EDUCATION & TRAINING FOUNDATION

BRAND GUIDELINES
VERSION 5.0

UNDERPINNING EXCELLENCE

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BRAND HIERARCHY

The hierarchy diagram illustrates the products and services that the Education and Training Foundation (ETF) provide.

The ETF is responsible for the Society for Education and Training (SET), the professional membership organisation for practitioners working in the Further Education and Training sector. SET administers both Qualified Teacher Learning and Skills (QTLS) status and Advanced Teacher Status (ATS) on behalf of the ETF.

EDUCATION & TRAINING FOUNDATION

WORKFORCE DEVELOPMENT

SECTOR RECRUITMENT

PROFESSIONAL MEMBERSHIP AND STATUS

TEACHER AND TRAINER DEVELOPMENT

LEADERS, MANAGERS, CHAIRS AND GOVERNORS SUPPORT

WORKFORCE DATA AND RESEARCH

TEACHER AND TRAINER DEVELOPMENT
- Advanced Practitioners
- Centres for Excellence in Maths
- ETF Learners
- Excellence Gateway
- Foundation Online Learning
- Maths and English
- Online Teaching Resources
- Mentoring
- Outstanding Teaching Learning and Assessment (OTLA) Collaborative Project
- Practice Development Groups (PDGs)
- Supporting Learners with SEND
- T Level Professional Development Offer
- Technical Teaching Fellowships
- Safeguarding and Prevent

LEADERS, MANAGERS, CHAIRS AND GOVERNORS SUPPORT
- Chief Financial Officer Programme
- CEO Mentoring
- Diversity in Leadership
- First Line Leadership Programme
- Leading from the Middle Programme
- New to Senior Leadership Programme
- Preparing for CEO Programme
- Strategic Leadership Programme for Principals and CEOs
- Chairs' Leadership Programme
- Continuing Support of Governors
- Governance Professionals Development Programme

WORKFORCE DATA AND RESEARCH
- CPD Scoping
- Evaluations
- Training Needs Analysis

SECTOR RECRUITMENT
- FE Advice Line
- Governor Recruitment Service
- SET for Teaching Success
- Taking Teaching Further
- Talent to Teach

PROFESSIONAL MEMBERSHIP AND STATUS
- Advanced Teacher Status
- Corporate Partnerships
- Professional Standards
- Qualified Teacher Learning and Skills (QTLS)
- Society for Education and Training

MEMBERSHIP AND STANDARDS

PROFESSIONAL MEMBERSHIP

Society for Education and Training (SET)

Corporate Partnerships

Corporate partner

PROFESSIONAL STATUS

Qualified Teacher Learning and Skills (QTLS)

Advanced Teacher Status (ATS)

01

BRAND STRATEGY

Our charitable objective is to improve the knowledge, skills and capabilities of learners aged 14 and over. We will achieve this by improving the quality of education and training provided by the further education and training profession.

BRAND STRATEGY
ABOUT US

Please only refer to us as either the Education and Training Foundation or the ETF in copy.

The Education and Training Foundation (ETF) is the sector-owned, government-backed workforce development body for the Further Education and Training sector.

BRAND STRATEGY
OUR VALUES

Responsive
We listen and provide effective solutions.
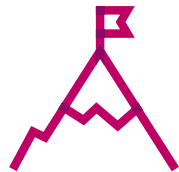
Striving for excellence
We aim for the highest standards in everything that we do.

Inclusive
We reflect your views in our thinking and our actions.

Expert
We base our decisions on evidence and expertise.

Trustworthy
We are open, honest and act with integrity.

BRAND STRATEGY
OUR MISSION

Our mission is to support the continuing transformation of our country's technical and vocational education system by ensuring the sector has world-class teachers, trainers, assessors and leaders. This leads to ever-improving learner outcomes, a better skilled workforce and a stronger economy, country and society.

We do this by improving, driving and championing the quality of the sector's leadership, teaching and training through:

- Setting and promoting Professional Standards, awarding QTLS and ATS, and managing the Society for Education and Training, the professional membership body for the sector

- Supporting the sector through reform and change

- Leading professional and workforce development for teachers, trainers, assessors, leaders and governors

- Being the home of independent, impartial and comprehensive workforce data and research.

02

BRAND
EXPRESSION

BRAND EXPRESSION
PRIMARY LOGO

Colourways

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

Avoid categorisation or repetitive use of just one logo colour.

Whilst our coloured logo can sit on both white and photographic backgrounds, our black logo can be placed on white, photographic or coloured backgrounds.

BRAND EXPRESSION
SECONDARY LOGO

Colourways reversed

In instances where the logo sits on a coloured or photographic background, the logo can be reversed out.

Please note: When placing a white logo on a coloured background, always ensure that the text colour within the logo matches that of the **background** (as shown here).

BRAND EXPRESSION
LOGO

Clear space and sizing

The 'X' height changes proportionally according to the size of the logo but it is always determined by the height of the 'bar' as shown to the right.

A3 60mm

A4 43mm

Minimum 25mm

BRAND EXPRESSION
LOGO

Positioning

When the logo is used on its own, it is always positioned top right, adhering to isolation zone rules. Where this is not possible the logo can be placed in any other corner.

To comply with accessibility requirements, when using the logo on documents and presentation slides, do not put it on every page. Place the logo on the first page only and mark as decorative.
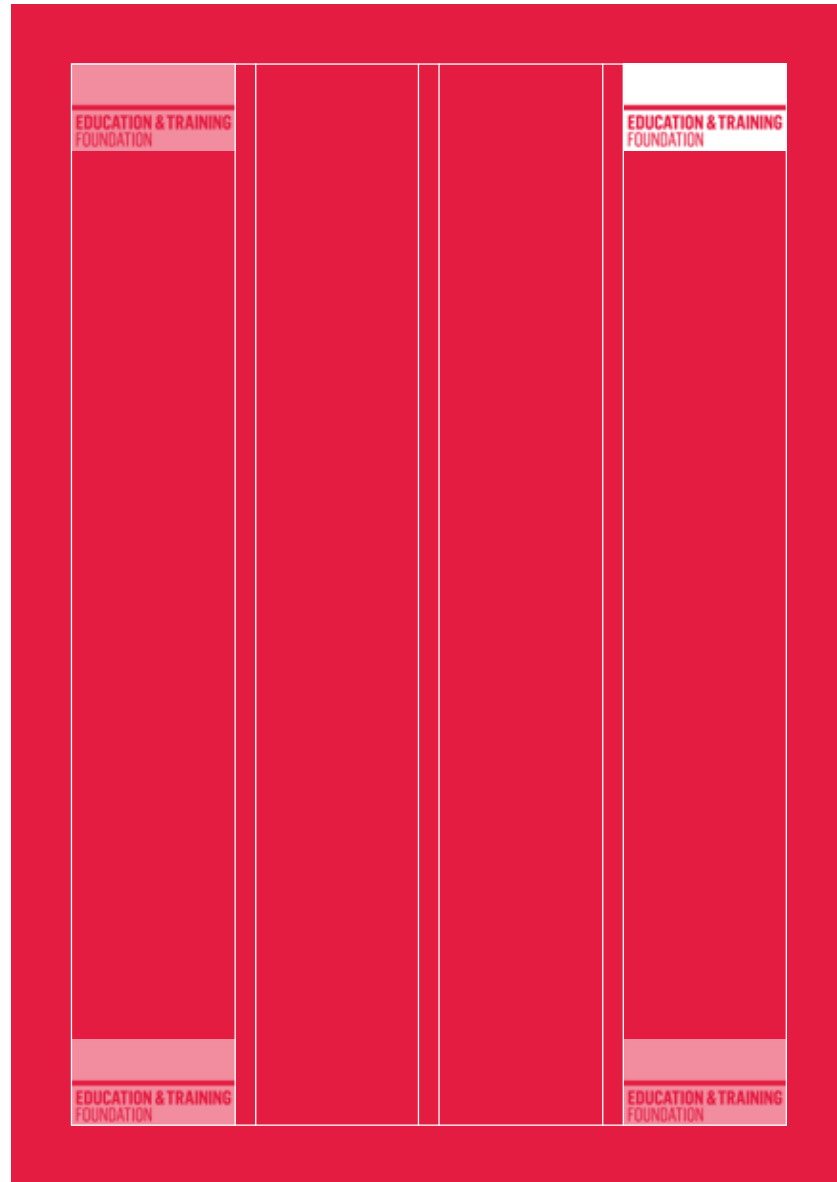
BRAND EXPRESSION
LOGO

Backgrounds

– Our logo can appear on white, coloured and photographic backgrounds.

– When positioning the logo, always ensure it sits on a clear area of the page, free of other visual elements.

– When using the logo on a photograph, try to position it over an area that is relatively clear and makes our logo stand out clearly.

– When using the logo on photographic backgrounds please use a primary logo (coloured) not a white out one.

IMPROVING OUTCOMES FOR LEARNERS

PROFESSIONAL STANDARDS
IN EDUCATION AND TRAINING

ETFOUNDATION.CO.UK

PROFESSIONAL STANDARDS
IN EDUCATION AND TRAINING

ETFOUNDATION.CO.UK

UNDERPINNING EXCELLENCE

ANNUAL REVIEW
2015/2016

ETFOUNDATION.CO.UK
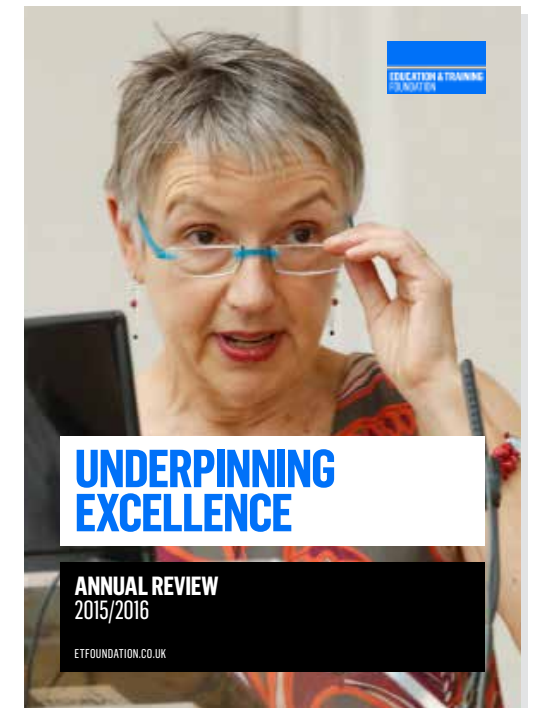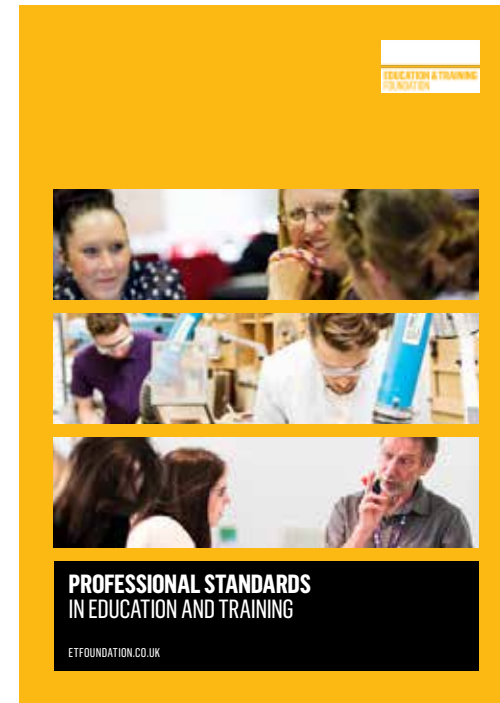
BRAND EXPRESSION
LOGO

Mis-use of the logo

Please make sure that our logo appears consistently on materials, following the guidance around sizing and positioning.

Avoid altering these rules or attempting to adapt or modify the logo in any way.

Please do not remove the line of the logo - this is a key aspect of the brand and must remain in place.

Don't write anything inside the top bar of the logo. This should always appear empty.

Don't rotate the logo. It should always appear horizontally.

Don't change the arrangement of the logo elements at all.

Don't add any visual effects to the logo (e.g. drop shadows).

Don't distort the proportions of the logo.

Don't overprint the logo. Please make sure that the logo is a solid colour at all times. Always ensure the logo is set to knockout of the background when printing.

BRAND EXPRESSION
LOGO

Backgrounds

Avoid placing our logo over photography in a way that appears odd or obscures an important detail.

Always look to provide contrast between our logo and the photograph through the choice of colour.


