National Apprenticeship Service
Logo guidelines for third parties
2017

Includes guidance on using the following logos:
— National Apprenticeship Service
— Apprenticeships
— Traineeships

Not a third party? Please refer to the separate
‘National Apprenticeship Service Brand
identity guidelines’ document.
Introduction

These guidelines are for third party organisations that need to apply the National Apprenticeship Service (NAS), apprenticeships or traineeships logos.

The guidance is relevant when you are communicating with anybody that engages directly with these brands, specifically employers and learners.

Please note:
All guidelines, logos and assets will only be available to fully funded partners or those organisations where an agreement is in place with the Education & Skills Funding Agency.
## Which brand to use

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1.0 Applications: National Apprenticeship Service

Audience: Employers and Internal
Brand: National Apprenticeship Service

You will need:

- Supported by National Apprenticeship Service
- Apprenticeships logo
- Traineeships logo

National Apprenticeship Service support logo
Apprenticeships logo
Traineeships logo
Who we are

National Apprenticeship Service

NAS is a B2B service brand. Our purpose is to communicate with anybody that engages directly with the service, including employers, and training organisations. We deliver help, advice and support to these audiences on the subject of apprenticeships and traineeships.

Supported by
National Apprenticeship Service
The National Apprenticeship Service third party logo is made up of two parts, the NAS wordmark and the endorsement line, which reads ‘Supported by’.

The logo helps us to communicate to your audience that the services you deliver are backed by a Government service. This offers assurances of quality and integrity.
Exclusion zone
The logo will stand out more and have greater impact when it is surrounded by enough clear space. We have created an exclusion zone to make sure of this.

It is determined by the dotted lines shown here, and is equal to the height of the ‘N’ in the wordmark.

Minimum size
The minimum size at which any version of our wordmark can be used is 20mm wide, as shown opposite. Following this advice will ensure that the wordmark is always clear and easy to read.

Online the wordmark should not be reproduced at a size less than 100 pixels in width.
Third party logo: Sizing and positioning

The logo may sit in any corner of your communications. Please place the logo in the area most appropriate for appearing as a supporter and sign-off of your brand and its marketing material.

Ideally, it should appear at these defined sizes on standard paper formats. These dimensions are applicable to either portrait or landscape orientation.

For any other formats, choose the nearest size. For large scale events or banners, simply scale up proportionally.

Logo sizing
A3 x = 40mm
A4 x = 28mm
A5 x = 20mm
There are several versions of the third party logo artwork available. Please select the colour version which gives the greatest standout on your communications.

NAS third party logos for full colour communications

NAS third party logos for monochrome communications
The examples on this page show how to use and place the third party logo on your communications. Always use this logo when you are communicating to employers.

In these instances the third party organisation (Business is GREAT) leads the communication material with their own look and feel, and with their own logo appearing most prominent.

The NAS third party logo has been appropriately placed in a corner of the communications to act as an endorsement and sign-off to the ads. The most appropriate colour version of the logo has been used to achieve maximum standout.

“With an apprentice, I took my business to the next level”
Andrew Ramroop OBE, CEO of Maurice Sedwell

Businesses can now get a range of bespoke advice from mentoring to exporting to finance. To discover how Maurice Sedwell benefited from Government support and how you can too, visit greatbusiness.gov.uk/apprenticeships

“Apprenticeships have helped my business to grow and become more fruitful”
Helen Thomas, Managing Director of H Weston & Sons Ltd

There is now a single online location for businesses seeking support and advice, from finance to innovation. To discover how Westons is using this to make their business blossom and how you can too, visit greatbusiness.gov.uk/apprenticeships
Employer guide to apprenticeships

What is an apprenticeship?

An apprenticeship is a way for young people and adults to gain workplace experience to earn qualifications and a real future. It is a legally binding contract and an investment in employees and learner needs.

There are three levels of apprenticeship:

- Information Level Apprenticeship (Level 2) – equivalent to five A*-C GCSEs.
- Intermediate Level Apprenticeship (Level 3) – equivalent to two A Levels.
- Advanced Level Apprenticeship (Level 4) – equivalent to a HNC, HND, Foundation degree or equivalent.

Intermediate Level Apprenticeship (Level 3) can be delivered in the workplace or at premises away from the working environment.

