


'BCE
Media Centre | Bromley
Centre
of Excellence

'BCE
Media Centre | Bromley
Centre
of Excellence

Icon Development

 + BCE = **'BCE**

pen nib based writing/
casual/quirky/whimsical/
loose/creative.

Color Development



Ambition, fun, happy, energetic, balance, flamboyant, warmth, enthusiasm,
generosity, vibrant, expansive, organic
protection and comfort, strong, contained, formal, sophisticated,
seductive, mysterious, endings & beginnings.

'BCE
Media Centre | Bromley
Centre
of Excellence

'BCE
Media Centre | Bromley
Centre
of Excellence

Primary Typeface

condens

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&'*(~)~<=>+_-`~^

AaBbCc123

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

condens normal

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

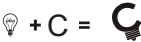
condens bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

'BCE
Media Centre | Bromley
Centre
of Excellence



Icon Development



light bulb
creativity/ activities/
learning/ activities

Color Development



Cheeriness, joy, action, optimism, happiness, idealism, summer, hope, imagination, sunshine, philosophy, youth, protection and comfort, strong, contained, formal, sophisticated, seductive, mysterious, endings & beginnings.



Primary Typeface

century gothic

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890\$%&'()*+,-./:;@_~`^&#

arial normal

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

arial bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

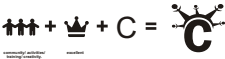
AaBbCc123

“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.”





Icon Development



Color Development



Cheeriness, joy, action, optimism, happiness, idealism, summer, hope, imagination, sunshine, philosophy, youth,

Truth, healing, tranquility, stability, peace, harmony, wisdom, trust, calm, confidence, protection, security, loyalty



Primary Typeface

franklin gothic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#%&'()*~+-=,;:[]{}|_`~!@#%^&*()-

AaBbCc123

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

franklin gothic normal

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."

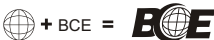
franklin gothic bold

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."





Icon Development



global
community / activities /
learning / credibility.

Color Development



Truth, healing, tranquility, stability, peace, harmony, wisdom,
trust, calm, confidence, protection, security, loyalty

Dignity, credibility, strength, authority, conservative, trustworthiness,
traditional, quiet, confident, serene



Primary Typeface

arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&'()*+,-./:;@<=>?[]^_`{|}~

arial normal

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

AaBbCc123

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

arial bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

