

CALLAN METHOD



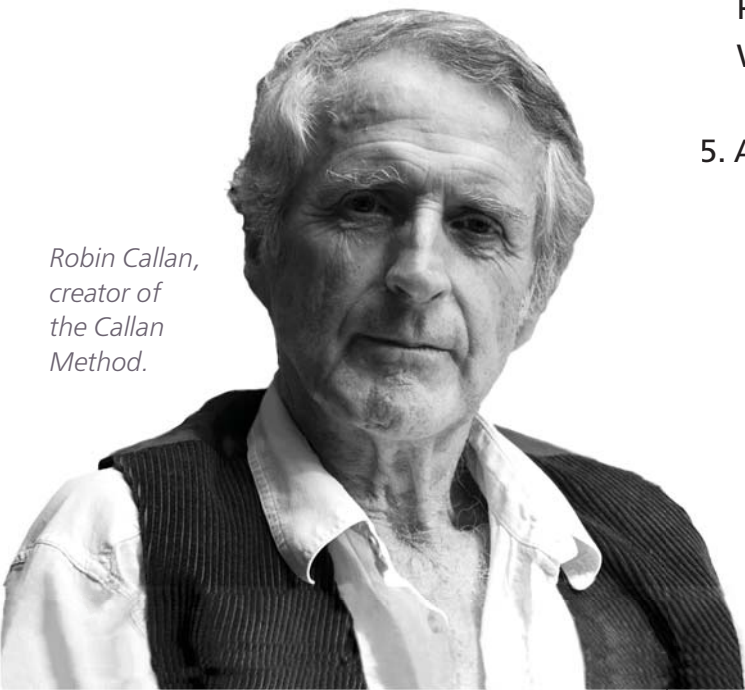
Callan Method Organisation Ltd

STYLE GUIDE

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*Robin Callan,
creator of
the Callan
Method.*



USE OF THE CALLAN BRAND

A company's brand is a very valuable commodity as a trusted symbol of quality and distinction. The Callan brand is respected worldwide for the excellence it offers its students. It is important that we all work together to protect and enhance the brand that we all represent.

The Callan brand identity and trademarks must be readily recognisable and familiar in every town, city and country where schools teaching with the Callan Method are located. This offers benefits to everyone. Think of Coca-Cola, Apple, Nike, Starbucks and Rolls-Royce as some examples of particularly strong brands that are carefully managed and protected to ensure that wherever they are seen throughout the world, they represent a consistent identity and quality standard.

Under the Callan Accreditation Scheme, Callan Method Organisation permits Callan Accredited Schools to use the Callan brand identity and trademarks. However, to protect the brand for everyone, we must ensure that it is used in a careful and consistent manner.

The following document provides clear guidelines on how, when and where we will permit the Callan trademark, including the Callan logos, to be used. We have also provided marketing materials that can be used by Callan Accredited Schools as templates for local advertising.

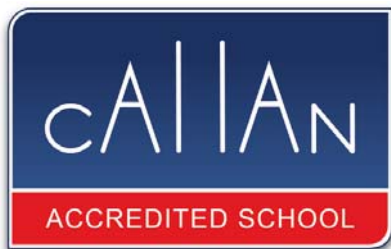
Adherence to these guidelines will ensure that we can all work together to protect the Callan reputation and communicate a strong, consistent message to reflect the same set of values around the world.

Please note that failure to comply with the Style Guide may result in withdrawal of Accreditation.

1. USE OF THE CALLAN BRAND

CALLAN TRADEMARKS

CALLAN



'CALLAN METHOD' BRANDING

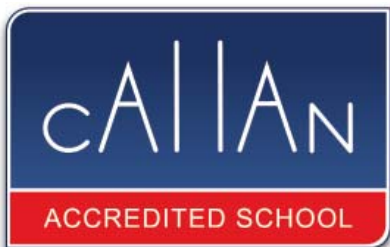
Any school that is not Callan Accredited but is purchasing the Callan Method books and teaching with the Callan Method may say ONLY that it teaches with the Callan Method in publicity material and on signage. This must be a simple statement only, to the effect that the Callan Method is taught, and must not imply any form of Callan branding.

