



Brand Guidelines

Version .01



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We are the voice of employer-led sector skills bodies.

Representing 18 sector skills bodies, we collectively advocate for over 150,000 employers across the UK.

Our vision is for a skills system that fosters industrial growth by providing a talent pipeline, enabling individuals to access fulfilling careers through clear pathways to employment.

Primary logo

The Skills Federation logo is an evolution of our previous logo. The change in logo symbolises how the Skills Federation looks to the future with a modern, progressive attitude; whilst still retaining the heritage of our brand.

**Never try to re-create the logo.
Artwork is available for all digital
and print applications.**

This is our primary logo for use on white backgrounds.



This is our secondary logo for use on coloured backgrounds.



Logo breakdown

1. Icon

Skills Federation icon is a stylised letter 'F'. Made up of our core brand orange colour gradating to a lighter shade. The combination of shape and colour demonstrates a progressive, forward looking approach.

The icon should always be used within the logo lock up in corporate communications.

2. Word marque

The Skills Federation word marque is created from the typeface, Lexend.

3. Strapline

The Skills Federation strapline is created from the brand typeface, Lexend.

The strapline should always be used within the logo lock up in corporate communications. Except when the minimum size prevents this (please see [page 8](#) for minimum sizing).

If any of these elements are required to be used separately please seek advice from the branding team.

1 . Icon



2 . Word marque

Skills Federation

3. Strapline

The voice of employer-led sector skills bodies

Clear space

To ensure that legibility and visibility is not by other encroaching elements, keep a minimum clear space around our logo at all times.

