

Our logo

Primary logo

The logo itself consists of three defining elements – the Antennae, the word Cricket and the word Media. These three elements sit together in harmony and must never be separated.

The primary logo should be used wherever possible.



Construction and exclusion zone

When using our logo it is important to maintain a consistent exclusion zone around it. Not only will this help prevent any confusion between the logo and other applied elements, but it will help lift the logo and create a clear and strong brand identity.

The exclusion zone acts as a perimeter around the whole logo. It is the X height of the capital 'C' in the logo. No other graphic elements are allowed to breach this area.



The correct use of color is vital in communicating our brand. By choosing a vibrant color palette we can convey a truly inviting feeling that appeals to our varied target audiences – From teachers, pupils and parents right through to business partners and investors.

Primary palette



Tangerine
PMS 144
C0 M48 Y100 K0
R248 G152 B29
Madeira Polyneon 1763
Madeira Classic 1065



Mango
PMS 1235
C0 M29 Y91 K0
R253 G186 B49
Madeira Polyneon 1825
Madeira Classic 1137



Apple
PMS 368
C57 M0 Y100 K0
R122 G193 B66
Madeira Polyneon 1701
Madeira Classic 1049



Lime
PMS 382
C29 M0 Y100 K0
R193 G215 B46
Madeira Polyneon 1940
Madeira Classic 1248

Secondary palette



Dark Blue
PMS 2945
C100 M45 Y0 K14
R0 G105 B170
Madeira Polyneon 1842
Madeira Classic 1134



Light Blue
Process Cyan
C100 M0 Y0 K0
R0 G174 B239
Madeira Polyneon 1977
Madeira Classic 1295



Dark Red
PMS 186
C0 M100 Y81 K4
R229 G25 B55
Madeira Polyneon 1637
Madeira Classic 1039



Light Red
PMS Warm Red
C0 M75 Y90 K0
R242 G101 B50
Madeira Polyneon 1678
Madeira Classic 1146



Black
C0 M0 Y0 K100
R255 G255 B255
Madeira Polyneon 1931
Madeira Classic 1131



Dark Grey
PMS Cool Grey 11
C0 M0 Y0 K69
R113 G113 B116
Madeira Polyneon 1841
Madeira Classic 1361



Light Grey
PMS Cool Grey 9
C0 M0 Y0 K52
R145 G146 B149
Madeira Polyneon 1640
Madeira Classic 1041

Typography

Our font

Century Gothic

To keep our brand communications simple we need a font that translates well globally at all sizes.

A spacious, modern version of a classic mid-century font, the Century Gothic. Its design embodies the digital age with its sleek sans serif style, but still retains the graceful geometric look common to early 20th-century typefaces.

**The quick brown fox
jumps over a lazy dog.**

Century Gothic Bold

The quick brown fox
jumps over a lazy dog.

Century Gothic Regular

Typography

Body font

Calibri

Calibri is a highly legible Sans Serif typeface suitable for both print and screen contexts. It marries well with Century Gothic display type. Calibri is used only for supporting body copy.

The quick brown fox
jumps over a lazy dog.

Calibri Regular

PC font

Arial

For PC based requirements such as emails or Microsoft Office applications.

**The quick brown fox
jumps over a lazy dog.**

Arial Bold

The quick brown fox
jumps over a lazy dog.

Arial Regular