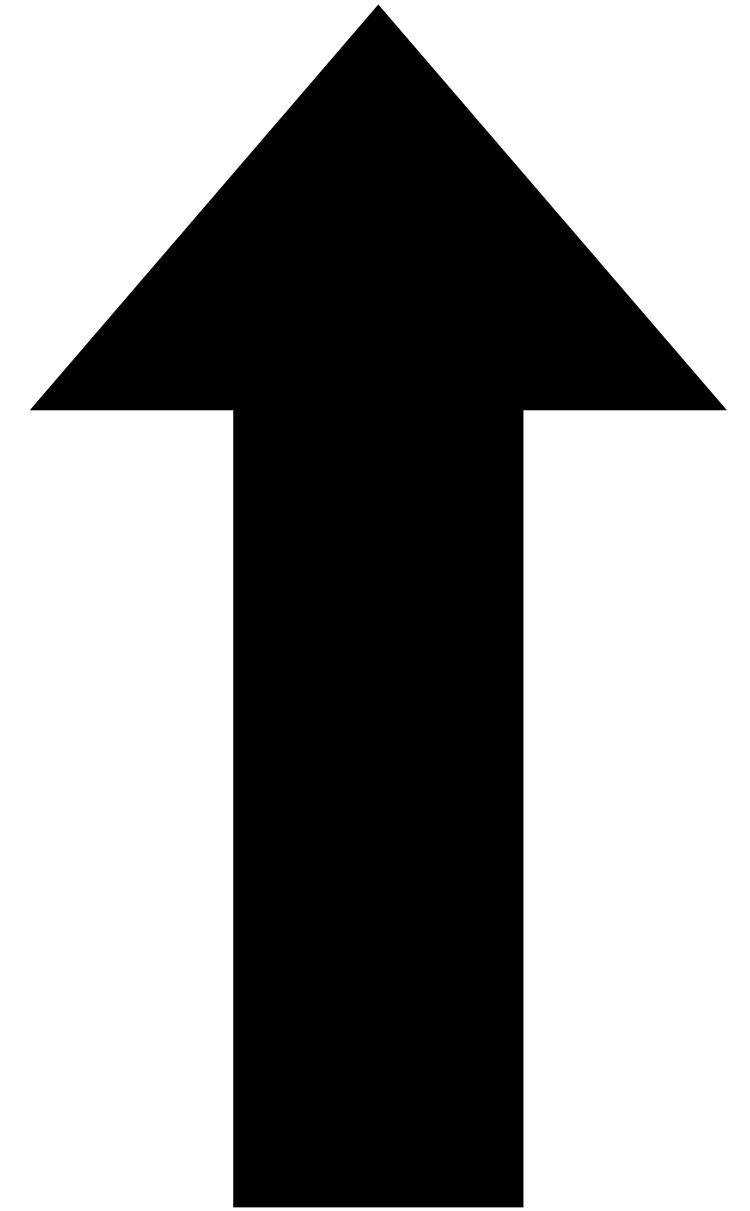


T Levels

Brand Guidelines

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Our logo	5
Our tone of voice	18
Messaging guidelines	21
Our colours	26
Our typography	29
Our graphic elements	32
Our photography	38
Applications	43
Toolkit assets	55



INTRO TO T LEVELS

We share an ambitious goal to provide world class education for everyone. The transformation of technical education will contribute to building a stronger, more productive economy, where everyone can achieve their potential.

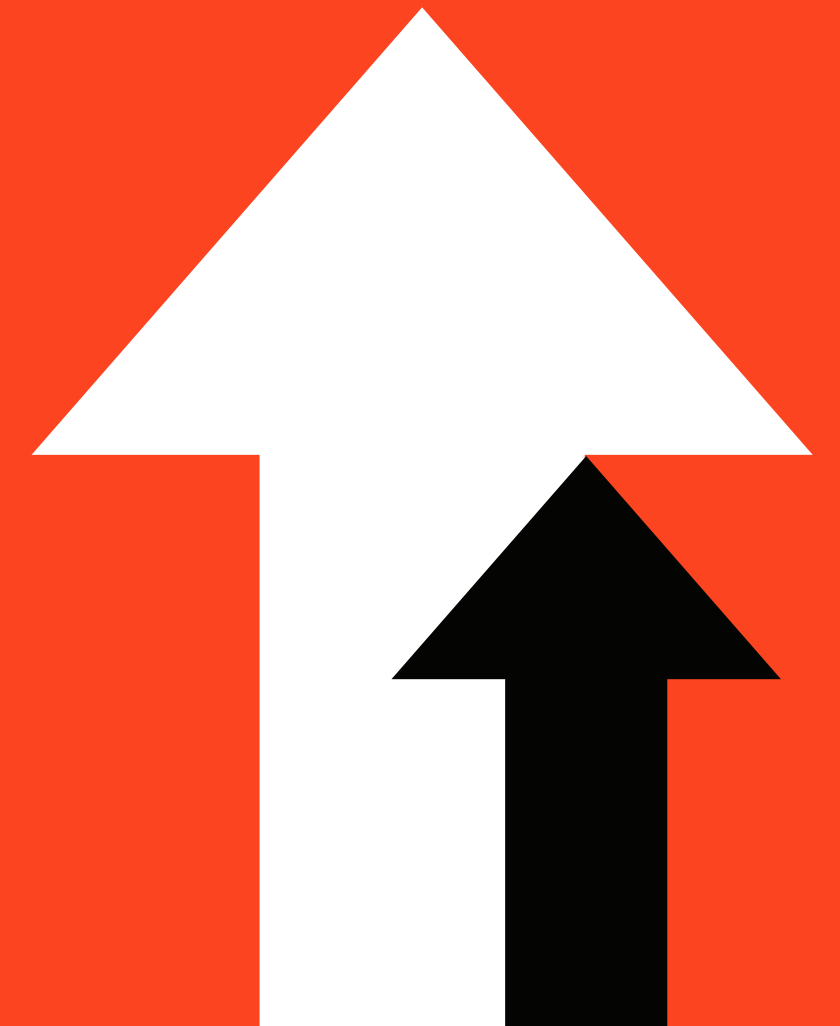
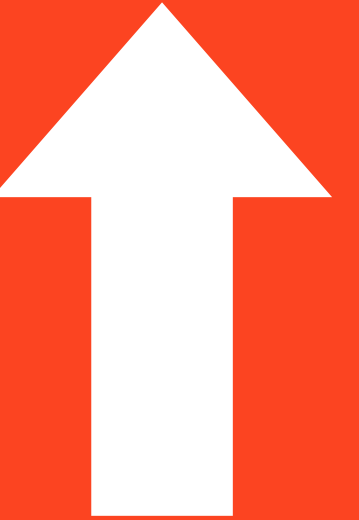
T Levels will be the gold standard technical option for young people at 16-19, increasing the status of technical and vocational study. They will give young people the knowledge and practical experience they need to pursue a skilled profession - and because they have been designed in partnership with business, will give employers the skills they need.

The new brand will inspire confidence and drive energy amongst our audiences, establishing its status as the 'new kid on the block' and driving demand to be one of the first T Level students in 2020.

But we cannot launch it alone. To build a strong brand, it is vital that we work with our partners to ensure national and local communications are

consistent. High impact visuals, style and tone of voice will make sure priority audiences across the country understand what T Levels are and how they can benefit them. By working together, we can build trust, drive positive sentiment and reinforce our brand identity.

These guidelines will help you to understand our brand and how you can use it. The core brand elements combine to create a distinctive look and tone of voice for T Levels. One full of energy, optimism and 'next level' thinking. Our use of colour and graphics can be seen across a range of applications. Designed to support partnership marketing and student recruitment activity, these templates will give you the flexibility to include bespoke local messaging whilst delivering the T Levels brand consistently.



Brand Overview

Logo



Typeface

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

We use Atlas Typewriter for body copy

Graphic Arrows



Colours



Red
R 252
G 68
B 33

Salmon
R 255
G 149
B 103

Purple
R 118
G 90
B 176

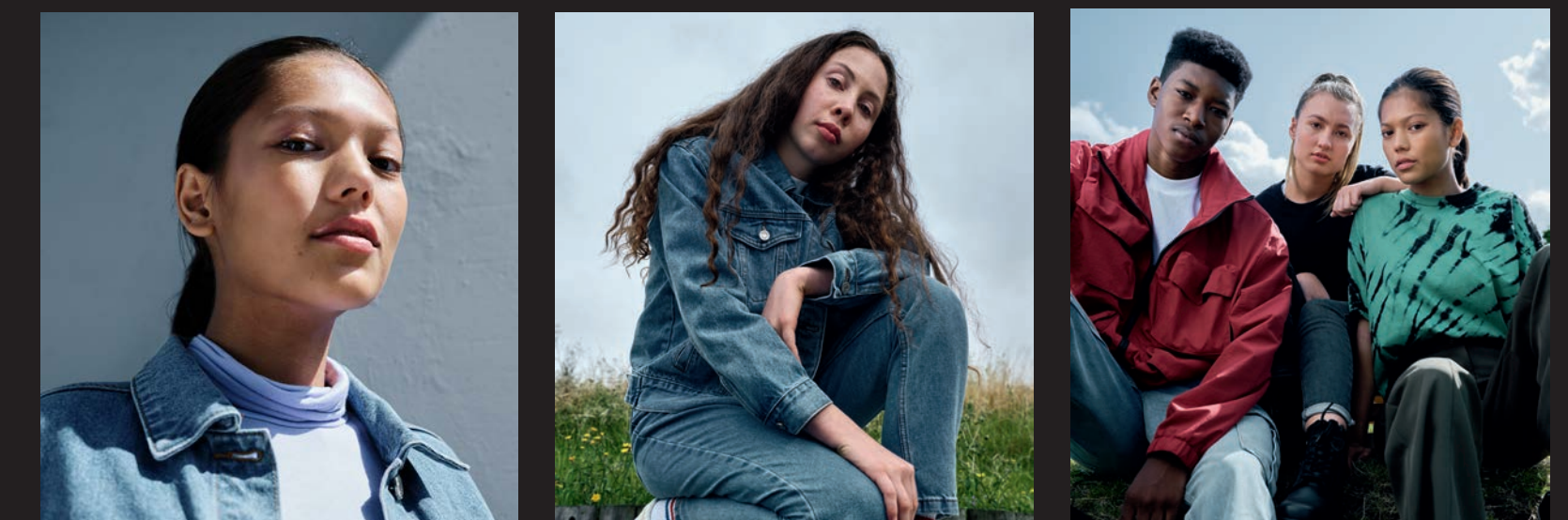
White
R 255
G 255
B 255

Black
R 0
G 0
B 0

Ticker Tape

LEARN MORE AT [TLEVELS.GOV.UK](https://tlevels.gov.uk) ↗ LEARN MORE AT [TLEVELS.GOV](https://tlevels.gov).

Photography



T Levels

Our Logo

Our clean and confident logo symbolises progression and going further with a bold, italic wordmark that features a cut out arrow pointing up within the 'T' character of the logo.

When using the 'TL' brand mark, there must be upfront mention of T Levels in the headline or immediate body copy.

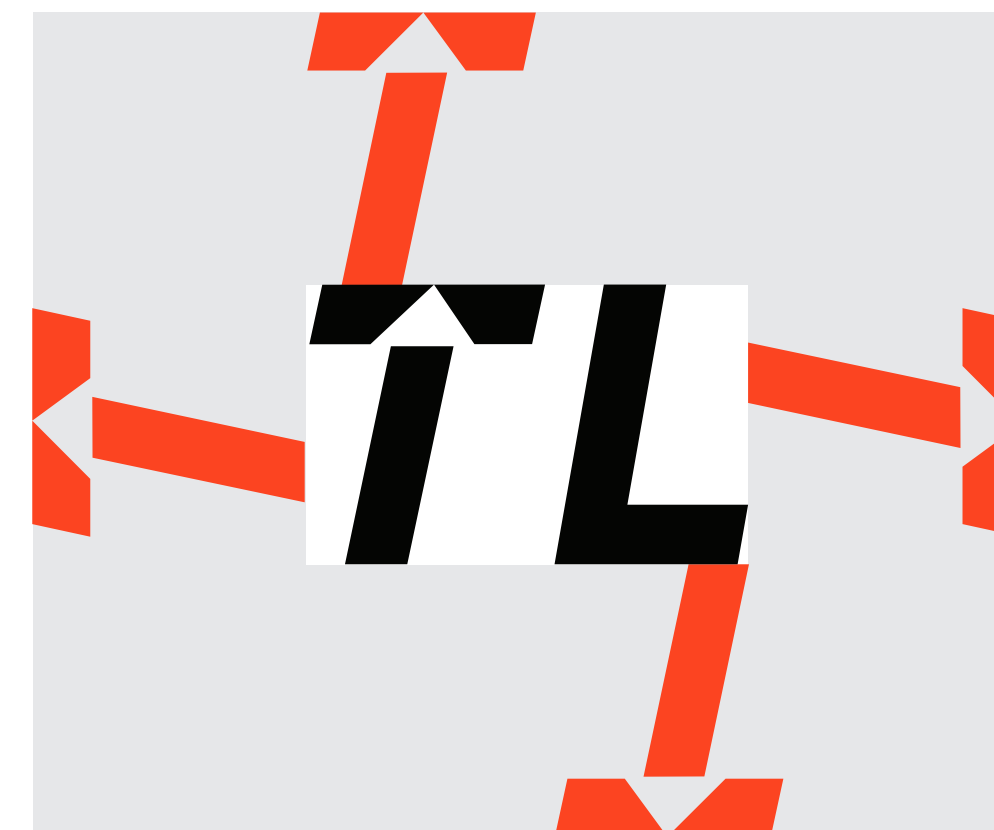
The hyphen is only used within the logo and not written in copy.

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.

T-LEVELS



T-LEVELS



TL



TL



The HMG logo should be used when:

- ↗ The T Levels logo is featured on its own
- ↗ The T Levels and employer lock up logo is featured

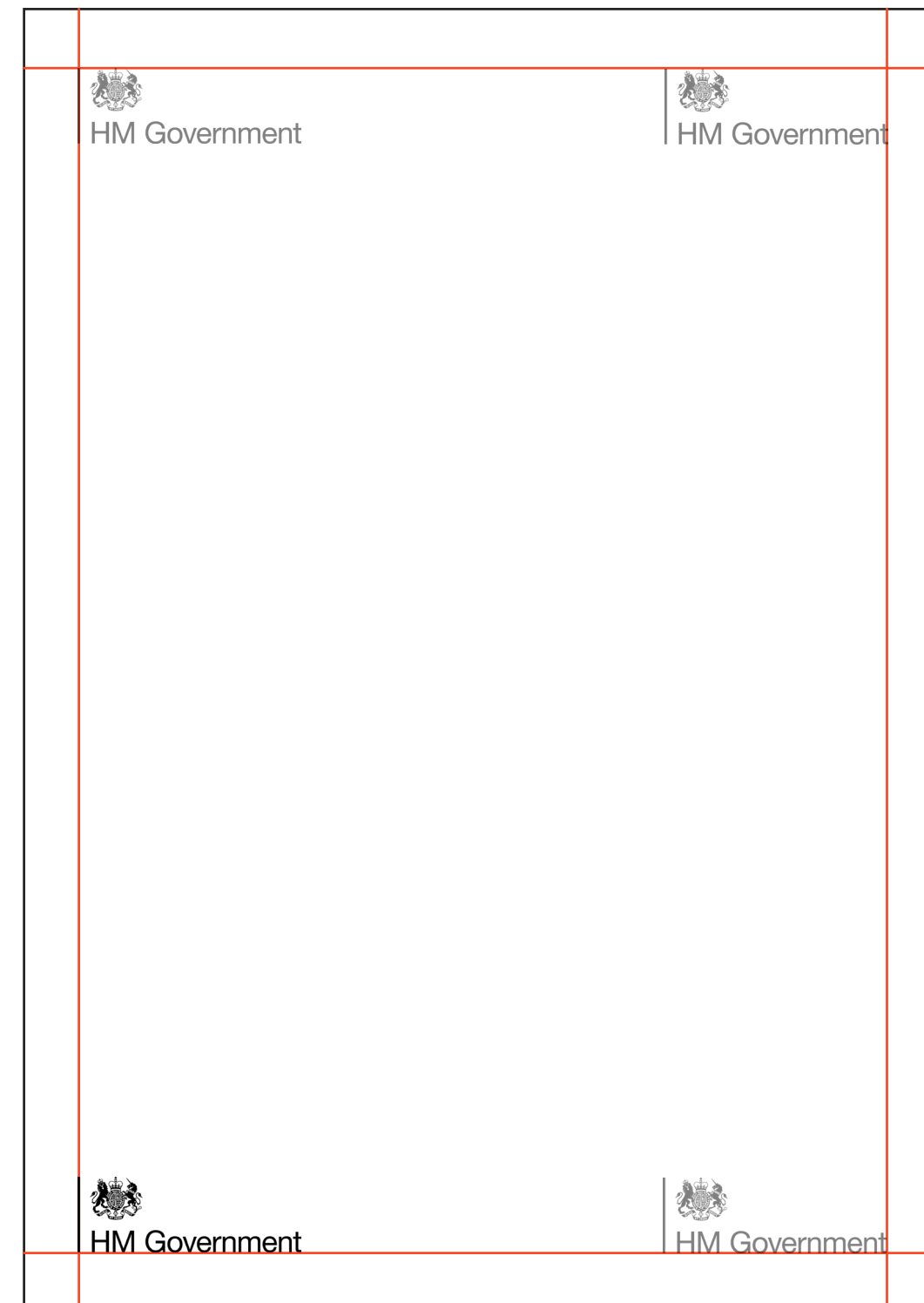
Note, the HMG logo is not required when the provider lock up is featured.

In (2) is how we use the T Levels logo with the HM Government logo. As per the HMG logo guidelines, their logo should sit in any of the corners illustrated in (1).

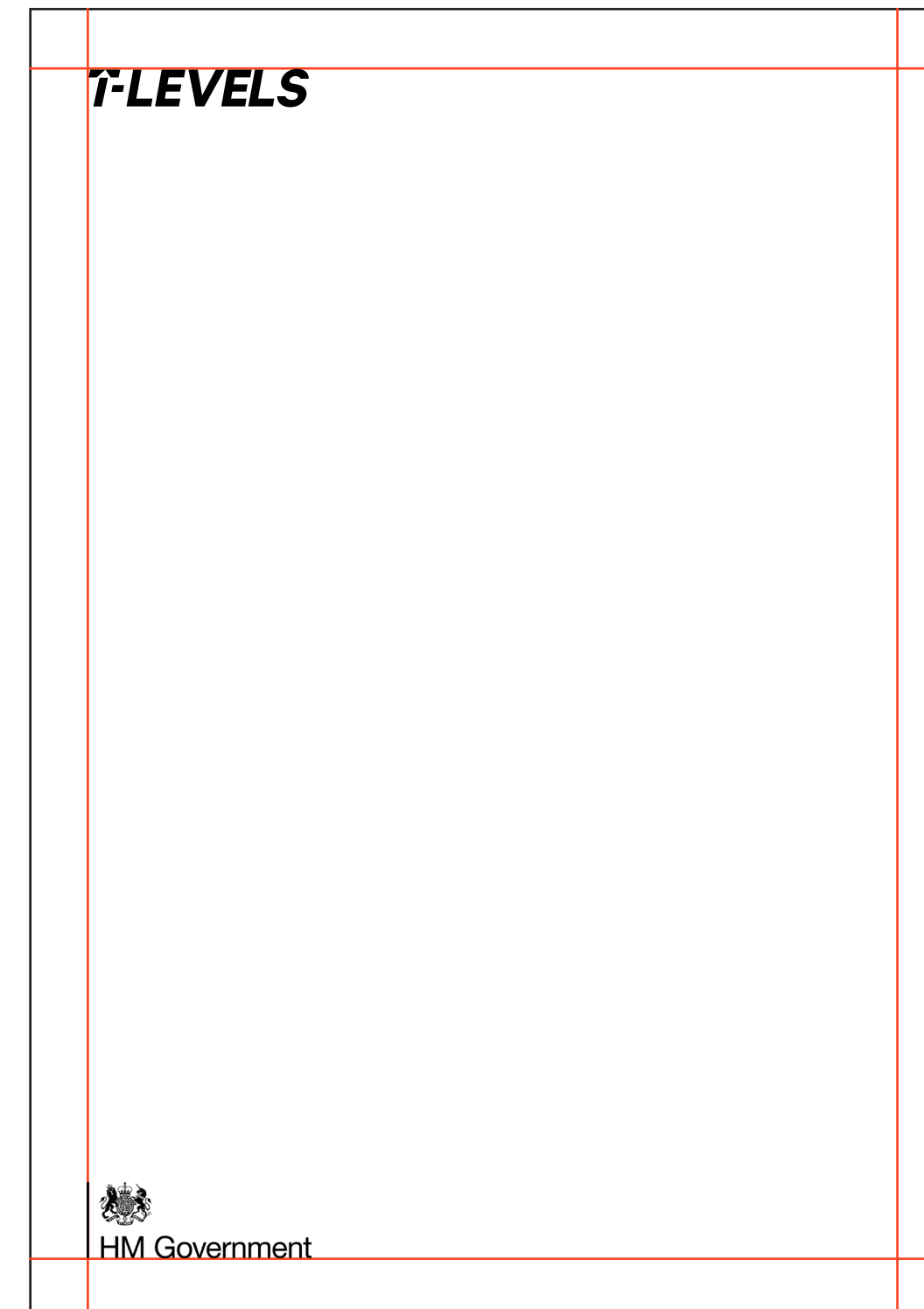
In (2) we show how the HMG logo would sit in the adjacent or opposite corner to the T Levels logo.