With Strapline



Without Strapline



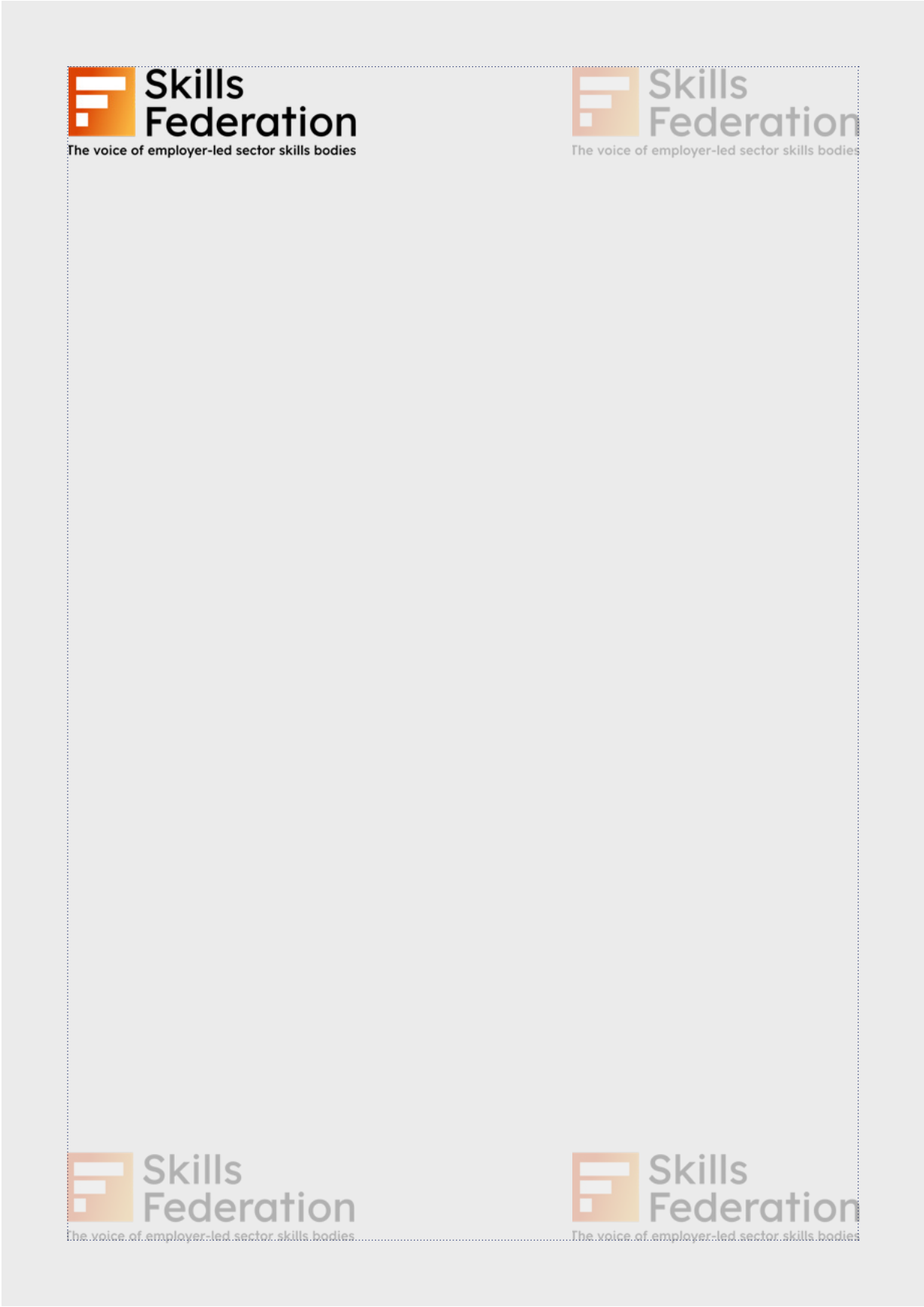
Positioning

When the logo is used on its own, it is always positioned top left, adhering to isolation zone rules.

Where this is not possible the logo can be placed in any other corner.

To comply with accessibility requirements, when using the logo on documents and presentation slides, do not put it on every page. Place the logo on the first page only and label as 'Skills Federation Logo'.

Please note, a white background should be used for all text pages in documents (tint shown here to represent a page outline only).



A4
W= 70mm

Minimum sizes

Minimum size of the logo (based on width) should be restricted to the dimensions opposite to retain legibility at small display.

With Strapline



Print
W= 48mm at 300dpi



Screen
W= 200px at 72dpi

Without Strapline



Print
W= 27mm at 300dpi



Screen
W= 115px at 72dpi

Do not's

Preserving the integrity of the logo across all communications is paramount. Knowing what not to do is important for keeping consistency, professionalism and trust, within the brand and externally. Here are some examples of what not to do with the logo in any instance.

- 1. Do not stretch or distort the logo.
- 2. Do not rotate the logo.
- 3. Do not change the colours of the logo.
- 4. Do not edit the word marque or change the typeface.
- 5. Do not change the ratio of the lock up.
- 6. Do not change the 'F' inside the icon.

1.



2.



3.



4.



5.



6.



Co-branding

When the Skills Federation logo is used with the ACE360 logo, both logos should be set to the same height and clear space rules observed ([page 6](#) of the guidelines).

Skills Federation logo with ACE360 logo



When the Skills Federation logo is used with other company/brand logo(s) both logos should be set to the same height where possible to give equal visual appearance. Please make sure clear space rules are observed ([page 6](#) of the guidelines).

Skills Federation logo with other logos



Colours

Our colour palette is confident and vibrant. These can be used across all our brand communications.

To ensure brand harmony, our colours should be used in the following approximate ratios within page layouts and designs. Note that this page is intended as a guide only and discretion by the designer is advised and expected as always.

Primary

For general as backgrounds and page layouts.

CMYK: 100/89/30/0
RGB: 40/56/114
Hex: #283872
Pantone 2747 C

To be used as a accent to create a highlight of bright colour that lifts designs and gives the brand a brighter feel.

CMYK: 0/79/100/0
RGB: 220/68/5
Hex: #DC4405
Pantone 1665 C

CMYK: 0/0/0/100
RGB: 0/0/0
Hex: #000000

An tint of the main brand blue can be used as a supporting tone in certain instances (i.e. social cards).

18% Tint
CMYK: 18/16/5/0
RGB: 216/219/230
Hex: #D8DBE6

Secondary

CMYK: 100/20/82/5
RGB: 0/129/84
Hex: #008154
Pantone 348 C

CMYK: 100/7/18/8
RGB: 0/142/184
Hex: #008EB8
Pantone 2191 C

Additional (if required)

CMYK: 0/37/100/0
RGB: 248/172/0
Hex: #F8AC00
Pantone124 C

CMYK: 59/100/23/14
RGB: 119/31/101
Hex: #771F65
Pantone 259 C

Typography

Arial is our primary brand typeface. Both weights of Arial can be used, left aligned in a variety of sizes to add emphasis and a sense of hierarchy to communications.

