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# The Mark *of a* Deliberate Mind

The brand identity system for the Institute for Advanced Learning & Metacognition — a guide to presenting our name, our mark and our ideas with clarity, consistency and quiet confidence.



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A brand is not what we say we are. It is what we are seen to do — *consistently*.

This document exists to protect something valuable: the impression IALM leaves each time our name appears. A research institute earns trust slowly, through rigour and reliability. Our visual identity should do the same work — signalling seriousness, intelligence and care before a single word is read.

The guidance that follows is practical, not decorative. It defines how our logo is constructed and spaced, the precise colours that carry our name, the typography that voices it, and the small number of rules that keep every brochure, slide, page and pack unmistakably *ours*.

Used well, these standards free you to create with confidence. Consistency is not constraint — it is the compounding interest of a brand.

#### TAGLINE

*Advancing the Science of Learning*

#### PRIMARY HASHTAG

**#LearningReimagined**

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# A mark with meaning.

Our logo is more than an identity — it reflects the idea at the very heart of our work. Look closely at the letter *A* and you will notice that its crossbar does not run all the way across. This is deliberate. We call it the **Deliberate Pause**.

That small, interrupted space represents the moment of reflection that sits at the centre of metacognition: the pause between receiving information and truly understanding it. It is the instant in which learning becomes conscious — when we stop, think about our own thinking, and turn experience into genuine understanding.

*“The pause is not a gap in learning — it is where the most important learning happens.”*

It is a reminder of something we believe deeply: that in advanced learning, progress is not created by speed alone. Real understanding is built through deliberate thought, self-awareness and reflection.



# The Logo

Our logo is a **horizontal lockup** in two parts: the *lettermark* (IALM) and the *descriptor* (the full institute name), divided by a fine vertical rule. Together they form the primary signature — the preferred expression of the brand wherever space allows.



## 01 — LETTERMARK

The four letters **IALM**, set in a custom geometric form. Carries the Deliberate Pause. May stand alone where the institute is already established.

## 02 — DIVIDER RULE

A fine vertical hairline — about 1.5× the cap height of the lettermark in length, and roughly one-sixtieth of that height in thickness. It separates without dividing — a quiet hinge between name and meaning.

## 03 — DESCRIPTOR

The full name set in two lines. Never reset, recoloured or re-spaced; always used from the master artwork supplied.

# Logo Variations

Four approved versions cover every background. Always choose the version that gives the greatest contrast and clarity. Never recreate a variation — use only the master files supplied.



## 01 — PRIMARY (FULL COLOUR)

The default. For light and white backgrounds. Navy wordmark with the teal Deliberate Pause.



## 02 — INVERTED

For navy, dark photography and deep backgrounds. White wordmark, teal accent retained.



## 03 — MONOCHROME NAVY

Single-colour navy. For one-colour print, embossing, faxes, and where the teal cannot reproduce.



## 04 — MONOCHROME WHITE

Single-colour white (knock-out). For mid-to-dark backgrounds, photography and merchandise.

### SELECTING A VERSION

Prioritise the **full-colour primary** wherever it is legible. Reserve monochrome versions for technical constraints only — the teal Deliberate Pause is a meaningful asset and should be present whenever production allows.

# Construction & the Cap Unit

Every proportion in the lockup is governed by a single measure: **the cap height of the lettermark**, which we call  $x$ .  
Expressing relationships in multiples of  $x$  keeps the logo perfectly proportioned at any size.



## MASTER RATIOS

Lettermark cap height the base unit	$x$
Stroke weight of cap height	$0.16x$
Letter spacing (I·A·L·M) optical	$0.10x$
Divider rule height taller than caps	$1.5x$
Divider stroke ≈ 1/60 cap height	$0.016x$
Space before divider optical gap	$0.45x$
Space after divider optical gap	$0.45x$
Descriptor cap height per line	$0.30x$
Descriptor leading line to line	$0.42x$
Pause crossbar width of A width	$0.42x$

# Clear Space & Minimum Size

The logo needs protected space — a quiet zone, free of text, imagery and other logos. We define it using the cap unit  
 $x$ : maintain a minimum margin of **0.5  $x$**  on every side. More is always better.



