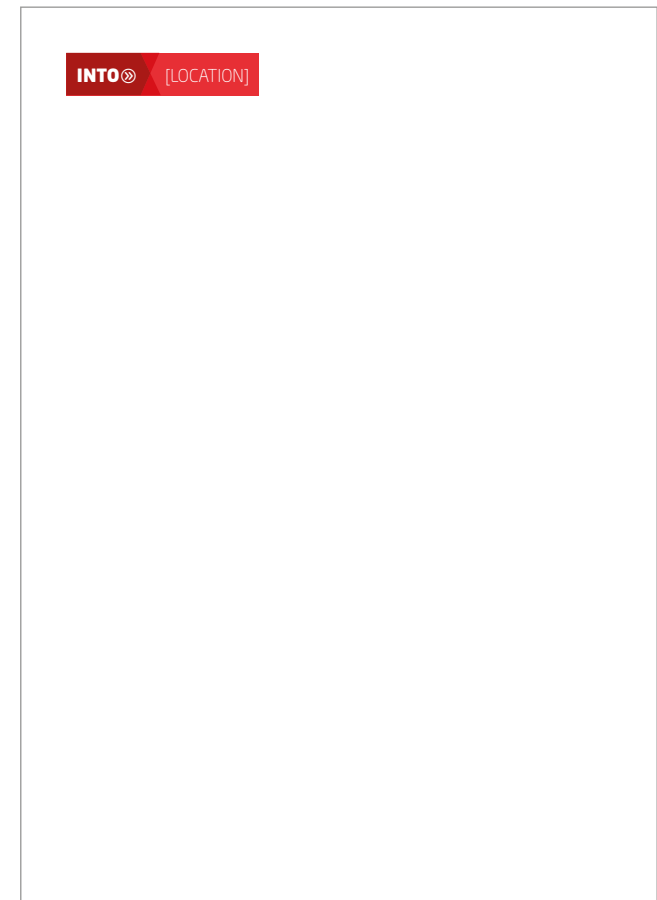
INTO Associate JV logos are placed top left alongside the university partner logo top right. The usage of the university partner logo follows their style guide.

Wholly owned centre materials

Wholly owned centre logos are placed top left as shown.



INTO Associate logo with university partner logo



Wholly owned centre logo



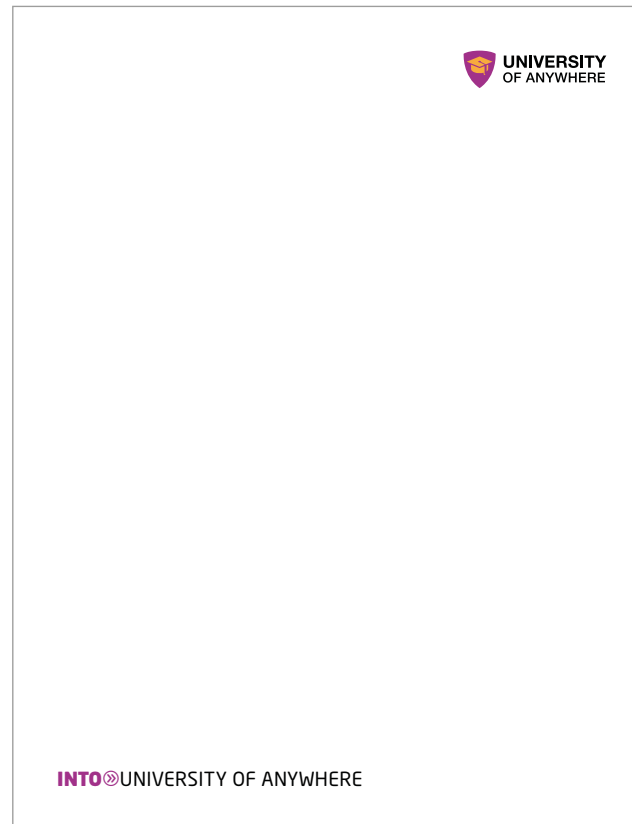
3.3 Positioning on the cover page, US JV publications