ALL Callan logos and the Callan trademarks are restricted for the sole use of Callan Accredited Schools and it will be considered an infringement of Callan-owned intellectual property for any school that is not Callan Accredited to use them without the express permission or agreement from Callan Method Organisation Ltd to do so. Such infringement will be rigorously pursued.

USE OF ROBIN CALLAN IMAGES

Please note: no image of Mr Robin Callan may be used in any circumstances without his prior written approval. Please contact CMO Ltd, 45-47 Mill Way, Grantchester, Cambridge CB3 9ND, UK to enquire.

'CALLAN ACCREDITED SCHOOLS' BRANDING



To highlight your accredited status, use the Callan Accredited Schools logo.

SCHOOL NAMES

No school, other than schools which are entirely owned and managed by Mr Robin Callan or have his formal, written permission (i.e. Callan School London and Callan School Krakow) – even Callan Accredited Schools – may use the Callan name as part of the name of their school. For example, none of the following are acceptable:

Callan School Ambridge



Ambridge Callan School



Ambridge Callan Method School



1. USE OF THE CALLAN BRAND

LOGO USAGE

1. Always use the logo artwork provided with this document.
2. Use the logo artwork exactly as provided. Logos cannot legally be adapted or amended in any way.

Right:



Wrong:



Name of School



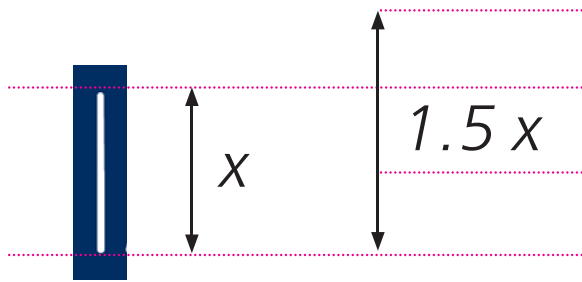
Location



Strapline

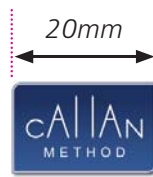
LOGO SIZE AND POSITIONING

Callan Method Logos must not be placed directly next to, above or below a school's own logo. Wherever Callan Method logos are used, they must always be placed 1.5x away from any other element, where 'x' is the height of the 'L' in the logo.