In (3) we show the minimum and maximum size of using the HMG logo in relation to the 'E' from T Levels. The minimum size of the HMG logo is half the size of the T Levels 'E'. The maximum size of the HMG logo is the size two E's.

(1)



(2)



(3)

Minimum size



Maximum size



This is how to use the T Levels and co-brand lockup with the HMG logo. As per the HMG logo guidelines, their logo should sit in any of the corners illustrated in (1).

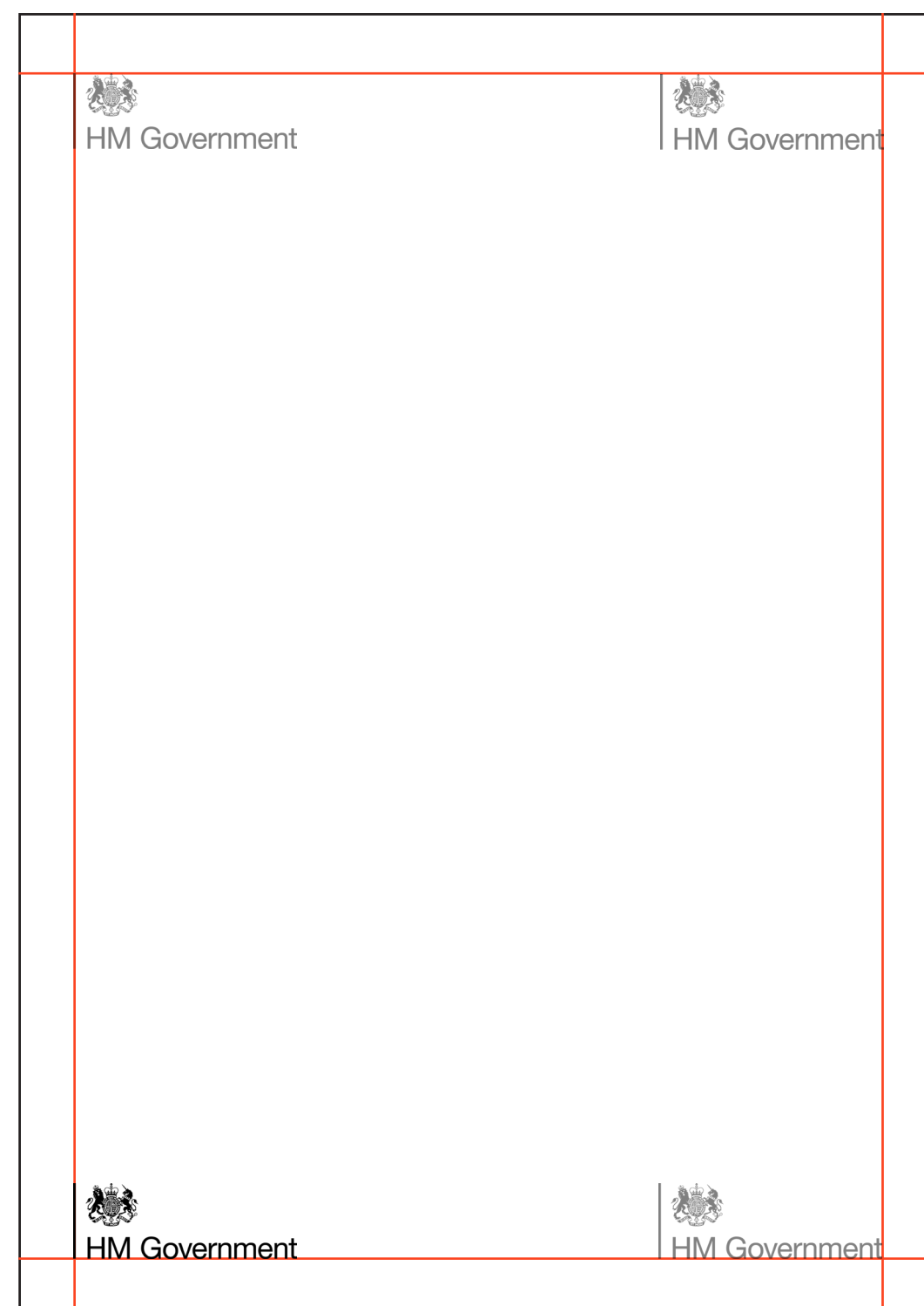
In (2) we show how the HMG logo would sit in the adjacent or opposite corner as the T Levels and co-brand lockup.

In (3) we show the minimum and maximum size of using the HMG logo in relation to the 'E' from T Levels. The minimum size of the HMG logo is half the size of the T Levels 'E'. The maximum size of the HMG logo is the size two E's.

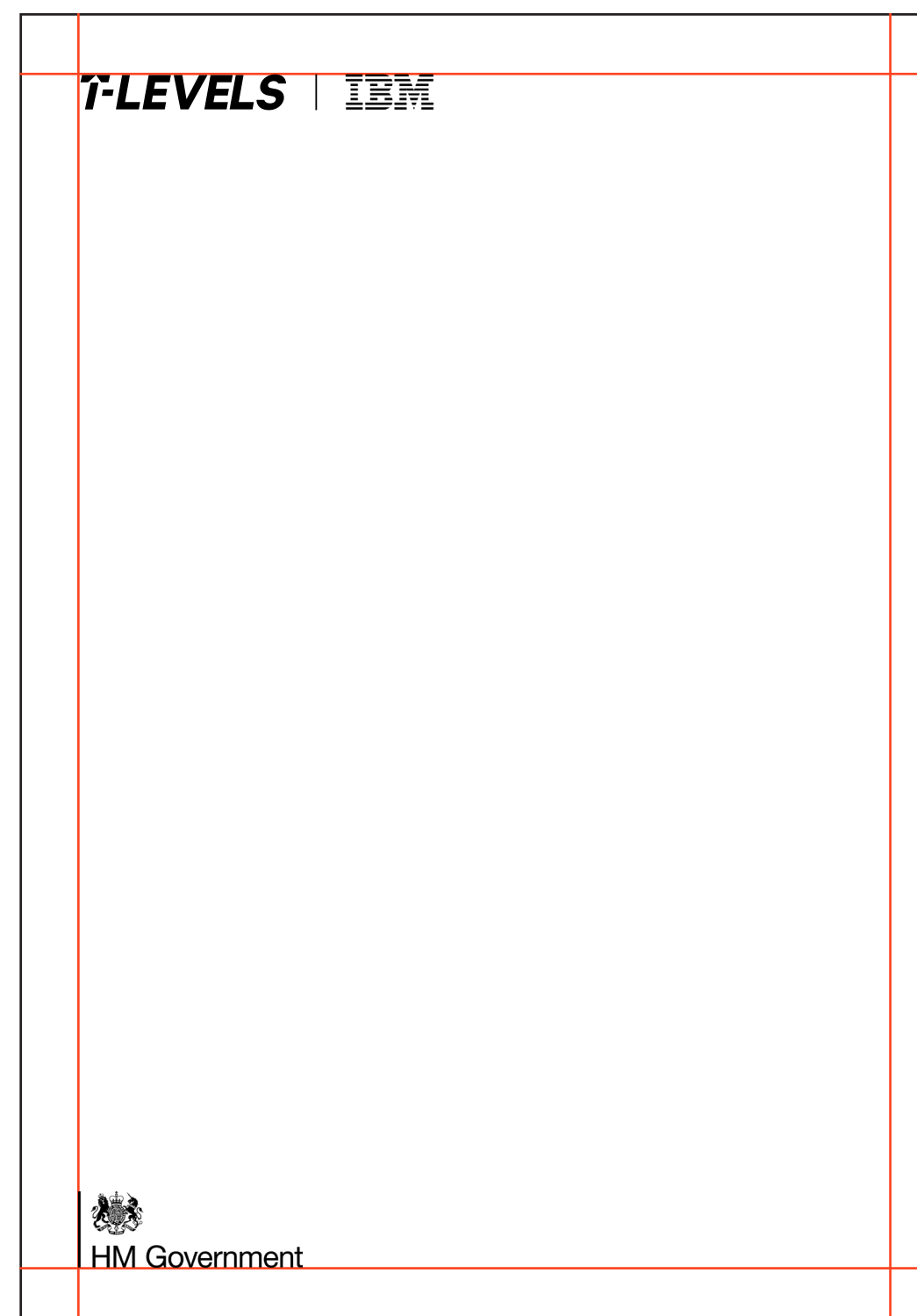
We only use the HMG logo when DFE or employer led, and not provider.

On large scale formats, the positioning of the HMG logo is dependent on the layout, however, corners are still our preference.

(1)



(2)



(3)

Minimum size



Maximum size



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

(1) Don't 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.



In the subline of the logo we can change the colour of 'T Level' to the brand colours to bring emphasis on the line.



T-LEVELS
THE NEXT LEVEL QUALIFICATION

The image shows a large black rectangular area containing the 'T-LEVELS' logo. The main text 'T-LEVELS' is in a bold, orange, sans-serif font. The 'T' has a unique design with a small upward-pointing arrow integrated into its top bar. Below the main text is the subline 'THE NEXT LEVEL QUALIFICATION' in a smaller, bold, sans-serif font. The words 'THE NEXT' and 'QUALIFICATION' are in orange, while 'LEVEL' is in white.

THE NEXT **T** LEVEL

THAT'S NEXT **T** LEVEL

THE NEXT **T** LEVEL QUALIFICATION

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.

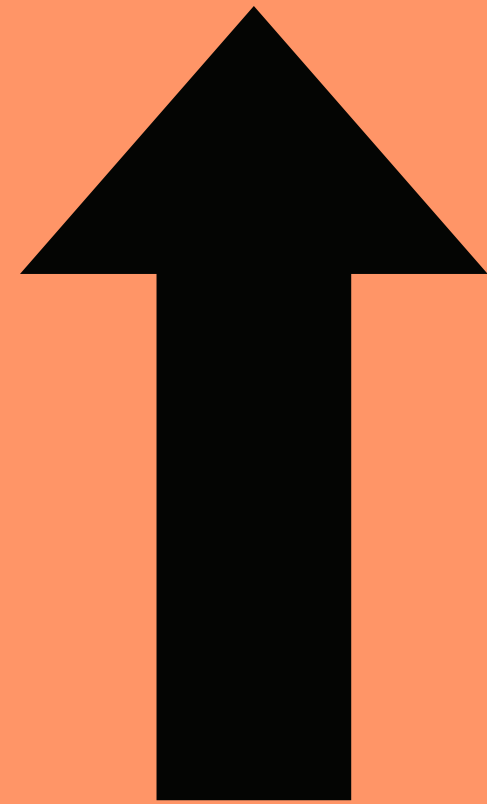
***NEXT LEVEL SKILLS
FOR NEXT T LEVEL JOBS***

***TAKE YOUR FUTURE
TO THE NEXT LEVEL***

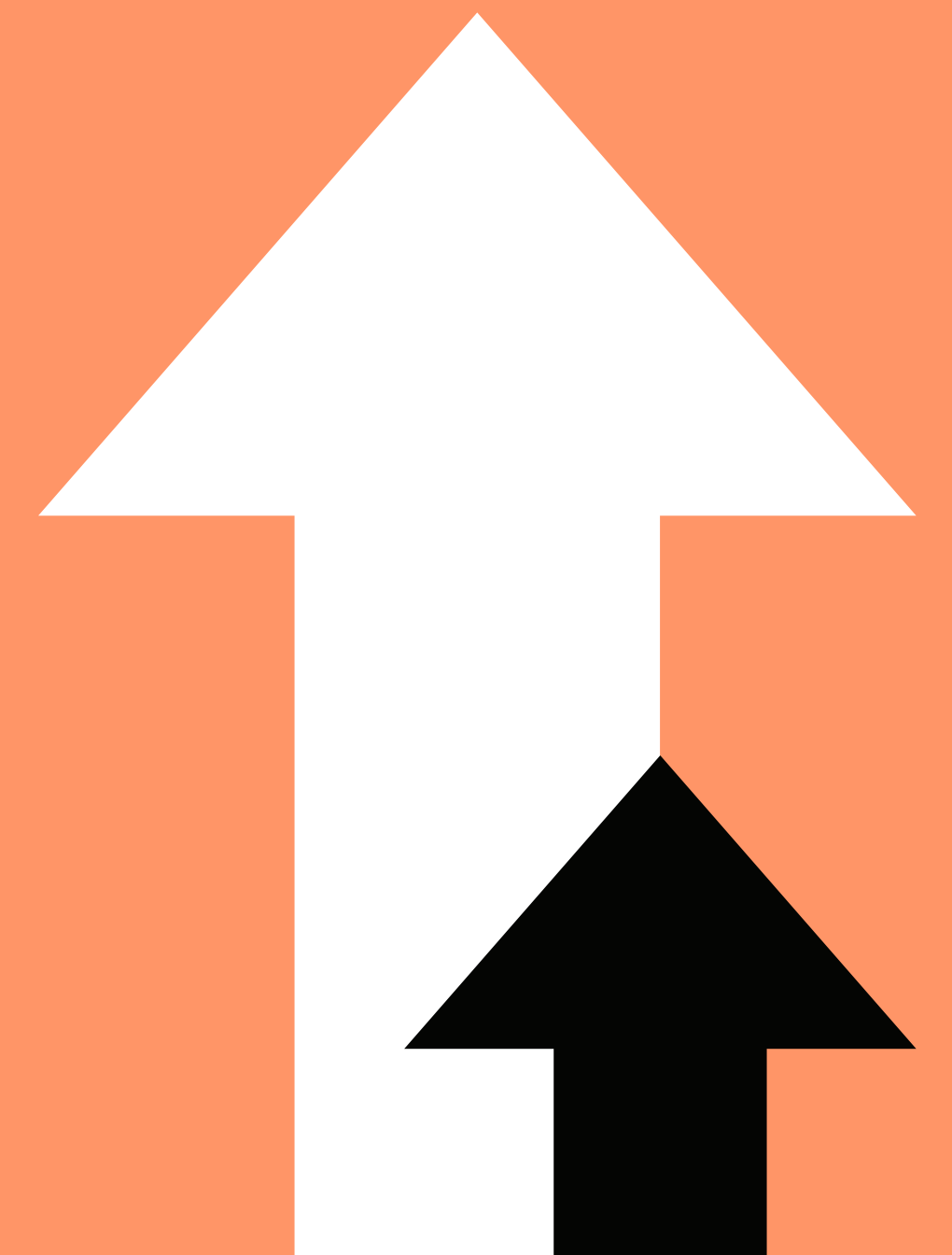
T Levels

Our tone of voice

OPTIMISTIC
DRIVEN
CONFIDENT



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're trustworthy and assured, inspiring confidence.
Aspirational, exciting young people about their future.
We are youthful, but we never try to be 'street' or overuse slang.
We speak with authority, but do not preach.
We have the know-how. Like an older sibling you
listen to and aspire to be like.
We believe in betterment, self improvement and possibilities.
Everything we say should excite, encourage and
help anyone to take it to the next level.



T Levels

Messaging guidelines

When developing any kind of asset to communicate T Levels, think carefully about how your piece of communication fulfils one of our four functions.

Think about the role your piece of communication is playing, its intended audience and, importantly, what the audience should take away from the messaging. Use the following messaging guidelines as a guide when developing the content of the piece.

We have two key audiences for our T Levels communications. Over the next few pages you will see how the messaging will vary from each audience and where you should guide them.

Inspire

Get people excited about T Levels and everything they have to offer.

(Eg. The next level qualification, A qualification fit for you)

Channel suggestions:
Video
Social Posts
Posters
Radio

Validate

Imbue T Levels with status and build confidence in the qualification using our supporting key messages.

(Eg. 1 T Level is equivalent to 3 A Levels, 80% classroom 20% work, Developed with employers, Wide range of industries)

Channel suggestions:
Video
Social Posts
Posters
Radio
Website
Leaflets & brochures

Facilitate

Make it easy for people to get the material they need.

(Eg. "Learn more at tlevels.gov.uk" CTA, FAQs, student support, answering questions)

Channel suggestions:
Social Posts
Website
Leaflets & brochures

Inspire

Shine a spotlight on T Level success stories.

(Eg. Student profiles, parent interviews, teacher ambassadors, employer success stories)

Channel suggestions:
Video
Social Posts
Posters
Radio
Website

Audience	Student & Parents									
Strategy pillar	Inspire	Validate				Facilitate				Confirm
Campaign message	The new T Levels qualification takes you to the next level / where you want to go fast	The T Levels qualification is designed to give students a faster route into a wide range of industries fit for them (*include current subject areas)	1 T Level is equivalent to 3 A Levels	T Levels is a 80% academic (in classroom) and 20% work (45 day work placement) qualification	Designed with businesses	Open Day announcement	How grading workds	Where can you go with a T Level?	FAQ	Success stories
C.T.A	Learn more at tlevels.gov.uk					Find everything you need to know here *provider URL*	Learn more at tlevels.gov.uk			
Destination	Learn more at tlevels.gov.uk					*provider URL*	tlevels.gov.uk			
Potential Channels	Learn more at tlevels.gov.uk									

Audience	Employers					
Strategy pillar	Inspire	Validate		Facilitate	Confirm	
Campaign message	Proud to be a part of T Levels	Designed with businesses to provide the skill sets for our future	Giving students the skills employers need	How can your business get involved?	Offer a 45 Day placement	Success stories
C.T.A	Learn more at tlevels.gov.uk			For more information on how you and your business can get involved please contact tlevel.placement@education.gov.uk or 08000 150 600.	Learn more at tlevels.gov.uk	
Destination	tlevels.gov.uk					
Potential Channels	Video / Social posts / Posters / Radio / Website / PR / Leaflets & brochures					

Here is a breakdown of the messaging we use for headlines and subcopy, across OOH.

1=3	THE NEW QUALIFICATION EQUIVALENT TO THREE A LEVELS The new 2 year qualification that follows GCSEs. Welcome to the next level.
	THE NEXT LEVEL QUALIFICATION The new 2 year qualification that follows GCSEs. Equivalent to 3 a levels.
80/20 (Classroom/Workplace)	A PLAN, A PATH, A FUTURE CAREER The new qualification bringing classroom and work placement together. Giving you the knowledge and skills employers need.
Built by business	NEXT LEVEL SKILLS FOR NEXT LEVEL JOBS The new qualification designed with businesses and employers.
Aspiration	TAKE YOUR FUTURE TO THE NEXT LEVEL The new qualification giving you a headstart towards the career you want.

T Levels

Our Colours

We use three defining colours - red, salmon and purple, with red being our leading colour, which should be reflected when producing collateral for T Levels.

Our colours are contemporary, bright and work well across digital and print.

