

# brand guidelines

Our branding defines who we are as a company and should be used in all publications, communications and documents, both internal and external. This document sets out how our branding should be used, and when.

## what our brand means

### The Sensory Session's Values



### Team Values



## our logos

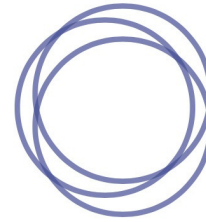
There are three logos which can be used. The full logo, which should be used wherever possible is:



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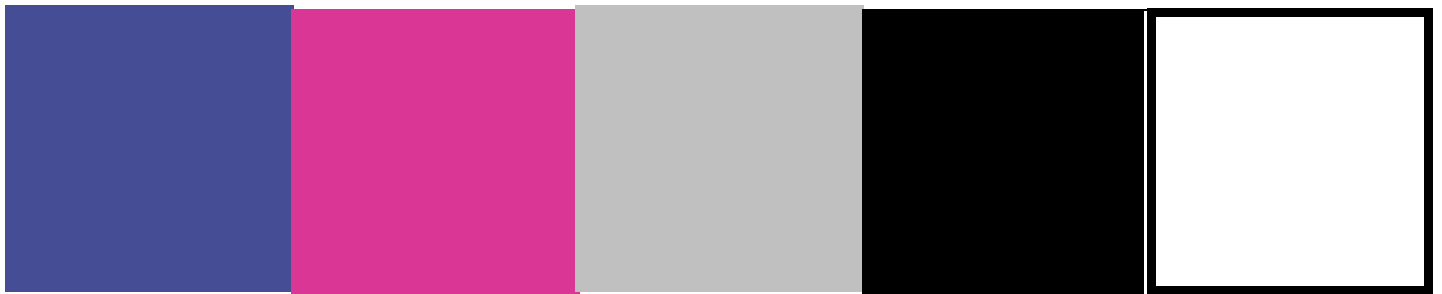
On occasions where the full logo won't fit or isn't suitable, acceptable alternatives are:

**the**  
**sensory**  
**sessions**



## colour scheme

The Sensory Sessions' colour scheme includes 5 colours:



#454d94  
rgb 69,77,148

#d93696  
rgb 217,54,150

#c0c0c0  
rgb 192,192,192

#000000  
rgb 0,0,0

#ffffff  
rgb 255,255,255

## language used

Our language should be friendly and respectful at all times and in all forms of communication or publication, taking our company values into consideration. When communicating with customers, we should use the following words and phrases where appropriate:

- welcome
- invitation to play
- baby-led
- best wishes
- thank you
- we'd like to / we'd love to

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## document guidelines

### all documents

Font: -Arimo  
Page banners: -use company colours  
Page headings: -largest text, bold, centred,  
no capitals  
Subheadings: -slightly larger than body text, bold,  
no capitals, use company colours  
body text: -smallest text, black only

### internal document/ guidance notes

A full width, pink banner should be added to the top of the page, with the document header centred and in bold, white text.

## sample header

### downloadable customer document

A full-width, blue banner should be added to the top of the page, with the document header centred and in bold, white text.

Colourful Blogstomped photos should be used where possible/appropriate.

Our logo should appear at the foot of each page.

## sample header

### class plans

A thin tri-colour header at the top, with headings in blue below. The text "(C) The Sensory Sessions Limited" should appear, centred at the foot of the page.

## sample header