



National Learning Network

Investing in People, Changing Perspectives

Introduction

Welcome to the National Learning Network brand guidelines. These brand guidelines are designed to give clear, easy to follow instructions for use of the new National Learning Network identity on any accompanying marketing material. It is essential that the new identity of National Learning Network and its divisions be used in a consistent fashion. Therefore, the requirements set out in these guidelines must be adhered to at all times.

National Learning Network

Brand Guidelines


Our Mission

To deliver high quality, flexible and responsive training, employment and education access programmes that promote equal participation in society for people who experience exclusion.

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For ease of navigation we have included a fold-out thumbnail plan so you can see everything at a glance.

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Section 1 The New Identity

In this chapter we introduce our new identity which includes our logo, corporate colours, and fonts, showing how they should (and shouldn't) be used.

Company Background

For more information on any of the companies within The Rehab Group, consult each company's individual guidelines included in this manual.

National Learning Network is one of the companies within the Rehab Group in Ireland. It is Ireland's largest non-Government training organisation with more than 50 purpose built training and employment units nationwide catering for over 4,500 students each year.

Its objective is to assist people at a disadvantage in the labour market to learn the skills they need to build lasting careers in jobs that reflect their interests and abilities. This is achieved through a brand of training, education, employment access and enterprise development that is respected and often replicated across Europe. Within Ireland these services have already enabled more than 20,000 people – many of whom had never previously been employed – to join the workforce in careers as diverse as agriculture and architecture. The majority of National Learning Network's student body is made up of people with disabilities, although other groups and individuals facing obstacles in the search for work are increasingly using its services.

National Learning Network has its own individual identity and corresponding set of guidelines governing its use, which work together to give a cohesive and uniform look to the company. As a Rehab Group company, its brand identity relates back to the core brand values of the Rehab brand. The National Learning Network guidelines must be adhered to at all times to create unity within the Rehab Group.

National Learning Network

Investing in People, Changing Perspectives

Fig.1 The National Learning Network Corporate Mark with Strapline

Subdivisions

When we need to create a new part or sub brand of National Learning Network, this must be done in a consistent fashion to ensure cohesion between National Learning Network and its parts. The following diagram shows how National Learning Network must visually treat each new service or part in the future. The subdivision name should be set in upper and lowercase Dax Regular PMS Navy 302 and ranged right. The size and location of the name is indicated in Fig.2, where the x-height (x) of the subdivision name is equal to the height of the crossbar of the lowercase e in the National Learning Network Corporate Mark. When the subdivision name overlaps with the descender of the corporate mark, it should be placed according to Fig.3. The company strapline should not appear with any of these sub brands.



Fig.2 National Learning Network Subdivision



Fig.3 National Learning Network longer Subdivision

Elements of the Identity

The new National Learning Network Corporate Mark is made up of three key elements which when combined form the cornerstone of the new identity.

The Logotype

A new typeface has been developed called Rehab Sans which forms the basis for all the identities within the Rehab Group. It is this distinctive typeface which connects the organisation and its companies. The National Learning Network logotype is comprised of this typeface.

The Smile

The Smile is an important element within the new identity and again reflects the positivity and 'can do' aspect of the organisation. All companies within the organisation that carry the Rehab name also carry the smile element. A set group of three overlapping smiles has been created for each company as a useable graphical element for designed documents. These set group of smiles should not be altered in form or colour (see page 8).



Fig.4 The Smile

National Learning Network Corporate Mark

For reference purposes, when the logotype and smile element come together to form the National Learning Network logo we will refer to it as the National Learning Network Corporate Mark (See Fig.5). The rest of these guidelines deal with design templates surrounding its application.

National Learning Network

Fig.5 The National Learning Network Corporate Mark

The Strapline

The National Learning Network Corporate Mark may also include a descriptive phrase or advertising slogan as required. The phrase or slogan must be ranged right with the National Learning Network Corporate Mark as shown in the example on the previous page. The phrase or slogan must always appear PMS Purple 513, ie. the same colour as the company smile element.

A strapline has been devised to embody the essence of Rehab and National Learning Network, 'Investing in People, Changing Perspectives'. This strapline will appear with the new National Learning Network logotype in all corporate communication material for the foreseeable future. The only exceptions to this are signage, merchandise and co-branding situations.

Investing in People, Changing Perspectives

Fig.6 The Organisational Strapline

Correct Use

The size, proportion and arrangement of the National Learning Network Corporate Marks have been carefully considered and it is vitally important that these relationships are constantly maintained.

Exclusion Zone

In order to ensure that the National Learning Network Corporate Mark is given adequate room for maximum impact, it must always be surrounded by a defined area of clear space or 'Exclusion Zone' which must never be breached by any other graphic element.

The National Learning Network Corporate Mark must never be positioned closer to the top, foot or fore edge of a page or surface than the 'Exclusion Zone' allows. The construction of the Corporate Mark and its proportions cannot be altered in any way, eg. the distance between the smile element and the rest of the letter e cannot be modified. Nothing may infringe around the Corporate Mark shown by dimensions (e) where e = the height of the lowercase e in the logotype. National Learning Network Corporate Mark is the standard mark for use in a corporate advertising or recruitment capacity where the National Learning Network is being promoted.



Fig.7 The National Learning Network Exclusion Zone

Minimum Sizes

The National Learning Network Corporate Mark must always be legible and should never appear below the minimum size shown here.



Fig.8 The National Learning Network minimum sizes

Optimum Sizes

The optimum width of the logos for standard page sizes are as follows:

The National Learning Network Corporate Mark

A5 59.5mm, A4 83.5mm, A3 118mm

Incorrect Use

What not to do...

It is important that the National Learning Network Corporate Mark is used correctly and consistently in all applications. If it is not then the impact and recognition of the Brand will be compromised. It is essential that the National Learning Network Corporate Mark is only ever reproduced using the Master Artwork supplied and guidelines for its use are adhered to at all times. The following are examples of what not to do with the new National Learning Network Identity.