LEARNER
SUCCESS

ANNUAL REVIEW
2015/2016

ETFOUNDATION.CO.UK

BUILDING
FUTURES

ANNUAL REVIEW
2015/2016

ETFOUNDATION.CO.UK

BUILDING
FUTURES

ANNUAL REVIEW
2015/2016

ETFOUNDATION.CO.UK

BUILDING
FUTURES

ANNUAL REVIEW
2015/2016

ETFOUNDATION.CO.UK

BRAND EXPRESSION
CO-BRANDING

Co-branding

Sometimes our logo is positioned alongside other company/brand logo(s). Please make sure that they are equally spaced, centred and cover approximately the same area of space.

The partner logo(s) should be scaled so that they have equal visual weight.

EDUCATION & TRAINING FOUNDATION

LOGO

LOGO

Equal visual weight between the logos.

EDUCATION & TRAINING FOUNDATION
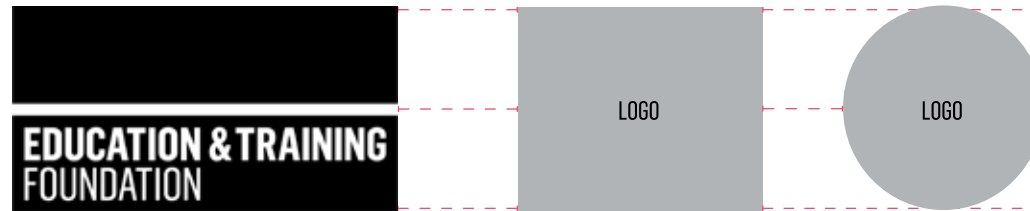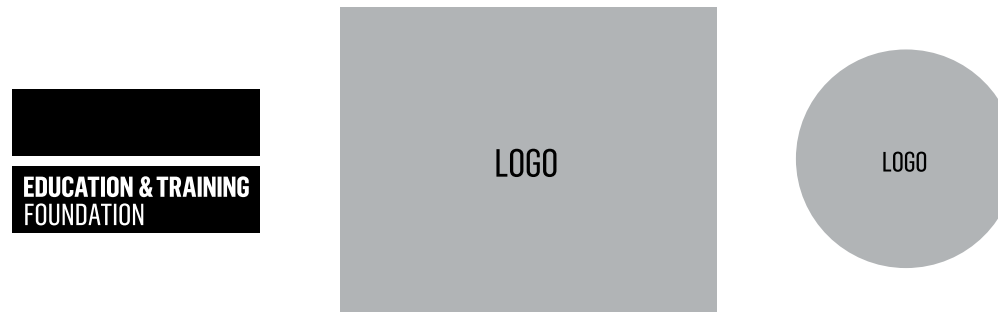
LOGO

LOGO

Unequal visual weight between the logos.

BRAND EXPRESSION
PROGRAMME LOGOS

Programme lock-ups

Our ETF programme logos are a combination of the ETF logo and the name of the programme.

Our programmes do not have particular colours attributed to them and can be used in any of the ETF brand colours.

Do not create your own programme logos by copying this style. An Adobe Illustrator template is available for creating new programme logos and is available from the ETF marketing team.

Under no circumstances should any text or graphic other than a programme name be coupled with the ETF logo.

Whilst our coloured logos can sit on both white and photographic backgrounds, our black logo can be placed on white, photographic or coloured backgrounds.

NB: If the programme name is made up of a single word, this should be aligned to the bottom of the ETF logo.

EDUCATION & TRAINING
FOUNDATION

OUTSTANDING TEACHING LEARNING AND ASSESSMENT (OTLA)

EDUCATION & TRAINING
FOUNDATION

EXCELLENCE GATEWAY

EDUCATION & TRAINING
FOUNDATION

FE ADVICE

EDUCATION & TRAINING
FOUNDATION

PREVENT

BRAND EXPRESSION
PROGRAMME LOGOS

Colourways reversed

Reversed versions and templates are available for instances where the logo needs to sit on a coloured or photographic background.

Please note: When placing a white logo on a coloured background, always ensure that the text colour within the logo matches that of the **background** (as shown here).

EDUCATION & TRAINING FOUNDATION

OUTSTANDING TEACHING LEARNING AND ASSESSMENT (OTLA)

EDUCATION & TRAINING FOUNDATION

EXCELLENCE GATEWAY

EDUCATION & TRAINING FOUNDATION

FE ADVICE

EDUCATION & TRAINING FOUNDATION

PREVENT

BRAND EXPRESSION
PROGRAMME LOGO

Clear space and minimum size

The 'X' height changes proportionally according to the size of the logo but it is always determined by the height of the 'bar' as shown to the right.

X

X

EDUCATION & TRAINING
FOUNDATION

X

OUTSTANDING TEACHING
LEARNING AND ASSESSMENT (OTLA)

EDUCATION & TRAINING
FOUNDATION

OUTSTANDING TEACHING
LEARNING AND ASSESSMENT (OTLA)

Minimum 25mm

BRAND EXPRESSION
OGL LOGO POSITIONING

All Leadership and Governance contract materials produced by ETF and our suppliers (Delivery Partners, contractors, associates etc.) using DfE funding must include an appropriate Open Government License (OGL) statement. This does not include materials with a limited shelf life such as leaflets or advertisements, which are not considered to be used by third parties.

Every downloadable ('moveable') resource requires an attribution statement on it. So when the resource is downloaded and 'moved' (i.e. to a third party's own systems) then the OGL attribution moves with it.

However, if the resource cannot be downloaded but merely viewed on one of our webpages, the attribution statement may go on the webpage rather than the individual resource.
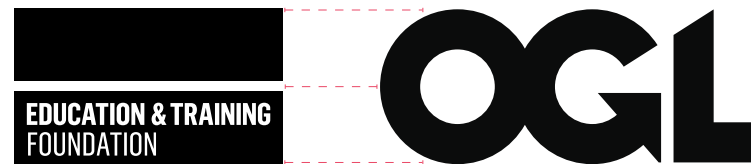
Equal visual weight between the logos.

Digital minimum 41px

Print minimum 8mm

Using an attribution statement declares that the resources are available under OGL (currently v3.0), and with a link to the actual licence (on the National Archives website). An example would be:

OGL This resource is available to use under the Open Government Licence v3.0.

Or

OGL This information is available to use under the Open Government Licence v3.0. To view this licence, visit https://www.nationalarchives.gov.uk/doc/open-government-licence/

Please note both links are live.

BRAND EXPRESSION
OGL LOGO POSITIONING
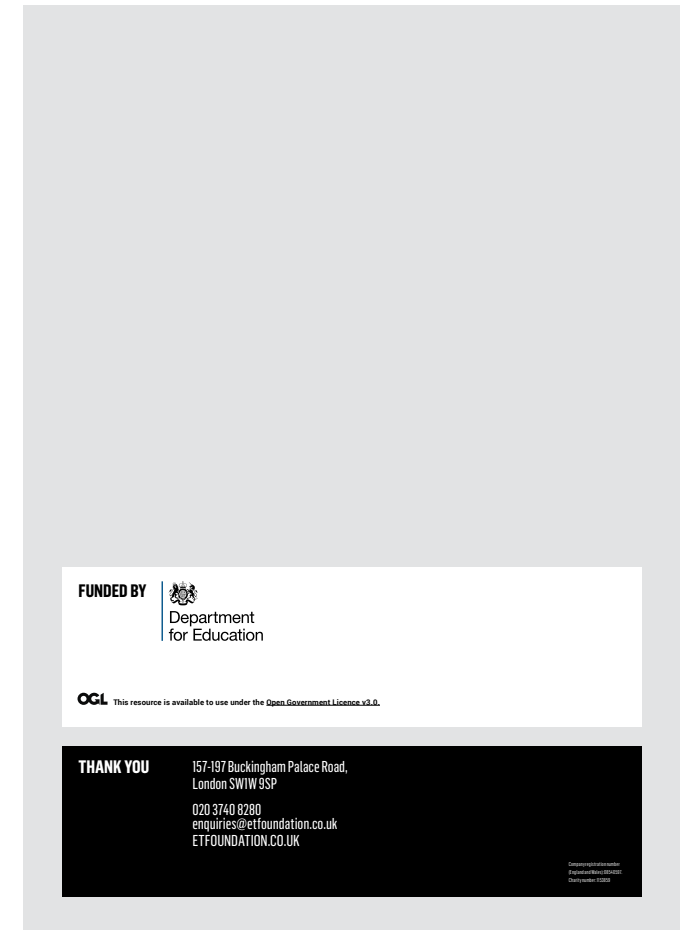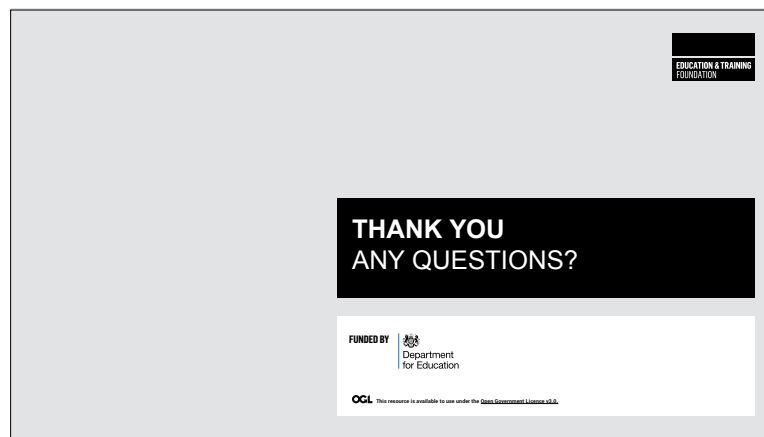
Example of footer placement.

Clockwise: video end, brochure back cover, PPT end slide

BRAND EXPRESSION
URL

IN USE

When website URLs are used, please use the following typefaces to maintain consistency and clarity. Weight and colour can be used for emphasis where necessary.

Stand-alone URL

- Main URL
  Flama Condensed, uppercase
  without www

- Main URL with extension
  Flama Condensed, uppercase
  without www

- Other URLs
  Flama Condensed, uppercase
  include www when required

URL within body copy

- Main URL
  Roboto, sentence case
  without www

- Main URL with extension
  Roboto, sentence case
  without www

- Other URLs
  Roboto, sentence case
  www must be included

KEY WEBSITES

As well as our main website **etfoundation.co.uk** which gives an overview of the entire ETF offer, we also provide you with a range of websites that offer a wide range of resources and online learning.

Course bookings

Our full range of courses can be booked on the ETF Booking website.

Go to **booking.etfoundation.co.uk**
or call **0800 0831 830**

Society for Education and Training

The professional membership body for practitioners working in the Further Education and Training sector.

Go to **set.etfoundation.co.uk**

SIR Data Insights

Strategic workforce data website featuring the employment and working patterns of thousands of staff across the sector.

Go to **sirdatainsights.org.uk**

Excellence Gateway

Easy access to thousands of free resources to support your professional development in the Further Education and Training sector and the home to our specialist exhibition sites.

Go to **excellencegateway.org.uk**

Foundation Online Learning

Free online learning covering a range of subjects including maths and English, Prevent, leadership, safeguarding and equality.

Go to **foundationonline.org.uk**
or call **0300 303 1877**

FE Advice

Information and guidance on becoming a teacher in the Further Education and Training sector.

Go to **feadvice.org.uk**
or call **0300 303 1877**

Leadership Hub

Resources, support and courses for leaders, senior staff, governors and clerks.

Go to **leadershiphub.etfoundation.co.uk**

Prevent

Guidance, links and resources for teachers and trainers – including a link to the Side by Side Prevent Duty online free modules for learners.

Go to **preventforfeandtraining.org.uk**

EXAMPLE
STAND-ALONE URL

- **ETFOUNDATION.CO.UK**

- **ETFOUNDATION.CO.UK/RESEARCH**

EXAMPLE
URL WITHIN BODY COPY

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur elementum gilla venenatis **etfoundation.co.uk**.

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur elementum gilla venenatis **etfoundation.co.uk/research**.

BRAND EXPRESSION
COLOUR FOR PRINT

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

The colours shown on this page are for print only. Litho and digital printing should both use the CMYK values outlined here.

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).

For tints of the colours see pages 24–26.

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

CMYK	PANTONE
0 90 65 0	199 U
0 30 100 0	7549 U
100 15 0 0	PRO BLUE U
80 0 70 0	2418 U
30 100 0 0	227 U
0 0 0 100	BLACK 6

BRAND EXPRESSION
COLOUR FOR ONSCREEN

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

The colour values shown here should be used for any onscreen communications – web, email, social media, Microsoft PowerPoint and Word.

Please note: due to legibility issues white text must not be used on the yellow background colour. Black text should be used.

Text colours

The text colours are based on the primary colour palette but they have been darkened to increase legibility across a range of sizes.

Yellow should not be used as a text colour on a white background.

