

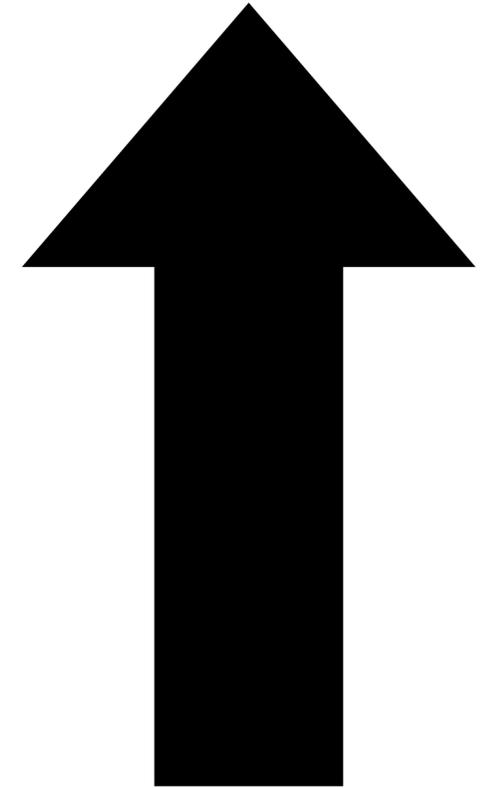
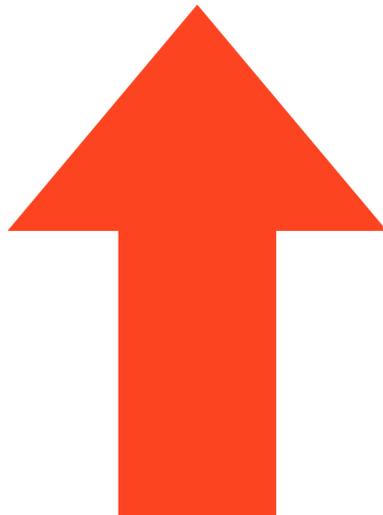
**T Levels  
Employers**

**Campaign  
Guidelines**

These guidelines are intended to assist with communicating the T levels brand to employers. Employers could be HR professionals, hiring managers or CEO's. This document provides guidance in all key areas of communication with this audience.

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# Campaign Overview

## Logos



## Typeface

***WE USE CIRCULAR  
BLACK FOR HEADLINES***

We use Circular Book for body copy

## Graphic Elements



## Colours



<b>Red</b>	<b>Salmon</b>	<b>Purple</b>	<b>White</b>	<b>Black</b>
R 252	R 255	R 118	R 255	R 0
G 68	G 149	G 90	G 255	G 0
B 33	B 103	B 176	B 255	B 0

## Photography



# T Levels Employers

# Our Tone of Voice

**OPTIMISTIC**  
**CONFIDENT**  
**DRIVEN**

## The T Levels Tone of Voice

We are energetic and restless. We have somewhere to be.

We are always optimistic and forward facing.

We are confident, but without being arrogant.

We have a can-do attitude.

Direct and straight talking. Statements, not questions.

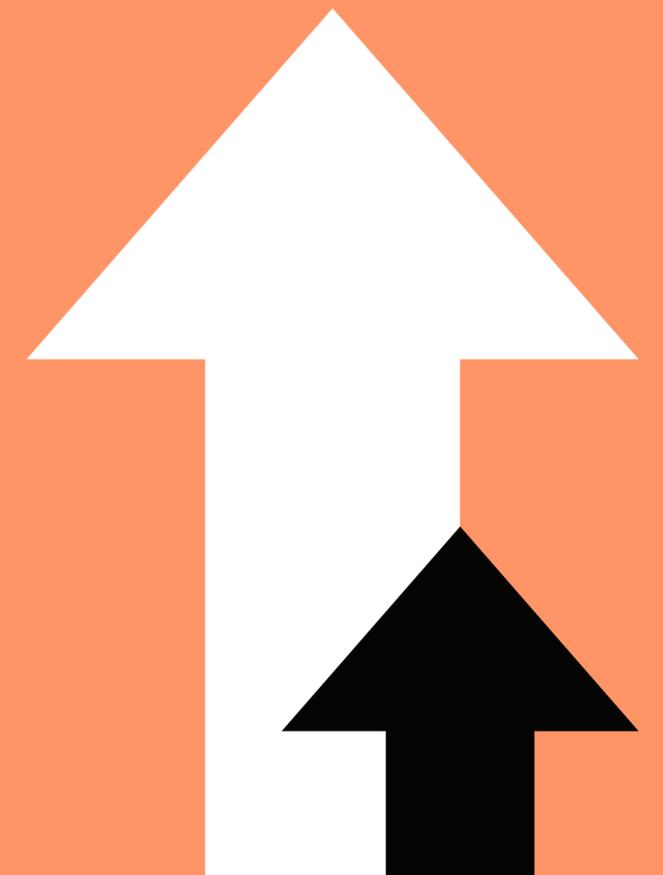
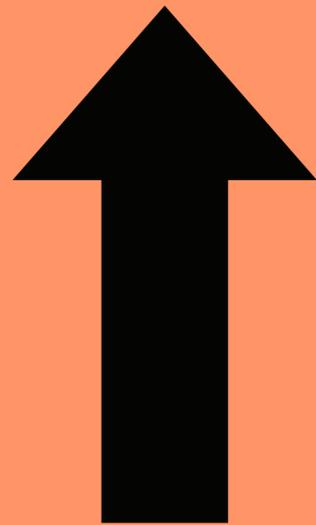
We talk to employers on their level.

But never overcomplicate or use jargon.

We're trustworthy and assured, inspiring confidence.

We speak with authority, but do not preach.

We believe in betterment, self-improvement and opening ourselves up to new possibilities.



# T Levels Employers

# Messaging Guidelines

<b>Audience</b>	<b>Employers</b>			
<b>Strategy Pillar</b>	<b>Inspire</b>	<b>Validate</b>	<b>Facilitate</b>	<b>Confirm</b>
<b>Overarching message</b>	<b>The T Level Difference</b>			
<b>Campaign Message</b>	<p>Make a difference to your business by recruiting students with the skills to thrive in your industry.</p>	<p><b>Top 3 ways your business will benefit from the T Level difference</b></p> <ul style="list-style-type: none"> <li>- Designed with employers to ensure students have skills and insight your business needs.</li> <li>- Students who bring fresh energy and thinking into your business</li> <li>- You're helping shape the next generation workforce.</li> <li>- Discover everything you need to know about T Levels.</li> </ul>	<p>Experience the T Level difference - Discover everything your business needs to know about getting involved in T Levels.</p>	<p>Hear from other employers who are benefitting from the T Level difference.</p>
<b>CTA</b>	<p>Discover everything you need to know about T Levels</p>	<p>Discover everything you need to know about T Levels</p>	<p>Sign up to offer T Levels placements</p>	<p>Find out how your business could benefit from T Levels</p>
<b>Destination</b>	<p>TLevels.gov.uk/employers</p>	<p>TLevels.gov.uk/employers</p>	<p>TLevels.gov.uk/employers/next-steps</p>	<p>TLevels.gov.uk/employers</p>
<b>Potential Channels</b>	<p>Social, Display, Audio, B2B Print, Newsletters</p>	<p>Social, Display, Newsletter</p>	<p>.com, Newsletter</p>	<p>Social, Display</p>

**T Levels  
Employers**

**Typography**

Our brand typeface is Circular, we set headlines in Circular Black Italic and all caps.

Our secondary typeface, Circular Book is used for body copy.

Copy is only left or right aligned.

---

***WE USE  
CIRCULAR BLACK  
FOR HEADLINES***

94/106

---

We use Circular Book  
for body copy

64/71

When designing for powerpoint or any programme that does not have our brand typefaces, we can use Arial Bold Italic for headlines.

For body copy we use Arial Regular. These fonts must be used if previous fonts have not been purchased.

---

***WE USE  
ARIAL BOLD ITALIC  
FOR HEADLINES***

107/104

---

**We use Arial Regular  
for body copy**

50/53

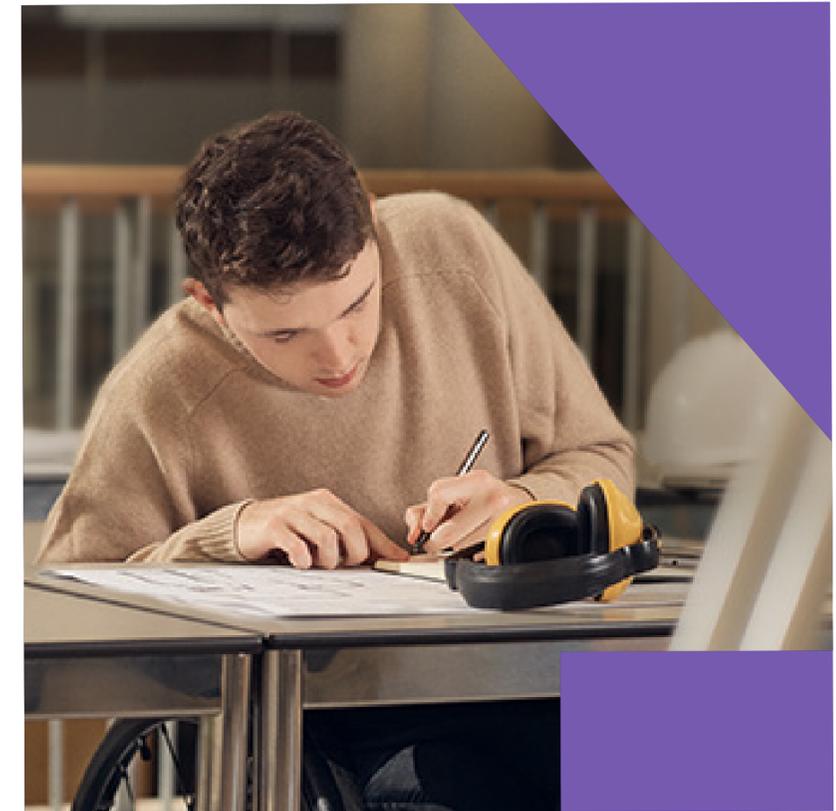
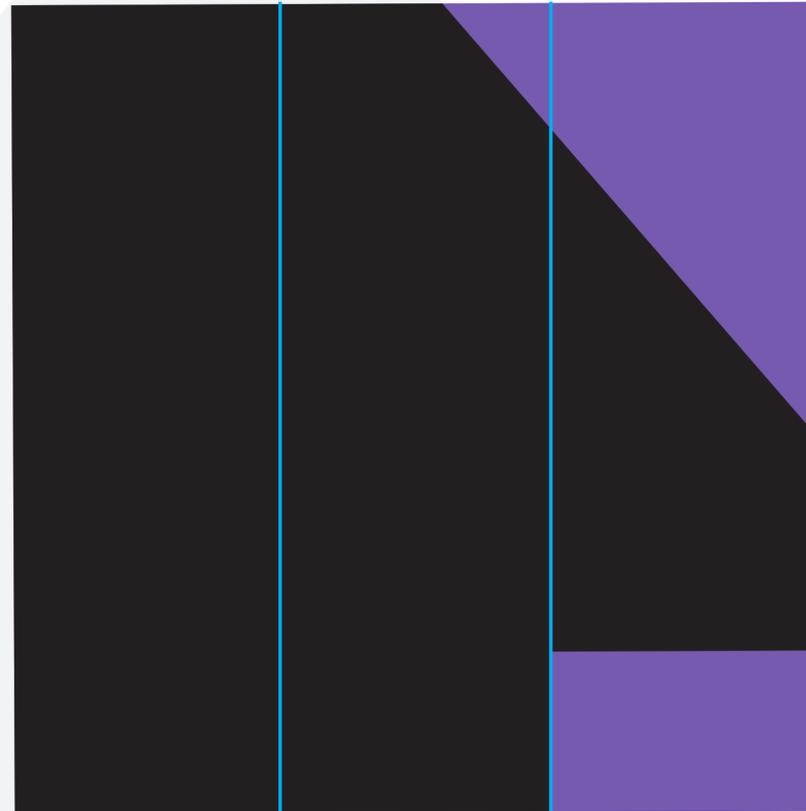
# **T Levels Employers**

# **Graphic Elements**

The main Employers campaign defining element is the image framing arrow (in black). It invites the photography into the brand world while still celebrating imagery. Across all designs, we always point arrows upwards to symbolise progression.