Fig.9 Don't stretch or squash the mark



Fig.10 Don't alter the colours



Fig.11 Don't alter the proportions or the relationship between the mark and the strapline



Fig.12 Don't type, recreate or redraw the Mark, always use the original artwork



Fig.13 Don't place the Two Colour Mark on dark or photographic backgrounds

A palette of colours has been carefully chosen to complement those used for the National Learning Network Corporate Mark.

Colour Palettes

A corporate colour palette has been created for National Learning Network. This palette consists of 2 main corporate colours, PMS Navy 302 which is common to all company colour palettes and PMS Purple 513 plus 4 complementary colours to give a more diverse colour structure to National Learning Network as a whole.

Pantone 302	Pantone 513
c100 m30 y0 k62	c51 m95 y0 k0
r2 g60 b89	r143 g39 b143

Fig.14 The Corporate Colour Palette

Pantone 274	Pantone 311
c100 m100 y0 k38	c58 m0 y11 k0
r15 g18 b114	r95 g193 b197

Pantone 314	Pantone 459
c100 m0 y16 k20	c0 m0 y62 k10
r0 g111 b130	r240 g231 b111

Fig.15 The Complementary Colour Palette

Corporate Colours

The National Learning Network Corporate Mark may also be represented as black on a white or light coloured background or as white reversed out of a dark solid. When positioned on a coloured image, it is important to use the white Corporate Mark if the image is dark and the two colour standard Corporate Mark if the image is light. The same rules of proportion and alignment apply.



Fig.16 Two Colour Corporate Mark PMS 302, PMS 513



Fig.17 One Colour Corporate Mark Black



Fig.18 One Colour Corporate Mark reversed out of black



Fig.19 Two Colour Corporate Mark on light backgrounds



Fig.20 One Colour Corporate Mark reversed out of dark backgrounds

The Smile Overlap Element

The Smile Overlap Element is one of the most distinctive elements in the new Rehab identity and as such the rules governing its use should be adhered to at all times.

The proportion and arrangement of the Smiles should never be altered.

They should be cropped as shown in Fig.21, but never shown in full, ie. the tops of the Smiles should never be visible.

The colour of the Smiles can change when appropriate, examples of which are shown opposite.

When the Smiles are placed on a background which is the same colour as one of the Smiles (see Fig.23), the Smile in question can be reversed out or multiplied (ie. made darker).

The Smiles can be used as tints of the background colour once this colour is from the corporate palette. (see Fig.24)

When the Smiles are used with photography they can be used in a variety of opacities and blending modes. The Smiles should complement the image and not obscure any vital parts of the picture. (see Fig.25)

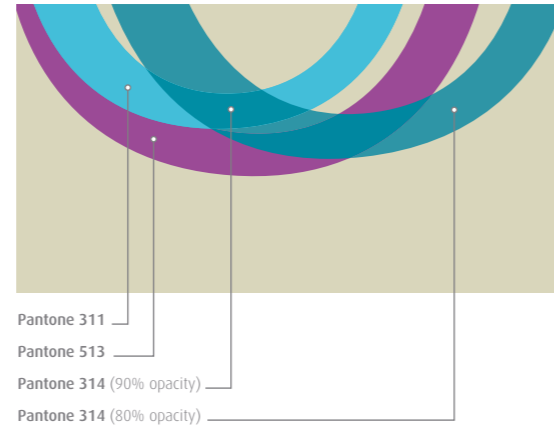


Fig.22 Smile Overlap Element on light background

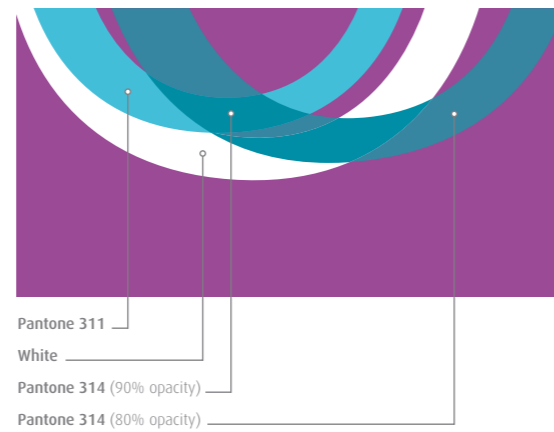


Fig.23 Same colour background as one of the Smiles

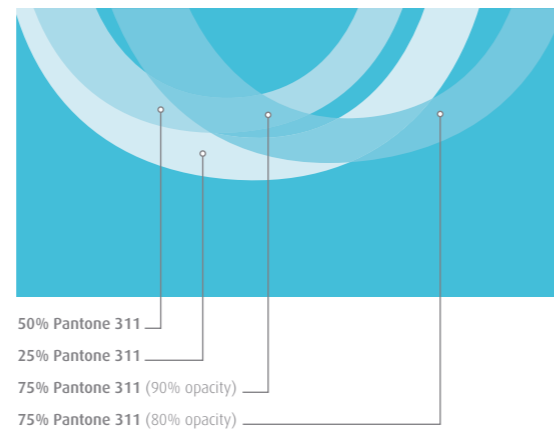


Fig.24 Smiles used as tints of the background colour

Fig.21 Cropped Smile Overlap Element

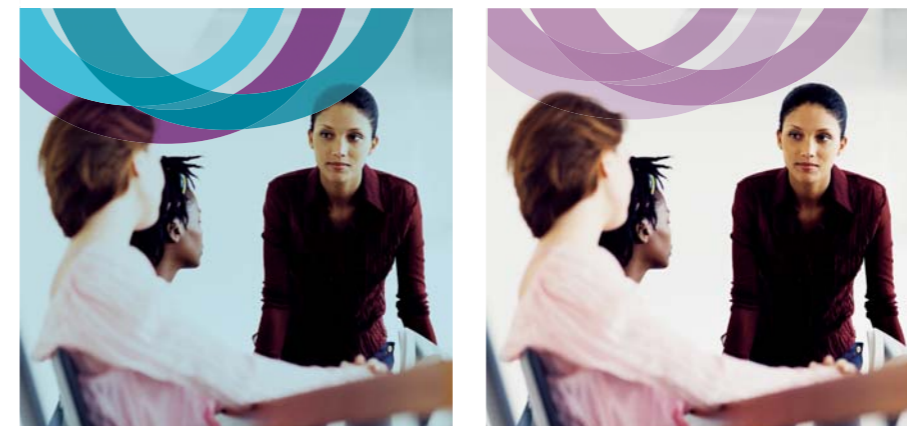


Fig.25 Examples of Smile Overlap Element on different backgrounds

Fonts

As part of creating a corporate look, a set of fonts is recommended for internal and external publications.