INTO US JV materials

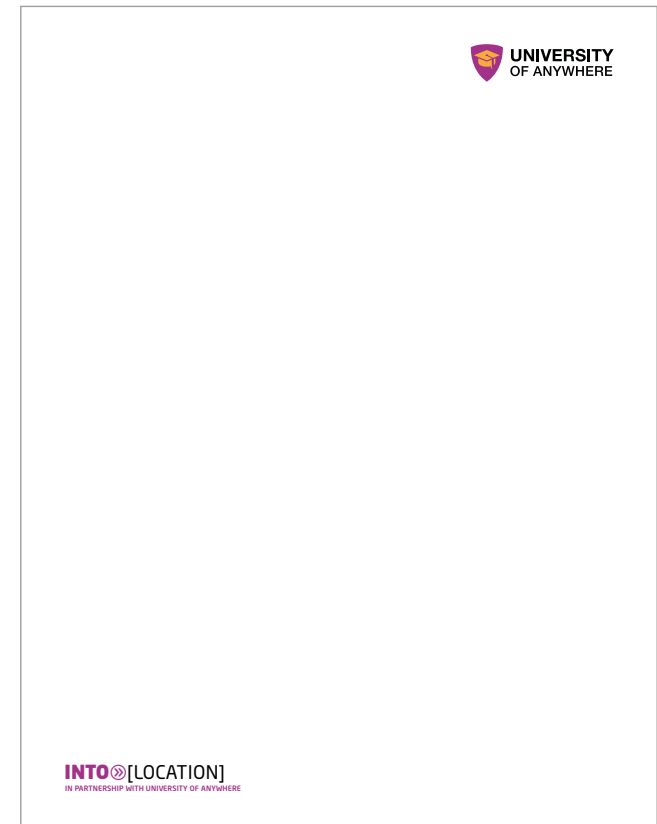
The open format JV logo appears bottom left with the university logo taking prime position at the top. The usage of the university partner logo follows their style guide.

Associate university materials

INTO US Associate JV logos are placed bottom left with the university logo taking prime position at the top. The usage of the university partner logo follows their style guide.



Open format logo with university partner logo



INTO Associate logo with university partner logo



3.3 Positioning on the cover page, US JV publications

Wholly owned US centre and JV centre specific materials

Wholly owned US centre logos are placed top left as shown.

This is also the positioning for agencies and third parties working with INTO specifically promoting the JV centres where it is not permissible to use the university partner logos.

INTO®[LOCATION]