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£#

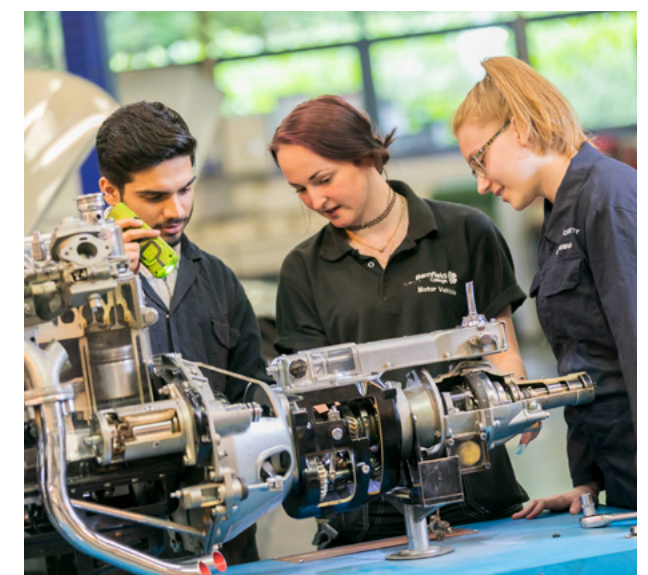
Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£#

Photography

- natural and unrehearsed
- capture genuine moments, real people in authentic situations
- if subject is engaging with tasks there should be a feeling of dedication and empowerment
- always endeavour to show a range of genders, ethnicities and industries
- subject doesn't have to look directly into the lens but see enough of their face(s) to capture their likeliness
- consider dynamic angles, composition and depth of field to add interest and pull the viewer in.

The following corporate photography is available for use from our branding team.



This image must be credited with the following:
The Institute of the Motor Industry

Layout guides

Clean and clear layouts are an important part of our brand. The elements of our designs should have negative space around them to let them breathe, and each application should feel considered and elegant.

Our document template is set to A4 size and can be adjusted accordingly for each use.

Our PowerPoint template is set to a wide screen 16:9 and can be adjusted accordingly for each use.

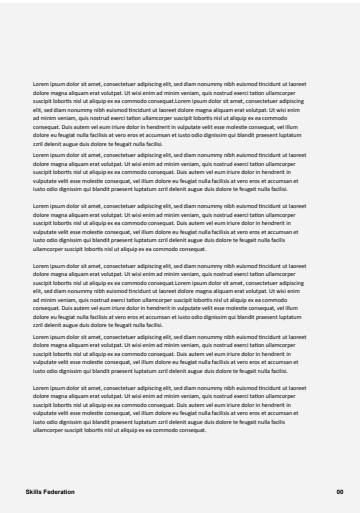
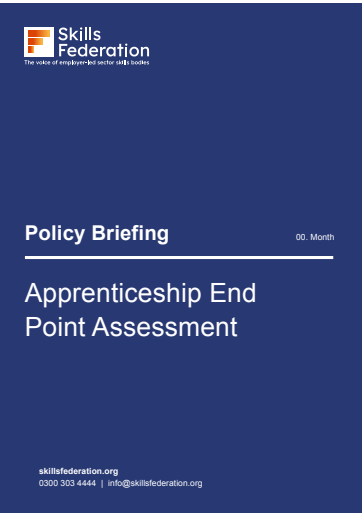
When using the templates, always ensure that:

- there is a clear hierarchy of text, with headlines and key messaging retaining prominence.
- headlines, subheadings and introductory paragraphs can be in our brand colour dark blue / orange*.
- body text is always 100% black
- when replacing images, they fill the image boxes completely, without any areas of white space.