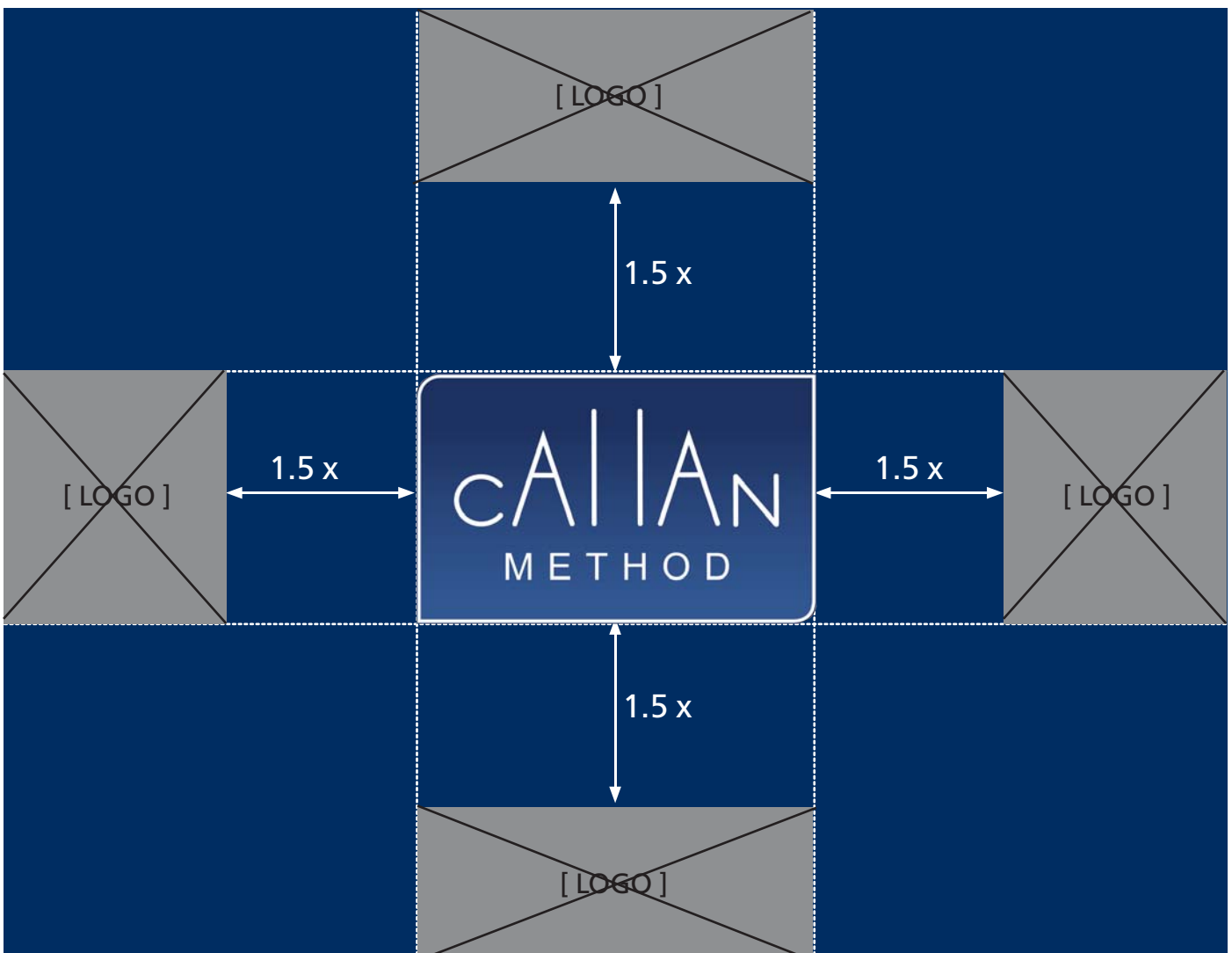
Minimum size

There is no maximum size, but smallest the logos should be reproduced is 20mm wide:



Maximum size

Where used together with a school's own logo, Callan Method logos can be reproduced to the same size or smaller, but never larger.



2. APPROVED ARTWORK

CALLAN METHOD LOGO ARTWORK

There are five versions of the logo artwork available to use. Your choice depends on how it will be reproduced.

NOTE: Files are supplied in EPS, JPG and TIFF formats. The EPS files will scale up and down without losing quality; the JPG files may be reduced in size, but NOT enlarged. The TIFF files are for use in office documents and are NOT suitable for commercial printing.



CMYK Logo

This logo is suitable for printing on a litho or digital press, using the 4-colour CMYK printing process. The EPS file can be scaled to any size.



CMYK Logo - No Shadow

This version is suitable for printing on a coloured background because it does not have the shadow effect.



Greyscale Logo

This logo is suitable for printing in one colour (black) on a litho or digital press.



CMYK Reversed Logo, White

(shown here on a black background)

The reversed version may be used on a coloured background, where you need more contrast than the 'no shadow' colour version above. May be used with or without the border.



CMYK Reversed Logo, Blue

Alternative reversed logo, for optional use on stationery. May be used with or without the border.

CALLAN ACCREDITED SCHOOL LOGO ARTWORK

This logo can be used to highlight your school's accredited status. Your choice depends on how it will be reproduced.

NOTE: Files are supplied in EPS, JPG and TIFF formats. The EPS files will scale up and down without losing quality; the JPG files may be reduced in size, but NOT enlarged. The TIFF files are for use in office documents and are NOT suitable for commercial printing.



CMYK Logo

This logo is suitable for printing on a litho or digital press, using the 4-colour CMYK printing process. The EPS file can be scaled to any size.



CMYK Logo - No Shadow

This version is suitable for printing on a coloured background because it does not have the shadow effect.



