This document is a set of guidelines for anyone working for Groupcall, or working on their behalf, to refer to when using the Groupcall brand.

All the pages are listed below, and you can access them by simply clicking on a heading.

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MISSION, VISION AND VALUES

OUR MISSION:
Improving outcomes for every child...

OUR VISION:
By putting Groupcall products at the heart of data driven decision-making in every school in the UK.

OUR VALUES:
Be responsible
We learn and improve together, working in a spirit of positive partnership.

Be supportive
We are one team - where no-one is ever left behind.

Build meaningful relationships
We develop and sustain relationships built on mutual trust for the long term.

Creativity with purpose
We apply our imagination to enhance everything we do.

Deliver WOW
We go above and beyond expectations to delight our customers.
THE GROUPCALL LOGO
The Groupcall logo consists of four elements – the Groupcall ‘swish’, the company name, the divider and the ‘built on trust’ strapline. They have been designed to work harmoniously together, but also to be flexible, allowing different positioning depending on how the logo is being used.
The logo should always occupy its own space. In order to maximise visibility and to express its importance it should have a protected clear space around it.

The invisible clear space that protects the logo is determined by the size of the ‘Swish’. Remember, this is the MINIMUM clear space. More space around the logo will always make it stand out.
It is important that the legibility and quality of our logo isn't compromised. Extra care needs to be taken when using it at smaller sizes.

For print reproduction it is recommended that the icon should be a minimum of 20mm wide. However this is a guideline only as different printing processes and materials will have an effect on the quality of reproduction.

When reproducing the logo, always bear in mind the production process being used.

For web reproduction, the minimum recommended size for the icon is 120 pixels wide.
There are three colour options when using the Groupcall logo on different backgrounds.

**ON WHITE**
Ideally the red/black CMYK logo should be used whenever the Groupcall logo appears on a white background.

**ON A COLOUR**
On coloured backgrounds always use the white out version, making sure that the background is dark enough for the logo to stand out.

**SINGLE COLOUR PRINT**
In circumstances where it is impossible to print the logo in colour it is permissible to print the whole logo in black only.
Our strapline is an important part of our brand. It is a single sentence that defines our offer to our customers and our aims for the future. Wherever our logo is used, the strapline should appear somewhere on the page.

The strapline can be part of the logo...

or it can be used separately as a sign-off to the page.

Where the logo is separated from the strapline, the logo should appear without the dividing line.
BUILT ON TRUST

Where it is not used as part of the logo the strapline can appear in either Groupcall red or white to maximise legibility.

It should always be typeset in Intro Bold Caps with the tracking set to 0.24 em (ie. in InDesign set the value in the Tracking field to 240).

DON'T use the 'sign-off' strapline as part of the logo.
PRODUCT LOGOS
Groupcall products have their own identity within the overall Groupcall brand.
Certain Groupcall products have sub-brands that share the same logo.
The rules regarding clearspace, minimum sizes and choice of logo vs background colour are the same as the main Groupcall logo.
Our core logo uses red and black. The combination of these colours is fundamental to our identity, and even when the logo is not used they remain powerful brand elements.

**Black**
- CMYK: K100
- RGB: R0 G0 B0
- HEX: 000000

**Red**
- CMYK: C20 M100 Y100 K0
- RGB: R197 G26 B27
- HEX: c51a1b
- PMS 1797C

Our core identity is represented by Black and Red. These should be the primary colours in all communications about Groupcall as a company or communications featuring more than one product.
Each product has its own colour which can be used as a secondary colour to the Groupcall black and red.
This document contains information on Groupcall and several different products so the predominant colour theme is red and black.

Inside the brochure specific products are colour coded to make it easy to differentiate between them.
This document contains information specifically on Groupcall Xporter so the colour palette is predominantly Xporter Blue with just the Groupcall logo in red.
Case studies use the colour of the featured product with the Groupcall red as an accent.
Product adverts use the product colour.

Groupcall Analytics will enable your Trusts to easily:
- Analyse Trust-wide data, supporting all major MIS platforms used in academies.
- Understand your data and obtain valuable intelligence and insights.
- Benchmark against other Trusts nationwide to see how your Trusts compare.
- Report and predict on outcomes such as grades & attendance.
- Improve the performance of your Trusts and improve outcomes for students.

Having clear access to all of this information not only supports your academies in identifying challenges and finding solutions, Groupcall Analytics also provides a complete overview of Trust performance that will support your conversations with key stakeholders such as your Trust Board, Regional Schools Commissioner, and Ofsted.

Visit groupcall.com/discover-analytics today to find out more and to request a free demo.
Groupcall uses a single type family, Intro, which has a range of different weights, that allow us to introduce dynamic contrast into our publications.

**Intro Light**
This is the preferred weight for body copy and can be used in Caps for headings.

**Intro Bold Caps**
To be used for headings only. Provides an interesting contrast with Intro Light.

---

**Intro Light Italic**

**Intro Regular**

**Intro Regular Italic**

**Intro Bold**

**Intro Bold Italic**

**Intro Black**

**Intro Black Italic**

Use the secondary typefaces for emphasis within a document.