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

Red

C 0
M 87
Y 95
K 0

R 252
G 68
B 33

#fc4421

Salmon

C 0
M 51
Y 61
K 0

R 255
G 149
B 103

#ff9567

Purple

C 62
M 74
Y 0
K 0

R 118
G 90
B 176

#765ab0

White

C 0
M 0
Y 0
K 0

R 255
G 255
B 255

#ffffff

Black

C 100
M 100
Y 100
K 100

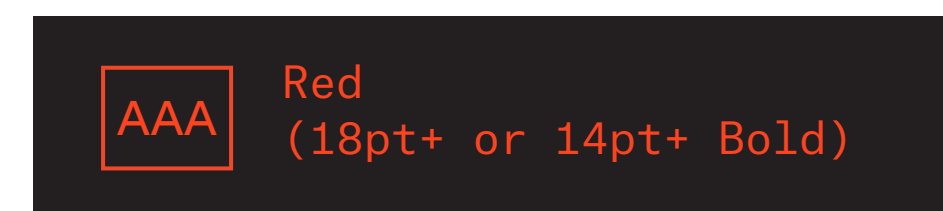
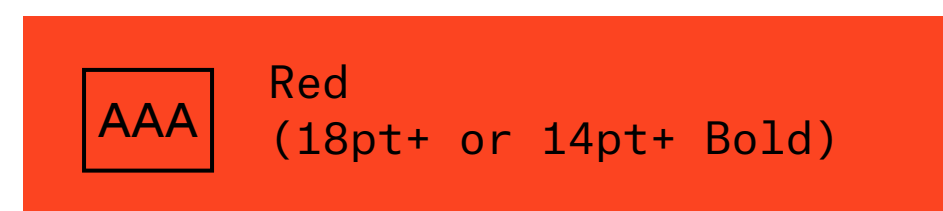
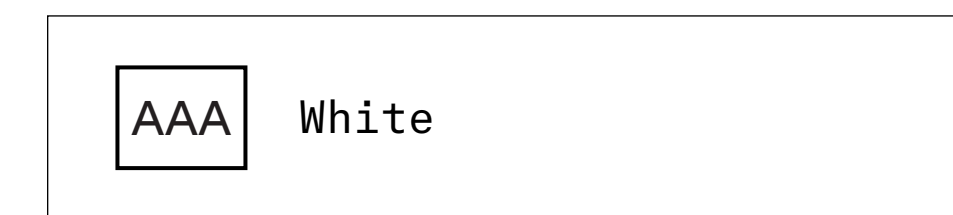
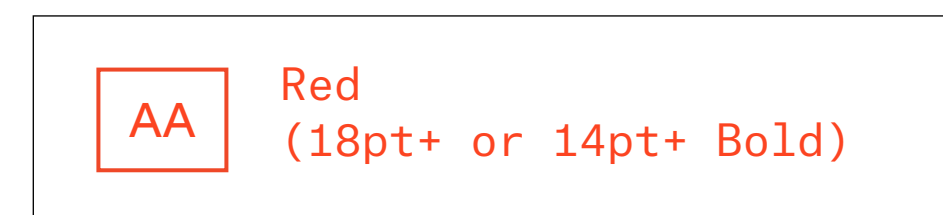
R 0
G 0
B 0

#000000

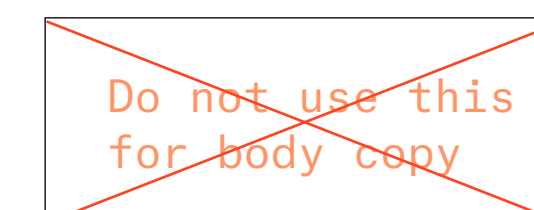
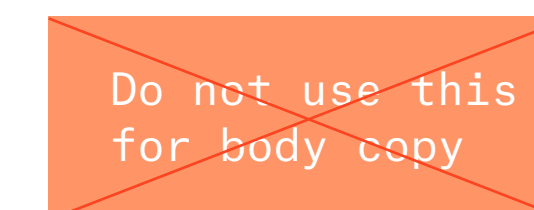
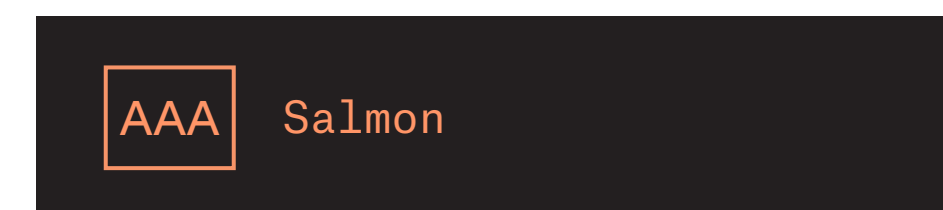
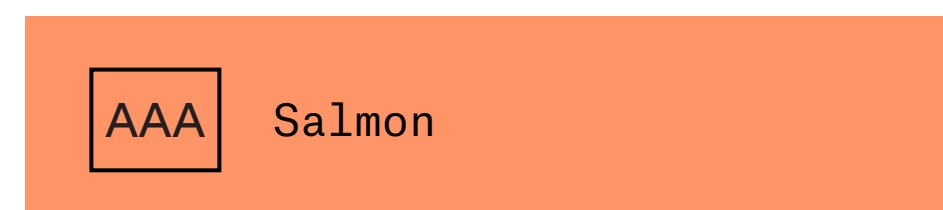
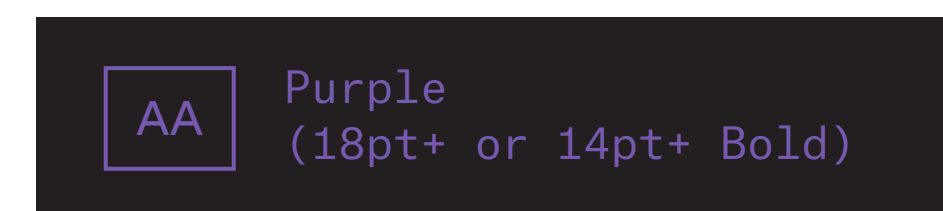
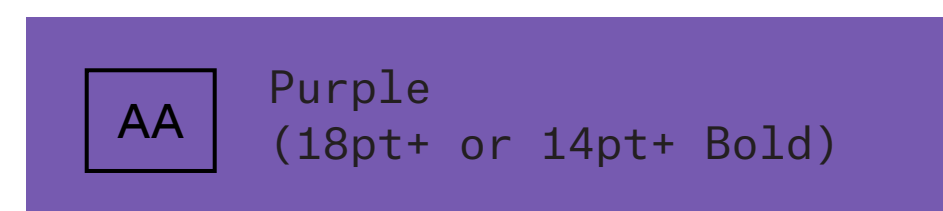
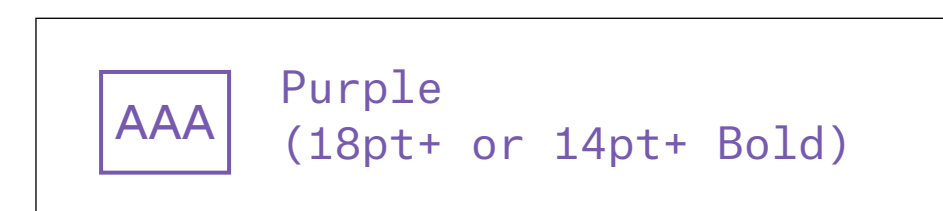
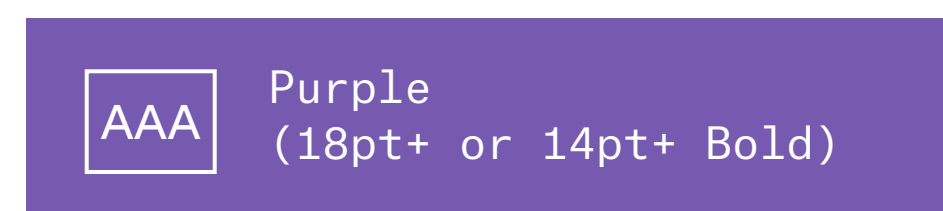
These are the approved on-screen colour combinations that are WACG 2.0 standard AA/AAA compliant for accessibility. When using colours digitally please adhere to these recommended combinations. The T Levels typefaces have also been tested for legibility when using these colours.

When producing collateral, for legibility reasons we should never use salmon on white or vice versa for body copy. Colours that are AA compliant can not be used for body copy text in digital, AA compliant colours can only be used for text that is 18pt+ or 14pt+ Bold. For body copy text on digital please use AAA compliant colours.

Primary Colour Palette



Secondary Colour Palette



AA WACG 2.0 standard AA compliant

AAA WACG 2.0 standard AAA compliant

T Levels

Our typography

Our brand typeface is Circular, we set headlines in Circular Black Italic and all caps. Across collateral we can use Circular's varying weights to balance hierarchy.

Our secondary typeface, Atlas Typewriter is used for body copy.

These fonts must be purchased if they are being edited, they can be found at these sites below.

Circular

<https://lineto.com/The+Fonts/Font+Categories/Text+Fonts/Circular/>

Atlas Typewriter

https://commercialtype.com/catalog/atlas/atlas_typewriter

If fonts are not purchased, the fonts provided on the next page must be used, as usage rights will not be covered.

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

107/101

We use Atlas Typewriter
for body copy

50/57

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 Courier Regular.

These fonts must be used if previous fonts have not been purchased.

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

107/104

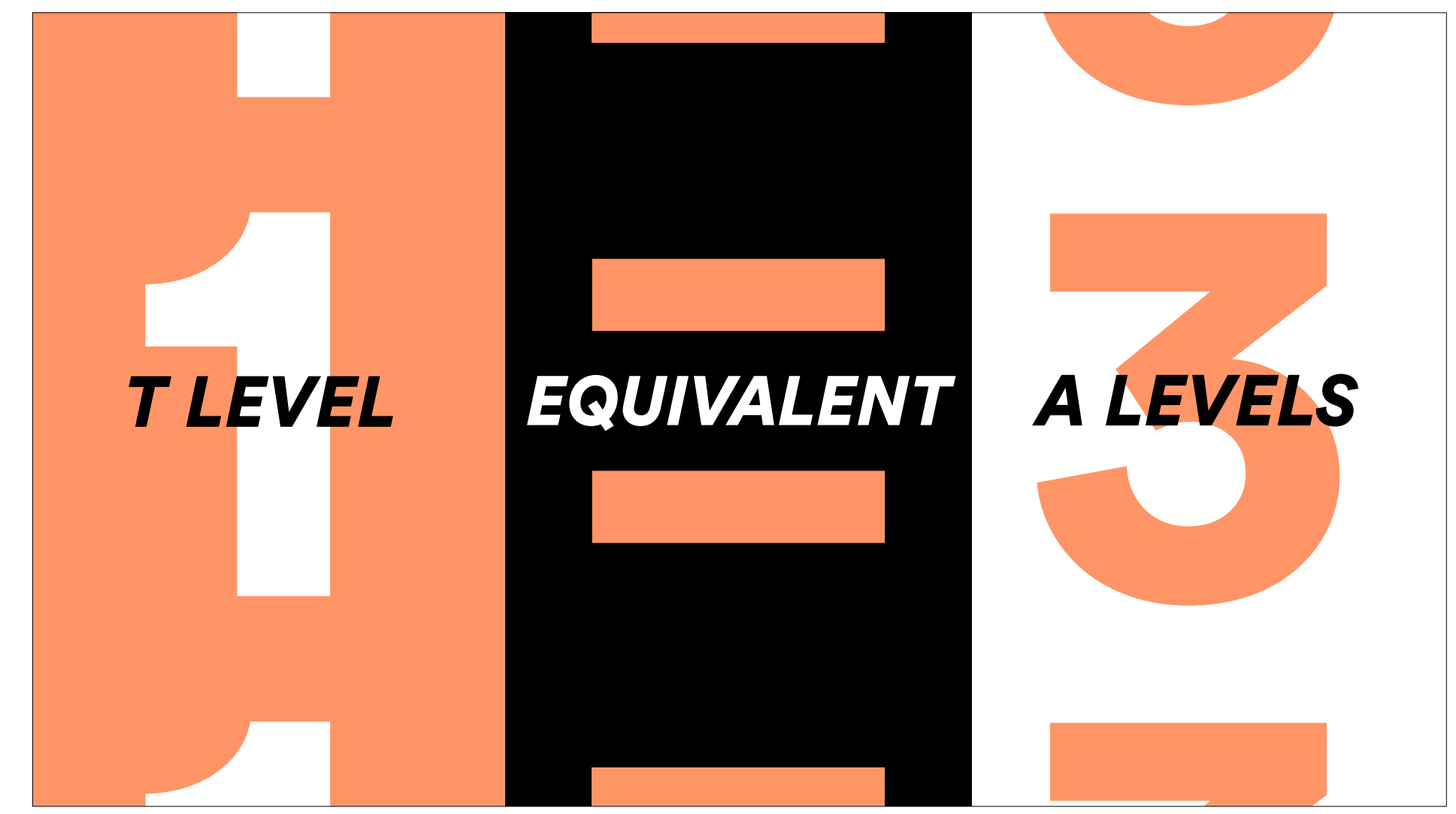
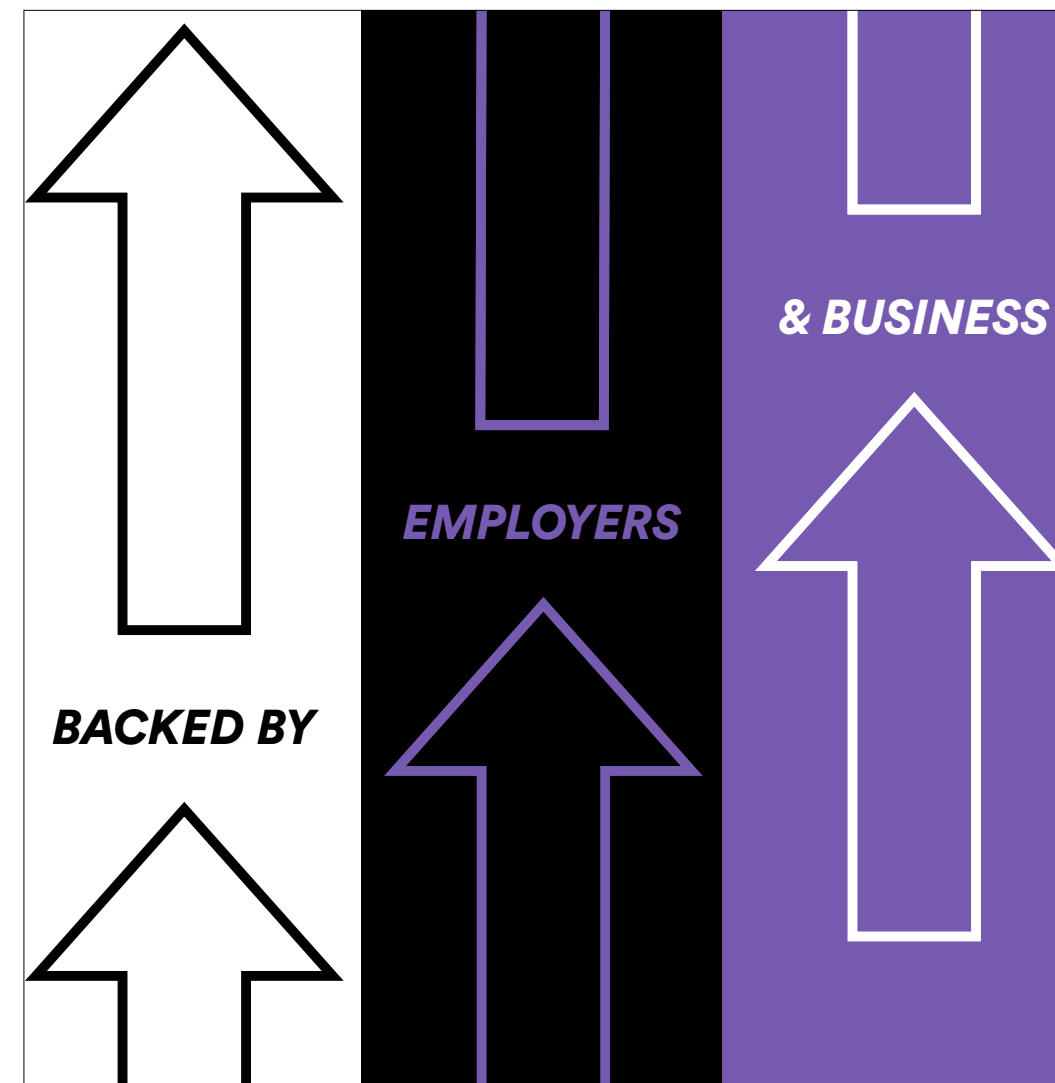
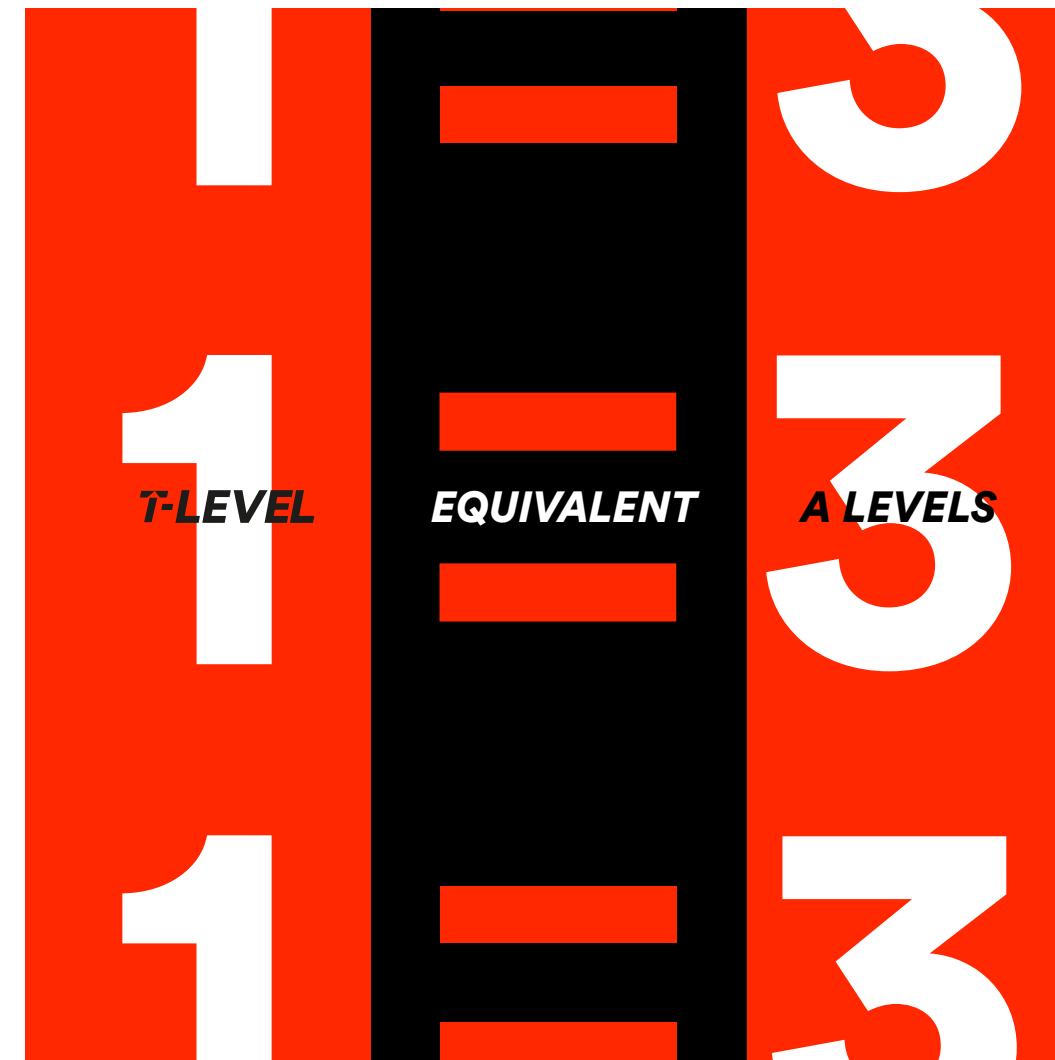
We use Courier Regular
for body copy

50/53

T Levels

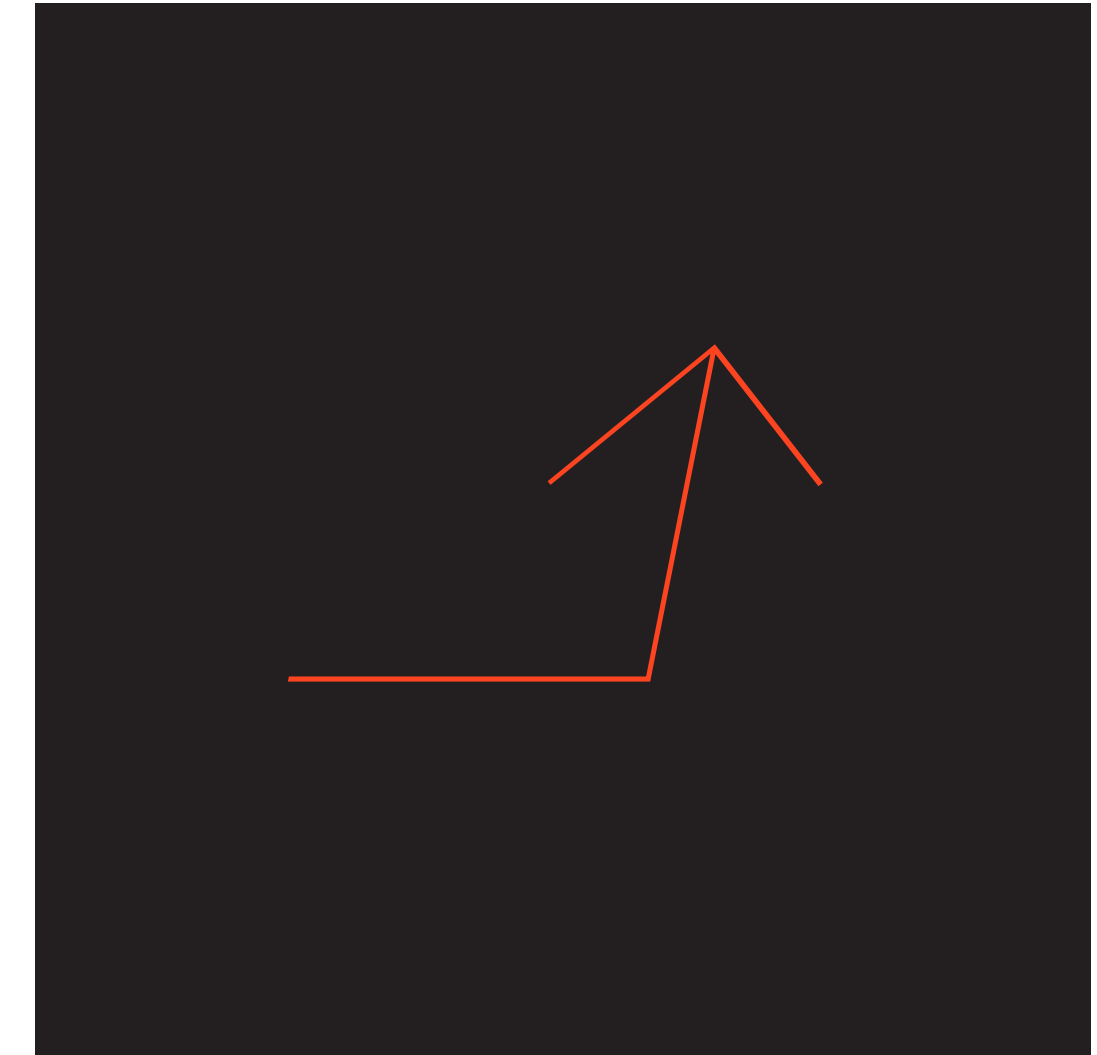
Our graphic elements

Here is how we use a bold, typographic approach for our campaign reasons to believe.