Greyscale Logo

This logo is suitable for printing in one colour (black) on a litho or digital press.

2. APPROVED ARTWORK

USE OF THE 'CELEBRATING 50 YEARS' LOGO

Where you wish to draw attention to the Callan Method's long and successful track record, you may use the following logo, in addition to the Callan logo:

NOTE: This logo must not be used **INSTEAD** of the Callan logo.



FONTS AND TYPEFACES

Callan uses the FreeSet font family for its published materials. Wherever possible, we encourage you to use the typefaces below for your Callan-branded marketing materials, such as brochures and advertisements.

These FreeSet typefaces are available to purchase from:
<http://www.linotype.com/en/730072/FreeSet-family.html>

FreeSet

FreeSet Light:

The quick brown fox jumps over the lazy dog.

FreeSet Book:

The quick brown fox jumps over the lazy dog.

FreeSet Demi Bold:

The quick brown fox jumps over the lazy dog.

FreeSet Bold:

The quick brown fox jumps over the lazy dog.

FreeSet Extra Bold:

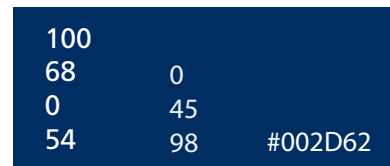
The quick brown fox jumps over the lazy dog.