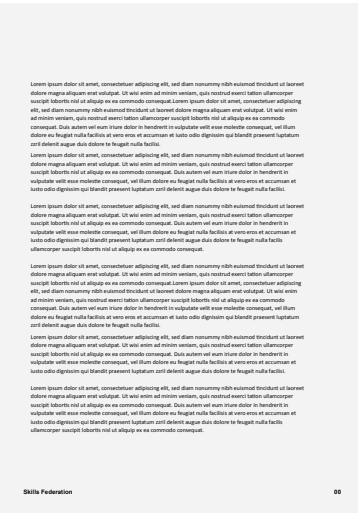
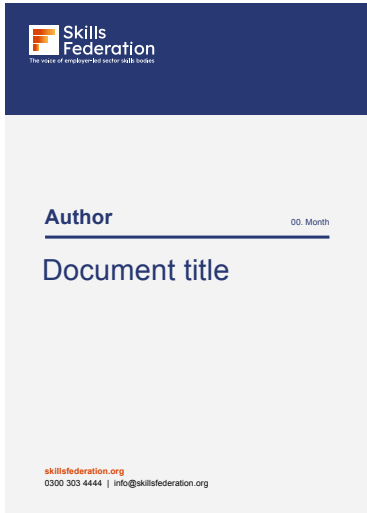
Please note, a white background should be used for all text pages in documents (tint shown here to represent a page outline only).

*Designers discretion is advised.

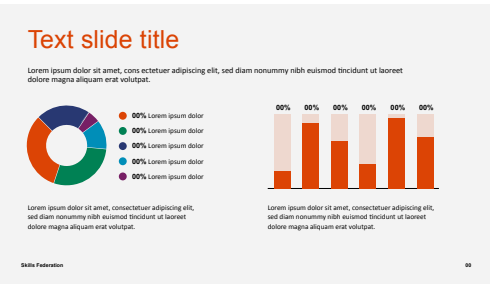
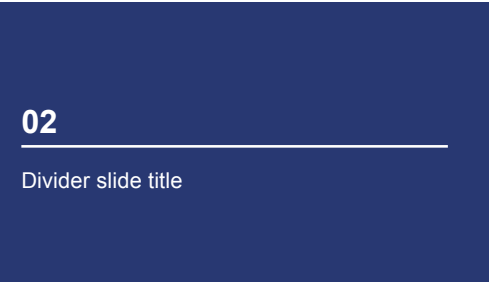
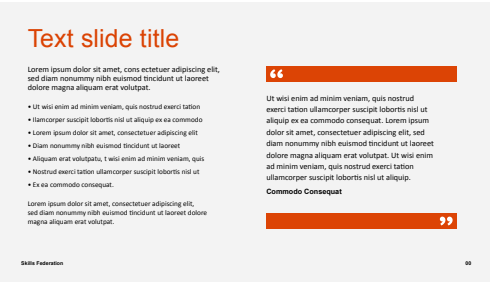
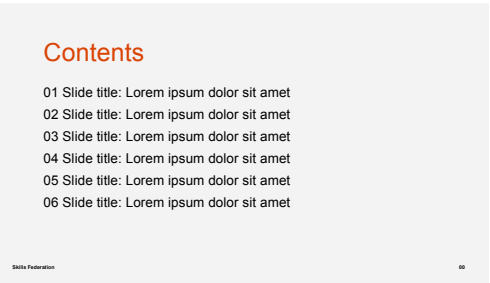
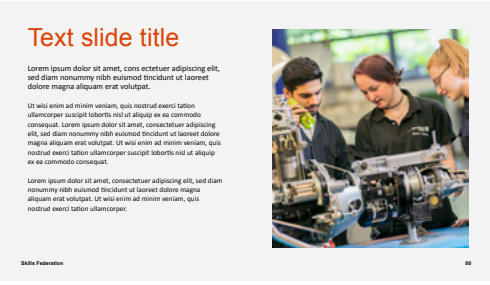
Document: Policy



