School Chronicle

News · Reviews · Articles · Directory

For internal teams and partners

Contents

01 Brand idea 03

02 Personality & voice 04

03 Logo 05

04 Lockups & spacing 06

05 Logo colour & misuse 07

06 Colour palette 08

07 Colour in interface 09

08 Typography 10

09 Imagery & layout 11

10 Applications 12

Every school, on the record.

School Chronicle is the independent record of school life — news, honest reviews, thoughtful articles and a complete directory, in one trusted place for parents, students, schools and educators.

Parents	Students	Schools	Educators
Choose with confidence	See what school is really like	Tell their story accurately	Follow the whole sector

Personality & voice

Trustworthy	Premium	Clear	Independent
Facts first. Sources named. Corrections made in public.	Considered, uncluttered, edited. Quality over volume.	Plain words, short sentences. No jargon, no acronyms unexplained.	Fair to every school. Never sponsored opinion.

WE SAY	WE DON'T SAY
"Applications open on 1 March. Here's what you'll need."	"Don't miss out!!! Admissions are LIVE 🔥 "
"Parents rated communication 4.2 out of 5, based on 186 reviews."	"Parents absolutely love this amazing school."
"We got this wrong. The article has been corrected."	"Leveraging holistic pedagogical frameworks."

Logo



S/C — the initials as an editor's shorthand, with the slash as the one accent. Beside it, the full name in two lines.

S / C — Monogram

The initials of the two halves: the institution and the story.

The slash

Chronicle Red on light, Red 500 on dark. Doubles as a separator in navigation and bylines.

Construction

Archivo ExtraBold. Monogram at about 2× the name, divided by a 2px rule. Bars touch, share a left edge, and never round.

Lockups & spacing

S/C | School Chronicle	S/C | School Chronicle	S/C S/C S/C
Stacked · primary · min 96px wide	**Horizontal** · headers, email · min 140px wide	**Monogram** · icons, avatars · min 16px



Clear space

Keep a margin equal to the height of the letter S (pink square) on every side. No text, image edge or other logo may enter it.

Logo colour & misuse

S/C School Chronicle Light	S/C School Chronicle Dark	S/C School Chronicle On red	S/C School Chronicle One colour

DON'T

S/C School Chronicle Recolour the slash	S\C School Chronicle Use a backslash	S/C School Chronicle Drop the rule or spread apart	S / C School Chronicle Change weight or tracking

Colour palette

60%

Paper

#F3F2F2 · RGB 243 242 242
CMYK 0 0 0 5

30%

Ink

#201E1D · RGB 32 30 29
CMYK 0 6 9 87

10%

Chronicle Red

#EC3013
RGB 236 48 19
CMYK 0 80 92 7

Deep Red #AE1800
Red text, links, pressed

Blush #FFE0D9
Highlights, tag fills

Surface #EAE9E9
Cards, inputs, header

Graphite #605D5D
Captions, metadata

Colour in interface

Functional colours — interface only

Pass	Caution	Info	Error
#2E7D4F	#C98A1A	#2D62A8	#AE1800

Section labels — from the core palette

NEWS REVIEWS ARTICLES DIRECTORY

Approved text pairings

Aa	Aa	Aa	Aa
Ink on Paper · ~15:1 **All text**	Deep Red on Paper · ~6:1 **Text, links**	Paper on Red · ~3.8:1 **Large or bold only**	Red 500 on Ink · ~4.9:1 **Accents on dark**

Typography

ONE FAMILY

Aa

Archivo

Regular 400 · SemiBold 600 · ExtraBold 800
Free on Google Fonts

Display · 64/800	**On the record**
Headline · 40/800	**New term dates announced**
Subhead · 24/800	**What parents need to know**
Body · 16/400	Short paragraphs in plain language. Line length 60–75 characters, line height 1.6.
Label · 12/800	**REVIEWS · 6 MIN READ**

Imagery & layout



Black and white photography

Real pupils, staff and buildings. Natural light, documentary framing. Never tinted.

Logo stamp

On shared images, place the stacked logo flush to the bottom-left corner.

Visible grid

Equal columns, 2px ink rules between sections, square corners, everything flush left.

Icons

Lucide line icons at 2px stroke, in Ink.

Applications

S/C | School Chronicle

News Reviews Articles Directory **Find a school**

NEWS

New admissions timeline announced for next year

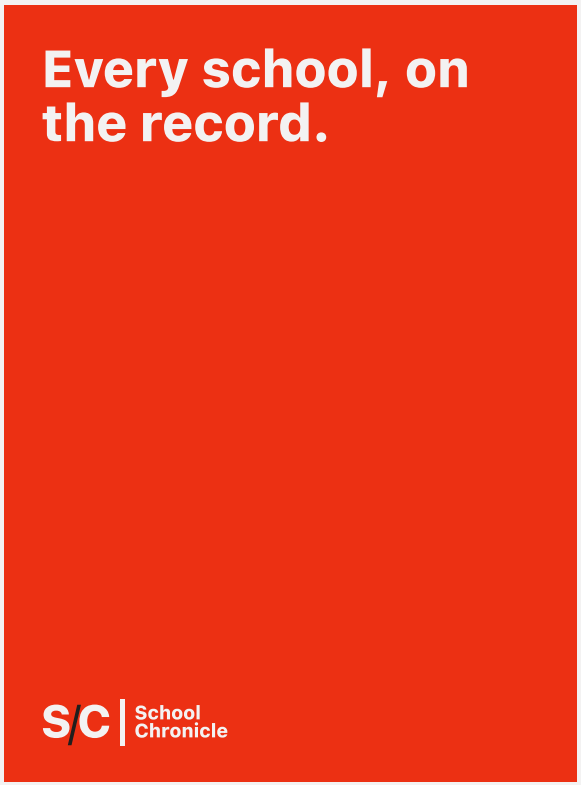
REVIEWS

School name

Verified Save school



Social avatar



Name Surname
Editor, School Chronicle

S/C | School Chronicle

Email signature

When in doubt, keep it simple, flush left and on the record.

brand@schoolchronicle.example