
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.

Magic is
something
you make

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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

Who is your audience?	What are you talking to them about?	You will need the following logos		Guidance
<p>Employers</p> <p>Internal</p>	<p>Apprenticeships and/or traineeships</p>	<p>YOUR LOGO</p> <p>Priority logo</p>	<p>Supported by National Apprenticeship Service</p> <p>Supporting logo</p>	<p>Read Section 1.0</p>
<p>Learners</p>	<p>Apprenticeships</p>	<p>YOUR LOGO</p> <p>Priority logo</p>	 <p>Supporting logo</p>	<p>Read Section 2.0</p>
	<p>Traineeships</p>	<p>YOUR LOGO</p> <p>Priority logo</p>	 <p>Supporting logo</p>	<p>Read Section 3.0</p>

1.0

Applications: National Apprenticeship Service

Audience: Employers and Internal
Brand: National Apprenticeship Service

You will need:



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

Third party logo

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.

Supported by
**National
Apprenticeship
Service**



Third party 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 '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.



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Service

20mm

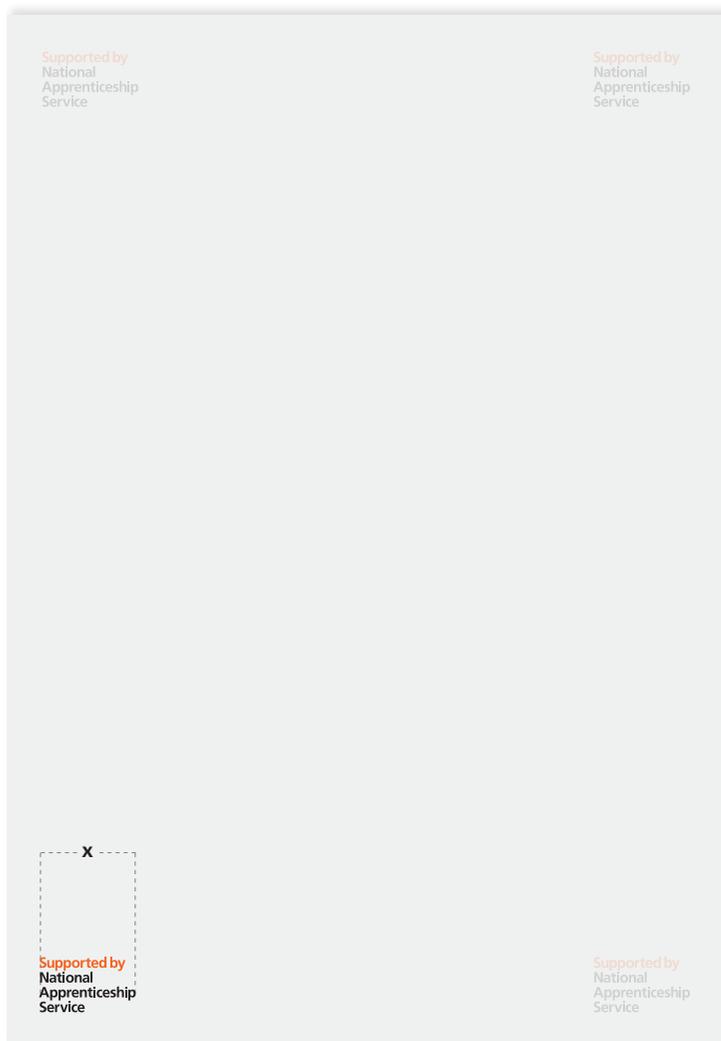
100px

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

Third party logo: Colour versions

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

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.



**"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

Supported by
National
Apprenticeship
Service

**BUSINESS
IS
GREAT**
BRITAIN



**"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

Supported by
National
Apprenticeship
Service

**BUSINESS
IS
GREAT**
BRITAIN

Example applications

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Employer guide to apprenticeships

Shelley Thompson, Training Manager
Angels The Costumiers

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BRITAIN

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What is an apprenticeship?

