

It all starts with skills

Campaign overview	3
Campaign background and overview	4
Target audience	5
Campaign structure	6
Tone of voice	8
Photography	10
Typography	11
Colours	12
Logo	13
Logo - products	14

Social assets	15
Overview	16
Layouts 1:1	17
Layouts Stories	18
Layouts Reels/Snapchat	19
Campaign asset examples	20
Motivate	21
Young people	22
Adults	23
Employers	24

Campaign overview

Campaign background and overview

The Department for Education's new Skills for Life campaign 'It all starts with skills' invites young people, adults and businesses to make the most of their potential by engaging in a range of government skills and technical education offers.

Whether they're growing a business, switching career or just starting out, 'It all starts with skills' aims to ensure people are motivated and equipped to make informed choices, and gain the skills and qualifications they need to progress. Ultimately giving businesses the skilled workforce they need for the economy to thrive.

Inspiring action, the campaign promotes a range of priority skills programmes, such as apprenticeships, T Levels, Skills Bootcamps, Higher Technical Qualifications (HTQs), Free Courses for Jobs, essential skills (English, maths and digital) and support and advice from the National Careers Service.

The campaign directs people to [Skills for Careers](#), a new digital front door where they can access information about skills training options and careers.

Target audience

Key Insight

Everyone has potential, but it will remain just that, unless you do something with it.

The campaign is built on the idea that skills can help everybody and every business to realise their full potential, but unless you seize the moment and do something about it now, that potential may never be realised. We are encouraging people to make one day, today.

The campaign aims to speak to people in specific circumstances:

Young people aged 14 to 19 (and their parents and teachers) who are just getting started and potentially feeling overwhelmed about making decisions regarding their future for the first time.

The campaign aims to raise awareness of the different skills and training options available. It provides the tools to help them make an informed decision about their future.

It also provides information about where those choices can lead and gives them the tools they need to make an informed decision about their future.

Employers who want to grow their business. The campaign aims to increase awareness of government skills and training programmes that can help them recruit new talent or upskill the talent they currently have.

Adults who want to change careers, upskill in their current role or need to develop skills to keep up with the labour market. The campaign aims to increase awareness of the options available to help them progress in their current role, get a new job or help them build confidence for their next steps.

Campaign structure

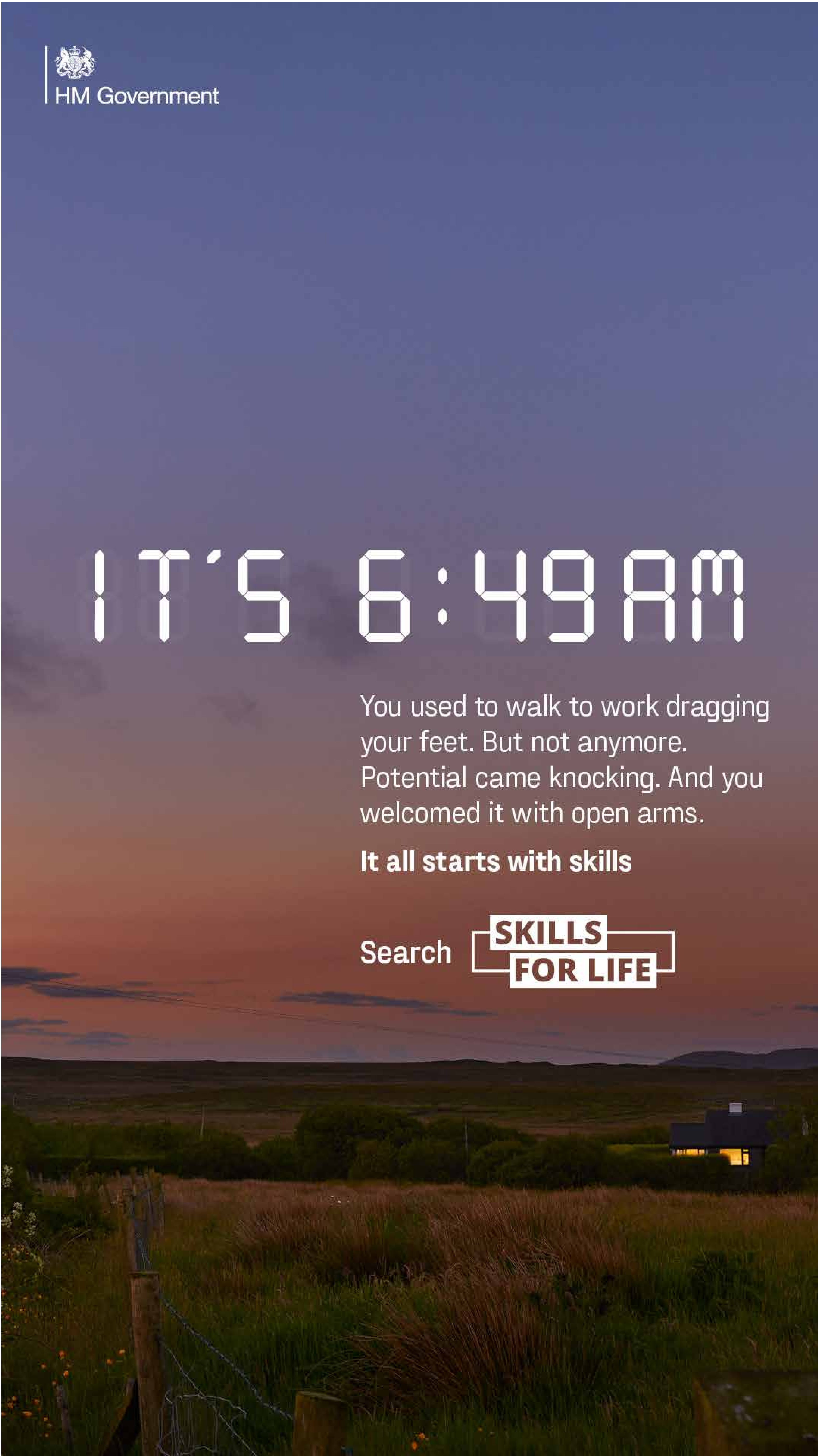
The campaign has two key layers:

A **brand layer**, which is called ‘motivate’ that showcases the emotional benefits of skills and qualifications as a whole. Encouraging all audiences to use those skills and qualifications to act on their potential.