Wholly owned centre logo



3.4 Positioning on the cover page, higher education and all-brand publications

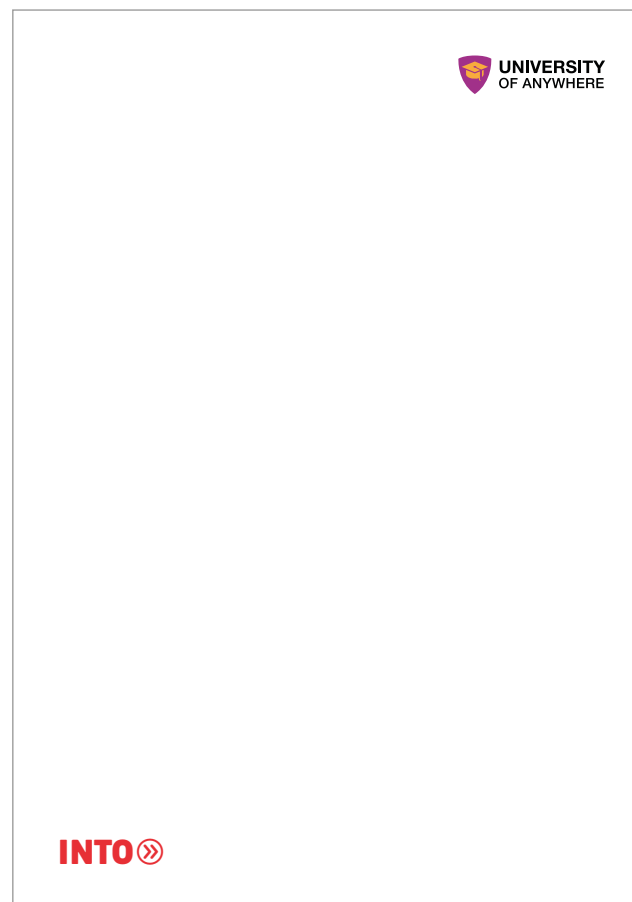
Higher education

For higher education promotional materials the INTO reverse-out open logo supports the university logos in a non-competitive way. The usage of the university partner logo follows their style guide.

All-brand

Where more than one JV brand is represented, the hierarchy is the same as for higher education materials above. The grouped partner logos are arranged in the order the universities joined the INTO network, whether in a vertical or horizontal arrangement. Wholly owned centre logos are arranged in the same way following on from the partner universities.

You may also group the partner university logos geographically – North America, United Kingdom, Asia, for example.



HE publication logos



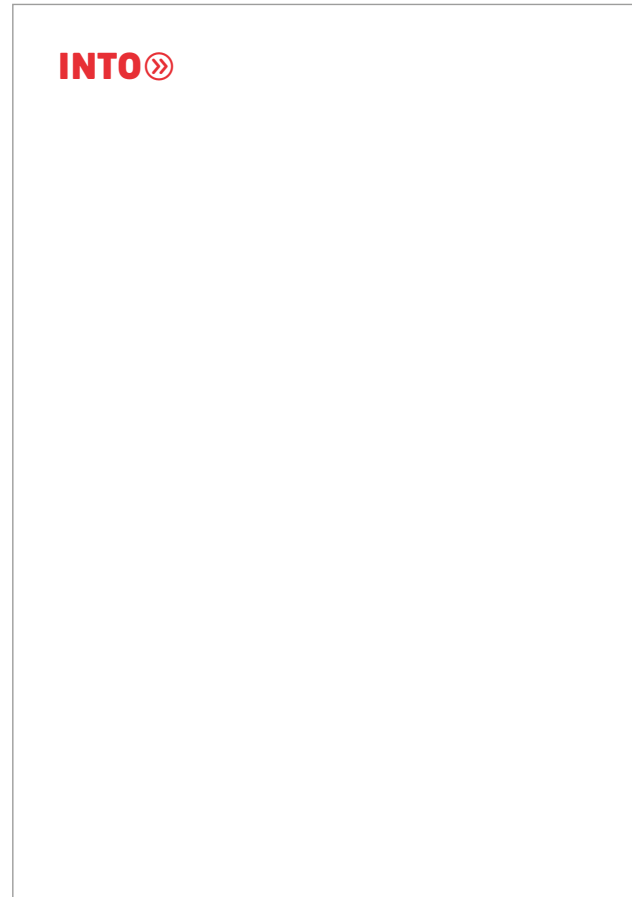
All-brand publication logos



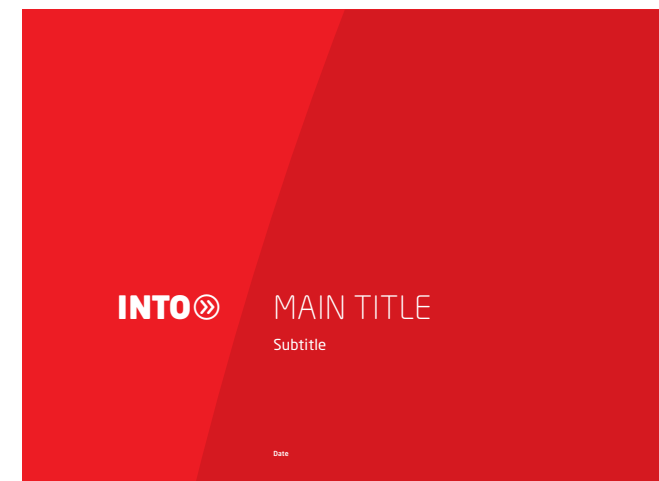
3.5 Positioning on the cover page, corporate publications

For corporate materials the INTO logo is generally placed top left of the page.

