



Skills Training UK
achieve more

**Brand & Visual
Identity Guidelines**

The Skills Training UK brand

Introduction

Welcome to the Skills Training UK Brand & Visual Identity Guidelines. This document has been prepared to explain the rationale behind the Skills Training UK brand and visual identity, and to give guidance on how it should be presented and communicated.

The Skills Training UK brand is an important asset to our business. It represents what we are, why we're unique and special, and how we conduct our business. Our brand encapsulates our beliefs and our core values, and it needs to be reinforced and reflected in a clear and consistent way across all our communication.

**Our brand is built on
three facets of truth:**

**The Skills Training UK
REASON**

**The Skills Training UK
DIFFERENCE**

**The Skills Training UK
WAY**

Our 3 facets of truth

Our REASON

We place individuals into work and enhance their long-term career prospects with improved skills and recognised qualifications, and we help businesses recruit, train and retain the staff they need – now and for the future.

We create real and enduring advantage for the people and businesses we work with by ensuring they are best equipped with the assets needed to progress and thrive.

Our DIFFERENCE

With our state-of-the-art training centres and a network of more than 60 sub-contract locations, our flexible, innovative delivery techniques and sophisticated MI system place us at the forefront of our industry.

Our impressive track record comes from fully integrating employers into our business model, a passion for what we do, our business agility and entrepreneurial spirit, and a genuine desire to improve the quality of life within the communities where we work.

Our WAY

Working with Local and National Government Agencies and in partnership with some of the top businesses in the private sector, we take an intelligent, lifetime career partnership approach that brings lasting benefits and new opportunities for all our clients.

Our knowledge, experience and pioneering approach helps individuals and businesses achieve more – making us a powerful enabler and an influential voice for today's policy-makers.

WE ARE

Professional and respected

Ambitious and pioneering

Passionate and committed

Focused and flexible

Intelligent and knowledgeable

Honest and fair

Approachable and human

Our brand essence and brand statement

achieve more

**We achieve
more as a
business**

**We achieve
more for our
customers**

**We achieve
more as
individuals**

**We strive to
achieve more
in whatever
we do**



The Skills Training UK brand visual identity

Our logo

Our logo has been specifically designed to reflect our role and brand attributes with a modern, warm, vibrant, fresh and positive feel. The logo is composed of three parts – the red, blue and green graphic, our company name and our brand statement – **achieve more**. All parts of the logo should always appear together, and should only be reproduced from approved master artwork. The logo should not be split up, altered or re-drawn in any way.

There is one version of the logo for colour reproduction, created in cmyk. Wherever possible, the colour version should only ever be reproduced on a white background.

Because the logo has been designed to reproduce out of the four colour process, there are no exact matches with Pantone colours. However, where Pantone references have to be used, perhaps for signage for example, the closest matches are:

-  Green: Pantone 368c
-  Green / blue overlap: Pantone 362c
-  Blue: Pantone 298c
-  Blue / red overlap: Pantone 259c
-  Red: Pantone 213c
-  Skills Training UK: Black
-  Achieve more: Pantone Cool Gray 7c



Skills Training UK
achieve more

Logo sizing, spacing and positioning

To ensure our logo is always clear and visible, it should not be reproduced any smaller than indicated here.



It is also important that clear space is retained around the logo and other text or imagery should not appear in the area shown.

Our logo may be positioned in the top right or left hand corner, or the bottom right or left hand corner, depending on the nature of the communication. For more information, please see the relevant sections in this guide.



Skills Training UK
achieve more

Things to avoid

It's important that our logo is reproduced correctly and consistently, and always from the master artwork. Changing our logo or using it inconsistently damages our brand and looks unprofessional. Some common errors to avoid are:

Distorting our logo



Changing the colours of our logo



Changing the type face of our logo

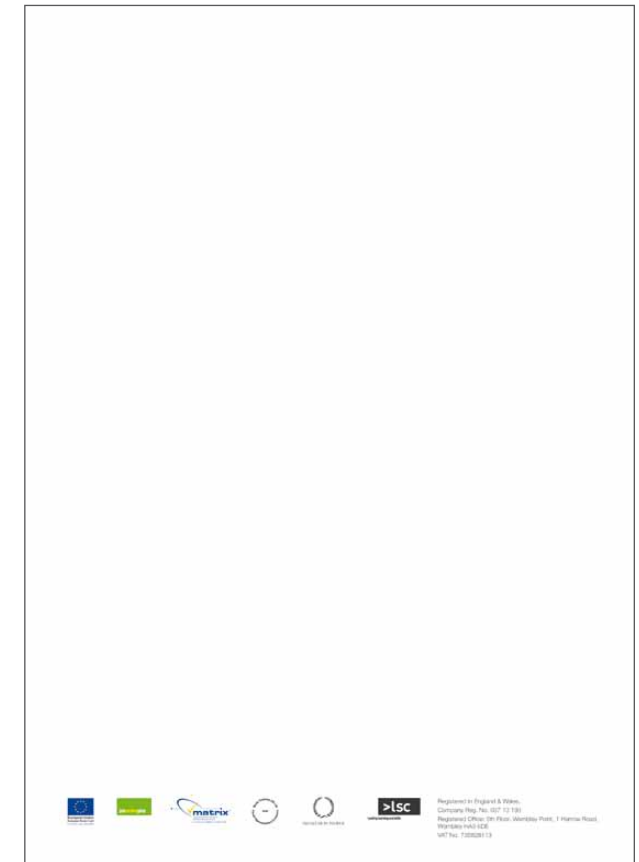


Splitting up the elements of our logo



Using accreditation marks and logos

These should only be used when they serve a genuine purpose in supporting our brand and our corporate values; too many logos in one place can be confusing and detract from the overall message of the communication. The following logos are those we most commonly use and they should appear in the bottom left of the page in a size that makes them legible without being overpowering.