2. APPROVED ARTWORK

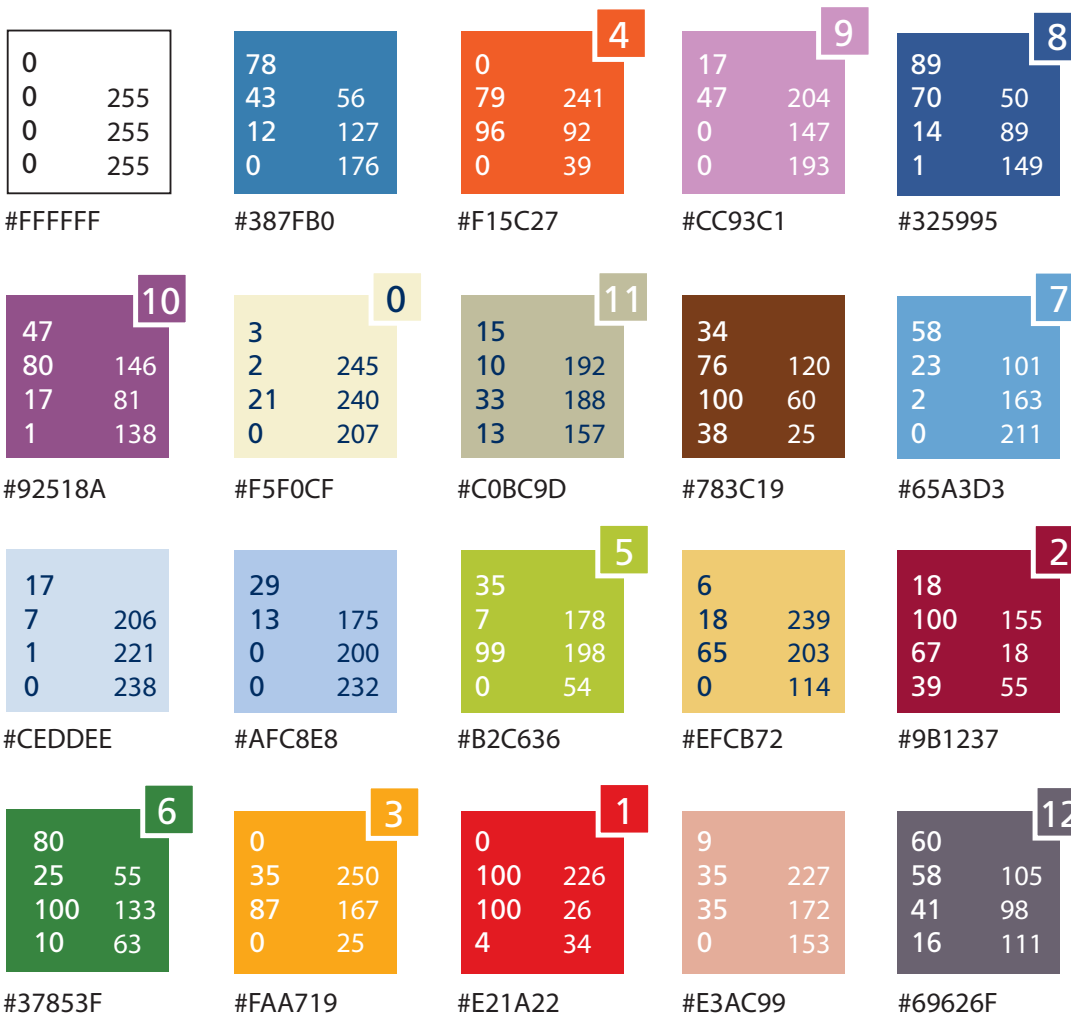
COLOUR PALETTE

The following colours are used in Callan's published materials, and we encourage you to use them in your own Callan-branded marketing materials, such as brochures and adverts.

'Callan' Blue



Full colour palette (colour values are CMYK):



Colour coding for Callan Method stages:

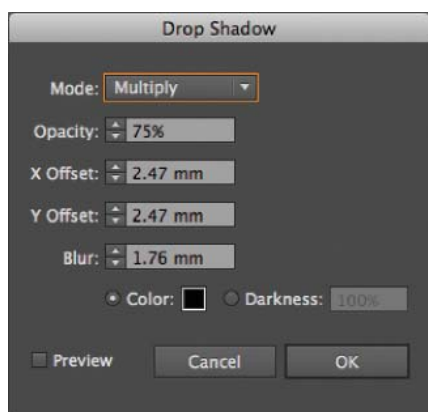


Colour fades for use as backgrounds:



Drop shadow effect:

The shadow effect on the logos is 75% tint of black, offset equally beyond the right and bottom edges. For example:



3. APPROVED MARKETING MESSAGES

KEY MARKETING MESSAGES

Mr Callan created his revolutionary method in 1960 to help make English more easily accessible to people all over the world. It's a huge success story, and one that needs to be carefully looked after by all who use it. Here at Callan Method Organisation, we want to see a greater cohesion not only with the brand, or the look, of how it's portrayed, but also how it's spoken about on websites, in print literature and every other way that schools communicate. Please use the statements below when you want to speak about either the Callan Method itself, or the way it's conducted in the classroom. We would also ask you to hold true to the core messages outlined below when you're talking about the Callan Method.

BOILERPLATE STATEMENTS

Whenever you want to refer to the Callan Method, please use the following text:

NOTE: Do not edit or abbreviate these texts. They should be used in full.

FULL VERSION:

About the Callan Method

The Callan Method is a fast and very effective way to learn English as a foreign language. Suitable for all students, from beginner to advanced level, the method is designed specifically to improve listening and speaking abilities in a lively and active environment.

Using its carefully designed materials, the Callan Method engages learners, developing in them the ability to understand and speak English instinctively, without first translating.

Created by Mr Callan in 1960, the Callan Method is fun, intensive and challenging. Each lesson, students are presented with new language to learn, while also benefiting from systematic revision that consolidates what they have already covered. The Method offers learners the vocabulary they need and practical grammar rules that help them to use the language properly.

The Callan Method involves constant speaking practice. Teachers correct all errors immediately, in a simple and effective manner, helping learners to identify and eradicate their mistakes permanently.

With its long record of achievement, the Callan Method is used successfully all over the world, helping many thousands of people every day to learn English quickly and efficiently. Its dynamic nature means lessons are absorbing, and its well-structured format means learning is both thorough and fast.

ABRIDGED VERSION:

About the Callan Method

The Callan Method is a fast and very effective way to learn English as a foreign language for all students. The method is designed specifically to improve a student's listening and speaking abilities in a lively and active environment.