An apprenticeship is a way for young people and adult learners to earn while they learn in a real job, gaining a real qualification and a real future.

Hiring apprentices help businesses to grow their own talent by developing a motivated, skilled and qualified workforce.

Apprenticeships are available to businesses of all sizes and sectors in England, and can last anything from 12 months to 4 years.

They are linked to job roles or occupations – some 1500 of them across 170 industries, so we make sure that every apprenticeship is relevant and appropriate both for the apprentice and the business.

Traineeships
A separate education and training programme with work experience helping prepare young people to secure an apprenticeship or other job. Please see page 16 for more information.

There are three levels of apprenticeships available:

- Intermediate Level Apprenticeship (Level 2)** – equivalent to five A*-C GCSEs.
- Advanced Level Apprenticeship (Level 3)** – equivalent to two A Levels.
- Higher Level Apprenticeship (Level 4 and above)** – equivalent to a HND, NHC, Foundation degree or degree. Please see page 15 for more information.

Higher Apprenticeships

Higher apprenticeships were introduced to provide apprentices with high level skills most critical for growth.

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 to university or – in the case of some higher apprenticeships – doing both.

Higher apprenticeships enable the Government to drive economic growth by targeting specific sectors where advanced skills gaps have been identified.

Developed by employers for employers, higher apprenticeships enable businesses to train more of their employees in the high-level industry-specific skills that are critical for growth in the UK and internationally.

A training organisation will work closely with an employer to ensure that the apprenticeship offered is the most appropriate for the individual's job role, whilst reflecting individual employer and learner needs.

Most of the training is on-the-job, working with a mentor to learn job specific skills in the workplace.

Off-the-job training will depend on the occupational area, the training provider and the requirements and wishes of the employer. This training may be delivered in the workplace, through 'day release' or at premises away from the working environment.

The modular style of delivery enables the apprentice to achieve milestones throughout their apprenticeship.

On completion of the apprenticeship the apprentice must be able to undertake a full range of duties, in the range of circumstances appropriate to the job, confidently and competently to the standard set by the industry.

Employment is a fundamental part of an apprenticeship. An apprentice must be employed in a job role with a productive purpose.

"Apprenticeship grants help us get more hands on deck"

Brian May, Managing Director of Berthon Boat Company

Higher Apprenticeships

Higher apprenticeships include a range of qualifications at a range of levels from the equivalent of a foundation degree to bachelor's degree and even master's degree level in some sectors.

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

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

Example applications

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Employer guide to traineeships

Les Ratcliffe, Head of Community Relations, Jaguar Land Rover

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BRITAIN

supported by National Apprenticeship Service

6 **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 include:

1. A meaningful, high quality, work experience placement of at least 100 hours with an employer, to provide real insight and experience into the world of work.
2. Work preparation training delivered by a training organisation which can include CV writing, interview preparation, interpersonal skills and local business and sector information.
3. English and maths support from the training organisation to improve young people's literacy and numeracy skills if required.

In addition to these basic elements, you and the training organisation can add flexible additional content to meet the needs of your business and the local labour market; which could include a relevant, industry specific vocational qualification.

All training costs are met by government funding.

8 **Employer Guide to Traineeships**

What are the employer responsibilities?

You will need to commit to a high quality work placement, lasting at least 100 hours over a maximum of 6 months. This should include:

- Pre-agreed content and objectives between your company, the training organisation and the trainee.
- A structured opportunity for the young person, matched to their areas of interest and aspiration, where they engage in purposeful learning activities rather than observation.
- The work placement should be long enough to allow for the development of new skills and behaviours.
- Trainees should receive coaching and training from an identified mentor in the business, receiving regular constructive feedback.
- Employers are not required to pay young people taking part in traineeships but are encouraged to support trainees with expenses such as transport and meals.

Once the young person has finished their traineeship with your company, you will be required to offer:

- Ideally, an interview for a position within your business if one is available.
- If no apprenticeship or job opportunity exists within your business, provide an exit interview together with meaningful written feedback to help them to secure an apprenticeship or employment.