## MINIMUM SIZES

**IALM** | Institute for  
Advanced Learning  
& Metacognition

**32 mm**  
full lockup · print width

**IALM**

**12 mm**  
lettermark only · print width

## ON SCREEN

Full lockup

**120 px**

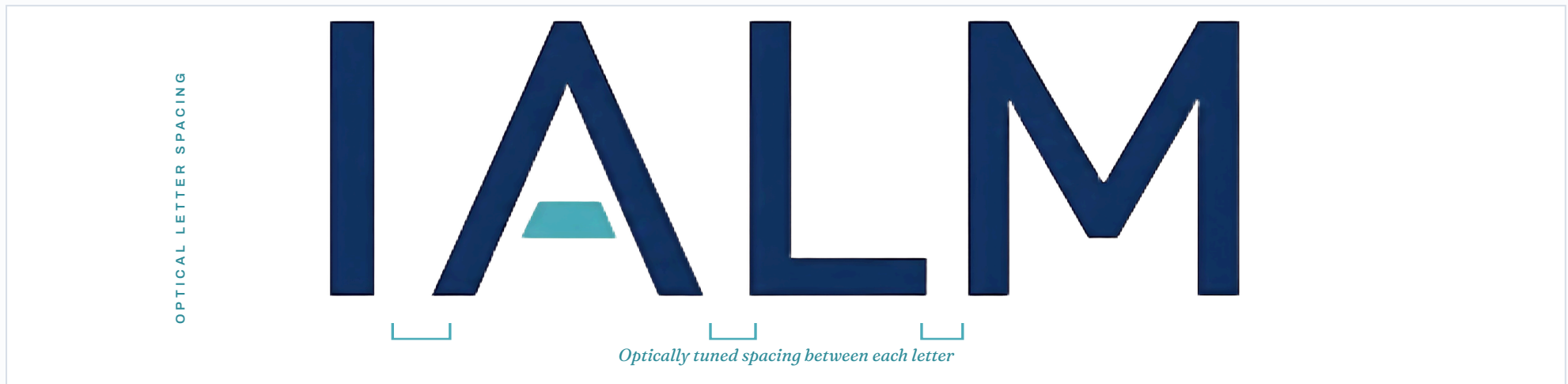
Lettermark

**44 px**

Below these sizes the Deliberate Pause and the descriptor lose legibility. When a mark must be smaller, switch to the lettermark alone.

# Letter Proportions & Spacing

The four letters are optically spaced — not mechanically. Each interval is tuned so the word reads as one unit. The values below describe the relationships so the wordmark can be checked, never rebuilt by hand.



## I · A

### EQUAL OPTICAL GAPS

The straight-to-diagonal interval (I to A) is opened slightly so it appears equal to the diagonal-to-straight gaps elsewhere.

## A L M

### UNIFORM CAP HEIGHT

All four characters share one cap height and one stroke weight (0.16 x), giving the wordmark its even, architectural rhythm.

## A ▲

### THE PAUSE

The teal crossbar sits at 0.42 x wide, centred on the A's axis at roughly mid-cap height — the single point of colour and meaning.

# What Never to Do

The logo's integrity depends on consistency. The artwork is final: never alter, redraw or embellish it. These are the most common errors — each one weakens recognition and should be avoided without exception.



Do not stretch, condense or distort the proportions.



Do not recolour the wordmark or change the teal accent.



Do not rotate, tilt or set the logo on an angle.



Do not add shadows, glows, bevels or other effects.



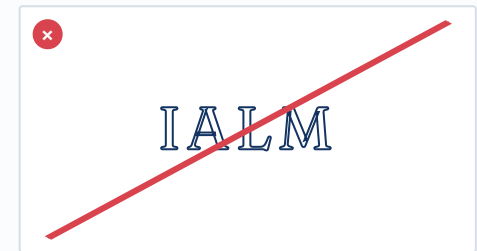
Do not place on busy or low-contrast backgrounds.



Do not re-typeset the wordmark in another font.



Do not use the full-colour logo on dark backgrounds — use the inverted version.