If the logo is a main feature of the cover then other positions are permissible.



INTO core brand mark



INTO core brand mark featured in layout

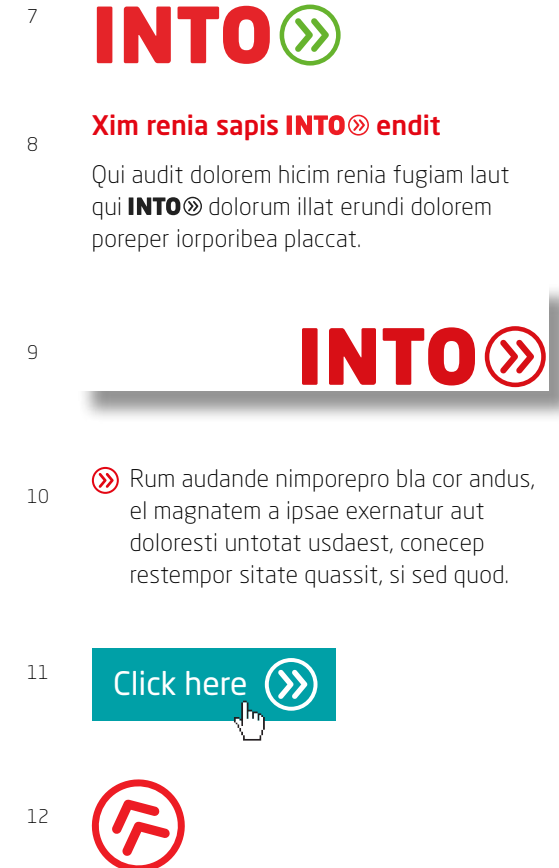


3.6 How not to use the logo

The effectiveness of the INTO brand depends on its consistent application. Here are some examples of incorrect use of the brand marks which ultimately degrade the value of the brand.

Basic rules

- 1 **Do not** stretch the logo.
- 2 **Do not** place the logo on a similarly toned background or photograph where legibility is lost.
- 3 **Do not** try to recreate the logo – always use original artwork files.
- 4 **Do not** try to create translated versions of the logo.
- 5 **Do not** use only part of the logo.
- 6 **Do not** break apart or alter any part of the logo.
- 7 **Do not** alter the colour split of the logo.
- 8 **Do not** use the INTO logo in the run of text or as part of a headline unless as part of a specific campaign.
- 9 **Do not** place the logo too near edges or other graphic elements (see 'The exclusion zone').
- 10 **Do not** use the roundel as a bullet point.
- 11 **Do not** use the roundel as or within a web-page button.
- 12 **Do not** show the roundel pointing any other way than forwards (to the right).