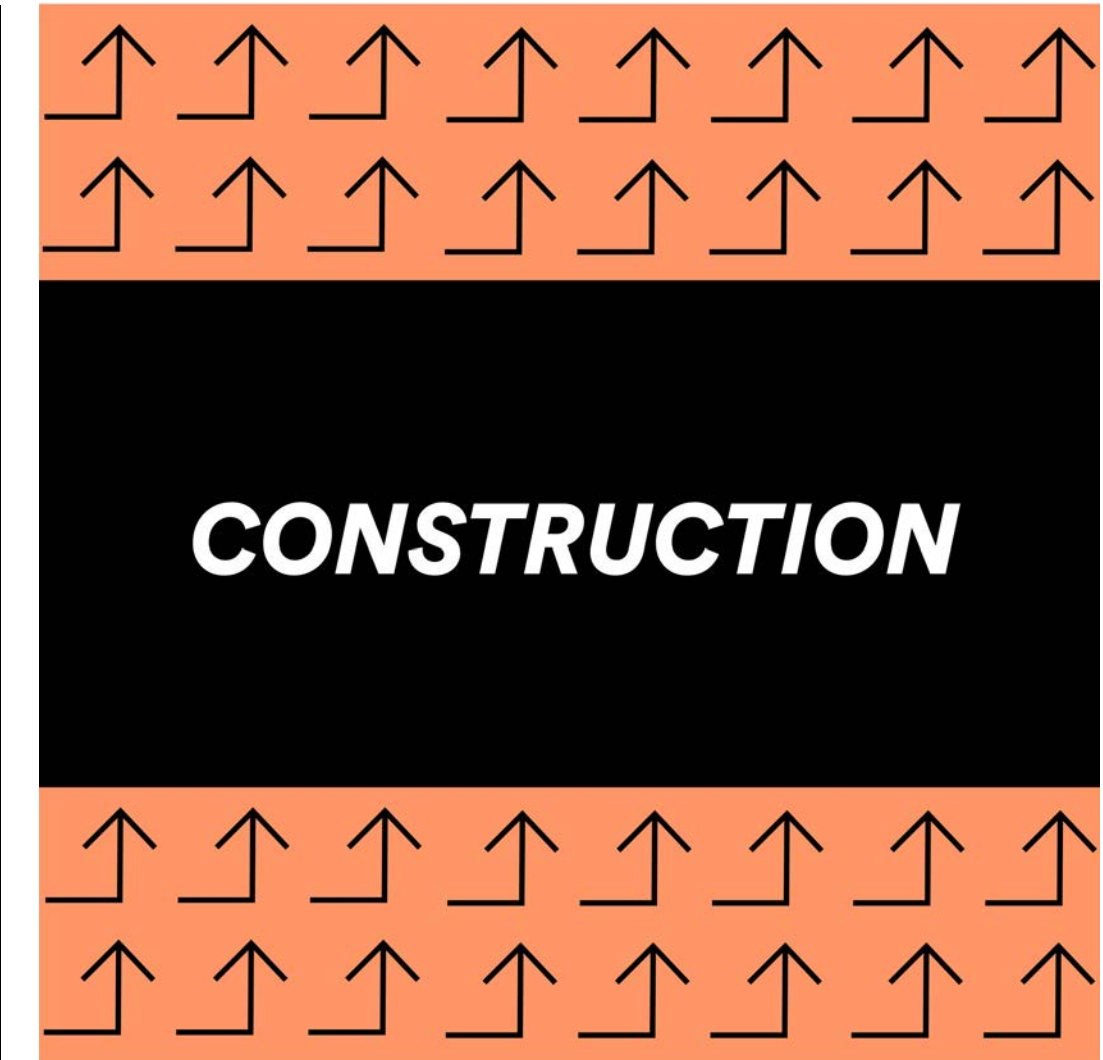
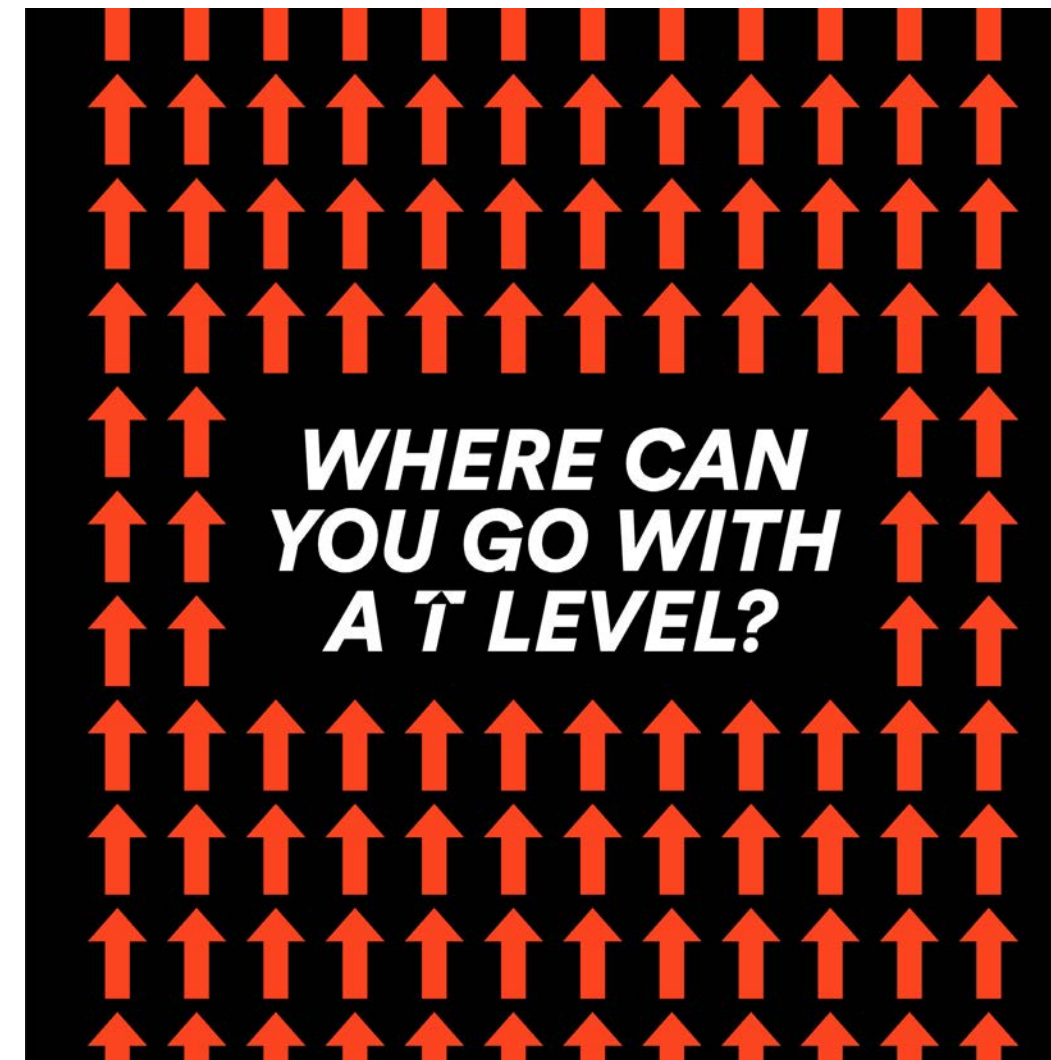


Our arrow can be used flexibly in three different ways. We use the coloured bold arrows behind headlines, or to bring the brand's graphic language into the background. We also use the outline of the arrow repeated to hold information in between, as well as using the smaller, thinner arrow as a decorative icon, repeated or singular for patterns. The italicised arrow is used within headlines.

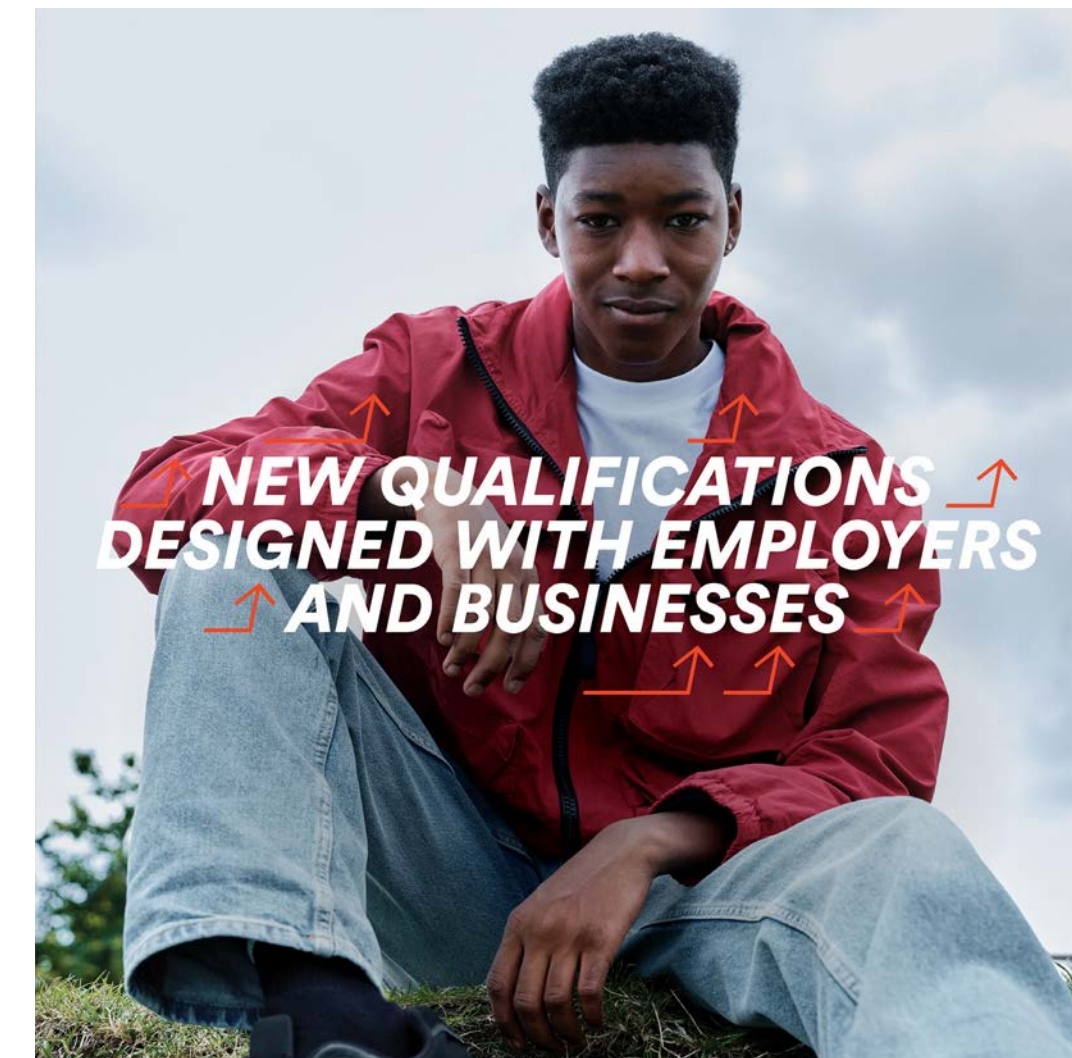
Across all designs we always point arrows upwards to symbolise progression.



To the right we have numerous examples of how we can use the arrows flexibly as a pattern, to bring vibrancy and energy across collateral.



Here are examples of how to use the arrows to hold, or sit with text.



The ticker tape is used as a device to hold information and the CTA. We repeat the text in the ticker tape and use arrows in between each sentence.

There are numerous ways we use the ticker tape graphic element. We use it to frame images or separate/border modules.

When using the ticker tape in animation, we always animate the motion to move downwards to emphasise vertical movement. When using the ticker tape in static designs, we always animate the movement upwards.

When designing for OOH we run the ticker tape down the middle of the page in quadrant layouts, and to frame an image in triptych layouts.

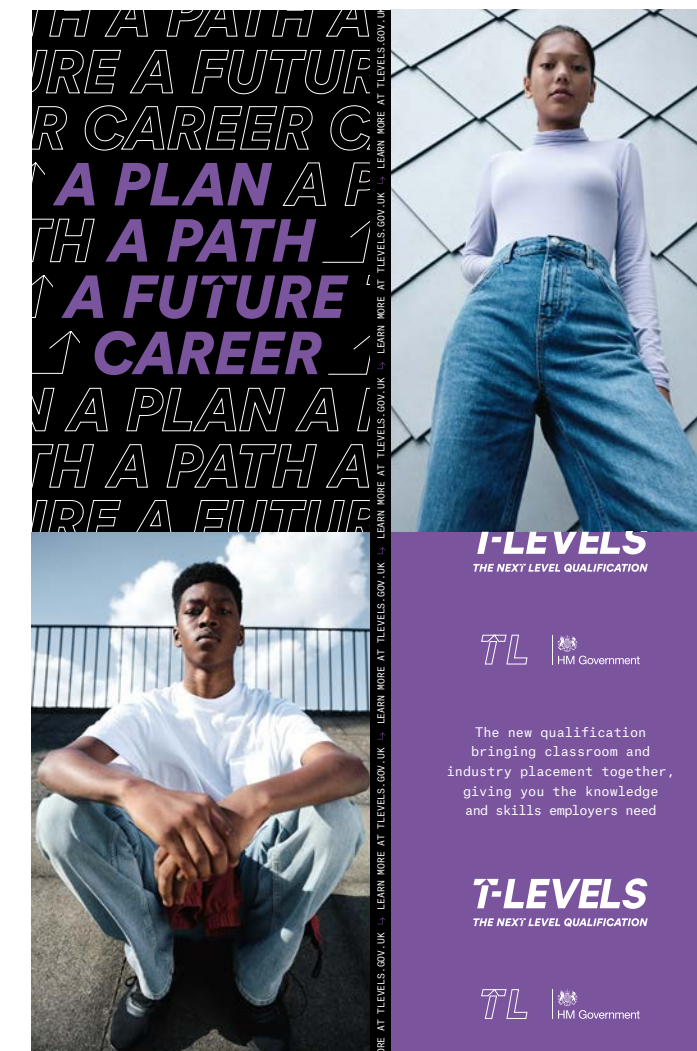
Ticker tape design



Framing a photograph



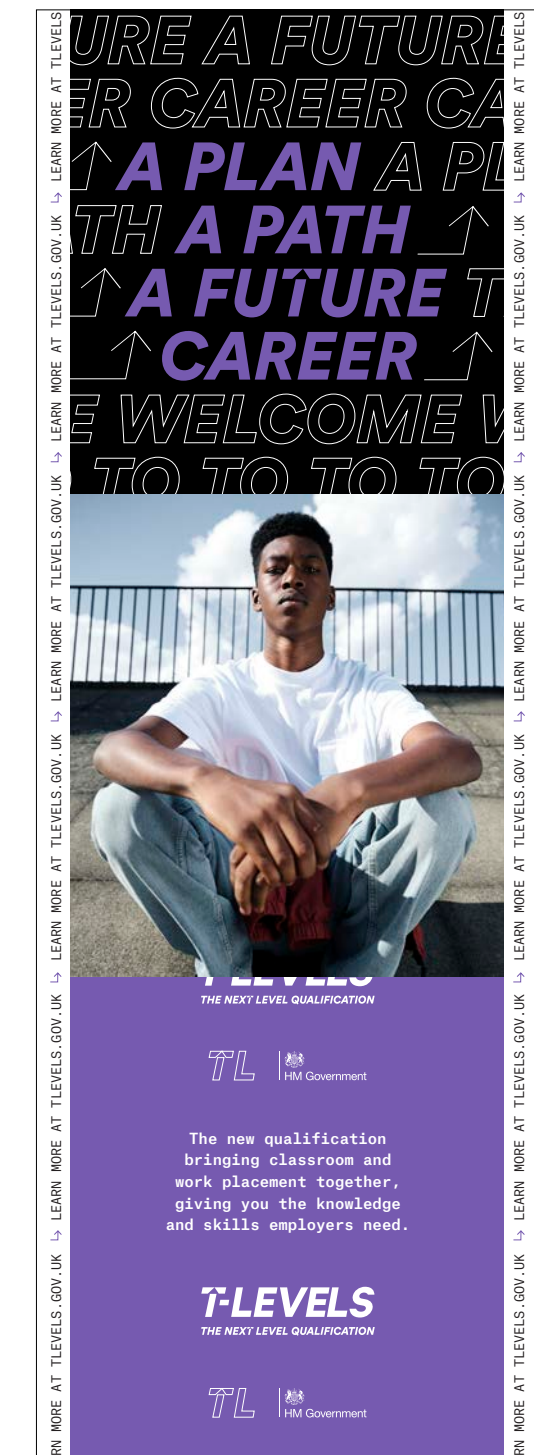
Ticker tape running down centre of design



Framing a social post



To unite different modules



T Levels

Our photography

Our T Levels campaign uses authentic portraiture of students aged 16-18 from a variety of backgrounds, genders and disabilities.

Tonally, the photography should be aspirational, confident and empowering. The photography should always be shot from a low angle, we position our students on the next level, already 'on their way up'. We use structures like stairs, walkways and walls to help naturally elevate our subjects.

Images are true to the subject, never over retouched or over styled. 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.







