

Cumberland
Lodge

Brand Guidelines

Version 2.0



Introduction

Cumberland Lodge is an educational charity and social enterprise that exists to empower young people to lead the conversation around social division. Providing them with the skills, perspective and confidence to question, challenge and understand some of the most complex social issues of our time.

Our brand plays a vital role in helping us to do what we do. It provides everybody who works and partners with us, with the tools they need to communicate clearly, confidently and creatively. Helping more people to understand who we are, why we exist and how we can help.

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Section one

Our brand story



Who we are

Long form

We can't change what we don't understand. That's why, in a world of extreme inequality and political polarisation, we believe it's not our differences that divide us, but our inability to recognise, discuss, debate and respect those differences.

Cumberland Lodge is an educational charity and social enterprise that exists to empower young people to lead the conversation around social division. Providing them with the skills, perspective and confidence to question, challenge and understand some of the most complex social issues of our time.

Set in the heart of Windsor Great Park, this is a space for challenging conversations. An open door to new perspectives. Where great minds don't always think alike. A place where a multi-generational, intercultural, cross-sector programme of conferences, talks and events means that people from all walks of life, can come together to be seen, heard and understood. A space for common ground. Where open dialogue can close divides. And the leaders and change makers of the future can learn how to agree to disagree, better – creating a more peaceful, open and inclusive society, one conversation at a time.

Who we are

Short form

Cumberland Lodge is an educational charity and social enterprise that exists to empower young people to lead the conversation around social division. Providing them with the skills, perspective and confidence to question, challenge and understand some of the most complex social issues of our time.

Strapline

Sparking
Challenging
Igniting
Meaningful
Thought provoking
Open
Big
Difficult
Constructive
Empowering conversations

Strapline

Empowering conversations

Section two

Our brand assets



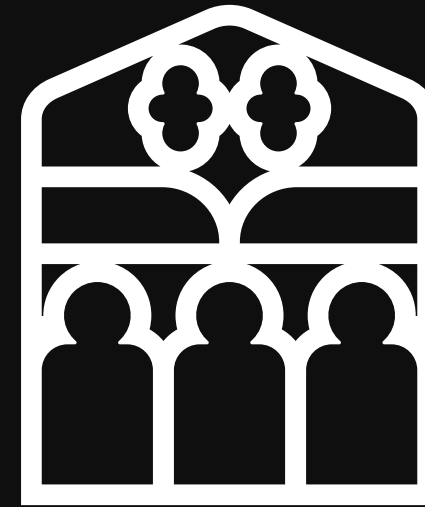
Our logo

Overview

This is our logo. Based on the ornate door that is situated at the heart of Cumberland Lodge, it represents being open... open spaces, open dialogues and open minds to new perspectives.

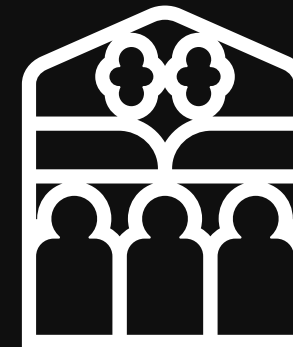
It is available in black or white and supplied in vector, jpeg, eps and png formats.

Landscape version



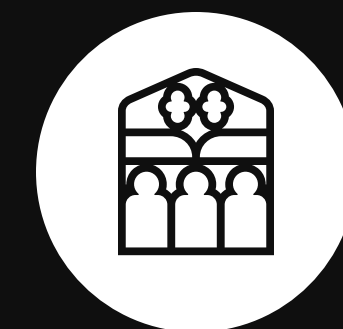
**Cumberland
Lodge**

Portrait version



**Cumberland
Lodge**

Icon version



Our logo

Safe area and minimum size

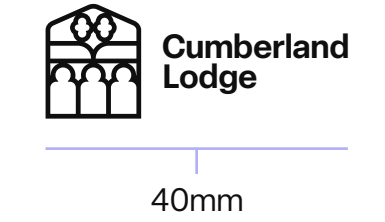
To protect the integrity of our logo, a safe area has been defined based on half the width of our logo icon, as shown opposite. No text or graphics should be placed within this space and the logo should be no closer to the edge of the design than this safe area. This same rule applies to all versions.

To ensure our logos are legible they should be used no smaller than the minimum sizes specified opposite.

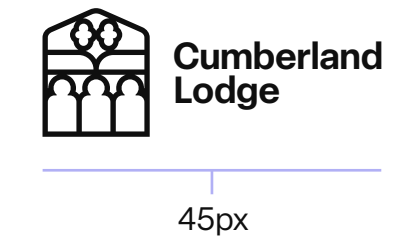
Safe area
Landscape version



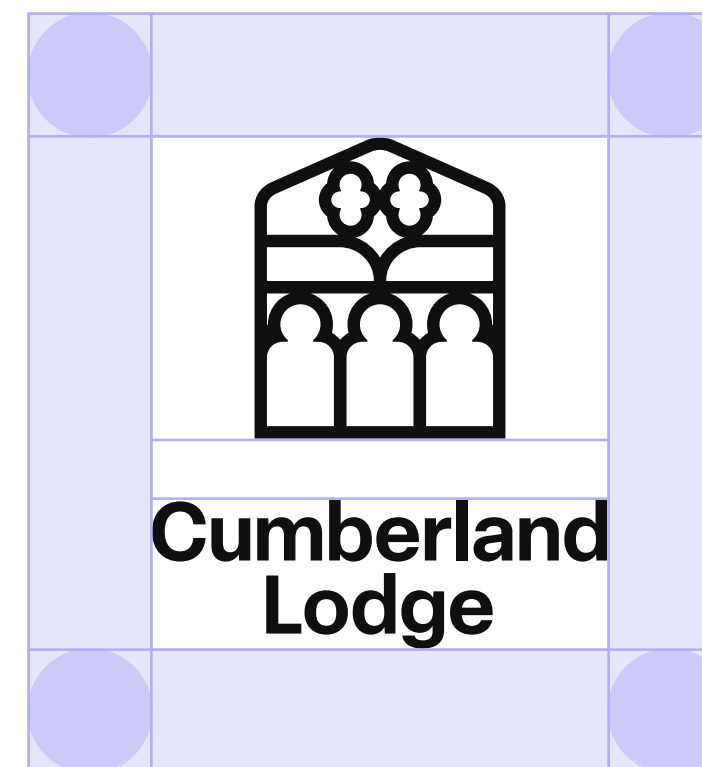
Minimum size
Print



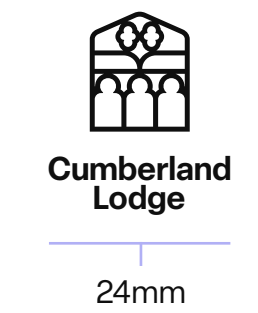
Minimum size
Digital



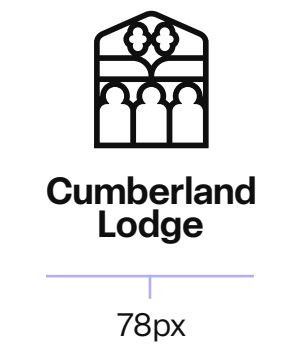
Safe area
Portrait version



Minimum size
Print



Minimum size
Digital



Our logo

The logo with strapline

There are occasions where the logo will be used in isolation, for example when on partner materials or when we can't talk about what we do elsewhere within the application. In these circumstances, we have created an alternative version of the logo with our strapline lock up to help provide context to what we do.

The logo is available in both portrait and landscape formats and is available in black and white.

Please use the minimum size and safe areas specified.

