

# COMMUNICATION TOOLKIT



## Introduction

# Fire It Up The New Apprenticeships Campaign

The new campaign starts on Thursday 17th January 2019 and aims to inspire and excite key groups and influencers about apprenticeships.

For employers, it will be a rallying cry to offer an apprenticeship. For potential apprentices, it will be a rallying cry to 'Fire It Up' and 'Blaze Your Own Career Trail'.

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.

Finally, we would like to thank you. Your involvement and support will play a key part in making this campaign a success. We look forward to working together to bring it to life!

From Apprenticeships Campaign Team  
[Apprenticeships.campaign@education.gov.uk](mailto:Apprenticeships.campaign@education.gov.uk)



**Rebecca Thould**  
Department for Education  
Head of Marketing | Strategic Communications

In this document you will find the following:

<b>Page 3</b>	How you can get involved
<b>Page 5</b>	The campaign idea
<b>Page 6</b>	Examples of social media posts
<b>Page 8</b>	Our tone of voice
<b>Page 9</b>	Key campaign messages
<b>Page 10</b>	Branding guidelines
<b>Page 18</b>	Assets
	<ul style="list-style-type: none"><li>• Logos</li><li>• Infographic</li><li>• Social media quote card</li><li>• Campaign images</li><li>• Television commercials</li><li>• Case study videos</li><li>• Case study images</li><li>• Case study video end slide template</li></ul>

# How You Can Get Involved

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

## 1. Digital movement

Together, we would like to spark a digital movement. You can help us by firing up your networks – in the campaign assets available you will be provided with an image that apprentices (and anyone else) can upload to their Instagram account. The image is designed with the outline of a heart in the middle, that is crackling with electricity – in line with the ‘Fire It Up’ campaign theme. When one of their followers – intrigued by the crackle – ‘likes’ the image (via the heart button), a white heart will appear to fill in that electric space. Our aim is to create an interactive, engaging way for people to show their support for apprenticeships and drive social conversations amongst the apprenticeship community, with energy and impact that supports the wider campaign.

Please do encourage the apprentices in your network to get involved! Some instructions you can share with them are below, to make it easy! You’ll need to download the heart image to send to them, to accompany these instructions.

### Instructions for apprentices

Open your Instagram account and post the image (with the crackly heart in the centre) using the hashtag #FireItUp

Want an idea for what to write? How about: “Proud to support #FireItUp – inspiring the nation to blaze their own trail with apprenticeships. Find out more here: [www.apprenticeships.gov.uk](http://www.apprenticeships.gov.uk)”

## 2. Tell your story

This launch is a great moment to tell your story and showcase the benefits of apprenticeships as you see them – via your website, newsletters and social media channels. We’ve provided some sample social media posts and images as a starting point, but feel free to prepare your own content, that tells your own story as an organisation. What do apprenticeships mean for you? What benefits have apprentices brought to your business?

Other ideas to consider include:

- A video or Facebook live with your CEO or HR director. Perhaps being interviewed about your apprenticeship programme by one of your apprentices
- A quote card using the template provided, with a statement that sums up what apprenticeships mean for your organisation
- A blog piece or article for your website on why you support apprenticeships. This could also be a piece from one of your apprentices, discussing their experience

## How You Can Get Involved

### 3. Let us share your success

We are always looking for employers who are willing to come forward and share their successes publicly and would love to work with you in showcasing your experiences through media relations, industry body magazines and websites or on social media, over the course of the year.

If you would like to support in this way, we will schedule a brief call with you to discuss your experience, and the types of opportunity you would like to be involved with. Please note there are no associated costs to you in supporting us with this, and our team are here to ensure you are well supported through the process.

We also want to hear from your apprentices, specifically, those from BAME backgrounds, career changers, those returning to work, as well as those on a degree apprenticeship.

If you would like to be part of this activity, please get in touch now - ensuring your communications team is copied where needed. You can contact us on: [Apprenticeships.campaign@education.gov.uk](mailto:Apprenticeships.campaign@education.gov.uk). Please include 'PR' in the email subject line. Together, let's shout about apprenticeships.

## The Campaign Idea

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 visualised with electricity.

The electrical spark links all assets of the campaign together giving it a distinctive look and feel.

## Examples of Social Media Posts

### Apprentice

#### LinkedIn

What gets you fired up? I'm proud to be supporting the government's new apprenticeships campaign that launches today - take a look here: [www.apprenticeships.gov.uk](http://www.apprenticeships.gov.uk). This is all about showcasing people like me across the country and the difference we make to our workplace.

