



Campaign Style Guide

January 2024

SKILLS
FOR LIFE

Contents

Contents	2	Typography	13
Introduction	3	Example applications	14
Skills for Life values	4		
Logo usage	5		
- Products	6		
- Safe area and sizing	7		
- Product examples	8		
- Welsh language variations	9		
- Partner activity	10		
- HM Government logo	12		

Introduction

Skills for Life is about helping everyone get the skills they need for the job they want – whatever their stage in life.

Whether you're weighing up your options before you start work, looking to change career, or want to find a more rewarding job – the government will help you get the skills you need to get you where you want to go.

We are investing in lifelong learning, to give you the flexibility to train and study so you can gain skills at any point in your life.

We are working with colleges, training providers and universities to improve courses and qualifications so your skills improve your life.

We are helping employers to understand and use the different skills offers to recruit new talent and train current staff.

We are supporting you so you can gain skills for life.

Skills for Life values

Ambition	<p>The Skills for Life brand aims to raise the profile of government investment in skills to level up opportunity and boost UK productivity. It will support people to access technical education and training throughout their lives, increasing opportunities for everyone - regardless of where they live - to level up their careers across the country. Skills for Life will also support businesses by investing in the UK's homegrown skills pipeline.</p>
Purpose	<p>Skills for Life encapsulates the government's support for citizens to access the skills and technical qualifications they need to get better jobs - no matter their stage of life.</p>
What is the functional offer?	<p>Skills for Life provides information about technical education, skills and training under the overarching offer of all-encompassing career support.</p>
Who is the brand for?	<p>The Skills for Life brand is for the general public, employers and media. It plays a key role in demonstrating government investment in, and prioritisation of, skills. It provides for job seekers and employed adults in hard-hit industries or at-risk roles, and for ambitious businesses suffering from skills shortages but looking to increase productivity and diversify their workforce. The brand can also appeal to education and skills providers, and to young people entering the jobs market for the first time.</p>
What does the brand value most?	<p>Skills for Life has lifelong learning at its core. It promotes skills and technical education in communities; it puts employers and providers in the driving seat; and it's ultimate aim is to create the workforce of the future.</p>
What is the brand's personality	<p>Skills for Life is action orientated, built on a foundation of immediacy; enablement; encouragement; and decisiveness. The brand's promotion of skills offerings should feel inspirational but attainable, combining understanding and motivation with the encouragement to undertake new adventures and increase confidence in personal skills.</p> <p>Accessible: Skills for Life looks to provide people with clarity and peace of mind as they develop their skills and look to improve their careers. It is a trusted brand which provides assurance and considered advice, maintaining a relatable, personalised tone whilst doing so. People should feel that Skills for Life is always by their side to support the skills offering which best suits their lifestyle.</p> <p>Prestige: Skills for Life aims to put technical education and skills on par with academic and university education. It will increase esteem and status for technical education and skills across the UK.</p>

Logo usage

Black printed version

When placing the logo on a white background, use the black version of the logo.

Black on a printed white background



Colour background

The logo can be placed over a colour background, reflecting the specific campaign palette.

On a yellow background



One-colour print

If colour is not available in print you may use the black or white version of the logo.

Black on a printed white background



White on a printed black background



Logo - Products

In instances where communications are focused around specific product sectors, we have created a variation of the Skills for Life lockup within includes mention of the product itself.

This helps to reduce the number of separate logos which need to be included within a single layout. From an audience perspective, it also helps to reduce confusion and increase recognition of the Skills for Life brand by creating a consistent mechanism for identifying products.

Fonts

Brother 1816 - Extra Bold Italic (Adobe Fonts)

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

Exceptions - T Levels and Multiply

T Levels and Multiply are the only products which use brand logos in the Skills for Life lockup, in place of the standardised style.



Logo - Safe area and sizing



Space between logo and other layout elements is double the width of the E.

Minimum print size



Minimum width of the Skills for Life logo in print is 15mm

Minimum digital size



Minimum width of the Skills for Life logo in digital executions is 50px

Logo - Product examples

Apprenticeships



T Levels



Multiply



Free Courses for Jobs



Essential Skills



Cyber Explorers



Cyber First



Skills Bootcamps



Higher Technical
Qualifications



Higher Technical
Education



Logo - Welsh language variations

Black printed version

When placing the logo on a white background, use the black version of the logo.

Black on a printed white background



Colour background

The logo can be placed over a colour background, reflecting the specific campaign palette.

On a yellow background



One-colour print

If colour is not available in print you may use the black or white version of the logo.