4.0

INTO graphic devices

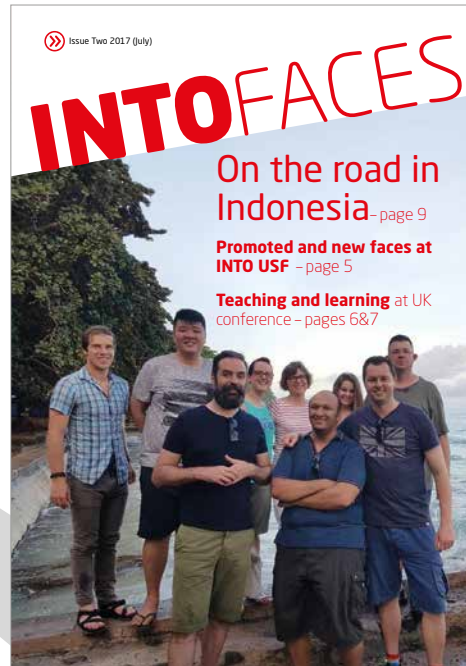
4.1 The roundel

4.2 Iconography

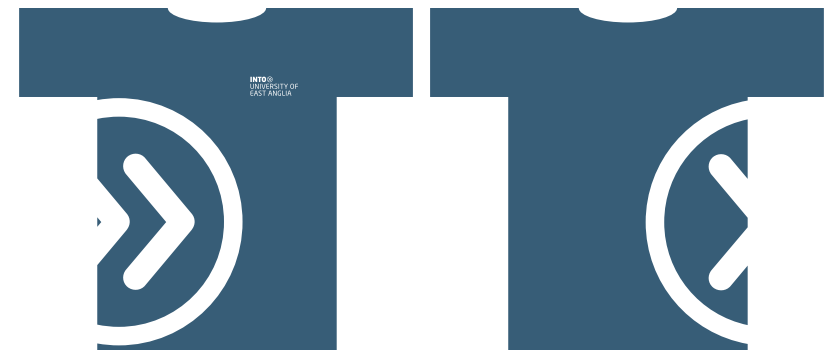
4.1 The roundel

The INTO roundel is used to reinforce the INTO brand within the context of both INTO B2B and B2C visual communications. There are no limitations on its use other than the following:

- The roundel should never be used as a button in web applications or as a bullet point in text applications.
- The roundel should always point forwards (left to right).



- ▲ In frosted glass effect vinyl on glazing in centres
- ▲ On the cover of the staff newsletter
- ▼ On merchandise such as T-shirts



4.2 Iconography

Iconography is used to quickly communicate a concept or message where words may not be as effective – especially to an international audience. INTO's icons and symbols are used in the following ways:

- to represent social media channels
- to highlight calls to action such as email and telephone
- in signage for directions and facilities.

All icons have been designed to be legible from being used small in apps, to when used large seen from a distance in signage. They are created on the same square grid system enabling them to be used effectively alongside each other or individually.

All the icons referred to in this section are available to download from the INFOGRAPHICS AND ICONS category of our digital asset bank assets.intoglobal.com



▲ A selection of social media and generic icons



- ▲ Back page of a QUB presentation folder shows icons grouped for social media
- ▼ Social media icons in intoglobal.com footer



5.0

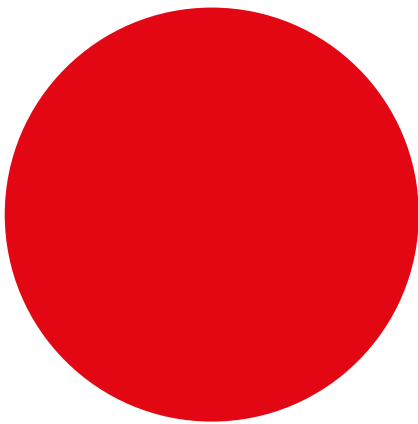
INTO colours

5.1 The **INTO** primary colourway

5.2 The **INTO** secondary colourway

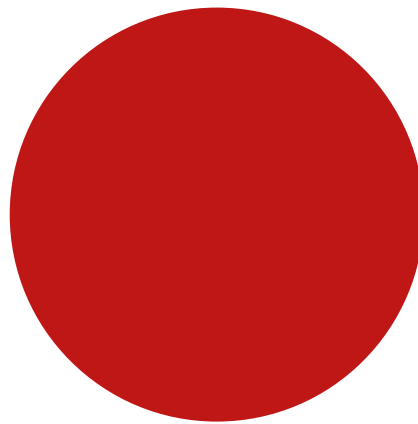
5.1 The INTO primary colourway

Consisting of INTO red backed up with two further shades of red plus black, the primary colourway is bold yet reflects the mature nature of the brand – especially with the use of reversed-out white text.