10 **Employer Guide to Traineeships**

Traineeships - why do we need them?

Developed in response to business needs, traineeships can help employers build the workforce required for business success.

- According to UKCES, just 24% of employers recruited young people directly from education in the past 2-3 years.
- Traineeships give employers the opportunity to help build a pool of high quality new recruits for their sector.
- More than half of employers are aware of weaknesses in the core skills of at least some of their employees in literacy (55%) and numeracy (53%), with a third (35%) reporting that they have had to provide remedial training for young people joining them from school or college.

All young people undertaking a traineeship will be required to study English and maths. Young people aged 19-24 and possessing GCSE A* - C in English and/or maths or hold a functional skills qualification at Level 2* will not be required to undertake further study in these subjects.

- Mid-sized employers (25-99 staff) have reported an increase in skill shortage vacancies since 2009.

Traineeships will help combat this problem by providing young people with the skills businesses need.

* A full Level 2 qualification is equivalent to 5 GCSEs at Grades A*-C and a full Level 3 qualification is equivalent to 2 or more 'A' level passes.

Employer Guide to Traineeships **11**

Just the job

Your current employees will have the opportunity to build their mentoring and coaching skills.

Work smart

All training costs are met by government funding.

£1,500

Apprenticeship Grant for Employers

You could be eligible for a grant of £1,500 if a trainee progresses on to an apprenticeship within your organisation.

Work wonders

Traineeships can form part of a business's commitment to corporate social responsibility.

† For information on the AGE Grant of £1,500, contact the National Apprenticeship Service on 08000 850 600 to check if you're eligible and apply.

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.

The advertisement features a dark blue background on the left with white text. On the right, there is a photograph of a young man in a white lab coat and safety glasses working on a piece of machinery in a factory setting. A red vertical line with a dot at the top is positioned over the photo, pointing to the caption.

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

Supported by
National
Apprenticeship
Service

The logo consists of a stylized Union Jack flag to the left of the text 'BUSINESS IS GREAT'. 'BUSINESS' and 'IS' are in white, while 'GREAT' is in white on a red rectangular background. Below this, the word 'BRITAIN' is written in a smaller, white, sans-serif font.

**BUSINESS
IS
GREAT**
BRITAIN

Yanik Denya
Aged 19
Trainee
BAE Systems

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.

1 **Supported by**
National
Apprenticeship
Service

2 
Supported by
National
Apprenticeship
Service

3 **Supported by**
National
Apprenticeship
Service

4 **Supported by**
National
Apprenticeship
Service

5 **Supported by**
National
Apprenticeship
Service

6 **Training you**
at National
Apprenticeship
Service

7 **Supported by**
National
Apprenticeship
Service

8 
Supported by
National
Apprenticeship
Service

9 **Supported by**
National
Apprenticeship
Service

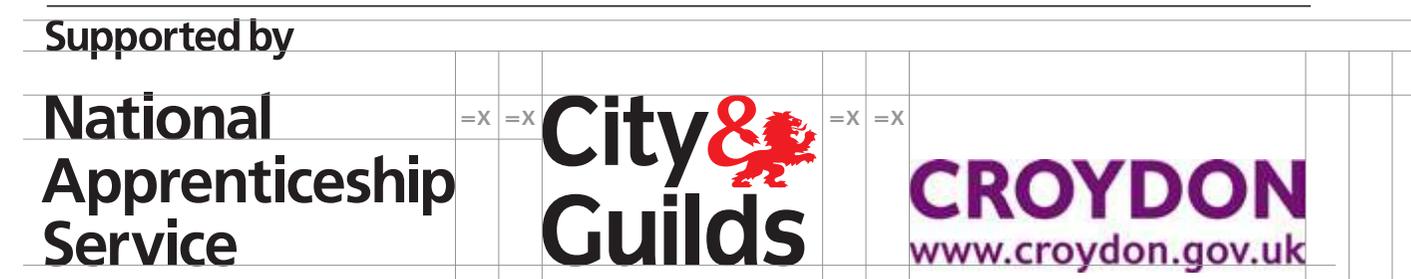
Joint support lock-up

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.

