T LEVEL PROFESSIONAL DEVELOPMENT: DELIVERY PARTNER BRAND GUIDELINES

VERSION 2.1 (INTERIM GUIDELINES)

UNDERPINNING EXCELLENCE
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INTRODUCTION
These branding guidelines are specifically created for delivery partners of the T Level Professional Development (TLPD) offer and are designed to supplement the ETF master brand guidelines which can be downloaded from the ETF website and the parallel TLPD communication protocols.

Please distribute these to your marketing and design team to ensure your marketing materials are in line with ETF branding policies.

Through these guidelines, we empower our partners to:

- reference ETF brand effectively and correctly
- create clear and effective marketing materials.

The Department for Education are currently developing T Levels specific branding (similar to the fact that Apprenticeships have their own brand) so these are interim guidelines and will updated once the DfE branding is available. It is likely that an additional logo will need to be placed in the top right hand corner.

For branding sign-off, questions not covered and support, please contact:

COMMSTEAM@ETFFOUNDATION.CO.UK
The T Level Professional Development (TLPD) offer is a suite of high-quality support for the teachers, trainers and leaders who will be delivering T Levels in 2020 and beyond.

The programme
The T Level Professional Development offer is funded by the Department for Education (DfE) and delivered on its behalf by the Education and Training Foundation (ETF). The ETF is working with a range of expert partners who are supporting the delivery of the offer directly with providers, teachers, trainers and leaders.

The relationship between ETF, DfE and partners to be included in the text of any communications: [Delivery Partner] is working in partnership with the Education and Training Foundation to deliver this offer.

The “brand name” will be “T Level Professional Development offer” or “TLPD”.

“T Level” must always be expressed in this way (not T level or T-Level or T-level)

TLPD should not be expressed as a “programme” – individual aspects of delivery can be described as “courses” or “modules” or “video” etc.
02
ETF BRAND SUMMARY GUIDELINES
For details on specific typeface usage, please refer to example visuals on pages 21 and 22 of the master brand guidelines.

NB: When it is not possible to purchase Flama Condensed, please use Arial.

**Primary typeface**

We should aim to use our primary typeface Flama Condensed in upper case in the graphic device but sentence case elsewhere. All weight of Flama Condensed should be left aligned and used to add emphasis and a sense of hierarchy. The minimum recommended size to use Flama Condensed 10pt. FLAMA CONDENSED can be purchased from Village font, vllg.com

**Supporting typeface**

Roboto should be used for body copy. It should be set in sentence case and aligned left. Use different weight to add emphasis and a sense of hierarchy to communications. Body copy should be set at 10pt with a leading of 13pt. Roboto can be downloaded from fonts.google.com

**System typeface**

Arial should only be used in instances where our primary and supporting typefaces are not available. Arial should be left aligned, with different weights used to add emphasis and create a sense of hierarchy in communications. Body copy should be set at 10pt with a leading of 13pt.

For details on specific typeface usage, please refer to example visuals on pages 21 and 22 of the master brand guidelines.

NB: When it is not possible to purchase Flama Condensed, please use Arial.
A range of type-sizes and leading values have been suggested. Final sizes should be chosen at the discretion of the designer based on final content and intended use.

**BRAND EXPRESSION**

**SUGGESTED TYPEFACES SIZE**

**PAGE TITLES**

**FLAMA CONDENSED BOLD**

**20 / 21 PT**

We should aim to use our primary typeface Flama Condensed in upper case in the graphic device but sentence case elsewhere.

**BODY COPY**

Roboto 10 / 13pt

Roboto light / Light Italic / Bold / Bold Italic should be used for body copy. It should be set in sentence case and aligned left. Use different weight to add emphasis and a sense of hierarchy to communications.

**FRONT PAGE TITLE**

**FLAMA CONDENSED BOLD 50 / 45 PT**

**SOURCES**

Roboto Light 7 / 9pt

**QUOTES**

Flama Condensed Basic

18 / 18 pt

**QUOTE SOURCE**

Flama Condensed Basic Upper Case

12 / 13pt
Our colour palette is confident and vibrant. These can be used across all our brand communications.

Please note: The colours displayed here may not accurately match to the actual colour printed on paper.

Print setup guidance
For print setup guidance please refer to pages 24 and 25 in the ETF master brand guidelines.

Colour for print use
The colours shown below are for print only. Litho and digital printing should both use the CMYK values outlined here. Avoid using tints of our colours.