Landscape version



Safe area



Minimum size Print



Minimum size Digital



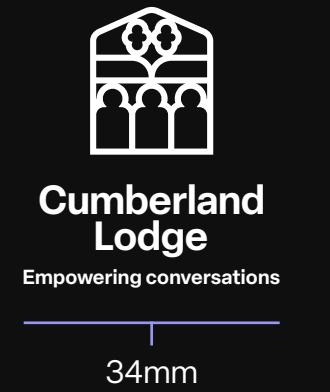
Portrait version



Safe area



Minimum size Print



Minimum size Digital



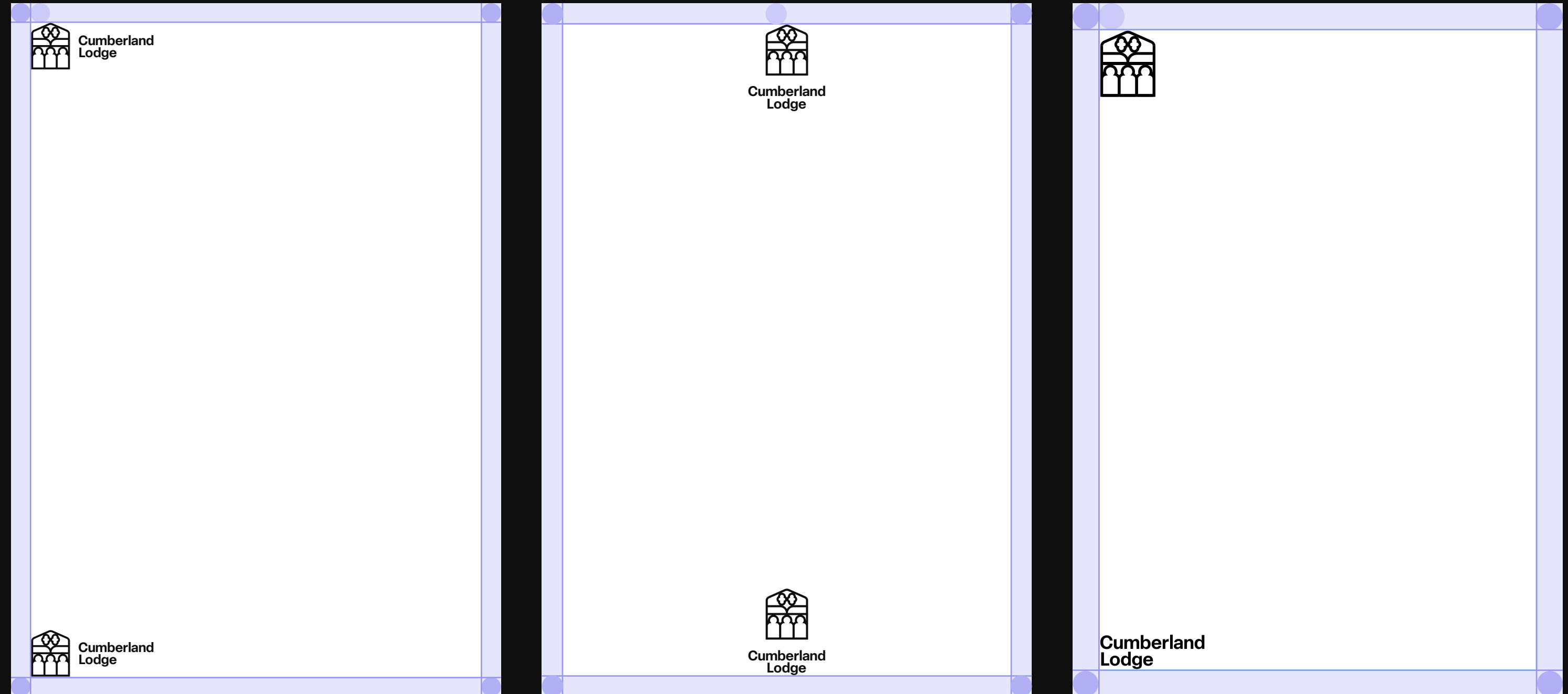
Our logo

Usage

Logo positioning and margins

Our logo can be used in a range of positions – left and centre aligned and at the top or bottom of the document. Choose the position that suits the format of your design and supports the hierarchy of the message.

When positioning our logo, a margin has been defined based on half the width of our logo icon, as shown opposite, to create consistency across all formats. This same rule applies to all versions.



Typography

Primary font

Our brand typeface is Elza. Elza is a grotesk sans. It's a simple font with a high x-height and generous contour spaces making it welcoming, highly functional and accessible.

System typeface

For occasions when our brand typeface is unavailable, our system font, Arial, should be used.

The typeface is licensed by Adobe Fonts and can be downloaded here:
<https://fonts.adobe.com/fonts/elza#fonts-section>

Elza Light
Elza Regular
Elza Medium
Elza Semibold
Elza Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
1234567890

Kerning: Metrics
Tracking: -5
Leading: 90-120%

Elza

Typography

Usage

Headlines

Our primary headlines can be set in either Elza Semibold or a mix of both Elza Semibold and Regular.

Intro paragraph

Large introduction paragraphs are to be set in Elza Regular.

Sub headers

Sub headers are to be set in Elza Semibold.

Body copy

Paragraphs of copy are to be set in Elza Regular.

Bullets

Our bullet style is an en dash. Type is to be set in Elza Regular.

Quotes

Pull out quotes are to be set in Elza Regular and the quote marks should always overhang.

Headline 1

The morals of ethics

Headline 2

Making a difference one conversation at a time

Intro paragraph

Cumberland Lodge is an educational charity and social enterprise that exists to empower young people to lead the conversation around social division.

Sub Headers

Body copy

Cumberland Lodge

Set in the heart of Windsor Great Park, this is a space for challenging conversations. An open door to new perspectives. Where great minds don't always think alike.

Bullets

- A space for common ground
- Where open dialogue can divide.
- And the leaders and characters of the future can learn how to disagree.

Quotes

“A place where important conversations happen”

Colour palette

The palette

Our colour palette consists of a combination of five brand colours.

Use colour with confidence but don't have colours next to one another in your designs. Break them up with either black white or grey. Avoid mixing too many colours together at once.

When using multiple colours please use these simple rules:

- Don't allow colours to touch.
- Use grey, white or black to break up colour.
- Don't be scared to use more black and grey over white.

Blue	CMYK PMS RGB HEX	49, 2, 0, 0 283C 125, 205, 250 7DCDFA	Green	CMYK PMS RGB HEX	30, 0, 21, 0 332C 95, 236, 194 5FECC2	Yellow	CMYK PMS RGB HEX	1, 0, 47, 0 393C 241, 232, 110 F1E86E	Red	CMYK PMS RGB HEX	0, 74, 49, 0 178C 238, 95, 100 EE5F64	Purple	CMYK PMS RGB HEX	30, 38, 0, 0 2715C 151, 150, 241 9796F1
Grey												CMYK PMS RGB HEX	26, 25, 26, 5 435C 191, 180, 176 BFB4B0	
White			CMYK PMS RGB HEX	0, 0, 0, 0 — 255, 255, 255 FFFFFF	Black							CMYK PMS RGB HEX	85, 75, 64, 95 BLACK 3C 15, 15, 15 0F0F0F	

Colour palette

Colour tints

75%, 50% and 25% tints of our colours can be used within infographics or when a lighter background colour is required.



Graphic Devices

Our graphic devices are an integral part of our brand.

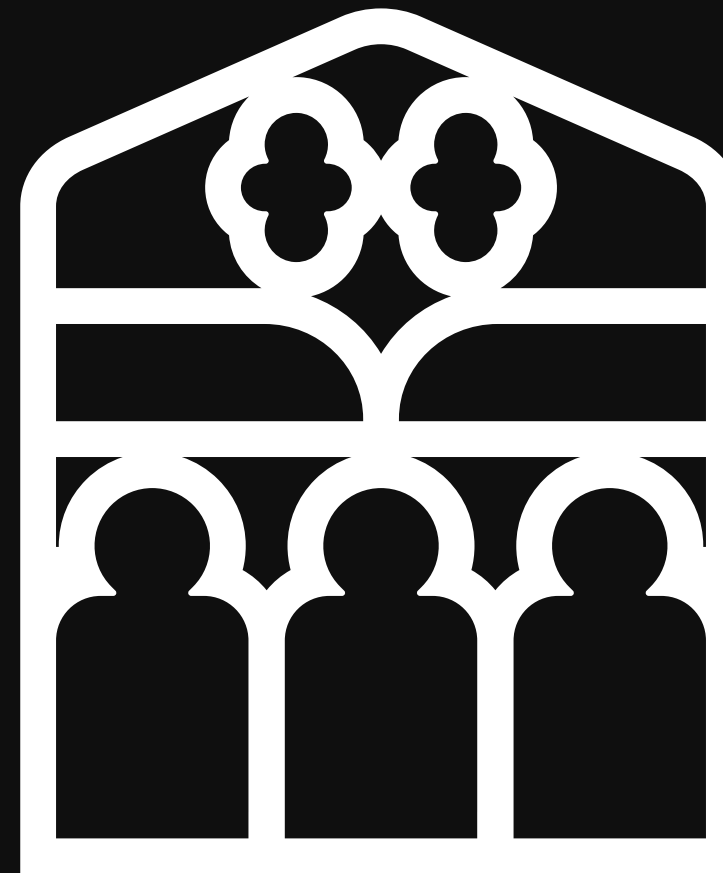
Core shapes

The shapes come from our logo and so should be used responsibly and with care. They provide us with a set of distinct assets unique to Cumberland Lodge.

Additional shapes

Our additional shapes come from elements of our core shapes and can help when creating further infographics for charts, maps etc. See page 20 for more information on how these are used.

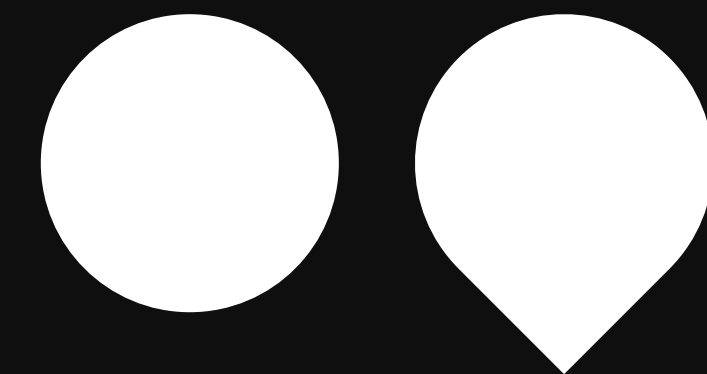
Logo



Core shapes



Additional shapes



Graphic devices

Usage

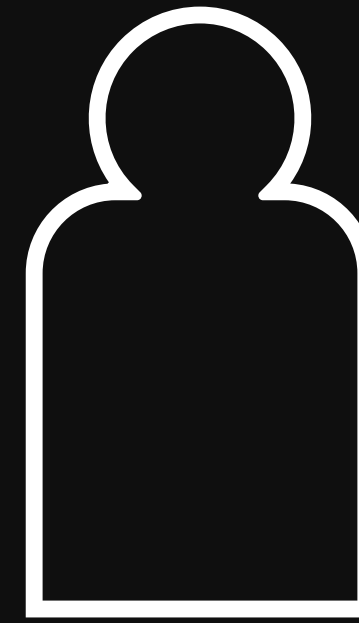
Overview

Our brand shapes can be used throughout all materials in exciting and creative ways.