The arrow crop alignment (left or right) should always be sympathetic/complementary to the photography composition. The crop also reveals a coloured background - a clear space to hold headlines and quotes ensuring better readability.

The golden ratio crop - the framing arrow sits on a line of  $\frac{2}{3}$  of an overall frame, giving coloured background  $\frac{1}{3}$ . The flexibility of it is very important; the arrow can be moved up and down, left and right, if the photography or text length requires more space.



We also use smaller decorative arrows to give an extra energy and stronger brand presence.

**Size**

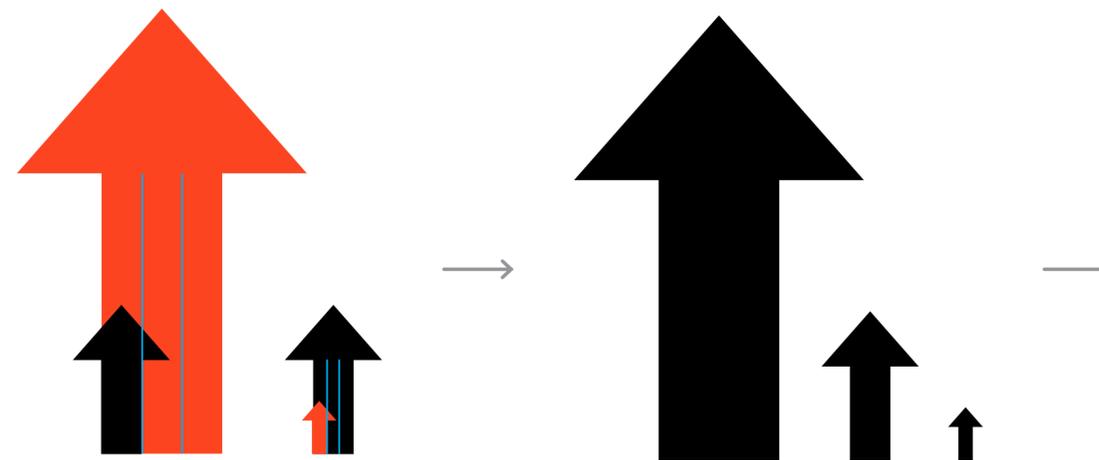
There are 3 arrow sizes (excluding image framing arrow) that can be mixed together. Arrows can be sized up and down, depending on a layout. Size difference between them should be kept as suggested on the right - each smaller arrow leg is 1/3 of the previous arrow leg.

**How many arrows**

Use 2-3 arrows. Best practice is to use 3 arrows (excludes image framing arrow), however on smaller and square formats there may not be space for 3, then use fewer arrows to achieve a well balanced composition.

**Arrow placement**

Arrows should be placed within natural breathing spaces. These should always be away from the main focal point.



We also use smaller decorative arrows to give an extra energy and stronger brand presence when a full bleed image is used.

**Arrow placement**

Arrow should be placed within natural breathing spaces of imagery. These should always be away from the main focal point.

**How many arrows**

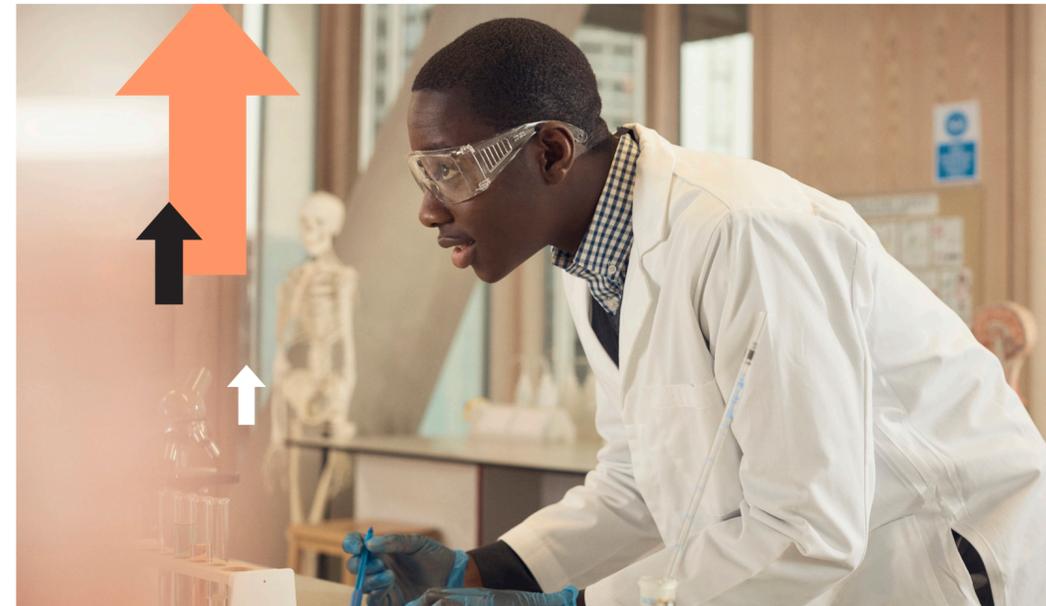
Use 2-3 arrows. Best practice is to use 3 arrows (excludes image framing arrow).

**Size**

There are 3 arrow sizes (excluding image framing arrow) that can be mixed together. Size difference between them should be kept as suggested in the image.

**Colour**

The coloured arrows should echo colour within the imagery. For example, if red can be seen in the image, use red arrow. In cases where no brand colour can be echoed, choose whichever best compliments the overall image tone.



**T Levels  
Employers**

**Logo**

The T Levels Employers campaign uses 3 logos on black background. The campaign doesn't have a specific logo, therefore we use the established mark of T Levels, along with the TL/HM Government and Plan For Jobs logos.

When displaying these 3 logos together, the hierarchy should be as shown on the right; T-LEVELS as primary, TL+HM Government and Plan For Jobs secondary. Given the small format deliverables, an additional TL +HM Government logo filled has been created to increase readability. Plan For Jobs should only be the same height as TL+HM Government or smaller. Logos should not be in the same frame as headline and image (subject to format size and ratio)

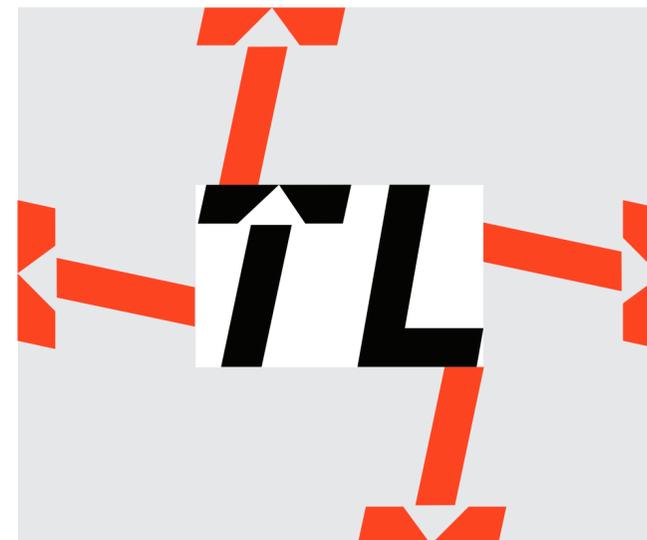
# **T-LEVELS**

## **THE NEXT LEVEL QUALIFICATION**



Always maintain clear space between the logo, page edges, other elements etc.

The clear space around the logo is demonstrated here by the 'T' character of the logo.



When co-branding, this is how we treat lockups.

The space between the logo and the line should be the same width of the T Levels 'T' illustrated in red opposite. Where possible we should also align the logo to sit in between the two red guides.

When using the T Levels logo with the subline, we can separate both logos to fit accordingly, we primarily do this when designing for large scale formats.

**T-LEVELS** | **IBM**

**TL** | **IBM**

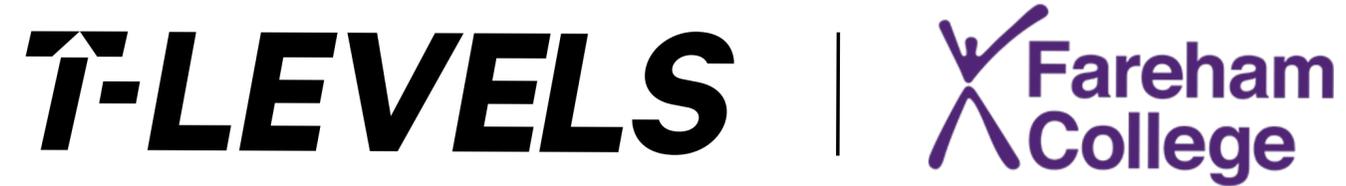
**T-LEVELS** **TL** | **IBM**

**TL** **TL** | **IBM**

Here are a few examples of how to work with different sized logos. We can slightly enlarge the co-brand logo above the red guidelines. This is so we maintain legibility and both logos look evenly balanced. When using a logo that is more square in layout, we use the TL version of the logo to feel balanced.

When replacing an employer or Provider logo with another logo or your logo, please ensure that it is high-res, and preferably a vector image.

(1)



(2)



When using co-branded lockups on a coloured background, we recommend using the logos in black or white, to ensure legibility and to avoid colours clashing.

In instances where the logo placed over imagery clashes, making it hard to read. We can reduce the logo by 20% in size and bring in a solid background for it to sit on. This solid background should match the colour that the T Levels logo is presented in, the school logo itself should then be in the reverse of that.

**T-LEVELS**



**T-LEVELS**



**T-LEVELS**



**T-LEVELS**



**TL**



**TL**



**TL**



**TL**



There are some things which you should not do with the T Levels logo.

(1) Do not distort or interfere with the T Levels logo or icon.

(2) Do not alter the colours, only use colour options on the next page.

(3) Do not stack the T Level icon near the full logo.