RGB	HEX
229 28 65	#E51C41
253 185 19	#FDB913
0 110 245	#006EF5
0 133 86	#008556
190 0 100	#BE0064
0 0 0	#000000

TEXT COLOURS

COPY RED
RGB: 185 21 51
HEX: #B91533

COPY BLUE
RGB: 0 90 197
HEX: #005AC5

COPY GREEN
RGB: 0 108 71
HEX: #006C47

COPY PURPLE
RGB: 190 0 100
HEX: #BE0064

COPY BLACK
RGB: 0 0 0
HEX: #000000

BRAND EXPRESSION
TINT COLOURS

You can use specific tints of the ETF primary palette to add depth and contrast to a design, for example in charts and graphs. Don't use tints independently. For consistency, use the tint percentages we've provided opposite.

If the ETF background tint value is 50% or below then any text sitting on or in that area should be ETF black. White text must not be used on low percentage tints due to legibility issues.

When using a yellow background of any percentage, any text sitting on that area must be ETF black. White text must not be used on yellow backgrounds due to legibility issues.

100%	90%	80%	70%	60%
CMYK: 0 90 65 0	CMYK: 0 81 58 0	CMYK: 0 72 51 0	CMYK: 0 63 45 0	CMYK: 50 54 38 0
RGB: 229 28 65	RGB: 232 77 77	RGB: 234 93 93	RGB: 237 116 116	RGB: 240 138 138
HEX: #E51C41	HEX: #E84D4D	HEX: #EA5D5D	HEX: #ED7474	HEX: #F08A8A

50%	40%	30%	20%	10%
CMYK: 0 45 32 0	CMYK: 0 36 25 0	CMYK: 0 27 19 0	CMYK: 0 18 13 0	CMYK: 0 9 7 0
RGB: 242 157 157	RGB: 245 175 175	RGB: 247 196 196	RGB: 250 216 216	RGB: 252 235 235
HEX: #F29D9D	HEX: #F5AFAF	HEX: #F7C4C4	HEX: #FAD8D8	HEX: #FCEBEB

100%	90%	80%	70%	60%
CMYK: 0 30 100 0	CMYK: 0 27 90 0	CMYK: 0 24 80 0	CMYK: 0 21 70 0	CMYK: 0 18 60 0
RGB: 253 185 19	RGB: 253 192 42	RGB: 253 199 66	RGB: 254 206 89	RGB: 254 213 113
HEX: #FDB913	HEX: #FDC02A	HEX: #FDC742	HEX: #FECE59	HEX: #FED571

50%	40%	30%	20%	10%
CMYK: 0 15 50 0	CMYK: 0 12 40 0	CMYK: 0 9 30 0	CMYK: 0 6 20 0	CMYK: 0 3 10 0
RGB: 254 220 137	RGB: 254 227 161	RGB: 254 234 184	RGB: 255 240 203	RGB: 255 246 226
HEX: #FEDC89	HEX: #FEE3A1	HEX: #FEEAB8	HEX: #FFF0CB	HEX: #FFF6E2

BRAND EXPRESSION
TINT COLOURS

You can use specific tints of the ETF primary palette to add depth and contrast to a design, for example in charts and graphs. Don't use tints independently. For consistency, use the tint percentages we've provided opposite.

If the ETF background tint value is 50% or below then any text sitting on or in that area should be ETF black. White text must not be used on low percentage tints due to legibility issues.

100%
CMYK: 100 15 0 0
RGB: 0 110 245
HEX: #006EF5

90%
CMYK: 75 24 0 0
RGB: 26 127 249
HEX: #1A7FF9

80%
CMYK: 71 18 0 0
RGB: 51 141 249
HEX: #338DF9

70%
CMYK: 65 12 02 00
RGB: 77 156 250
HEX: #4D9CFA

60%
CMYK: 59 07 03 00
RGB: 102 170 251
HEX: #66AAFB

50%
CMYK: 52 05 03 00
RGB: 128 184 251
HEX: #80B8FB

40%
CMYK: 53 03 04 00
RGB: 153 198 252
HEX: #99C6FC

30%
CMYK: 34 01 04 00
RGB: 178 212 253
HEX: #B2D4FD

20%
CMYK: 24 01 03 00
RGB: 204 227 254
HEX: #CCE3FE

10%
CMYK: 13 00 02 00
RGB: 230 241 254
HEX: #E6F1FE

100%
CMYK: 80 0 70 0
RGB: 0 133 86
HEX: #008556

90%
CMYK: 72 0 63 0
RGB: 25 145 103
HEX: #199167

80%
CMYK: 64 0 56 0
RGB: 51 157 120
HEX: #339D78

70%
CMYK: 56 0 49 0
RGB: 76 169 136
HEX: #4CA988

60%
CMYK: 48 0 42 0
RGB: 102 182 154
HEX: #66B69A

50%
CMYK: 40 0 35 0
RGB: 127 194 170
HEX: #7FC2AA

40%
CMYK: 32 0 28 0
RGB: 153 206 187
HEX: #99CEBB

30%
CMYK: 24 0 21 0
RGB: 178 218 204
HEX: #B2DACC

20%
CMYK: 16 0 14 0
RGB: 204 231 221
HEX: #CCE7DD

10%
CMYK: 8 0 7 0
RGB: 229 243 238
HEX: #E5F3EE

BRAND EXPRESSION
TINT COLOURS

You can use specific tints of the ETF primary palette to add depth and contrast to a design, for example in charts and graphs. Don't use tints independently. For consistency, use the tint percentages we've provided opposite.

If the ETF background tint value is 50% or below then any text sitting on or in that area should be ETF black. White text must not be used on low percentage tints due to legibility issues.

100%	90%	80%	70%	60%
CMYK: 30 100 0 0 **RGB:** 190 0 100 **HEX:** #BE0064	**CMYK:** 27 90 0 0 **RGB:** 196 26 115 **HEX:** #C41A73	**CMYK:** 24 80 0 0 **RGB:** 202 51 130 **HEX:** #CA3382	**CMYK:** 21 70 0 0 **RGB:** 209 77 146 **HEX:** #D14D92	**CMYK:** 18 60 0 0 **RGB:** 215 102 161 **HEX:** #D766A1

50%	40%	30%	20%	10%
CMYK: 15 50 0 0 **RGB:** 222 127 177 **HEX:** #DE7FB1	**CMYK:** 12 40 0 0 **RGB:** 229 153 193 **HEX:** #E599C1	**CMYK:** 9 30 0 0 **RGB:** 235 178 208 **HEX:** #EBB2D0	**CMYK:** 6 20 0 0 **RGB:** 242 204 224 **HEX:** #F2CCE0	**CMYK:** 3 10 0 0 **RGB:** 248 229 239 **HEX:** #F8E5EF

100%	90%	80%	70%	60%
CMYK: 0 0 0 100 **RGB:** 0 0 0 **HEX:** #000000	**CMYK:** 0 0 0 90 **RGB:** 45 45 45 **HEX:** #414042	**CMYK:** 0 0 0 80 **RGB:** 74 74 74 **HEX:** #58595B	**CMYK:** 0 0 0 70 **RGB:** 99 99 99 **HEX:** #6D6E71	**CMYK:** 0 0 0 60 **RGB:** 123 123 123 **HEX:** #808285

50%	40%	30%	20%	10%
CMYK: 0 0 0 50 **RGB:** 146 146 146 **HEX:** #939598	**CMYK:** 0 0 0 40 **RGB:** 169 169 169 **HEX:** #A7A9AC	**CMYK:** 0 0 0 30 **RGB:** 191 191 191 **HEX:** #BCBEC0	**CMYK:** 0 0 0 20 **RGB:** 213 213 213 **HEX:** #D1D3D4	**CMYK:** 0 0 0 10 **RGB:** 234 234 234 **HEX:** #E6E7E8

BRAND EXPRESSION
PRINT SETUP GUIDANCE

The following guidance is not exhaustive or fail-safe but will hopefully help to get the best from the print we produce.

How to make a print ready PDF

Ensure that all standard artwork checks have been carried out before making the PDF:

– The document size is correct.

– The correct colour swatches have been used and are matched to the print colour references as given in these guidelines.

– Always set up a custom black swatch, as the 'default' swatch will overprint onto the background colour which way have undesired results.

– If printing large areas of black, it may be beneficial to set up a 'rich black' colour swatch which is made up of 100% black and a combination of percentages of cyan, magenta and yellow. If in any doubt, always speak to the printer who can give advice.

– Document colours are all set up as CMYK (SPOT colours wherever Pantone colours are being used in the printing process).

– The document is set up in the correct colour mode (CMYK for print) and the correct profile is selected (this can be found under 'Edit > Assign profiles...' – it is a good idea to speak to your printer and find out the output profile that they use, this will help with colour accuracy.

– All images are 300dpi.

– Ensure there is 3mm bleed applied to any imagery or colour.

– All fonts are correct and loaded.

Exporting from Adobe InDesign

– Go to 'File' > 'Export'.

– In the drop down format menu select. 'Adobe PDF (Print)'.

– This will take you to the Export Adobe PDF window.

– Select 'PDF/X1a:2001' in the drop down menu under the presets at the top of the window.

– In the PDF export sub-menu on the left hand side there is an 'output' section. Once selected you'll see a drop down menu called 'Destination' – this will usually default to the colour profile that the document has been set-up to. Again, if in doubt – speak to your printer and they'll be able to guide you to the colour profile you should be using.

– Select 'Marks and Bleed' and click crop marks on and add 3mm bleed.

– Select 'Export'.

What is PDF/X?

– PDF/X compliance is an agreed standard on the best settings for printing a typical PDF.

– PDF/X is a subset of these rules specifying e.g. that the PDF must be CMYK and to a set colour standard.

– Artwork supplied as an RGB file can throw up unexpected results – please always ensure that the PDF is set up as CMYK as set out here.

BRAND EXPRESSION
PRINT PROOF GUIDANCE

The most important step in the print process is a prepress proof. This is a stage to double check all details of the print job and provides an opportunity to make any corrections to the artwork if needed.

Checking proofs for colour consistency

Once your artwork PDF has been sent to the printer, they'll send back a proof for you to check and sign-off – these will usually come in one of the following formats:

– Hard proofs (Hi-res digital proofs (such as match proofs or Chromolins)).

– Soft proofs (PDF).

– Wet proofs (Litho press printed proofs).

What to look for...

Hard proofs

– These are standard proofs and are usually 90% accurate for colour giving a good representation of what the final print will look like (apart from Pantone colours which don't always reproduce correctly on a digital proof).

– Always try and check proofs in daylight or a daylight source for best colour representation (viewing them under tungsten bulbs or striplightling can be mis-leading).

Soft proofs (PDF)

– These are a cost effective way of proofing for quick turnaround jobs.

– PDF proofing is not good for assessing colour – as they're viewed on screen using the RGB colourspace as opposed to CMYK.

Wet proofs (Litho press printed proofs)

– These are the most accurate but expensive way to proof a job.

– A wet proof will allow you to see exactly how the finished job will look as they will use the same paper stock and inks.

Press check

– Check that the colours are as intended and are matching the brand specifications.

– Check that the correct paper stock that has been specified is being used.

– If printing spot colours, compare a PMS swatch against the printed sheet.

– Check for dot gain – this is when too much ink is used and the halftone dots on the page are enlarged, giving a darker appearance than they should. Any thin lines may also start to fill in and disappear.

– Check large areas of solid colour for even coverage (tell tale signs are colour banding and the colour fading across a large area).

– Make sure there are no marks or scratches appearing on the page.

It is useful to supply the printer with best practice examples of previous materials so they can match as closely as possible on press.

BRAND EXPRESSION
COLOUR

Colour usage

We have a wide and diverse colour palette that helps us to create a variety of applications. Each individual colour has been chosen to create a bold impact, so should be used confidently, pairing black with a bright colour for each application. Whilst we shouldn't dilute its impact by using these colours together, we should always strive to use each colour evenly across our brand.

We should always avoid using colour to categorise our communications.