Dax

For externally designed documents the standard typeface chosen for National Learning Network is Dax. It comes in varying weights of Light, Regular, Medium, Bold, Black and Extra Bold. It is to be used in company stationery, for headings and as body copy in all content ie. brochures and all printed publications.

Dax

Light

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Light Italic

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Regular

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Italic

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Medium

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Medium Italic

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold Italic

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Extra Bold

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Extra Bold Italic

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Black

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Black Italic

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Verdana

For all internal PC created documents and e-mails we have chosen the font Verdana, as it is a standard PC font. This font has been chosen as it is universally available on all standard PCs. Verdana should be set as the default font on all PCs and laptops: To do so, start Microsoft Word, choose format, fonts, select 'Verdana', click on default and press yes.

Verdana

Regular

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Regular Italic

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold Italic

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Avenir

When designing an 'easy read' document specifically for the visually impaired we recommend that Avenir be used in 18 point.

Avenir

Light

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Book

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Medium

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Section 2 Stationery Specification

RehabCare has a template for all its stationery which is consistent to all companies within the Rehab Group.

QuarkXPress templates for all the stationery and letter templates for Microsoft Word are available for download at www.rehab.ie/branding Base stock of all stationery can be ordered from each company's appointed marketing co-ordinator, see Brand Management Section in the intro booklet.

There are three stages involved in the production and print of all National Learning Network Stationery.



Letterhead Back



Letterhead Front

Stage One

The National Learning Network base stock is printed with the logo, smiles and any other elements common to all National Learning Network departments. This is ordered in bulk to reduce printing costs, and is held in the printers until such time as it is required.



Stage Two

The National Learning Network base stock is overprinted in grey with the relevant department details, ie. address, phone and fax numbers, email and web addresses, company directors and other legal information.



Stage Three (letterheads only)

A letter template for Microsoft Word is available to help staff in producing written letters in a consistent manner.

Letterhead

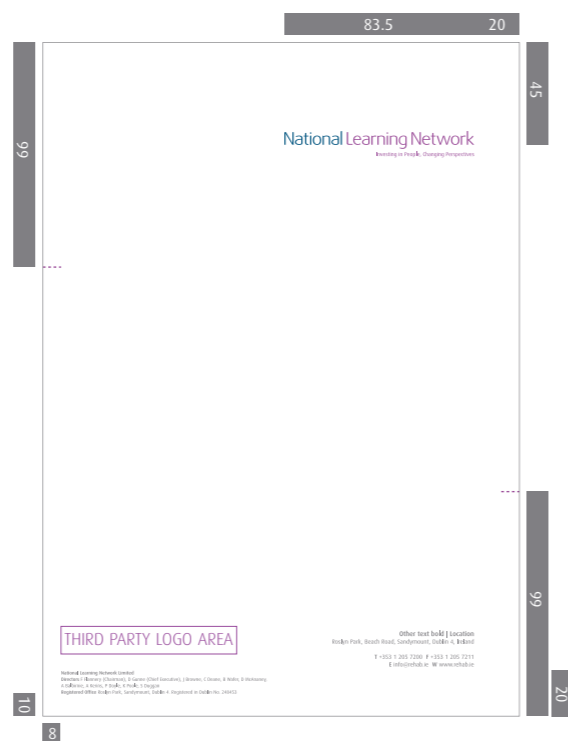
For helpful hints on how to set letters and other correspondence see the note below.

Measurements

All type sizes are specified in points, all other dimensions are in millimetres and indicated by the grey boxes.

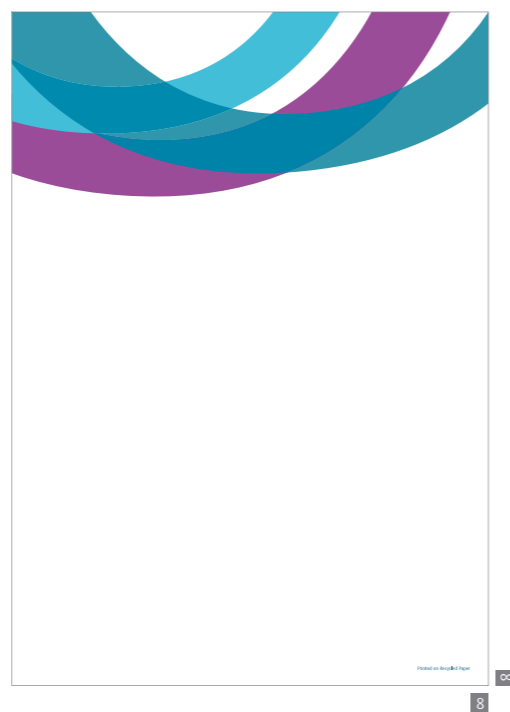
Size 210mm x 297mm
Stock 120gsm Revive Uncoated

- Front** Corporate Mark with Strapline
- Colours** PMS Navy 302, PMS Purple 513
Overprint of details PMS Cool Gray 10
- Type** Localisation address (where necessary)
8.5pt Dax Bold on 9.5pt leading
Company Details
7.5pt Dax Regular on 9.5pt leading
T, F, E and W (Abbreviations of Telephone, Fax, Email and Web) 7.5pt Dax Medium
Directors and taxation information
6pt Dax Regular on 8pt leading
Headings
6pt Dax Medium on 8pt leading
Services Details
8.5pt Dax Regular
- Note** If required, additional Third Party logos should be placed in the area shown.