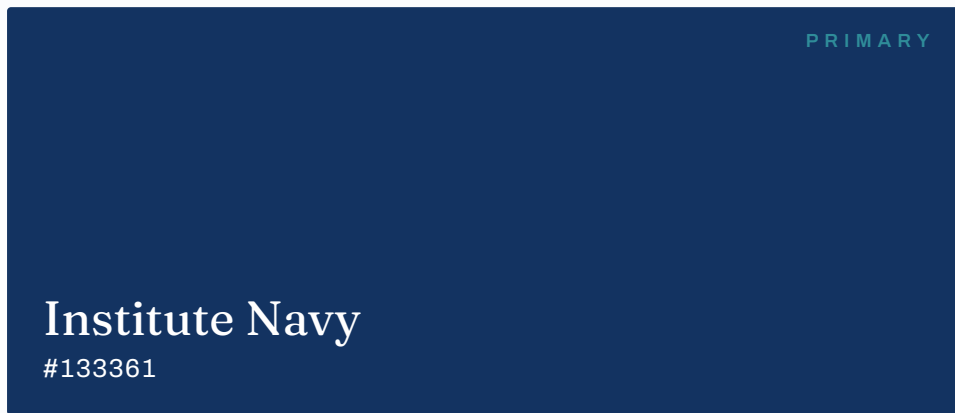


Do not outline, hollow or apply gradients to the letters.

**The golden rule:** if a use is not shown as approved in this document, treat it as not permitted. When in doubt, use the master artwork at full colour, unaltered, with generous clear space.

# Colour Palette

Two colours define IALM. **Institute Navy** is the voice of the brand — authoritative, scholarly, calm. **Pause Teal** is its single, deliberate accent — the colour of reflection. Specifications are given for every medium so our navy never drifts and our teal never dulls.



RGB	19 · 51 · 97	PMS	PMS 540 C
CMYK	100 · 79 · 32 · 30	Use	Primary



RGB	75 · 172 · 185	PMS	PMS 7711 C
CMYK	62 · 8 · 26 · 0	Use	Accent

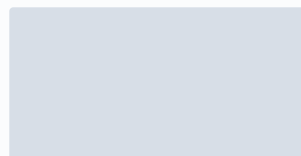
## SUPPORTING NEUTRALS & TINTS



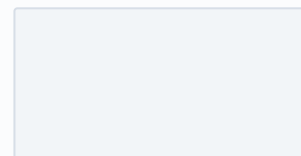
#10233F  
**Ink**  
Long-form text



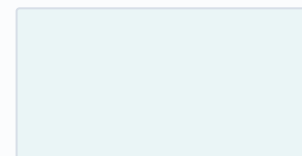
#5A6B82  
**Slate**  
Secondary text



#D7DEE7  
**Mist**  
Rules & lines



#F2F5F8  
**Paper**  
Panels



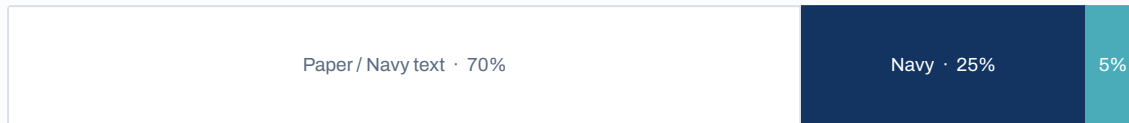
#EAF5F6  
**Teal Wash**  
Highlights



#2F8C99  
**Teal Deep**  
Teal on white

# Colour in Practice

## THE 70 / 25 / 5 PRINCIPLE



Let the page breathe. Navy carries structure and authority; teal is rare by design — used for a single accent, a key data point, or the Deliberate Pause. Teal should never dominate a layout. Its scarcity is what gives it meaning.

## APPROVED PAIRINGS



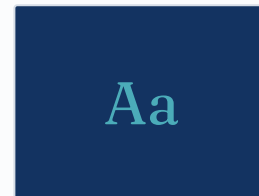
Navy on Paper



White on Navy



Teal Deep on Paper



Teal on Navy

## ACCESSIBILITY & CONTRAST

Navy on White 12.6 : 1 AAA

White on Navy 12.6 : 1 AAA

Teal Deep on White 3.9 : 1 AA Large

Pause Teal on Navy 4.7 : 1 AA

Pause Teal on White 2.7 : 1 Decorative

Pause Teal is an *accent*, not a text colour. For teal text on white, use **Teal Deep**. Always meet WCAG AA (4.5:1) for body text.

# Typography

Two typefaces voice the brand. A characterful serif for ideas and headlines; a clear, modern grotesque for everything that must simply be read. Together they balance intellect with accessibility.

## DISPLAY & HEADLINES

Light · Regular  
Italic · Medium

### Fraunces

# Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Fraunces brings warmth and intelligence — its “old-style” character suits an institute rooted in research and ideas. Use it for headlines, pull quotes and the occasional emphatic *italic*. Set it generously, with tight tracking and ample leading.