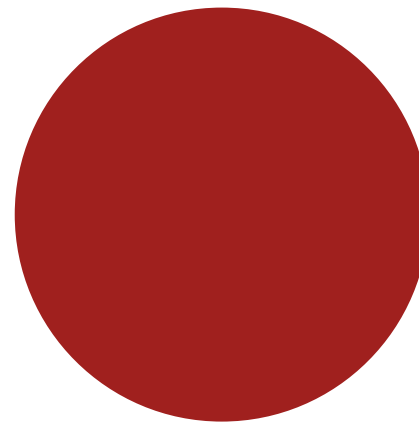
INTO red

Pantone 1795 C
CMYK 0-100-100-0
RGB 237-28-36
Hex #ed1c24



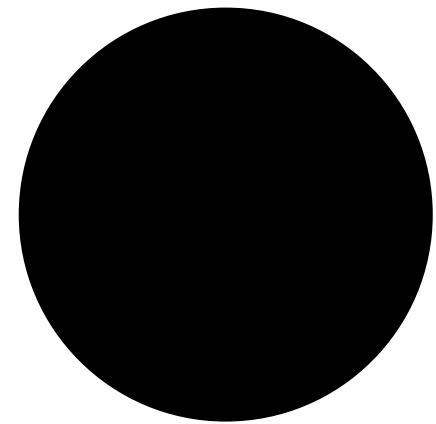
INTO medium red

Pantone 1805 C
CMYK 15-100-100-10
RGB 190-31-36
Hex #be1f24



INTO dark red

Pantone 704 C
CMYK 35-100-100-10
RGB 160-38-42
Hex #a0262a



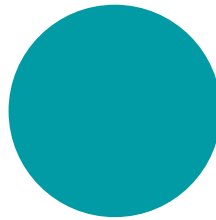
INTO black

Pantone Black C
CMYK 0-0-0-100
70-50-30-100 (rich black)*
RGB 0-0-0
Hex #000000

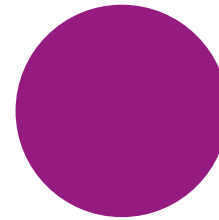
* For large printed areas of solid black, the 'rich black' colour values should always be used.

5.2 The INTO secondary colourway

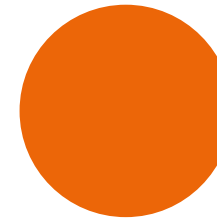
The INTO secondary colourway should be called upon when a layout using the primary colourway requires the support of graphics (pie charts, graphs etc.) or colour coding systems that will help clarify the communication. Two metallic inks are included for specialist print effects.


INTO turquoise

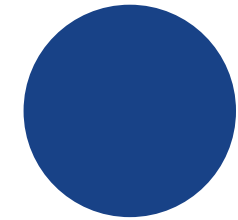
Pantone 7466 C
CMYK 100-0-40-0
RGB 0-170-173
Hex #00aaad


INTO purple

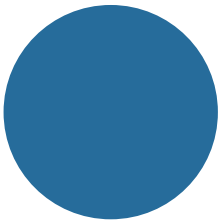
Pantone 2593 C
CMYK 50-100-0-0
RGB 146-39-143
Hex #92278f


INTO orange

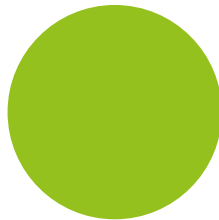
Pantone 158 C
CMYK 0-70-100-0
RGB 243-111-33
Hex #f36f21


INTO dark blue

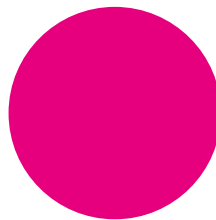
Pantone 7687 C
CMYK 100-80-15-0
RGB 39-66-133
Hex #274285


