

ASPE

Association for the Study of Primary Education

Visual Identity

Branding and Representation Guidelines

Policy Version Control

Status	Version	Date	Description of Changes
Draft	V0.1	18/11/2025	First Draft of Document
Approved	V1.0	22/11/2025	Minor Adjustments after Executive Committee Scrutiny
Approved	V2.0	14/11/2026	

Visual Identity: Branding and Representation Guidelines

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Visual Identity: Branding and Representation Guidelines

The Association for the Study of Primary Education (ASPE) recognises that its brand is a reflection of its values, professionalism and commitment to advancing primary education. These branding and representation guidelines (along with the asset pack provided in Annex A, B, C and D) provide a single, authoritative reference for how ASPE's identity should be presented. They exist to ensure consistency, protect our reputation and make it straightforward for trustees, volunteers, members and partners to produce materials that reflect who we are.

Purpose

This document sets out the principles and rules that govern the use of ASPE's name, logo, colours, typography, imagery and tone of voice. It also defines the asset pack: the collection of authorised files, templates and resources maintained by the Secretariat. Together, these guidelines and assets provide clarity and confidence in how ASPE is represented across print, digital and social platforms.

Brand Identity

ASPE's identity should always feel professional, warm and accessible. It reflects our dual commitment to rigorous research and practical classroom experience. Every communication should embody our values of respect, integrity, inclusion, evidence-led practice, transparency and duty of care. The tone of voice should be collegial and clear, avoiding jargon and sensationalism, and always mindful of the diverse audiences we serve.

Logo

The ASPE logo is the cornerstone of our visual identity. Only the authorised files contained in the asset pack may be used. The logo must always appear in its correct proportions and colours, with sufficient clear space around it to ensure visibility. Variations are permitted only as supplied: full-colour for light backgrounds, reversed for dark backgrounds and monochrome for restricted palettes. The logo must never be stretched, recoloured, distorted or combined with other graphics in ways that alter its integrity.

Fonts

Typography is a key part of ASPE's identity. The main font for ASPE is 'Assistant', which should be used for headings, body text and the majority of communications. Assistant is chosen for its clarity, readability and modern character, making it suitable for both print and digital formats. An accent font, 'Futura', may be used sparingly for emphasis, captions or design elements where a distinctive visual contrast is required. Both fonts should be applied consistently, with clear hierarchy and spacing to maintain readability and accessibility.

Colours

Colour is central to ASPE's visual identity. The primary colours are ASPE Blue and ASPE Gold, which should be used consistently across all communications. ASPE Blue conveys trust, professionalism and clarity, while ASPE Gold reflects warmth, optimism and excellence. Exact colour values are provided below and must be used to ensure consistency across print and digital formats:

- ASPE Blue: RGB 0, 47, 159 / HEX Colour Code 002F9F
- ASPE Gold: RGB 254, 203, 3 / HEX Colour Code FECB03

Imagery

Images used in ASPE communications should be natural, inclusive and representative of diverse educational settings. They should highlight authentic classroom practice and positive collaboration between teachers and researchers. In documentation, the utilisation of black and white photograph is within the house style. All imagery must be properly licensed or accompanied by documented consent, particularly when children or vulnerable adults are involved. Manipulative edits should be avoided.

Templates and Asset Pack

The Asset Pack contains the master logo files, colour specifications, font licences, document and slide templates, email signatures, social-media graphics. These resources are maintained by the Secretariat and issued on request. They are the only authorised files to be used in ASPE communications. Templates are designed to ensure consistency in layout, margins and typography, making it easy to produce materials that are immediately recognisable as ASPE.

Co-Branding and Partnerships

Where ASPE works in partnership with other organisations, co-branding must be handled with care. Permission from the Secretariat is required before ASPE's logo or name can be used in joint materials. The relative size and placement of logos should reflect the nature of the partnership and must not imply endorsement of commercial products or partisan causes.

Digital and Social Media

Official ASPE accounts must use the authorised profile and cover images from the asset pack. Posts should maintain the professional, evidence-led tone of voice described earlier.

Accessibility

ASPE is committed to ensuring that its communications are accessible to all. Materials should meet recognised accessibility standards. Plain English should be used wherever possible, and bilingual or alternative formats should be provided when relevant to our membership.

Legal and Compliance

ASPE owns its logo and branded assets. They must not be used outside permitted contexts. All third-party imagery, fonts and stock media must be properly licensed, and records of permissions should be retained. Branding must never be used to imply endorsement of products, political campaigns or commercial services without explicit approval from the Executive Committee.

Statement of Intent

ASPE's brand is a public expression of our values and our purpose. By following these guidelines and using the authorised asset pack, we ensure that our communications are consistent, accessible and trustworthy. In doing so, we protect the charity's reputation and strengthen our ability to communicate effectively in support of primary education.