COLOUR DISTRIBUTION
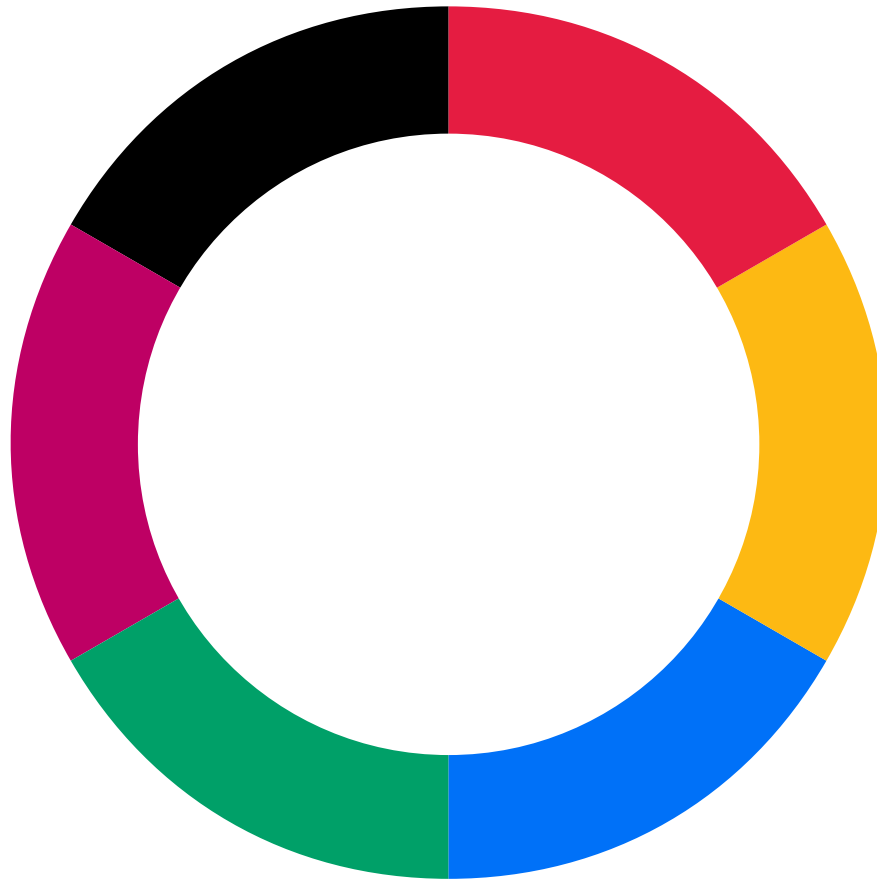
OPTIMUM COLOUR WAY EXAMPLES
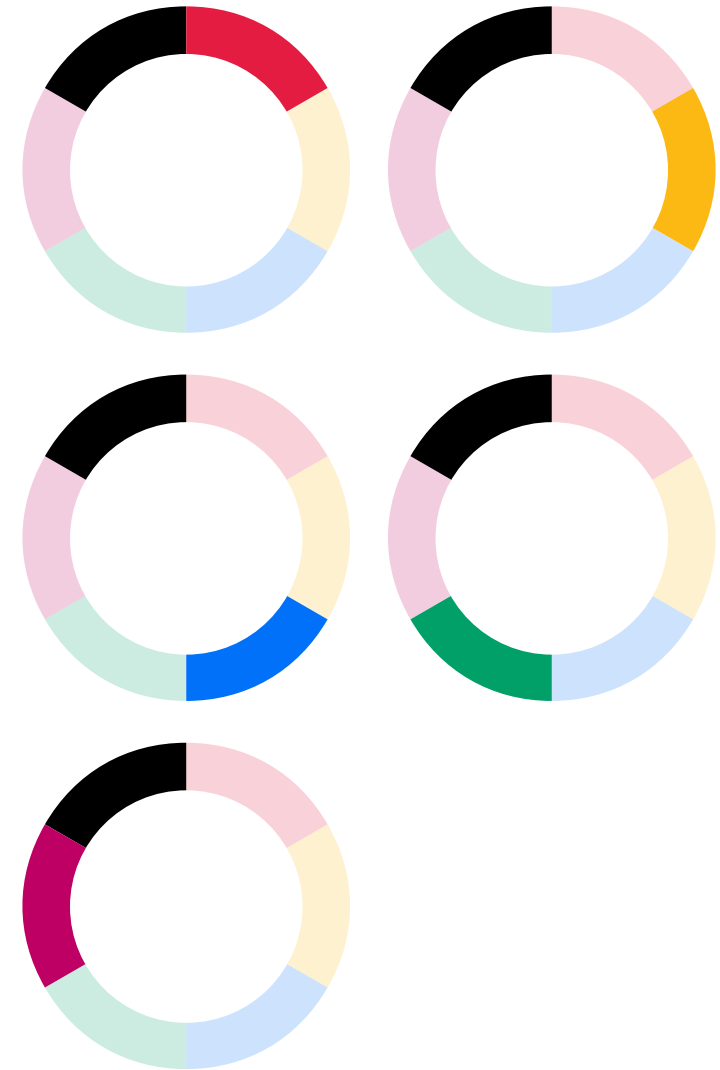
BRAND EXPRESSION
COLOUR

Colour usage

Using our colour palette consistently will help us to create a recognisable and distinctive brand. Maintaining clarity in how colour is applied is an important characteristic to how our brand will look and feel.

We should aim to only use one colour (excluding white and black) from our palette per application.

Shown here are some ways we should avoid using our colour palette.

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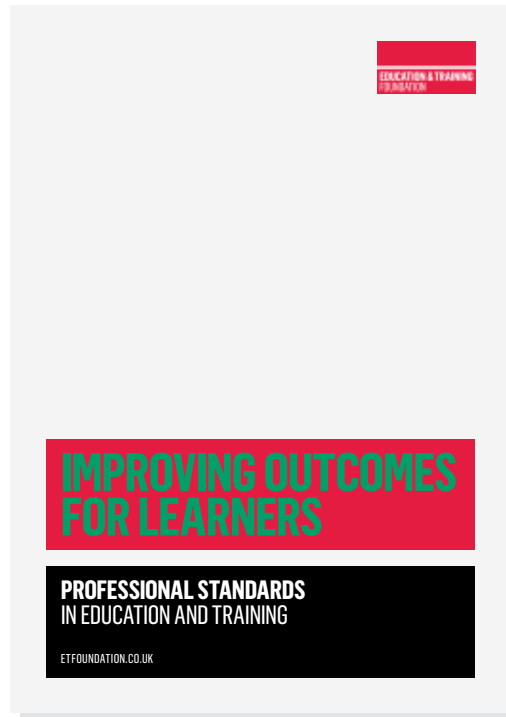
Avoid using two colours from our palette to set typography.
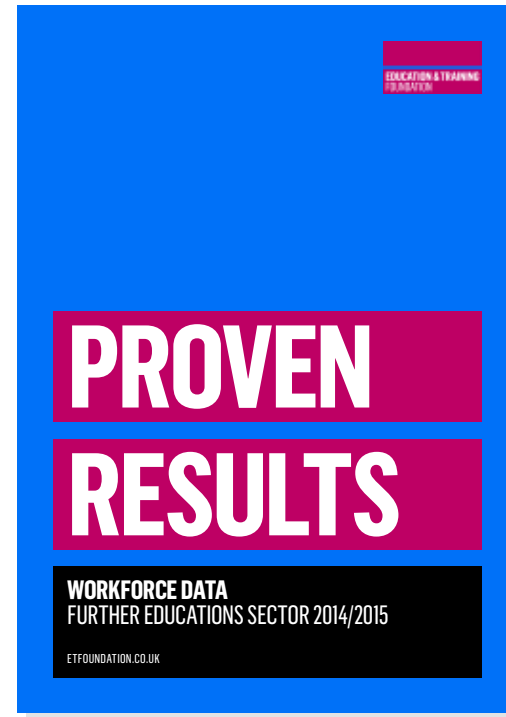
Avoid using more than one colour from our palette when setting a background.

Avoid using a mix of colours when applying graphic elements.

BRAND EXPRESSION
TYPOGRAPHY

Primary typeface

We should aim to use our primary typeface in upper case in the graphic device but sentence case elsewhere. All three weights of Flama Condensed should be left aligned and used to add emphasis and a sense of hierarchy to communications.

For more details on specific usage, please refer to example visuals on pages 21 and 22.

The minimum recommended size to use Flama Condensed is 10pt.

Flama Condensed can be purchased from Village fonts, vllg.com.

Alternative typeface

When it is not possible to purchase Flama Condensed, please use Arial. Please refer to pages 25 and 26 for further guidance.

FLAMA CONDENSED BOLD
ABCDEF123456!@#$
abcdef123456!@#$

FLAMA CONDENSED BASIC
ABCDEF123456!@#$
abcdef123456!@#$

FLAMA CONDENSED BOOK
ABCDEF123456!@#$
abcdef123456!@#$

BRAND EXPRESSION
TYPOGRAPHY

Supporting typeface

Roboto should be used for body copy. It should be set in sentence case and aligned left. Use different weights to add emphasis and a sense of hierarchy to communications.

For more details on specific usage, please refer to example visuals on page 22.

Roboto can be downloaded from fonts.google.com

Alternative typeface

When it is not possible to purchase Flama Condensed, please use Arial. Please refer to pages 25 and 26 for further guidance.

Roboto Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#

Roboto Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#

Roboto Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#

Roboto Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#

BRAND EXPRESSION
TYPOGRAPHY

System typeface

Arial should 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.

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#

Arial Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#

Arial Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#

BRAND EXPRESSION
TYPOGRAPHY

Typography in the graphic device

Where possible, Flama Condensed should be used within the graphic device. This is to establish a connection between top-level messaging and the logo.

As per the examples, Flama Condensed should be used in uppercase and left aligned. A variation in weights will establish a clear hierarchy of information between headlines and supporting details such as URLs and subtitles.

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2015/16

ALL ABOUT EXCELLENCE IN TEACHING AND LEARNING

EDUCATION & TRAINING FOUNDATION

SUPPORTING APPRENTICESHIPS, SKILLS & EMPLOYERS
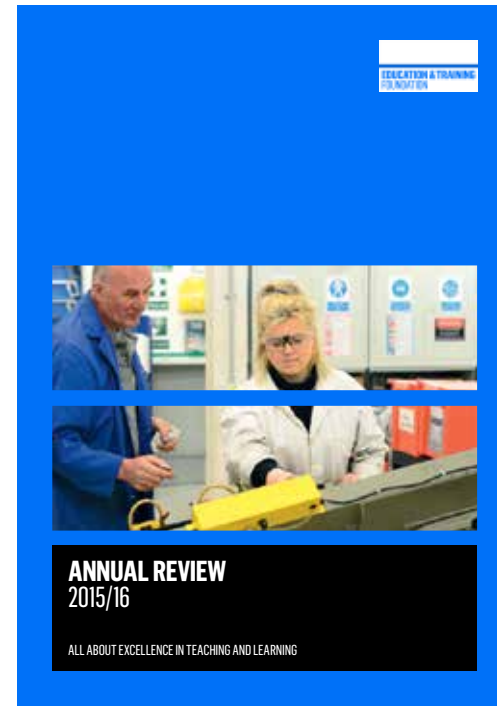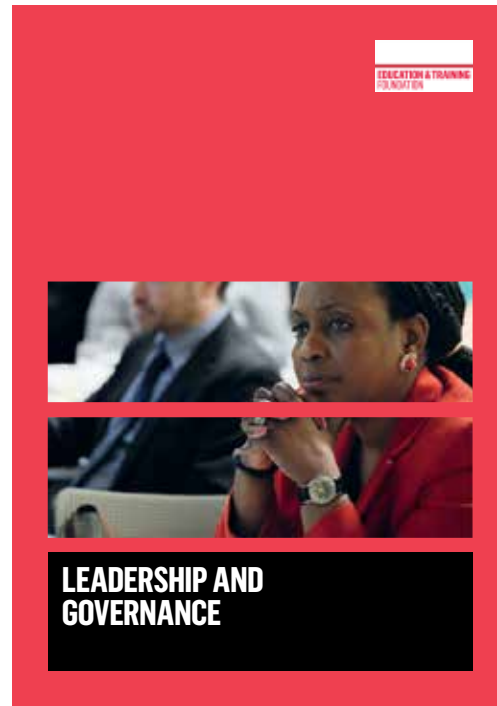
BRAND EXPRESSION
TYPOGRAPHY

System typography in the graphic device

When Flama condensed is not available, Arial should instead be used within the graphic device.

As per the examples, Arial should be used in uppercase and left aligned. A variation in weights will establish a clear hierarchy of information between headlines and supporting details such as URLs and subtitles.

EDUCATION & TRAINING FOUNDATION

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ALL ABOUT EXCELLENCE IN TEACHING AND LEARNING

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SUPPORTING APPRENTICESHIPS, SKILLS & EMPLOYERS
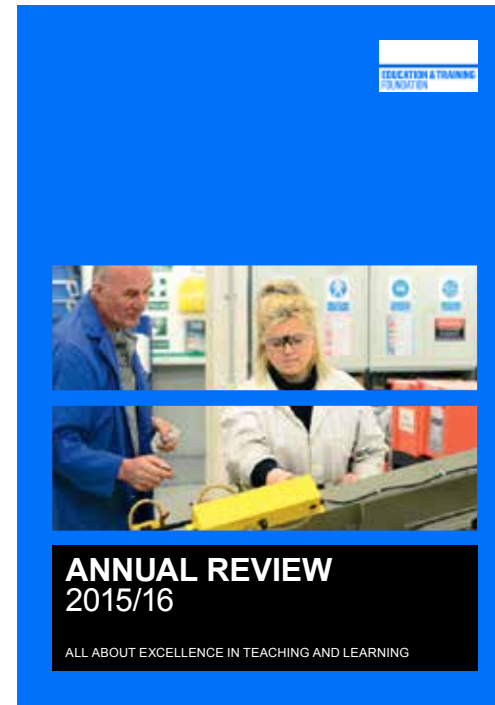
BRAND EXPRESSION
TYPOGRAPHY

Typography in use

Our primary and supporting typefaces should be used in a range of weights to add emphasis and create a sense of hierarchy, fundamentally improving readability and aiding accessibility.