Higher Level Apprenticeship (Level 5) or at even a master's degree level in some sectors.

Apprenticeships are designed to help employers to train people and adults to earn while they learn in a real job, gaining a real qualification and a real future.

Apprenticeships help businesses to grow their own talent by developing their current workforce.

Hiring apprentices help businesses to grow their own talent by developing their current workforce.

Developed by employers for employers, apprenticeships have been identified where advanced skills gaps have been identified.

The Government’s ambition is for it to become the norm for young people to achieve their career goals by going into an apprenticeship or other job. Please see page 16 for more information.

Shelley Thompson, Training Manager
Angels The Costumiers

Higher Apprenticeships

Higher apprenticeships allow young people and adults to earn while they learn, to earn at the highest level and progress into higher skilled occupations.

Higher apprenticeships include a range of qualifications at a range of levels from higher apprenticeship to degree level – equivalent to a bachelor’s degree and even master’s degrees.

Higher apprenticeships help to grow the skilled workforce, to develop high-value skills and opportunities for people to progress into higher paid work.

Over 47 different subjects are currently covered, ranging from commercial airline pilot to legal services, representing hundreds of job roles.

Hiring apprentices help businesses to grow their own talent by developing their current workforce.

Brian May, Managing Director of Berthon Boat Company

“Apprenticeship grants help us get more hands on deck”

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Example applications

There are three levels of apprenticeship available:

- Information Level Apprenticeship (Level 2) – equivalent to five A*-C GCSEs.
- Intermediate Level Apprenticeship (Level 3) – equivalent to two A Levels.
- Advanced Level Apprenticeship (Level 4) – equivalent to a HNC, HND, Foundation degree or equivalent.

Most of the training is on-the-job, most appropriate for the individual’s job role, whilst reflecting individual circumstances appropriate to the job, the requirements and wishes of the employer. This training may be delivered in the workplace, in the classroom and the on-the-job environment.

The modular style of delivery enables the apprentice to achieve their career goals by going into an apprenticeship or to university or – in the case of some higher apprenticeships – doing both.

Over 47 different subjects are currently covered, ranging from commercial airline pilot to legal services, representing hundreds of job roles.

Higher apprenticeships were introduced to provide opportunities for young people and adults to earn while they learn, to train for higher level skills and qualifications and to meet Labour Market Skills Needs.
Employer guide to traineeships

What is a traineeship?

Traineeships last anything up to a maximum of six months depending on the needs of the individual and sector.

1. A meaningful, high quality, work experience placement of at least 25 hours per week providing an opportunity for on-the-job learning and experience for the world of work.
2. Back-pedaled job training delivered by a training organisation which can include CV writing, interview techniques, reference, skills and local business and sector information.
3. Employers are responsible for the training or a placement to support trainees on the needs of the individual and sector.

Traineeships last anything up to a maximum of six months depending on the needs of the individual and sector.

Traineeships give employers the opportunity to build your workforce needs, traineeships can help.

Developed in response to business needs, traineeships can help.

According to UKCES, just 24% of employers build the workforce needs, traineeships can help.

Traineeships – why do we need them?

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Example applications

The examples on this page show how to use and place the third party logo on your communications. Always use this logo when you are communicating to employers.

In these instances the third party organisation (Business is GREAT) leads the communication material with their own look and feel, and with their own logo appearing most prominent.

The NAS third party logo has been appropriately placed in a corner of the communications to act as an endorsement and sign-off to the ads. The most appropriate colour version of the logo has been used to achieve maximum standout.

Unlock a trainee’s potential and you’ll be in good company

Supported by National Apprenticeship Service
Logo misuse

This page provides an overview of common mistakes to avoid when using the logotype.

Always use the artwork provided and never attempt to recreate the logotype.

1. Do not try to recreate the NAS wordmark. Always use supplied artwork.
2. Always respect the exclusion zone – no graphic elements are allowed in this area.
3. Do not apply effects such as drop shadows and keylines.
4. Ensure that the corporate colours are reproduced accurately and consistently.
5. Do not use colour combinations outside of those specified in these guidelines.
6. Do not use unauthorised straplines with the NAS wordmark.
7. Do not reorientate.
8. Never contain the logotype within a shape.
9. Do not distort in any way.
When your communications are supported by National Apprenticeship Service and other organisations, you may be required to add additional logos.

