

Brand Guidelines

2024

LSI Education (Parent company)



LSI Divisions



LSI, Language Studies International
(International language schools)



LSI Juniors (Summer & winter
camps for ages 6-17)



LSI Independent College
(Secondary school in London for
national & international students)



HLI (Teacher homestay)



Avenue House
(Preparatory school
in London)

LSI Logo - Permitted Colours



LSI blue - r5 g25 b194 #0519c2 c92 m83 y1 k0



White



Black - for black and white print only

These colours also apply to the LSI, Language Studies International and LSI Juniors logos



r10 g23 b82 #0a1752 c100 m96 y32 k39



White



Black - for black and white print only

HLI Logo - Permitted Colours



Full colour



White



Black - for black and white print only

Avenue House Logo - Permitted Colours



Full colour



White



Black - for black and white print only

LSI Logo - Exclusion Zone and Minimum Size

The logos should always have breathing space. The information below applies to the LSI Education, LSI, Language Studies International, LSI Juniors, LSI Independent College.



This can be determined by 2x the width of the 'I' in 'LSI' or 'HLI'.



This can be determined by 2x the width of the 'I' in 'LSI' or 'HLI'.

The logos should be legible at all times.



The minimum recommended size for the parent company logo is 15mm wide



The minimum recommended size for the LSI, Language Studies International logo is 30mm wide



The minimum recommended size for the LSI Juniors logo is 22mm wide



The minimum recommended size for the LSI Independent College logo is 22mm wide



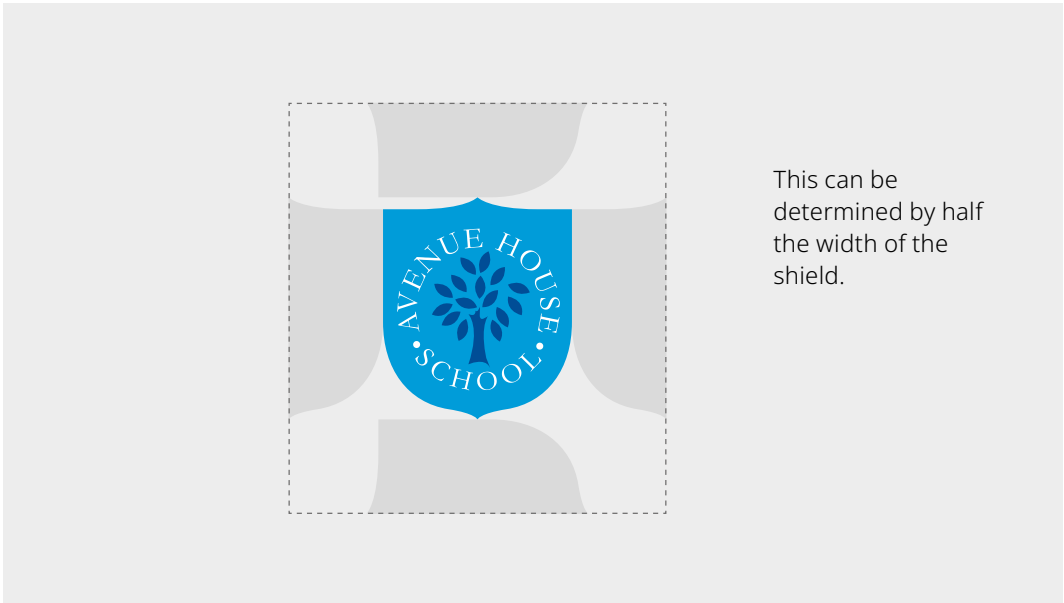
The minimum recommended size for the HLI logo is 30mm wide



Where size and legibility may be an issue, e.g. digital platforms and small promotional merchandise such as pens, the HLI logo can be used without the strapline, at a minimum width of 15mm

Avenue House Logo - Exclusion Zone and Minimum Size

The logo should always have breathing space.



The logo should be legible at all times.



The minimum recommended size for the Avenue House logo is 15mm wide

LSI Logo - Incorrect Usage

The logos should not be modified in any way. This applies to the parent company and division logos. These examples are a few possible ways to get it wrong.



