

A bright blue lightning bolt strikes down from the top left, illuminating the text below it.

COMMUNICATION TOOLKIT

Phase 2

Introduction

Fire It Up The Apprenticeships Campaign: Phase 2

The first burst of the apprenticeships campaign launched on the 17th January, successfully inspiring and exciting key groups and influencers around our 'Fire It Up' idea.

Using our learnings from the first burst, we've been able to refine our messaging and ramp up our creative assets, in order to deliver an even more exciting second phase.

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.

Apprenticeships Campaign Team
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 - Out of home posters



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How You Can Get Involved

Outlined here are four ways we would like you to come on board, and ensure your organisation is applauded for your commitment to apprenticeships.

How you can support:

1. Post social media content on your channels using the suggested posts and supporting assets in this toolkit, including relevant handles/hashtags: @FireItUp_Apps #FireItUp. The campaigns team will be looking out for your content and promoting across their channels as well.
2. Share your apprenticeship case studies on your social media channels and encourage your networks to do the same.
3. Signpost to www.apprenticeships.gov.uk from your website and marketing collateral and encourage your networks to do the same to make sure that people are receiving the most up-to-date information on apprenticeship
4. Post your apprenticeship vacancies on www.findapprenticeship.service.gov.uk/apprenticeshipsearch. This is a free service and receives over half a million visitors per month. Please encourage your organisation and partners to do the same. Instructions for how training providers can upload vacancies are available here: www.gov.uk/recruit-apprentice

The Campaign Idea

Fire It Up – Phase 1

The aim of this campaign is to make people aware of the changes to apprenticeships and the benefits to individuals and businesses.

We need to overhaul the perception of apprenticeships, to position them as world-class. Apprentices follow their passions. Apprenticeships are for those who have the spirit to blaze their own trail. This strategy is what led to the creative idea: Fire It Up.

We want to inspire and excite both potential apprentices and employers by showing that apprentices have a natural energy and enthusiasm that rubs off on everyone around them. This energy is being creatively visualized with electricity. The electrical spark links all assets of the campaign together giving it a distinctive look and feel. The headlines and type will be dynamic and electrified too, reflecting the apprentice's personalities.

Featuring real apprentices, this campaign aims to embody the spirit, determination and passion they have and to highlight the new energy they can bring into businesses. Apprenticeships will 'Fire It Up' and inspire the nation to blaze their own trail.



Evolving the Creative Idea

Fire It Up – Phase 2

After a successful launch in January, we looked again at the campaign photography to see how we could bring the apprentices and their energy to life in an even more vivid way.

Our new campaign apprentices were photographed with this in mind, using brighter and more electric colours to create dramatic environments. The new spark is applied across all the photography and is more electrifying than before. Similarly, we gave the headlines in our films a re-fresh, in order to make the messages more impactful and to stand out more.



Examples of Social Media Posts

We've included our key messaging on slide 11, which you can also use in your communications.

Apprentice

I'm proud of what I've achieved as an #apprentice and excited to be supporting the government's 'FireItUp' campaign, Check it out: www.apprenticeships.gov.uk. Let's #FireItUp

Employer

We are proud of all our #apprentices and are delighted to support the government's campaign - you can find the website, with more information on how you can benefit from hiring #apprentices here: www.apprenticeships.gov.uk #FireItUp

The image features two bright blue lightning bolts striking the text. One bolt strikes the top right of the word 'VOICE', and another strikes the bottom left of the word 'VOICE'.

**OUR TONE
OF VOICE**

Our Tone of Voice

To change a nation's perception of apprenticeships, we need to deliver our many messages in a confident, energetic and inspiring way to reflect the personality of apprentices.

It takes great courage to get out there and start a career, so we need to make sure we get everyone not just excited, but inquisitive and open-minded too.

Any written content should resonate with the same enthusiasm and passion of the apprentices.

How we talk to... everyone

The key to Fire It Up's tone of voice is momentum and inspiration. All the precise information needed for each of the many different audiences, without sounding too dry or overly 'keen'.

A good way to combine the two is to use a quietly confident headline

'We Blaze Our Own Trail'

Followed by sub-headings that highlight the benefits of apprenticeships.

'Earn a competitive salary and get training paid for'.

And use Fire It Up as a strong rallying call to action wherever it feels appropriate.

Example copy:

The game has changed. Every day, right now, thousands of businesses and apprentices are succeeding together.

Apprentices get a win-win – real work, in a real company, training to get the skills companies really want. With a guaranteed salary. Employers get to see a fresh injection of talent. Keen, inquisitive and bursting with new ideas.

Engineering, agriculture, fashion, food – if you can think of it, there's probably an apprenticeship available. From large corporations to agile start-ups, everyone's getting involved.

Excited?

Fire It Up

Our Tone of Voice

How we talk to... potential new apprentices

We make them feel excited by celebrating their different potential career paths. We tap into the subtle 'superheroes among us' vibe through the electrifying visuals and call to arms headlines.