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

Applications

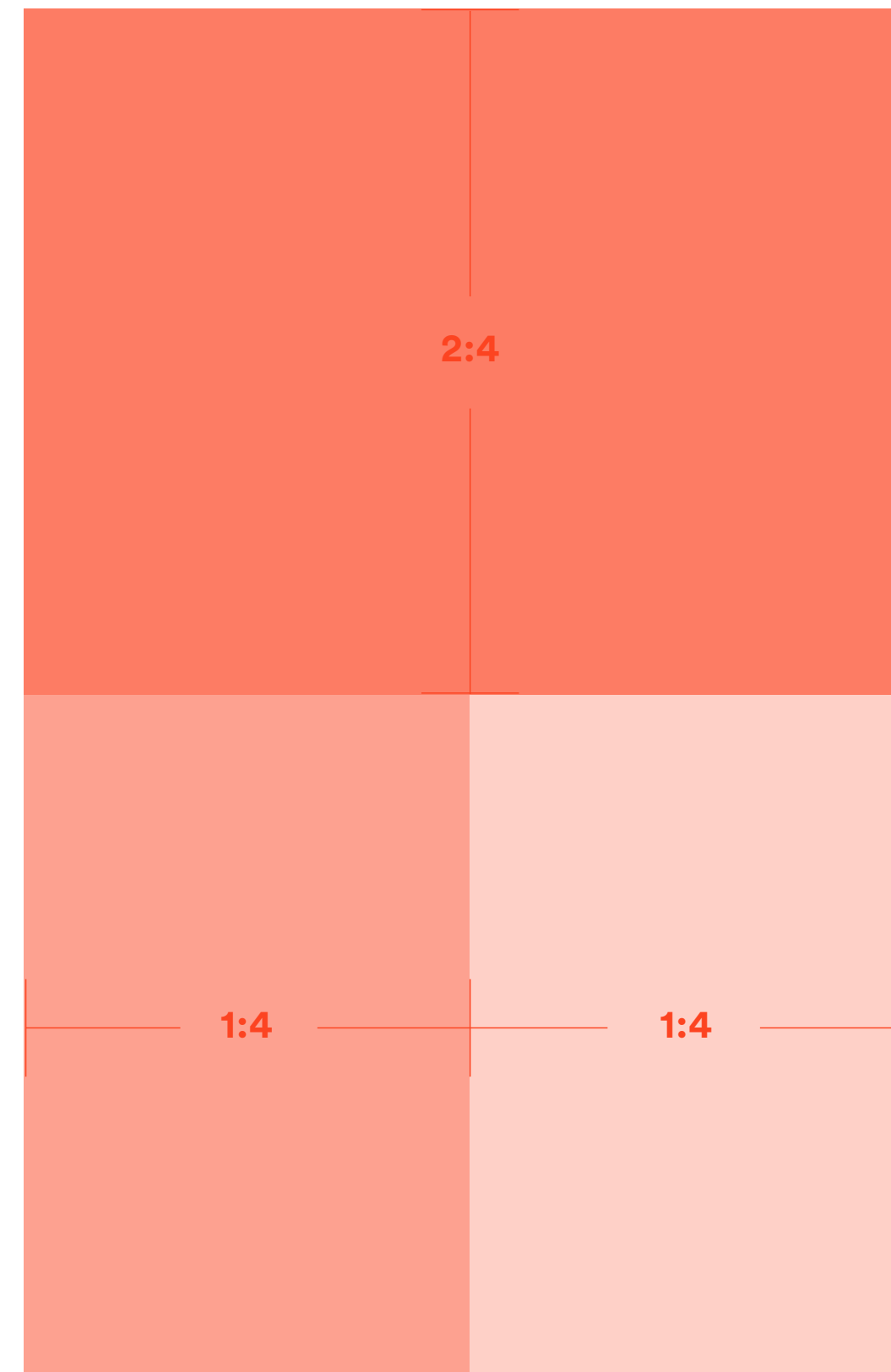
This is the layout we use for 6 sheets, which uses a triptych or quadrant approach. Each module conveys different messaging.

For the triptych layout, the top module is used for the headline messaging. The left bottom module is photographic with the ticker tape frame. The right bottom module is the T levels sub copy.

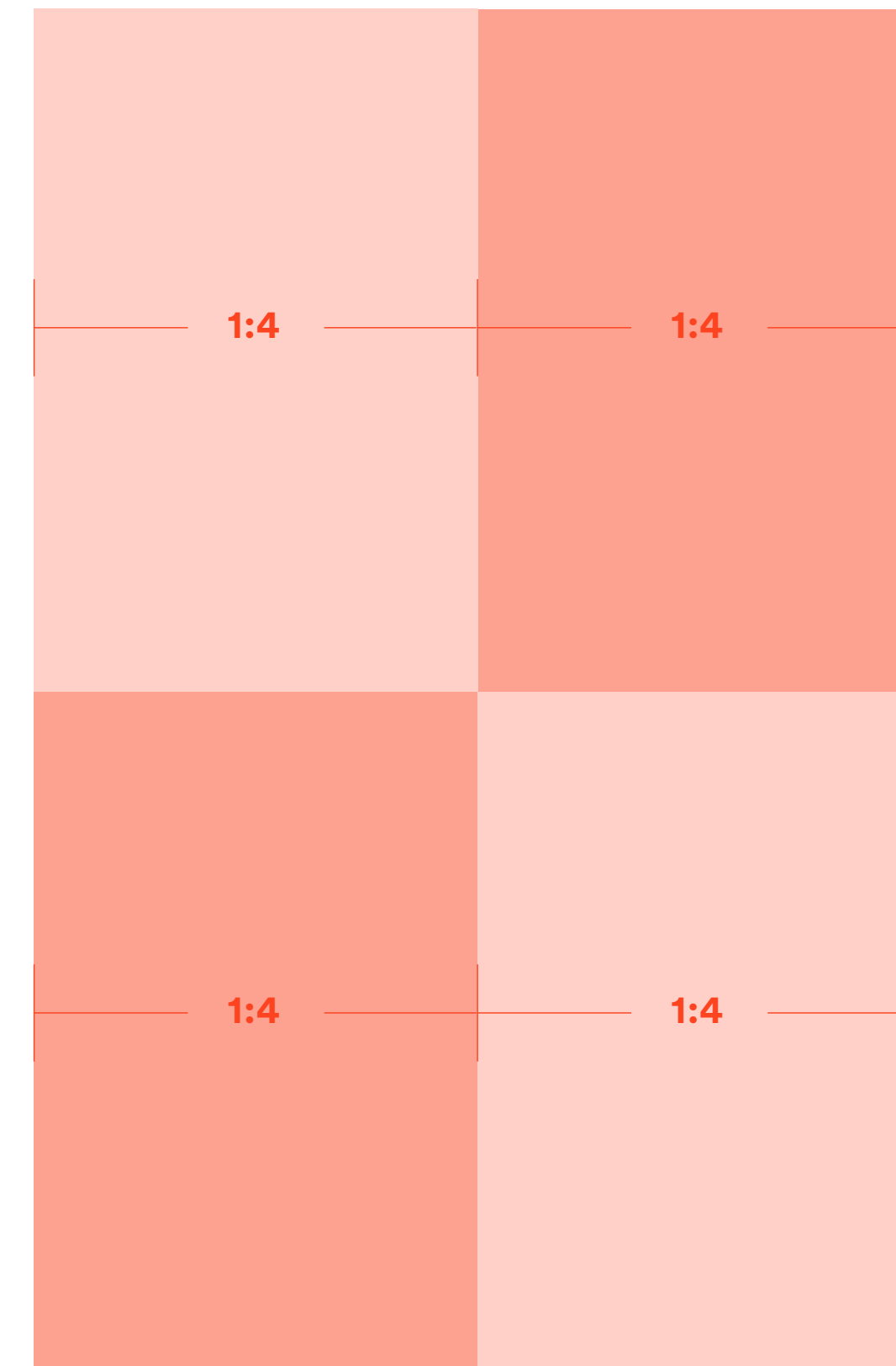
For the quadrant layout, the top left module is used for the headline messaging. The top right module is the photographic module. The bottom left module is another photographic module. The bottom right module is the T Levels sub copy. The ticker tape runs down the centre of the page.

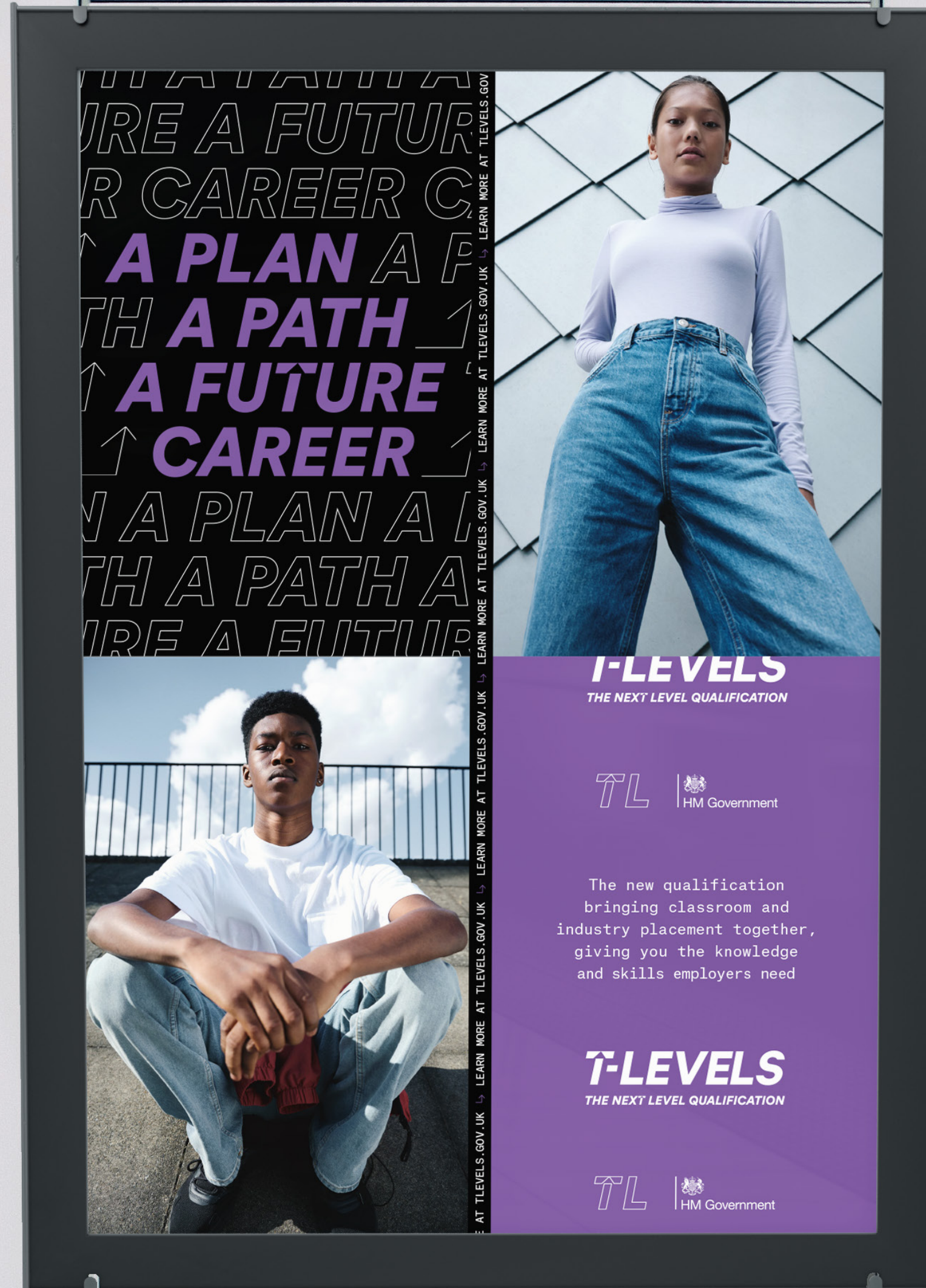
Only ever use one colour in each OOH layout. Never mix colours.

1. 2:1:1 Module - Triptych Layout



2. 1:1:1:1 Module - Quadrant Layout





↑ A PLAN A F
↑ WITH A PATH
↑ A FUTURE
↑ CAREER
↑ A PLAN A I
↑ WITH A PATH A
↑ IRE A FUTUR

T-LEVELS
THE NEXT LEVEL QUALIFICATION

TL | HM Government

The new qualification bringing classroom and industry placement together, giving you the knowledge and skills employers need

T-LEVELS
THE NEXT LEVEL QUALIFICATION

TL | HM Government

↑ AT TLEVELS.GOV.UK | LEARN MORE AT TLEVELS.GOV.UK | LEARN MORE AT TLEVELS.GOV.UK | LEARN MORE AT TLEVELS.GOV.UK | LEARN MORE AT TLEVELS.GOV.UK

In the headline treatment for 00H, we use the italicised version of the arrow as it sits more comfortably within the italicised headline.

We repeat one word on each line and we place the coloured phrase in the middle of the composition. Only on the same lines as the coloured words, we use the italicised arrow as a decorative element. We can use the arrow flexibly by repeating it and lengthening the bottom line horizontally. The whole arrow should be the height of the character and should be the same thin stroke as the outlined type.



In the subcopy treatment for OOH, we always start with the T Levels logo cropped, to give a sense of upwards movement and energy to symbolise progression. We then stack the TL icon and HMG logo underneath and then the subcopy.

We always make sure every element is equally spaced and we never repeat the subcopy text. To keep the layout balanced, we never crop anything on the bottom of the page. We always centre align the subcopy text.

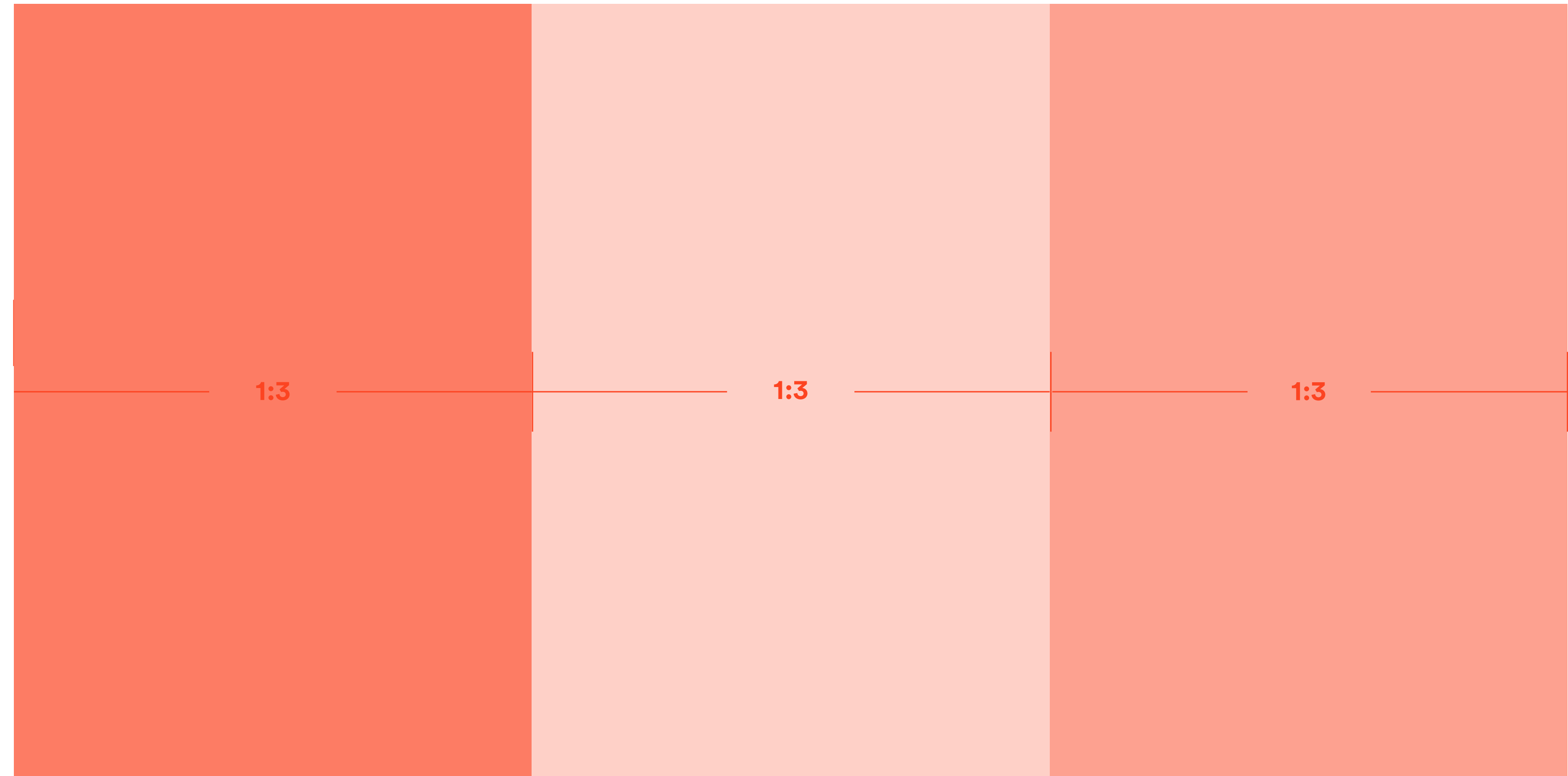


This is the layout we use for 48 sheets. Each module conveys different messaging.

The left module is used for headlines. The middle module is photographic with the ticker tape frame. The right module is for subcopy.

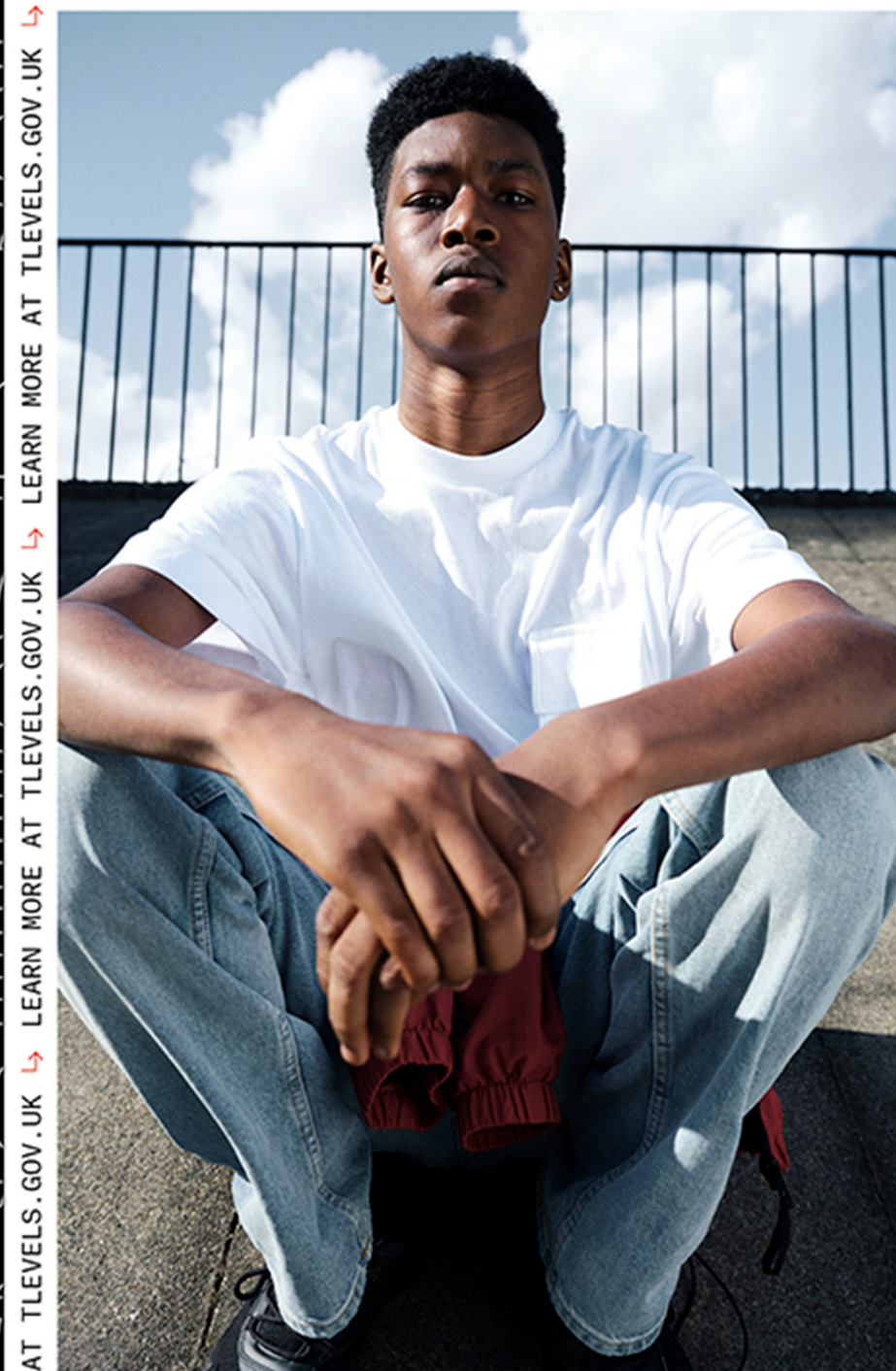
Only ever use one colour in each OOH layout. Never mix colours.

1. 1:1:1 Module



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EXT NEXT NE
LEVEL LEVEL

LEARN MORE AT TLEVELS.GOV.UK ↗ LEARN MORE AT TLEVELS.GOV.UK



AT TLEVELS.GOV.UK ↗ LEARN MORE AT TLEVELS.GOV.UK ↗ LEARN MORE AT TLEVELS.GOV.UK ↗ LEARN MORE AT TLEVELS.GOV.UK ↗

T-LEVELS
THE NEXT LEVEL QUALIFICATION



The new qualification designed
with businesses and employers.