(4) Do not stretch the logo either vertically or horizontally.

(5) When using the icon, do not use the 'TL' from the full wordmark. Please use the TL icon provided.

(6) Do not use the logo at an odd angle.



Our logo can sit with the colour options shown here, which can be used across digital and print collateral. To keep the logo legible at all times never use any other colour options other than the examples shown here.



We also use the T Levels 'T' icon in headlines, to replace the character 'T'. We only do this once per headline, as it can look too repetitive.

***NEXT LEVEL SKILLS  
FOR NEXT<sup>T</sup> LEVEL JOBS***

---

***START SHAPING  
THE NEXT<sup>T</sup> LEVEL***

**T Levels  
Employers**

**Colour**

We use three defining colours - red, salmon and purple. The Employers campaign heroes the imagery, therefore there is no overall leading campaign colour. Although, when choosing the accent colour for each communication piece the colour should echo tones within the imagery. For example, if red can be seen in the image, use red. In cases where no brand colour can be echoed, choose whichever best compliments the overall image tone.

When using the T Level colours, only use one colour on a piece of collateral, never have multiple colours in an asset.

Text is mainly in white or black (whichever is better for readability). The only time when text can be in one of the three defining colours is where it doesn't overlap with an image or there is no image at all.

<p>Red</p> <p>C 0 M 87 Y 95 K 0</p> <p>R 252 G 68 B 33</p> <p>#fc4421</p>	<p>Salmon</p> <p>C 0 M 51 Y 61 K 0</p> <p>R 255 G 149 B 103</p> <p>#ff9567</p>	<p>Purple</p> <p>C 62 M 74 Y 0 K 0</p> <p>R 118 G 90 B 176</p> <p>#765ab0</p>	<p>White</p> <p>C 0 M 0 Y 0 K 0</p> <p>R 255 G 255 B 255</p> <p>#ffffff</p>
			<p>Black</p> <p>C 100 M 100 Y 100 K 100</p> <p>R 0 G 0 B 0</p> <p>#000000</p>

**T Levels  
Employers**

**Photography**

The photography heroes the placement element of T levels, showcasing students and mentor relationships, as well as the independence and involvement of the students within their placement environment. The photography should show students to be ambitious and driven.

The photography should be ambitious, driven and confident. The photography should be shot in a candid, authentic lens giving an interesting and dynamic view while also being true to the industry and placement our students are in.

We should represent a diverse and inclusive range of people and should avoid expected and traditional workplace environments.





There are some things which you should avoid when using photography.

- (1) Never use stock imagery, only use the images provided or use your own students/photography, provided it fits our styling and the students are 16-19 years old.
- (2) Do not alter the colours, of the imagery.
- (3) Do not crop too close into the image.
- (4) Always make sure the T Levels logo is legible when overlaying over photography.

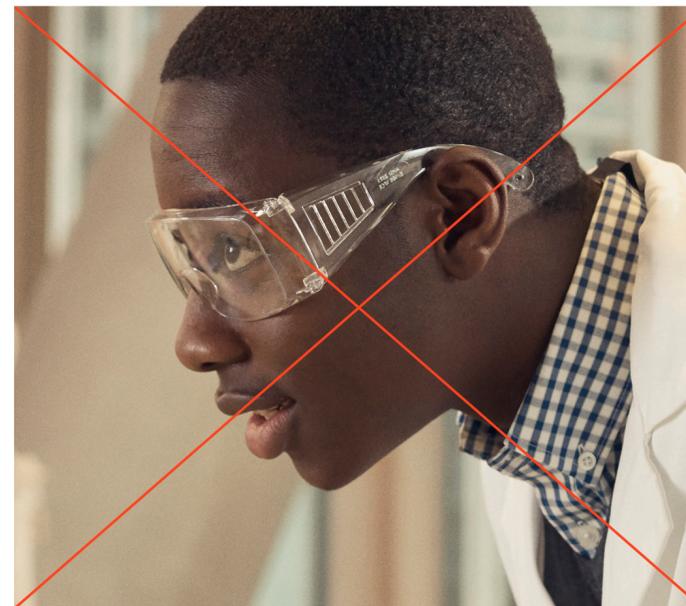
(1)



(2)



(3)



(4)



**T Levels  
Employers**

**Application**

When designing for motion it is an excellent opportunity to give an extra energy to the campaign, show even more of the imagery and emphasize specific parts of the photography. Motion assets can hold more information that wouldn't be possible to include all in one single frame static piece of communication.

Composition elements and rules stay as suggested; background colour picked as red (already indicated throughout the photography). Framing arrow moved to the right, based on image composition, text and decorative arrows also moved accordingly.

Opposite is an example of a digital banner 300x250px animation broken down into frames and transitions.

Frame 1



Transition 1



Frame 2



Frame 1-2 - Transition 1-2  
Image in the framing arrow pans across the frame. Meanwhile text appears into the frame line by line followed by 2 arrows sliding in an upwards movement. Once the full frame is revealed, it holds for a while and then disappears.

Transition 2



Frame 3



Transition 3



Frame 3 - Transition 3  
Image and framing arrow pans across, we zoom on the images main subject. The framing arrow pans across revealing the next frames background.

Frame 4



Transition 4



Frame 5



Frame 4-5 - Transition 4  
The text appears in the frame line by line. Meanwhile 3 arrows slide in frame in an upwards movement. Once the full frame is revealed it stays on for a short period of time and disappears in the same upwards motion as it appeared, revealing Frame 5.

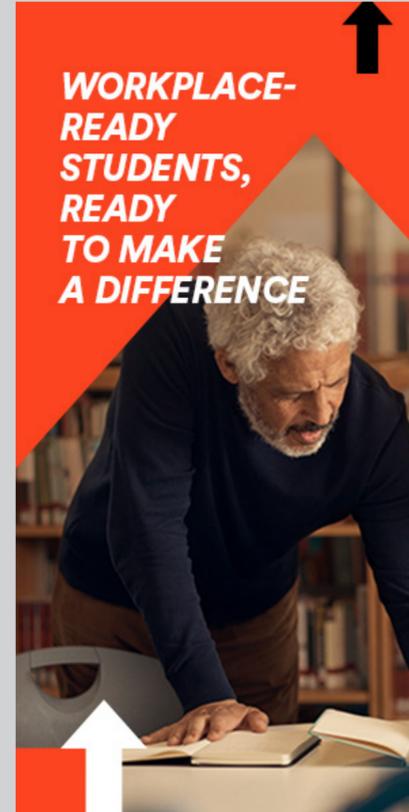
When designing for portrait ratios, the overall rules stay as suggested; image being 2/3 and coloured background 1/3 of the full frame. However, this can shift depending on what will get the best out of the image crop and the length of the text. Decorative arrows are also moved accordingly.

Opposite is an example of a digital banner 300x600px animation broken down into frames.

**Frame 1**



**Frame 2**



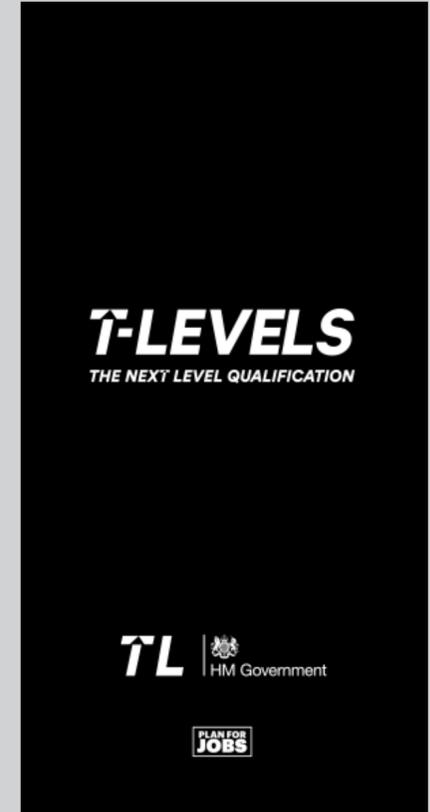
**Frame 3**



**Frame 4**



**Frame 5**



When designing for landscape, the ratio between the framing arrow and background can even be 50/50 or the image can take 1/3 of the frame and background 2/3 of the full frame. Therefore, framing and decorative arrows can be moved accordingly to allow for the image crop.

Opposite is an example of a digital banner 970x250px with the animation broken down into frames.



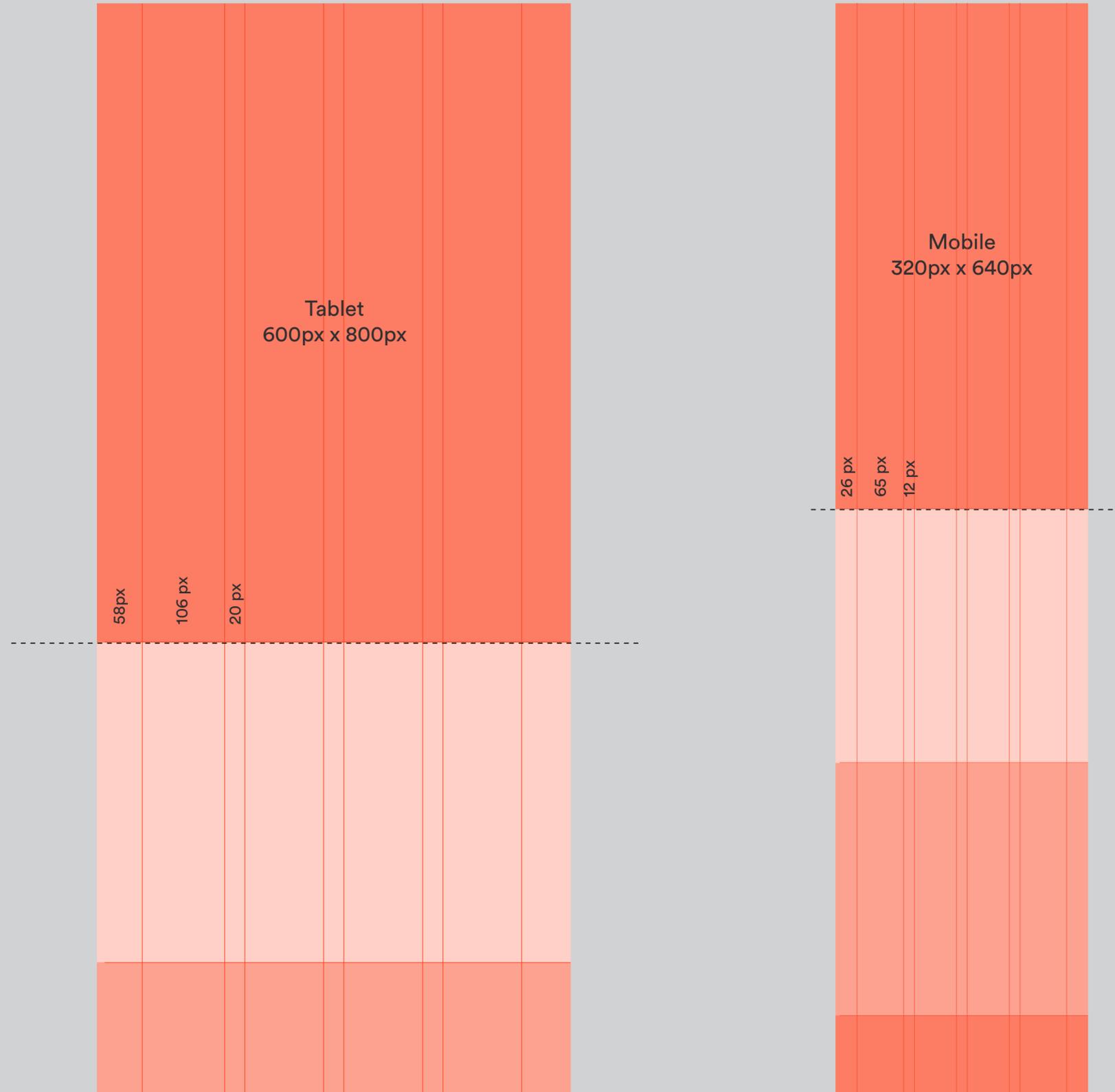
## T Levels Employers Campaign Guidelines