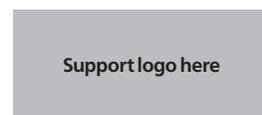


Logo order

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

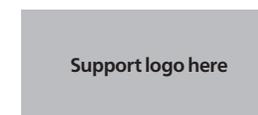


**National
Apprenticeship
Service**

B

Supported by

**National
Apprenticeship
Service**



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.



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.



Apprenticeships logo

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.

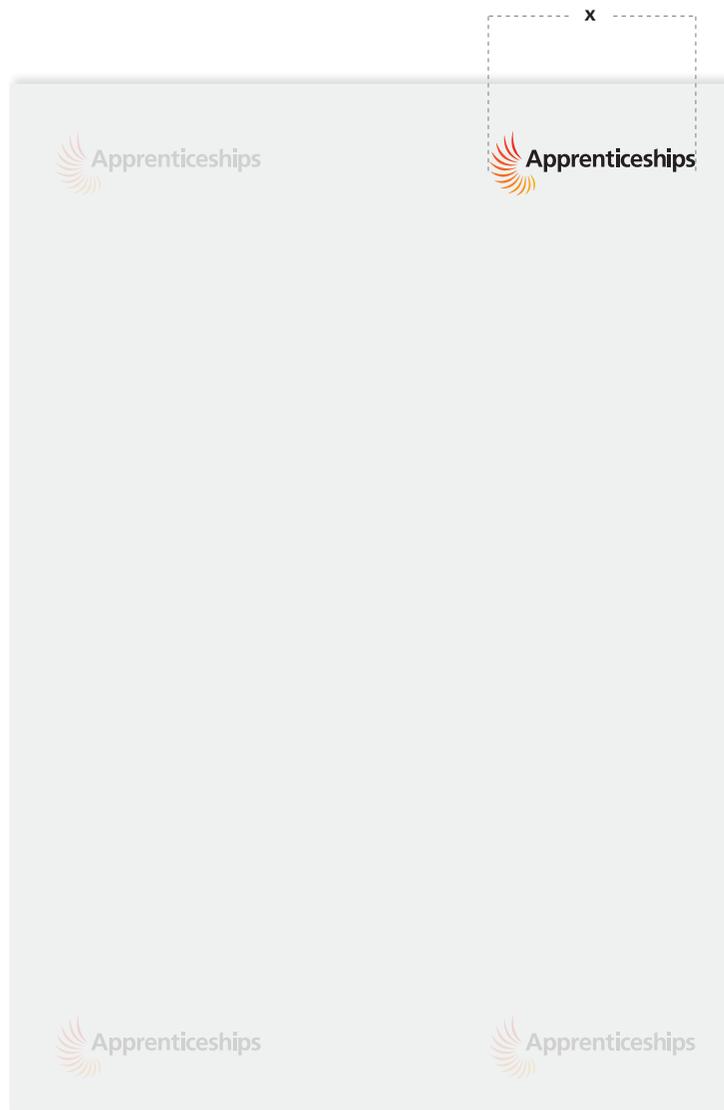


Logo: Positioning and sizing

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.

Apprenticeships

Hybridrive® Technology

**TODAY'S MINDS,
TOMORROW'S REALITY.
HARD WORKING
APPRENTICES WANTED**

We have an unprecedented history of innovation finds in both military and civilian markets. However, we're always striving to better ourselves. We're continually developing new technologies, like hybridive™ propulsion systems to deliver a real advantage.

BAE SYSTEMS
INSPIRED WORK

www.baesystems.com/fia2010

Apprenticeships

Robotic technology

**LIGHTEN THE LOAD
ARE YOU THE BRIGHT SPARK THAT
CAN HELP MAKE THIS HAPPEN?**

We have an unprecedented history of innovation finds. However, we're always striving to better ourselves. We're continually developing new technologies, like robotic technology to deliver armed forces a real advantage.

