



Disability confident

scheme identity guidelines
for employers

v1 July 2016

The Disability Confident scheme has 3 levels that have been designed to support you on your Disability Confident journey.

These guidelines have been put together to introduce you to the Disability Confident scheme visual identity so that you can begin to use it in your own communications.

The disability confident scheme identity is a means of communication. It is intended to inform the people you employ, and any other disabled people who might be interested in your organisation, that you have a positive approach to employing disabled people.

The disability confident scheme identity is used by employers who are accredited by the Department. If you are an accredited employer, or a designer creating products on behalf of an accredited employer, these guidelines describe how the symbol should be used. If you require further support in using the scheme identity, you can contact us by e-mailing dwp.disabilityconfident@dwp.gsi.gov.uk or by writing to:

Disability Confident policy team
6-12 Tothill Street
Ground Floor
Caxton House
London
SW1H 9NA



When and where to use the disability confident scheme identity

If you are an employer who is interested in becoming accredited, please contact your local Jobcentre to arrange a discussion or, alternatively, use the contact details above.

Note that the disability confident scheme identity may only be used in accordance with the stated design guidelines, and by companies which are authorised disability confident scheme users.

On job advertisements

When you notify a vacancy to Jobcentre Plus or a recruitment agency, remember to mention that you have signed up to the disability confident scheme. Ask them to ensure that the disability confident scheme identity appears on all vacancy displays and any newspaper advertisements they commission on your behalf. The symbol should also be displayed on any vacancies you advertise on the internet.

In addition to displaying the disability confident scheme identity on job advertisements, consider including a statement explaining your interview guarantee. For example, “As users of the disability

confident scheme, we guarantee to interview all disabled applicants who meet the minimum criteria for the vacancy/ies”.

The minimum criteria does not have to be published in the advertisement but does have to be made available to applicants, either on request or included in recruitment literature.

Misuse of the disability confident scheme identity

The disability confident scheme identity should not be used in the context of providing or promoting your services or goods to customers. For example, you may not use it prominently on product brochures or other material supporting your product message or business. It may be appropriate to feature the symbol in the context of describing your organisation, perhaps alongside address and telephone details.

There may be occasions where you are unable to display the symbol. This might be because of technical restrictions (eg with teletext) or through lack of space. In these cases, please consider including a statement that your organisation is signed up to the disability confident scheme. If you are in any doubt, please discuss particular instances with your local Jobcentre Plus disability specialist.

Using the identity

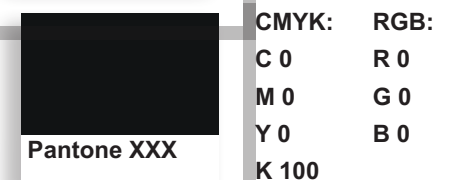
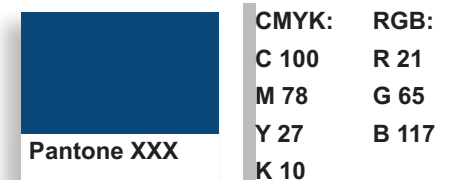
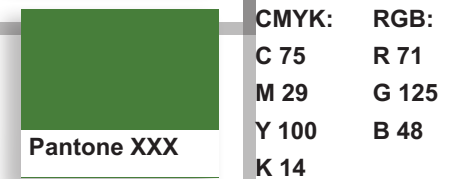
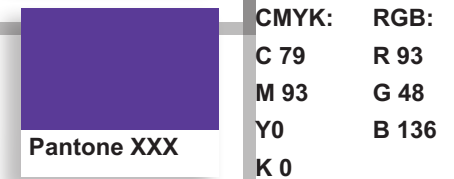
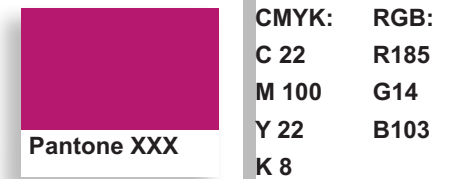
The design of the disability confident scheme identity is Crown Copyright and you should not alter it in any way.

Both the words and the symbol should appear in the same colour at all times.

Wherever possible this should be Pantone 376C or black (on light background), or white (on a dark background).

You can use another colour to fit in with your organisation's corporate branding, provided the symbol remains clearly visible.

Colour



Dimensions

The minimum size you can reproduce the symbol is determined by the overall height, which should not normally be less than 10mm.

Exceptionally, in newspaper job advertisements only, the disability confident scheme identity may appear smaller than 10mm. This size should only be used when there is no other option other than to omit the symbol altogether, due to space or financial constraints.

Exclusion zone

There should always be an area of clear space around the symbol, determined by the height of the rounded squares within the design.



What not to do

The disability confident scheme identity and positioning of level accredited “Level 1 Committed, Level Employer or Level 3 Leader” represent an integrated logo and you must not separate them. You must never redraw, re-position or alter the symbol in any way. You should never reword the positioning statement or typeset it in any other form.



DO use the logo as it is provided



DON'T change the logo colours



DON'T stretch or squash the logo



DON'T rebuild the logo



DON'T use different fonts

Language variations

The symbol is available in English, Welsh and bilingual (Welsh/English).

Where a document is circulated in England or Scotland only, the English version should be used.

In accordance with the Welsh Language Act 1993, when conducting business in Wales you may reproduce materials in Welsh or bilingually, and use the appropriate version of the disability confident scheme identity on literature.

Artwork formats

The disability confident scheme identity is available in a variety of computer graphics formats, dependent on the publication media

Alternatively, specific file formats can be e-mailed or posted to you on request from [dwp.disabilityconfident@dwp.gsi.gov.uk](mailto:disabilityconfident@dwp.gsi.gov.uk)