

A photograph of two male technicians in a laboratory or workshop setting. They are both wearing safety glasses and dark blue work shirts. The technician in the foreground is focused on a small electronic component on a workbench. The technician in the background is working with a bundle of colorful fiber optic cables. The workbench is cluttered with various tools and equipment, including a spool of fiber optic cable and a small container. The background shows more equipment and a bright, well-lit environment.

HEART NSTA Trust visual & brand identity guidelines

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Introduction

The HEART NSTA Trust visual identity guide is designed to ensure our messaging is consistent, clear, and direct. It gives us a cohesive image and prominently positions our most pertinent information across all our communication materials.

The HEART NSTA Trust logo celebrates our past, while conveying our anticipation of a promising future. It highlights the role we play in improving the lives of multitudes of Jamaicans, and our increasing diameter of innovations.

Our identity elements - logos, typography, colours, imagery, and icons - streamline our brand image and make our communications more memorable and impactful.

HEART NSTA Trust – A Brief History

Established in 1982 by former Prime Minister, the Most Honourable Edward Seaga. The HEART Trust NTA was the result of a bid to satisfy the demand for solutions to the persistent problem of underdevelopment in the country. Seaga, during the Budget Debate on April 22, 1982, announced that one of his priorities was to create a skills-training and employment programme for Jamaicans.

HEART first came into being at an inaugural meeting held on July 23, 1982 which was hosted by Edward Seaga and formed under the leadership of Dr Joyce Robinson, Steadley Webster (who was appointed Chairman of HEART), Dr Winsome Gordon, Quince Francis, Gloria Priestly, Ronan Critchlow, Leonard Henry, Lionel Robinson (who was later appointed Managing Director), G R Kirkpatrick, Leon Gordon, J.E.N Stephens, Geoff Messado, George Phillips, Mike Fennell, Henry Lowe, and Geoffrey Brown.

The HEART programme was intended to provide vocational training across the island, which, in the long run, would have equipped Jamaican workers with the necessary knowledge, skills and attitudes needed for higher levels of productivity. The blueprint of the Trust estimated that 4,000 young people who had passes in GCE and JSCE would have been afforded an opportunity to participate in skills-based programmes.

In August, Mr. Seaga tabled the HEART Act of 1982 in the House of Representatives, aimed at reducing the country's high unemployment rates and, on September 1, 1982, the HEART Act came into effect. The preparations for this Government-spearheaded institute came to a climax on November 4, 1982 when the HEART Programme was officially launched at the National Arena.

Our new Logo

As HEART restructures; merging from four separate entities into one, our logo reflects this evolution as well, visually translating our entrance into a new era.

The new HEART logo is familiar and welcoming, drawing upon the heritage of our brand values, mark, typeface, and colours. However our symbol has been refreshed to reflect our foray into the new digital world, support the diversity of our institution, and represent the expansion of our offerings.



The distinction between old and new

The HEART NTA Trust logo is among Jamaica's most recognizable icons. Bearing this in mind, the decision was made to evolve the logo, rather than extinguish the equity and recognition already built by our existing logo.

A warmer blue from the colour palette has been utilized to improve visual appeal. A gradient transition has been incorporated to represent our transition to the digital age. Additionally, the "heads" were separated from the "body" of the logo to give our logo a more contemporary appearance.



The logo = symbol + logotype

The logo has two components:

1. The symbol - with multiple squares of colour, intended to symbolize the institution's core.
2. The logotype which uses the Helvetica typeface.

The symbol and logotype must be present as part of the logo all times.

Symbol

Logotype



Logo

Give the logo space!

Clear Space Rule

The logo must stand out clearly from its surroundings and backgrounds. The minimum clear space that must surround the logo is equivalent to the width of the symbol's negative space "S".

Minimum size

The minimum size for the logo is 0.5in (13mm) wide on all printed material and 150 pixels (at 72dpi) for digital on-screen use. The logo should never be reproduced or appear any smaller than this size as this would compromise its legibility.

Clear space



Minimum size



0.5" or 13 mm

Colour variants

Use the full-colour logo.
Use the positive version on light or white backgrounds.

The reverse logo may be used on dark backgrounds, as well as on dark areas within photographs.

One color logos

A 1-colour white, black, gray-scale or vertical version of the logos are available for limited use.

Print

Full-colour positive version



Full-colour reverse version



1-Colour Black



1-Colour White

Web/Digital



Acceptable backgrounds for the logo

The full-colour positive version of the logo should be used whenever possible. However, the negative version of the logo may be used when the background is of the same colour as an element of the logo.



White



Light colours



Light images



Black



Dark blues



Dark images

Logo don'ts

Alterations to the structure, colour, proportions, elements or the direction of the logo in any way is NOT allowed.

✗ Move elements



✗ Remove elements



✗ Stretch or transform



✗ Add elements



✗ Change colours



✗ Add effects like drop shadows



✗ Add stroke



Visual Elements

Elements such as the colour palette, typography and iconography help to build consistency in the brand environment.

These elements make our brand recognizable even when the logo is not present.

Our Colour Palette

Primary colours

HEART Trust Blue (Pantone 3005 C) is the main colour of the HEART identity so it has the strongest presence.

HEART Light Blue (Pantone 298C) complements the HEART Trust Blue, creating balance and making the palette more distinctive and sophisticated.

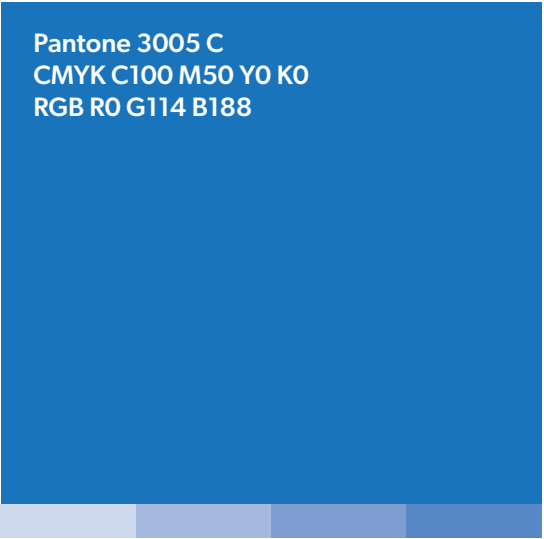
Secondary colours

These colours provide flexibility when it becomes necessary to present a variety of elements. They may be used to accent the primary palette, but never to dominate.

Gradient

The primary gradient is used within the logo, logo icon and as a background colour only.

Primary colours



Secondary colours



Gradient

