



Green is assigned to microcredentials because it connotes growth, development and progression. It reflects learning something new, planting a seed of knowledge and building skills over time, and it supports the offer's purpose: helping learners grow their knowledge through focused, accessible qualifications. The result is a fresh, positive and forward-moving feel.



#A2D4A7

Logo suite



Primary, outline

Navy lockup with outline lozenge. The default version for white and light neutral grounds.

Supplied artwork: PNG for screen and office documents, on transparent, light and dark grounds. Request vector artwork for any application above 2000px or for print.

Clear space



To Confirm

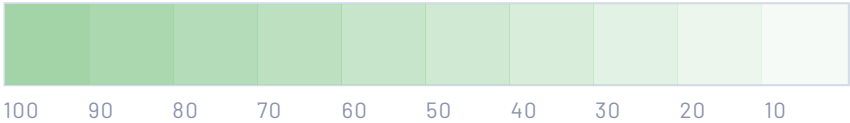
The protected area is measured with the half-cut lozenge itself, held on all four sides. Nothing, including type, imagery or page edges, enters it. An exact ratio has not yet been issued.

Colour system



Growth green

HEX #A2D4A7 RGB 162 · 212 · 167 MODE RGB, digital only



These are opacity tints of the single sub-brand colour, not additional brand colours. Stronger percentages carry emphasis; lighter percentages let the same colour support content without overwhelming it. Set type in Deep Navy on every tint.

Stronger Tints, 100–60%
Hover and active states · section markers and fine rules · highlight panels · social post backgrounds

Lighter Tints, 50–10%
Section backgrounds · supporting information areas · internal documents · table and list banding

OCN London

Endorsed



Red is assigned to Endorsed because it carries authority, importance and official recognition. It is associated with formal documentation, approvals, labels and procedural decisions, which suits a service where OCN London is confirming that something meets an approved standard. It helps the sub-brand feel confident, clear and credible, and gives visual weight to the idea of OCN London approval.



#E23D3F

Logo suite

01



Primary, outline

Navy lockup with outline lozenge. The default version for white and light neutral grounds.

Supplied artwork: PNG for screen and office documents, on transparent, light and dark grounds. Request vector artwork for any application above 2000px or for print.



Reversed

White lockup for Royal Blue, Deep Navy and photography. Lozenge holds the sub-brand colour.

Clear space

02



To Confirm

The protected area is measured with the half-cut lozenge itself, held on all four sides. Nothing, including type, imagery or page edges, enters it. An exact ratio has not yet been issued.

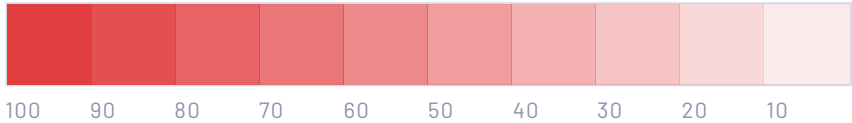
Colour system

03



Approval red

HEX	RGB	MODE
#E23D3F	226 · 61 · 63	RGB, digital only



These are opacity tints of the single sub-brand colour, not additional brand colours. Full-strength red stays reserved for the lozenge, markers and small emphasis; the lighter tints do the work of larger areas so the colour reads as approval rather than warning.

Stronger Tints, 100–60%
Section markers and fine rules · hover and active states · certificate and approval labels · small emphasis

Lighter Tints, 50–10%
Highlight panels · section backgrounds · supporting information areas · internal documents



Purple is assigned to Bespoke because it connotes premium, tailored and specialist experiences. Its associations with individuality and custom offerings reflect the nature of bespoke qualification development. It positions the service as more personalised and elevated, communicating the value of a qualification built around a specific client need, and gives the sub-brand a considered, high-quality feel.



#5B5CE2

Logo suite

01



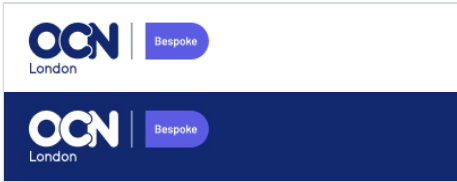
Primary, outline

Navy lockup with outline lozenge. The default version for white and light neutral grounds.



Reversed

White lockup for Royal Blue, Deep Navy and photography. Lozenge holds the sub-brand colour.



Secondary, filled

Approved for Bespoke only. Use where the outline would lose definition, at small sizes or over busy grounds.

Supplied artwork: PNG for screen and office documents, on transparent, light and dark grounds, plus the filled secondary as flattened JPG. Request vector artwork for any application above 2000px or for print.

Clear space

02



To Confirm

The protected area is measured with the half-cut lozenge itself, held on all four sides. Nothing, including type, imagery or page edges, enters it. An exact ratio has not yet been issued.

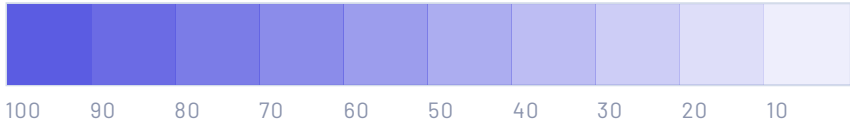
Colour system

03



Specialist purple

HEX #5B5CE2 RGB 91 · 92 · 226 MODE RGB, digital only



These are opacity tints of the single sub-brand colour, not additional brand colours. Because purple sits close to Royal Blue in value, keep strong tints to defined panels and edges so the master identity stays dominant. Reverse type to white above 70%; use Deep Navy below it.

Stronger Tints, 100–60%

Filled lozenge · hover and active states · social post backgrounds · section markers and fine rules

Lighter Tints, 50–10%

Proposal and tender documents · highlight panels · section backgrounds · supporting information areas

OCN London

Regulated



Gold is assigned to Regulated because it signals quality, value and assurance. It carries the weight of an established standard, a mark that is earned rather than given, which suits qualifications that sit within a formal regulatory framework. It gives the sub-brand a trusted, enduring feel and reflects the credibility learners and centres expect from a regulated OCN London qualification.



#D2B14B

Logo suite



Primary, outline

Navy lockup with outline lozenge. The default version for white and light neutral grounds.

Supplied artwork: PNG for screen and office documents, on transparent, light and dark grounds. Request vector artwork for any application above 2000px or for print.



Reversed

White lockup for Royal Blue, Deep Navy and photography. Lozenge holds the sub-brand colour.

Clear space



To Confirm

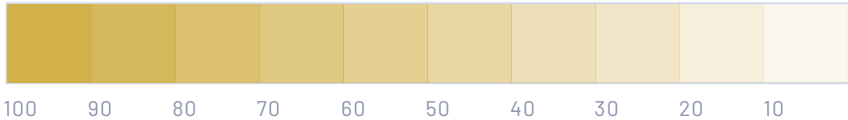
The protected area is measured with the half-cut lozenge itself, held on all four sides. Nothing, including type, imagery or page edges, enters it. An exact ratio has not yet been issued.

Colour system



Assurance gold

HEX	RGB	MODE
#D2B14B	210 · 177 · 75	RGB, digital only



These are opacity tints of the single sub-brand colour, not additional brand colours. Gold has low contrast on white, so keep it out of body text: full strength belongs to the lozenge, markers and fine detail, and type stays in Deep Navy on every tint.

Stronger Tints, 100–60%

Lozenge and section markers · fine rules and dividers · hover and active states · certificate and qualification labels

Lighter Tints, 50–10%

Highlight panels · section backgrounds · supporting information areas · table and list banding