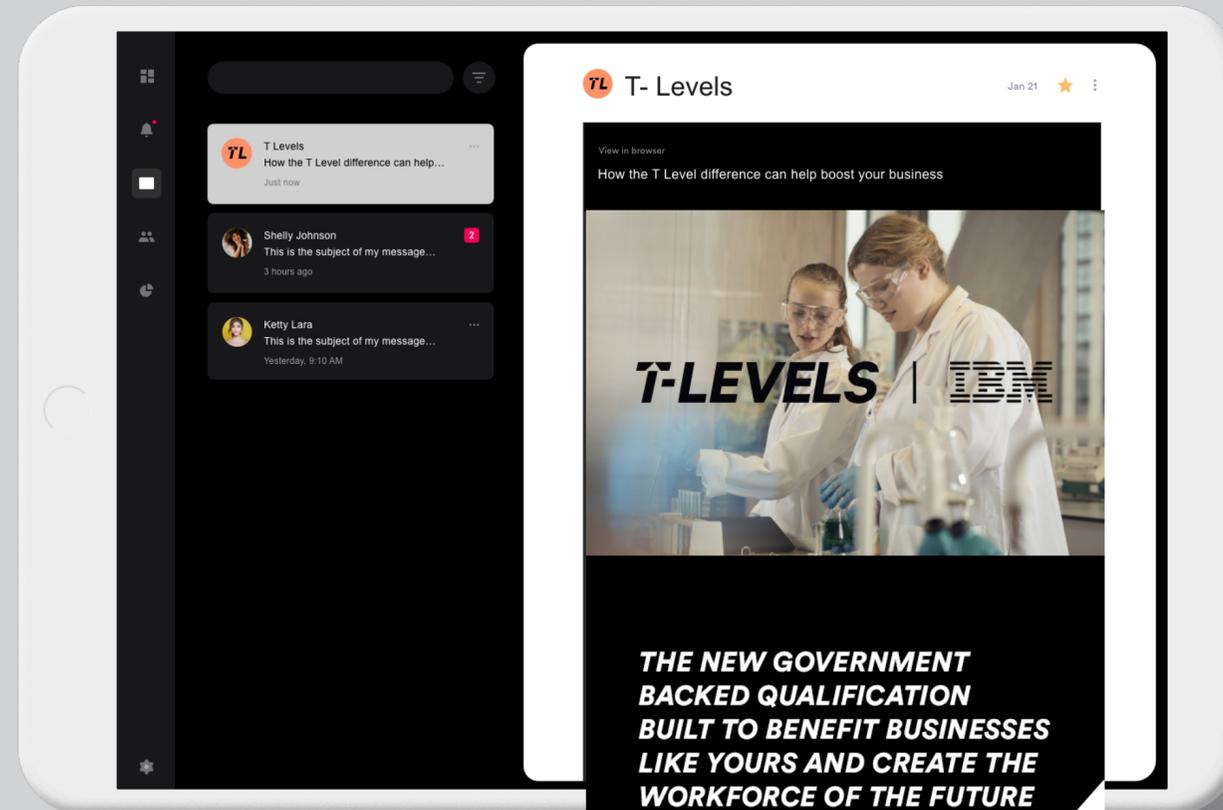
## Applications Newsletter - Layout

### Layouts

Mobile and tablet size heights will vary, but each block should be built from a 50% height block or a 100% height block.

Only use three typesizes H1 (Circular black italic), H2 (Circular black italic) and body copy (Circular book).





**THE NEW TECHNICAL QUALIFICATION**

T Levels are brand new technical qualifications that follow GCSEs. They are central to Government's plans to improve technical and vocational education and address the skills gap.

Equivalent to 3 A levels, these 2-year courses combine classroom learning with a substantial industry placement.

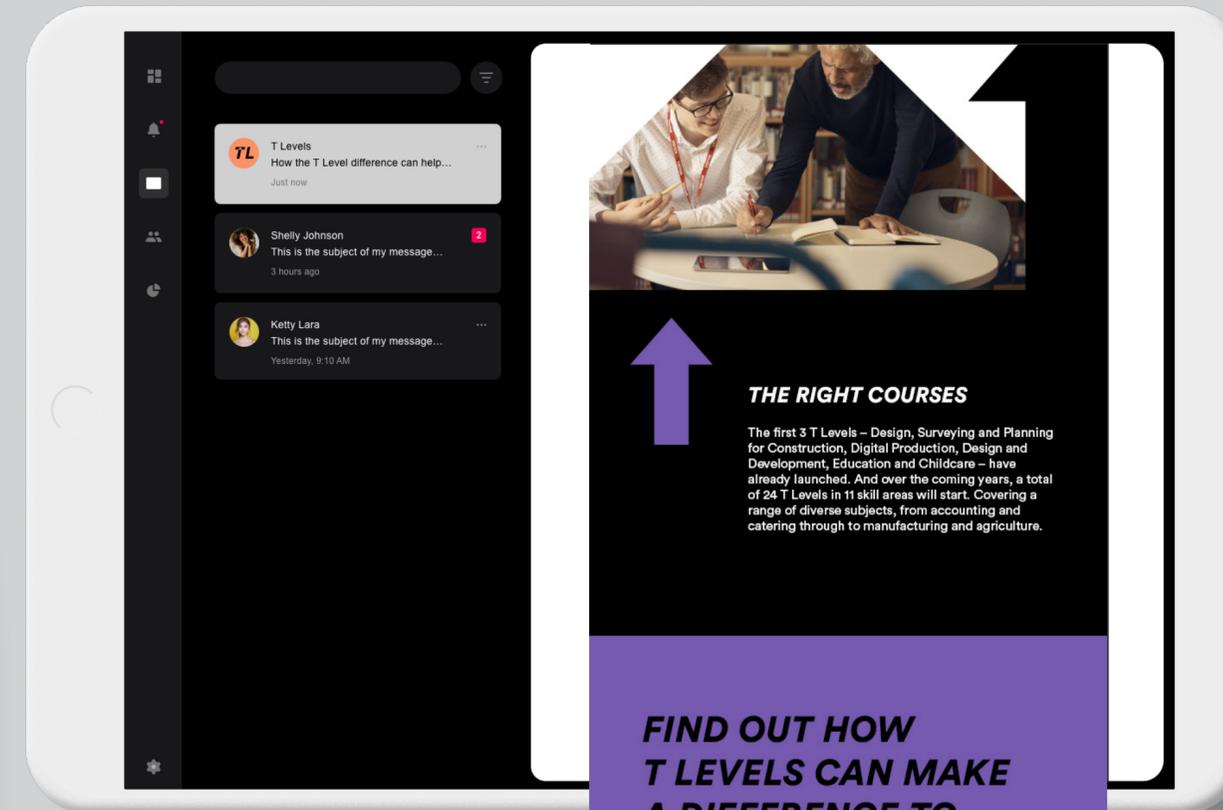
Designed with the expertise of more than 250 employers, they will deliver a pipeline of young people with the skills, knowledge and workplace experience to thrive in businesses like yours.

**THE T LEVEL DIFFERENCE**

The industry placement, lasting at least 9 weeks, is unique to T Levels and allows students to put the knowledge and skills they have learned into practice.

Businesses like yours are embracing work placements as a great way to bring in new ideas and a fresh perspective, get the latest skills and find, nurture and secure young talent.

"Young people have great ideas, they bring in enthusiasm and initiative, and that's what we need in organisations."  
**KURT FRAY, NORWICH COUNTY COUNCIL**