Solid



Outline



Pattern

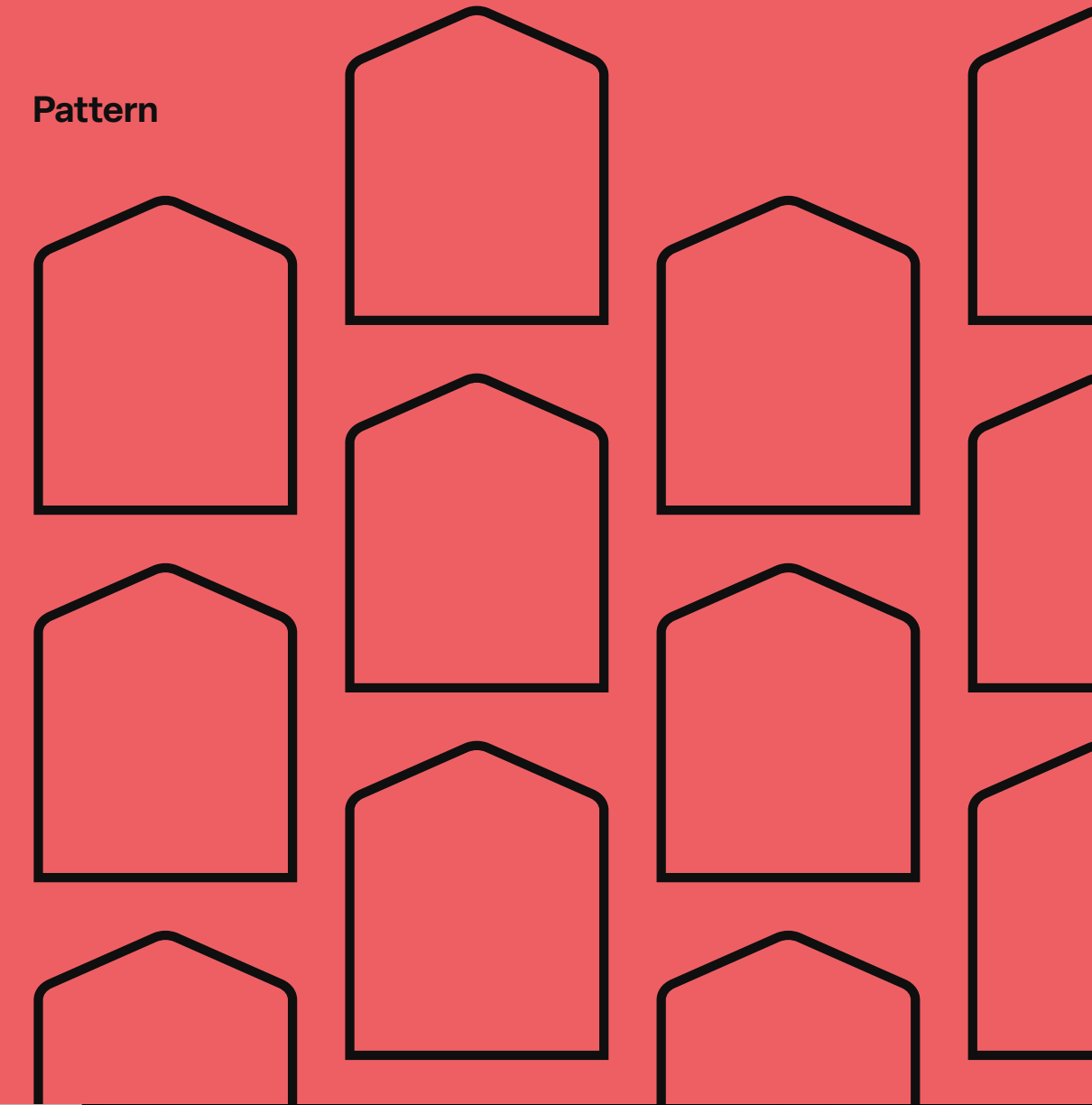


Image mask



Overlay



Graphic devices

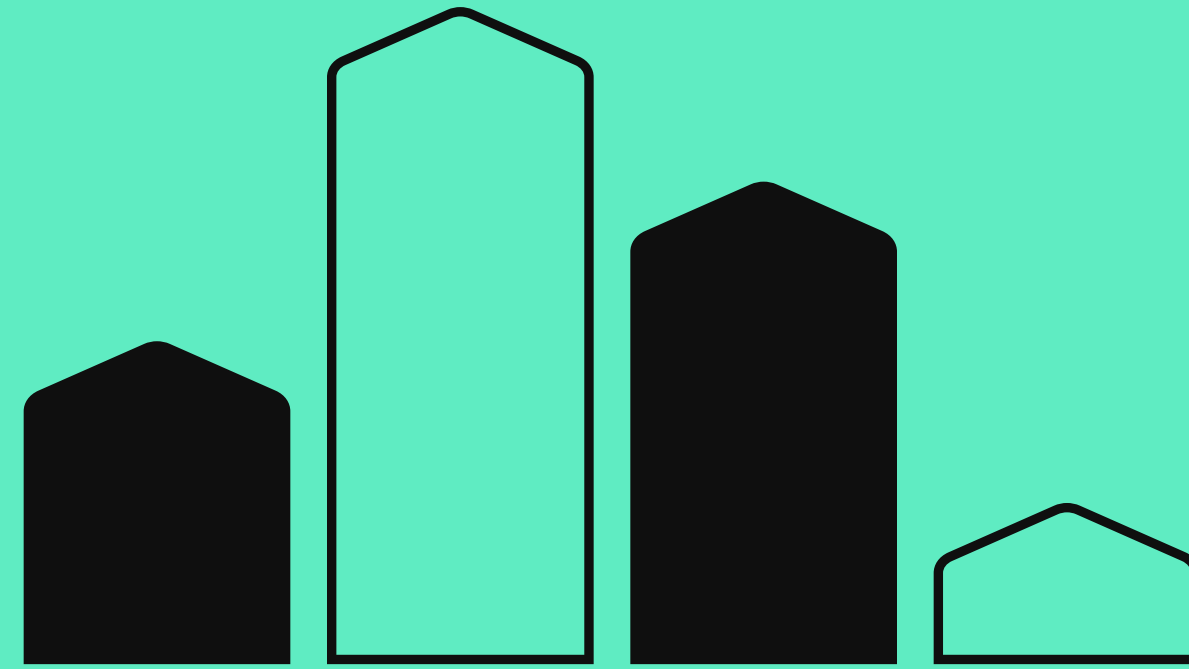
Usage

Functional usage

As well as being distinct and decorative assets, they can be used in a more functional way in charts, graphs, quote marks, maps and location devices.

As with any design assets, do not overuse any one element and ensure it correctly reflects the tone of the communication.

Graphs



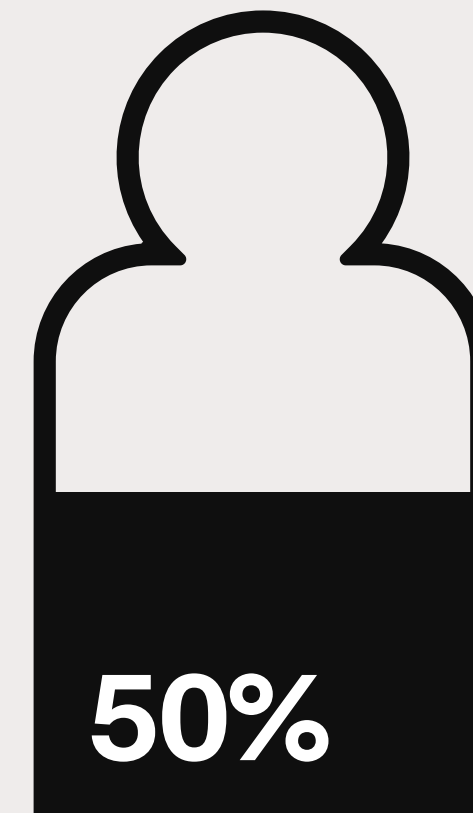
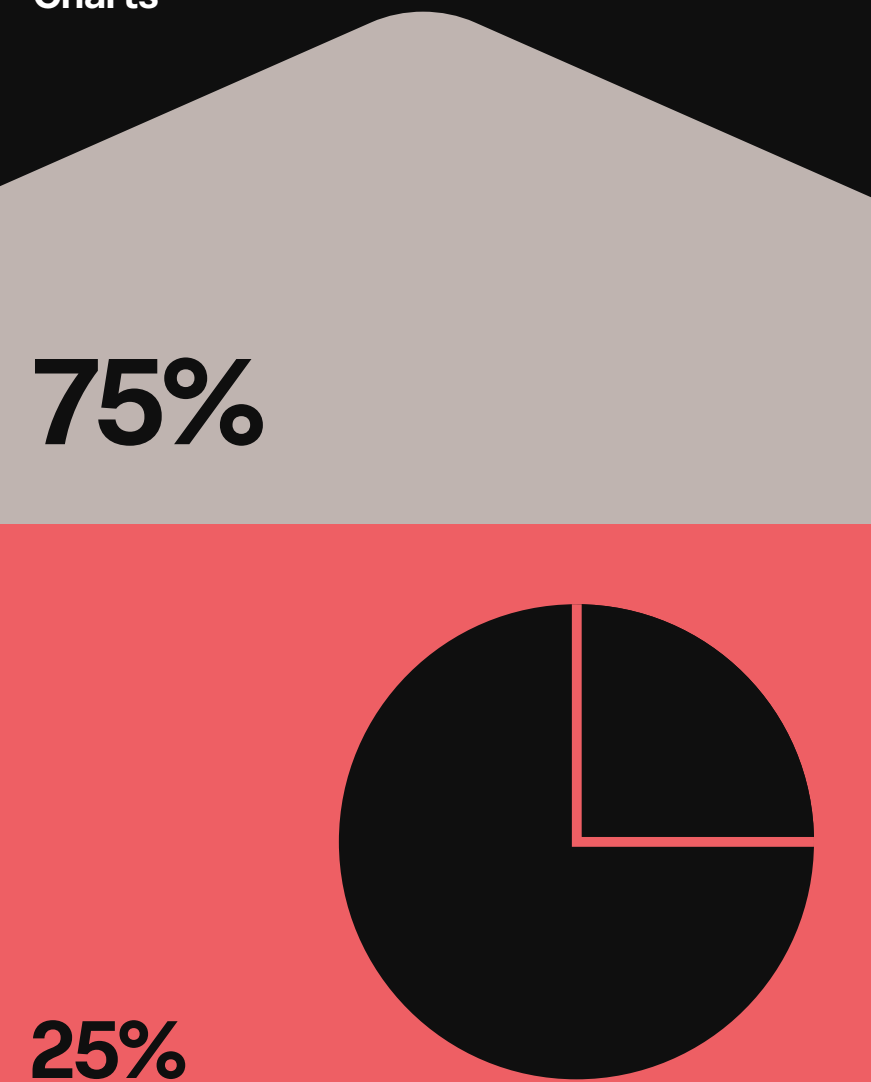
Location