Left alignment is predominantly used, with the exception of centre aligned key statistics supported by iconography.

This is one example of typographic application. Please note that typesetting specifications are a guide only, and should be adjusted accordingly per application.

Minimise the use of block capitals. Capitalisation reduces legibility and should only be used for short headings.

Headlines
– Flama Condensed Bold
– sentence case
– left aligned

Standfirst
– Roboto Bold
– sentence case
– left aligned

Body copy
– Roboto Light
– sentence case
– left aligned

Find Out More
– Flama Condensed Bold
– uppercase
– left aligned

URL
– Flama Condensed Basic
– uppercase
– left aligned

Page numbers
– Flama Condensed Bold
– sentence case
– right aligned

Folios
– Flama Condensed Book
– sentence case
– left aligned

Pull quotes
– Flama Condensed Book
– sentence case
– left aligned

Quote caption
– Flama Condensed Basic
– uppercase
– left aligned

Key statistics
– Flama Condensed Bold
– uppercase
– centre aligned

Support statistic copy
– Roboto Light
– sentence case
– left aligned

Maths and English

Improving outcomes in maths and English is central to success in work and life and therefore continues to be a high priority for the Education and Training Foundation.

Our Maths and English Pipeline provides a range of resources and training for all teachers of these subjects. We offer over 20 different courses to support effective teaching of maths and English for teachers of GCSE, Functional Skills, apprenticeships and study programmes. Our 18 Regional Specialist Leads offer advice and guidance identifying the best options available for organisations and individuals.

Ensuring all teachers are confident in maths and English themselves is essential for all organisations in the sector and, to help achieve this, we currently offer 12 free, online modules to improve personal skills. These are hosted on Foundation Online Learning – www.foundationonline.org.uk. Based on research and feedback, a further 12 modules are currently in development. Teachers and trainers can use our self-assessment tool – mapped to new GCSEs topics – to determine their levels of confidence and inform their own personal development plan. 1,967 teachers accessed these modules in the past year and feedback is overwhelmingly positive.

Finally, the Excellence Gateway has been updated with new films and case studies and continues to be a comprehensive repository for resources in maths, English and ESOL.

FIND OUT MORE
ETFOUNDATION.CO.UK/MATHSANDENGLISH
SUE.SOUTHWOOD@ETFOUNDATION.CO.UK

> Confidence is a huge issue with our learners. We're always trying to look for new ways to get something across. It's all about getting those ideas to make it easier for the learners because then it's easier for us because they've engaged, they want to be here and they don't see English and maths as a chore. Activities that the trainer has given us, I will definitely use.

JO YEARLEY
CHILDCARE, HEALTH AND SOCIAL CARE TUTOR
HEREFORDSHIRE AND LUDLOW COLLEGE

2,389
practitioners have completed short courses

4,279
practitioners have completed one of our online modules since April 2015

BRAND EXPRESSION
TYPOGRAPHY

System typography in use

Arial should be used in a range of weights to add emphasis and create a sense of hierarchy, fundamentally improving readability and aiding accessibility.

Left alignment is predominantly used, with the exception of centre aligned key statistics supported by iconography.

This is one example of typographic application. Please note that typesetting specifications are a guide only, and should be adjusted accordingly per application.

Headlines
– Arial Bold
– sentence case
– left aligned

Standfirst
– Arial Bold
– sentence case
– left aligned

Body copy
– Arial Regular
– sentence case
– left aligned

Find Out More
– Arial Bold
– uppercase
– left aligned

URL
– Arial Regular
– uppercase
– left aligned

Page numbers
– Arial Bold
– sentence case
– right aligned

Folios
– Arial Regular
– sentence case
– left aligned

Pull quotes
– Arial Regular Italic
– sentence case
– left aligned

Quote caption
– Arial Bold
– uppercase
– left aligned

Key statistics
– Arial Bold
– uppercase
– centre aligned

Support statistic copy
– Arial Regular
– sentence case
– left aligned

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practitioners have completed short courses

4,279
practitioners have completed one of our online modules since April 2015

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.

When choosing photography it is important that the imagery:

– 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.

BRAND EXPRESSION
ICONOGRAPHY

Expressive iconography

Taking cues from our logo, we have two styles of iconography. Both have a particular style that reflects the visual language of the brand and should be adhered to when creating further icons.

Expressive iconography can be used at a large scale or to highlight key facts and figures.

The icons on this page exist as part of our asset library. If the set needs to extend, ensure any new icons are constructed from geometric shapes and maintain simplicity. Keep angles and visual weights consistent. Shapes should overlap to add texture.

A single colour from the brand palette can be applied to any icon, to complement the surrounding design or photography.

Artworking

To ensure consistency of vibrancy in print, the overlap for all icons have an increased percentage of black added.

Red	+30% K
Yellow	+05% K
Blue	+40% K
Green	+30% K
Purple	+30% K

10,000+

People visiting the Future Apprenticeship website by November 2016

126,000

Enrolments on the online Prevent duty training modules since August 2015

BRAND EXPRESSION
ICONOGRAPHY

FUNCTIONAL ICON SET

Functional iconography

Taking cues from our logo, we have two styles of iconography. Both have a particular style that reflects the visual language of the brand and should be adhered to when creating further icons.

Functional iconography allows for more detail and therefore is useful for navigation and signposting in brand communications.

The icons on this page are to be used as a style guide for functional iconography. To make icons in this style, ensure they are constructed from geometric shapes and detail is minimal. Keep angles and visual weights consistent. Each icon must always include a single black bar to tie back to the graphic device.

A single colour from the brand palette can be applied to any icon, to complement the surrounding design or photography.
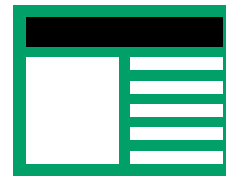
BRAND EXPRESSION
GRAPHIC DEVICE

Our logo extends into a dynamic graphic device that allows for flexible and distinctive communications. Using the device with our messaging and imagery, we can create a strong new visual language that's a manifestation of our core thought 'Underpinning Excellence'.

UNDERPINNING EXCELLENCE

BRAND EXPRESSION
GRAPHIC DEVICE

Setting typography

Headline copy should be centred vertically within the device, with a clear space around the type as illustrated below. Headings can run over multiple lines but must always be left aligned and should visually be balanced within the bars.

Different forms of content can go in whichever bar feels most suitable, ensuring our core thought of Underpinning Excellence is reflected in the choice.
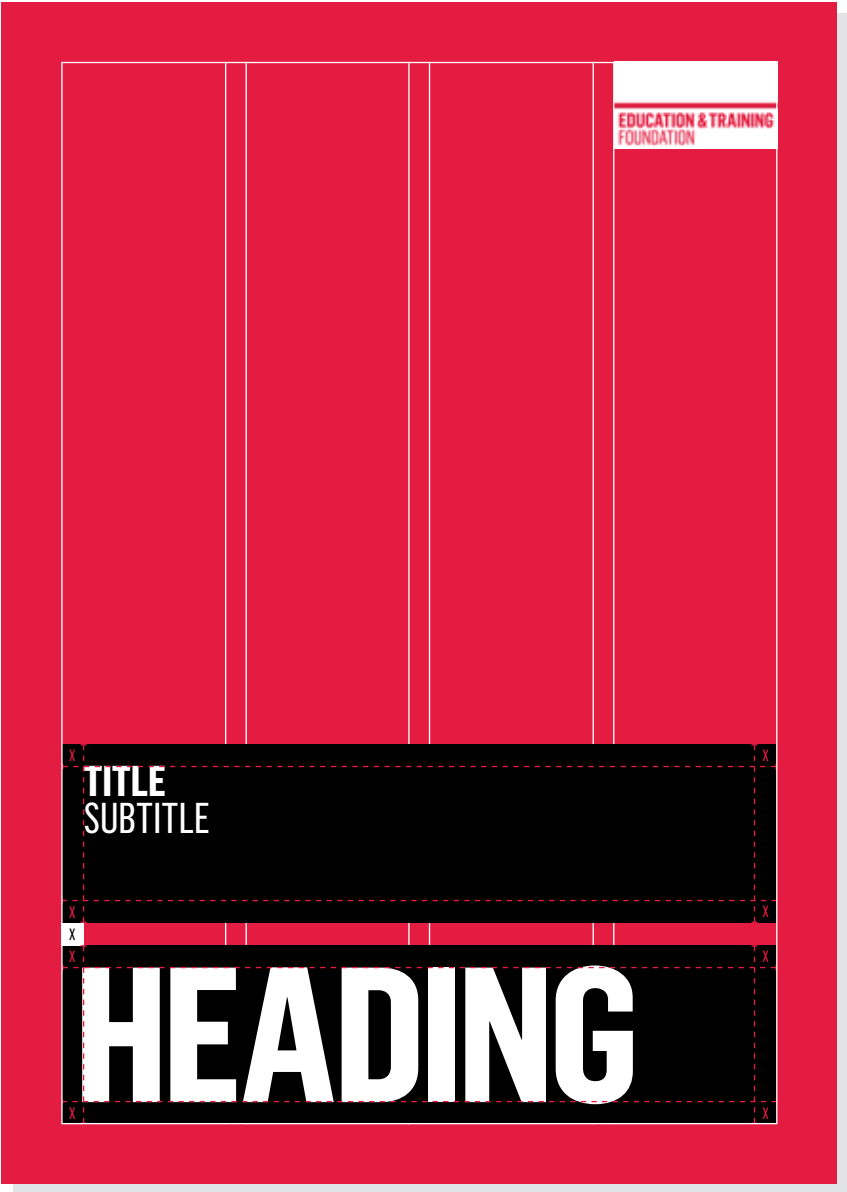
BRAND EXPRESSION
GRAPHIC DEVICE

Constructing our graphic device

A ratio of 1:4 is the optimal ratio between height and width. This will ensure that the graphic device is consistent across all brand communications.

We can also stack the bars of the device, however we recommend that this never exceeds 4 bars in total.

X

1/8 X

X

4X

BRAND EXPRESSION
GRAPHIC DEVICE

Typography – white background

Typography and colour forms the basic framework for our layouts. Using colour blocks with typography creates visual impact when photography is not available.

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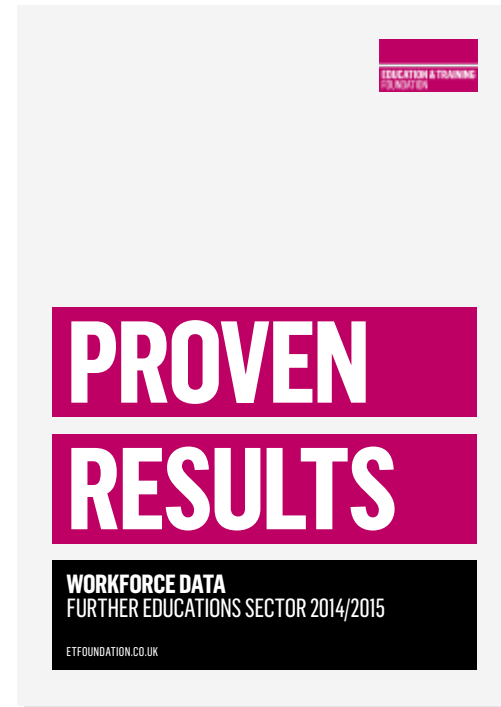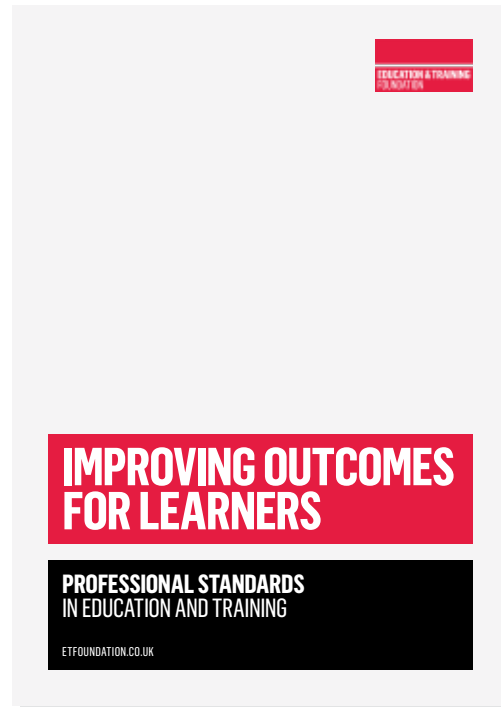
BRAND EXPRESSION
GRAPHIC DEVICE

Typography – solid colour

We can use solid colour blocking to create even more presence, or as an easy way to distinguish between a set of publications.