T-LEVELS
THE NEXT LEVEL QUALIFICATION

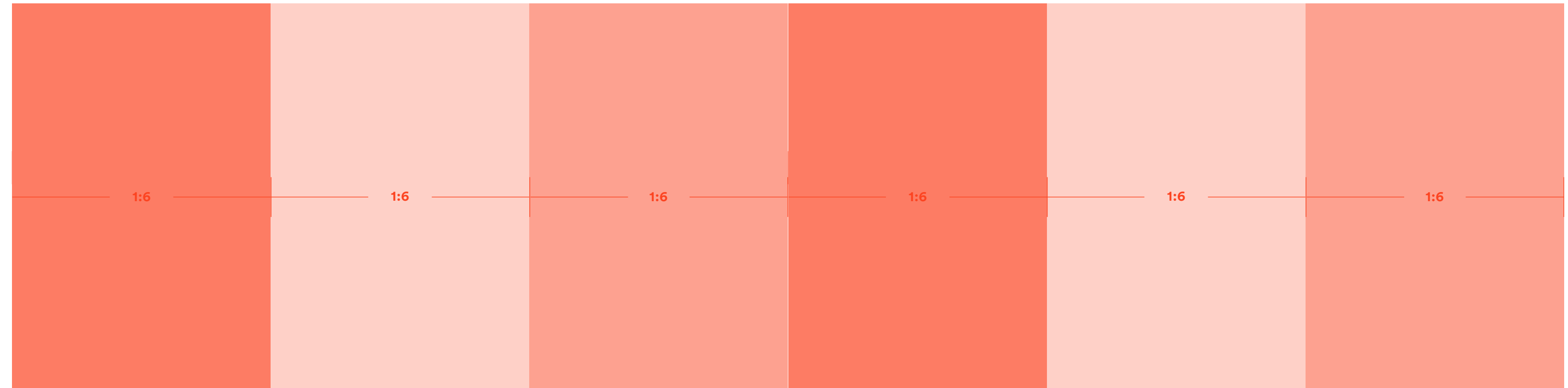


This is the layout we use for 96 sheets.

We alternate between messaging, with the first and last module used for headlines. The second and fourth module for subcopy, and the third and fifth module for photography with a ticker tape frame.

Only ever use one colour in each OOH layout. Never mix colours.

1. 1:1:1:1:1:1 Module



489701

The billboard is a large outdoor advertisement for T-Levels. It is divided into two main panels, each featuring a young person. The left panel shows a young woman in a white turtleneck and blue jeans, standing in front of a chain-link fence. The right panel shows a young man in a white t-shirt and blue jeans, sitting on a ledge. Both panels have an orange background with white text. The text on the panels includes the T-Levels logo, the HM Government logo, and the text 'The new 2 year qualification that follows GCSEs, equivalent to 3 A Levels'. The background of the billboard is a repeating pattern of the words 'LEVEL LEVEL', 'TAKE TAKE', 'YOUR YOUR', 'FUTURE FU', 'TO TO TO T', 'HE THE', 'NEXT NEXT NE', and 'LEVEL LEVEL' in various orientations and colors (white and orange). The billboard is mounted on a wall under a bridge structure.

T-LEVELS
THE NEXT LEVEL QUALIFICATION

TL | HM Government

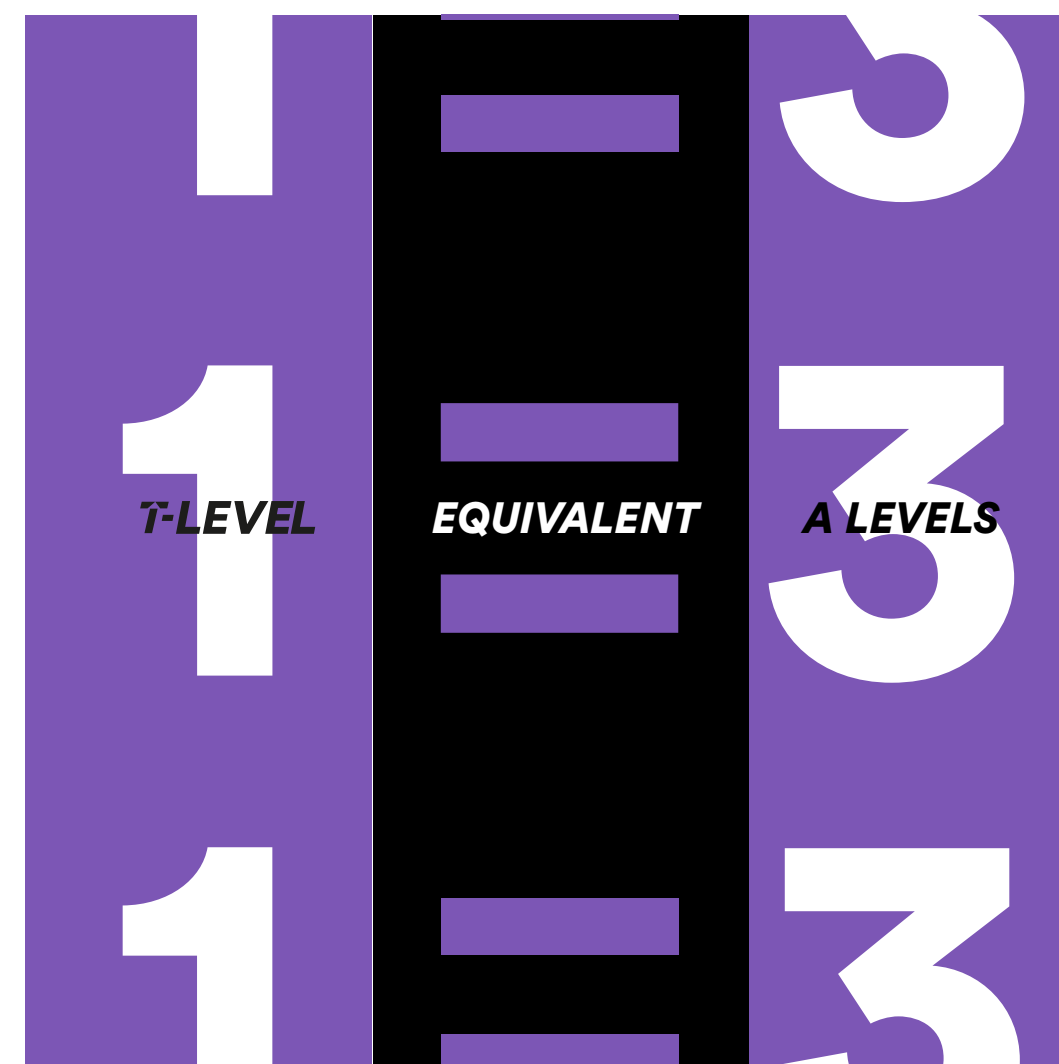
The new 2 year qualification
that follows GCSEs,
equivalent to 3 A Levels

T-LEVELS
THE NEXT LEVEL QUALIFICATION

TL | HM Government

TAKE TAKE
YOUR YOUR
FUTURE FU
TO TO TO T
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NEXT NEXT NE
LEVEL LEVEL
TAKE TAKE

Here are a few examples of how we design for social.



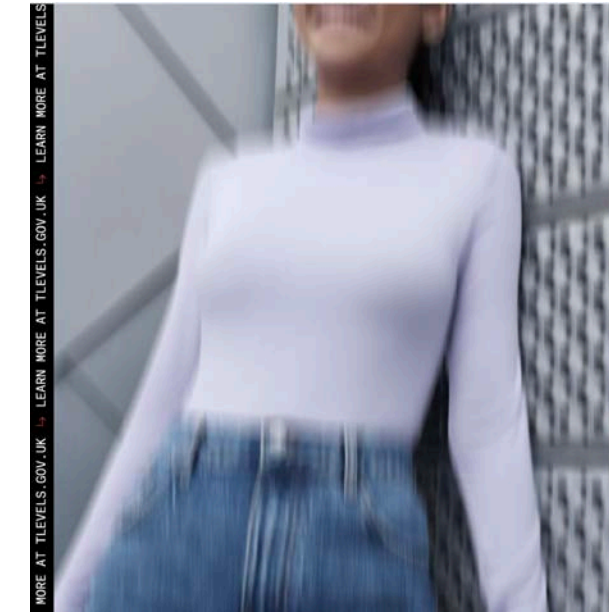
When designing for animation we always incorporate vertical movement.

Opposite is an example of a social animation broken down into frames, to show the upwards movement transitions into the next frame.

Frame 1



Frame 2



Frame 3



Frame 4



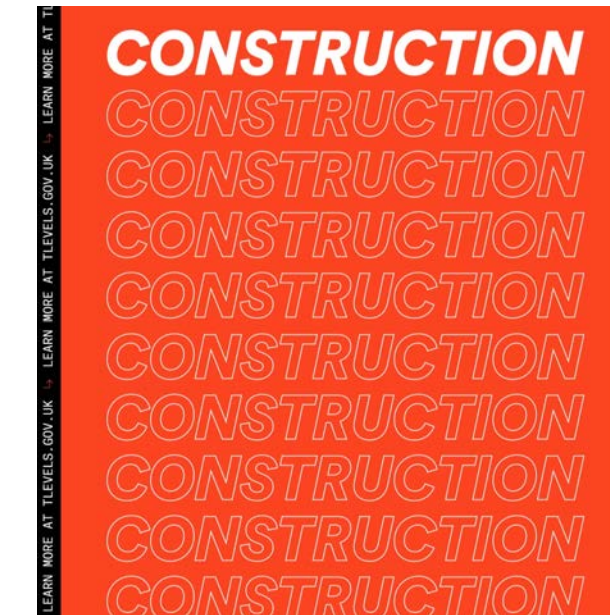
Frame 5



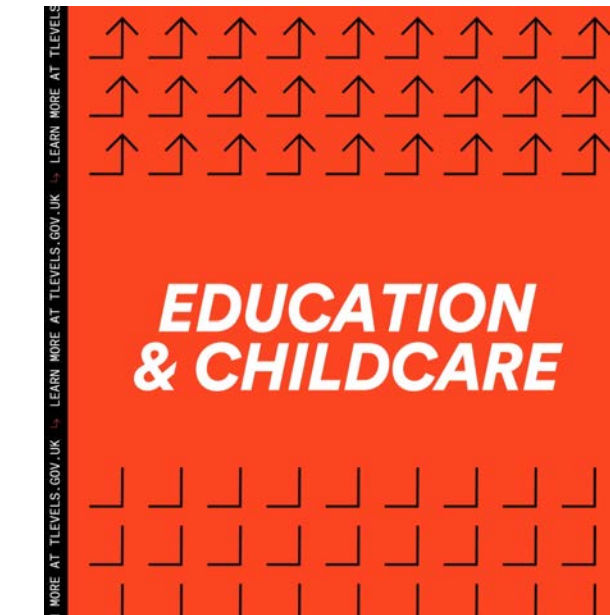
Frame 6



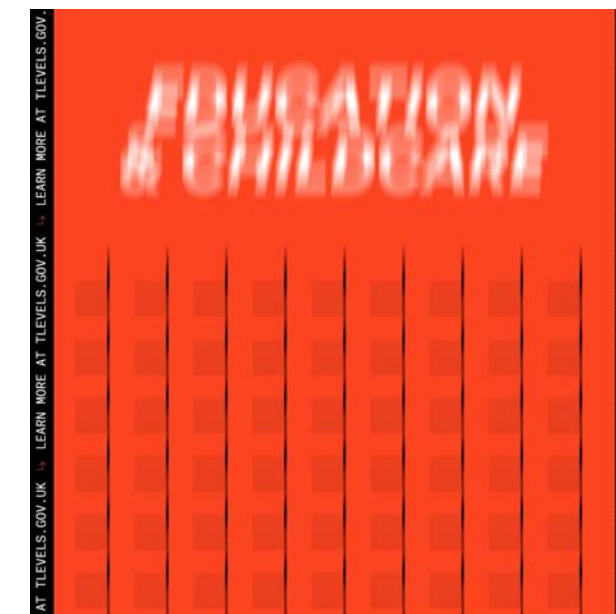
Frame 7



Frame 8



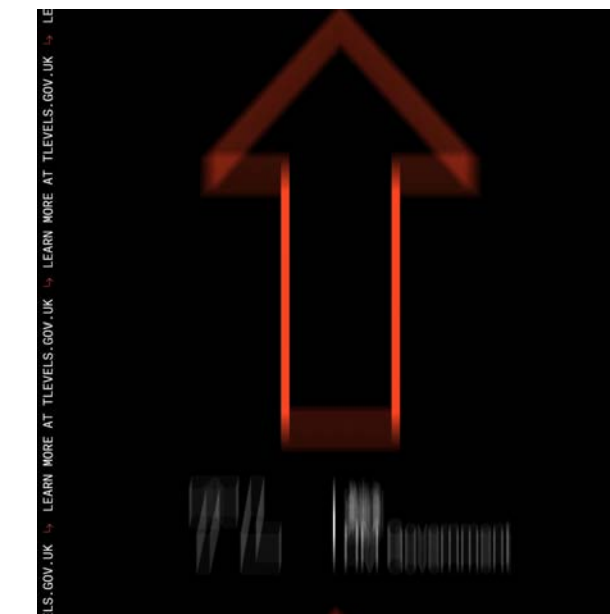
Frame 9



Frame 10



Frame 11



Frame 12

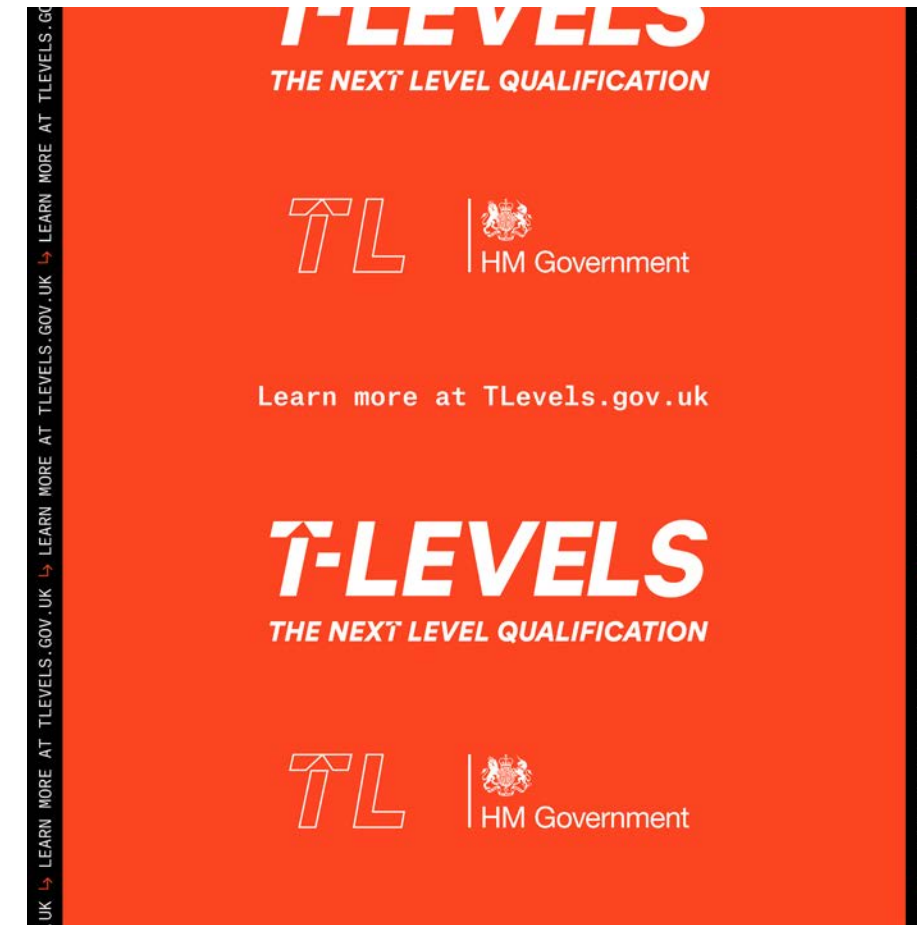


This is how to treat the end frames of social animations.

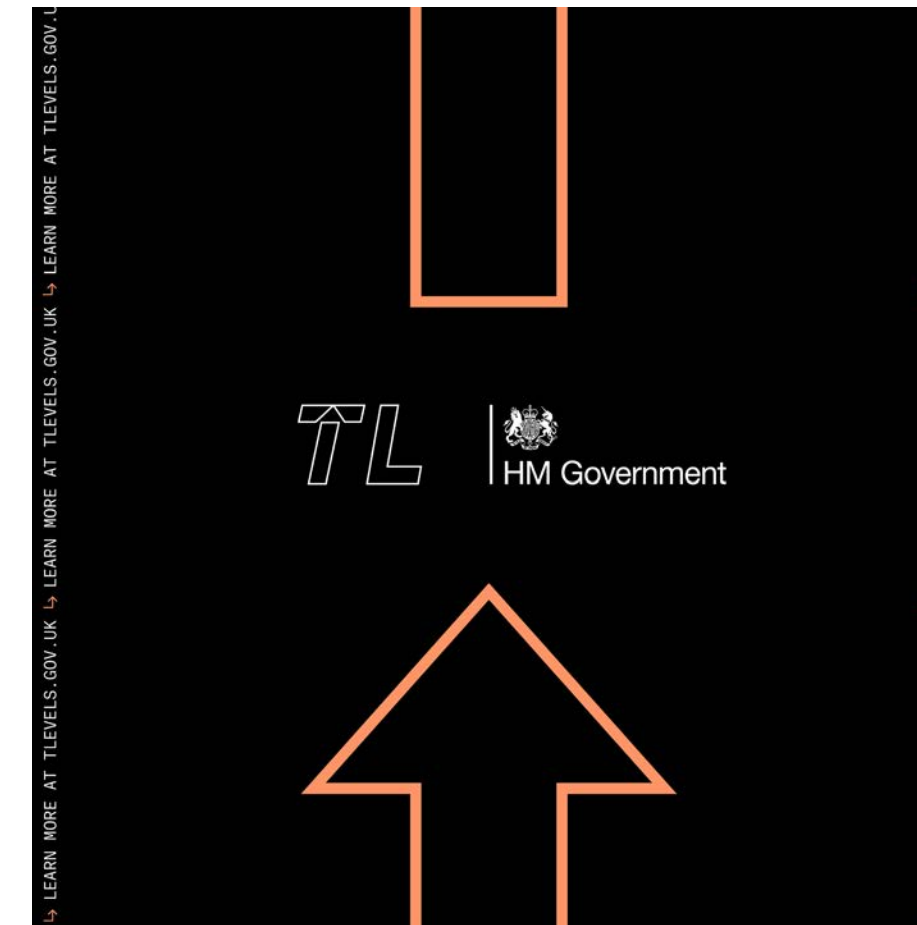
When designing for 1080x1080 we use the options 1 & 2.

When designing for 1920x1080, option 4, we use the repetition of logo and text. However, when designing for 1080x1920, option 3, we do not use the repetition of the logo and text as it would feel too repetitive, so instead we use the arrows to hold the text and logo.