- Beginner to advanced level
- Constant listening and speaking
- Vocabulary that students need
- Grammar rules that help
- Fast and dynamic classes
- Helpful correction of errors
- Systematic revision of material

With its long record of achievement, the Callan Method is used successfully all over the world and helps many thousands of people every day to learn English quickly and efficiently.

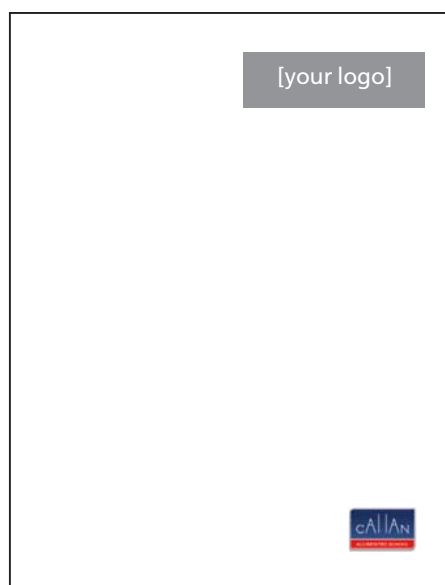
LETTERHEAD / STATIONERY

You may use the Callan logo, or the Callan Accredited School logo (if you are approved for Callan Accreditation) on your business stationery and email footers. You may use any of these logo versions on your stationery:

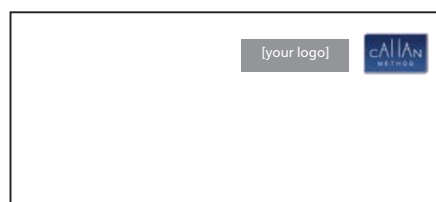
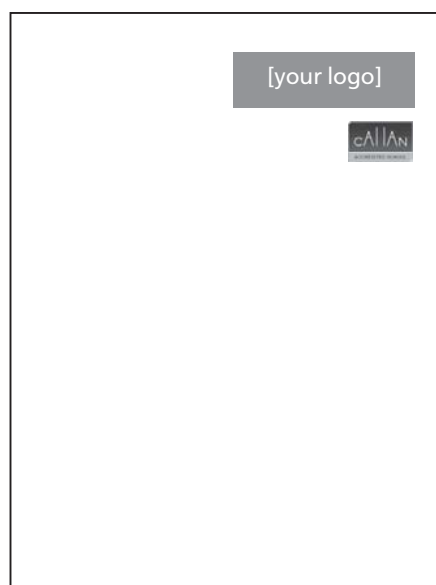


The logo should not compete with your own branding, and should be kept separate wherever possible, ideally in a separate area of the page, e.g.

Right:



Wrong:

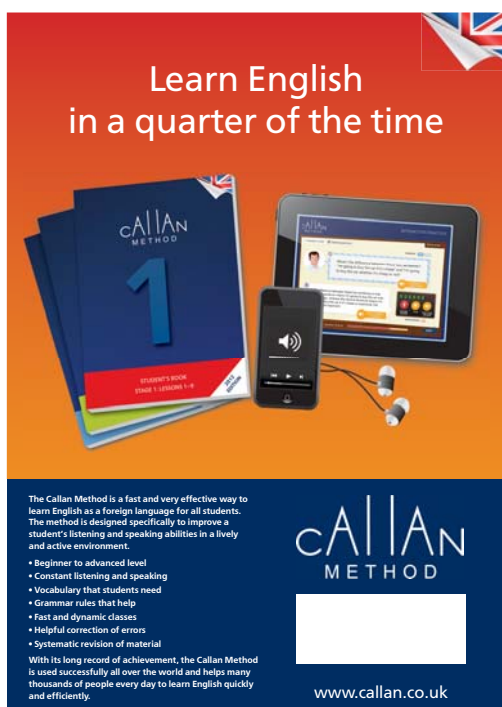


NOTE: No other wording is to be added to the Callan Method logo. It must be used exactly as supplied.