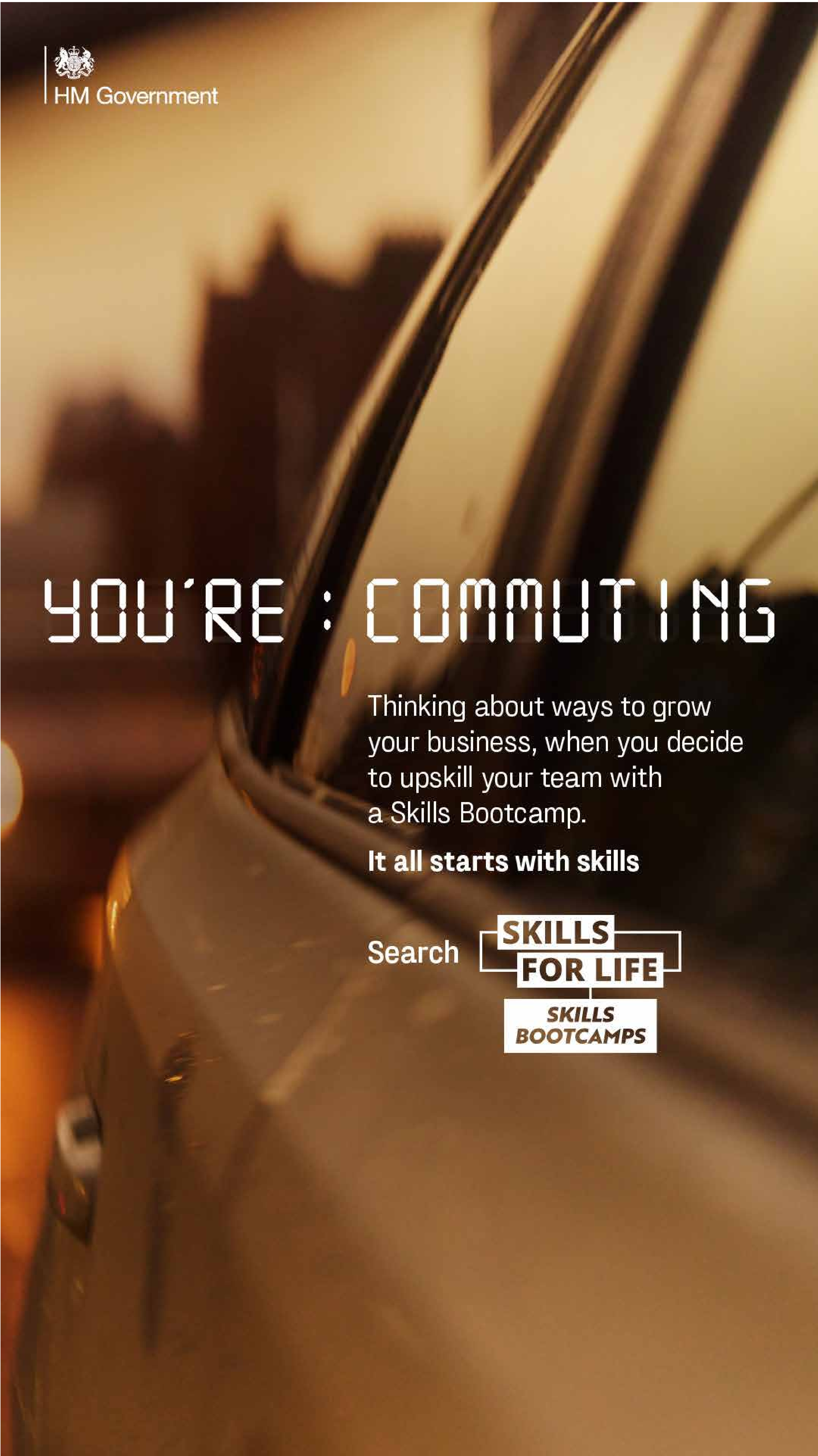
And **product specific layers**, split into “explore”, and “nudge” phases, which demonstrate the specific benefits of products for specific audiences and inspire them to start their skills journey. Featured are: apprenticeships, T Levels, Skills Bootcamps, Higher Technical Qualifications (HTQs), Free Courses for Jobs and essential skills (English, maths and digital) and support and advice from the National Careers Service.




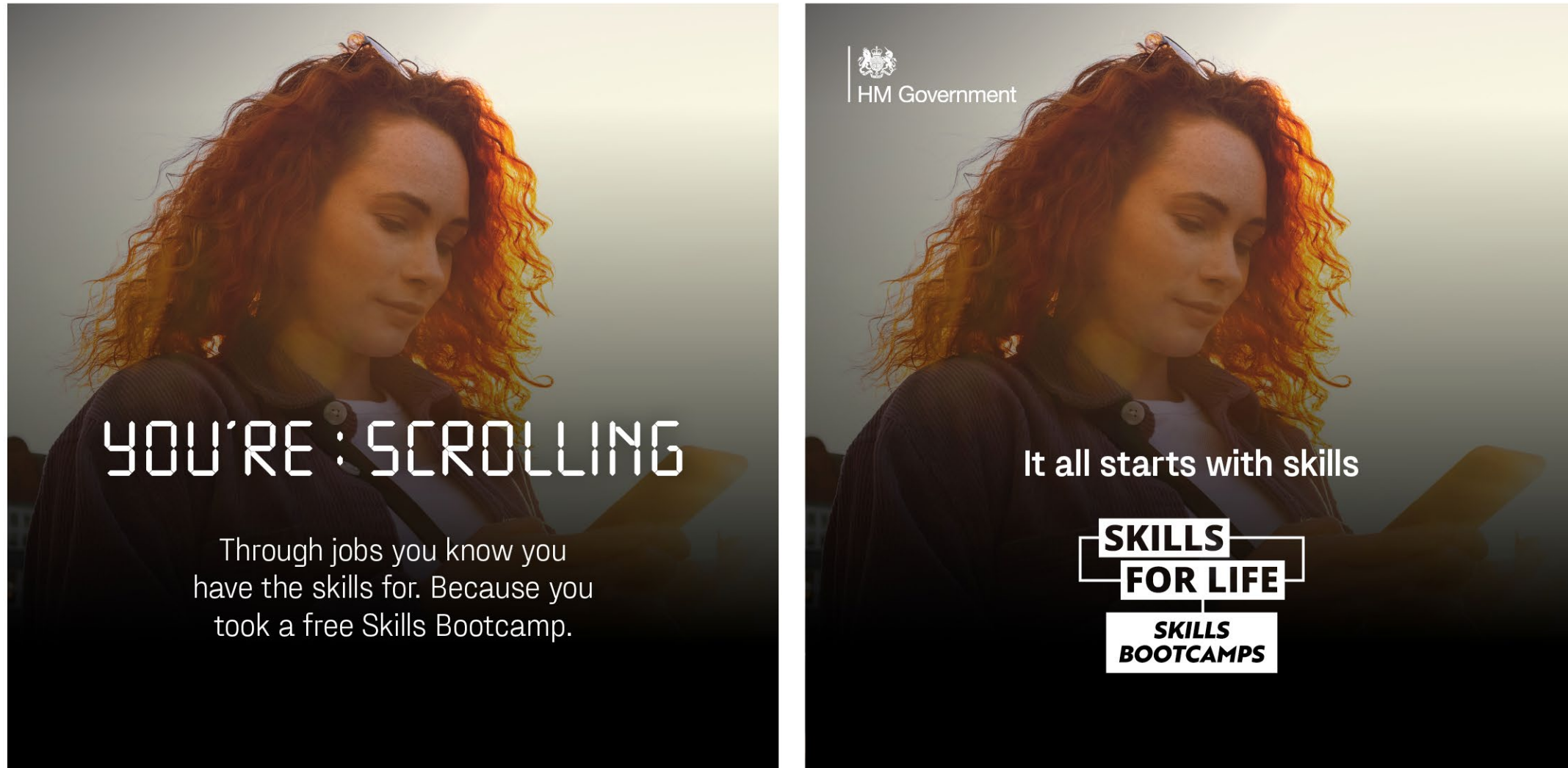
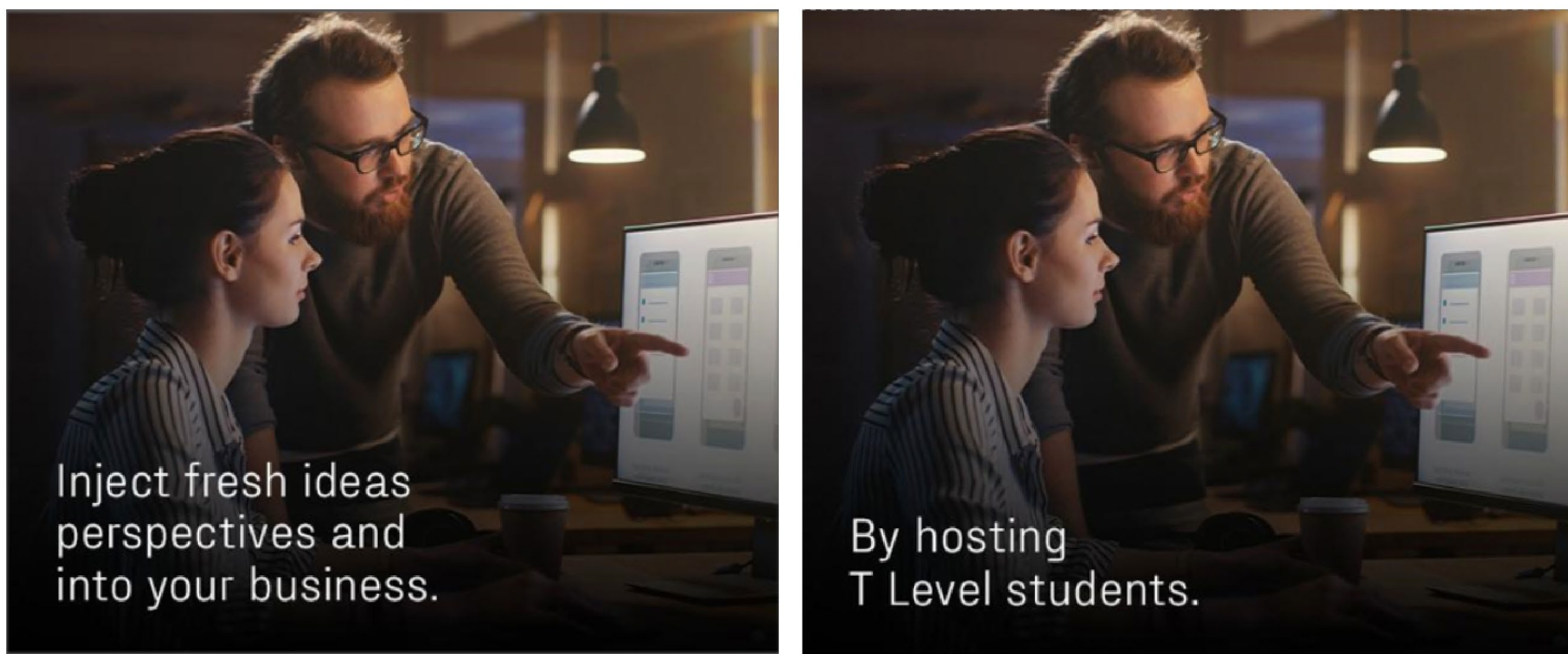
Information about these options and more can be found on the [Skills for Careers](#) website. Stakeholders may find the information on the explore and nudge assets most helpful.