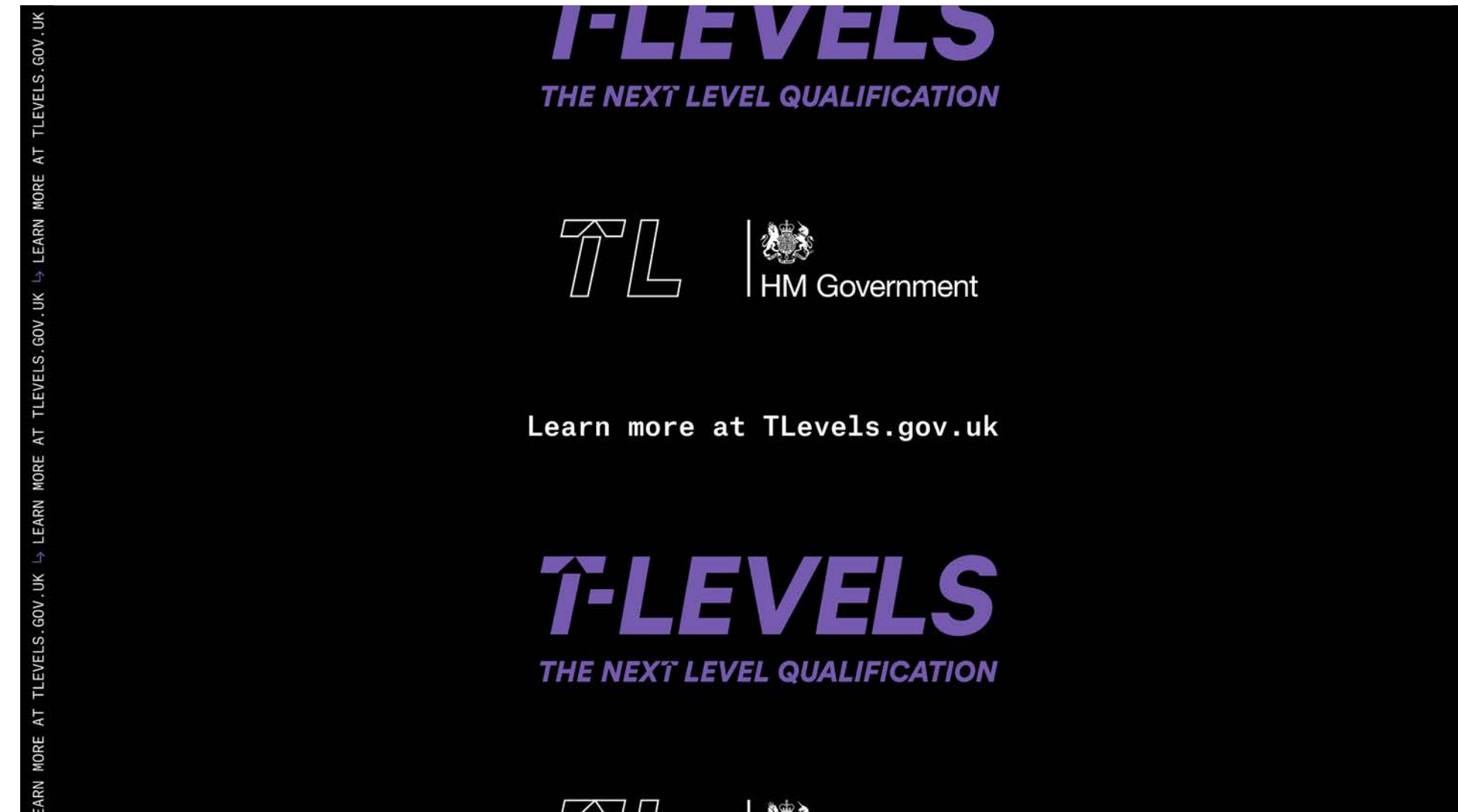
(1)



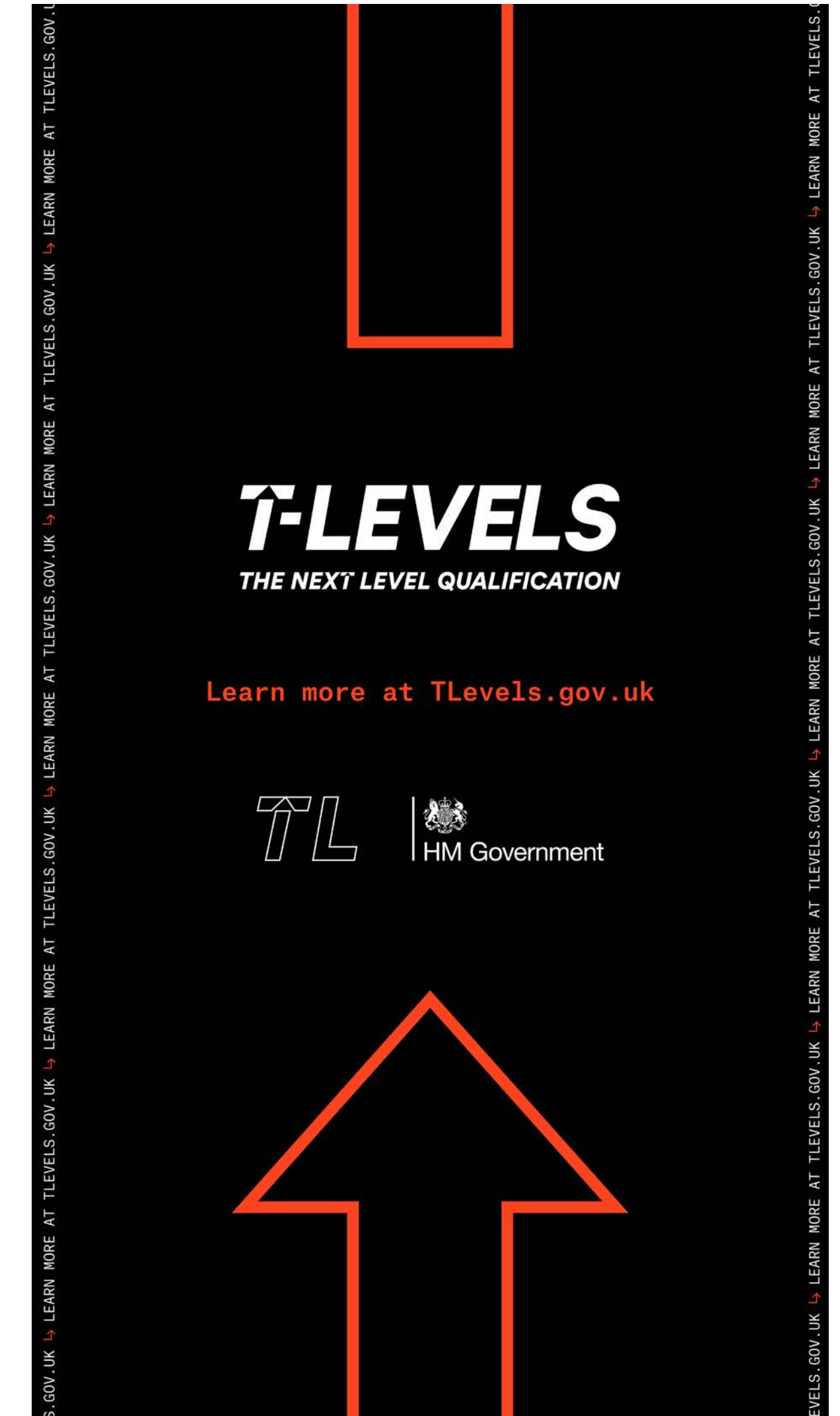
(2)



(4)



(3)



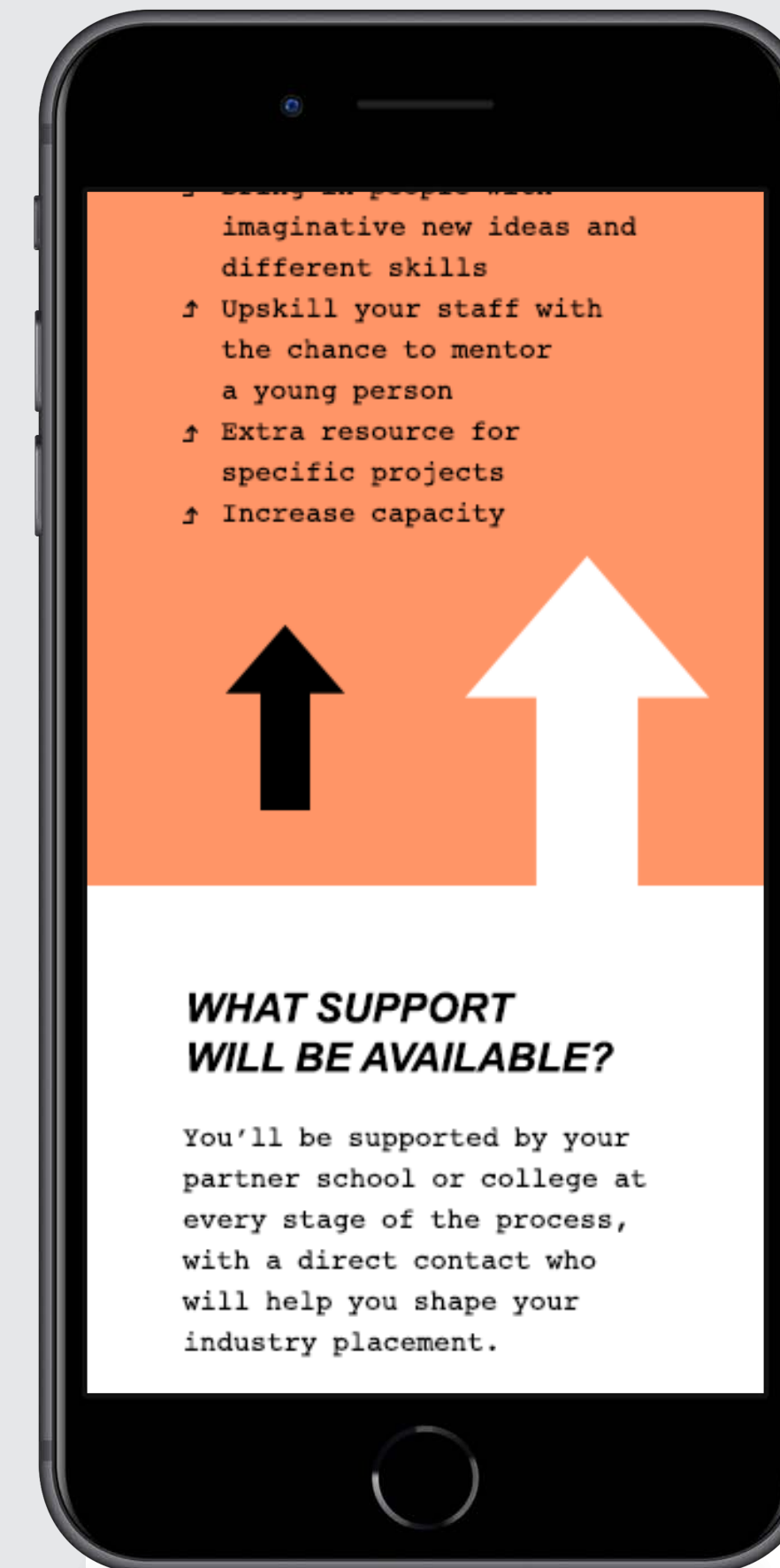
T Levels

Toolkit assets



**INDUSTRY PLACEMENT
BENEFIT MY
ORGANISATION?**

- ↑ Help nurture and develop talent
- ↑ Cost effective recruitment for entry level jobs and apprenticeships
- ↑ Bring in people with imaginative new ideas and different skills
- ↑ Upskill your staff with the chance to mentor a young person



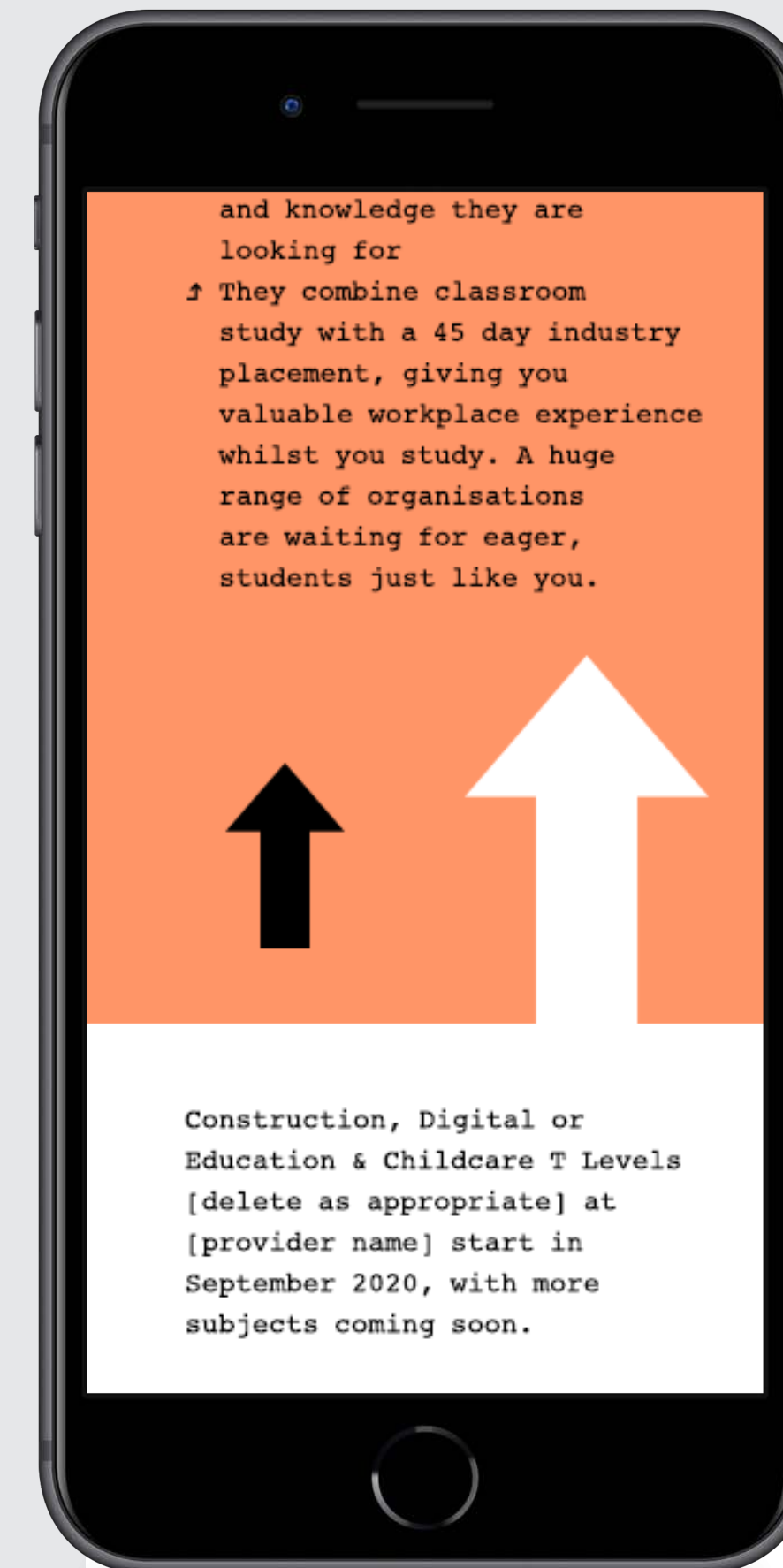
To find out how you can get involved visit [gov.uk/guidance/industry-placements](https://www.gov.uk/guidance/industry-placements)





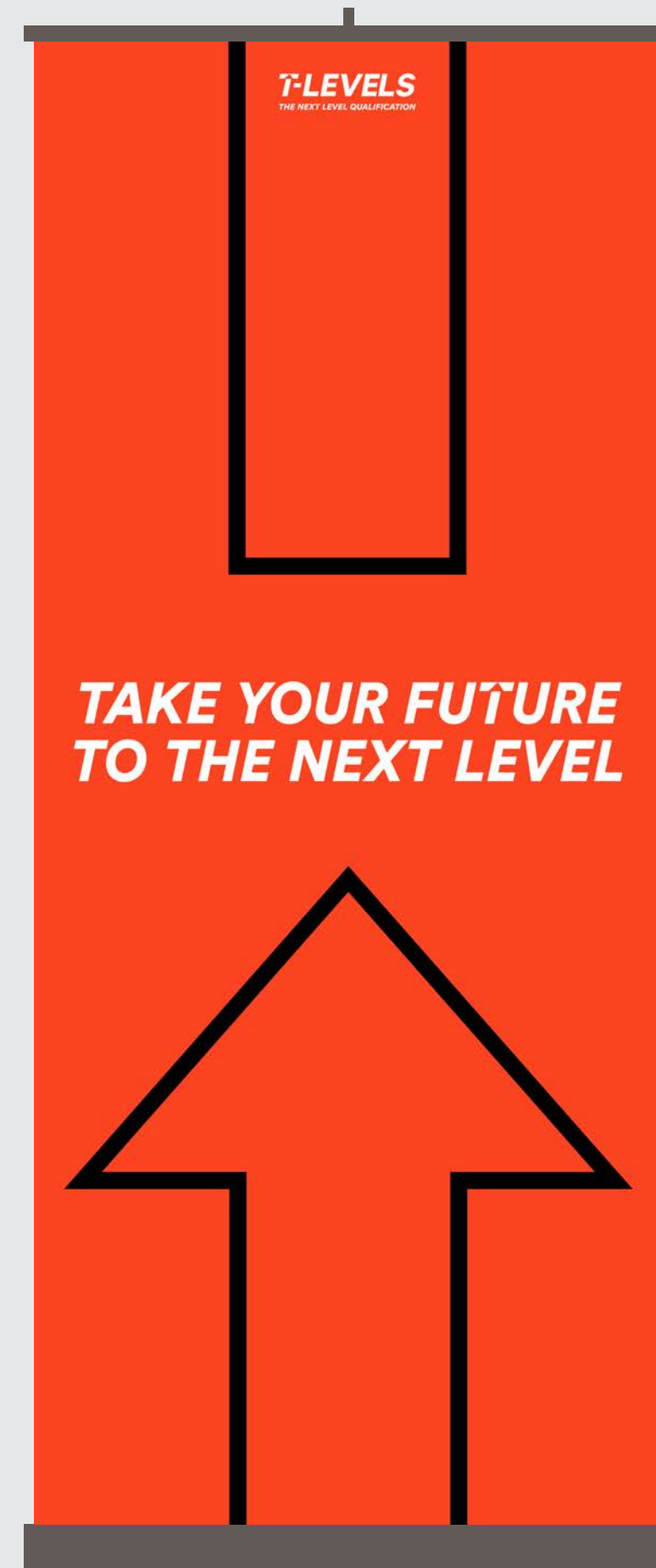
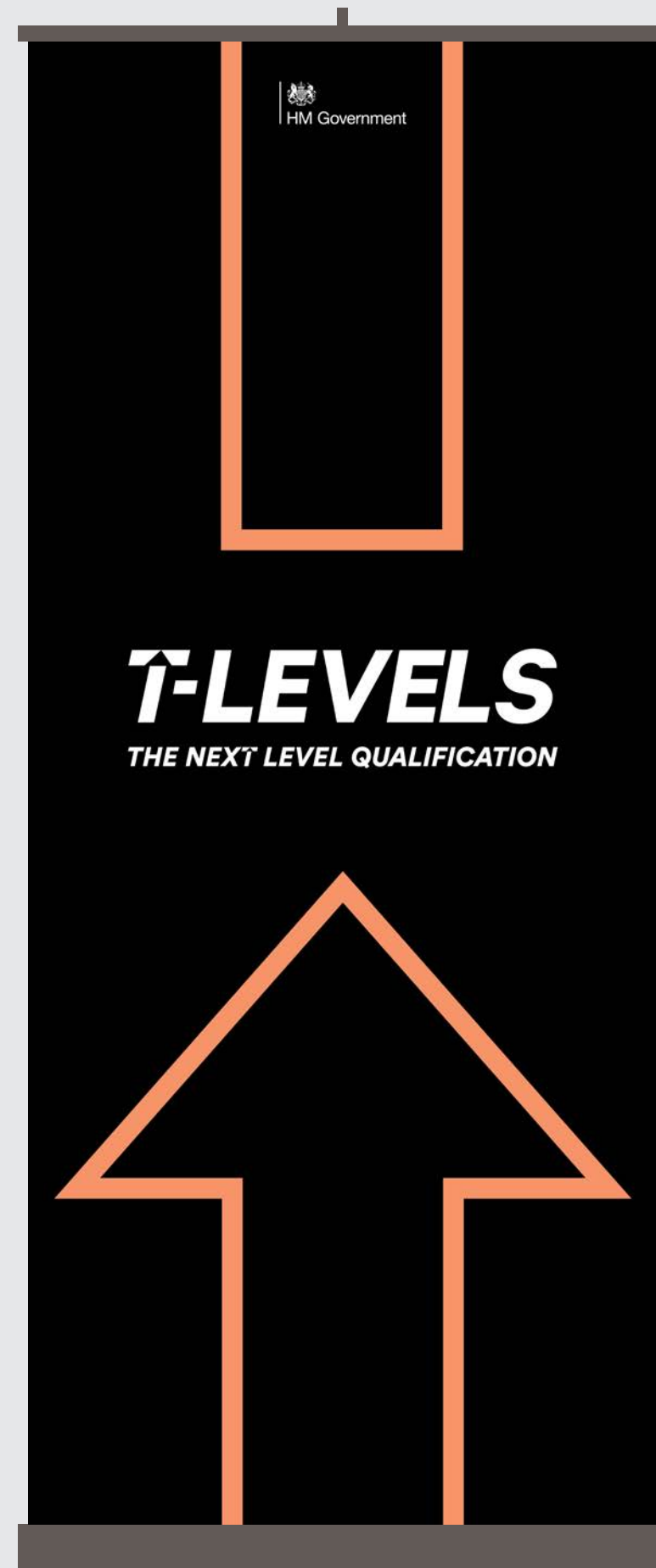
students that have just completed GCSEs

- ↑ They are equivalent to 3 A Levels
- ↑ They open up opportunities to a career, apprenticeship or higher education
- ↑ They are designed with employers and businesses to teach you the skills and knowledge they are looking for
- ↑ They combine classroom study with a 45 day industry



heading, take it to the next level with T Levels.