Black on a printed white background

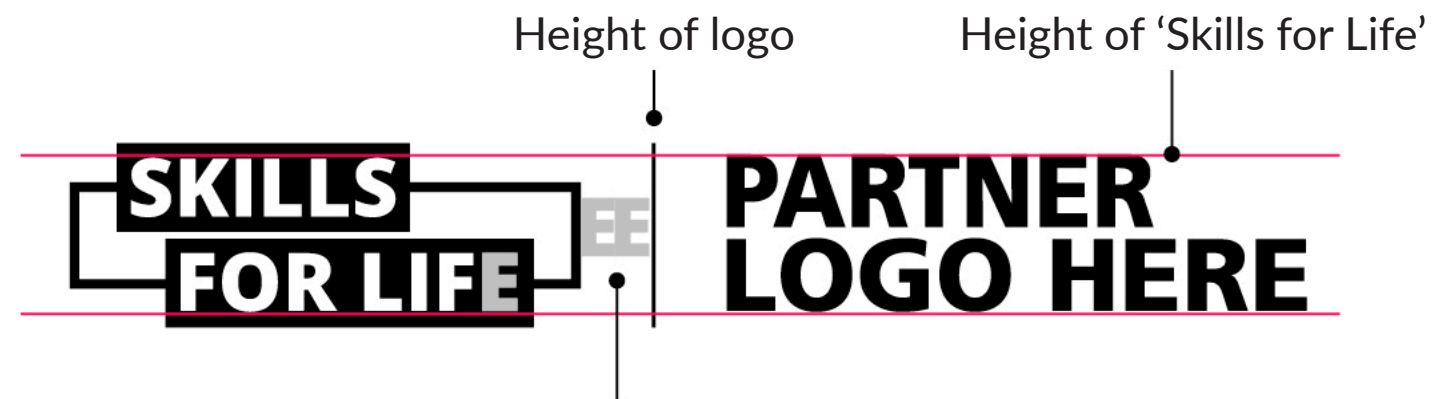


White on a printed black background



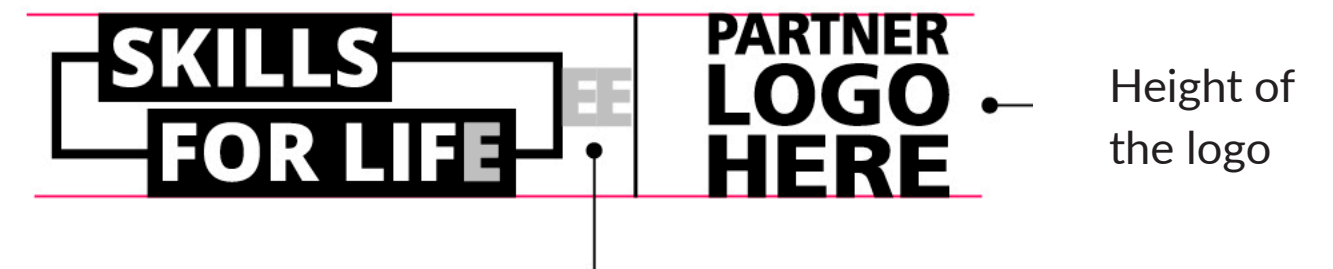
Logo - partner activity

When locking up with a landscape logo



Space between logo and line double the width of the E.

When locking up with a square or circular logo



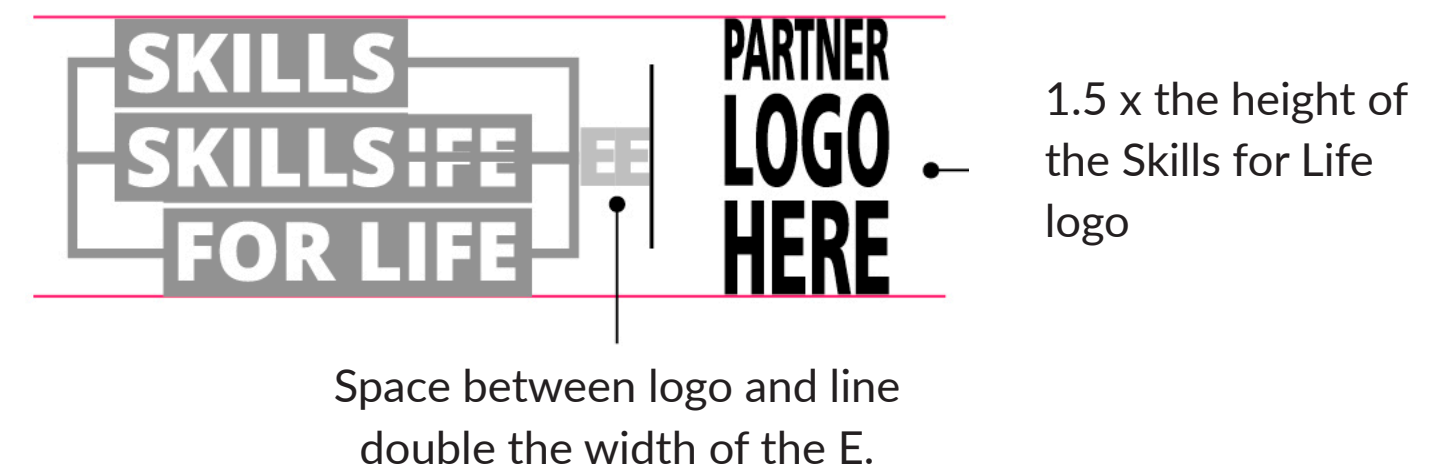
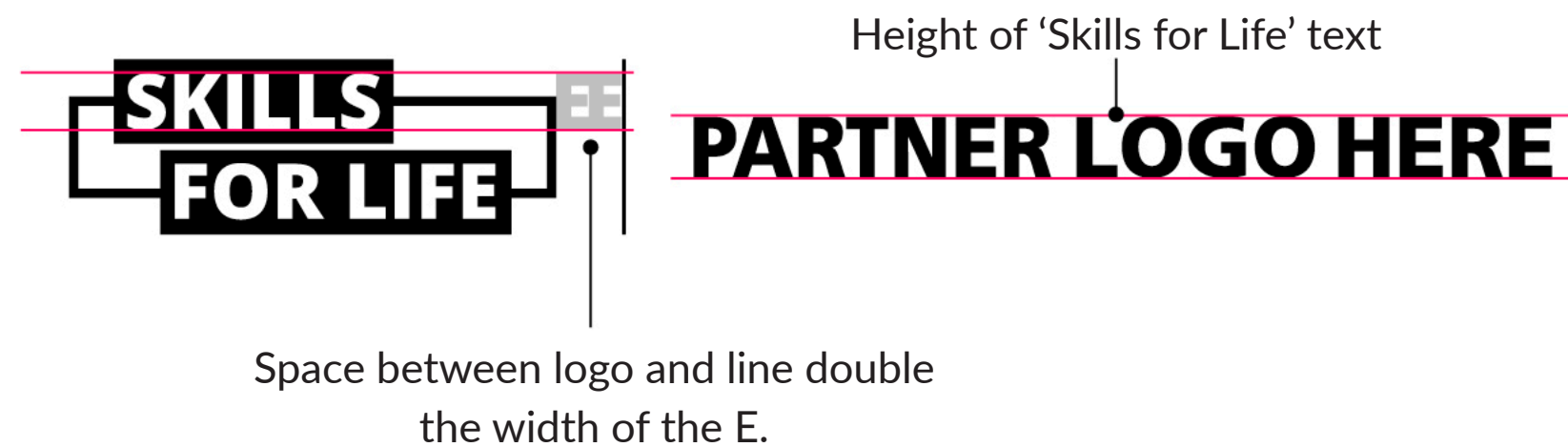
Space between logo and line double the width of the E.