Example of a motivate asset



Example of an explore asset



<p>Motivate Hero Launch – Television commercial related</p>		<p>Imagery should feature a person opening curtains. Talent should represent a diverse cross-section of society. Not necessarily a specific audience.</p>	<p>Copy should be centered around the idea of potential. No mention of specific products.</p>
<p>Motivate – Digital and print out of home</p>		<p>Imagery should reflect the time it's displayed. For example night image for 8:00pm to 4:00am. Designed to inspire all audiences, so should not feature people.</p>	<p>Headline should be time contextual. Copy should be centered around the idea of potential, and nod to the time of day. For example night. No specific products.</p>
<p>Explore – Digital and print out of home</p>		<p>Imagery should feature beautiful light. For example across cities, parks, rural settings etc. Should not feature people. Product lock up logo must be used.</p>	<p>Headline can be contextual where possible. Aiming to inspire certain audiences, product name can be mentioned. For example T Levels.</p>
<p>Explore + Nudge – Social assets</p>		<p>Imagery should feature people from the respective target audience on their skills journey. Either before they start or on their way in the world. Product lock up logo must be used.</p>	<p>Headline can be contextual and forward facing where possible. Aiming to inspire certain audiences, product name can be mentioned. For example apprenticeships.</p>
<p>Explore + Nudge – Digital display</p>		<p>Imagery should feature people from a target audience in a specific job as a result of skills. For example cyber security.</p>	<p>Copy should be direct and informative. Must mention product name.</p>

Tone of voice

If there was a time of day that potential owned, it would be first thing in the morning. When the sun peeps up over the horizon. It's a time when anything's possible, when a small decision can decide the fate of the day.

We want people to feel this sense of excitement and motivation through our tone.

The campaign should stir something in everyone, from a 16-year-old unsure about their next steps to people wanting to progress or switch jobs.

We want people to question their current career stage and imagine themselves in the position they want to be in.

Tone of voice

Throughout all of our communications the tone should be positive, inspiring and motivating. We drive urgency through forward facing language. For example *'Today's the very day you decide to'*.

This helps our audiences to imagine the position they could be in as a result of skills and education. A manifestation of sorts.

Where possible we make headlines or parts of our communications contextual. For example, *'You're commuting'* or *'It's Thursday'*. This allows us to connect to our audience with a truth they relate to, before suggesting how they can change that contextual truth with skills. For example, *'You're commuting. To a job you love. Because you chose to retrain with a Higher Technical Qualification.'* AND *'It's Thursday. The day you decide to boost your skills and confidence with a free numeracy course.'*

Flexing tone of voice for each audience

Not everyone is at the same stage of life. An 18-year-old who has just finished school, is very different from a small business owner. So, to ensure we are speaking to each audience in an insightful and relatable way, we need our tone to flex.

Young People

When talking to young people our tone can be a little bit more punchy and provocative, while still feeling motivational and supportive. Young people should be encouraged to consider all available education routes.

Adults

When talking to adults our tone needs to be supportive and encouraging. Adults often have a lot to consider when it comes to changing jobs or upskilling. For example caring responsibilities or a lack of confidence. They may need a little extra support or encouragement that skills development is the right decision for them.

Employers

When talking to employers the tone should be more clear and direct. But with an undertone of understanding and support. It's not easy being a business owner. Our tone should show that we understand the issues and challenges they face, and point to skills as a direct solution, to help them achieve their business goals.

Language rules

We're always talking to the person reading or interacting with the ad. For example *Today's the day you act on your potential*. Even when we're talking to employers, we talk to them as an individual. Because they're the one who is going to be making the decision.

- We always refer to the person engaging in the communications as 'you' and don't mention gender or ages.
- We drive urgency and decision making by using words like 'decide', 'realise', 'chose', 'did'.
- Always keep it positive and uplifting.

Photography

Photography is used throughout the campaign to inspire and motivate.

Images vary in subject throughout different parts of the campaign, but all contain beautiful light as a metaphor for the potential of the day.

Out of home imagery should feature beautiful light. Both natural and artificial. This can be at different times of the day and in different locations. For example sunrise over a city. If the headline is time specific, it should always reflect the time it's going to be seen. Out of home images should not feature people.

Social imagery should feature people from the respective target audience on their skills journey. Either before they start or on their way in the world, determined and inspired. Imagery should have a light source or capture the person in beautiful light.

Display imagery should feature people from a target audience in a specific job as a result of skills. For example an adult working in cyber security. All images need to include a light source, or have a light flare added to ensure they feel like a cohesive suite of assets. In social imagery designed to be seen by employers, the images should include two people.

