Withdrawn

KICKSTART
SCHEME

PLAN FOR JOBS

BRAND GUIDELINES

HM Government

CONTENTS

INTRODUCTION

The materials in this pack have been prepared to give you information and guidance on the campaign so you can amplify it through your own channels and networks.

About this toolkit

When it comes to telling people about the benefits *Kickstart Scheme* provides, we want to present a clear and consistent message.

Kickstart Scheme's brand strategy reflects and promotes our values and culture, is conveyed through our standards of working and is represented by our campaign identity.

The campaign will align with the government's key priorities, including creating a stronger, fairer economy and a more caring society, as well as the Government's Plan for Jobs.

Campaign identity

Our campaign identity is the brand element that we use to represent *Kickstart Scheme* as a campaign in its own right.

The visible part is made up of four main elements: the logo, colours, fonts and graphic devices. These must be recognisable and consistently used on all *Kickstart Scheme* communications.

This guide is designed to explain how and when to use these elements.

Kickstart Scheme contact:
kickstart.scheme@dwp.gov.uk

ABOUT THE SCHEME

The objective

The government has introduced a new *Kickstart Scheme* to fund the direct creation of high quality jobs for young people at the highest risk of long-term unemployment. It will give young people the chance to build their confidence and skills in the workplace, and to gain experience that will improve their chances of going on to find long-term, sustainable work.

How it works

The government has introduced a new *Kickstart Scheme* in Great Britain, a £2 billion fund to create hundreds of thousands of high quality 6-month jobs aimed at those aged 16-24 who are on Universal Credit and are deemed to be at risk of long-term unemployment.

Funding available for each job will cover 100% of the relevant National Minimum Wage/ National Living Wage for 25 hours a week, plus the associated employer National Insurance contributions and employer minimum automatic enrolment contributions.

OUR IDENTITY

Our identity is not just a logo. It is a design scheme composed of a number of core elements that come together to create a distinctive look and feel that makes the *Kickstart Scheme* brand instantly recognisable.

Using the brand guidance

The branding guidelines can be used for digital and print including: social media, internal communications and any other form of comms media that participating organisations wish to use.

They are designed to provide a consistent look and feel, ensuring the *Kickstart Scheme* brand is upheld throughout all communications.

Core elements and assets

Here you can find all the building blocks you need to help you develop compelling communications using the *Kickstart Scheme* brand. The following pages will guide you through the core elements.

BRAND REPRESENTATION AND USAGE

Describing your involvement in the Kickstart Scheme

You must not misrepresent your involvement in the Kickstart Scheme. You must not describe yourself as an approved Kickstart Scheme employer or gateway until you have had an application to take part in the Kickstart Scheme approved by us and have signed an agreement with us.

All references to Kickstart and the Kickstart Scheme must be honest and accurate and must not imply any false endorsement of your activities by us. You must not use the Kickstart or the Kickstart Scheme name, or anything confusingly similar, as or as part of your company name, product name or service name, or as or as part of any domain name, without our permission. You must not apply for, or obtain, registration of any trade mark which comprises or is similar to the Kickstart or the Kickstart Scheme name or the Kickstart Scheme logo without our permission.

Using the Kickstart Scheme logo

The use of our Kickstart Scheme logo is restricted. You may only use the Kickstart Scheme logo in the following situations:

- Where permitted under an agreement between you and us

Any use of the logo is subject to:

- It being used in accordance with the Kickstart Scheme brand guidelines

- It not being used to imply or suggest any unintended endorsement of your activities by DWP

- You not doing anything to prejudice our ownership of the logo or its reputation

All uses of the Kickstart Scheme logo must be accompanied with the ® symbol, and the following notice: "Kickstart Scheme" is a registered trade mark of the Secretary of State for Work and Pensions.

THE LOGO

Dynamic. In-motion. Positive. Reliable.

The logo is the most visible element of our identity – a signature across all the *Kickstart Scheme* communications' visuals.

We are very proud of it and we require that you follow these guidelines to ensure it always looks its best.

The two-tone *Kickstart Scheme* logo, pictured above, is our primary logo colourway. It should be used on white or light coloured backgrounds.

The black *Kickstart Scheme* logo, pictured above, should only be used on white or light coloured backgrounds, and where the two-tone logo isn't practical.

The white *Kickstart Scheme* logo, pictured above, should be used to brand videos and other collateral which have black or dark backgrounds, and where the two-tone logo isn't practical.

USING THE LOGO

Exclusion zone

To protect clarity and visual integrity of the logo, always maintain a clear space around it. This is called the 'exclusion zone'.