<table>
<thead>
<tr>
<th>Color for print use</th>
<th>Color for on-screen use</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CMYK</strong> 0 90 65 0 PANTONE 199 U</td>
<td><strong>CMYK</strong> 100 15 0 0 PANTONE PRO BLUE U</td>
</tr>
<tr>
<td><strong>CMYK</strong> 80 0 70 0 PANTONE 2418 U</td>
<td><strong>RGB</strong> 229 28 65 HEX #E51C41</td>
</tr>
<tr>
<td><strong>CMYK</strong> 30 100 0 0 PANTONE 7549 U</td>
<td><strong>RGB</strong> 253 185 19 HEX #FDB913</td>
</tr>
<tr>
<td><strong>CMYK</strong> 0 0 0 100 PANTONE 277 U</td>
<td><strong>RGB</strong> 0 133 86 HEX #008556</td>
</tr>
<tr>
<td><strong>CMYK</strong> 0 0 0 PANTONE BLACK 6</td>
<td><strong>RGB</strong> 190 0 100 HEX #BE0064</td>
</tr>
<tr>
<td><strong>CMYK</strong> 0 0 0 PANTONE BLACK 6</td>
<td><strong>RGB</strong> 0 0 0 HEX #000000</td>
</tr>
</tbody>
</table>

In special instances – usually where the print is limited to only one or two colours – the Pantone versions of the colours can be used. (Pantone colours should only be used when litho printing).
BRAND EXPRESSION
PHOTOGRAPHY

Our imagery has a reportage style. It should show a mix of people in different scenarios. Creating authentic, diverse and engaging imagery.

You can access our image library [here](#).

**When choosing photography it is important that the imagery:**

- features technical education delivery in action where possible.
- where possible features real people (not models) in real situations.
- shows ethnic and gender diversity amongst teachers and learners.
- features people looking interested, engaged and motivated.
- document people in a learning or training environment to give context.

For more detailed on specific usage, please refer to example in our master brand guidelines.
BRAND EXPRESSION
TONE OF VOICE

The tone of voice used across all Delivery Partner communications should be open and engaging, authoritative but not arrogant.

Avoid jargon. Write in short, clear sentences. Always write with the reader in mind.
03

T LEVEL PROFESSIONAL DEVELOPMENT GUIDELINES (DELIVERY PARTNERS)
**BRAND EXPRESSION**

**ETF & T LEVEL PROFESSIONAL DEVELOPMENT**

**LOGO LOCK-UP**

**ETF logo**
Our logo visually represents our core thought of underpinning excellence. A distinctive form that utilises colour to display our personality.

**Colourways**
Our ETF logo does not have particular colours attributed to it, so it can be used in any of the ETF brand colours, however, the TLPD logo should only be used in black. Under no circumstances should any other colour be used for the TLPD logo.

**TLPD logo**
The TLPD logo is clean and confident and 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.

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

**ETF logo and the TLPD logo lock-up**
When used together both should always sit on a white background and never be placed over any imagery.

Both our ETF logo and the TLPD logo should have the same height. This helps create an equal weighting and maintains a consistent hierarchy.

**Position**
Our ETF logo should always be positioned on the left and the TLPD positioned on the right.

To maintain consistency the TLPD logo height must match the ETF logo height at all time.
**BRAND EXPRESSION**

**ETF & T LEVEL PROFESSIONAL DEVELOPMENT**

**CLEARANCE SPACE**

Our ETF Logos clearspace and 'X' height changes proportionally according to the size of the logo but it is always determined by the height of the ‘bar’ as shown below.

To use the TLPD logo effectively, always maintain clear space around the logo from page edges and other elements. The clear space around the logo is demonstrated below by the ‘T’ character of the logo.

Always make sure the logo does not touch any other elements for legibility.
BRAND EXPRESSION
ETF & T LEVEL PROFESSIONAL DEVELOPMENT
LOGO USAGE WITH FULL COLOUR BACKGROUNDS

We can use a solid colour blocking or a full page image to create even more presence, but our ETF logo and the TLPD must always sit on a white background.

To achieve this a white bar device can be used. The height of this bar should whenever possible match the height (Y) as one of a single graphic device bar. This will ensure that the graphic device is consistent across all brand communications.

The only time this bar should be a different height is in cases like Powerpoint where the ratio doesn’t allow for the same height. In that instance a narrower bar (reduced in 25% increments) can be used.
BRAND EXPRESSION
DELIVERY PARTNERS AND DfE LOGO-BAR

The Delivery Partner and DfE logo-bar demonstrates the relationship between ETF, our Delivery Partner and the DfE. When we co-brand, we’re lending the credibility of ETF to our delivery partners and centres.

The Delivery Partner logo must be accompanied by the “Our Partner” title and the following strapline: “[Delivery Partner] is working in partnership with the Education and Training Foundation to deliver this offer.”

The DfE logo must be accompanied with the “Funded By” title.

The logo bar should fit within the established margin/guidelines set by the master logos above.
BRAND EXPRESSION
EXAMPLES – PRINT

Letterhead example

Brochure cover examples

Order forms
BRAND EXPRESSION
EXAMPLES – EMAIL

Email example

Welcome,
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

For further course information, please contact 0800 83 1830 or email@etfoundation.co.uk

Name Surname
Your job title here
Your company name here

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BRAND EXPRESSION
EXAMPLES – POWERPOINT

Powerpoint cover examples