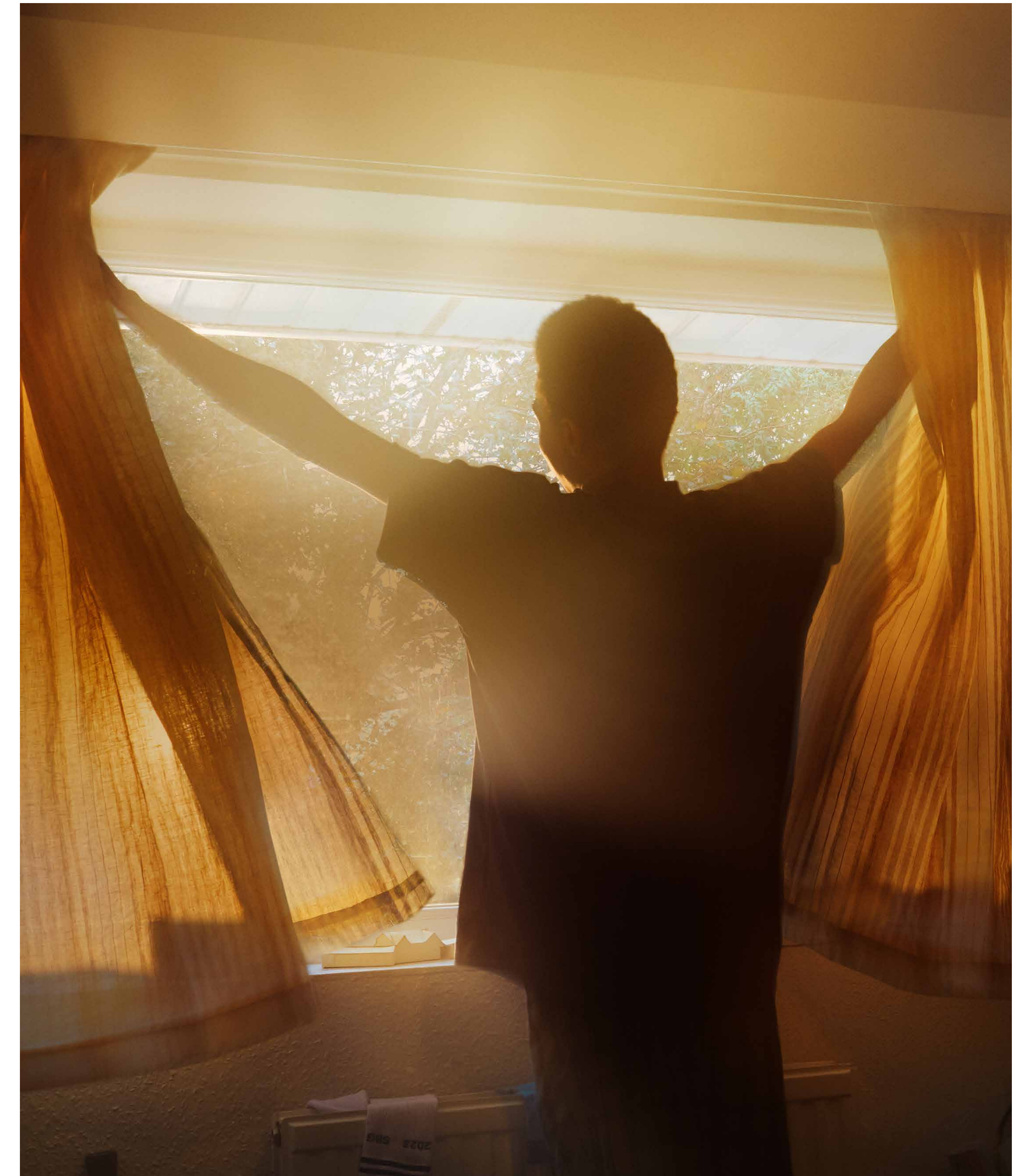
Accessibility

Although all images should contain beautiful light, there also needs to be a reasonable amount of shadow or darker areas to place white headlines, copy and logos on. This ensures legibility and accessibility.

Licensing

The images in the campaign aren't available for use by third parties, other than the assets provided explicitly for the launch of the campaign on social media.

When using imagery within the campaign the user must ensure all necessary licensing is appropriately covered.



Typography

SFL Digital is a custom typeface designed and created for the Skills for Life campaign. It is inspired by digital alarm clocks and morning moments with a world of possibilities ahead. It embodies a sense of urgency, that now is the time to do something, to make a change. A change that all starts with skills.

Headline: SFL Digital

Find out more about accessing the font [here](#).

Body copy and call to action: PP Fraktion Sans

Body copy: Light (Titillium Light tracking: 0)

Campaign line: Bold (Titillium Semibold tracking: 0)

Call to action/search: Bold

Available at [Pangram Pangram Foundry](#).

Alternative free option [Titillium Web](#).

When using campaign fonts the user must ensure all necessary licensing is appropriately purchased.

Headline Typeface

SFL DIGITAL

Body Copy Typeface

Fraktion Sans light

Campaign and CTA/Search Typeface

Fraktion Sans bold

Colours

The primary colour for Skills for Life is white (as per the reference on the right). This is the only colour used throughout the campaign.

Due to the use of full bleed colour images, the headlines should always be set in white. To ensure greater legibility, headlines should be set on darker/shadowed areas of the image.

White
C0 MO YO K0
R255 G255 B255
HEX FFFFFFFF



Logo

Dos

If legibility of the overall logo is an issue, shading can be added to the image behind. Make sure it is not directly edited onto the logo.

Use the Skills for Life logo when talking about the broad Skills for Life offers and not one specific product offer.

Don'ts

Avoid skewing the logo or rotating it. Do not change the title of the logo or apply any effects to it. Do not change the colour of the logo.

More guidance is available in the [Skills for Life campaign guide](#).



×



×



×



×



Logo - products

For any communications which focus on individual products (apprenticeships, Higher Technical Qualifications, Skills Bootcamps, T Levels, essential skills and Free Courses for Jobs), the alternative product lock up of the Skills for Life logo should be used.

Fonts (if needed for new product)

Product name: Brother 1816 - Extra Bold Italic

Brother 1816 is available from:
[Adobe Fonts](#)

Otherwise, product names should be outlined in vector logos.

When setting up a new product lock up, use a 5mm border around the product name and ensure all elements are horizontally centered.

More guidance is available in the [Skills for Life campaign guide](#).



Social assets

Overview

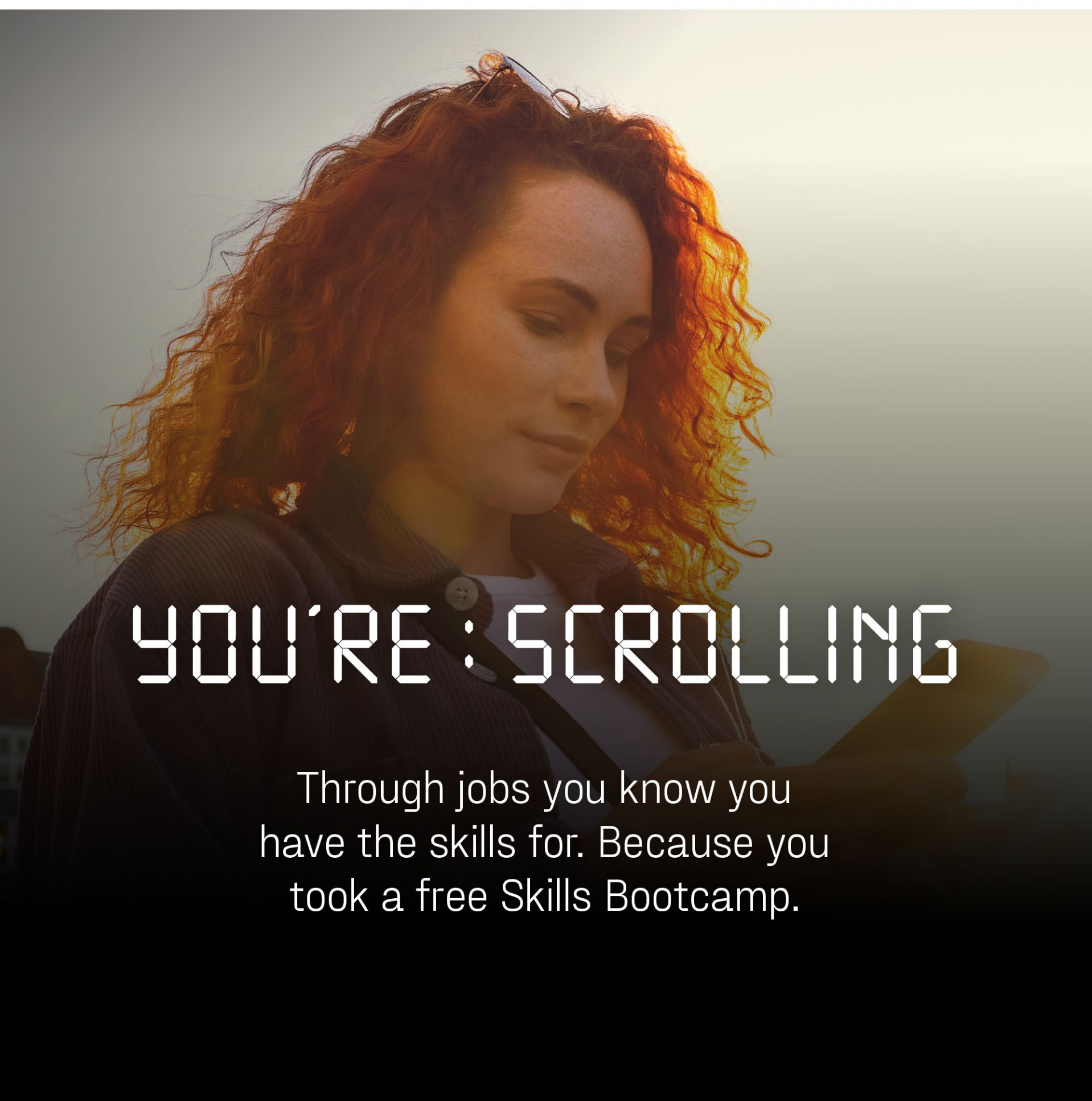
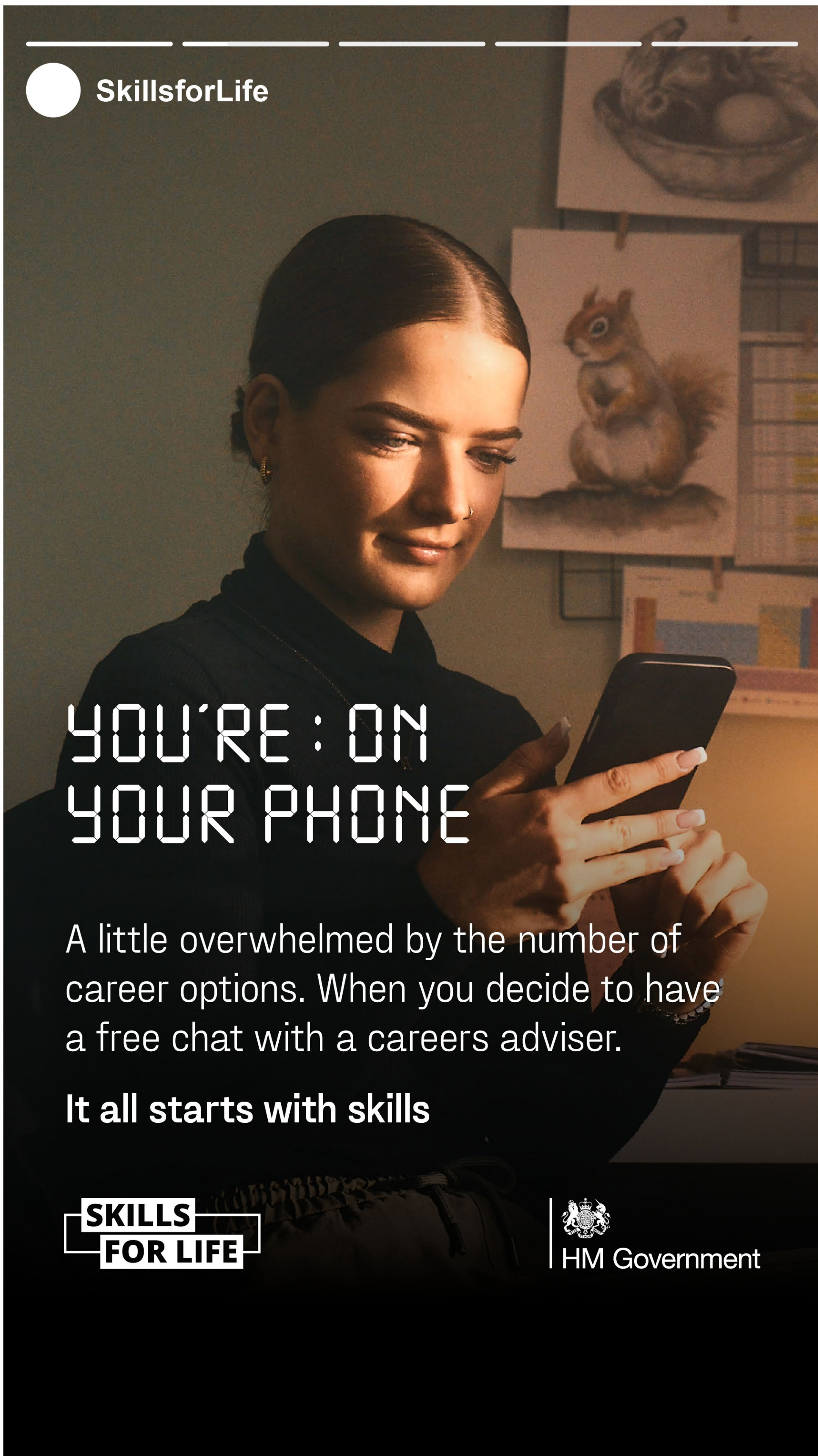
Photography