INTO blue

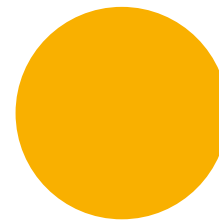
Pantone 647 C
CMYK 85-50-20-5
RGB 51-107-155
Hex #336b9b


INTO green

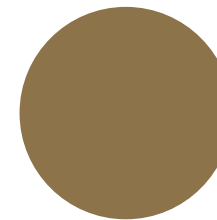
Pantone 376 C
CMYK 50-0-100-0
RGB 161-191-55
Hex #a1bf37


INTO pink

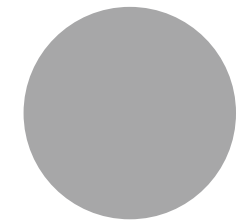
Pantone 226 C
CMYK 0-100-0-0
RGB 207-0-114
Hex #cf0072


INTO yellow

Pantone 130 C / 116 U
CMYK 0-35-100-0
RGB 250-187-0
Hex #fabb00


INTO gold

Pantone 872 C
CMYK 36-44-69-29
RGB 133-114-77
Hex #85724d


INTO silver

Pantone Silver C
CMYK 37-28-28-7
RGB 166-167-167
Hex #a6a7a7

6.0

Typography

- 6.1 The primary typeface - Neo Sans
- 6.2 The secondary typeface - Arial
- 6.3 The secondary typeface for web - Lato
- 6.4 Chinese typeface alternatives to Neo Sans

6.1 The primary typeface - Neo Sans

To bring communication to life, the style of typography helps set the tone of the brand identity. Titles, headings, body copy, etc. is specified in Neo Sans for INTO-branded communications.

The Neo Sans font family can be purchased from www.linotype.com. Latin, Greek, Cyrillic and Arabic versions are available – the Paneuropean (WLG) version supports at least 89 languages.

abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Neo Sans Light

abcdefghijklmnopqrstuvwxyz 1234567890 £&?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

Neo Sans Light Italic

abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Neo Sans (Regular)

abcdefghijklmnopqrstuvwxyz 1234567890 £&?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

Neo Sans (Regular) Italic

abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Neo Sans Medium

**abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Neo Sans Bold

**abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Neo Sans Black

6.2 The secondary typeface - Arial

With colleagues operating in all points of the globe, who are restricted to producing materials from their laptops, and constrained by the limited choice of typefaces supplied with computers, we specify Arial as the secondary typeface for applications where INTO colleagues create their own files in INTO corporate style in the Microsoft Office suite of programs.

Applications for the use of Arial include:

- letters
- emails
- PowerPoint presentations
- reports
- business proposals.

Arial Unicode MS includes Latin, Greek, Cyrillic, Arabic, Hebrew, Vietnamese, Japanese, Simplified and Traditional Chinese, Korean, Thai, Georgian, Kannada, Malayalam and Telugu characters and supports many languages.

abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial

abcdefghijklmnopqrstuvwxyz 1234567890 £&?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

Arial Italic

**abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Arial Bold

***abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ***

Arial Bold Italic

6.3 The secondary typeface for web - Lato

The application of a corporate typeface for use in websites is restricted in the same way as for use in Microsoft Office products for communications that may result in printed outcomes.

In our websites, we use Neo Sans in web font format for headings in corporate style. For all other text we specify Lato for its greater legibility and proportions better suited to being used for small text on screen.

Lato is only used as a text face in website applications and in no other applications.

The Lato font family is a free to download or embed Google font and can be accessed from fonts.google.com. It is also available through [Typekit](#) for Adobe Creative Cloud subscribers.

abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lato Light

abcdefghijklmnopqrstuvwxyz 1234567890 £&?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

Lato Light Italic

**abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Lato (Regular)

***abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ***

Lato (Regular) Italic

**abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Lato Bold

**abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Lato Heavy

**abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Lato Black

6.4 Chinese typeface alternatives to Neo Sans

For Chinese translations and original corporate material in China, Source Han Sans Simplified Chinese is used as an alternative to Neo Sans.