4. APPROVED LAYOUTS

POSTER TEMPLATES

We have provided templates for three designs of Callan posters, which you are free to use, adding your own contact details in the white area. There is also a blank template, with the top area left empty for you to use your own images:



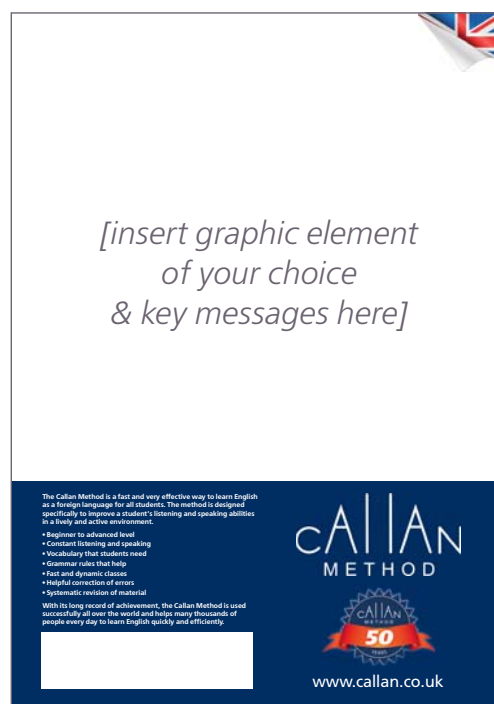
Callan Poster A



Callan Poster B



Callan Poster C



Callan Poster D - Blank

PRINT ADVERTISEMENTS

Here are some suggested layout guidelines for approved layouts for print adverts, following the basic structure of the poster design.

For example:

[graphic element of your choice with key messages in white text; background fade made using colours from the Callan palette]

The Callan Method is a fast and very effective way to learn English as a foreign language for all students. The method is designed specifically to improve a student's listening and speaking abilities in a lively and active environment.

- Beginner to advanced level
- Constant listening and speaking
- Vocabulary that students need
- Grammar rules that help
- Fast and dynamic classes
- Helpful correction of errors
- Systematic revision of material

With its long record of achievement, the Callan Method is used successfully all over the world and helps many thousands of people every day to learn English quickly and efficiently.

[Your logo]

Your contact info: telephone, email
www.yourwebsite.com




[graphic element of your choice with key messages in white text; background fade made using colours from the Callan palette]




The Callan Method is a fast and very effective way to learn English as a foreign language for all students. The method is designed specifically to improve a student's listening and speaking abilities in a lively and active environment.

- Fast and dynamic classes
- Helpful correction of errors
- Systematic revision of material

With its long record of achievement, the Callan Method is used successfully all over the world and helps many thousands of people every day to learn English quickly and efficiently.

[Your logo]


Your contact info: telephone, email
www.yourwebsite.com

[graphic element of your choice & key messages in 100% black text; bottom panel = 90%K if reproduced in greyscale]

[Your logo]

Your contact info: telephone, email
www.yourwebsite.com



The Callan Method is a fast and very effective way to learn English as a foreign language for all students. The method is designed specifically to improve a student's listening and speaking abilities in a lively and active environment.

- Beginner to advanced level
- Constant listening and speaking
- Vocabulary that students need
- Grammar rules that help
- Fast and dynamic classes
- Helpful correction of errors
- Systematic revision of material

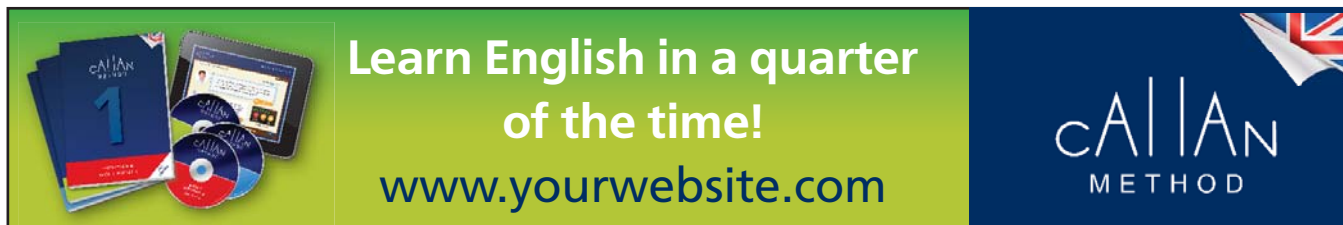
With its long record of achievement, the Callan Method is used successfully all over the world and helps many thousands of people every day to learn English quickly and efficiently.