On these occasions, please use the joint support lock-up artwork. As this artwork needs to accommodate a variety of logos, all with differing proportions, it contains a 'logo box' in which to insert the support logo.

When inserting a logo it should be aligned to the bottom left corner of the logo box. It is then scaled up as large as it can go before hitting either the top or right edge of the logo box, depending on the logo's proportions. This is outlined on the following page.

As the examples show opposite, you may need to place more than one supporter logo next to the NAS logo.
Joint support lock-up: Construction

Add your logo
Drop your logo into the logo box and align to the bottom left of the box.

Scale it
Scale your logo until it hits either the top or right edge of the logo box.

Adjust the rule
If your logo hits the top of the logo box you may need to adjust the alignment of the rule accordingly.

Logo order
The support partner logo can be positioned to either the left (A) or right (B) of the NAS wordmark depending on hierarchy or relation to NAS.

A
Supported by
National Apprenticeship Service
Support logo here

B
Supported by
National Apprenticeship Service
Support logo here
Joint support lock-up: Exclusion zone and colour versions

The lock-up will stand out more and have greater impact when it is surrounded by enough clear space. We have created an exclusion zone to make sure of this.

It is determined by the dotted lines shown here, and is equal to the height of two ‘N’s in the wordmark.

There are several versions of the joint support lock-up artwork available. Please select the colour version which gives the greatest standout on your communications.
2.0

Applications: Apprenticeships

Audience: Learners
Brand: Apprenticeships

You will need:

Apprenticeships logo
Who we are

Apprenticeships

Apprenticeships combine practical training in a job with study. Our apprenticeships brand should be used to communicate solely with learners, those aged around 16 and over, who are thinking of joining a scheme or already taking part.
Apprenticeships logo

The apprenticeships logo is the most visible element of the brand. It should appear on all apprenticeships materials.

It is made up of two components, the symbol and the wordmark. The symbol depicts steps of progression, illustrating how businesses and individuals can realise their potential through growth.
Logo: Exclusion zone and minimum size

Exclusion zone
The logo will stand out more and have greater impact when it is surrounded by enough clear space. We have created an exclusion zone to make sure of this. It is determined by the dotted lines shown here, and is equal to the height of the ‘A’ in the wordmark.

Minimum size
The minimum size at which our logo can be used is 25mm wide, as shown opposite. Following this advice will ensure that the wordmark is always clear and easy to read.

Online, the wordmark should not be reproduced at a size less than 100 pixels in width.
Logo: Positioning and sizing

The logo may sit in any corner of your communications. Please place the logo in the area most appropriate for appearing as a supporter and sign-off of your brand and its marketing material.

Ideally, it should appear at these defined sizes on standard paper formats. These dimensions are applicable to either portrait or landscape orientation.

For any other formats, choose the nearest size. For large scale events or banners, simply scale up proportionally.

Logo sizing
A3  x = 76mm
A4  x = 54mm
A5  x = 42mm
Logo: 
Colour versions

1 Use on white background
Symbol: Full colour
Wordmark: Black

2 Use on black background
Symbol: Full colour
Wordmark: White

3 Mono use on white background
Symbol: Black
Wordmark: Black

4 Mono use on black background
Symbol: White
Wordmark: White

The colour versions should be used whenever possible, while the reversed and black versions are used when full colour reproduction is not possible.

The logo must always be reproduced from master logo artwork.
Example applications

The examples on this page show how to use and place the third party logo on your communications. Always use this logo when you are communicating to learners. The logo should sit at the top right hand side, but if this is not possible the top left hand side can be used.

In these instances the third party organisation (BAE Systems) leads the communication material with their own look and feel, and with their own logo appearing most prominent.

The apprenticeships logo has been appropriately placed in a corner of the communications to act as an endorsement and sign-off to the ads. The most appropriate colour version of the logo has been used to achieve maximum standout.
This page provides an overview of common mistakes to avoid when using the logo. Always use the artwork provided and never attempt to recreate the logo.