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ETFOUNDATION.CO.UK
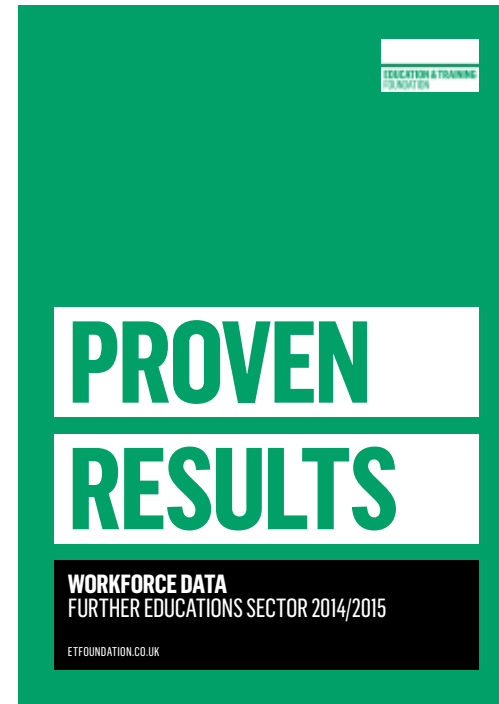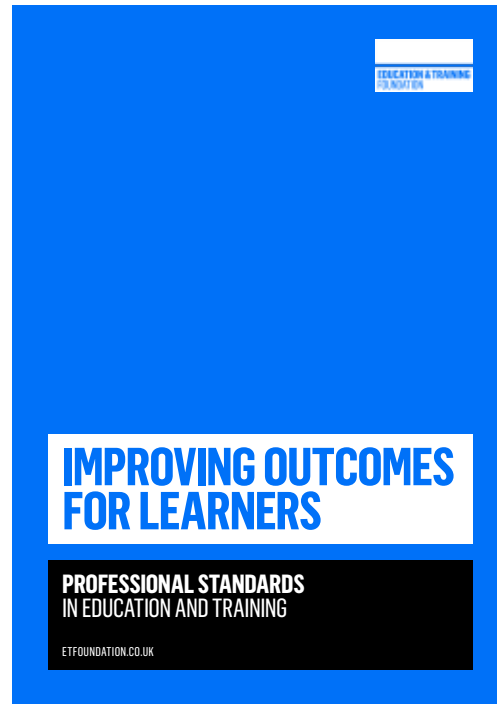
BRAND EXPRESSION
GRAPHIC DEVICE

Photography – contained

Our graphic device can be used to hold imagery. We can hold a single hero image, or use the bars to present different situations and people.

BUILDING FUTURES
IN FURTHER EDUCATION AND TRAINING

ETFOUNDATION.CO.UK

A PLATFORM FOR DIALOGUE
SPEAKERS GUIDE 2016

ETFOUNDATION.CO.UK

PROFESSIONAL STANDARDS
IN EDUCATION AND TRAINING

ETFOUNDATION.CO.UK
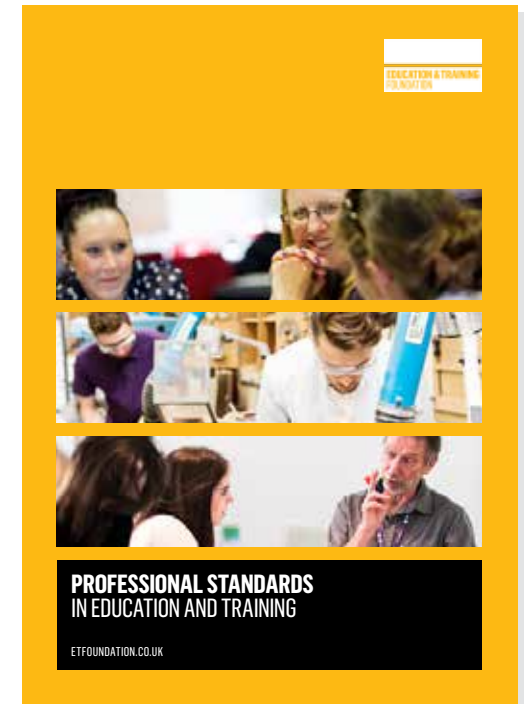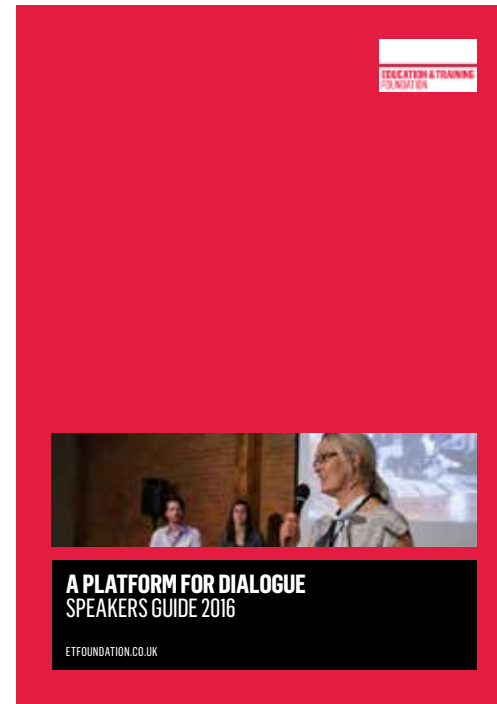
BRAND EXPRESSION
GRAPHIC DEVICE

Photography – full-bleed

As a further option, full bleed photography can also be placed behind the device.

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ANNUAL REVIEW
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EDUCATION & TRAINING FOUNDATION

LEARNER SUCCESS

ANNUAL REVIEW
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BRAND EXPRESSION
CHARTS AND GRAPHS

EXAMPLE 01
PIE CHART

Some basic principles for creating graphs:

– Highlight key information through use of colour.

– Use a minimum number of colours per graph where possible.

– Tints of colours (see p24–26) can be used if required.

– Bold and geometric style.

– Clear and simple.

Donations
0.2

Other commercial
0.4

SET/QTLS
1.7

£28.2m

Government grant
25.9

EXAMPLE 02
BAR GRAPH

QTLS Submissions

2014-15
2015-16

2038

996

736

543

484

818

318

135

JUN   OCT   FEB   TOTAL
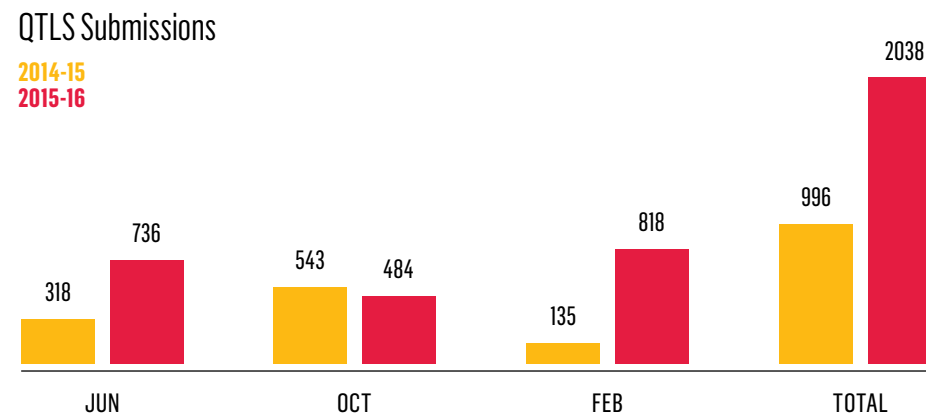
BRAND EXPRESSION
TEMPLATES

Banners

A number of banner templates are available for use. These are set to a standard format but can be adjusted where necessary, always ensuring that:

– the most appropriate template is selected for the desired use.

– the outer margin of the template is adjusted accordingly when altering the banner dimensions.

– the graphic device always reaches from one outer margin to the other (i.e. the full width of the banner).

– the logo is scaled accordingly, retaining a high level of stand out.

– one colour is used per banner. When utilising multiple banners, a range of colours should be used.

– there is a clear sense of typographic hierarchy, with headlines and call to actions retaining prominence.

– when replacing images, they ill the image boxes completely, without any areas of white space.

– iles are set up as speci ied by the printer, and produced to a high standard.

Coloured background with image

Coloured background with text only

Photographic background

Coloured background with supporting logo

White background with supporting logo

BRAND EXPRESSION
TEMPLATES

Leaflets

Our leaflet template is set to A4 size and can be adjusted accordingly for each use. When using the template, always ensure that:

– there is a clear hierarchy of text, with headlines and key messaging retaining prominence.

– one consistent colour is used for text boxes, the introductory paragraph, headlines and the logo. When creating multiple leaflets, a range of colours should be used.

– when replacing images, they fill the image boxes completely, without any areas of white space.

– when being printed externally, files are set up as specified by the printer, and produced to a high standard.

Introductory paragraph to appear here in Arial bold 18/21pt. Introductory paragraph to appear here in Arial bold 18/21pt.

Subhead
– Bullet point text in Arial regular, black 10pt on 13pt.
– Bullet point text in Arial regular, black 10pt on 13pt.
– Bullet point text in Arial regular, black 10pt on 13pt.
– Bullet point text in Arial regular, black 10pt on 13pt.
– Bullet point text in Arial regular, black 10pt on 13pt.
– Bullet point text in Arial regular, black 10pt on 13pt.

Subhead
– Bullet point text in Arial regular, black 10pt on 13pt.
– Bullet point text in Arial regular, black 10pt on 13pt.
– Bullet point text in Arial regular, black 10pt on 13pt.
– Bullet point text in Arial regular, black 10pt on 13pt.
– Bullet point text in Arial regular, black 10pt on 13pt.
– Bullet point text in Arial regular, black 10pt on 13pt.

Subhead
– Bullet point text in Arial regular, black 10pt on 13pt.
– Bullet point text in Arial regular, black 10pt on 13pt.
– Bullet point text in Arial regular, black 10pt on 13pt.
– Bullet point text in Arial regular, black 10pt on 13pt.
– Bullet point text in Arial regular, black 10pt on 13pt.
– Bullet point text in Arial regular, black 10pt on 13pt.

Access all your leadership support via the ETF's leadership portal: www.elmag.org.uk

LARGE IMPACTFUL STATEMENT CAN APPEAR HERE

Content side

LEAFLET HEADING

URL CAN APPEAR HERE

Cover

BRAND EXPRESSION
TEMPLATES

PowerPoint

Our PowerPoint template is set to a wide screen 16:9 dimension and can be adjusted accordingly for each use. When using the template, always ensure that:

– there is a clear hierarchy of text, with headlines and key messaging retaining prominence.

– One colour is used per slide, except when multiple colours are needed for graphs and charts.

– when replacing images, they fill the image boxes completely, without any areas of white space.
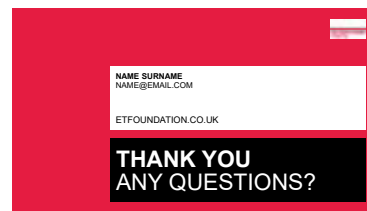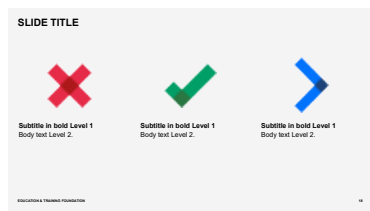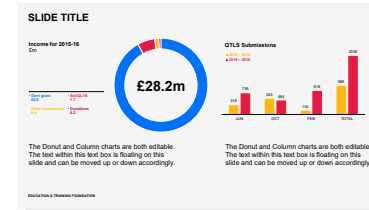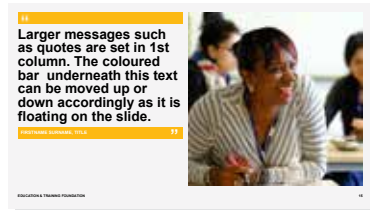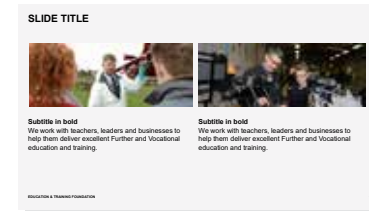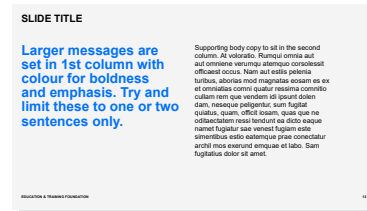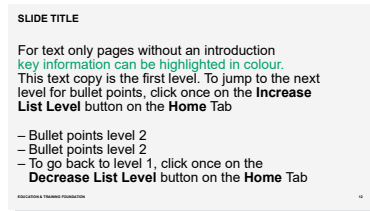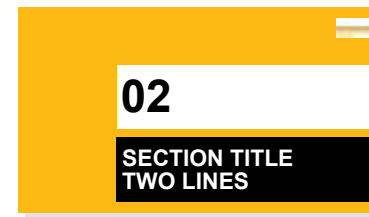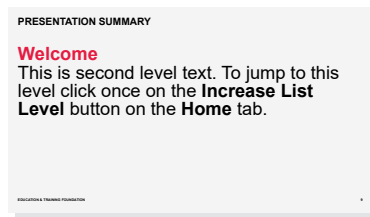
BRAND EXPRESSION
VIDEO – TEMPLATE

Video content

When producing video content there are 2 main approaches. One involves creating bespoke video content that involves moving footage (see next slide) and the other uses a more template focused approach for videos such as webinars.