This should feature people from the respective target audience on their skills journey. Either before they start or on their way in the world. Determined and inspired. Imagery should have a light source or capture the person in beautiful light.

Images should be graded by bringing warmth into light and highlights.

Typography

Headlines are set in SFL Digital Light and set left aligned for 9:16 and centered for 1:1. Body copy is set in PP Fraktion Sans Regular and set left aligned for 9:16 and centered for 1:1. Gradients are used from the base and up and behind the government logos to improve legibility.



Layouts 1:1

Headlines are set in SFL Digital Light and centered. Leading: 100% Tracking: 0

The colon is a design feature to be placed within the headline. It should not be at the end of a line.

Body copy is set in PP Fraktion Sans Regular and centered. Leading: 120% Tracking: -25 (Titillium: 0)

Gradients are used from the base and up and behind the government logos to improve legibility.

One frame

Layouts set in one frame containing headlines, campaign line, search and logos. The body copy will sit within post copy.

Two frames

Posts across two frames are posted as a carousel.

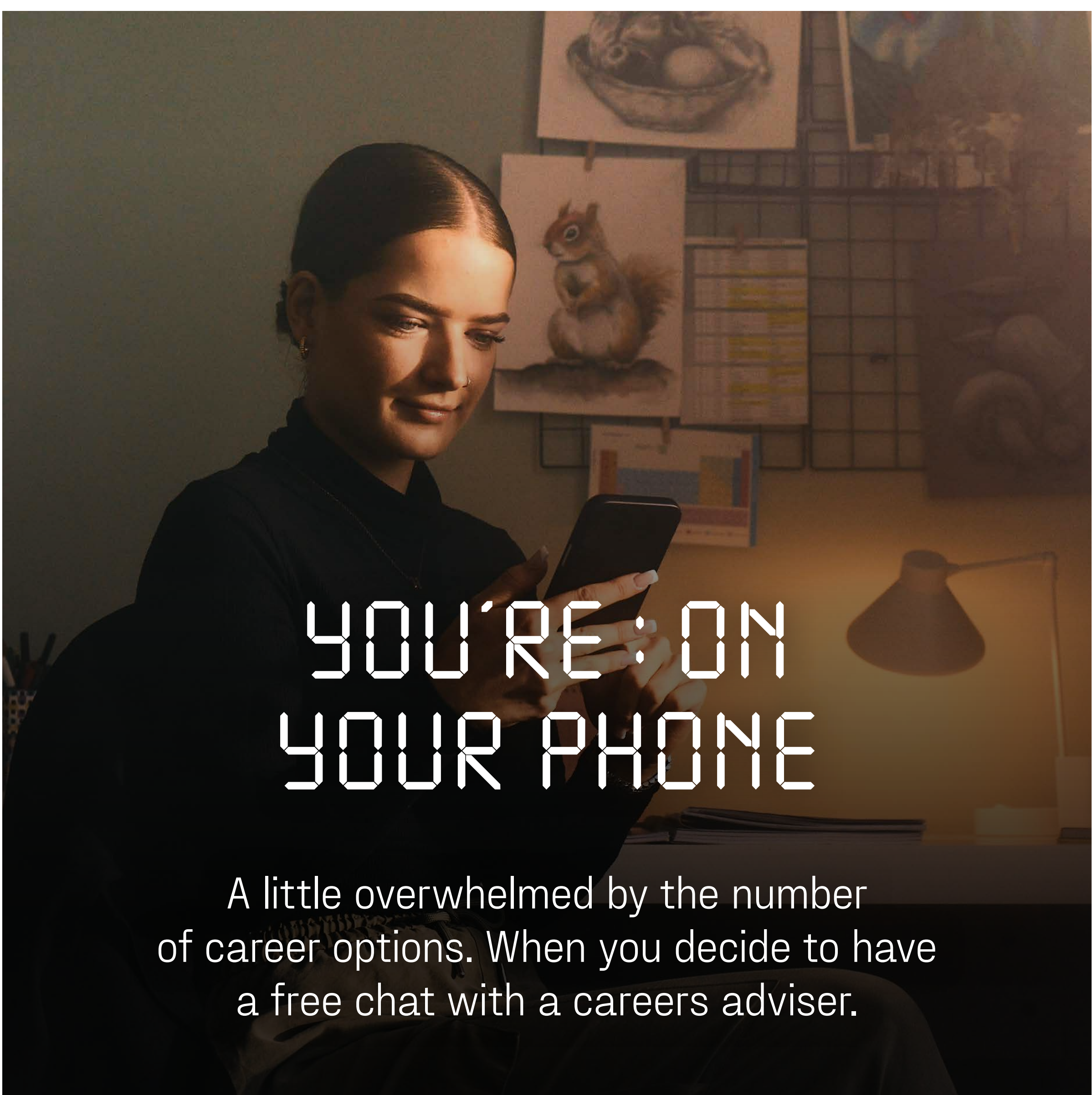
Motion

Animated version across two frames. Here the colon is animated to flash like a digital alarm clock.