A4 positioning

Our fonts

Helvetica Neue is our corporate font. Use Bold for headings, Roman for sub headings and Light for text. It's a modern, stylish, simple typeface that's easy to read, and it should be used in all printed literature.

Arial should be used for all written communication, including letters, emails, presentations and other Microsoft applications. For web use, Helvetica or Arial should be used.

Text in printed literature can appear in black or dark grey – remember that dark text on a light background is easier to read. Avoid using large chunks of text that are difficult to read and try to keep a sense of space running through the text.

For headlines

Helvetica Neue Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Sub-headings / feature text

Helvetica Neue Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body copy / written text

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Our colour palette

Our core colours are red, blue, green and grey, representing, modernity, warmth, freshness and vitality. These colours can be used in strengths that complement those in our logo identity and there are some suitable examples shown here. Where text is reversed white out of a colour, ensure that it is clear and legible.

Red	Blue	Green	Grey
20%	20%	20%	20%
40%	40%	40%	40%
60%	60%	60%	60%
80%	80%	80%	80%
achieve more Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse scelerisque	achieve more Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse scelerisque	achieve more Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse scelerisque	achieve more Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse scelerisque

Imagery

Our business is wholly focussed on people and this should be reflected in the choice of imagery for our communication materials.

We use two main, contrasting styles of imagery, both of which can be seen on our website at www.skillstraininguk.com

1 Dramatic 'action' style photographs of people achieving more through physical endeavour. This style of aspirational imagery supports our brand positioning and helps communicate the essence of our brand. Try to ensure that the images selected reflect equality and diversity in their content and focus on the action, not individual faces.

2 Real people in real learning and working situations to reflect the nature of what our business actually does. These photographs should be reportage in style, and natural not staged. They should also be representative of the broad spectrum of customers we work with.



We never use illustration in our communication materials.

Messaging

Our brand statement is **achieve more**, and this should be reflected throughout our communication in the way our messaging is themed and used with imagery. Examples of suitable creative themes include, but are not limited to:



achieve more

Going further

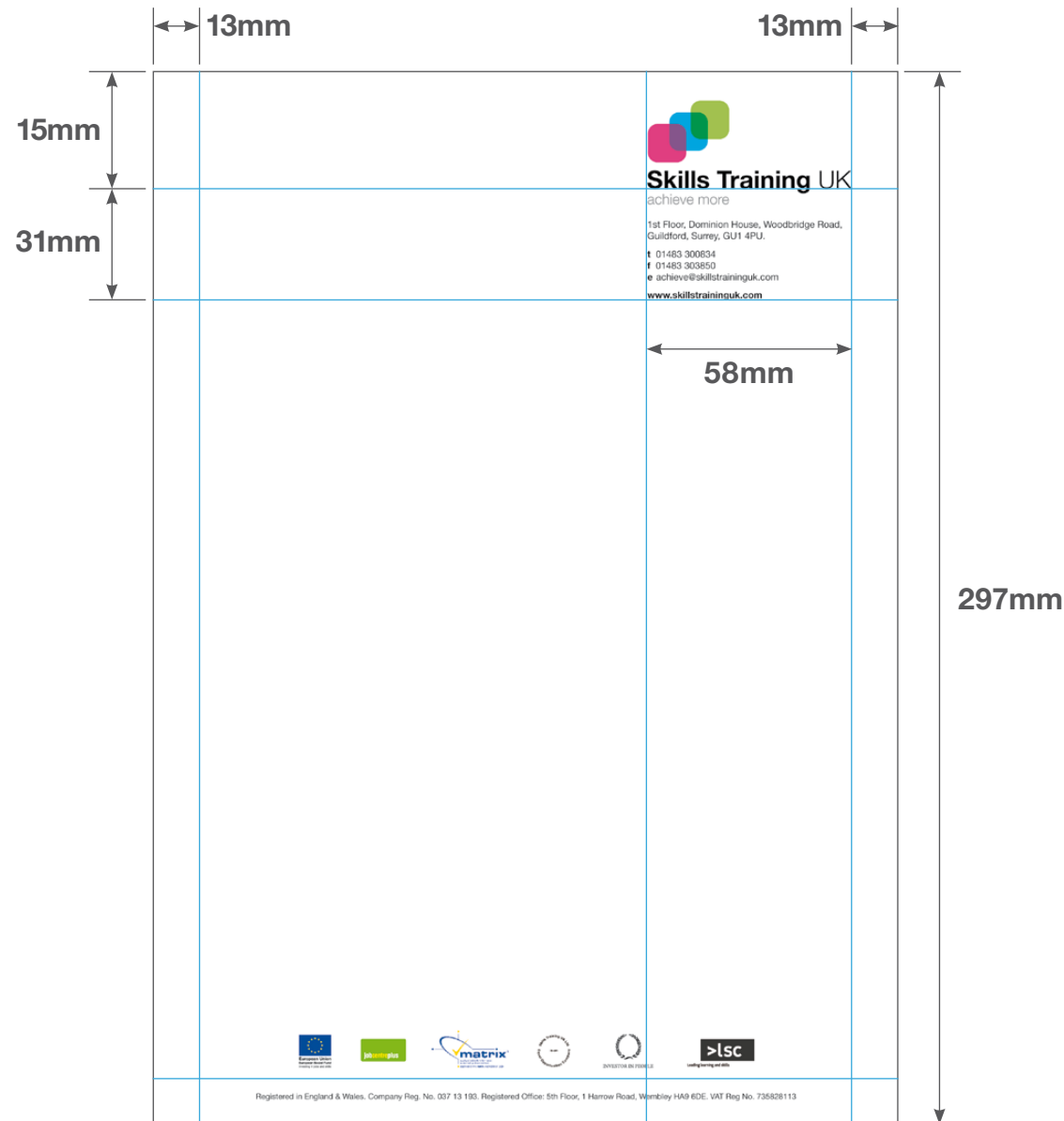
Be outstanding

Beyond boundaries

Changing lives for good

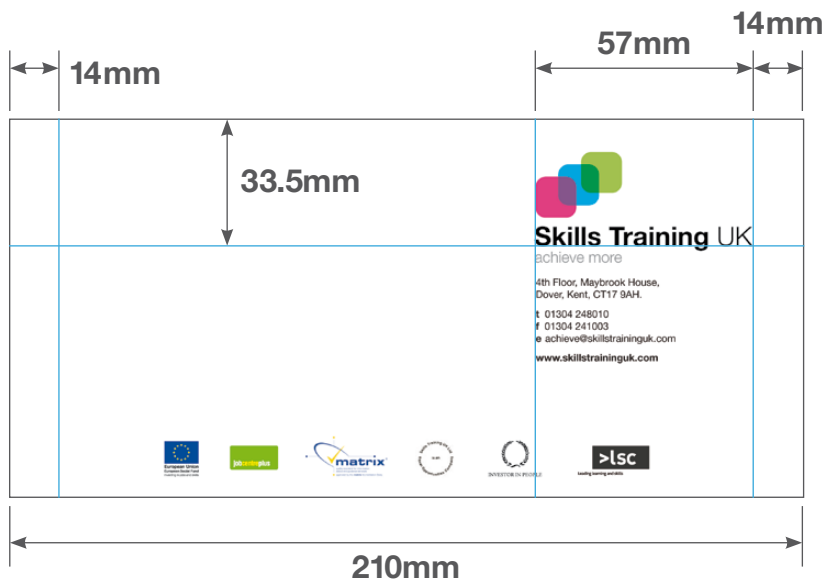
Brand & Visual Identity Guidelines

Stationery 1

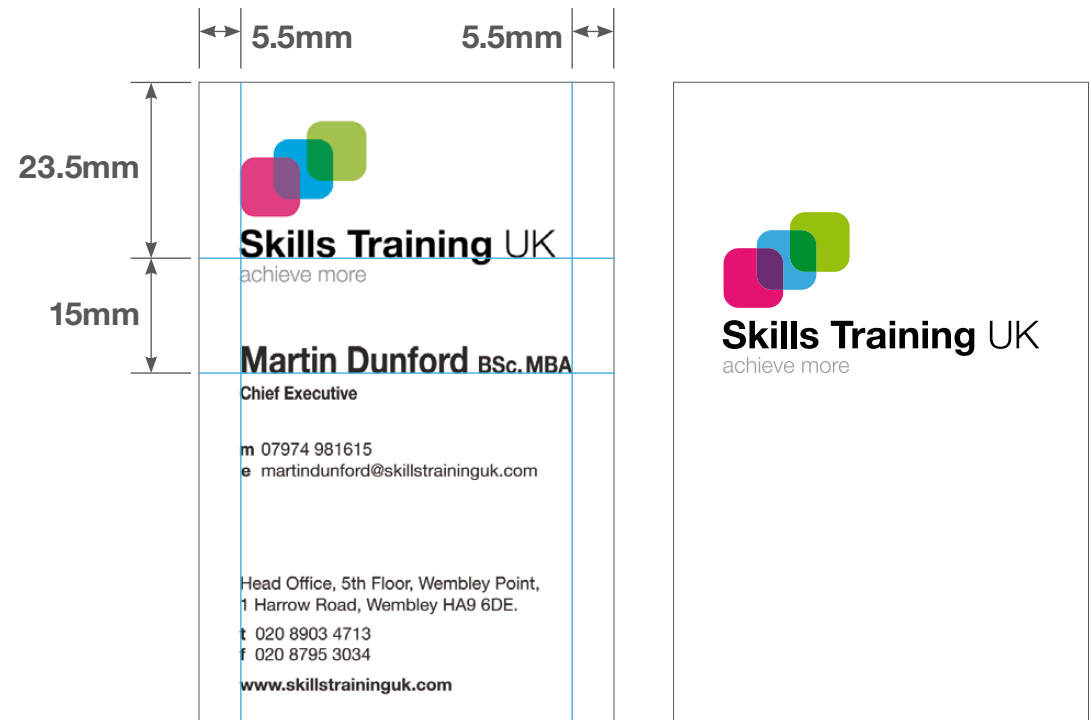


Letter head – half size

Stationery 2



Compliment slips - half size



Business cards - actual size, front and reverse

Our grids 1

The grids on our A4 portrait pages are divided into four columns.