Letterhead Front

- Back** Smile Overlap Element (as shown)
- Colours** PMS Blue 311, PMS Purple 513,
PMS Blue 314
- Type** Printed on Recycled Paper
6pt Dax Regular
'A Rehab Group Company'
6pt Dax Medium PMS Blue 311
- Note** The Smile Overlap Element should not be recreated or redrawn in any way. It is available for download at www.rehab.ie/branding



Letterhead Back

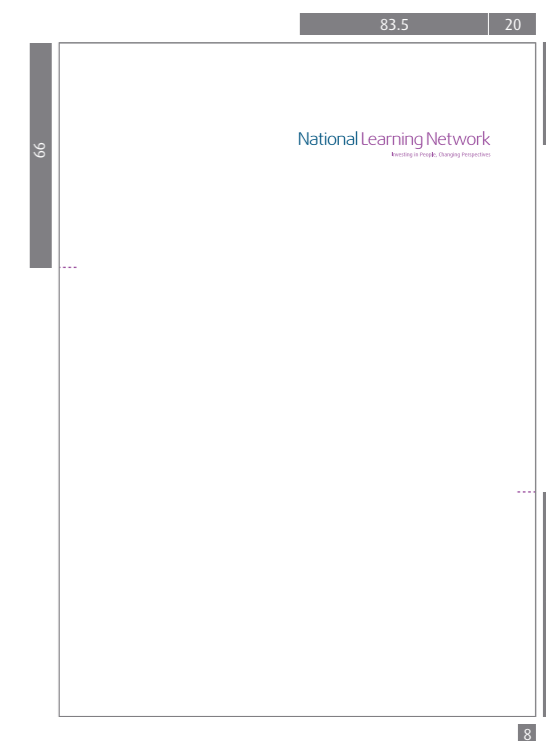
Follower

The follower should be used when a letter requires more than one page, each additional page should be a follower rather than a letterhead or blank sheet.

Base stock of all stationery can be ordered from each company's appointed marketing co-ordinator, see Brand Management Section in the intro booklet.

Size 210mm x 297mm
Stock 120gsm Revive Uncoated

- Front** Corporate Mark with Strapline
- Colours** PMS Navy 302, PMS Purple 513
- Note** Followers are single-sided only.



Follower Front

Information for National Learning Network staff

The font Verdana must be used as the standard correspondence font in no bigger than 12pt on 14pt line spacing. All stationery templates in QuarkXPress are available for download at www.rehab.ie/branding Letter templates in Microsoft Word are also available for download at www.rehab.ie/branding or from the IT department.

Correspondence typing specifications

For the correct layout and specifications for the typing of all correspondence, please follow these guidelines.

- Body text to be set in 10pt Verdana regular on 14pt line spacing following the specifications below.
- Punctuation should be kept to an absolute minimum (ie. ltd not ltd.).
- All punctuation including the full stop should be followed by a single space.
- The full stop should be eliminated after ? or !

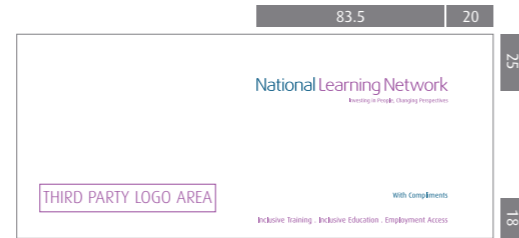
- The colon should never be used in preference to the dash and should never be used with a dash.
- Punctuation should be set next to the word with no extra space between. (ie. the end. not the end .)
- Use single quotes as opposed to double quotes (' rather than ").
- Marks of omission should only contain three points (...).
- Capitals are recommended only for titles and headings.
- Bold should be used in preference to italics within body text to distinguish items of importance.
- Use words for numbers up to nine and numerals for larger numbers (10, 11, 12) except for reference coding (2.3), measures or fractions.
- Dates should be expressed without punctuation (1 January 2004). Use the minimum figures in describing a length of years (2001 - 04).

Compliment Slip

Size 210mm x 90mm
Stock 120gsm Revive Uncoated

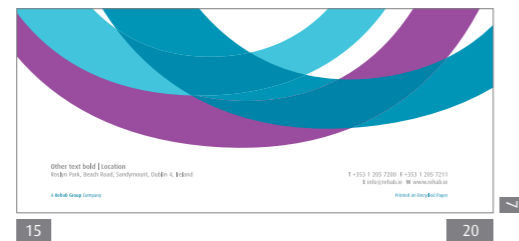
Measurements
All type sizes are specified in points,
all other dimensions are in millimetres
and indicated by the grey boxes.

- Front** Corporate Mark with Strapline
- Colours** PMS Navy 302, PMS Purple 513
- Type** With Compliments
9pt Dax Regular
- Note** If required, additional Third Party logos should be placed in the area shown.



Compliment Slip Front

- Back** Smile Overlap Element (as shown)
- Colours** PMS Blue 311, PMS Purple 513 ,
PMS Blue 314, Overprint of details
PMS Cool Gray 10
- Type** Localisation address (where necessary)
8.5pt Dax Bold on 9.5pt Leading
- Company Details
7.5pt Dax Regular on 9.5pt Leading
- T, F, E and W (Abbreviations of Telephone,
Fax, Email and Web) 7.5pt Dax Medium
- 'A Rehab Group Company'
6pt Dax Regular
- Printed on Recycled Paper
6pt Dax Regular

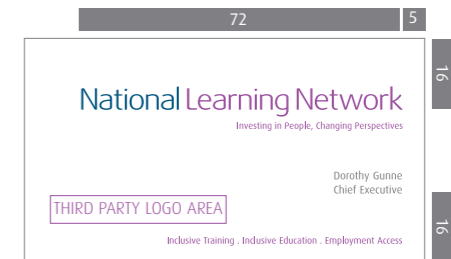


Compliment Slip Back

Business Card

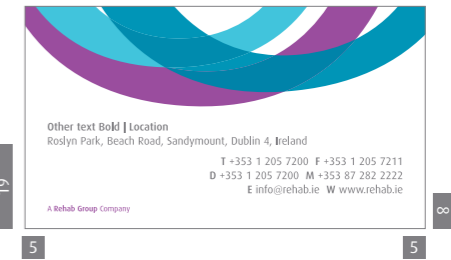
Size 90mm x 50mm
Stock 350gsm Revive Uncoated

- Front** Corporate Mark with Strapline
- Colours** PMS Navy 302, PMS Purple 513
Overprint PMS Cool Gray 10
- Type** Name and Title
7pt Dax Regular on 9pt Leading
- Services Details
6pt Dax Regular
- Note** If required, additional Third Party logos should be placed in the area shown.