Map



Charts



Quotes

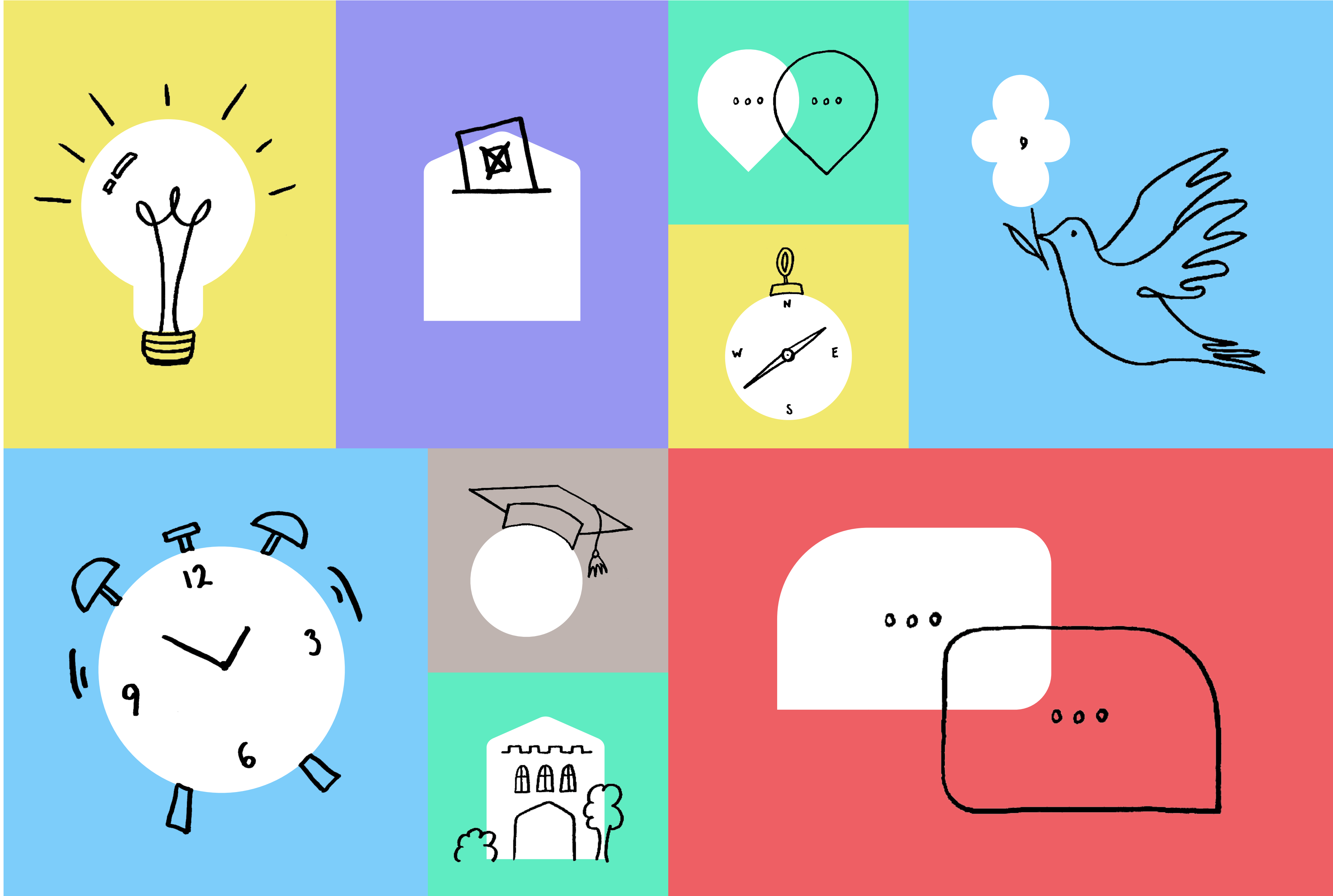


Illustration

Overview

Our set of illustrations add character, warmth and personality to our brand. They help to make content more engaging and inviting to read. They are also helpful when communicating themes that may be difficult to capture effectively through photography.

New illustrations should not be created or commissioned without approval and all should be created in this same consistent style.



Illustration

Usage

To ensure the use of illustration remains effective and powerful, we should only use one illustration that is fit for purpose per design.

PhD students

Reimagining political debate



26.08.23
12:00pm – 3:00pm

Time is ticking
get your ticket
to **Reimagining political debate**
today!

[Book now](#)



Photography

Overview

Our photography is a key part of our visual identity. We focus on real, authentic imagery that reflects the nature of our work and the people we help.

We have two levels of photography:

1. People
2. Places



Please note: All images are for reference only

Photography

People

We capture natural photography of people in and around Cumberland Lodge to showcase what we do.

Do

- Feature a diverse mix of people – age, background, gender and ethnicity.
- Make sure there's a mix of professional, visitor and staff photography.
- Photograph people in relevant environments.
- Make sure imagery feels authentic, positive and in the moment.
- Find natural colour within imagery.
- Allow for multiple crops within square, portrait and landscape formats.

Don't

- Use studio photography.
- Use over-stylised effects or filters.
- Overly saturate.
- Use impersonal images.
- Capture anything that will date the photography.



Please note: All images are for reference only

Photography

Places

We use place photography to showcase the wide range of facilities Cumberland Lodge has to offer.

Do

- Look out for unique/diverse perspectives and angles.
- Make sure imagery feels authentic and in the moment.
- Inject colour through photography.

Don't

- Misrepresent or make negative assumptions about places.
- Capture anything that will date the photography.
- Show faces within these images.
- Use overly saturated images.



Please note: All images are for reference only

Bridging divides...
one conversation
at a time

**Building
understanding...**
one conversation
at a time

Making a difference...
one conversation
at a time

Let's lead the
conversation

Let's lead the conversation
around social inequality

A space
for challenging
conversations

A matter
of opinions

An open door to
new perspectives

A place
where important
conversations
happen

Section three

Our brand in action



Cumberland Lodge

Learn Venue Events About Blog Donate Location Contact

Making a difference one conversation at a time

[Learn with us](#)

Cumberland Lodge is an educational charity and social enterprise that exists to empower young people to lead the conversation around social division. Providing them with the skills, perspective and confidence to question, challenge and understand some of the most complex social issues of our time.

[Read more](#)

Challenging conversations

Programmes

[Find out more](#)

Our approach

[Find out more](#)

Events

26.08.23
12:00pm – 3:00pm
The rule of law →

26.08.23
12:00pm – 3:00pm
The rule of law →

26.08.23
12:00pm – 3:00pm
The rule of law →

26.08.23
12:00pm – 3:00pm
The rule of law →

Learning resources

[Find out more](#)

Funding opportunities

[Find out more](#)

Host your event with us

[See all events](#)

[Find out more](#)

[See all events](#)

Host your event with us

Aborempor maiores eum fugit doluptatquam quis esturio em abor soluptas a doleniht con nobiscicom autam cuptaque rem fugit doluptatia eius.

[Take a tour](#)

Blog

Life Beyond the PhD
[Read more](#) →

A Warning from History
[Read more](#) →

Life Beyond the PhD
[Read more](#) →

A Warning from History
[Read more](#) →

[See all blogs](#)

Features

Local community & support

Genis iderferis ercimpio repellam qui idipsam, ea consequiam que doloribus repudi nobis aut res et omnisit.

[Read more](#)

How to get financial help with your studies

Genis iderferis ercimpio repellam qui idipsam, ea consequiam que doloribus repudi nobis aut res et omnisit.

[Read more](#)

Staying at Cumberland Lodge - what you need to know

Genis iderferis ercimpio repellam qui idipsam, ea consequiam que doloribus repudi nobis aut res et omnisit.

[Read more](#)

What you can expect hosting your event with us

Genis iderferis ercimpio repellam qui idipsam, ea consequiam que doloribus repudi nobis aut res et omnisit.

[Read more](#)

Clients & Partners

BRITISH COUNCIL THE CROWN ESTATE The Association of Commonwealth Universities University of Hertfordshire UH UNIVERSITY OF WESTMINSTER

Cumberland Lodge The Great Park Windsor, Berkshire SL4 2HP

Friends

[Od quo voluptat Magnatecto veliquos Est porro deliatur Occus sunt et et mo Volutas et di cupatur Autat que exeribu](#)

Conference venue

[Est porro deliatur Occus sunt et et mo Volutas et di cupatur Autat que exeribu](#)

Special events

[Magnatecto veliquos Est porro deliatur Occus sunt et et mo Volutas et di cupatur Autat que exeribu](#)

[Get in touch](#)

Cumberland Lodge

Learn Venue Events About Blog Donate Location Contact

Bridging divides one conversation at a time

[Learn with us](#)

Cumberland Lodge

Learn Venue Events About Blog Donate Location Contact

Building understanding one conversation at a time

[Learn with us](#)

To: John Smith
From: Cumberland Lodge
Subject: Empowering conversations – July Newsletter



July 2023
Newsletter

Empowering conversations



Cumberland Lodge is an educational charity and social enterprise that exists to change the conversation around social division. Empowering young people with the skills, perspective and confidence to question, challenge and understand some of the most complex social issues of our time.