Left margin: 10mm

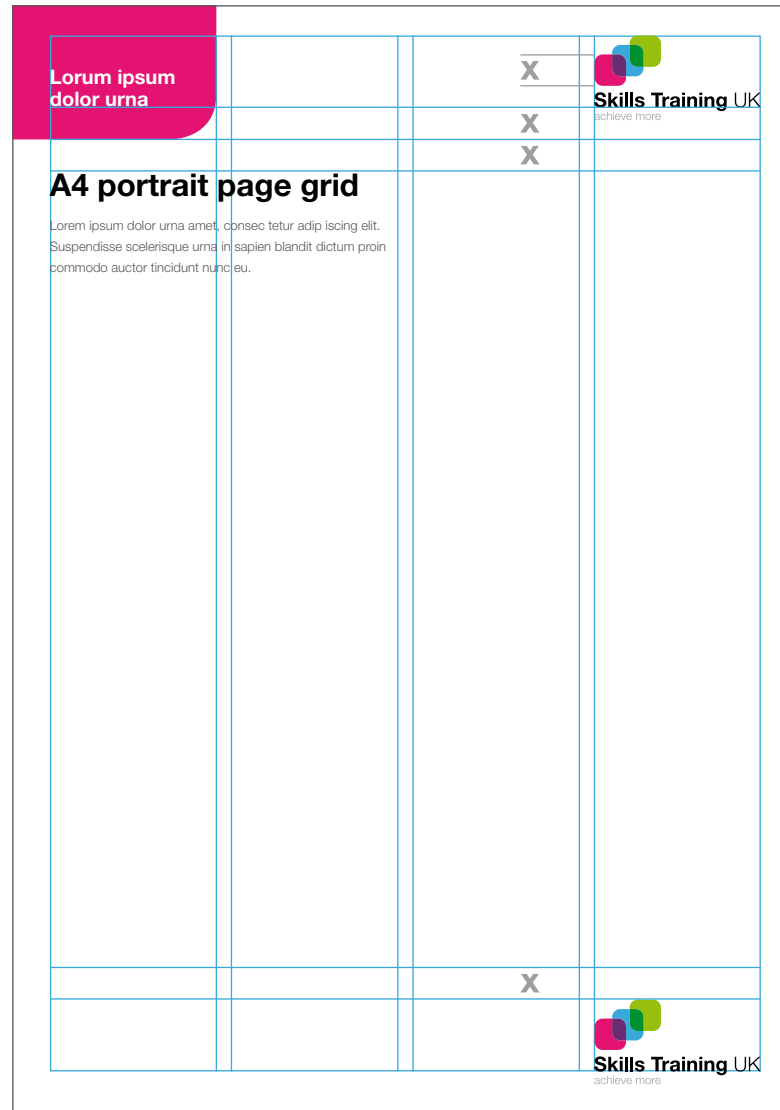
Right margin: 10mm

Top margin: 8mm

Bottom margin: 12mm

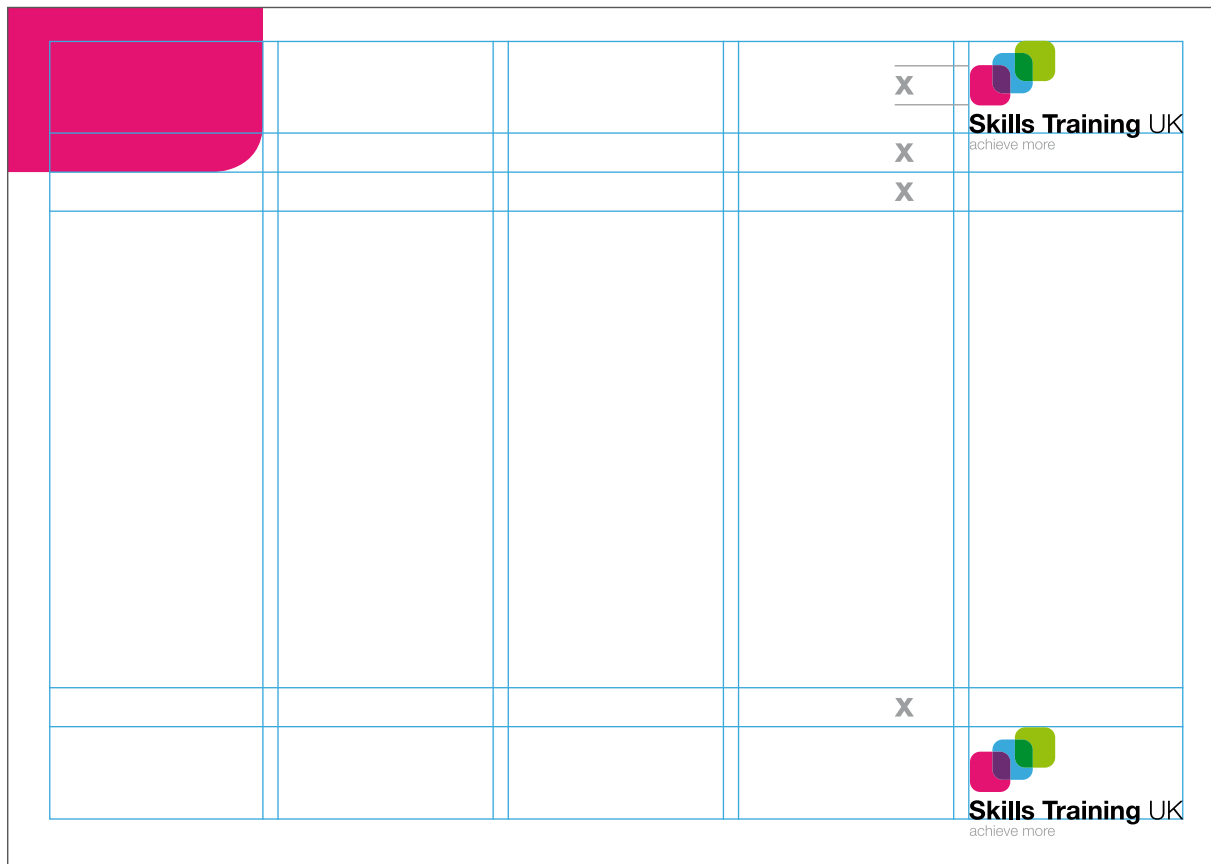
If text is required in the red block (top-left) it sits on the same horizontal line as 'Skills Training UK'.