1:1 Content in one frame with body copy in post copy



1:1 Content across two frames for carousel and motion



Layouts Stories

Headlines are set in SFL Digital Light and left aligned. Leading: 100% Tracking: 0

The colon is a design feature to be placed within the headline. It should not be at the end of a line.

Body copy is set in PP Fraktion Sans Regular and left aligned. Leading: 120% Tracking: -25 (Titillium: 0)

Gradients are used from the base and up and behind the government logos to improve legibility.

One frame

Layouts set in one frame.

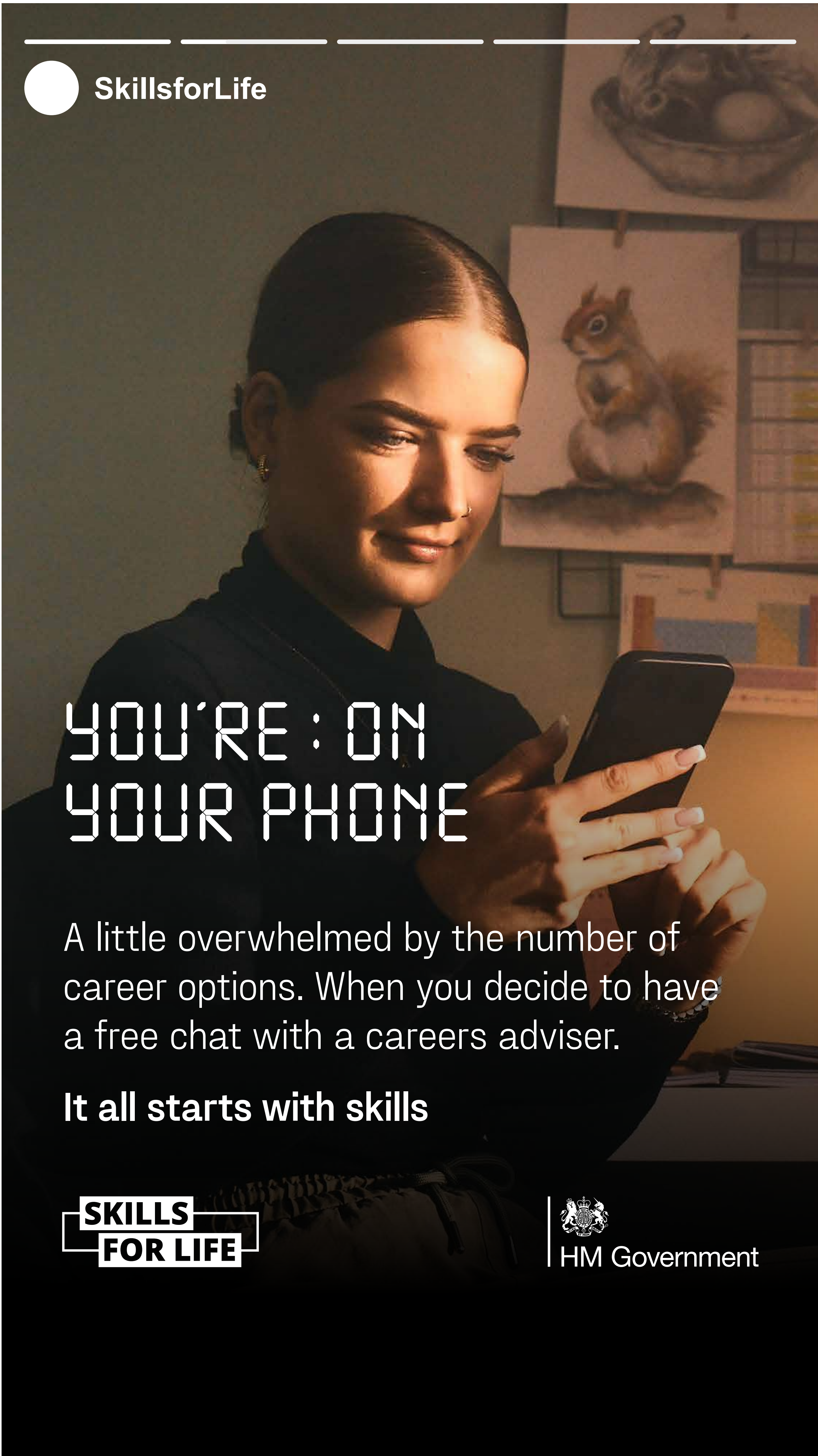
Two frames

Posts across two frames are posted as a two frame story.

Motion

Animated version across two frames. Here the colon is animated to flash like a digital alarm clock.

9:16 Layout in one frame



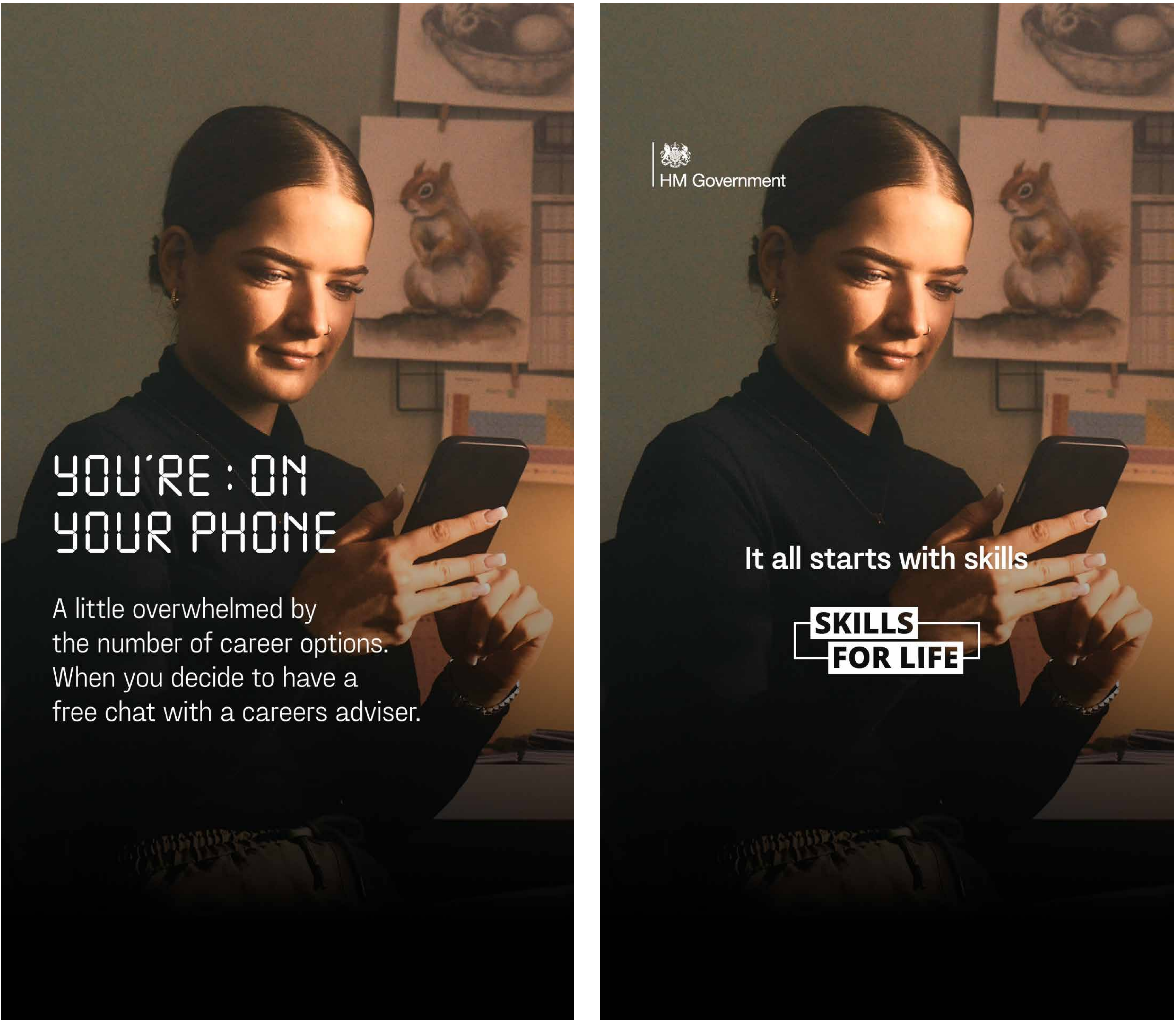
9:16 Layout across two frames



Layouts Reels/Snapchat

- **Headlines** are set in SFL Digital Light and left aligned. Leading: 100% Tracking: 0
- The colon is a design feature to be placed within the headline. It should not be at the end of a line.
- **Body copy** is set in PP Fraktion Sans Regular and left aligned. Leading: 120% Tracking: -25 (Titillium: 0)
- **Gradients** are used from the base and up and behind the government logos to improve legibility.
- Copy placement is based on Reels and Snapchat safe areas.
- **Two frames**
 - Posts across two frames are posted as a two frame story.
- **Motion**
 - Animated version across two frames. Here the colon is animated to flash like a digital alarm clock.