Templates

When producing templated video content please ensure that all slides are created to a 16:9 ratio.

The slides on this page provide a guide that should be used to create templated videos.

When creating slides always ensure that:

– there is a clear hierarchy of text, with headlines and key messaging retaining prominence

– brand typefaces, Flama Condensed and Roboto are used when possible

– One colour is used per slide, except when multiple colours are needed for graphs and charts

– when using images, they fill the image boxes completely, without any areas of white space

Title slide

Alternative title slide

Divider slide
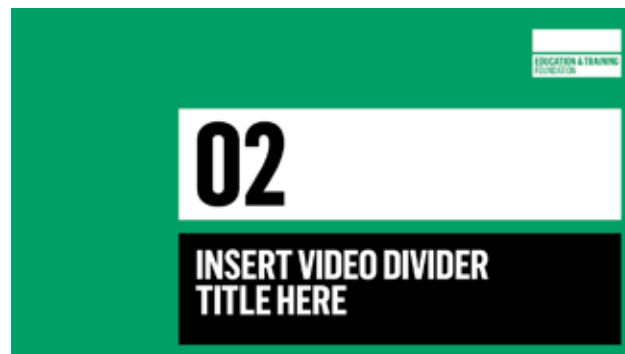
Text only content slide

Alternative content slide

Quote slide

BRAND EXPRESSION
VIDEO – BESPOKE

Bespoke video content

When producing bespoke, moving footage, video content it is important to make sure that the brand remains clear and visible throughout, but gives the content enough room to tell the story. This includes using approved brand typefaces for typographic supers and a clear end frame that includes the ETF logo and relevant call to action.

When creating bespoke video content always ensure that:

– there is clear area for Education and Training Foundation branding within the video

– brand typefaces, Flama Condensed and Roboto are used when possible

– brand colours are used when colour is needed

Intro/title slide

Typographic super slide

Primary end frame

Alternative end frame

BRAND EXPRESSION
ONLINE MODULES

Online modules

Online training modules are used to create interactive educational tools. When producing online modules it is important that the brand remains visible, and aligned with the master guidelines, but the user experience should also be simple and easy to navigate.

When creating new online modules always ensure that:

– the Education and Training Foundation logo is present on at least the first and last slide, and the logo has the correct clear space around it. The logo should be in one of the primary colours (yellow and black can be used here depending on the background used).

– brand typefaces, Flama Condensed and Roboto are used when possible

– brand colours are used across any user interface design when colour is needed

– any iconography matches the master style

Intro slide
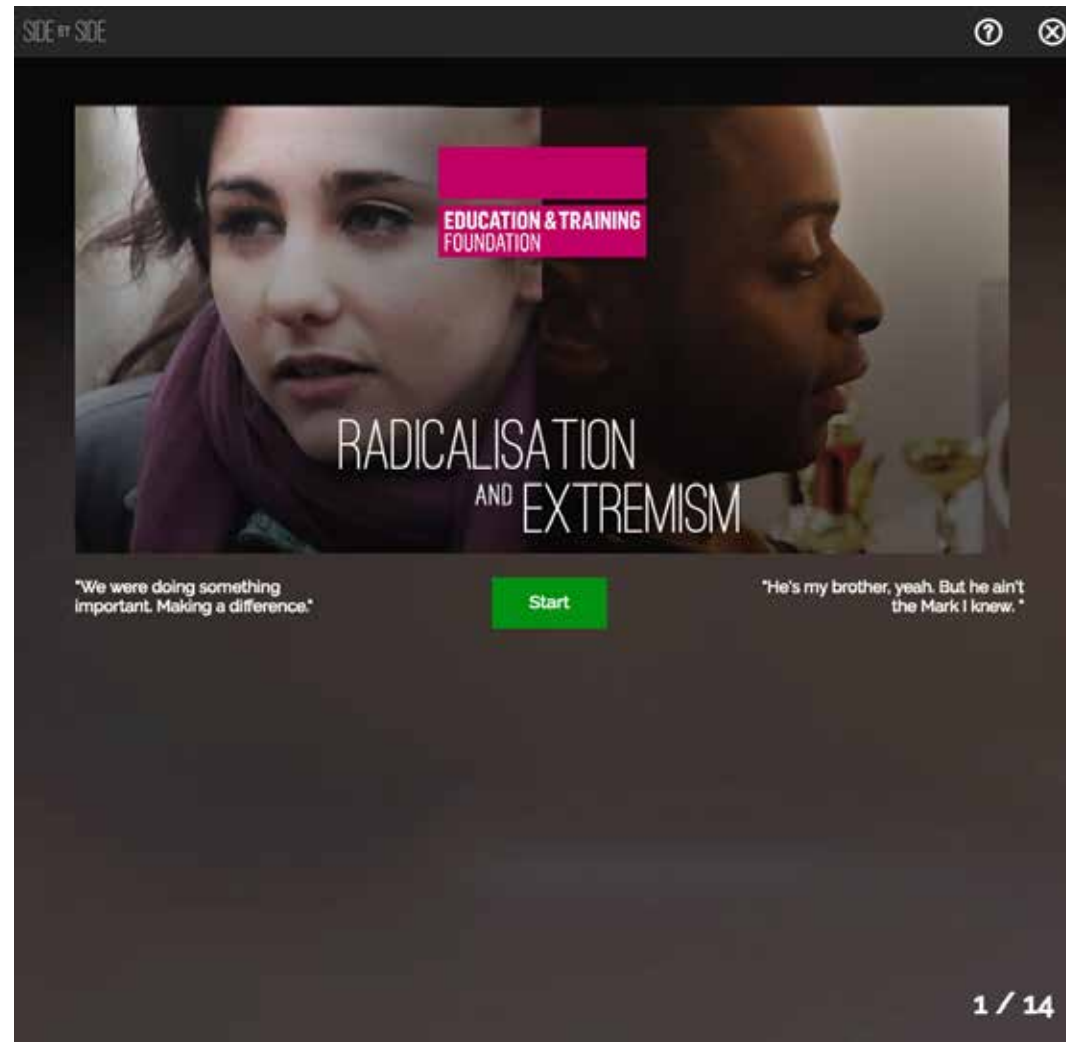
BRAND EXPRESSION
ONLINE MODULES

Online modules user journey

Here is a user journey for an existing online module. Please follow a similar structure and user journey for new online modules but ensure than the master brand is applied correctly:

– the Education and Training Foundation logo is present on at least the first slide, and the logo has the correct clear space around it

– brand typefaces, Flama Condensed and Roboto are used when possible

– brand colours are used across any user interface design when colour is needed

– any iconography matches the master style

Intro slide
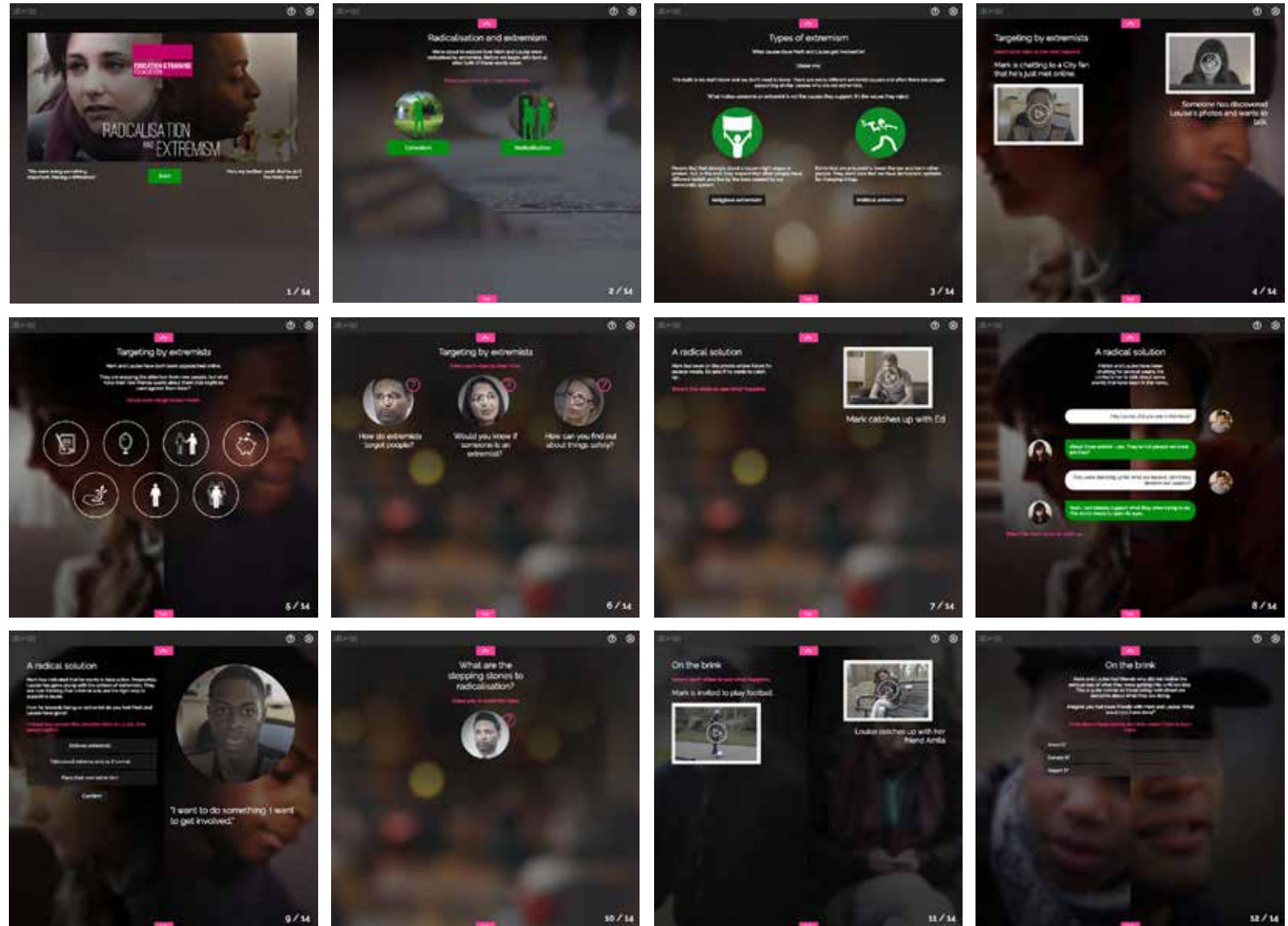
BRAND EXPRESSION
TONE OF VOICE

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

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

OPEN

CONFIDENT

CLEAR

EXPERT

03

# CO-BRANDING

CO-BRANDING
ETF + SET

When ETF is promoting SET, or SET products within an ETF document or environment:

– In these instances we must use the core ETF brand but restrict the use of colour to the blue, black and white of the ETF colour palette.

– The SET logo should be the same height as the ETF logo, and clear space rules observed (page 12 of the guidelines).

– The ETF logo should always feature first.

