

**FRESHSTART**  
Education Specialist Welcome Pack



An introduction



**EDUCATION TEAM**

The Education Team hosts our Education Coordinators. You will be assigned to work with an Education Coordinator who will provide support throughout the entire provision. They will be your go-to contact for everything from curriculum to ProNet. Tel: 0203 196 7226

**EDUCATION SPECIALIST**



**IT & PRONET**

ProNet provide you with IT support accessible through the Education Team. ProNet is our secure online reporting system.



**HR & WELFARE**

HR and Welfare are here to provide pastoral support and ensure that your training and documentation are kept up to date. Tel: 0203 409 6410

**INVESTORS IN PEOPLE** Silver

**Anthony Meade**  
Managing Director





## Fresh Start

The brief

### **Fresh Start**

We were approached by ***Fresh Start in Education*** to design their 'Education Specialist Welcome Pack'. Using their pre-existing brand, we created a pack that is striking, informative and a great introduction to the work of Fresh Start.



## Fresh Start

Pre-existing logo



### Logo concept

The Fresh Start logo and brand are pre-existing and very strong, with a bold colour palette that steep the logo in professionalism.



## Fresh Start

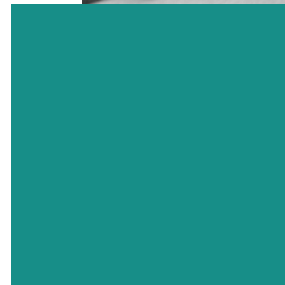
### Colour palette



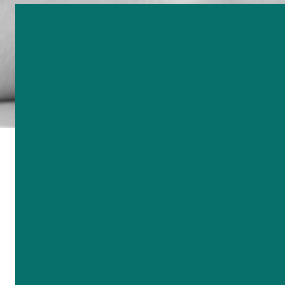
**Primary Blue**  
C=96 M=62 Y=38 K=19



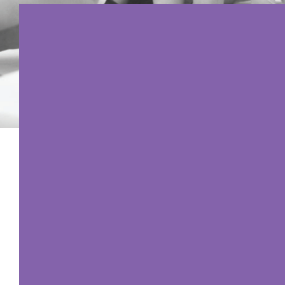
**Dark Blue**  
C=95 M=63 Y=52 K=43



**Primary Green**  
C=84 M=25 Y=50 K=4



**Dark Green**  
C=88 M=37 Y=57 K=17



**Purple**  
C=54 M=69 Y=0 K=0

### Colour palette

We used the pre-existing Fresh Start colour palette, using blue for the majority of the pack and green and purple to highlight key information.



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IN EDUCATION

Inspiring hope for a future

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IN PEOPLE  
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