Example copy:

Headline

Blaze Your Own Trail

Body copy

Apprenticeships are different.

You get to learn and earn, trained up by the people you work with. And all your training is paid for, so you're shaping your career from day one.

Apprentices are making a difference. At thousands of different companies, large and small, all over the country. Right now.

So whoever you are, whatever your background – your new career could be out there. What are you waiting for?

Fire It Up

Our Tone of Voice

How we talk to... potential employers

Lead with the benefits to business – apprenticeships as a more agile, exciting way to recruit, refine and retain the right people across the company. Messaging which explains the benefits also dilutes perceived risk, which is reassuring to businesses.

The campaign language is best served in the headlines to position apprenticeships as dynamic and progressive, with an encouraging call to action – Fire It Up – to keep the momentum alive.

Example copy:

Headline

Fire Up Your Business

Body copy

Try apprenticeships for size – grow your own talent, reduce staff turnover and enhance the skills your company needs to succeed.

Apprentices are your employees. They work, collaborate and learn within your business bringing diversity and fresh thought. The only difference – they spend 20% of their time in off the job training, normally provided in partnership with a training provider.

You can tailor an apprentice's training to fit your business needs using government funding to cover a significant percentage of the costs. SMEs receive 95% of their training costs from the government.

Fire It Up

Key Campaign Messages

Here are our top performing messages for each target audience.

School Leavers

- Earn while you learn: get a competitive salary and your training paid for
- There are apprenticeships available in thousands of organisations right now
- Study up to, and including, degree level with an apprenticeship

Employers

Levy Payers:

- Get the most out of your levy contribution by hiring an apprentice
- An apprentice will spend at least 80% of their time at work and an apprenticeship typically lasts 12-24 months
- Taking on an apprentice is straightforward for businesses of any size

SMEs:

- The government pays 95% of apprentice training costs for small and medium sized businesses *
- It's easier than you think to recruit an apprentice, with additional grants available for smaller businesses
- Apprentices can be any age, a new employee or a current employee looking to retrain

People returning to the workforce

Returning Mums:

- Earn while you learn: get a competitive salary and your training paid for
- With thousands of business offering apprenticeships, it's never too late

Retrainers:

- Whatever your age, apprenticeships can help increase your employability and earning potential
- With thousands of businesses offering apprenticeships, it's never too late

Parents / Teachers:

Parents:

- Your child can earn a competitive salary and get their training paid for
- Your child will develop skills that employers across multiple industries need
- Apprentices spend at least 20% of their time training off the job

Teachers:

- An apprenticeship will support the continued learning and development of your students
- Apprentices learn both job-specific and transferable workplace skills
- Apprentices can earn a competitive salary while spending 20% of their time in off the job training

* from latest available data - 2015/16.

A stylized lightning bolt graphic in shades of blue and white, with a glowing orange and red core, striking the text from the right side.

**BRANDING
GUIDELINES**

Logo versions

There are two colour variations of the logo. Both can be used over a solid colour background or over an image. Make sure the logo is clear and can be easily read.

A block colour vector alternative logo is available as seen on page 17. This is only to be used in instances where the primary logo is unsuitable, such as large format print.

The logo will appear without the 'Fire It Up' line when not directly campaign related such as the website.



Size and Position

Clear space

The logo's clear space is the height of the A as illustrated here.



Minimum/maximum logo size

Due to the detailed style of this logo, it isn't available as a vector file, therefore the below size restrictions must be followed:



Minimum size:

20mm width (print 300 dpi)
100px width (Screen 72 dpi)

Maximum size:

334mm (print 300 dpi)
3948px (Screen 72 dpi)

Logo misuse

These are common mistakes to avoid when using the logo. Always use the artwork provided and never attempt to recreate the logo.