Annex A: Main ASPE Logos

Version 1: Main ASPE Logo, Full Colour



Version 2: Main ASPE Logo, Full Colour, Acronym Only



Version 3: Main ASPE Logo, Vertically Stacked Version, Acronym Only



Annex B: Colour Iterations of ASPE's Main Logo

Version 4: Main ASPE Logo, All Blue Colour



Version 5: Main ASPE Logo, All Blue Colour, Acronym Only



Version 6: Main ASPE Logo, All Blue Colour, Vertically Stacked Version



Version 7: Main ASPE Logo, All Gold Colour



Version 8: Main ASPE Logo, All Gold Colour, Acronym Only



Version 9: Main ASPE Logo, All Gold Colour, Vertically Stacked Version



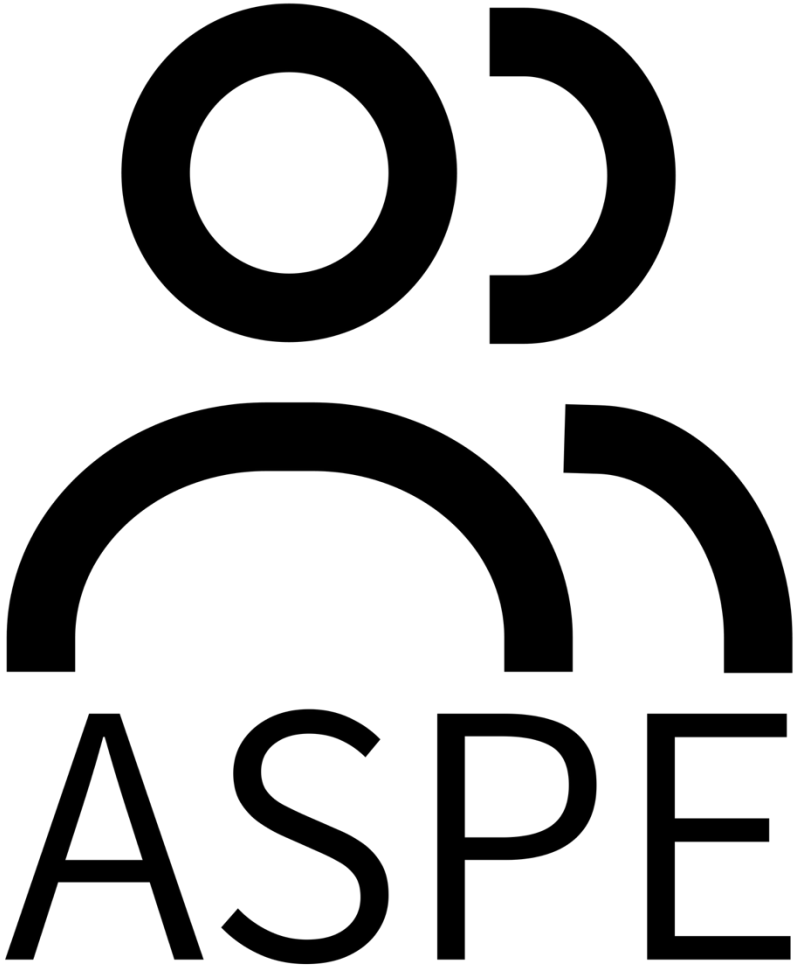
Version 10: Main ASPE Logo, All Black Colour



Version 11: Main ASPE Logo, All Black Colour, Acronym Only



Version 12: Main ASPE Logo, All Black Colour, Vertically Stacked Version



Version 13: Main ASPE Logo, All Grey Colour



Version 14: Main ASPE Logo, All Grey Colour, Acronym Only



Version 15: Main ASPE Logo, All Grey Colour, Vertically Stacked Version



Version 16: Main ASPE Logo, All White Colour



Version 17: Main ASPE Logo, All White Colour, Acronym Only



Version 18: Main ASPE Logo, All White Colour, Vertically Stacked Version



Version 19 : Main ASPE Logo, Alternated Colour Version



Annex C: ASPE Ignite Logos

Version 20: ASPE Ignite Logo Combined with Main ASPE Logo, Full Colour



Version 21: ASPE Ignite Logo Combined with Main ASPE Logo, Full Colour, Acronym Only



Version 22: ASPE Ignite Logo, Full Colour

IGNITE

IDEAS IN PRIMARY EDUCATION

Version 23: ASPE Ignite Logo, All Blue

IGNITE
IDEAS IN PRIMARY EDUCATION

Version 24: ASPE Ignite Logo, All Gold

IGNITE
IDEAS IN PRIMARY EDUCATION

Version 25: ASPE Ignite Logo, All Black

IGNITE
IDEAS IN PRIMARY EDUCATION

Version 26: ASPE Ignite Logo, All White



Annex D: ASPE Flourish Scholarship Foundation Logos

Version 27: ASPE Flourish Scholarship Foundation Logo Combined with Main ASPE Logo, Full Colour