X

Do not use the logos in other colours. Only use the logo variants specified in these guidelines.



X

Do not distort, stretch or compress the logos



X

Do not place the logos in a box or frame



X

Do not place the logos on an angle



X

Do not put the logos on an overly complicated background where they become illegible



X

Do not try to recreate the logos. They must never be redrawn or modified in any way.

LSI Brand Fonts

Our brand typefaces are Noto Sans and Cheltenham Book.

They should be used for all applications with the exception of typing letters, powerpoint, internal documents, or LSI branded Word template documents. In these cases, use Arial as the default font.

For the websites and eshots Noto Sans and Arial are our default fonts.

Noto Sans Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890£!@&!?

Noto Sans Semibold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890£!@&!?

Noto Sans Medium

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890£!@&!?

Cheltenham Book Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890£!@&!?

Noto Sans Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890£!@&!?

Noto Sans Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890£!@&!?

Noto Sans

The Noto Sans font family has been specifically chosen to enable brand consistency when collateral is translated into languages using different alphabets.

Condensed and extended font weights should be avoided as they can cause legibility issues in certain languages.

Noto Sans is available to download free of charge from Google fonts.

Noto Serif Medium

For languages not compatible with Cheltenham Book i.e. non latin alphabets, Noto Serif Medium should be used.

Noto Serif Medium is available to download free of charge from Google fonts.

Noto Serif Medium

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890£!@&!?

LSI Colour Palette

CMYK colour palette



c 92	c 85	c 100	c 65	c 65
m 83	m 65	m 30	m 13	m 0
y 1	y 0	y 0	y 9	y 27
k 0	k 0	k 0	k 0	k 0



c 100	c 99	c 0	c 2	c 10
m 94	m 99	m 28	m 32	m 69
y 40	y 0	y 93	y 27	y 67
k 53	k 0	k 0	k 0	k 0

RGB/Hex colour palette



r 5	r 113	r 23	r 83	r 78
g 25	g 115	g 107	g 175	g 189
b 194	b 222	b 251	b 213	b 195
#0519c2	#7173de	#176bfb	#53afd5	#4ebdc3



r 2	r 48	r 255	r 245	r 220
g 5	g 15	g 192	g 192	g 105
b 69	b 149	b 0	b 178	b 81
#020545	#300f95	#ffc000	#f5c0b2	#dc6951

LSI Independent College Colour Palette



c 100
m 96
y 32
k 39

#0a1752

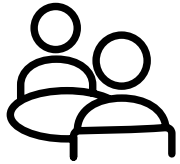


c 38
m 44
y 67
k 31

Pantone 872 C #876f4c

LSI Icons

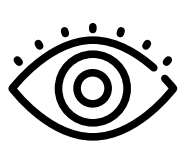
Icons should be clear, simple and consistent in style and line weight.



academic support



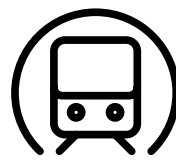
central location



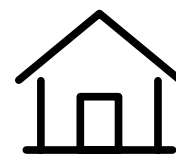
fully supervised



garden



good transport links



homestay



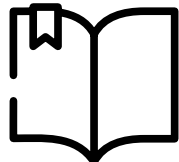
interactive lessons



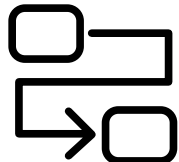
wheelchair access



introduction



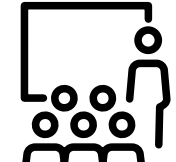
library facilities



LSI to partner institution transfer



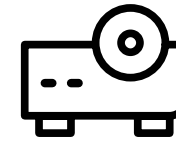
lunch room



maximum class size



number of classrooms



projectors



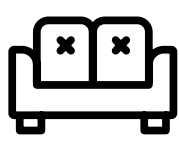
wifi



residence plus classroom



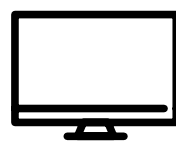
student computers



student lounge



table tennis



tv room



university



walking distance

**Further icons
available on
request.**