BAE SYSTEMS
INSPIRED WORK

www.baesystems.com/fia2010

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 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'.



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.



Traineeships logo

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 '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.



Exclusion zone



Minimum size

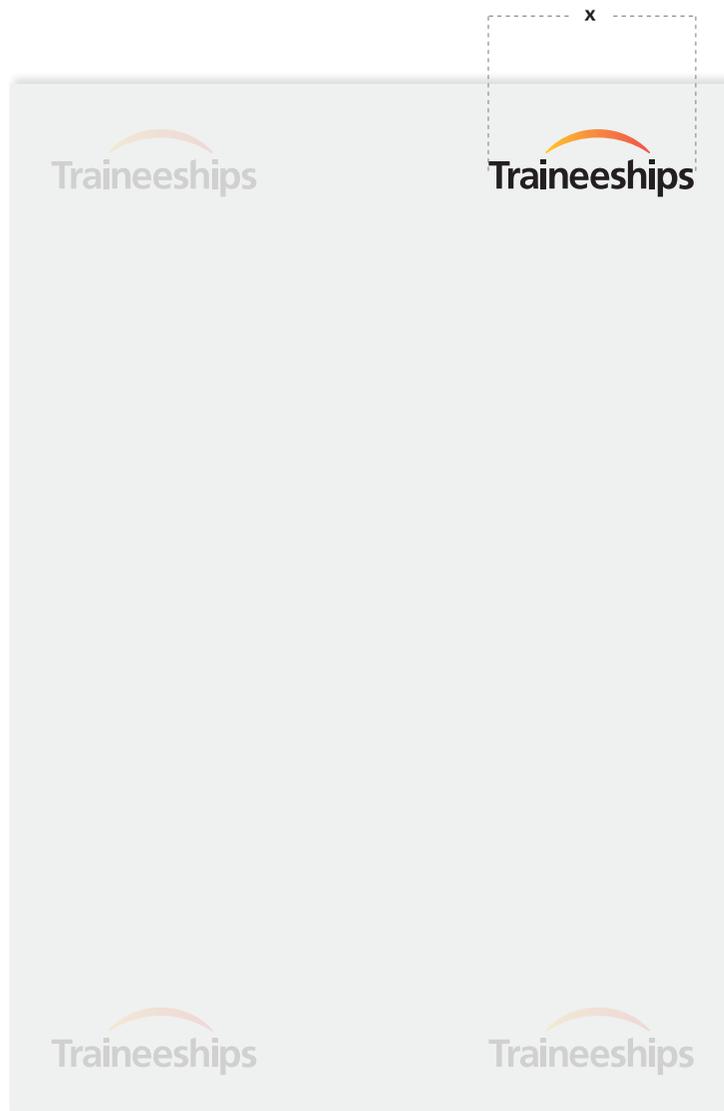
Logo: Positioning and sizing

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.

Traineeships

Hybridrive[®] Technology

**TODAY'S MINDS,
TOMORROW'S REALITY.
HARD WORKING
APPRENTICES WANTED**

We have an unprecedented history of innovation firsts in both military and civilian markets. However, we're always striving to better ourselves. We're continually developing new technologies, like hybridrive[®] propulsion systems to deliver a real advantage.

BAE SYSTEMS
INSPIRED WORK

www.baesystems.com/ta2010

Traineeships

Robotic technology

**LIGHTEN THE LOAD
ARE YOU THE BRIGHT SPARK THAT
CAN HELP MAKE THIS HAPPEN?**

We have an unprecedented history of innovation firsts. However, we're always striving to better ourselves. We're continually developing new technologies, like robotic technology to deliver armed forces a real advantage.

BAE SYSTEMS
INSPIRED WORK

www.baesystems.com/ta2010

Logo misuse

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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.



4.0

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:

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