Business Card Front

- Back** Smile Overlap Element
- Colours** PMS Blue 311, PMS Purple 513,
PMS Blue 314, Overprint PMS Cool Gray 10
- Type** Localisation address (where necessary)
7pt Dax Bold on 9pt Leading
- Company Details
7pt Dax Regular on 9pt Leading
- T, F, E and W (Abbreviations of Telephone,
Fax, Email and Web) 7pt Dax Medium
- 'A Rehab Group Company'
5pt Dax Medium



Business Card Back

Fax and Memo

Size 210mm x 297mm
Stock 120gsm Revive Uncoated

Fax

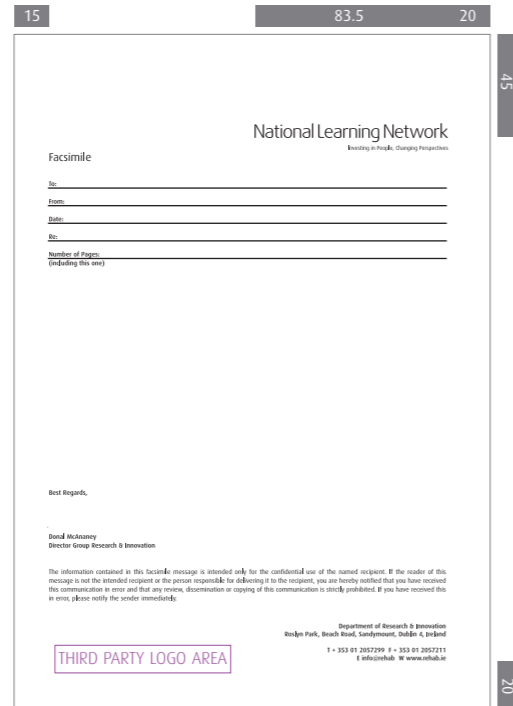
Black Corporate Mark with Strapline

Type Title
 12pt Verdana Regular

Headings and Company details
 10pt Verdana Bold on 10pt leading

Sub text (any legal info or disclaimers)
 7.5pt Verdana Bold on 10pt leading

Note If required, additional Third Party logos should be placed in the area shown.



Fax

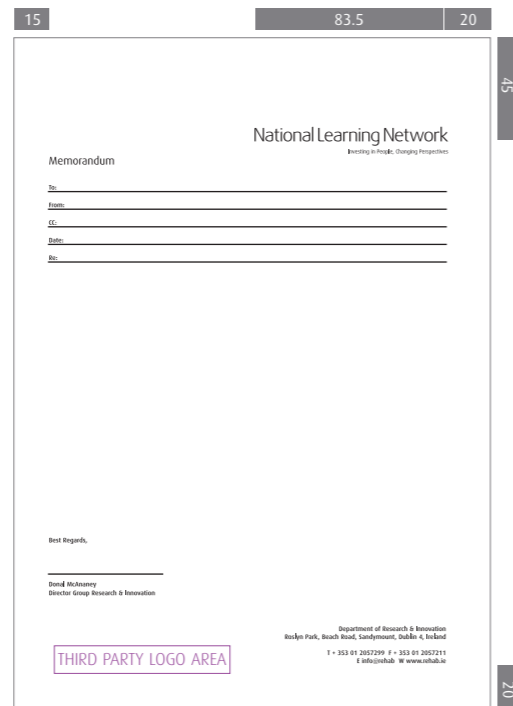
Memo

Black Corporate Mark with Strapline

Type Title
 12pt Verdana Regular

Headings and Company details
 10pt Verdana Bold on 10pt leading

Note If required, additional Third Party logos should be placed in the area shown.



Memo

Report Cover

Size 210mm x 297mm
Stock 170gsm Revive Uncoated

Measurements
 All type sizes are specified in points, all other dimensions are in millimetres and indicated by the grey boxes.

Front Corporate Mark with Strapline, Smile Overlap Element

Colours PMS Blue 311, PMS Purple 513, PMS Blue 314, Overprint PMS Cool Gray 10

Note A choice of three different coloured covers are available. When presenting reports alongside other Group Companies, the standard report (shown here) should be used.

Type Title
 18pt Dax Regular on 21pt Leading



Colour Options for Report Covers



Standard Report Cover Front

Back Smile Overlap Element

Colours PMS Blue 311, PMS Purple 513, PMS Blue 314, Overprint PMS Cool Gray 10

Type Localisation address (where necessary)
 8.5pt Dax Bold on 9.5pt Leading

Company Details
 7.5pt Dax Regular on 9.5pt Leading

T, F, E and W (Abbreviations of Telephone, Fax, Email and Web) 7.5pt Dax Medium



Report Cover Back

Section 3 Printed Publications

All printed publications must adhere to National Learning Network guidelines. A template has been developed for corporate publications to retain consistency and simplify the design process.

All printed publications for public use should be produced by a professional designer. For a list of recommended companies contact the brand management team.