---

When reversing body text out of a coloured background, substitute Intro Regular for Intro Light to prevent the type from ‘filling in’ when the document is printed.
SCHOOL DATA AND PARENTAL ENGAGEMENT ARE MISSION CRITICAL

You need to work with a partner you can trust.

For approaching two decades, Groupcall has led the way in developing innovative solutions to help improve the way schools and colleges work. Our solutions have helped schools and deep down in the heart of education.

Groupcall has also taken a leadership role in helping schools within the UK to make GDPR compliant in the run-up to and beyond May 25th 2018.

What our clients say:

Groupcall was rated ‘very good’ by the General Data Protection Regulation (GDPR) Enforcement to support the introduction of GDPR at their school.


New in 2018

Groupcall Messenger is now GDPR compliant. For approaching two decades, Groupcall has been the leader in school communications, minimising the burden of office administrators and is proven to reduce unauthorised absences.

With this pedigree, who else would you choose?

SUPPORTING YOUR SCHOOL ON THE PATHWAY TO GDPR COMPLIANCE

Having provided secure data services for schools, local authorities and businesses for approaching two decades, we are perfectly placed to support your school on your GDPR journey.

We work with all major MIS providers and over 100 local authorities and large MATs providing access to MIS-agnostic software to this day.

Groupcall also specifies GDPRiS; a centre of excellence in education. A single, ready to use platform, with an intuitive, cost-effective platform that makes communication between your school and parents easier and more efficient. It has been created to remove the stress of an annual subscription fee. Groupcall has also taken a leadership role in helping schools to make GDPR compliant in the run-up to and beyond May 25th 2018.


NEW IN 2018

Groupcall Messenger enhances school-home communications, minimises the burden of office administrators and is proven to reduce unauthorised absences.

Groupcall Messenger integrates seamlessly with your MIS, allowing you to send personalised SMS, voice and email messages to parents, and enables real-time communications, reducing the administrative burden imposed on school staff.


New Interface – cleaner, more easily than ever, and now with GDPR compliance.

ParentPaperwork reduces the document management burden of your school. By allowing us to create secure, system managed templates you decide on. Parents’ Evening Booking System provides access to best-of-breed systems giving you a whole suite of GDPR compliant tools.

Parents’ Evening Booking System has

When you are ready, read our expert guides...

www.groupcall.com/gdpris

www.groupcall.com/messenger

Data analytics
MIS data access & integration
Parental engagement
YOU CAN TRUST ANALYTICS EXPERTS COMMUNICATIONS AND THE SCHOOL DATA, BUILT ON TRUST

THE SCHOOL DATA, COMMUNICATIONS AND ANALYTICS EXPERTS YOU CAN TRUST

Parental engagement
MIS data access & integration
Data analytics

BUILT ON TRUST

Headlines

Use Intro Bold Caps to create dynamic document headlines.

Text headings

Headings within the text should be set in Intro Bold Caps. Intro Light Caps is also acceptable.

Body copy

Body text should be set in Intro Light unless it is being reversed out of a colour, in which case it should be set in Intro Regular.

Use Bold, Black and Italic versions for emphasis, such as speech or quotes.

Mixing and matching our corporate typefaces will allow you to create dynamic and interesting layouts for any communication material. Don’t be afraid to use scale and colour to bring your typography to life.
SHAPES AND HOLDING DEVICES
The lozenge shape used for the product logos can also be used to hold text and images within a page layout. The size and positioning of the holding device is flexible to allow it to be used creatively but it must always be in the correct proportions.

**To create the holding device**

Draw an oval 100mm x 135mm (or in the proportion of 1:1.35)

Rotate 24° anti-clockwise

Scale to the required size
Holding devices can be in any of the Groupcall colours as long as they are appropriate to the subject matter.

Positioning and size on the page is flexible

Use positive and negative space
SUPPORTING TRUSTS & ACADEMIES:
- To make more effective decisions based on data
- Ensure ongoing GDPR compliance
- Improve education outcomes
- Increase working efficiencies

THE COMPLETE GDPR COMPLIANCE TOOL FOR SCHOOLS

Groupcall Analytics will enable your Trusts to easily:
- Analyse Trust-wide data, supporting all major MIS platforms used in academies.
- Understand your data and obtain valuable intelligence and insights.
- Benchmark against other Trusts nationwide to see how your Trusts compare.
- Report and predict on outcomes such as grades & attendance.
- Improve the performance of your Trusts and improve outcomes for students.

Having clear access to all the information not only supports your academies in identifying challenges and finding solutions, Groupcall Analytics also provides a complete overview of Trust performance that will support your conversations with key stakeholders such as your Trust Board, Regional Schools Commissioner and OFSTED.

Visit groupcall.com/discover-analytics today to find out more and to request a free demo.

BUILT ON TRUST
HARNESS THE POWER OF YOUR TRUST DATA

Use the holding device to contain images or information or to add interest to the page and provide a backdrop for screen shots of Groupcall software.
PUTTING IT ALL TOGETHER
These brand guidelines are designed to give a flexible toolkit which, using a few basic elements, will allow you to produce creative marketing collateral with a strong, instantly recognisable brand identity.
For more information on these brand guidelines, or to obtain high resolution artwork of our logo, please contact:

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