The red block itself sits on a horizontal line which is the same distance from 'Skills Training UK' as the height of one coloured block taken from the logo (top-right). The horizontal grid lines are structured around the coloured blocks in the logo, marked by 'X'.

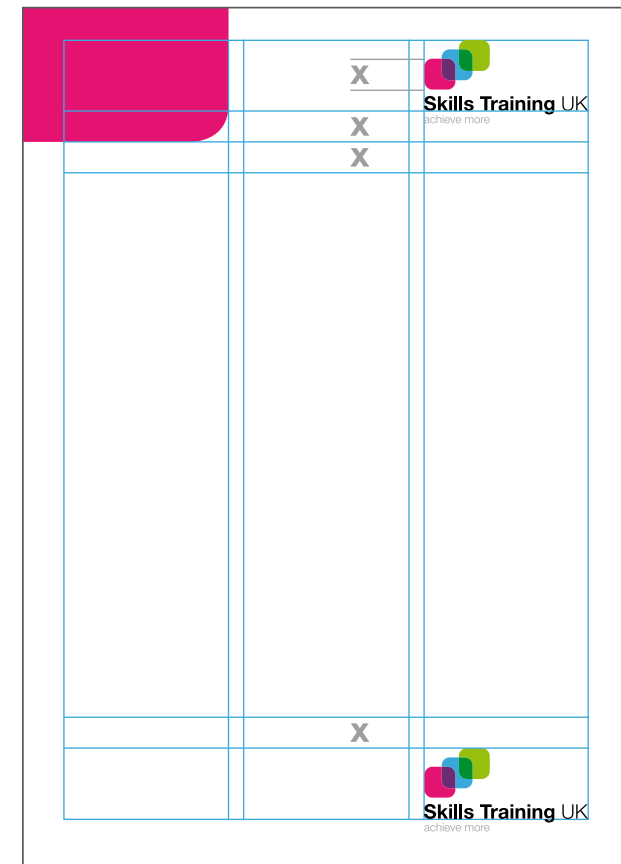


A4 portrait page grid

Our grids 2 (refer to instructions on previous page)



A4 landscape page grid

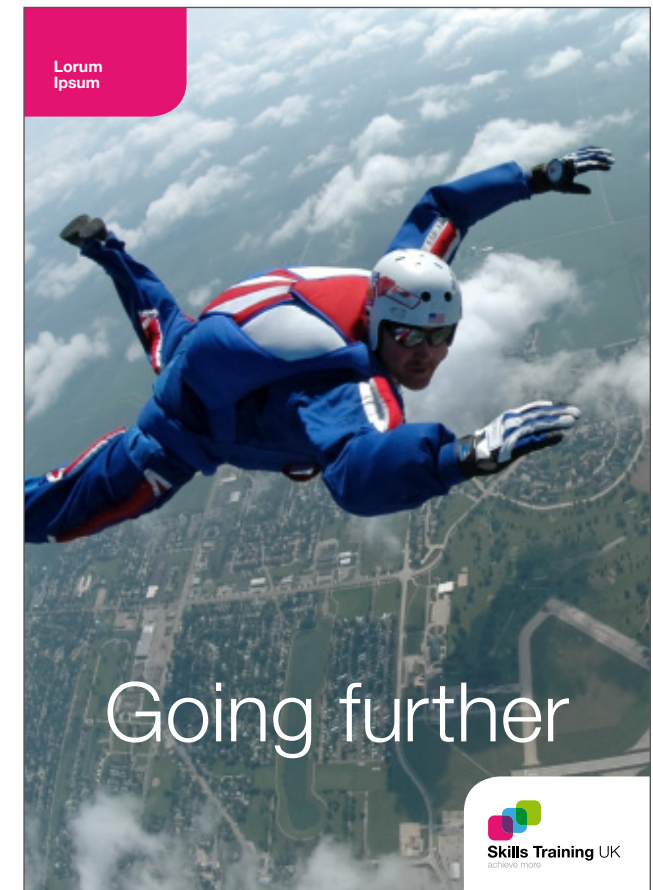
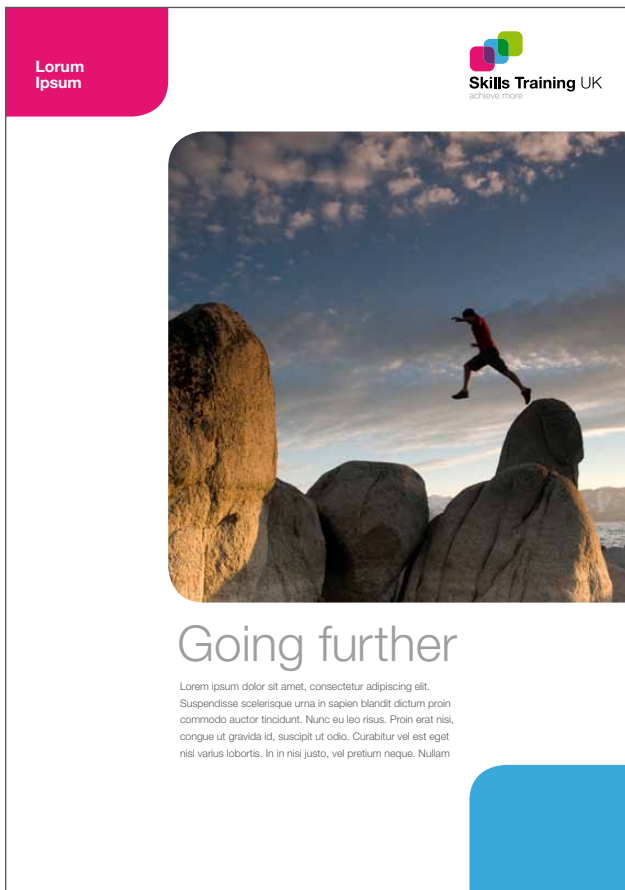