Measurements

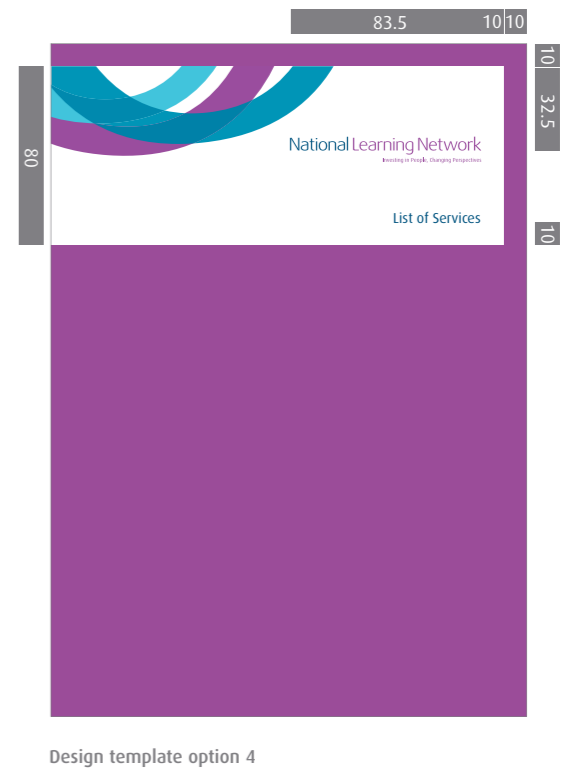
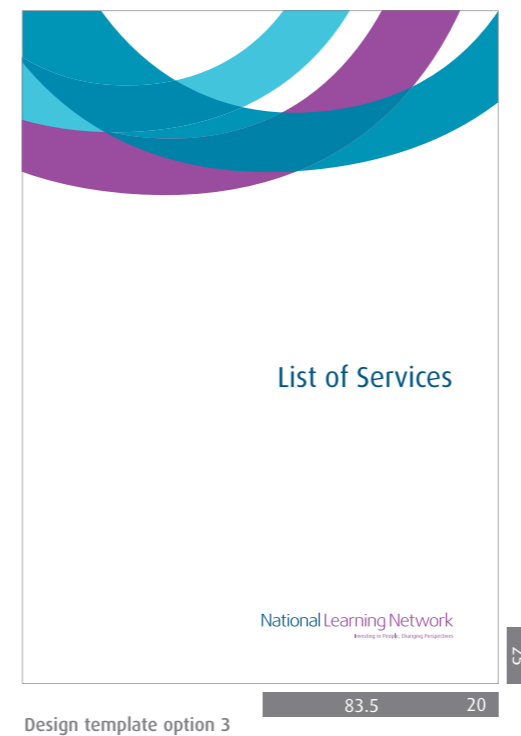
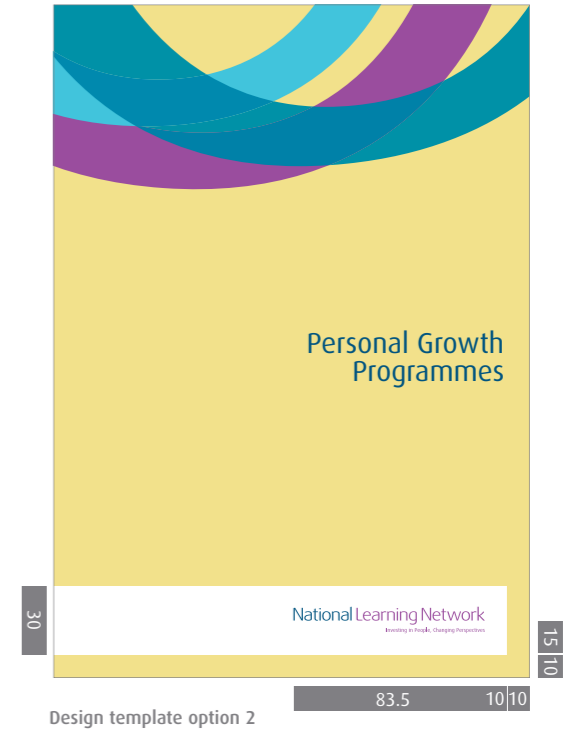
Examples shown here are A4 Portrait format, all dimensions are in millimetres and indicated by the grey boxes. For examples of how the templates can be applied to a variety of formats see overleaf.

To allow for greater flexibility in our publications a simple template has been designed which can be used in a variety of ways. This template includes a number of key elements – the Smile Overlap Element, the National Learning Network Corporate Mark, the corporate colours and fonts.

Some basic guidelines apply ensure a consistency of style. Examples of how this basic design template should be applied to printed material can be seen on the following pages.

Using the Template

- The Corporate Mark should always be placed on a white box, which bleeds off the left hand side but stops short on the right (unless the background colour is white as in option 3).
- If the white box is placed at the top, then the logo should be at the top right.
- If the white box is placed at the bottom then the Corporate Mark should be placed at the bottom right.
- The Smile Overlap Element should always bleed off the page.
- The Smile Overlap Element's shape and proportion is fixed, and should not be altered.
- The Smile Overlap Element can be proportionally scaled when appropriate.
- The colours used should be from the corporate palette. (see page 8)
- The typeface Dax should be used at all times, except for visually impaired/easy read documents which should be set in 18pt Avenir.
- If the white box is at the top, then the logo should be vertically centred within the box as shown in option 4.



The Design Templates in Use

When photography is added and the full scope of the colour palettes are utilised, the flexibility of the new identity becomes apparent.



Example of a Brochure Cover



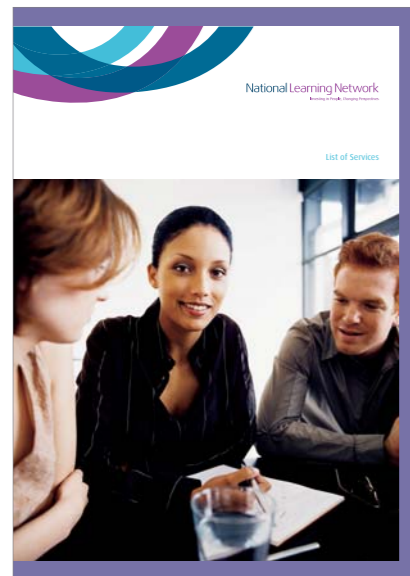
Example of a Report Cover



Example of a Brochure Cover



Example of an Invitation



Example of a Case Study



Example of a DL Leaflet Cover



Example of an A5 Programme Cover



Example of a Programme Cover

Style of Photography

To achieve a consistency across all communication material it is important that all photography selected is of a similar style. As a guide, we would recommend only using shots which capture the positive personality of National Learning Network in an inventive and friendly way. Through this style of photography we would hope to capture the essence of National Learning Network.

