

Share Your Skills. Teach in Further Education.

Recruitment campaign guidelines 2022

Campaign synopsis

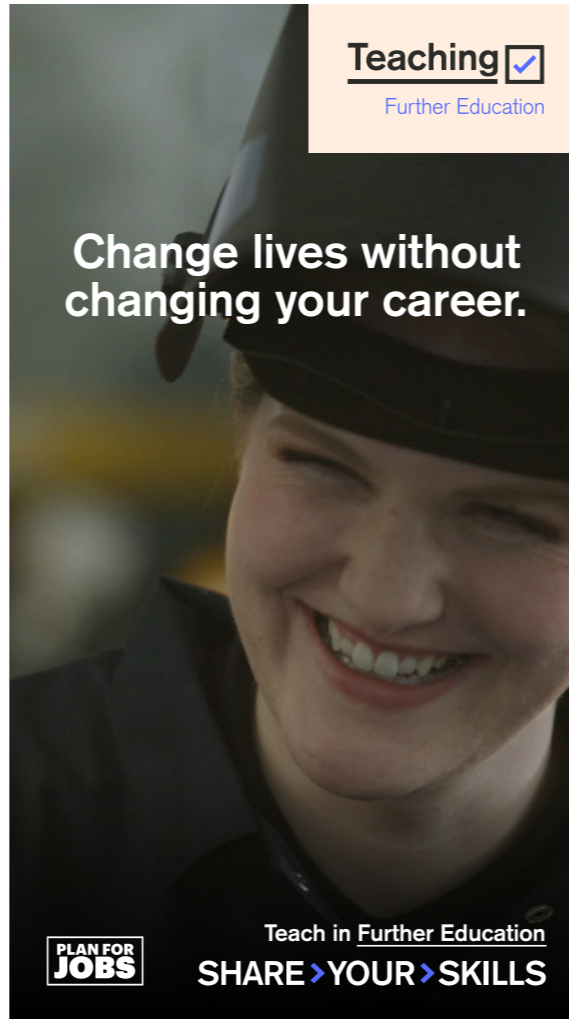
The campaign promotes the high transferability and value of industry skills for teaching in further education, particularly in priority subjects, and calls on industry workers to 'change lives without changing their career' by taking up a part-time/flexible teaching role alongside their current job.



Stills

A range of static assets have been provided carrying leading campaign messages and branding.

Usage rights – Do not use these assets, or any related assets with the people shown, from 19.01.2024.



Colour

Our core colour palette consists of FE Peach and FE Blue.

FE Amber and FE Teal are secondary supporting colours and should be used where FE Blue does not ensure good readability.

In order to be accessibility compliant, the highlight colours should only be used within the logo and headlines and at AA weighting.

FE Peach

R255
G238
B223

Hex
#feedf

FE Blue

R84
G106
B255

Hex
#546aff

FE Amber

R209
G115
B0

Hex
#d17300

FE Teal

R38
G151
B142

Hex
#26978e

All colours are to be used as solid tints at all times.

Typeface

Basic Commercial Bold

Basic Commercial Bold is used for our headlines, campaign line and the call to action.

Headlines

**Change lives without
changing your career.**

Headlines are set with 0 tracking and Metric kerning.

The font size always matches the size of the leading, ie 60pt on 60pt.

Headlines should be ranged centred where possible.
They appear should appear in black or white depending on application.

Where headlines are placed on an image
please use good judgement to ensure readability.

Logo

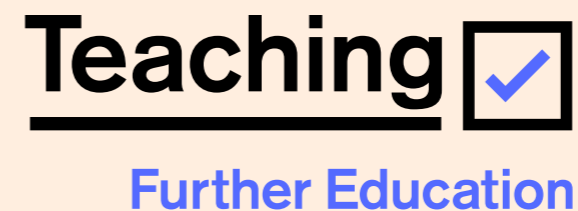
The core campaign logo uses FE Blue as a highlight. This logo should be used in all applications and should always appear on an FE Peach coloured background.

Where the core campaign logo (FE Blue) does not ensure good readability you may use one of the secondary campaign logos.

The logo should never be changed or altered in any way.

For guidance usage, please see the work section of these guidelines.

Core campaign logo



Secondary campaign logos



Campaign line

As with the logo, the core campaign line uses FE Blue as a highlight. This logo should be used in all applications and should always appear locked up with the 'Teach in Further Education' CTA.

Where the core campaign line (FE Blue) does not ensure good readability you may use one of the supporting colour options.

The campaign line should never be changed or altered in any way.

For guidance usage, please see the work section of these guidelines.

Core campaign line

Teach in Further Education
SHARE > YOUR > SKILLS

Secondary campaign lines

Teach in Further Education
SHARE > YOUR > SKILLS

Teach in Further Education
SHARE > YOUR > SKILLS

Photography

The campaign photography has been produced from stills taken from the campaign films.

Photography where possible should show happy smiling subjects and interactions between teachers and their students.



Layout

The Plan For Jobs logo is used across all media except for META platforms.

Please check with the client team on a case-by-case basis.

When used, we place it in the bottom left corner.



Our logo, where possible should sit in the top right corner of applications.

The size of the tick box should be used as a minimum exclusion zone.

Headline text should be centrally aligned.

Headlines should be placed to ensure good readability.

The campaign line, where possible should appear in the bottom right of applications

This layout hierarchy should be applied to all designs. We only use one highlight colour for each execution.