[Read more](#)

[Programmes](#) →

[Our approach](#) →

[Funding opportunities](#) →

[Learning resources](#) →

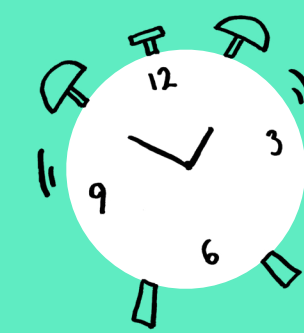
See what's on at Cumberland Lodge

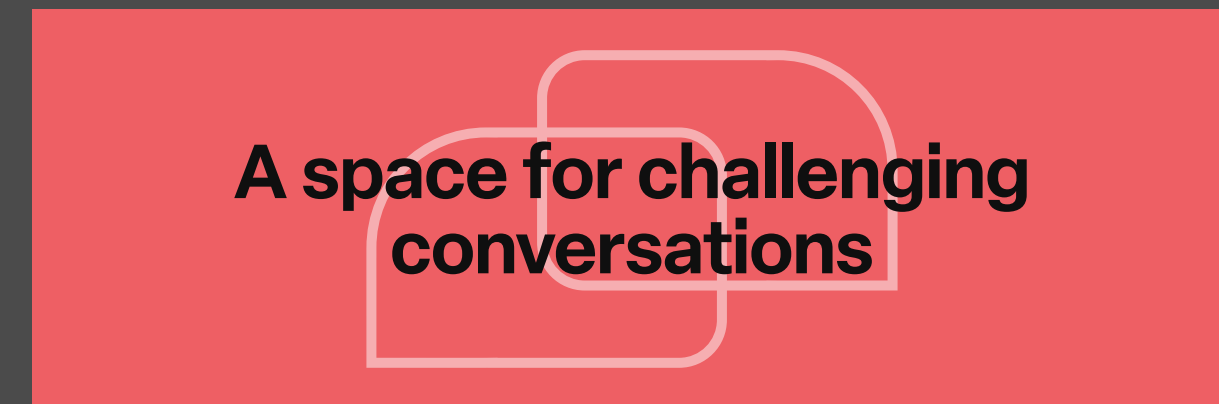
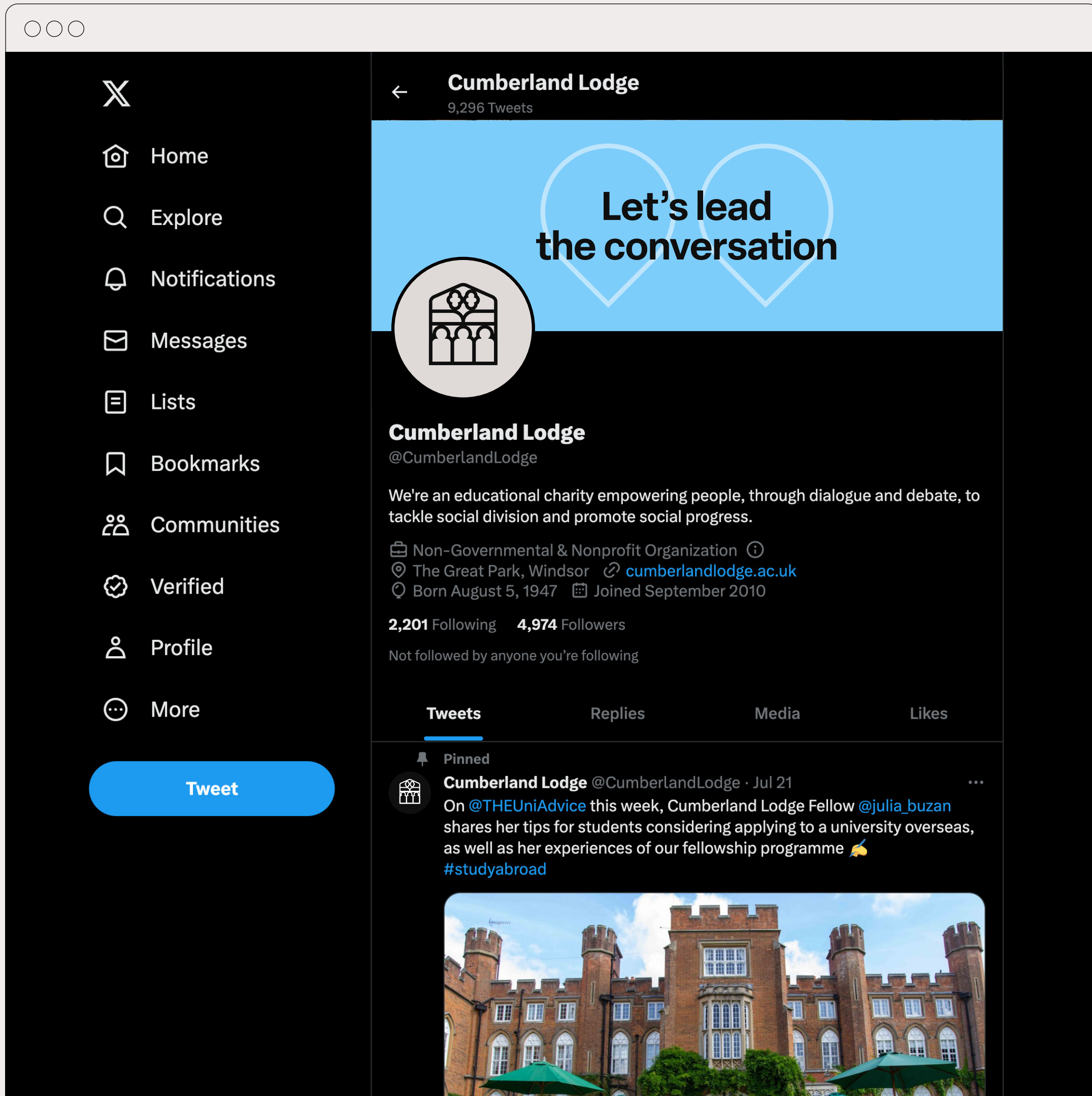
[What's on](#) →



Time is ticking get your ticket to **Reimagining political debate** today!

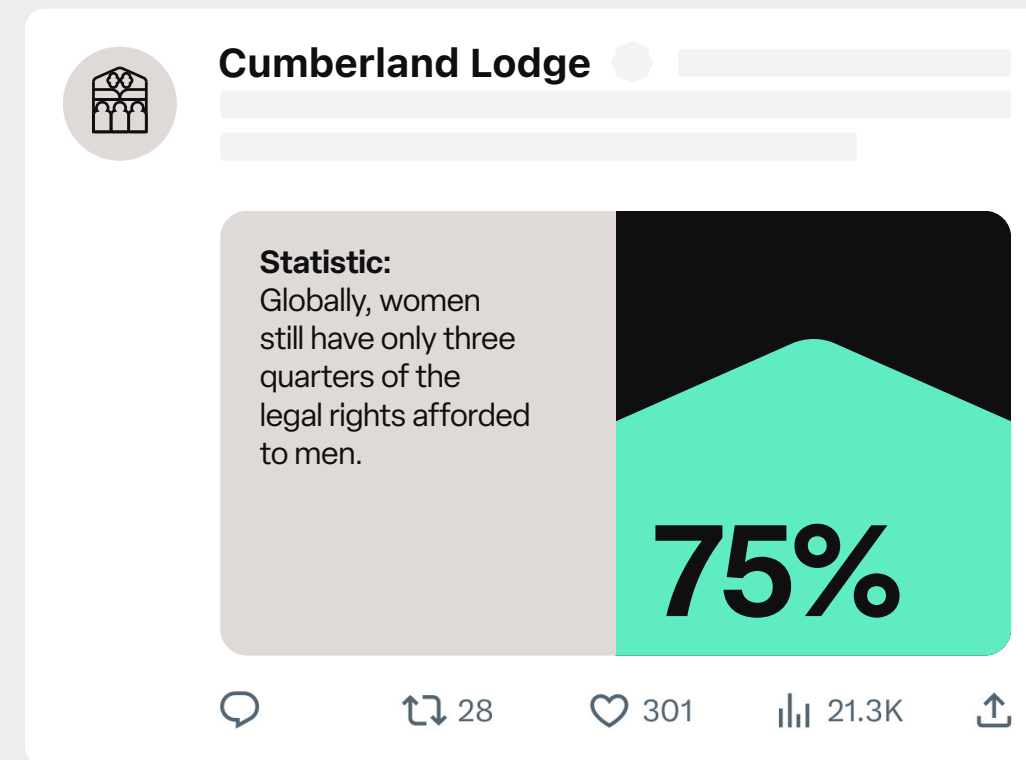
[Book now](#)