## BODY, UI & LABELS

Regular · Medium  
Semibold · Bold

### Archivo

# Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Archivo is a grotesque built for clarity at every size — confident in headings, highly legible in long passages, and crisp in interfaces and captions. Its uppercase, letter-spaced setting forms our signature **EYEBROW LABELS**.

#### Headline

Fraunces Light · 28–74px · tracking –2%

#### Subhead

Fraunces Regular · 16–22px

#### Body copy

Archivo Regular · 10–12px · leading 1.6

#### EYEBROW LABEL

Archivo Semibold · 9px · tracking +32%

# Voice & Application

How the system comes together. Our voice is **authoritative yet accessible** — evidence-informed, never jargon-heavy; ambitious, never grandiose. We explain rather than impress.

## Rigorous

Grounded in research and evidence.

## Clear

Plain language for non-specialists.

## Considered

Reflective — we value the pause.

### IN USE



### QUICK REFERENCE

- Lead with the full-colour primary logo
- Keep 0.5x clear space on every side
- Navy for structure, teal for a single accent
- Fraunces for ideas, Archivo to be read
- Let the layout breathe — embody the pause

### ASSET LIBRARY & QUERIES

Master logo files, colour swatches and templates are held in the IALM brand asset library. For anything not covered here, contact the brand custodian before publishing.



# Co-branding & Partnerships

When IALM appears alongside a partner — a university, funder, sponsor or collaborating institution — both identities must sit together with clarity and equal respect. The aim is a confident partnership of equals, never a merged or competing mark.

## Separate

Logos stay distinct — never combined, overlapped or locked into one mark.

## Balanced

Sized for equal optical weight, divided by a clear neutral space.

## Clear

Each logo keeps its own minimum clear space around the dividing rule.

### THE PARTNERSHIP LOCKUP

**IALM**

Institute for  
Advanced Learning  
& Metacognition

Partner logo  
placed at equal optical size

*Equal optical weight, divided by a clear vertical rule with balanced space on both sides.*

### IALM-LED COMMUNICATIONS

When the work is ours, IALM takes the lead position (left, or above). Partner logos follow, sized so no single mark dominates. Our navy and teal remain the governing palette.

### PARTNER-LED COMMUNICATIONS

When a partner leads, their identity takes precedence and IALM appears as the supporting mark, always using an approved logo version with full clear space — never redrawn to fit.

### NEVER

Merge the two logos, place them in a shared box, recolour a partner mark, or imply endorsement. If in doubt, separate clearly and ask the brand custodian.

# Legal Requirements

As a registered charity, certain details must appear on our communications. These protect the public, satisfy regulators and reinforce our credibility. Apply them consistently across print, digital and broadcast.

## 01 — CHARITY DETAILS

Every public-facing communication must carry our full registration line. IALM is a charity registered in **England and Wales only**:

Institute for Advanced Learning & Metacognition is a charity registered in England and Wales, **no. 1189445**.

Use this exact wording. We are **not** separately registered in Scotland, Northern Ireland or Jersey, so those registrations must never be added.

## 02 — PHOTOGRAPHY CREDITS

Images carry rights and, often, the trust of the people in them. Credit photography where required by the licence or agreement, in the form: *© Photographer / Source, year*.

**Always check rights usage before publishing.** Confirm the licence covers the medium (print, digital, social, broadcast), the territory and the duration, and that any necessary model or property releases are held. Never assume an image is cleared for a new use.

## 03 — PLACEMENT & SIZING

Charity details and photo credits sit in a secondary position — typically the foot of the back cover or the base of a digital asset — set small but always legible (no smaller than 7 pt in print). They must never be obscured, cropped or placed over a busy background.

## 04 — FUNDRAISING REGULATOR

As a registered fundraising organisation, the Fundraising Regulator logo should appear on relevant fundraising communications, placed near the charity details at an approved minimum size.



Official artwork. Do not recolour, distort or alter the proportions; maintain clear space around the mark.

## 05 — TELEVISION & BROADCAST (TVC)

On television commercials and broadcast video, the charity registration line and any required credits must appear in the **end frame**, held on screen long enough to be read comfortably (a minimum of around three seconds) and kept clear of the lower-third safe area. Where a fundraising ask is made, the Fundraising Regulator logo and a clear call to action should accompany the end-frame details. Ensure all on-screen text meets broadcast legibility and title-safe requirements.



*Real understanding is built  
through deliberate thought.*

**IALM**

Institute for  
Advanced Learning  
& Metacognition

ADVANCING THE SCIENCE OF LEARNING