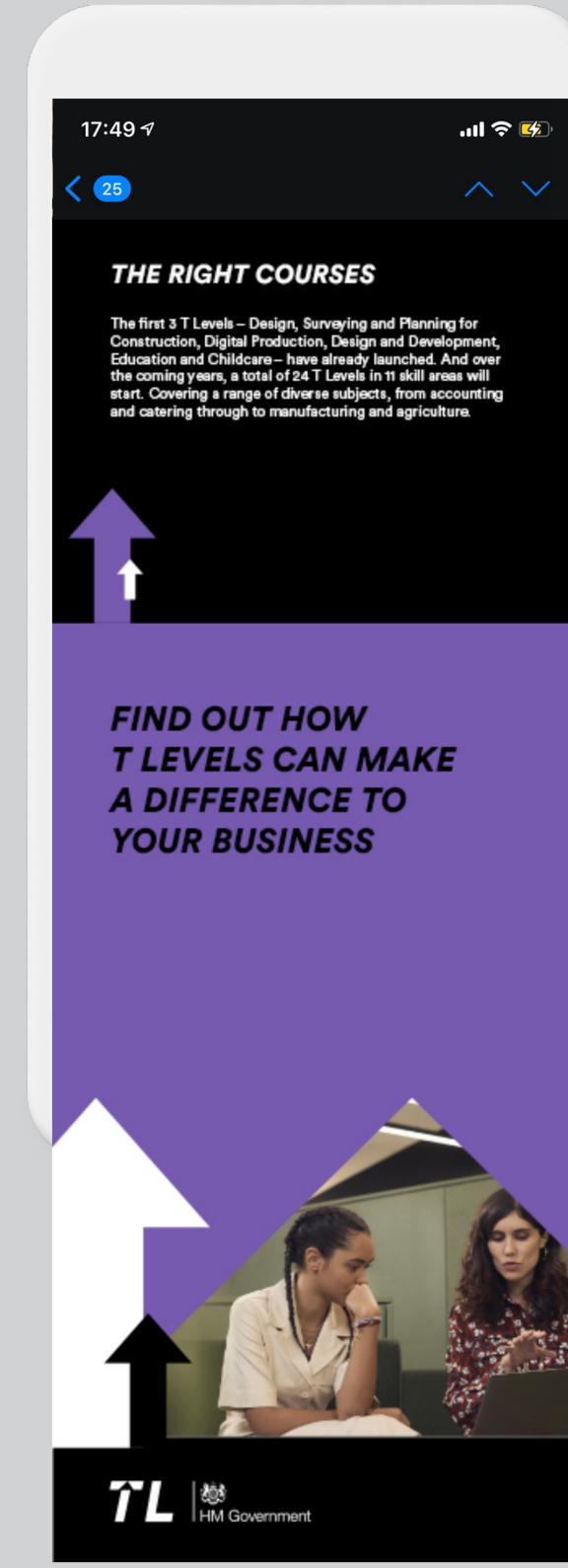
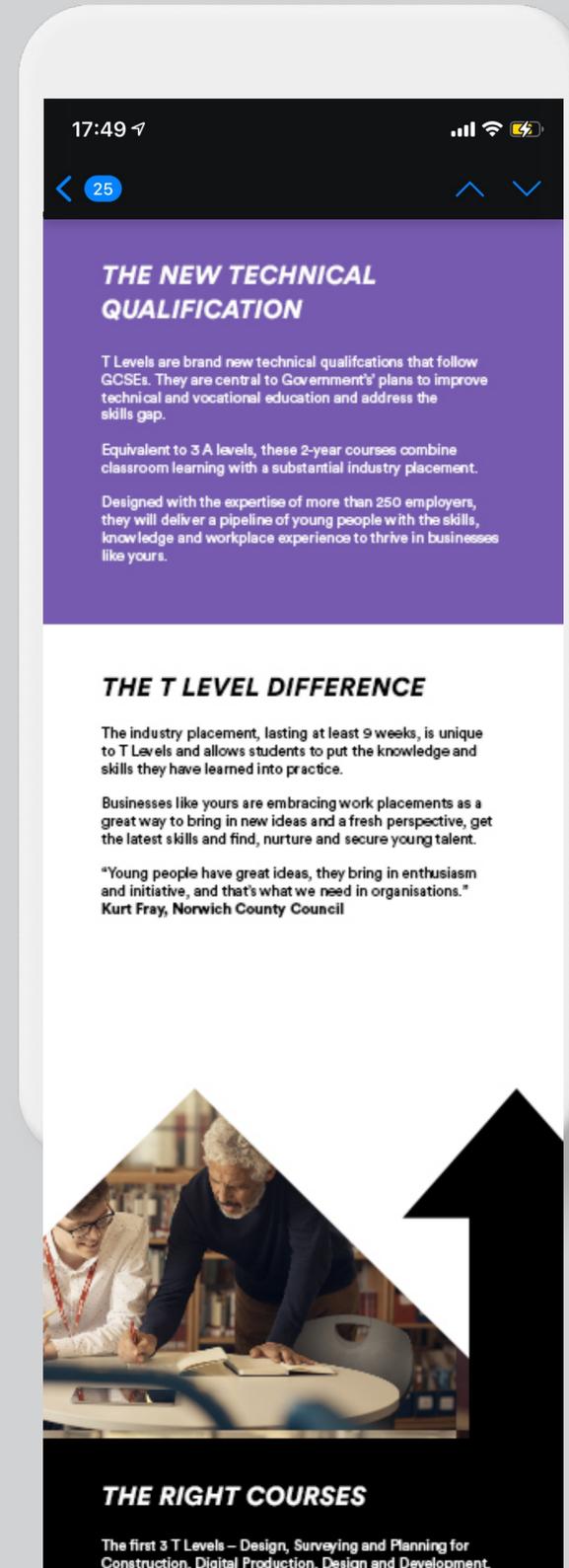
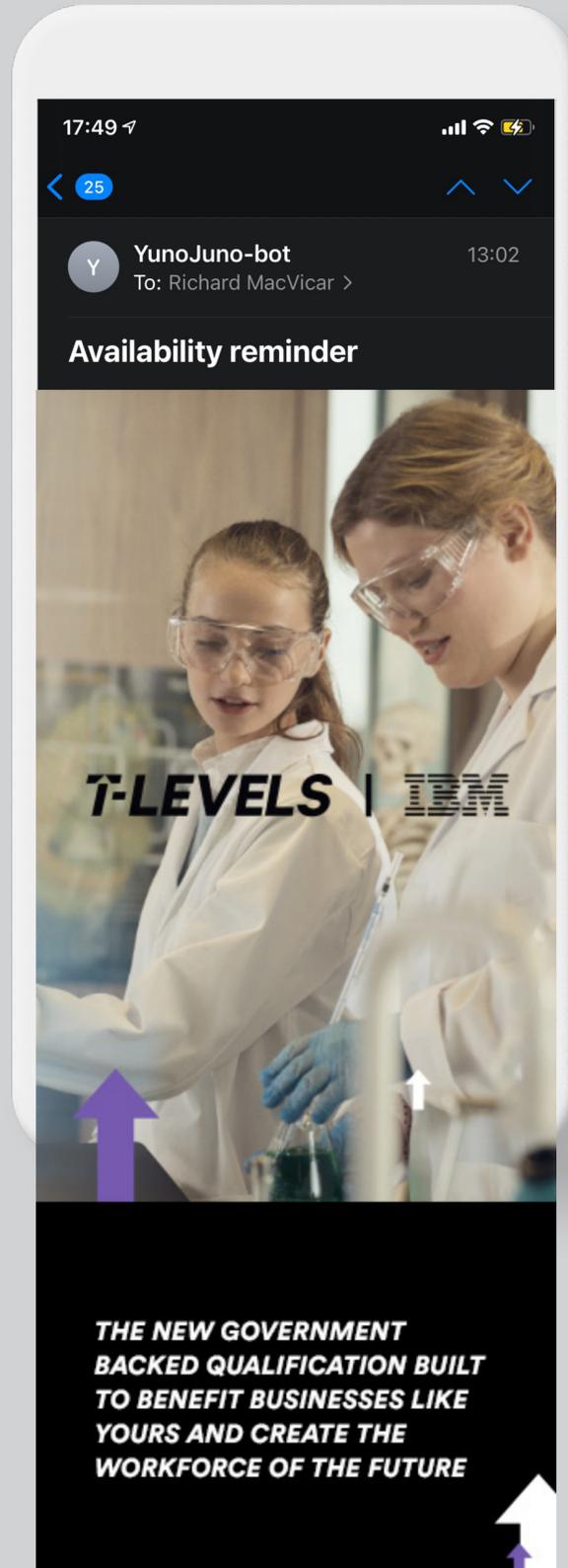


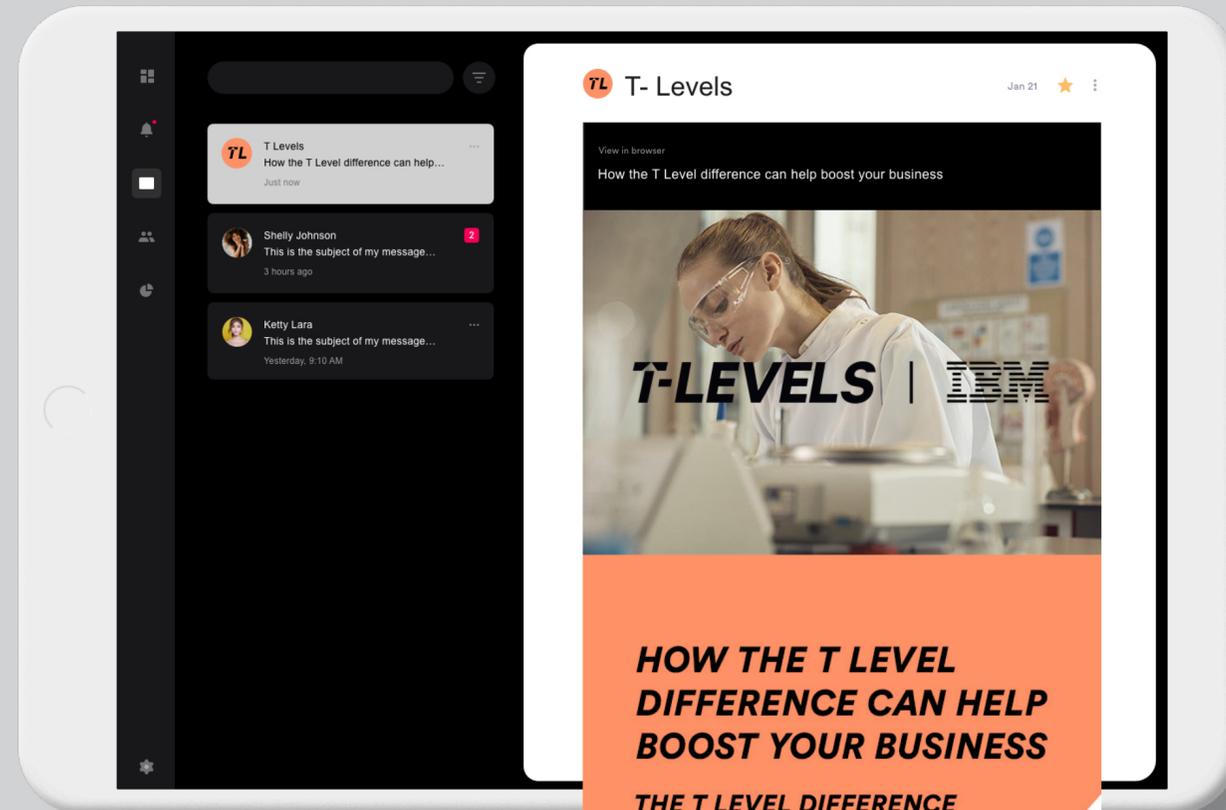
**THE RIGHT COURSES**

The first 3 T Levels – Design, Surveying and Planning for Construction, Digital Production, Design and Development, Education and Childcare – have already launched. And over the coming years, a total of 24 T Levels in 11 skill areas will start. Covering a range of diverse subjects, from accounting and catering through to manufacturing and agriculture.