A5 portrait page grid

Brand & Visual Identity Guidelines



Brochure cover example



Double page spread examples

Title block copy here



Going further

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Sub-heading

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Title block copy here

Going further

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Press advertising

Promotional and recruitment press advertising should follow the example shown here, using dramatic 'action' style imagery and headline messaging related to our brand statement.

Build a new
career



Going further

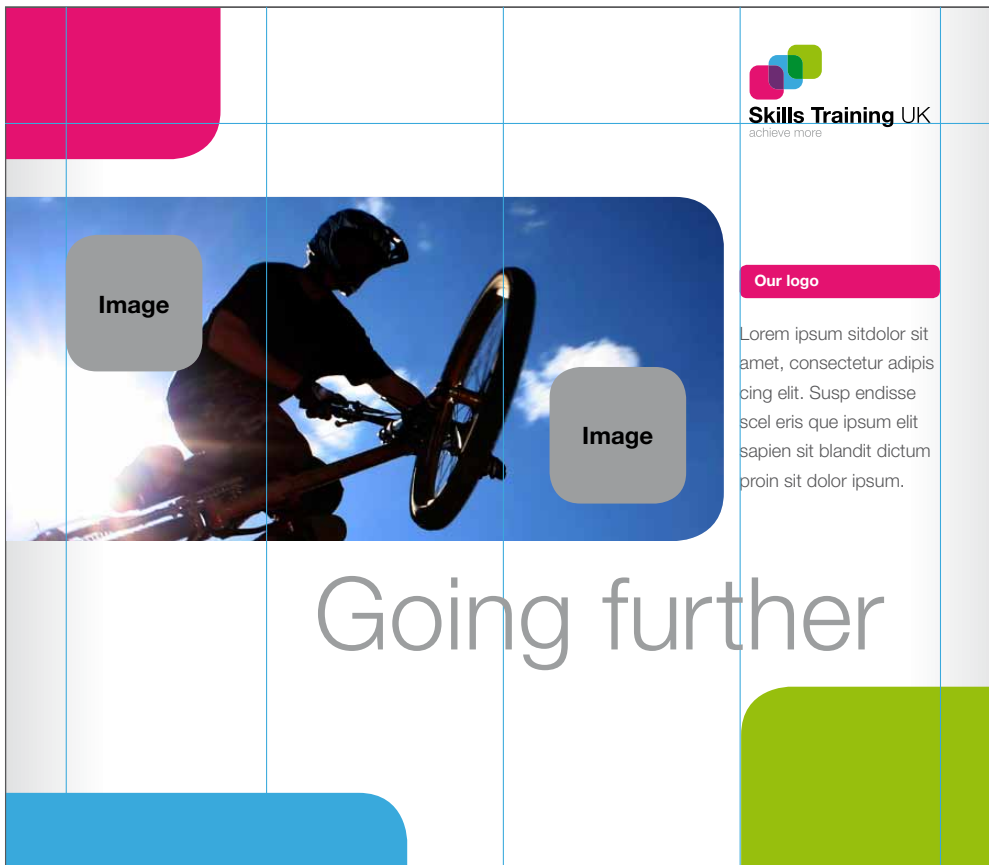
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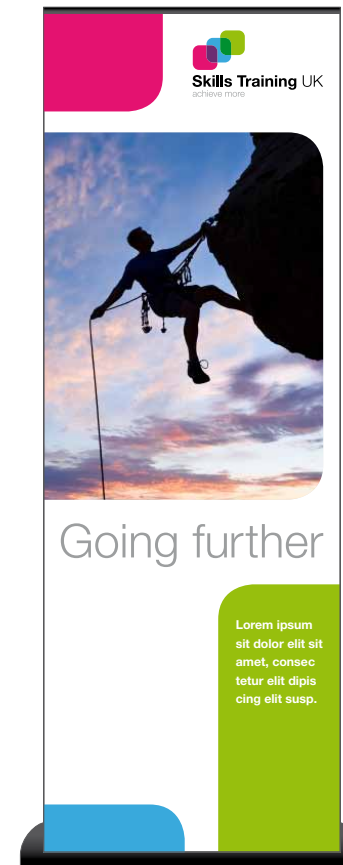
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Exhibition display examples