Kickstart Scheme's logo clear space is based on the height of the icon **X** (as illustrated below), which is equivalent to the height of the *Kickstart* wording.

Kickstart Scheme logo's exclusion zone

Minimum size

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application. Always use the logo at or above its minimum size.

Technically you can make the logo as big as you want. Just keep in mind that bigger isn't always better. However, there are minimum sizes for logo applications on and off the screen.

The *Kickstart Scheme* logo width should never be smaller than **Y** = 120px in digital or **Y** = 42mm in print.

Kickstart Scheme logo's minimum size

Print
Y = 42mm

Screen
Y = 120px

LOGO MISUSE

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to.

No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in this document — there are no exceptions.

Take a look at the following examples to avoid logo misuse.

Don't alter the colour of the logo.

Don't distort the logo.

Don't create an outline of the logo.

Don't place the logo in a box.

Don't rotate the logo.

Don't add effects to the logo.

THE KICKSTART SCHEME SYMBOL

In cases when the Kickstart Scheme brand has already been established, we could use the condensed version of the logo below.

The **'KS'** symbol could also be used as an avatar on social media platforms.

TYPOGRAPHY

Typography plays an important role in *Kickstart Scheme* brand recognition. It communicates a consistent, unified identity and gives instant personality to our written words.

Primary font

Kickstart Scheme's primary typeface is **Futura PT** (available for free as part of any Adobe Creative Cloud plan). It's clean, uncomplicated, distinctive, and legible. All weights except Light and Light Oblique are supported to give you flexibility in creating your communications.

Futura PT Book / *Oblique*	ABCDE abcde 12345( ).!@£%&	*ABCDE abcde 12345( ).!@£%&*
Futura PT Medium / *Oblique*	ABCDE abcde 12345( ).!@£%&	*ABCDE abcde 12345( ).!@£%&*
Futura PT Demi / *Oblique*	**ABCDE abcde 12345( ).!@£%&**	***ABCDE abcde 12345( ).!@£%&***
Futura PT Heavy / *Oblique*	**ABCDE abcde 12345( ).!@£%&**	***ABCDE abcde 12345( ).!@£%&***
Futura PT Bold / *Oblique*	**ABCDE abcde 12345( ).!@£%&**	***ABCDE abcde 12345( ).!@£%&***
Futura PT Extra Bold / *Oblique*	**ABCDE abcde 12345( ).!@£%&**	***ABCDE abcde 12345( ).!@£%&***

Secondary font

Kickstart Scheme's secondary typeface is **Arial**. We only use this font when Futura PT isn't available.

| Arial Regular / *Italic* | ABCDE abcde 12345( ).!@£%& | *ABCDE abcde 12345( ).!@£%&* |
| **Arial Bold / *Italic*** | ABCDE abcde 12345( ).!@£%& | *ABCDE abcde 12345( ).!@£%&* |

COLOURS

Our colour palette is divided into two main tiers. The secondary colour palette is optional for the Employers, who could use our Kickstart Scheme logo on their branded promotional materials.

Primary colours - Main colours of the *Kickstart Scheme* logo

Hex **000000**
R **0** G **0** B **0**
C **0** M **0** Y **0** K **100**

Hex **9e9c9c**
R **158** G **156** B **156**
C **41** M **34** Y **34** K **1**

Secondary colours - Corporate but brighter and more varied. Uses could include various online and offline collateral. Not to be applied on the logo.

Hex **e64425**
R **230** G **68** B **37**
C **3** M **89** Y **100** K **0**

Hex **8e004e**
R **142** G **0** B **79**
C **36** M **100** Y **45** K **21**

Hex **0d2972**
R **13** G **41** B **144**
C **100** M **94** Y **26** K **14**

Hex **00885c**
R **3** G **136** B **91**
C **87** M **23** Y **80** K **8**

Hex **f69055**
R **246** G **144** B **85**
C **0** M **53** Y **72** K **0**

Hex **e97dc8**
R **233** G **125** B **200**
C **10** M **61** Y **0** K **0**

Hex **4c9ae4**
R **76** G **154** B **228**
C **65** M **29** Y **0** K **0**

Hex **94d4cc**
R **148** G **136** B **91**
C **41** M **0** Y **23** K **0**

PROMOTIONAL MATERIALS

Here you can find examples of media content and graphical assets you need to help you develop compelling communications using the *Kickstart Scheme* brand.

To access the *Kickstart Scheme* campaign assets and brand guidelines, please visit the link below.

Download the Kickstart Scheme assets and brand guidelines

Contact kickstart.supportscheme@dwp.gov.uk with any queries about branding.