#### Twitter

I'm proud of what I've achieved as an #apprentice and excited to be supporting the government's new 'FireItUp' campaign, launching today! Check it out: [www.apprenticeships.gov.uk](http://www.apprenticeships.gov.uk). Let's #FireItUp

#### Facebook

Proud to be flying the flag for apprenticeships and supporting the launch of the government's new campaign, showcasing the range of opportunities available to everyone - from school leavers to re-trainers! Take a look at the opportunities on offer: [www.apprenticeships.gov.uk](http://www.apprenticeships.gov.uk)

#### Instagram

I'm proud to be an #apprentice and excited to fly the flag for #apprenticeships by supporting the government's new campaign - take a look at the website to see how you could get involved: [www.apprenticeships.gov.uk](http://www.apprenticeships.gov.uk) #FireItUp

### Employer

#### LinkedIn

We are delighted to be supporting the launch of the government's new apprenticeship campaign - shining a spotlight on the fantastic apprentices up and down the country, and the significant value they bring to businesses. Take a look at the website to learn more: [www.apprenticeships.gov.uk](http://www.apprenticeships.gov.uk)

#### Twitter

83% of #apprenticeship employers would recommend #apprentices to other businesses\* - including us! Take a look at the new website here: [www.apprenticeships.gov.uk](http://www.apprenticeships.gov.uk) #FireItUp

#### Facebook

Today is the launch of the government's Fire It Up campaign - help us shout about the great work that #apprentices are doing across the country. Whether you're a school leaver, degree apprentice, re-trainer - thank you for your contribution! You can read more about the campaign stars and their experiences here: [www.apprenticeships.gov.uk](http://www.apprenticeships.gov.uk)

#### Instagram

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

## Examples of Social Media Posts

### General

#### LinkedIn

The government launches its 'Fire it Up' campaign today, designed to highlight the range of opportunities available to apprentices looking to blaze their own career trail. Discover more about the valuable passion and energy that apprentices can bring to your business here: [www.apprenticeships.gov.uk](http://www.apprenticeships.gov.uk)

#### Twitter

The government launches its 'Fire it Up' campaign today to showcase the diverse range of opportunities available to #apprentices. Follow your passion - find out more here: [www.apprenticeships.gov.uk](http://www.apprenticeships.gov.uk) #FireItUp

#### Facebook

The government is launching its 'Fire it Up' campaign today, to showcase the diverse range of opportunities available to apprentices of all ages. Whether you're a school leaver or are later in your career looking to re-train or return to work - why not follow your passion? Find out more about apprenticeships here: [www.apprenticeships.gov.uk](http://www.apprenticeships.gov.uk)

## 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 overtly '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 while training is 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, armed forces – 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***



## Key Campaign Messages

Here are our top performing messages per key audience.

### School Leavers:

- Earn a competitive salary while your training is paid for
- 88% of apprentices continue in employment after their apprenticeship\*

### Employers:

- Thousands of organisations are employing apprentices now
- Tailored training based on your business needs

### People returning to the workforce:

- Increase your earning potential
- Develop the skills to move your career forward

### Parents / Teachers:

- Earn a competitive salary while training is paid for
- 88% of apprentices continue in employment after their apprenticeship

*\*from latest available data - 2015/16.*

[Further Education Outcome Based Success Measures 2010-11 to 2015/16.](#)

# **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. 28.



## 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 the 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.

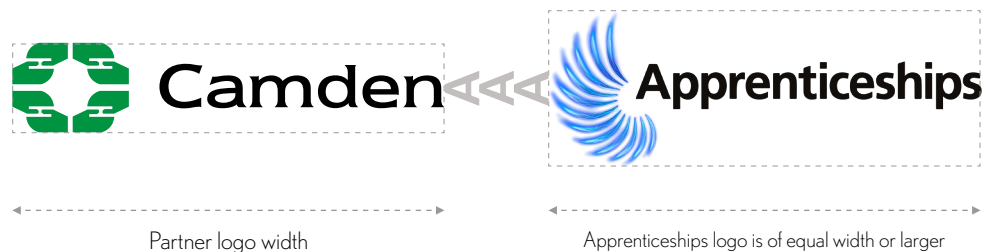
1. Do not try to recreate the apprenticeships logo. Always use supplied artwork.
2. Always respect the exclusion zone - no graphic elements are allowed in this area.
3. Do not apply effects such as drop shadows and keylines.
4. Do not reposition or change the relationship of any elements of the logo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

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.



## 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 three lines.
- The CTA (call to action) line which is one line in length.

**HEADLINE  
NOBEL  
BOLD CAPS**

Body copy  
Nobel regular

**CTA copy  
Nobel bold**



## Branding palette

Copy will be overlaid on photography with the headline and body copy in white, with the call to action eg. *Visit apprenticeships.gov.uk* in blue.



White



Blue

CMYK  
c 77 m 31 y 1 k 0

RGB  
r 37 g 143 b 206

#  
258fce



# ASSETS

## Assets

The campaign assets below can be found here: [campaign assets](#)

- Logos
- Infographic
- Social media quote card
- Campaign images
- Case study video end slide template
- Case study images

### Television commercials

Please feel free to share these links for the campaign films

[60 second commercial](#)

[30 second commercial](#)

### 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](#)



**FIRE  
IT UP**  
Apprenticeships

[apprenticeships.campaign@education.gov.uk](mailto:apprenticeships.campaign@education.gov.uk)