**TITLE SLIDE COPY
GOES HERE**



TL HM Government

**TITLE SLIDE COPY
GOES HERE**



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DOLOR IN VOLUPTATE**

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TL

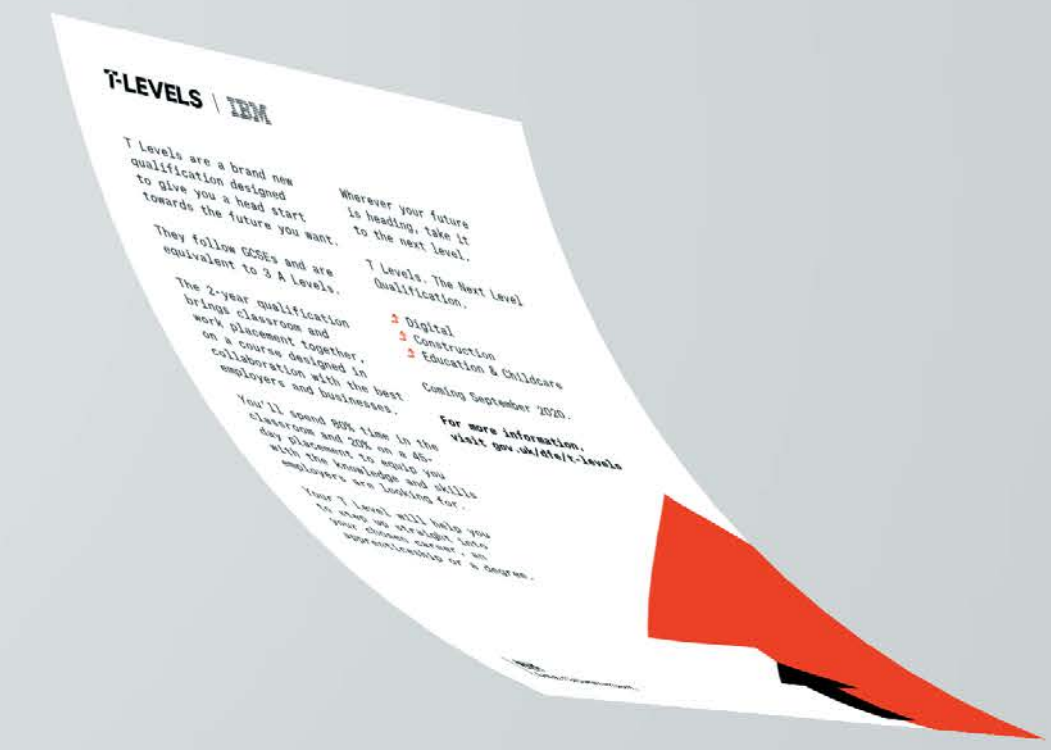
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TL





T Levels
Brand Guidelines

Toolkit assets
Employer leaflet



T-LEVELS | IBM

A force of highly skilled, work ready students are here to help strengthen your organisation.

Industry placements are already helping employers go further forward, faster.

- ➔ Help nurture and develop talent for the future of your industry
- ➔ Increase the capacity of your business
- ➔ Extra resource for projects
- ➔ A more diverse workforce, bringing imaginative ideas and different skills

You'll receive support with planning at every stage of the process from your partner school or college.

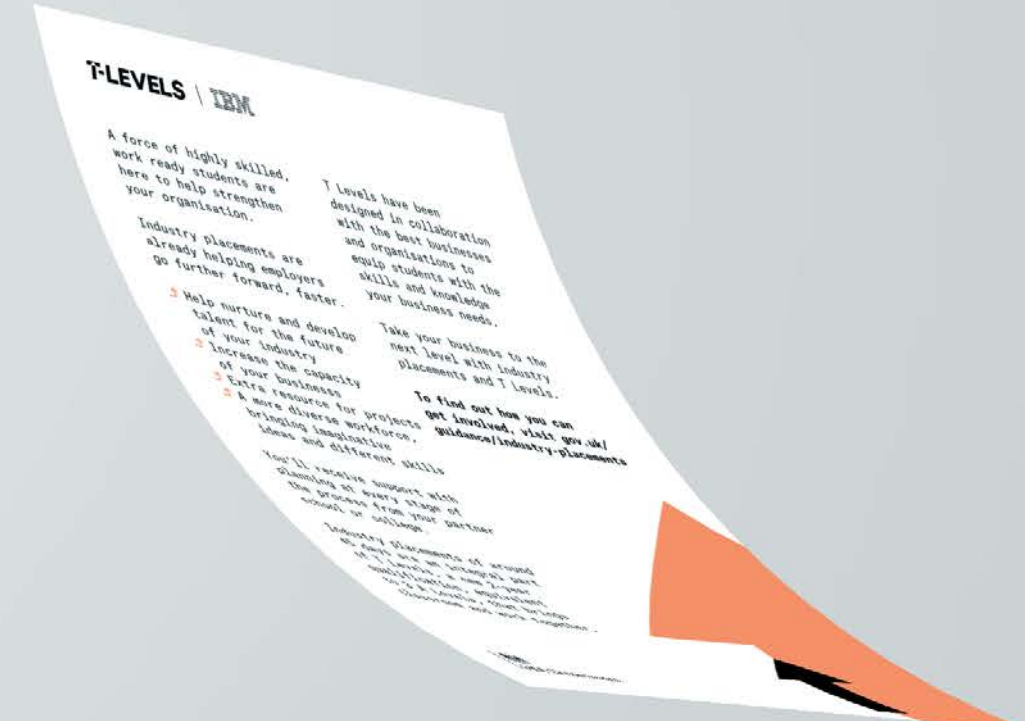
Industry placements of around 45 days are an integral part of T Levels, a new 2-year qualification, equivalent to 3 A Levels, that brings classroom and work together.

HM Government

T Levels have been designed in collaboration with the best businesses and organisations to equip students with the skills and knowledge your business needs.

Take your business to the next level with industry placements and T Levels.

To find out how you can get involved, visit gov.uk/guidance/industry-placements



T-LEVELS | IBM

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WELCOME
TO THE
NEXT LEVEL

WELCOME
TO THE
NEXT LEVEL

WELCOME
TO THE
NEXT LEVEL

T-LEVELS
THE NEXT LEVEL QUALIFICATION

T Levels are a brand new qualification designed to give you a head start towards the future you want.

They follow GCSEs and are equivalent to 3 A Levels.

The 2-year qualification brings classroom and work placement together, on a course designed in collaboration with the best employers.

80%
CLASSROOM

20%
WORKPLACE

You'll spend 80% time in the classroom and 20% on a 45-day placement to equip you with the knowledge and skills companies are looking for.

Your T Level will help you to step straight into your chosen career, an apprenticeship or a degree.

Wherever your future is heading, take it to the next level.

We will be offering T Levels in Digital, Construction, Education & Childcare from September 2020.

For more information, visit gov.uk/dfe/t-levels

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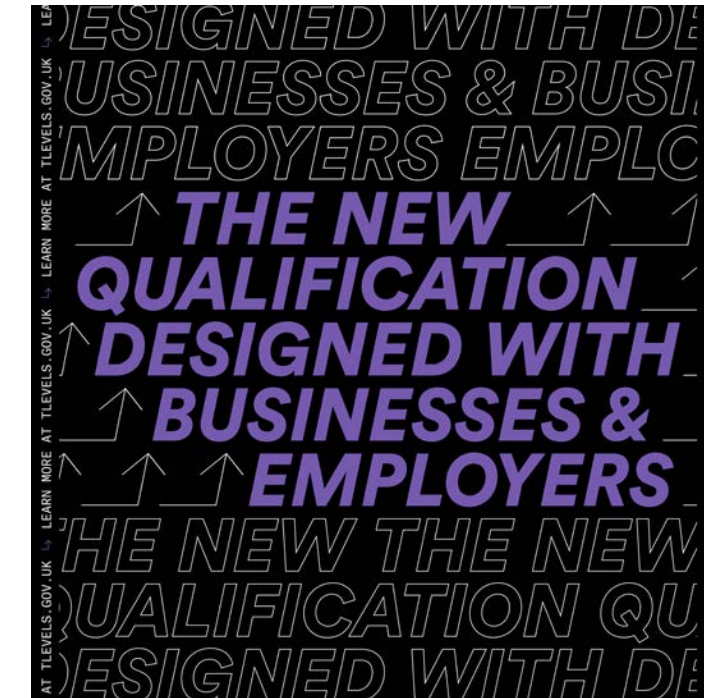
...cor am quantis-
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...et latem fugia.

These are the social animations for employers that are part of the toolkit.

Frame 1



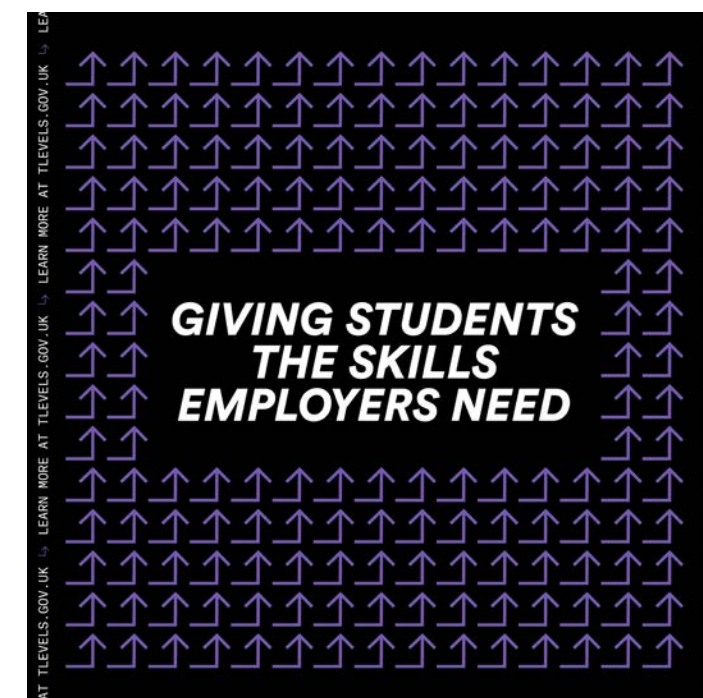
Frame 2



Frame 3



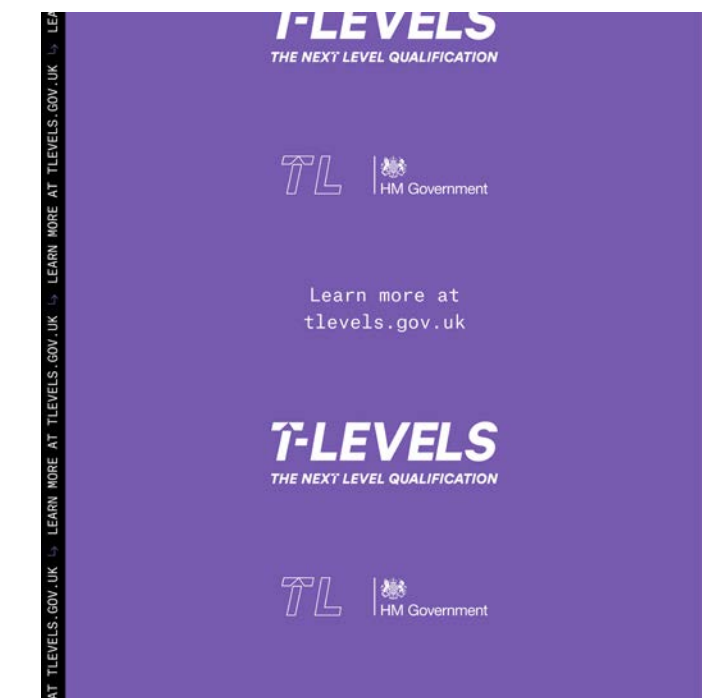
Frame 4



Frame 5



Frame 6



These are the social animations for employers that are part of the toolkit.

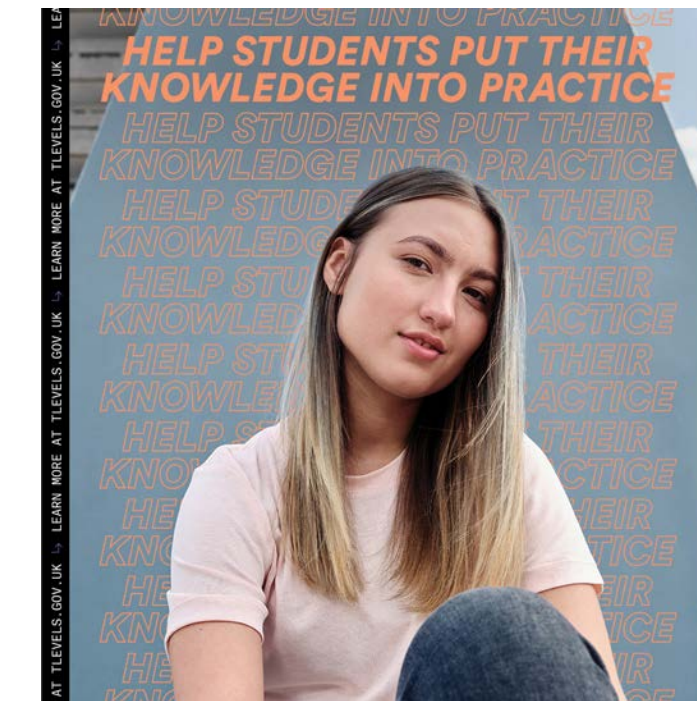
Frame 1



Frame 2



Frame 3



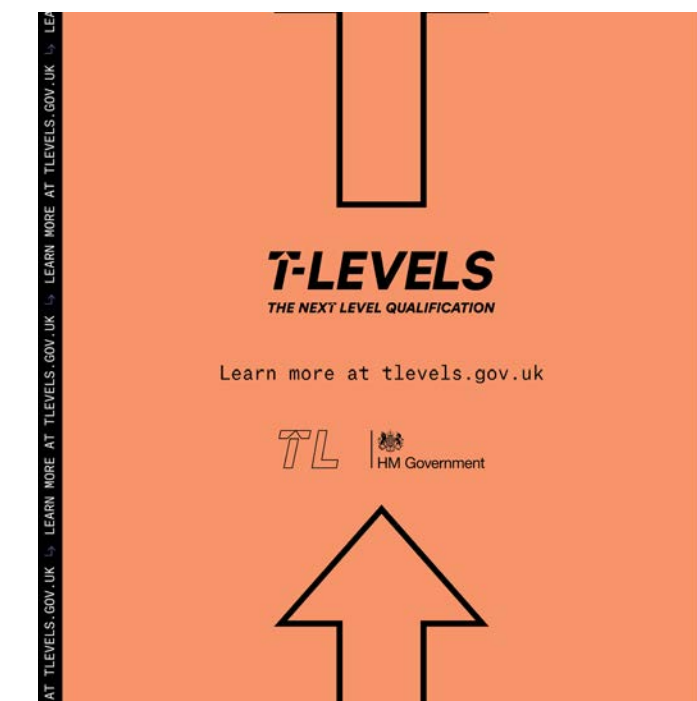
Frame 4



Frame 5

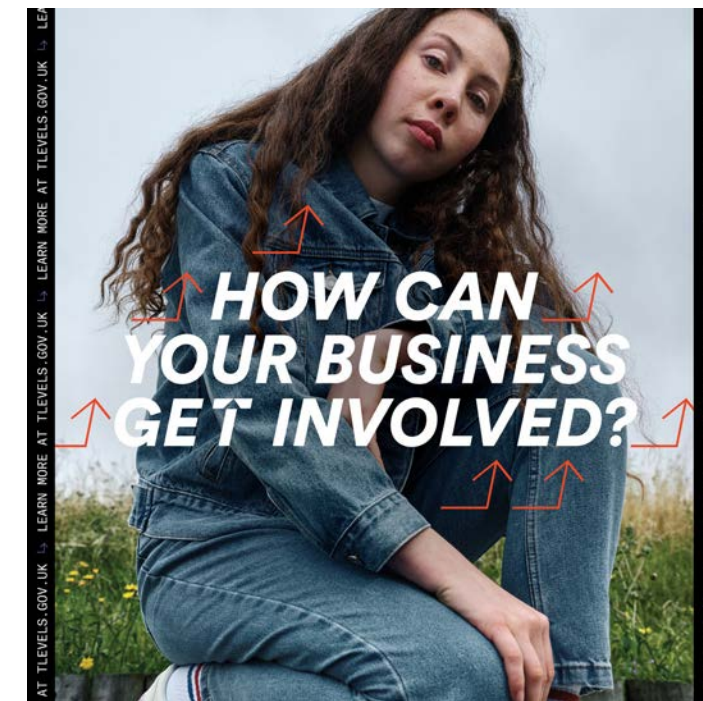


Frame 6



These are the social animations for employers that are part of the toolkit.

Frame 1



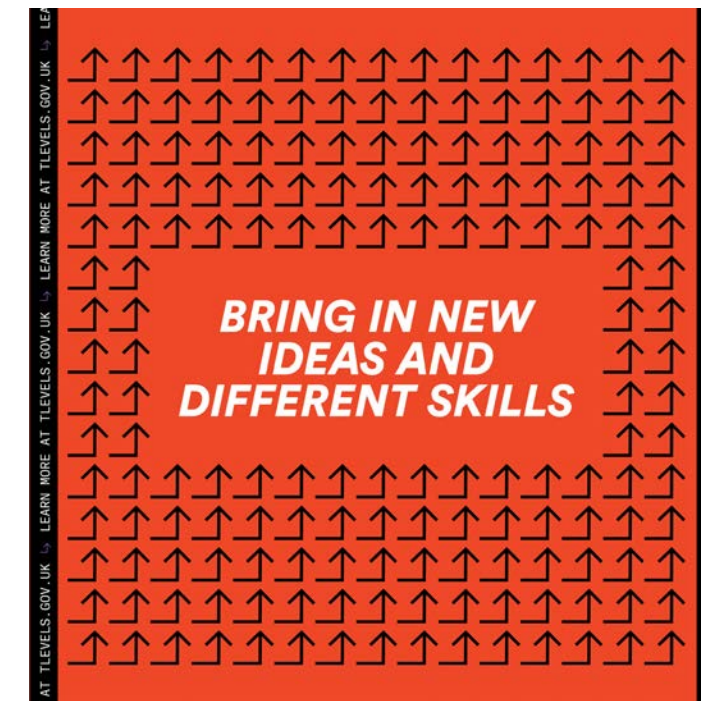
Frame 2



Frame 3



Frame 4



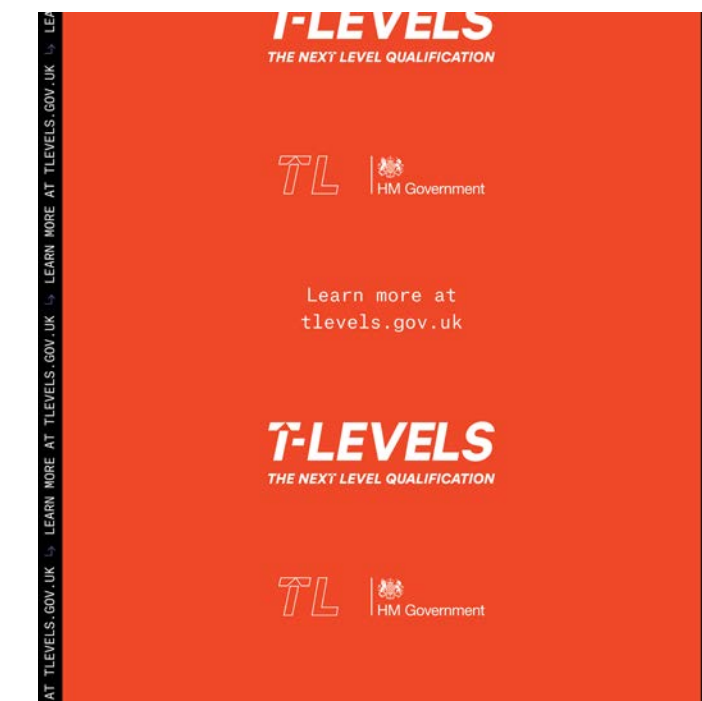
Frame 5



Frame 6



Frame 7



[Brand Guidelines](#)

T Levels

For queries about using the T Level brand,
please contact the T Level Comms Team at
tlevel.delivery@education.gov.uk