9:16 Layout across two frames



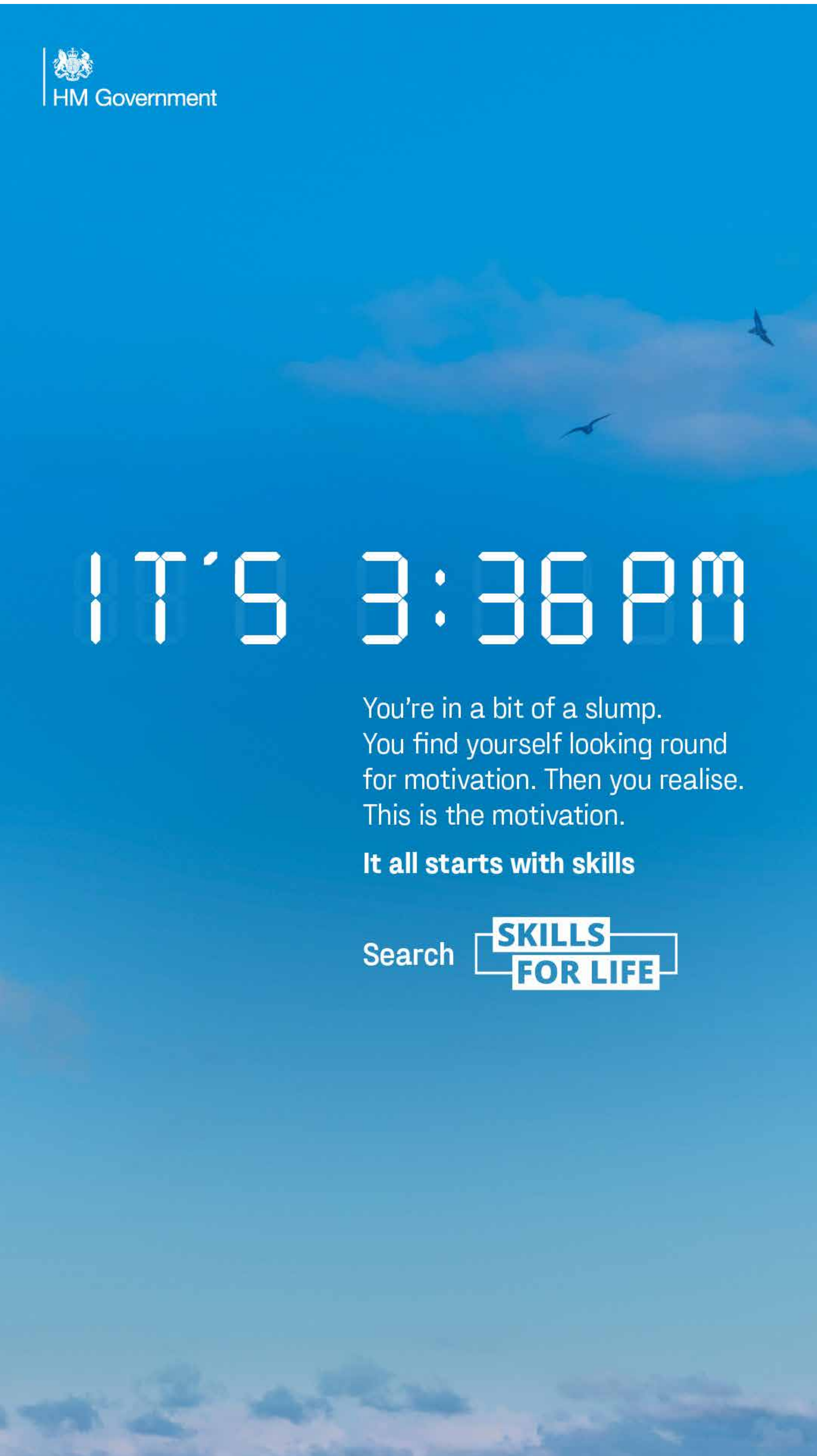
Campaign asset examples

Motivate

48sheet (billboard) out of home



6sheet (billboard) out of home



Young people

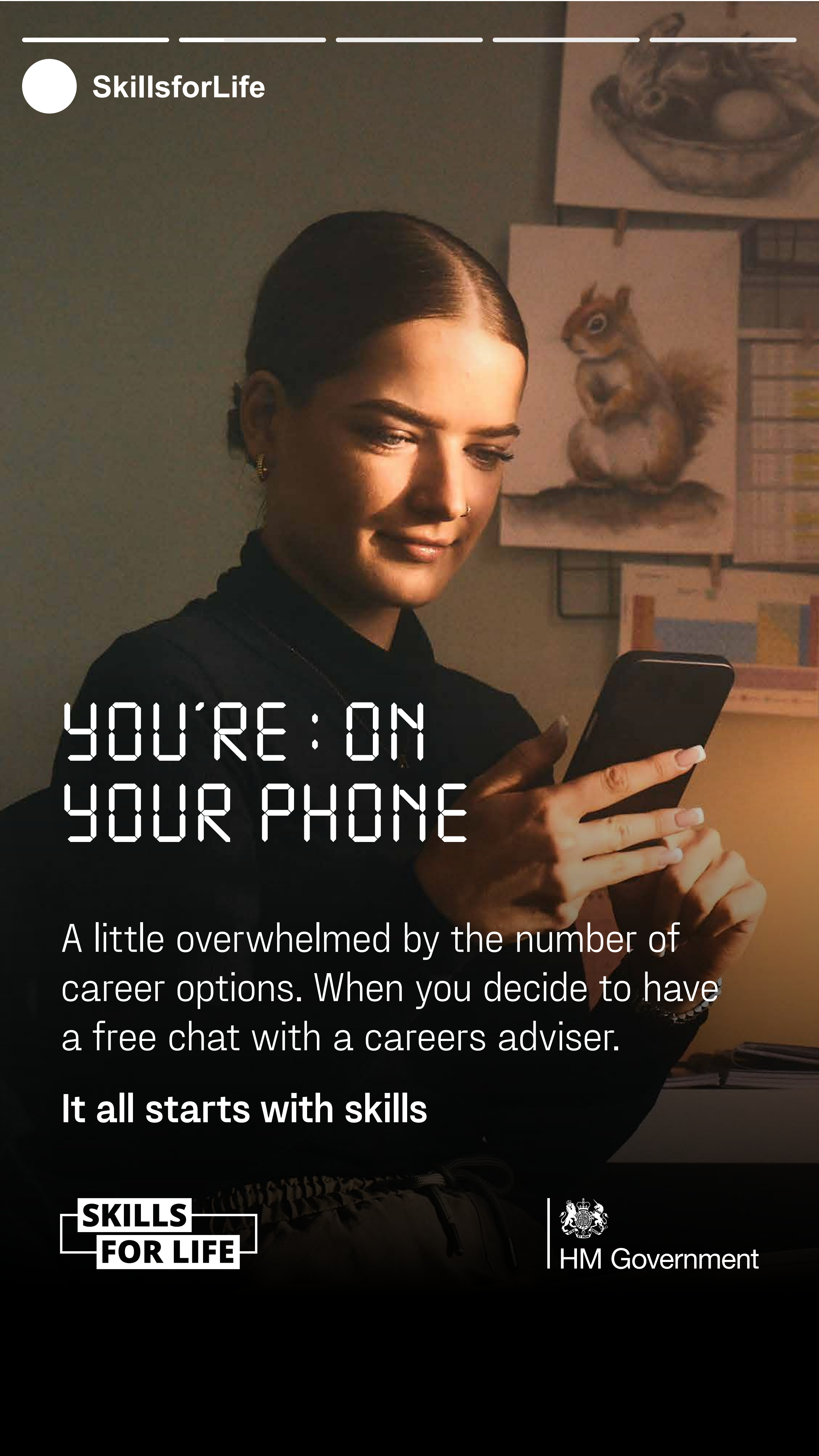
48sheet (billboard) out of home



6sheet (billboard) out of home