Event with image



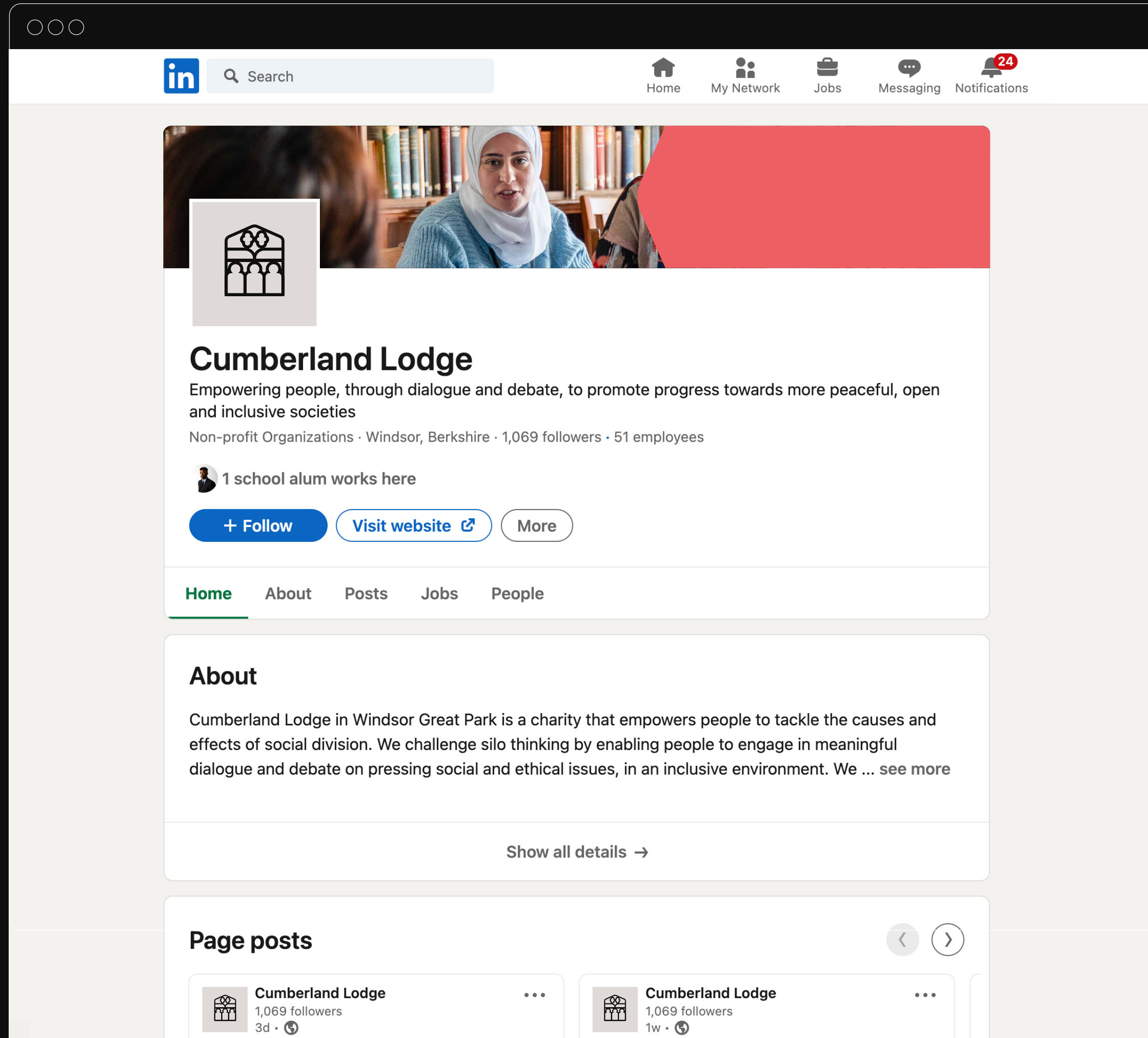
Stat



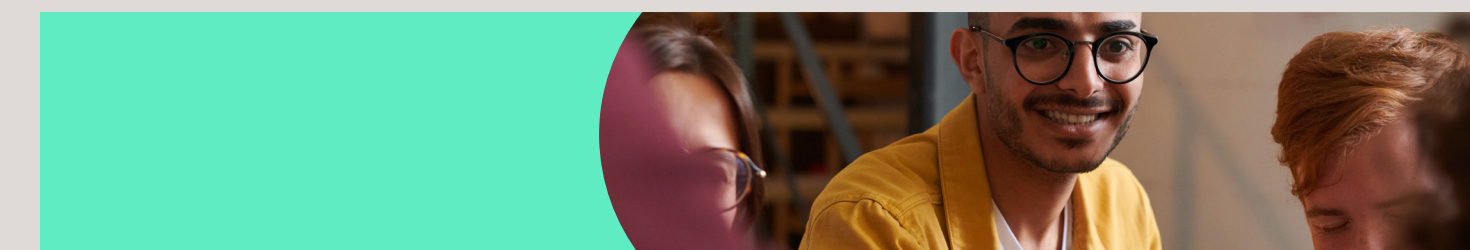
Event with illustration



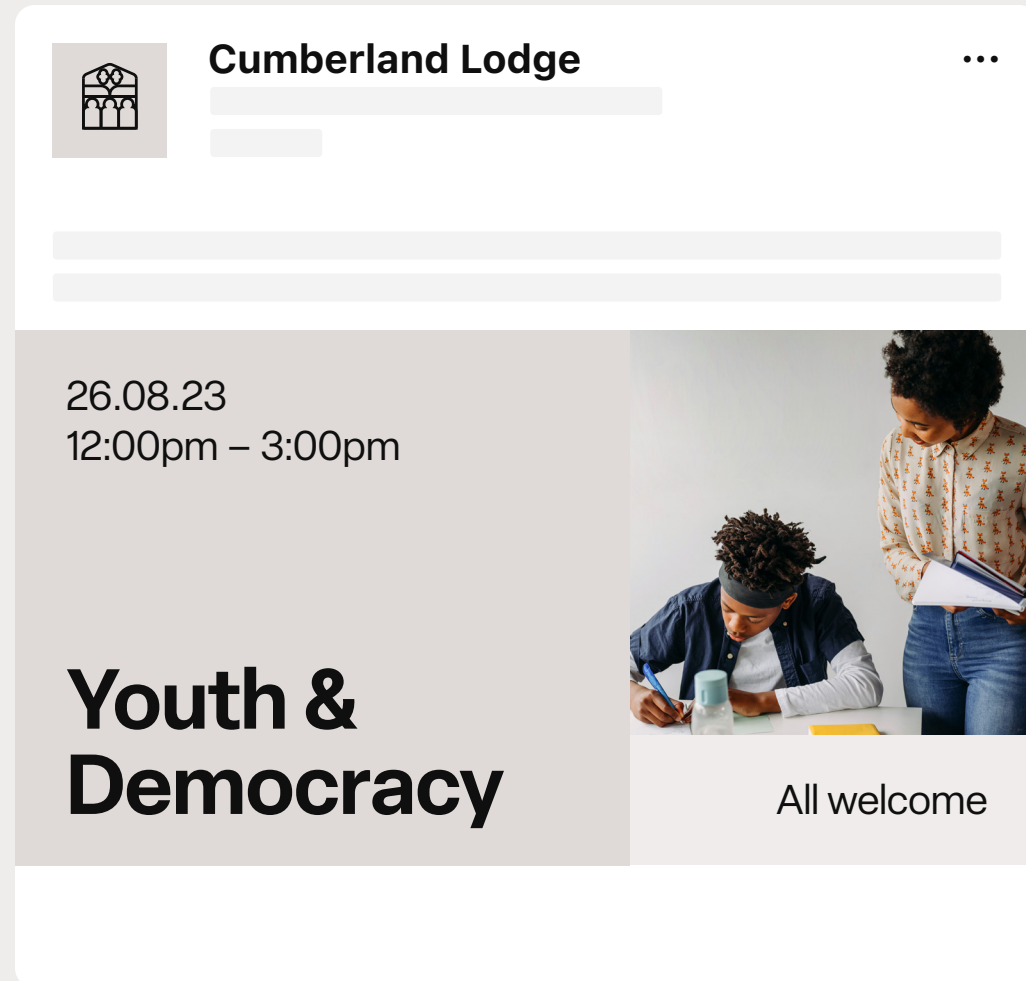
Quote



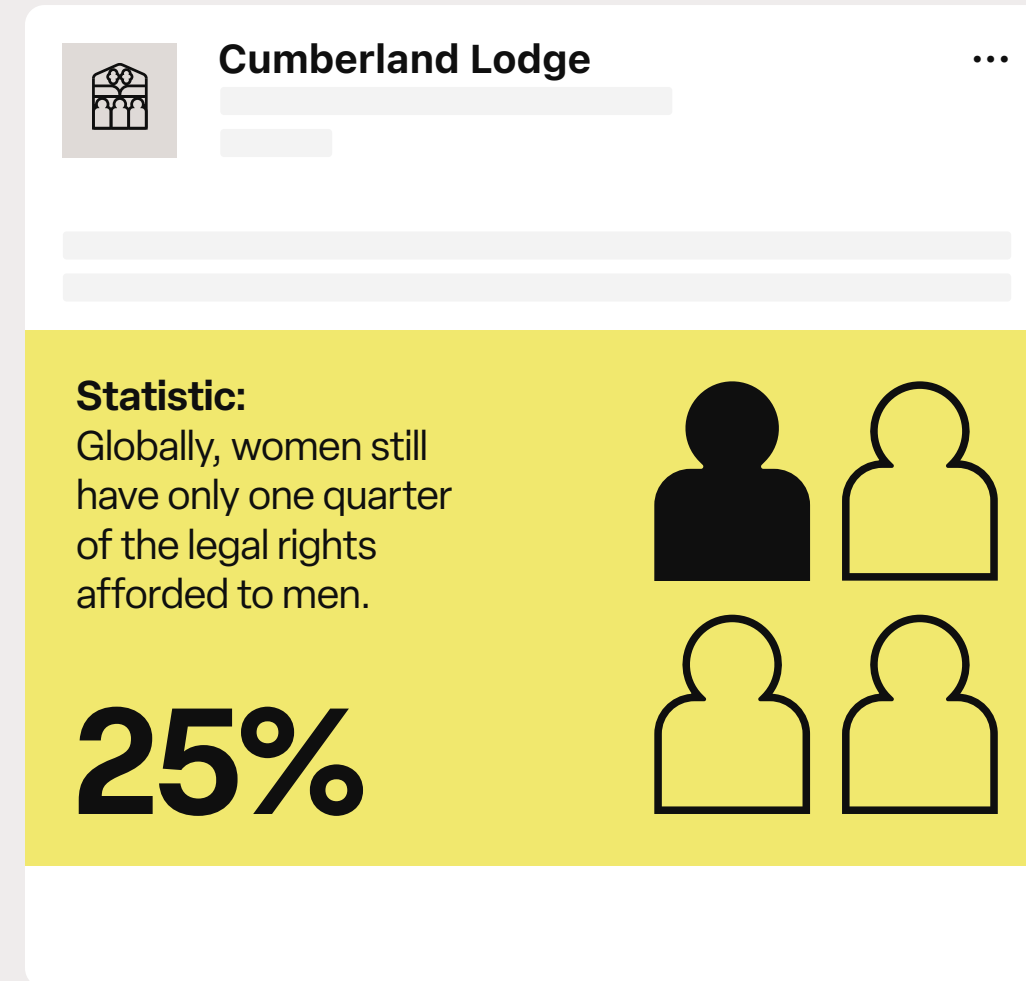
Let's lead the conversation



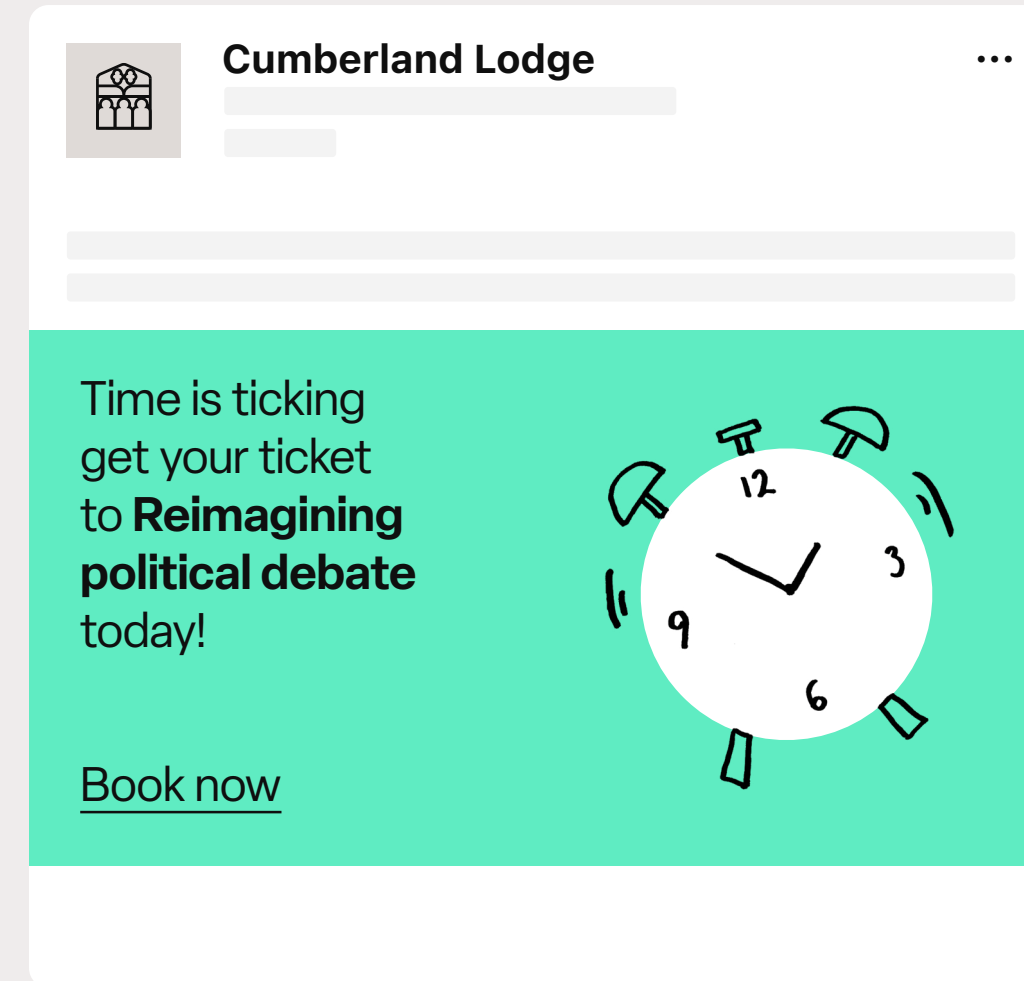
A space for challenging conversations



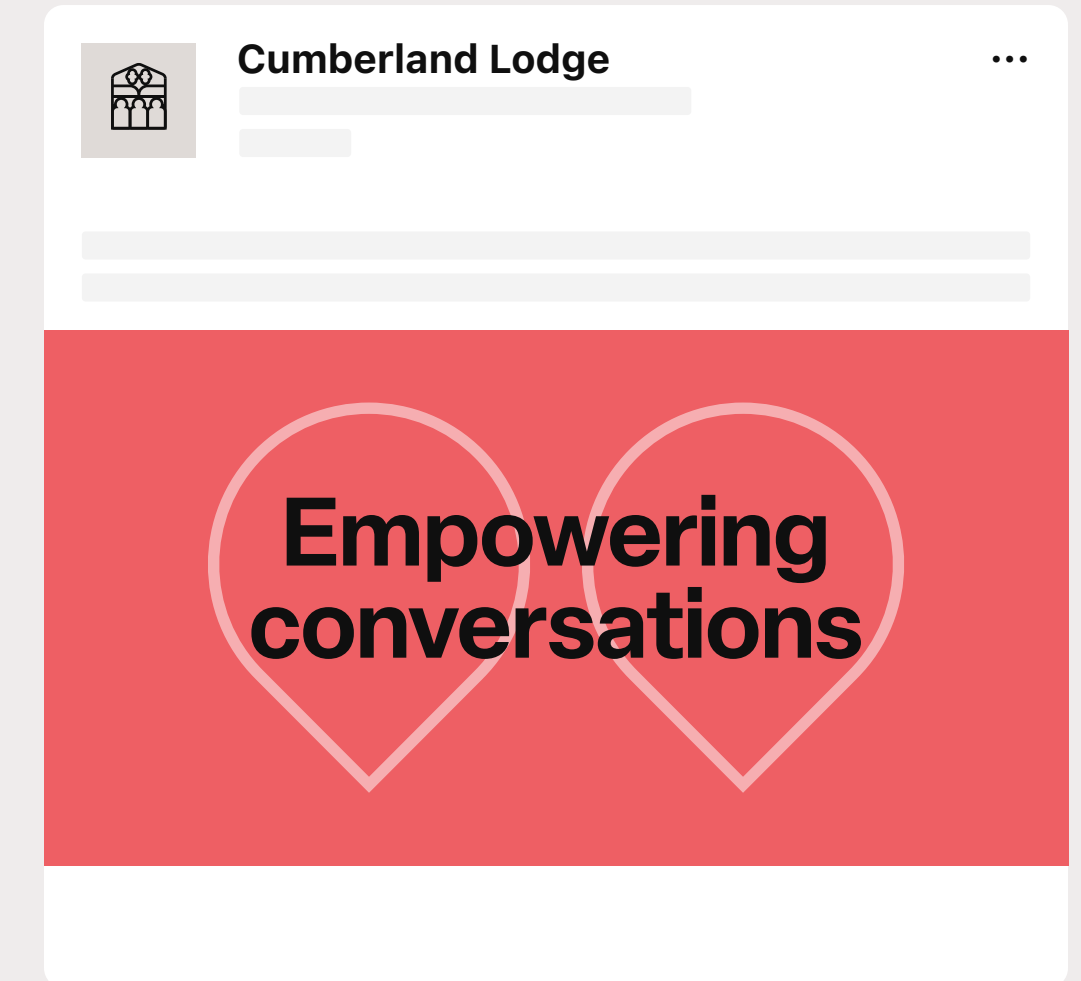
Event with image



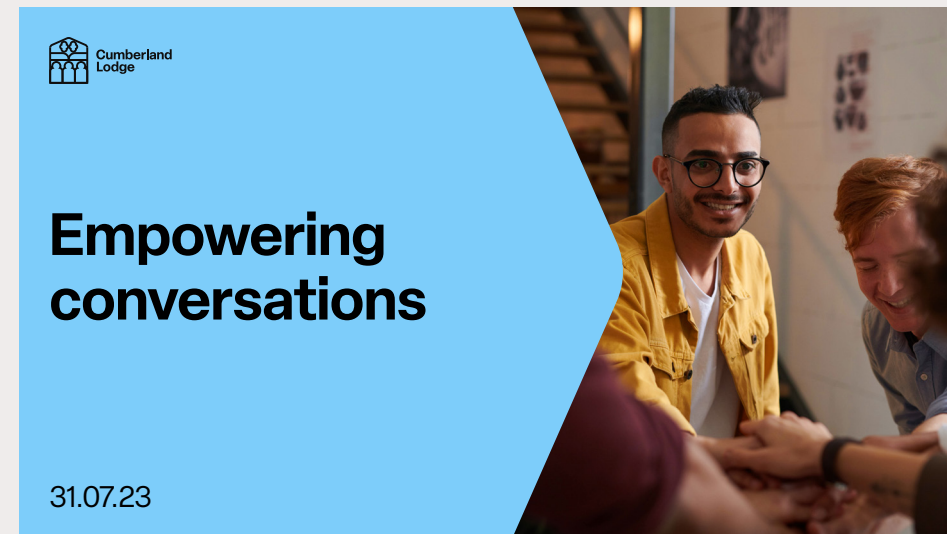
Stat



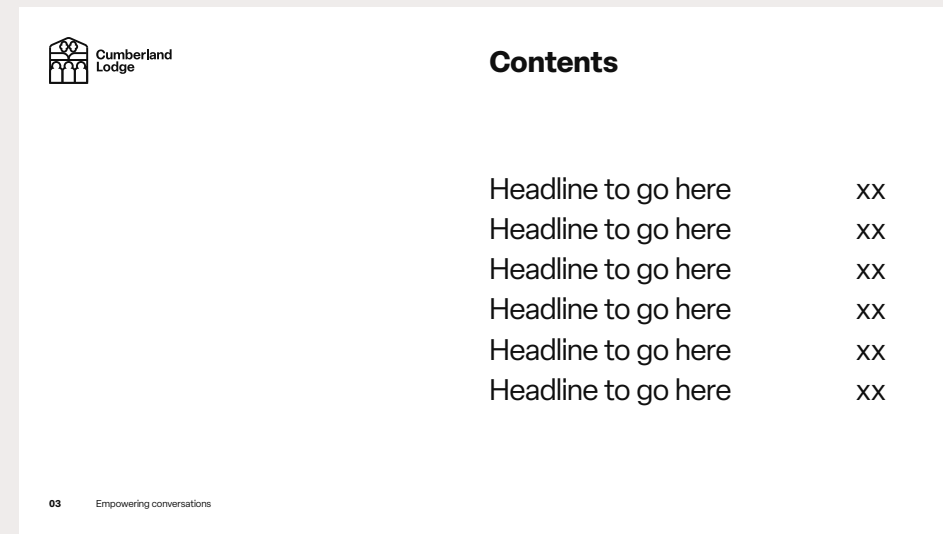
Event with illustration



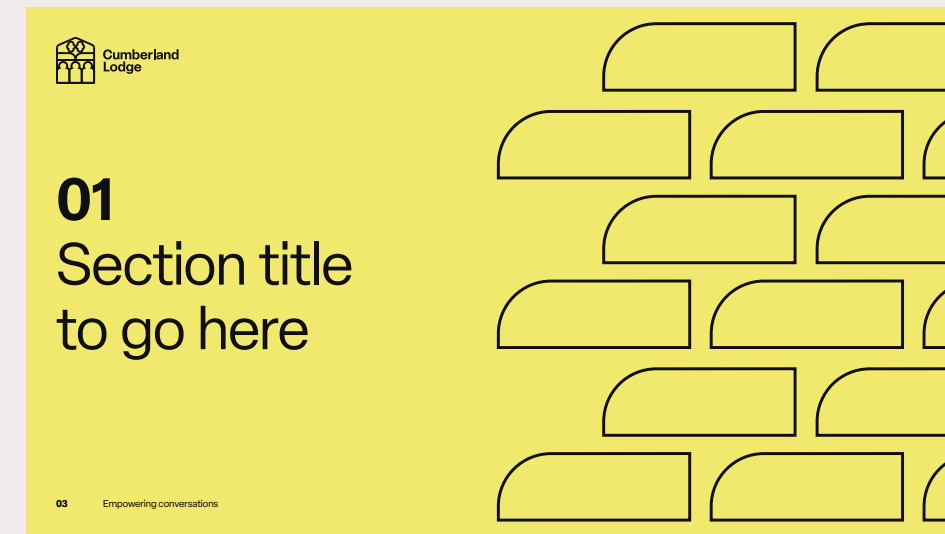
Quote



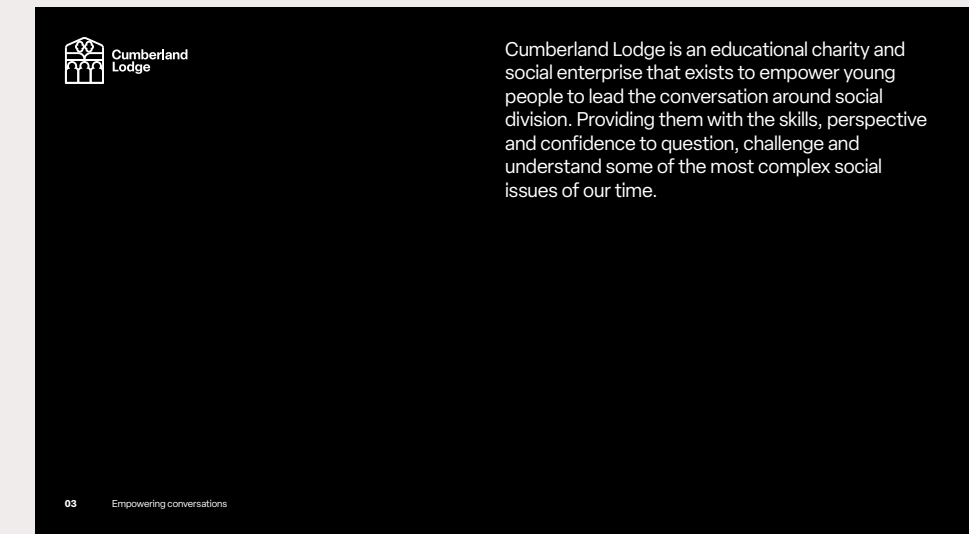
Cover page



Contents/agenda