**FIND OUT HOW T LEVELS CAN MAKE A DIFFERENCE TO YOUR BUSINESS**





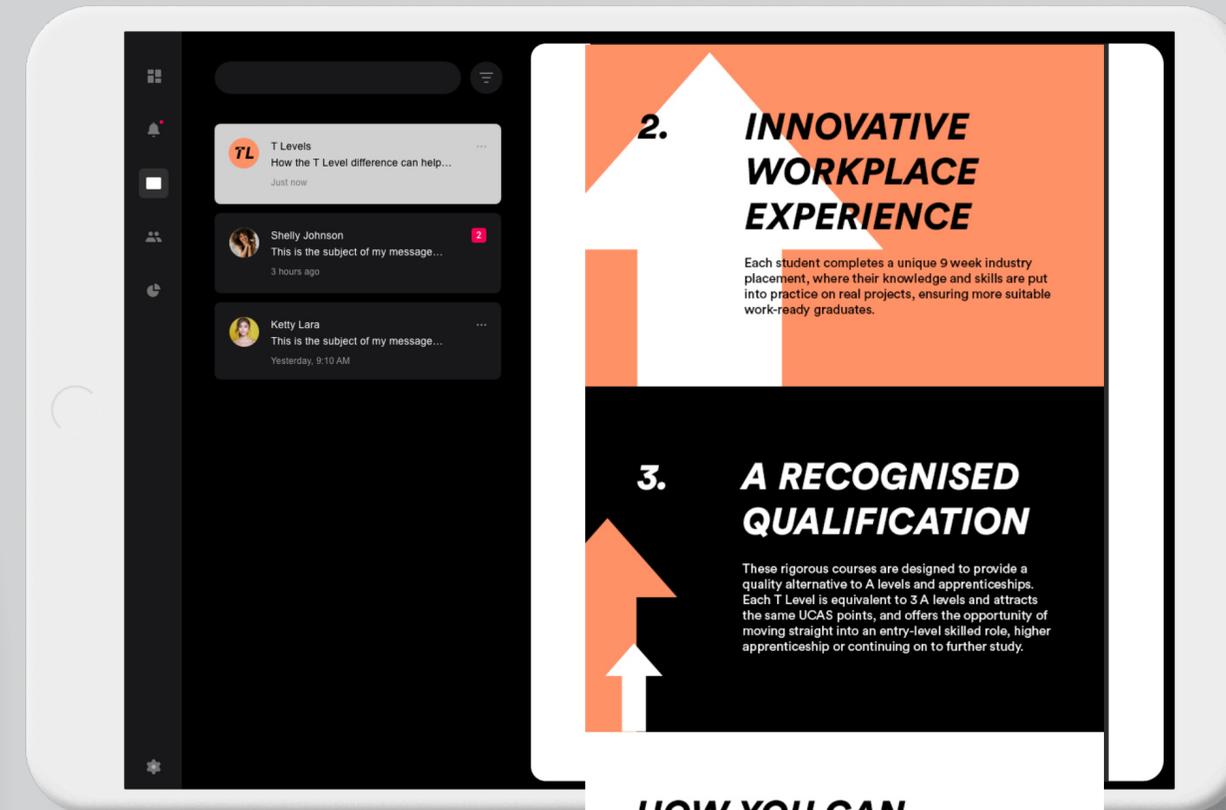


**HOW THE T LEVEL  
DIFFERENCE CAN HELP  
BOOST YOUR BUSINESS**

**THE T LEVEL DIFFERENCE**

**1. DESIGNED  
BY INDUSTRY  
FOR INDUSTRY**

More than 250 employers worked with technical experts to specify the course content, giving T Level students the best knowledge and practical skills to support businesses like yours.



**2. INNOVATIVE  
WORKPLACE  
EXPERIENCE**

Each student completes a unique 9 week industry placement, where their knowledge and skills are put into practice on real projects, ensuring more suitable work-ready graduates.

**3. A RECOGNISED  
QUALIFICATION**

These rigorous courses are designed to provide a quality alternative to A levels and apprenticeships. Each T Level is equivalent to 3 A levels and attracts the same UCAS points, and offers the opportunity of moving straight into an entry-level skilled role, higher apprenticeship or continuing on to further study.

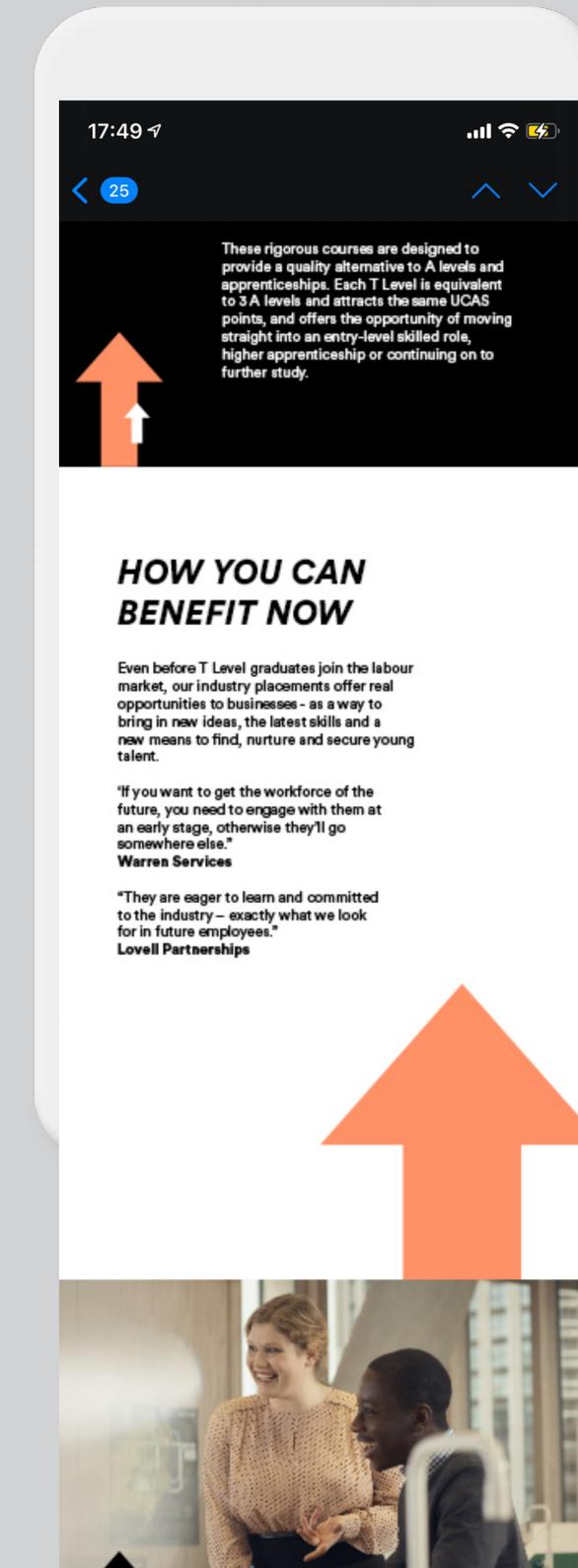
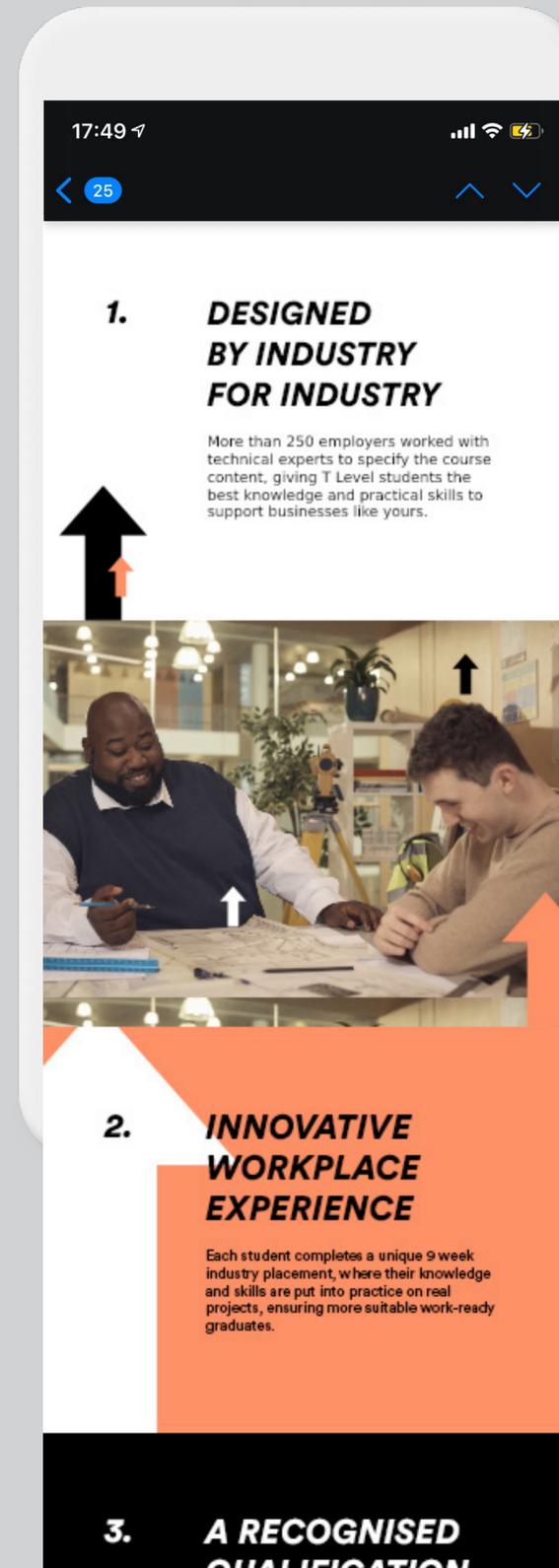
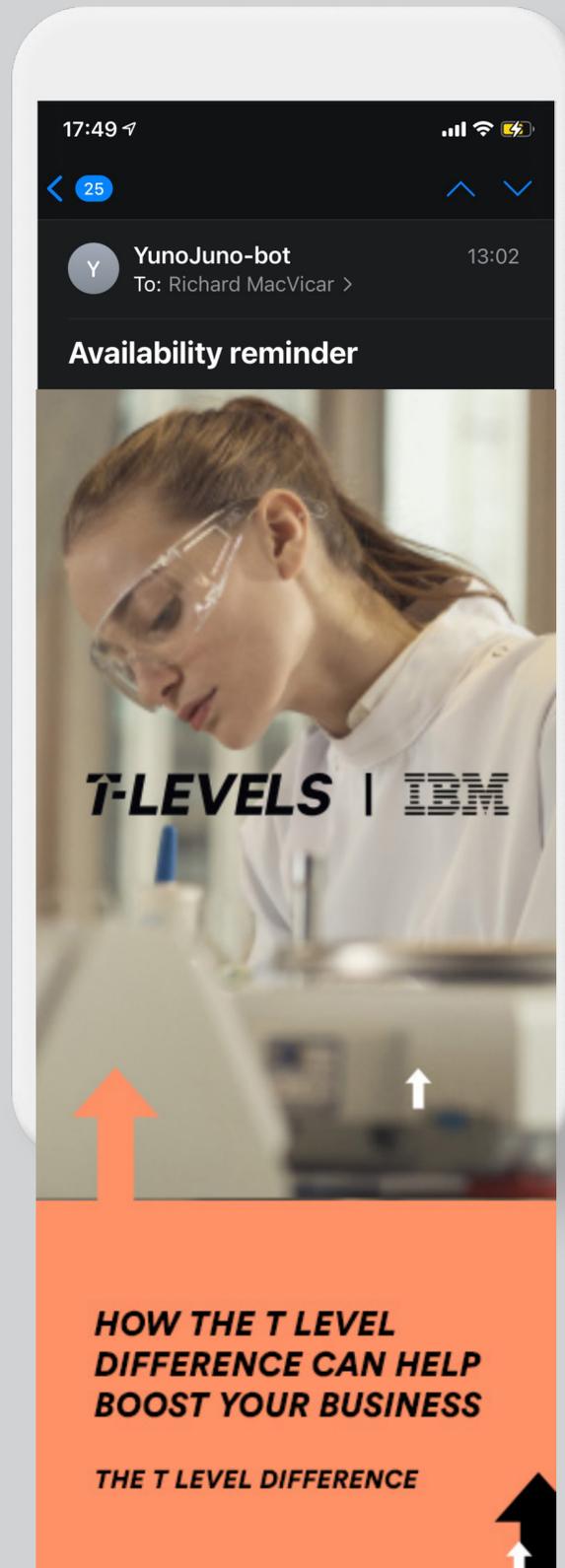
**HOW YOU CAN  
BENEFIT NOW**