Expandable display unit



Pop up banner

Merchandise and banners



Mug



Banner

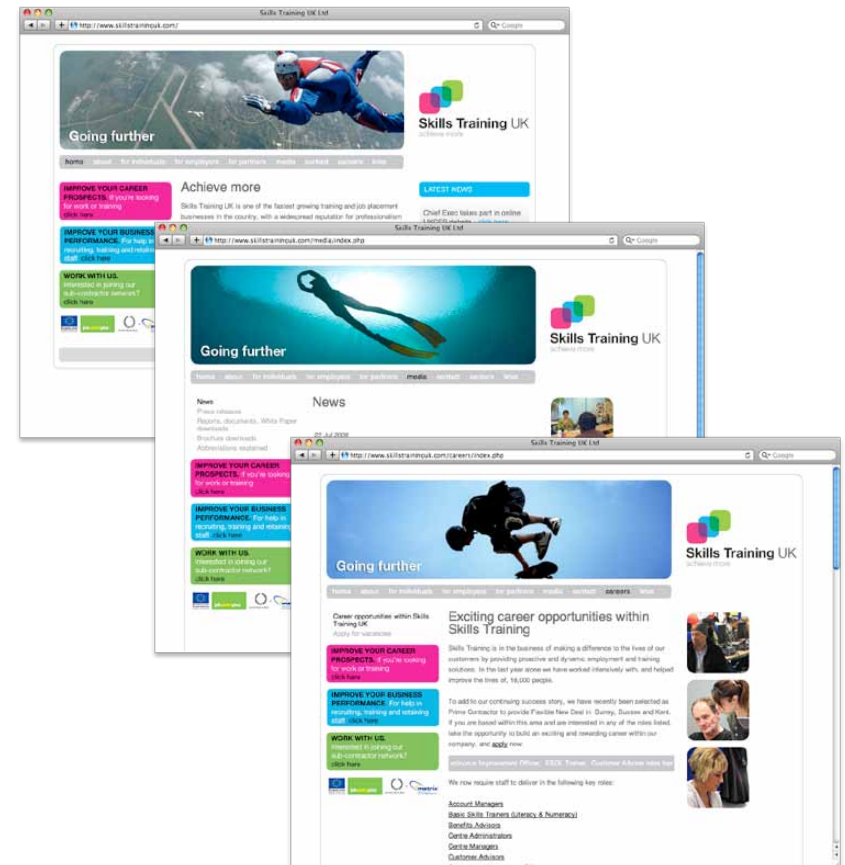
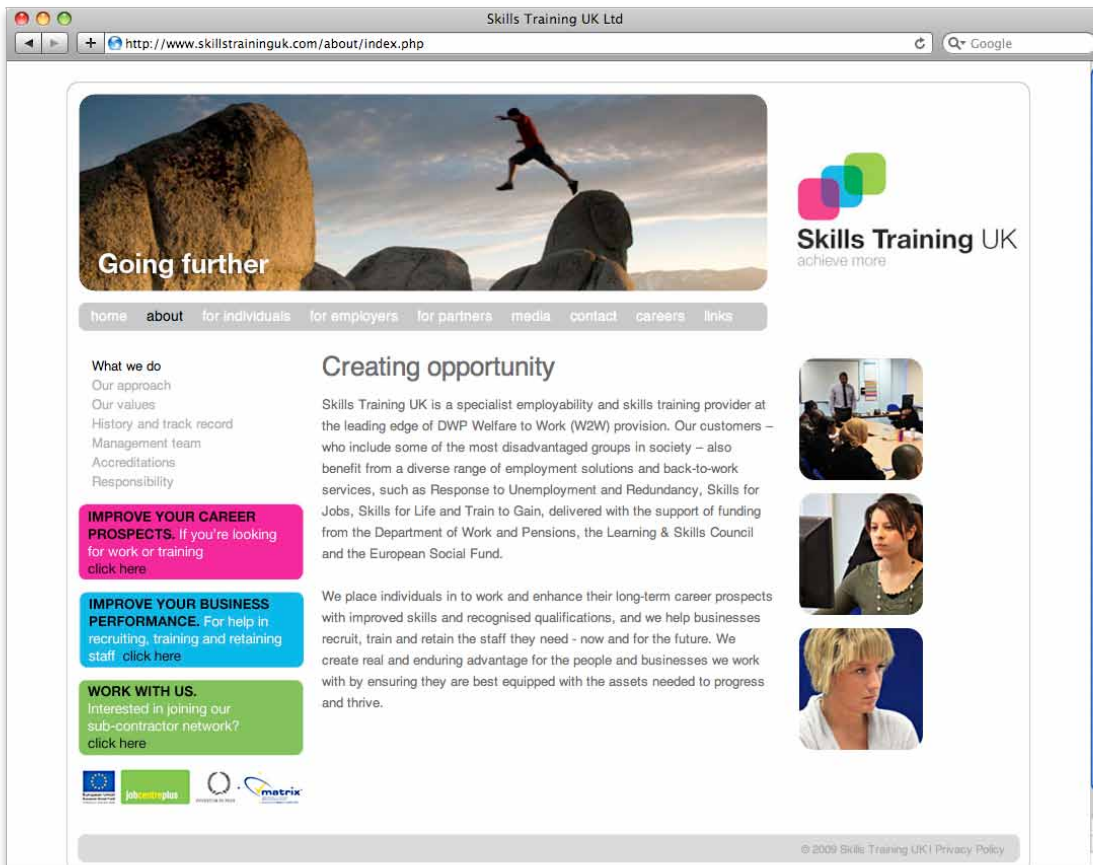