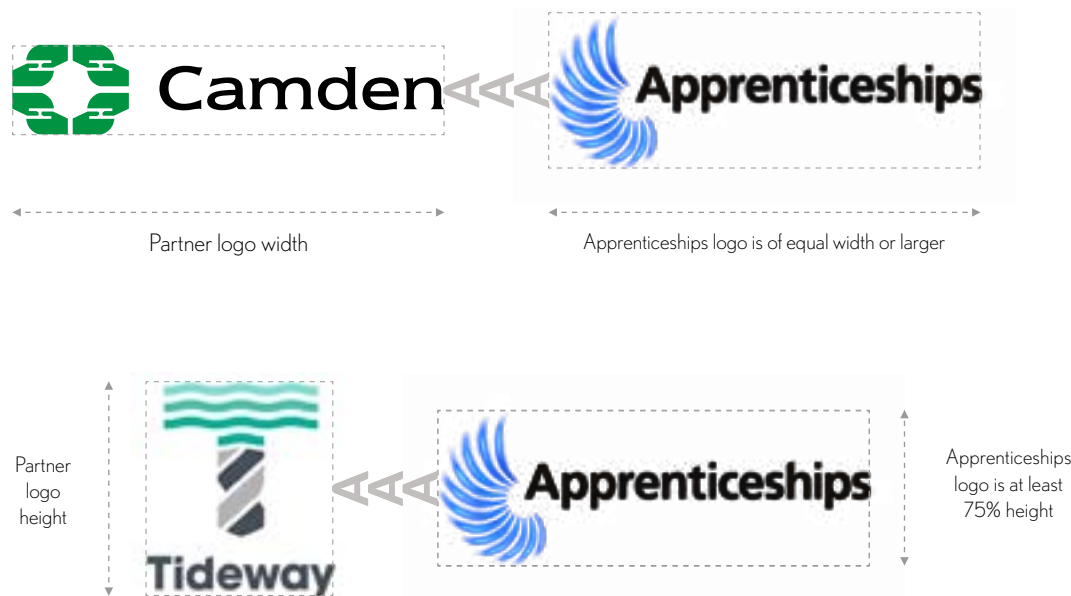
1. Do not try to recreate the apprenticeships logo. Always use supplied artwork.
2. Always respect the exclusion zone - no graphic elements are allowed in this area.
3. Do not apply effects such as drop shadows and keylines.
4. Do not reposition or change the relationship of any elements of the logo or wordmark.
5. Do not alter the colours of the logo elements.
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.



Partner logos

When the Apprenticeships logo is used in co-branded communications, please make sure it is positioned and sized following these guidelines:

- Clear space between the logos must be at least x3 the height of the A.
- Apprenticeships logo width is no smaller than partner logo width AND height is no smaller than 75% of partner logo height.
- Partner logos are always positioned to the left as illustrated in co-branded communications.



Fire It Up positioning

The Fire It Up line is meant for use across campaign/campaign related assets.

When the logo is shown along with the Fire It Up line, the approved composition should be used. Please don't change the positioning and/or the proportion between the logo and the Fire It Up line.

In advertising the lockup should sit bottom left or right so it follows on from the headline.

Other media, the logo should primarily sit top right. When this is not possible there is flexibility to sit in one of the other corners.

If the lockup is used next to partner logos, the same rules apply as on page 15.



Vector logo

For printing purposes, there may be need for a vector version of the logo to be applied.

This version is simplified, and should only be used when the primary logo cannot withstand the printing process.



Typeface

The copy block is made up of three sections:

- The headline, which can cover 2 or 3 lines.
- The body copy, which also can be either 2 or 3 lines.
- The CTA (call to action) line which is one line in length.

The leading between the headline and body is set by eye, where as the body & CTA are a single block.

The leading between the body and the CTA are defined by having paragraph space after set to 2mm.

The tracking is set tightly on the headline (-40) and then kerning is set optically. This should be snug, but never touching.

Body and CTA tracking is looser, set to 5, and also with kerning set optically.

HEADLINE
NOBEL BOLD CAPS
Font size: flexible use of space
Leading: -10 points to font size
Tracking: -40
Kerning : optical
Rotation angle: 10°
Shear X angle: 15°

Body
Nobel Regular
Font size 22pt
Leading: 22pt
Tracking: 5
Kerning : optical
Rotation angle: 10°
Shear X angle: 15°
Space after: 2mm

HEADLINE
NOBEL
BOLD CAPS

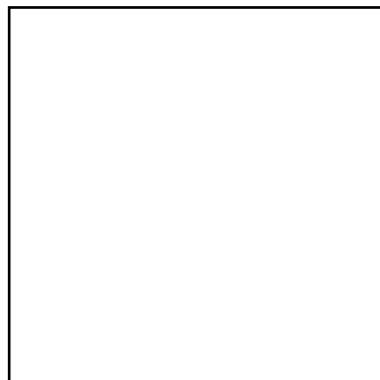
Body copy/CTA copy
Nobel regular
Sentence case 22pt

Type colours

Copy will be overlaid on photography with the headline and body copy in white, with the CTA in Yellow.

Colour breakdowns of the Yellow can be found below.

Use CMYK for print, rgb for screen and Hex for web.



White



Yellow

CMYK
C0 M25 Y89 K0

RGB
R 255 G 194 B 53

HEX
#ffc235



ASSETS

The word "ASSETS" is written in a bold, white, sans-serif font, slanted upwards from left to right. It is set against a black background. Behind the text is a stylized blue lightning bolt graphic with multiple branches, creating a sense of energy and power.

Assets

The campaign assets below can be found here:

[campaign assets](#)

- Logos
- Infographic
- Social media quote card
- Campaign images
- Case study video end vslide template
- Case study images
- Television commercials

Case study videos

Please feel free to share these links for the following case study videos:

[Ella // Robert Welch Apprentice](#)

[Gail // Robert Welch Employer](#)

[Sarah // NHS Apprentice](#)

[Annie // NHS Employer](#)

[Hosanna // Royal Opera House Apprentice](#)

[Bendy // Royal Opera House Employer](#)

[Alim // Channel 4 Apprentice](#)

[Laura // Channel 4 Employer](#)