Back of All Printed Material

To reinforce the strength of the Rehab Brand and the organisation as a whole, all companies within the group should be listed on the back of all National Learning Network printed publications when adequate space is available. The names should be in the same colour and set in Dax Regular. The line 'a Rehab Group Company' must be on the back of all publications.





Section 4 Miscellaneous

The following shows how the National Learning Network Corporate Mark can be applied to various items, maintaining the strength and integrity of the brand.

To allow for the flexibility in our advertising a simple template has been designed which can be used in a variety of ways. Some basic guidelines govern its use and ensure a consistent style is applied to all Advertising material.

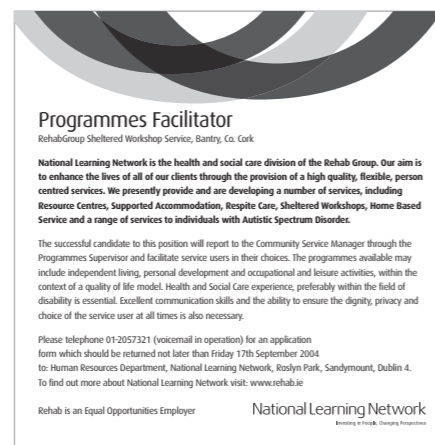
- The Rehab Brand Mark should be used for all general advertising. The National Learning Network Corporate Mark should only be used for corporate applications such as recruitment advertising.
- The Smile Overlap Element should always be used, except in circumstances where it may detract from the power of the image.
- Its shape and proportion are fixed, and should not be altered. It can be scaled when appropriate.
- The Corporate Mark should always be placed on white in the bottom right corner.
- The colours used should be from the corporate palette.
- The typeface Dax should be used at all times.



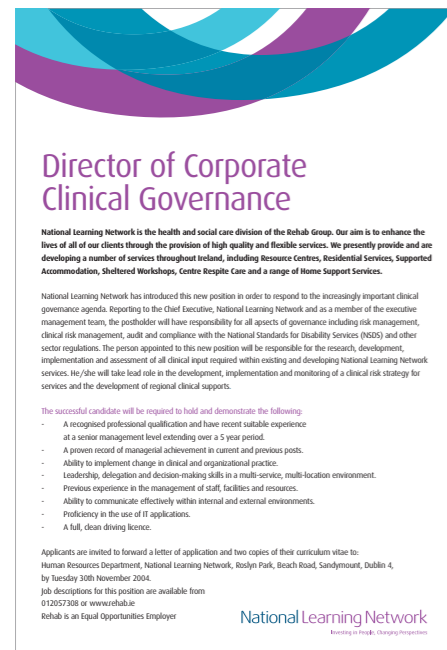
Example of Press Advert



Example of 48 Sheet Poster



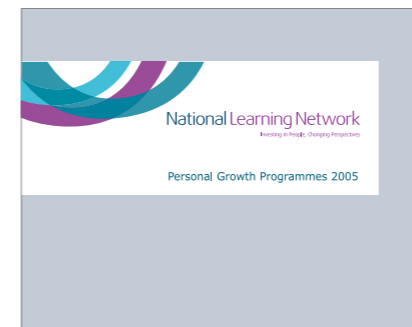
Example of Black and White Recruitment Advert



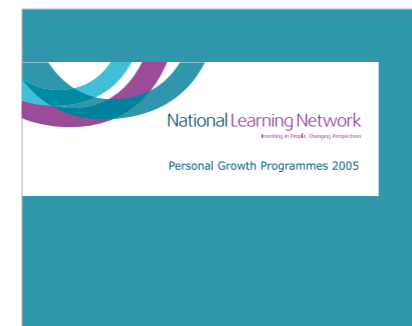
Example of Full Colour Recruitment Advert

To ensure a consistent look is maintained in all our communications, Powerpoint templates have been created. These templates should be used for all National Learning Network presentations.

A choice of two different coloured opening slides are available. When presenting alongside other group companies, the standard cover (shown here) should be used. Two background slides are also available, with most commonly used slides preloaded.



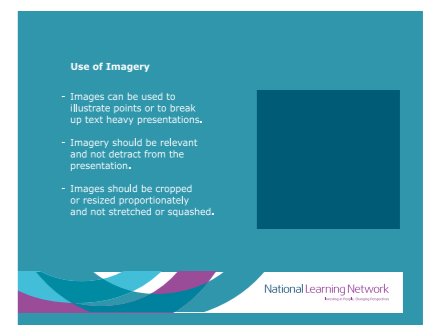
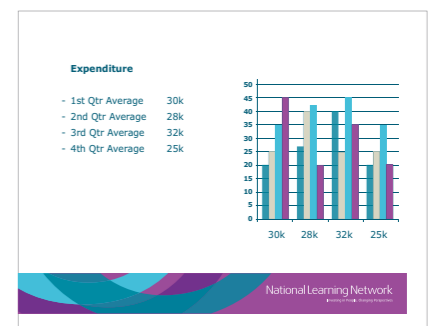
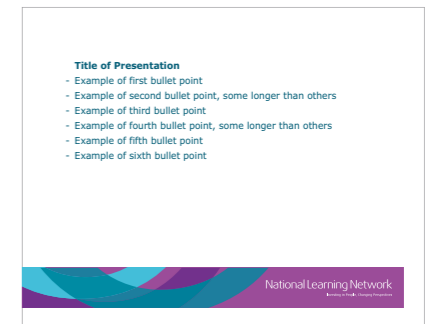
Standard opening slide layout



Opening slide layout option 2

Colours All colours used should be from the corporate palette (see page 8). For ease of use these colours have been preloaded into the templates.