USB memory stick

Brand & Visual Identity Guidelines



Digital examples 1

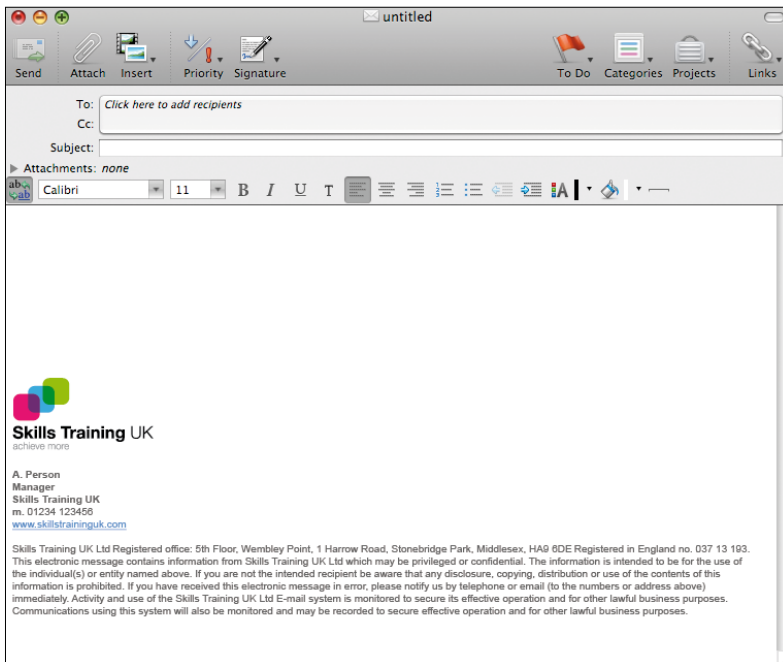


Website

Brand & Visual Identity Guidelines



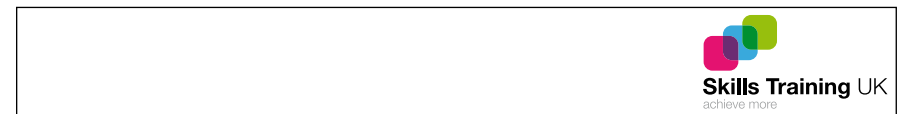
Digital examples 2



Email signature



160 x 600 pixels



728 x 90 pixels



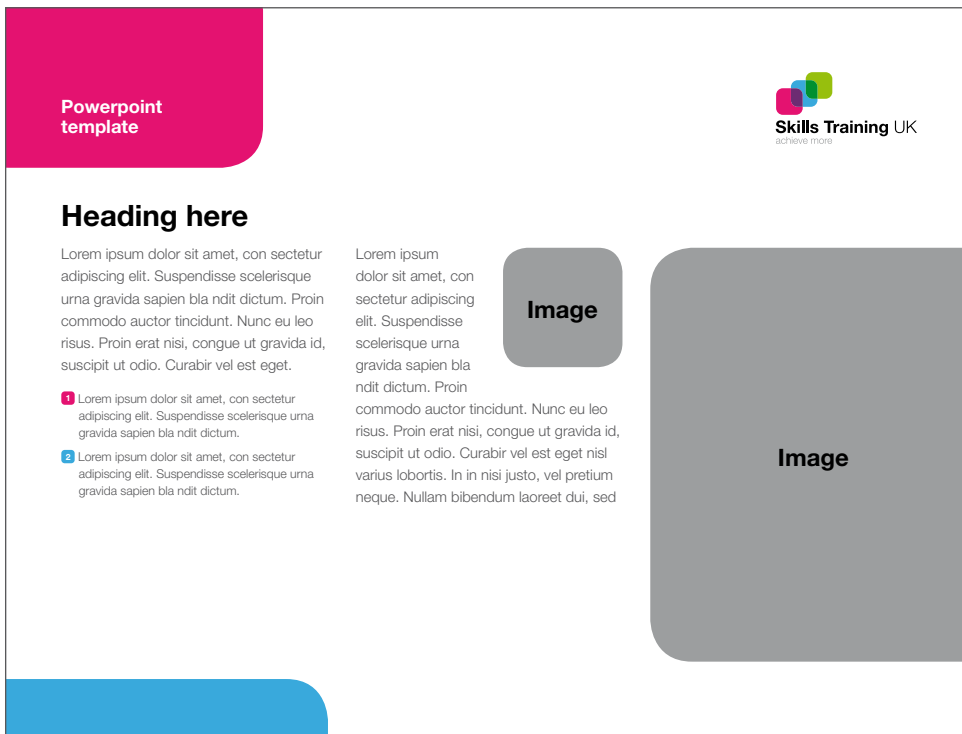
300 x 250 pixels




180 x 150 pixels

Web banners

Digital examples 3



Powerpoint template



Heading here

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Image

Image

Powerpoint template example 1



Going further



Skills Training UK
achieve more

www.skillstraininguk.com

Powerpoint template example 2