Version 28: ASPE Flourish Scholarship Foundation Logo Combined with Main ASPE Logo, All Blue



Version 29: ASPE Flourish Scholarship Foundation Logo Combined with Main ASPE Logo, All Gold



Version 30: ASPE Flourish Scholarship Foundation Logo Combined with Main ASPE Logo, All Black



Version 31: ASPE Flourish Scholarship Foundation Logo Combined with Main ASPE Logo, All White



Version 32: ASPE Flourish Scholarship Foundation Logo Combined with Main ASPE Logo, Full Colour, Acronym Only



Version 33: ASPE Flourish Scholarship Foundation Logo Combined with Main ASPE Logo, All Blue, Acronym Only



Version 34: ASPE Flourish Scholarship Foundation Logo Combined with Main ASPE Logo, All Gold, Acronym Only



Version 35: ASPE Flourish Scholarship Foundation Logo Combined with Main ASPE Logo, All Black, Acronym Only



Version 36: ASPE Flourish Scholarship Foundation Logo Combined with Main ASPE Logo, All White, Acronym Only



Version 37: ASPE Flourish Scholarship Foundation Isolated Logo, Full Colour



Version 38: ASPE Flourish Scholarship Foundation Isolated Logo, All Blue



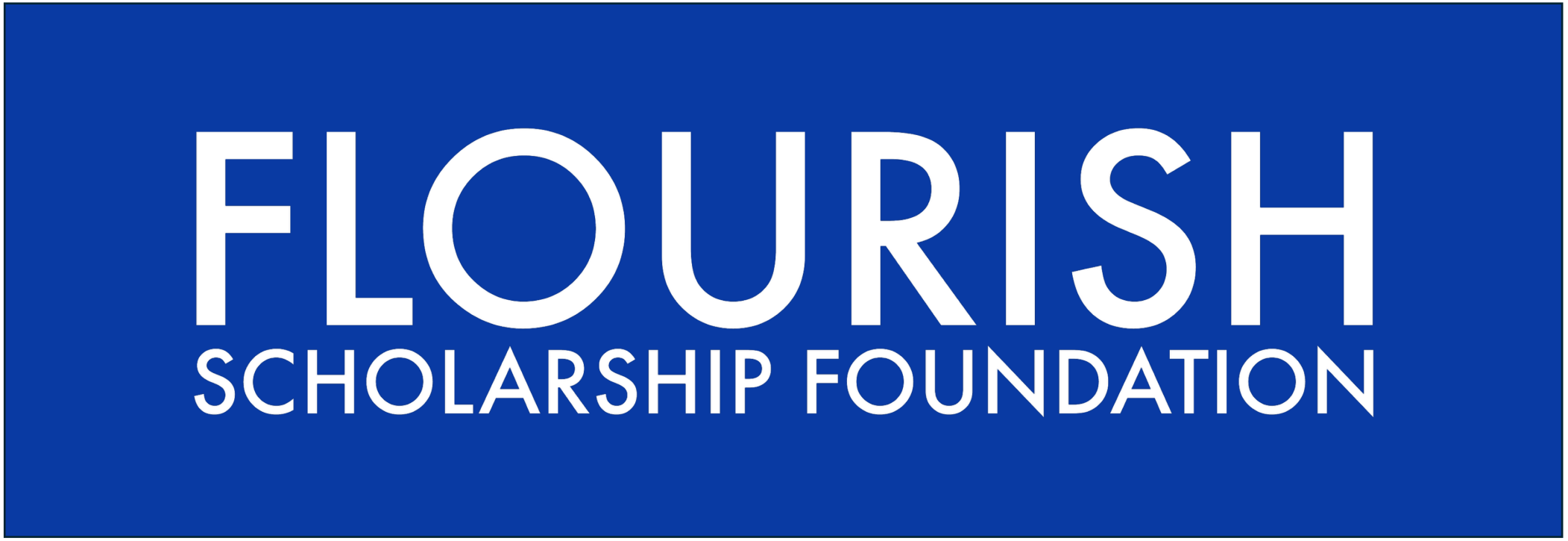
Version 39: ASPE Flourish Scholarship Foundation Isolated Logo, All Gold



Version 40: ASPE Flourish Scholarship Foundation Isolated Logo, All Black

FLOURISH
SCHOLARSHIP FOUNDATION

Version 41: ASPE Flourish Scholarship Foundation Isolated Logo, All White





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