Type Title
21pt Verdana Bold on 21pt line spacing
Sub Headings
18pt Verdana Bold on 21pt line spacing
Body Text
16pt Verdana Regular on 21pt line spacing



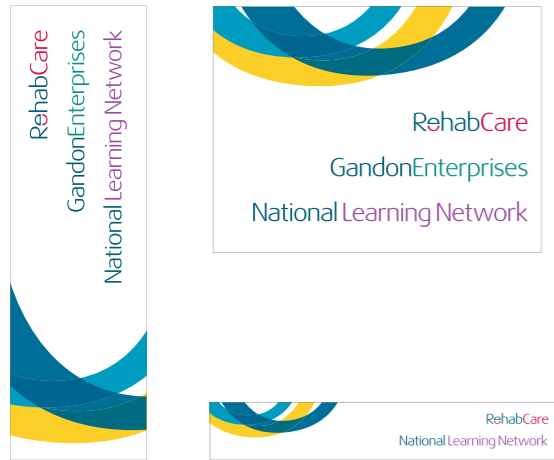
Examples of inside slide layout

Co-Branding

The relationship between the National Learning Network Corporate Mark and other third party logos should be carefully considered to ensure the National Learning Network remains prominent. The company strapline should not be used in any co-branding situations.

Other Group Companies

When the National Learning Network Corporate Mark is used alongside other Rehab Group Company Marks (such as on signage, which is covered overleaf) we recommend that the height of all the other Corporate Marks is kept the same, keeping an equal level of importance.

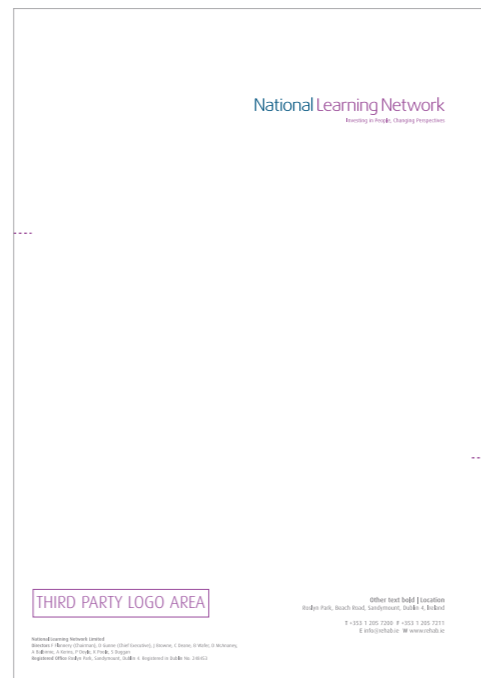


To reinforce the strength of the Rehab Brand and the organisation as a whole, all companies within the group should be listed on the back of all National Learning Network printed publications when adequate space is available. The names should be in the same colour and set in Dax Regular. The line 'a Rehab Group Company' must be on the back of all publications.



Sub-Brands

On occasion it may be necessary to include certain third party logos such as accreditations or sub-brands. Any such logos should be placed discreetly to ensure the National Learning Network Corporate Mark remains prominent. On letterheads an area has been assigned to house them and they should always be overprinted in Pantone Cool Gray 10 as shown and never in full colour.



Equal Prominence

Certain funding bodies and sponsors may require equal prominence, in this case we recommend that the size of all logos be visually balanced to keep an equal level of importance (as shown).



National Learning Network



National Learning Network

Signage

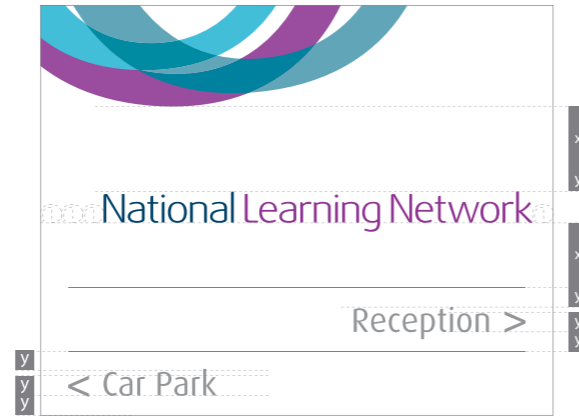
All signage templates have been designed in proportion to Gandon Enterprises signage to ensure consistency. The company strapline should not be used in any co-branding situations.

National Learning Network Signage

All signage carrying either the National Learning Network Corporate Mark or any combination of the Company Marks must adhere to these guidelines. This is to ensure consistency and visual strength of the brand within the public domain. All National Learning Network locations and facilities carry the National Learning Network Identity in a prominent position outside the building.



Example of Approach Signage



Example of External Directional Signage



Example of Large External Fascia Signage



Example of Small External Fascia Signage

Multiple Location Signage

When more than one group company occupies a location the signage changes as follows. The Smile Overlap Element must be in the Group colours and regardless of which companies are present, each company will use its full colour logo.

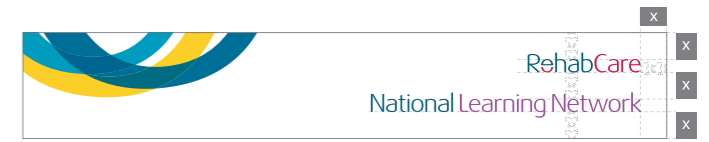


Example of Combined Approach Signage

All logos are scaled to the same proportion (same typesize) as the National Learning Network logo. In all cases the shortest logo goes on top, the longest goes on the bottom.



Example of Combined External Sign



Example of Combined Small External Fascia Signage

Merchandise

The following shows how the logo and brand elements can be applied to a variety of promotional items. The company strapline should not be used in any co-branding situations.

All merchandise carrying the National Learning Network Corporate Mark needs to be approved by the National Learning Network Marketing Rep.



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