In page layout applications such as Adobe InDesign, to ensure correct punctuation, set tracking to zero in the Character options.

The Source Han Sans Simplified Chinese font family is available through [Typekit](#) for Adobe Creative Cloud subscribers.

天地玄黄宇宙洪荒日月盈昃辰宿列张寒来暑往秋收冬藏
闰馀成岁律吕调阳云腾致雨露结为霜金生丽水玉出昆冈
剑号巨阙珠称夜光果珍李柰

Source Han Sans CN Light
(Use for Neo Sans Pro Light)

天地玄黄宇宙洪荒日月盈昃辰宿列张寒来暑往秋收冬藏
闰馀成岁律吕调阳云腾致雨露结为霜金生丽水玉出昆冈
剑号巨阙珠称夜光果珍李柰

Source Han Sans CN Regular
(Use for Neo Sans Pro Regular)

天地玄黄宇宙洪荒日月盈昃辰宿列张寒来暑往秋收冬藏
闰馀成岁律吕调阳云腾致雨露结为霜金生丽水玉出昆冈
剑号巨阙珠称夜光果珍李柰

Source Han Sans CN Medium
(Use for Neo Sans Pro Medium)

天地玄黄宇宙洪荒日月盈昃辰宿列张寒来暑往秋收冬藏
闰馀成岁律吕调阳云腾致雨露结为霜金生丽水玉出昆冈
剑号巨阙珠称夜光果珍李柰

Source Han Sans CN Bold
(Use for Neo Sans Pro Bold)

天地玄黄宇宙洪荒日月盈昃辰宿列张寒来暑往秋收冬藏
闰馀成岁律吕调阳云腾致雨露结为霜金生丽水玉出昆冈
剑号巨阙珠称夜光果珍李柰

Source Han Sans CN Heavy
(Use for Neo Sans Pro Black)

7.0

Photography

- 7.1 Examples of appropriate photography with narrative
- 7.2 Examples of inappropriate photography with narrative

7.1 Examples of appropriate photography with narrative

Photography can be one of the most powerful ways of illustrating our brand's personality. It should always be of a high quality and specific to the content it supports.

Our policy is to show only the reality of INTO centres, students and staff. However, we do use library and other third party images to illustrate the geography and local features of interest. We also call on our university partners to supply images from their publications if we feel they support our messages.

When we photograph groups of students we select as broad a cultural range as possible, as well as a gender balance. University and JV branding is evidenced using university branded clothing and/or JV brochures or apps.

Whenever possible, our images should communicate our world-class standards:

- state-of-the-art facilities
- happy engaged student communities
- enthusiastic and credible teachers
- security and comfort
- multicultural integration, especially with domestic students.

Profile shots show engagement with the reader (eyes to camera). For interaction between groups a journalistic style is used.

We use relevant backgrounds with a focus on subjects.



A selection of INTO photographs are available to download from the IMAGES category of our digital asset bank assets.intoglobal.com



7.2 Examples of inappropriate photography with narrative

Poor quality imagery must never be applied to our visual communications.

Where poorly crafted, badly composed, irrelevant or generic stock library photography is used, it indicates an organisation that takes short cuts or worse, has no confidence to display its facilities, services and people.

The pictures shown here typify the kind of pictures we must avoid using:

- stock images of students in non-INTO joint venture environments
- images showing irrelevant and inappropriate background
- images that show old technology
- with respect to the sensitivities of some of our audiences, we are careful not to show female students and staff in overtly short skirts or with uncovered shoulders
- bars or alcoholic drinks
- mixed gender couples alone in residential accommodation
- over-used three students walking/under a tree composition
- little interaction between students or students not engaged with the activity.



For general brand queries, assurance your materials are on-brand or for any further guidance, please email: brand@intoglobal.com



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