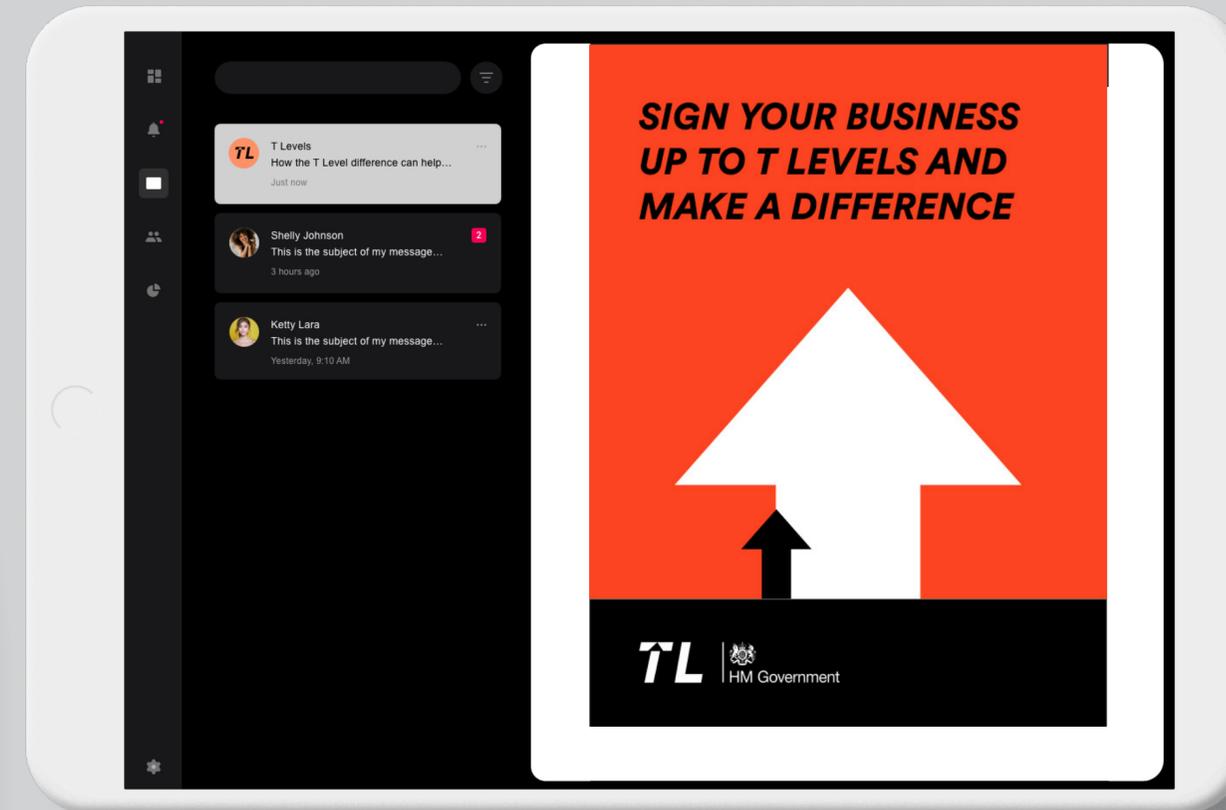
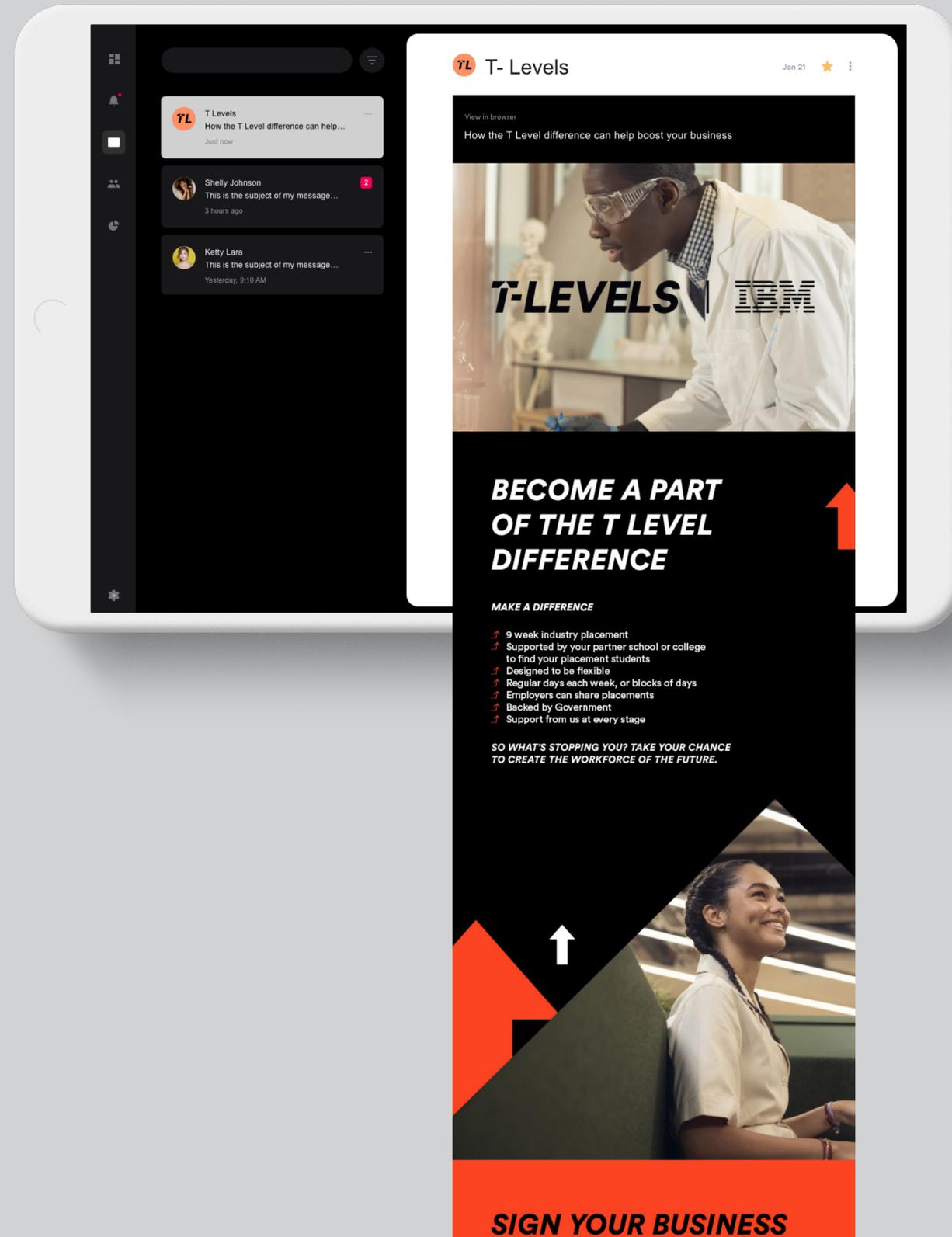
Even before T Level graduates join the labour market, our industry placements offer real opportunities to businesses - as a way to bring in new ideas, the latest skills and a new means to find, nurture and secure young talent.

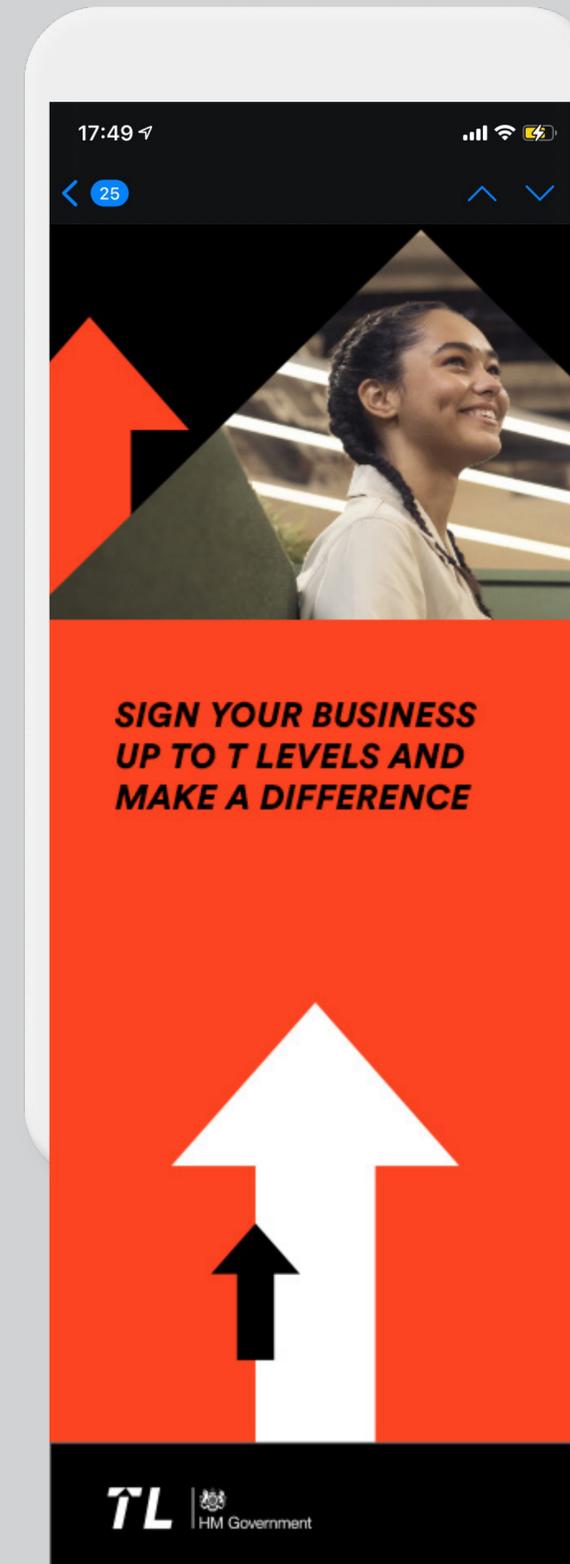
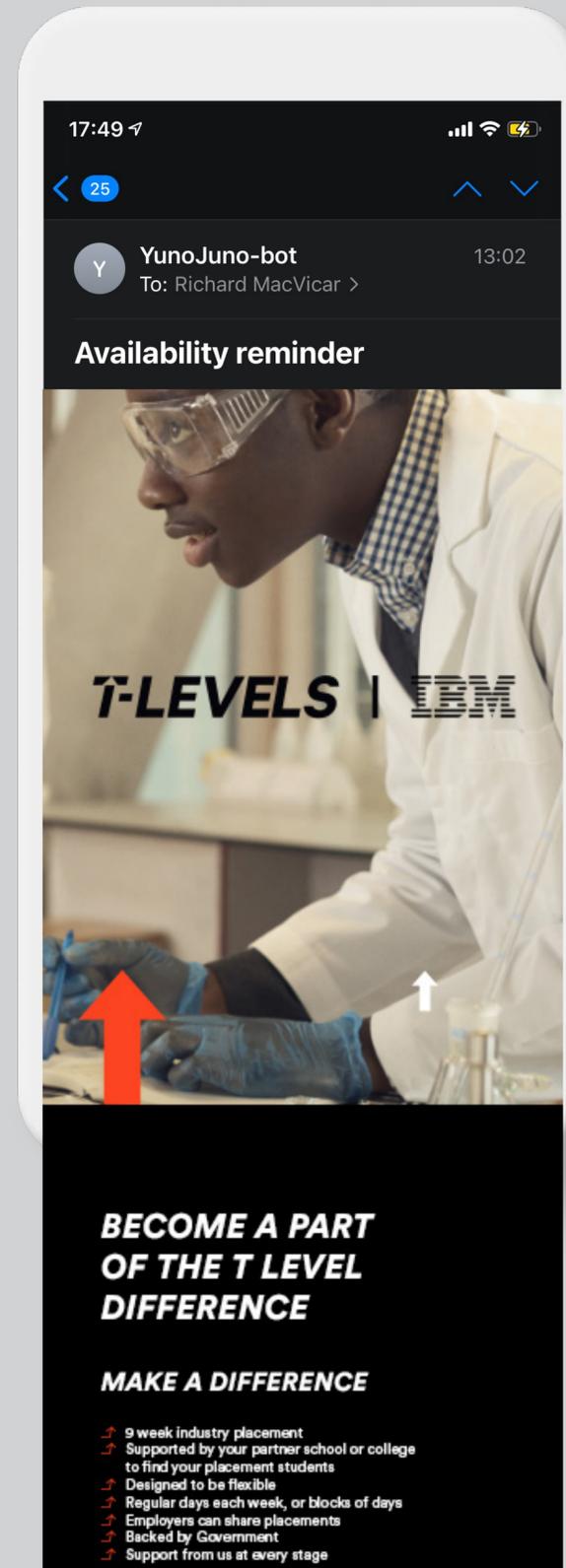
"If you want to get the workforce of the future, you need to engage with them at an early stage, otherwise they'll go somewhere else."  
**Warren Services**