Document: General



PowerPoint

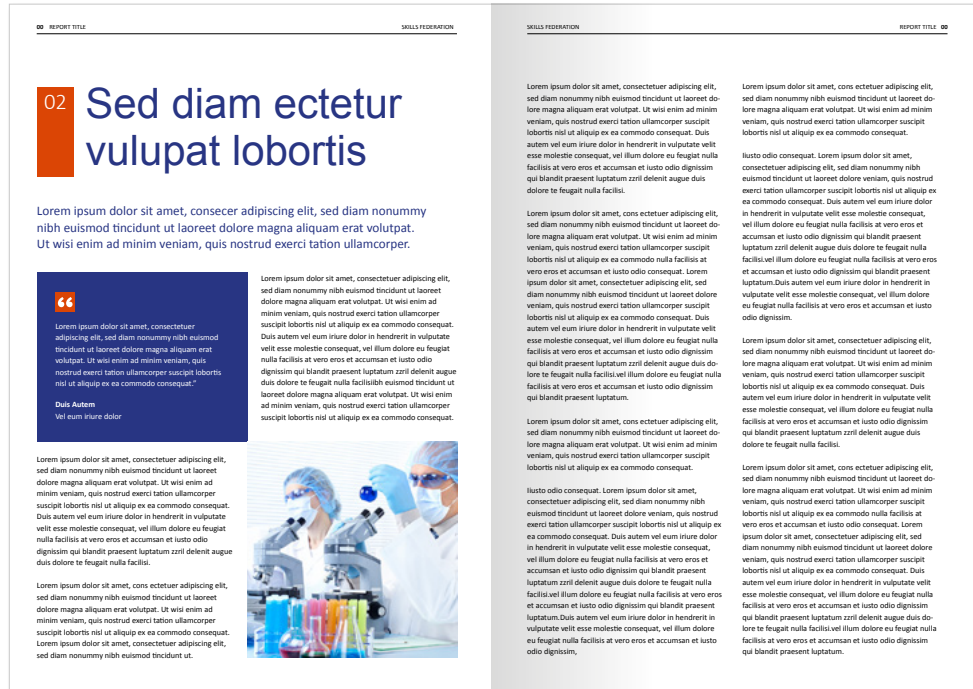
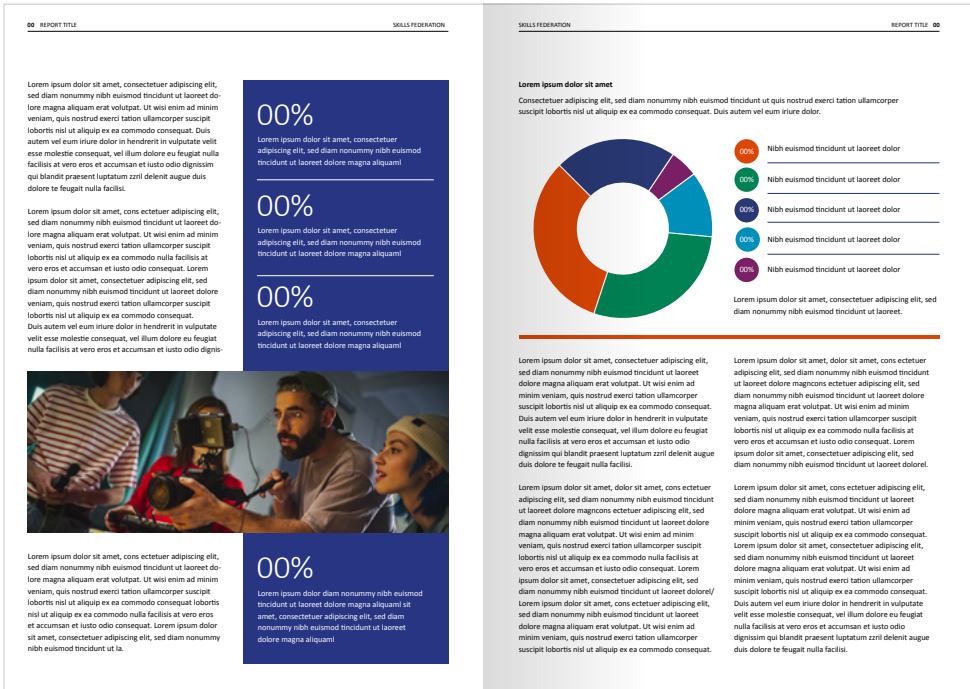


Letterhead



Applications

Document: Research report





skillsfederation.org