ACCREDITED SCHOOL

4. APPROVED LAYOUTS

WEB BANNERS

Here are some suggested layouts for website banner adverts, which follow the basic structure of the poster design:



APPENDIX - SUPPLIED ARTWORK

These files have been included with this guide.

Filename:	Notes on usage
CALLAN METHOD LOGOS	
Callan Method Logo Grey.eps	Greyscale version - vector art will scale to any size, up or down
Callan Method Logo Grey.jpg	Greyscale version - bitmap art will scale down only
Callan Method Logo No Shadow.eps	Colour logo vector, without drop shadow - use on coloured backgrounds
Callan Method Logo No Shadow.jpg	Colour logo bitmap, without drop shadow - use on coloured backgrounds
Callan Method Logo.eps	Colour logo vector - will scale to any size
Callan Method Logo.jpg	Colour logo bitmap - will scale down only; 300dpi CMYK JPG format
Callan Method Logo.tif	Low resolution RGB bitmap, for use in office documents; NOT for litho printing
CALLAN METHOD LOGO - REVERSED	
Callan Method Logo Reversed.eps	White text, vector file, with border
Callan Method Logo Reversed.psd	White text, layered Photoshop file, with border
Callan Method Logo Reversed Plain.eps	White text, vector file, without border
Callan Method Logo Reversed Plain.psd	White text, layered Photoshop file, without border
Callan Method Logo Reversed Blue.eps	Blue text, vector file, with border
Callan Method Logo Reversed Blue.psd	Blue text, layered Photoshop file, with border
Callan Method Logo Reversed Blue.jpg	Blue text, with border - will scale down only; 300dpi CMYK JPG format
Callan Method Logo Reversed Blue Plain.eps	Blue text, vector file, without border
Callan Method Logo Reversed Blue Plain.psd	Blue text, layered Photoshop file, without border
Callan Method Logo Reversed Blue Plain.jpg	Blue text, without border - will scale down only; 300dpi CMYK JPG format
Callan Method Logo Reversed Blue.tif	Low resolution RGB bitmap, for use in office documents; NOT for litho printing
CALLAN ACCREDITED SCHOOL LOGOS	
Callan Accredited School.eps	Colour logo vector - will scale to any size
Callan Accredited School.jpg	Colour logo bitmap - will scale down only; 300dpi CMYK JPG format
Callan Accredited School No Shadow.eps	Colour logo vector, without drop shadow - use on coloured backgrounds
Callan Accredited School No Shadow.jpg	Colour logo bitmap, without drop shadow - use on coloured backgrounds
Callan Accredited School Grey.eps	Greyscale version vector - will scale to any size, up or down
Callan Accredited School Grey.jpg	Greyscale version bitmap - will scale down only; 300dpi CMYK JPG format
Callan Accredited School.tif	Low resolution RGB bitmap, for use in office documents; NOT for litho printing
'CELEBRATING 50 YEARS' LOGO	
Callan Anniversary Logo.eps	Colour logo vector - will scale to any size
Callan Anniversary Logo.psd	Layered Photoshop file
Callan Anniversary Logo.jpg	Colour logo bitmap - will scale down only; 300dpi CMYK JPG format
Callan Anniversary Logo.tif	Low resolution RGB bitmap, for use in office documents; NOT for litho printing
POSTERS	
Callan Poster A.pdf	Orange background; books, website and MP3s
Callan Poster B.pdf	Green background; books only
Callan Poster C.pdf	Purple background; books and website
Callan Poster D.pdf	Footer and flag; blank space for design
BOILERPLATE STATEMENTS	
Callan Boilerplate Full.txt	Full 'About the Callan Method' text
Callan Boilerplate Abridged.txt	Abridged 'About the Callan Method' text



www.callan.co.uk

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