"They are eager to learn and committed to the industry - exactly what we look for in future employees."  
**Lovell Partnerships**









1:2 Scale



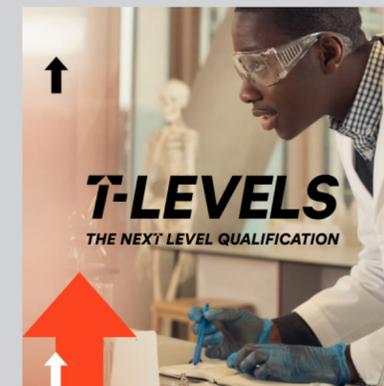
Twitter Header - 1500px x 500px



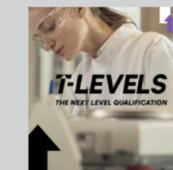
Facebook Header - 640px x 360px



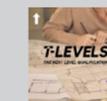
Facebook Header - 820px x 312px



PP - 400px x 400px



PP - 170px x 170px



Instagram - 110px x 110px

1:2 Scale



Twitter Header - 1500px x 500px



Facebook Header - 640px x 360px



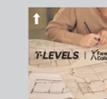
Facebook Header - 820px x 312px



PP - 400px x 400px



PP - 170px x 170px



Instagram - 110px x 110px

1:2 Scale



Twitter Header - 1500px x 500px



Facebook Header - 640px x 360px



Facebook Header - 820px x 312px



PP - 400px x 400px



PP - 170px x 170px



Instagram - 110px x 110px

This is the layout we use for leaflets (A5/A4), which uses a triptych and fullbleed image approach. Each module conveys a contrasting block, whether that be with the use of colour or imagery.

For the triptych layout, the top module is used for the headline messaging. The left bottom module is photographic. The right bottom module is used for any sub copy.

Only ever use the same colour for the front and back of each leaflet layout. Never mix colours.



**THERE ARE 3 MAIN DIFFERENCES BETWEEN T LEVELS AND MOST EXISTING POST-16 COURSES:**

1. Designed by employers for employers. More than 250 employers worked with technical experts to specify the course content so you can be confident that T Level graduates will have the best knowledge and practical skills to support your business.
2. Innovative workplace experience. Each student completes an industry placement, lasting at least 45 days, where they put their knowledge and skills into practice on real projects, see what their career could be like and, most importantly, become work ready.
3. Recognised qualification. These are rigorous courses that are designed to provide a quality alternative to A levels and apprenticeships for those young people who know the career they want to pursue but also want to keep their options open. Since each T Level is equivalent to 3 A levels and attracts the same UCAS points, they offer students the opportunity of moving straight into an entry-level skilled role, higher apprenticeship or continuing to further study.

**WHY THEY ARE RELEVANT TO YOU NOW**

Even before graduates join the labour market, T Level industry placements offer real opportunities to businesses, regardless of their size or sector. Many businesses are embracing these as a great way to bring in new ideas and the latest skills and as a new way to find, nurture and secure young talent. See what employers have said about industry placements.

While Covid-19 continues to impact many businesses some employers see T Levels and industry placements in particular as an opportunity to ensure they have the best skills in place to rebuild and to make the most of whatever the future brings.

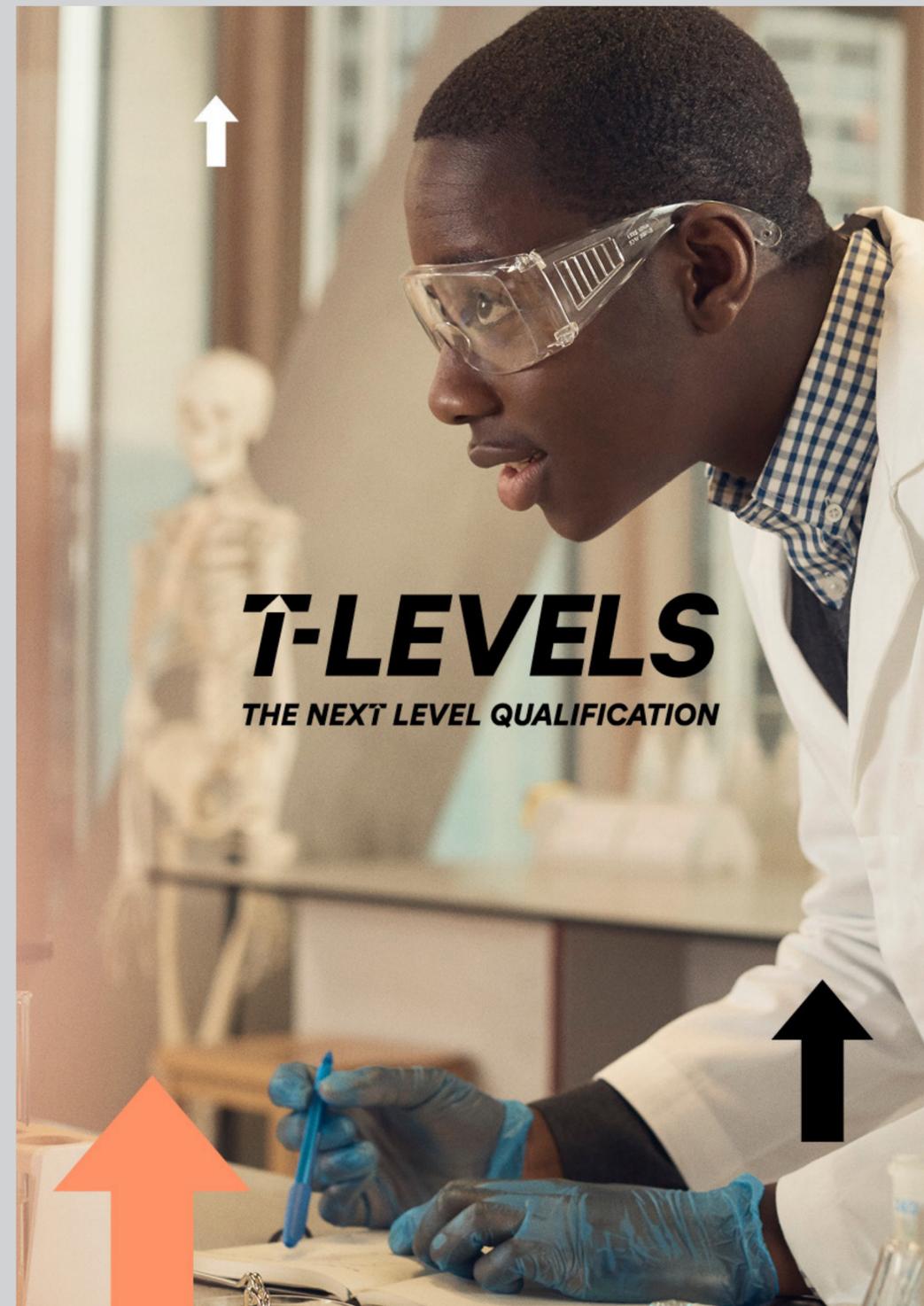
FIND OUT HOW YOUR BUSINESS CAN GET INVOLVED AND OFFER A T LEVELS PLACEMENT



Headline  
Circular Bold Italic - 15pt

Sub-headings  
Circular Bold Italic - 9.5pt

Body  
Circular Regular - 9.5pt



## **HOW THE T LEVEL DIFFERENCE CAN HELP BOOST YOUR BUSINESS**

### **THE T LEVEL DIFFERENCES**

- 1. DESIGNED BY INDUSTRY FOR INDUSTRY.**  
More than 250 employers worked with technical experts to specify the course content, giving T Level students the best knowledge and practical skills to support businesses like yours.
- 2. INNOVATIVE WORKPLACE EXPERIENCE.**  
Each student completes a unique 9 week industry placement, where their knowledge and skills are put into practice on real projects, ensuring more suitable work-ready graduates.
- 3. A RECOGNISED QUALIFICATION.**  
These rigorous courses are designed to provide a quality alternative to A levels and apprenticeships. Each T Level is equivalent to 3 A levels and attracts the same UCAS points, and offers the opportunity of moving straight into an entry-level skilled role, higher apprenticeship or continuing on to further study.



## **HOW YOU CAN BENEFIT NOW**

Even before T Level graduates join the labour market, our industry placements offer real opportunities to businesses - as a way to bring in new ideas, the latest skills and a new means to find, nurture and secure young talent.

**FIND OUT HOW YOU CAN  
OFFER A T LEVEL PLACEMENT AT  
[TLEVELS.GOV.UK/EMPLOYERS](https://www.tlevels.gov.uk/employers)**

T Levels  
Employers Campaign Guidelines

Applications  
Leaflet

**1. SUPPORTED BY INDUSTRY FOR INDUSTRY.**  
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**T LEVEL** UK Government

**T-LEVELS**  
THE NEXT LEVEL QUALIFICATION

**T-LEVELS**  
THE NEXT LEVEL QUALIFICATION

**HOW THE T LEVEL DIFFERENCE CAN HELP BOOST YOUR BUSINESS**

# T levels Employer Campaign Guidelines

## Contacts

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T Level brand, please contact:

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