Logo - partner activity

When locking up with a long landscape logo



When locking up with a portrait logo



HM Government logo

The HM Government logo is only used by government departments when producing communications. The following guidance is only relevant for these types of communications.

HM Government logo sits top left or bottom left across all static layouts. We suggest placing it in a clear corner to ensure legibility.

The safe area around the HM Government logo is equivalent to the width of the Royal Coat of Arms around the identity ('x' in the figure on the right). This is the minimum clearance; whenever possible, leave more space around the identity than the exclusion zone.

Partners, such as local authorities or providers, are not required to use the HM Government logo. Therefore, where there is no HM Government logo the margin should be equivalent to 1/30 of the diagonal of the artwork, as mentioned on page 7.

Safe area



Example layout



Typography

Where possible these character styles should be followed for consistency across all communications.

Headline

League Gothic

Sentence case

Leading: 90%

Tracking: 0

Headline

Body copy

Lato medium

Sentence case

Leading: 120%

Tracking: 0

It aut ut exped et incimilles mos aut qui odi odisciundam volecaessit
de es velite eum fugitis consequae omniatis dolupta temporerum
quia. Ipsum volorpo rectem comni doloresti quam et exercid
untiistiis ero dio consequosae.

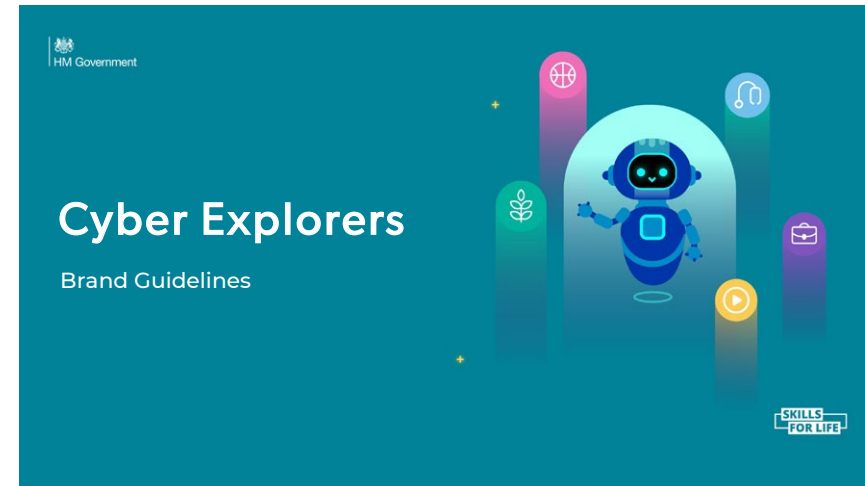
League Gothic and Lato are both freely available from Google fonts.

Example applications

Toolkits are available for the following campaigns:



It all starts with skills
Brand guidelines and social assets



Cyber Explorers
Young people's cyber skills campaign toolkit

SKILLS

FOR LIFE