Divider page



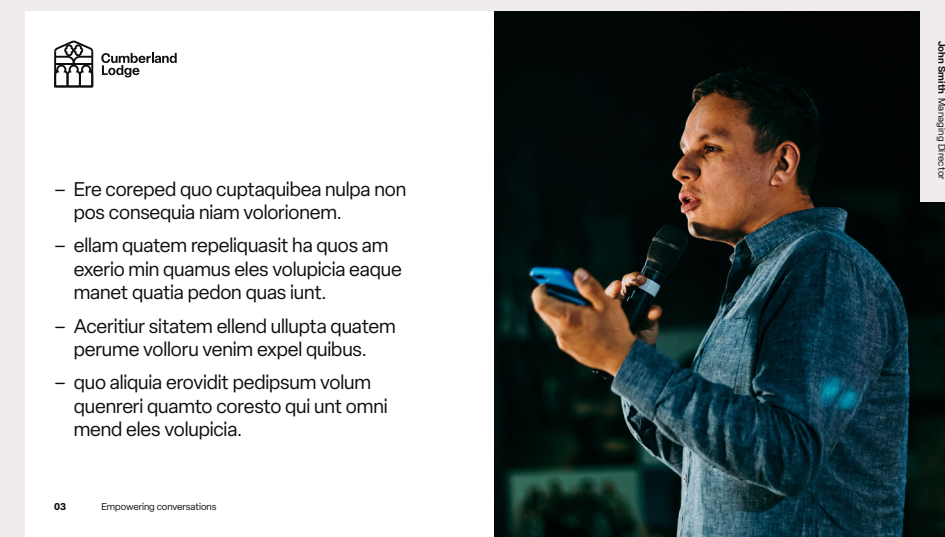
Copy only



Copy and image



Divider page



Bullet points and image



Copy and multiple elements



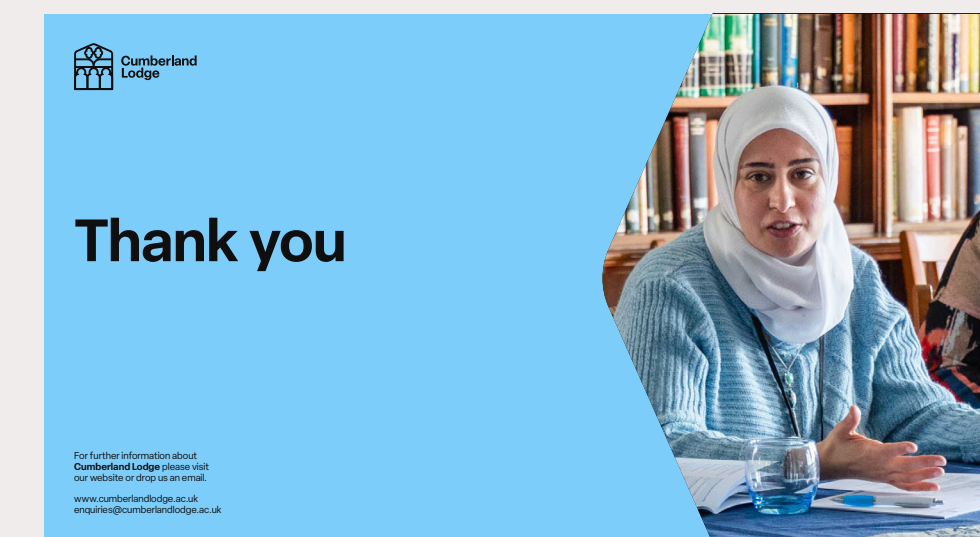
Divider page



Copy and stat



Pull out quote page



Back page



www.cumberlandlodge.ac.uk
enquiries@cumberlandlodge.ac.uk
01784 432316

Cumberland Lodge
The Great Park
Windsor SL4 2HP

The Crown Estate

1 Street James's Market
London SW1Y 4AH

Dear Person,

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Yours sincerely

John Smith
Job title

**Cumberland
Lodge**



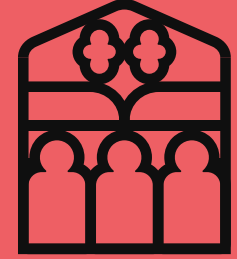
www.cumberlandlodge.ac.uk
enquiries@cumberlandlodge.ac.uk
01784 432316

Cumberland Lodge
The Great Park
Windsor SL4 2HP

Pudi quasi ber venditatem volupiet volupta temoluptam fugitat incit antotam volom molorum ra sus, verrum re ratem voluptat ut veruptatur, sapedig nimpos inum volo velon et labo. Uptae ducid modis et aut ad essum hillorro blam, saestiberum ab ist et officitia seque.

**Cumberland
Lodge**





Cumberland
Lodge

If you have any questions about implementing the Cumberland Lodge brand, or would like access to any of our identity assets, please contact:

Nicola Hine
Communications Manager
nhine@cumberlandlodge.ac.uk