1. Do not try to recreate the apprenticeships logo. Always use supplied artwork.
2. Always respect the exclusion zone – no graphic elements are allowed in this area.
3. Do not apply effects such as drop shadows and keylines.
4. Do not reposition or change the relationship of any elements of the logo or wordmark.
5. Do not use colour combinations outside of those specified in these guidelines.
6. Do not create unauthorised straplines with the logo.
7. Do not reorientate.
8. Never contain the logotype within a shape.
9. Do not distort in any way.
3.0 Applications: Traineeships

Audience: Learners
Brand: Traineeships

You will need:

Traineeships logo
Who we are

**Traineeships**

Traineeships are designed to help young people who want to get an apprenticeship or job but don’t yet have appropriate skills or experience. Aimed at a learner audience, traineeships prepare young people, aged 16 to 24, for their future careers by helping them to become ‘work ready’.

[Trainedships logo]
The traineeships logo is the most visible element of the brand. It should appear on all traineeships materials.

It is made up of two components, the symbol and the wordmark. The symbol depicts a bridge of progression, illustrating how traineeships help young people make the transition from school into an apprenticeship or employment.
Exclusion zone
The logo will stand out more and have greater impact when it is surrounded by enough clear space. We have created an exclusion zone to make sure of this.

It is determined by the dotted lines shown here, and is equal to the height of the ‘T’ in the wordmark.

Please Note: This is not a positioning guide to determine margins on documents.

Minimum size
The minimum size at which our logo can be used is 15mm wide, as shown opposite. Following this advice will ensure that the wordmark is always clear and easy to read.

Online, the wordmark should not be reproduced at a size less than 100 pixels in width.
Logo: Positioning and sizing

The logo may sit in any corner of your communications. Please place the logo in the area most appropriate for appearing as a supporter and sign-off of your brand and its marketing material.

Ideally, it should appear at these defined sizes on standard paper formats. These dimensions are applicable to either portrait or landscape orientation.

For any other formats, choose the nearest size. For large scale events or banners, simply scale up proportionally.

All logo sizes are determined by the width of the traineeships wordmark.

Logo sizing
A3 $x = 60mm$
A4 $x = 45mm$
A5 $x = 35mm$
Logo: Colour versions

1. Use on white background
   - Symbol: Full colour
   - Wordmark: Black

2. Use on black background
   - Symbol: Full colour
   - Wordmark: White

3. Mono use on white background
   - Symbol: Black
   - Wordmark: Black

4. Mono use on black background
   - Symbol: White
   - Wordmark: White

The colour versions should be used whenever possible, while the reversed and black versions are used when full CMYK colour reproduction is not possible.

The logo must always be reproduced from master logo artwork.
Example applications

The examples on this page show how to use and place the third party logo on your communications. Always use this logo when you are communicating to learners. The logo should sit at the top right hand side, but if this is not possible the top left hand side can be used.

In these instances the third party organisation (BAE Systems) leads the communication material with their own look and feel, and with their own logo appearing most prominent.

The traineeships logo has been appropriately placed in a corner of the communications to act as an endorsement and sign-off to the ads. The most appropriate colour version of the logo has been used to achieve maximum standout.
Logo misuse

This page provides an overview of common mistakes to avoid when using the logo. Always use the artwork provided and never attempt to recreate the logo.

1. Do not try to recreate the traineeships logo. Always use supplied artwork.
2. Always respect the exclusion zone – no graphic elements are allowed in this area.
3. Do not apply effects such as drop shadows and keylines.
4. Do not reposition or change the relationship of any elements of the logo or wordmark.
5. Do not use colour combinations outside of those specified in these guidelines.
6. Do not create unauthorised straplines with the logo.
7. Do not reorientate.
8. Never contain the logotype within a shape.
9. Do not distort in any way.
Applications: Joint Apprenticeships & Traineeships

Audience: Learners
Brand: Apprenticeships & Traineeships
Parent: National Apprenticeship Service

When talking about joint Apprenticeships and Traineeships we use the Apprenticeships logo supported by the NAS logo. For guidance on this please refer to section 2.0.

You will need:

- **Main logo**, positioned in top right corners
- **Supporting logo**, positioned in lower left corner
Who to ask for help and advice

Hopefully you will find everything you need here, but if you are in any doubt, contact the communications and events team and they will be glad to help you.

Email: marcomms@education.gov.uk

For more information search ‘apprenticeships’ on GOV.UK or Call 08000 150 600

Please note:
All guidelines, logos and assets will only be available to fully funded partners or those organisations where an agreement is in place with the Education & Skills Funding Agency.