Social 9:16



Adults

48sheet (billboard) out of home



6sheet (billboard) out of home



Social 1:1

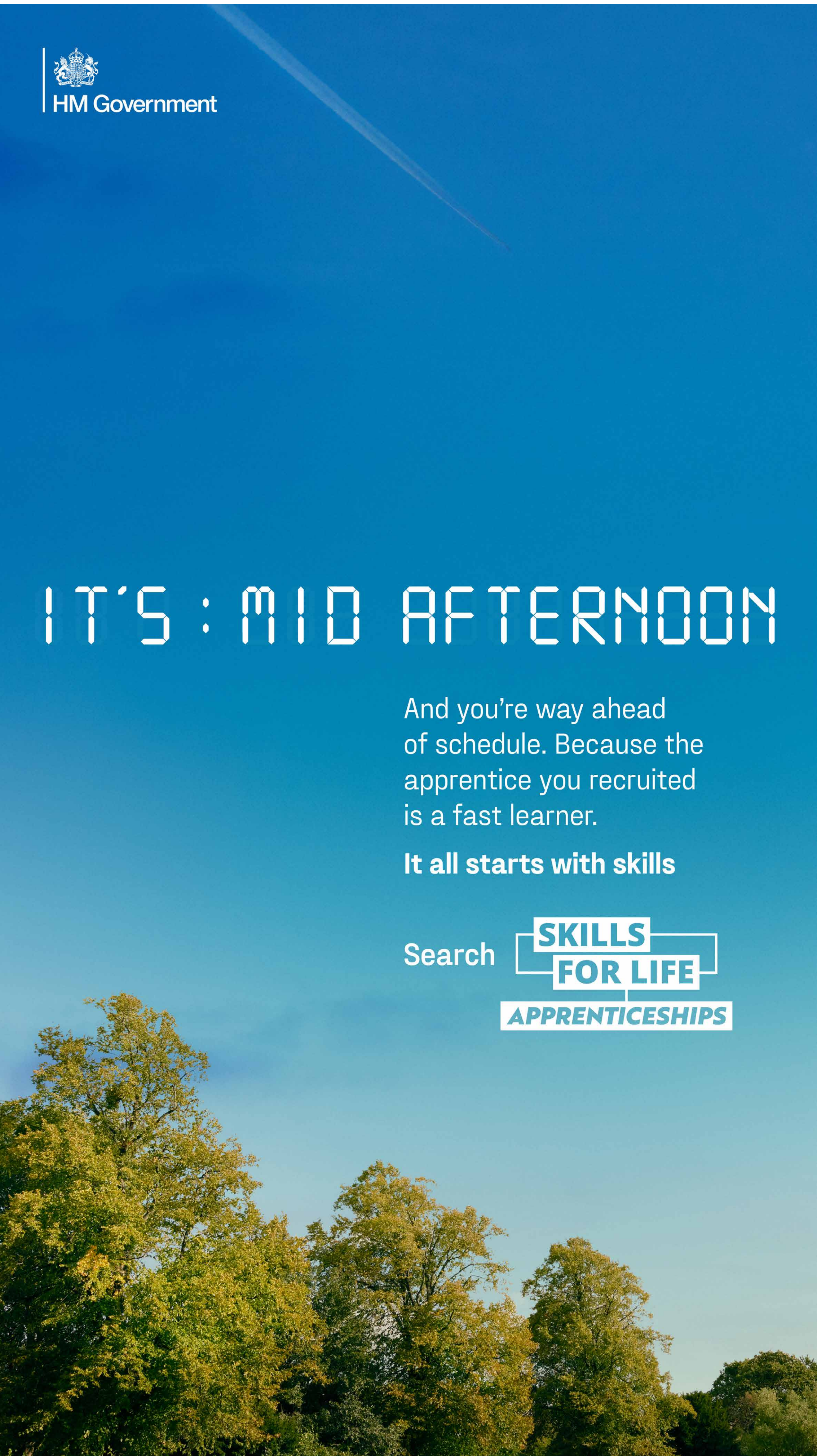


Employers

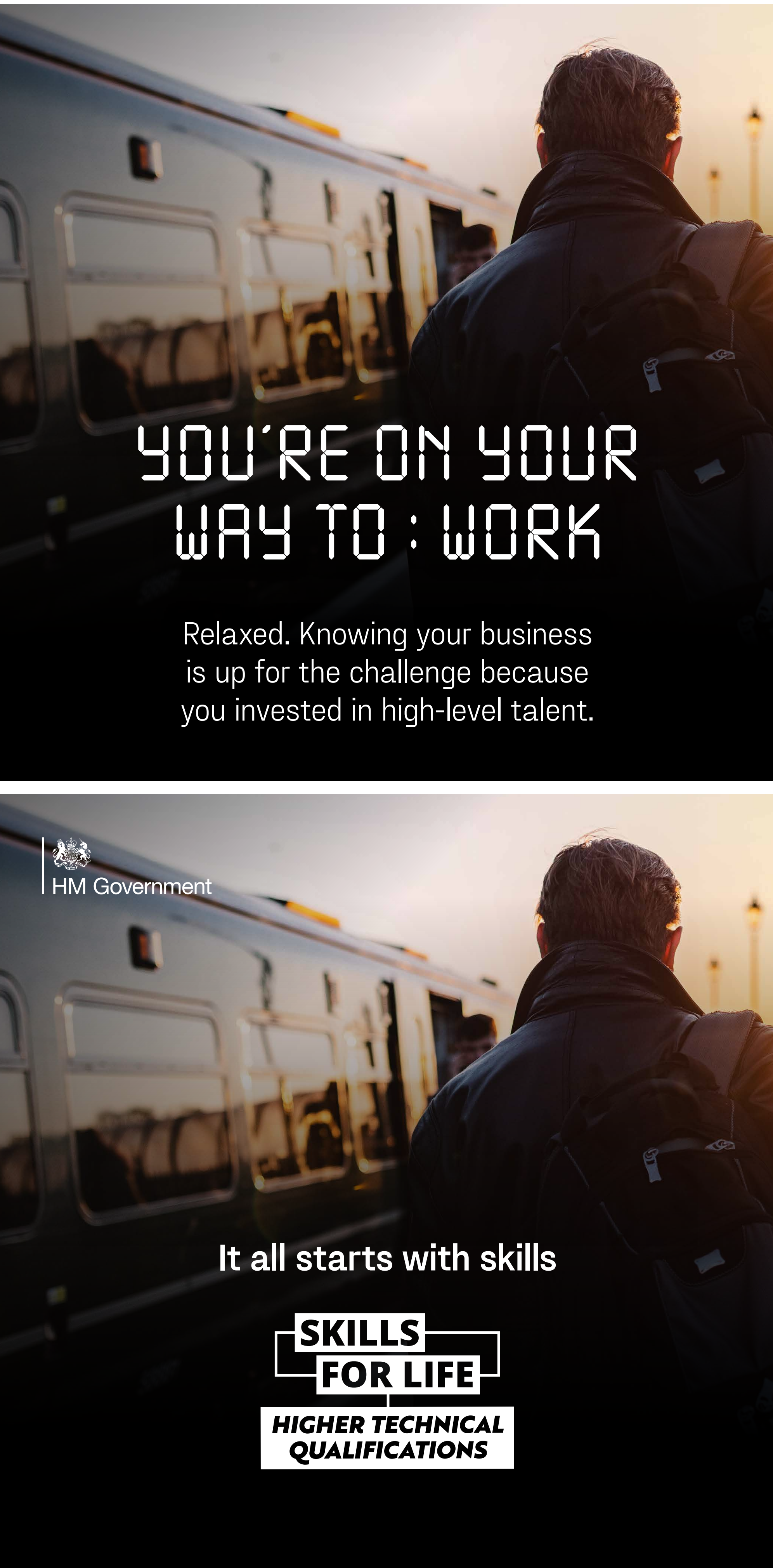
48sheet (billboard) out of home



6sheet (billboard) out of home



Social 1:1



SKILLS
FOR LIFE