

Share Your Skills. Teach in Further Education.

Campaign Guidelines 2023

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.



Colour

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

FE Amber, FE Teal and FE Coral 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: #ffeedf

FE Blue

R84
G106
B255

Hex #546aff

FE Coral

R255
G66
B79

Hex #ff424f

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

Teach in Further Education part-time.

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 centre aligned where possible.
They should appear in black or white only depending on application.

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

Logo

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

In channels where a suite of assets is being used e.g. social or OOH, you can use the full range of campaign logos.

These logos should never be changed or altered in any way.

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

Core campaign logo

Teaching 

Further Education

Secondary campaign logos

Teaching 

Further Education

Teaching 

Further Education

Teaching 

Further Education

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 usage guidance, 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

Teach in Further Education
SHARE > YOUR > SKILLS

Photography

A bank of still images were captured on the shoot by Marco Mori. This photography is available for use in a range of campaign touch points.

When selecting images the focus should be on showing a positive learning environment, i.e. teachers and students who are interacting in a happy and engaged manner.

Usage

Media: All media excluding TV & Cinema

Duration: 2 years

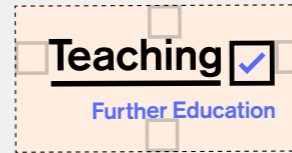
Territory: UK

Material: All imagery captured.

Expires: 30/1/2025



Endframe



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.

1:1



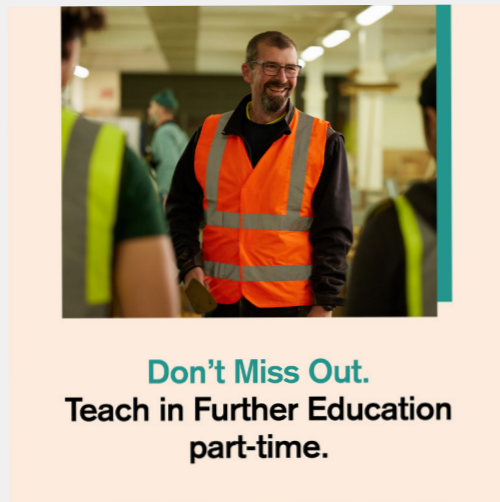
The Department for Education logo is used across all media. When used, we place it in the bottom left corner.

16:9



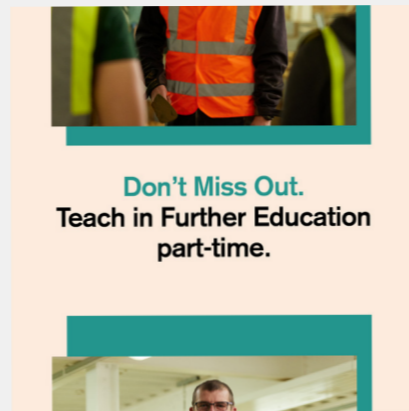
The campaign line, where possible should sit in the middle of the frame.

Social



Messaging

The lead asset message should sit in the first frame, while campaign branding and logos should be housed in the second frame.



Transition

Our imagery & text rolls upwards to reveal our second image, with a subtle parallax effect to bring more depth and realness to the scene.



Imagery

The two images should be of the same teacher. The first being a dynamic teaching shot, and the second a portrait shot of the teacher.

Colour accent should be consistent with logo colour.

Message hierarchy must always be as shown.

The logo must be centre aligned and at bottom of the design.