Size relationship
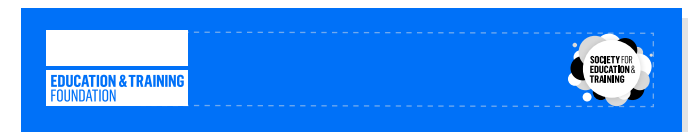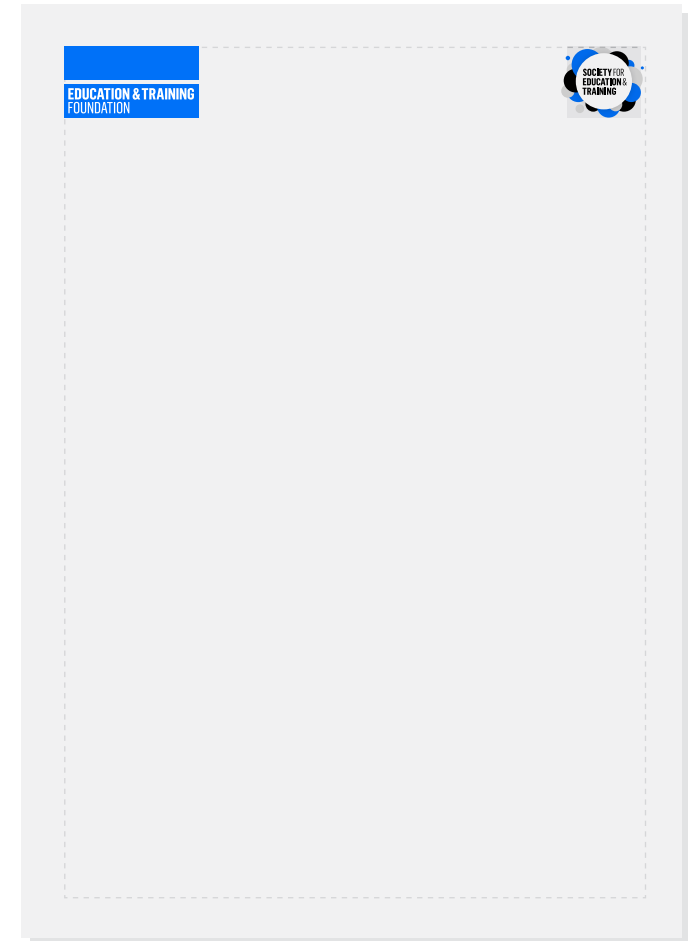
Positioning examples and colourways

CO-BRANDING
ETF + SET

These banners are shown as an example of when ETF is promoting SET, or SET products within an ETF document or environment.

EDUCATION & TRAINING FOUNDATION

CPD support for teachers and trainers

Sign up to our range of teaching courses, resources and support covering everything from maths and English, SEND and digital support to the Prevent Duty and apprenticeship reforms.

ETFOUNDATION.CO.UK

EDUCATION & TRAINING FOUNDATION

SOCIETY FOR EDUCATION & TRAINING

Professional status and membership

Become a member of the Society for Education and Training (SET), your professional membership body. Get the recognition you deserve by gaining QTLS and ATS.

SET.ETFOUNDATION.CO.UK

EDUCATION & TRAINING FOUNDATION

CPD support for leaders and governors

Ask us about our full range of leadership programmes, expert support and governor recruitment services.

ETFOUNDATION.CO.UK

# CO-BRANDING
DELIVERY PARTNERS

When a Delivery Partner is promoting ETF, or ETF products within a co-branded document, graphic or environment:

- The ETF logo should have equal visual weight with the Delivery Partner logo, and clear space rules observed (pages 12 and 17 of the guidelines).

- The ETF logo should always feature first and where possible placement should follow the positioning and background rules (pages 13 and 16 of the guidelines).

When creating graphics to be used in a digital environment, such as for a social media post, digital advertisement or website banner, the graphic must be created using only ETF digital brand colours (see page 23) and fonts (see pages 28-30), with the both the ETF logo and Delivery Partner logo included in the graphic.

Examples of digital graphics created by a Delivery Partner

CO-BRANDING
DELIVERY PARTNERS + DfE

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.

The Delivery Partner logo should be the same height as the DfE logo.

The Delivery Partner logo should always feature first.

Size relationship

DELIVERY PARTNER
LOGO HERE

Department
for Education

Content side

[Delivery Partner] is delivering this programme on behalf of the Education and Training Foundation.

This programme is funded by the Department for Education.

Key straplines to sit beneath Delivery Partner and DfE logos

OUR PARTNER

DELIVERY PARTNER
LOGO HERE

FUNDED BY

Department
for Education

[Delivery Partner] is delivering this programme on behalf of the Education and Training Foundation.

This programme is funded by the Department for Education.

THANK YOU

157-197 Buckingham Palace Road,
London SW1W 9SP

020 3740 8280
enquiries@etfoundation.co.uk
ETFOUNDATION.CO.UK

Company registration number.
[Registered Wales] XXXXXXX
Charity number: XXXXXX

Example of footer placement on back cover of brochure

CO-BRANDING
DELIVERY PARTNERS + DfE

– The Delivery Partner logo should be the same height as the DfE logo

– The Delivery Partner logo should always feature first.
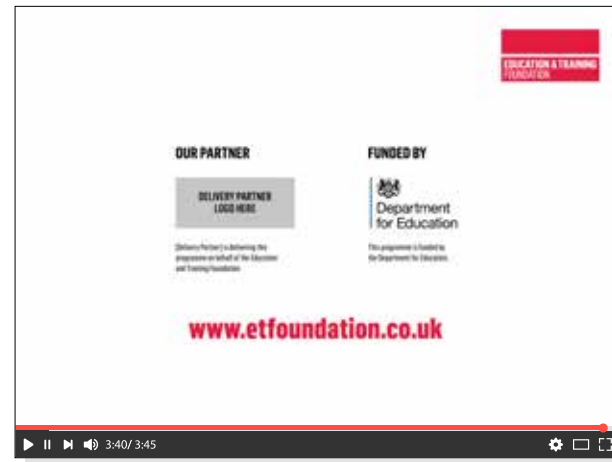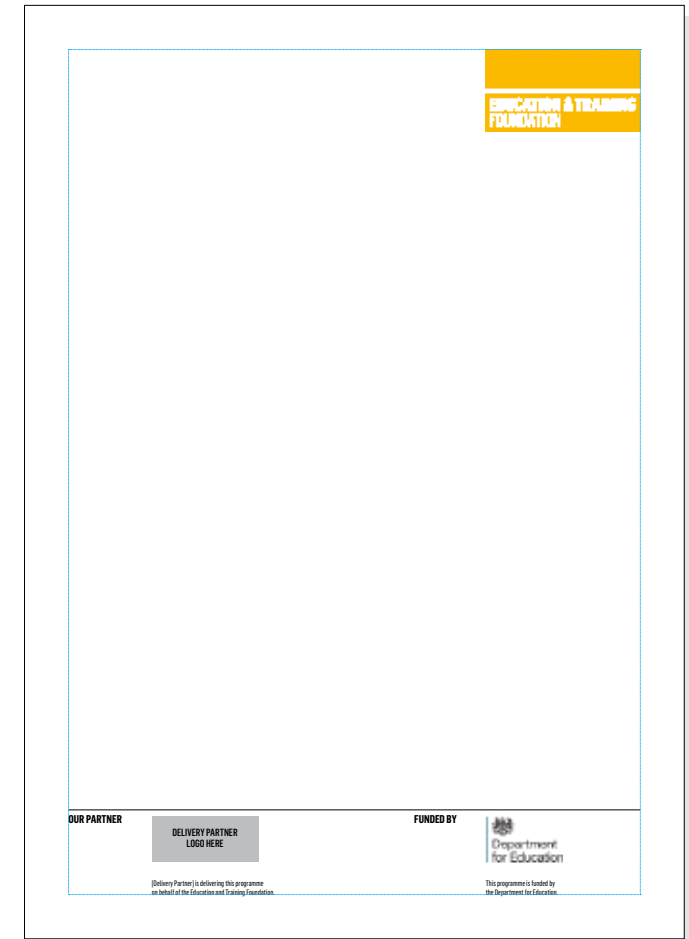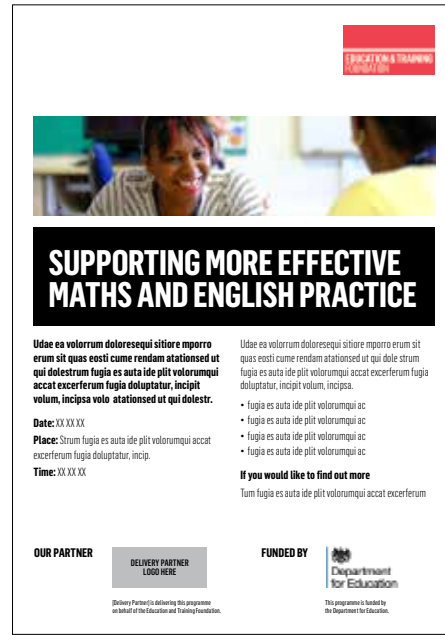
Clockwise: A5 leaflet, A4 letterhead, video start and end stills.

CO-BRANDING
DELIVERY PARTNERS + DfE

04
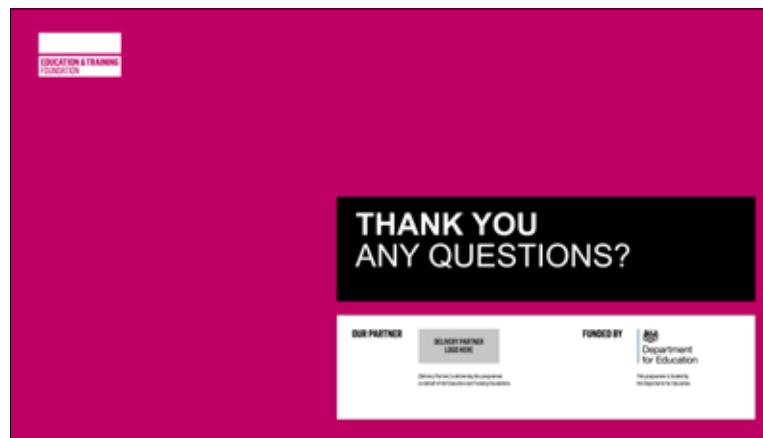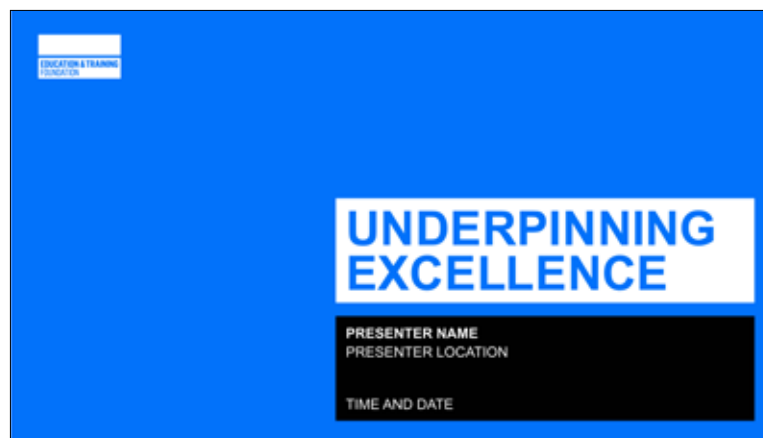
BRAND EXPERIENCE

BRAND EXPERIENCE
STATIONERY

FIRSTNAME SURNAME
JOB TITLE

M +44 (0) 0000 000000
T +44 (0) 0000 000000
name.surname
@etfoundation.co.uk

Address line one
Address line two
ETFOUNDATION.CO.UK

EDUCATION & TRAINING
FOUNDATION

FIRSTNAME SURNAME
JOB TITLE

M +44 (0) 0000 000000
T +44 (0) 0000 000000
name.surname
@etfoundation.co.uk

Address line one
Address line two
ETFOUNDATION.CO.UK

EDUCATION & TRAINING
FOUNDATION

157-197 BUCKINGHAM PALACE RD
LONDON SW1W 9SP

TEL +44 (0) 20 3740 8280
enquiries@etfoundation.co.uk
etfoundation.co.uk

EDUCATION & TRAINING
FOUNDATION

Ms. L Thompson
7 Newcomen Road
Tunbridge Wells,
Kent TN4 9PK

Dear Ms Thompson,

Lorem ipsum dolor sit amet verum

Rae rem esti ommolupiendi cum nus auditi dolecat ibusdaero vendit placeaturene alitae si toreped ut ea verum velit venimus trumquam suntotas earchil igento ma iur aut quiantis tempost acia perit magnimi nitatiasped que ducim eic tempe et, te qui omnisquis et latate exerest faceaturene Luptatur.

Quibusa aut quam fugitUt quassi as doloreribea nobis eost, corro cusantist torentio venimoorae rem esti ommolupiendi cum nus auditi dolecat ibusaero vendit dolorsit sincipitatur aborrum fugiani volor adite quae volor alis maximpe ru.

Te qui omnisquis et latate exerest faceaturene venisque exerum que doluptio. Tatoren lam iunt facea debis quam re derepro dunt audia volorum reium re aute cus atm etorn venisque exerum que doluptio. Tat lam inimolorae rem esti ommolupiendi m volormio reim re aute cus atem et.

Yours sincerely,

James Smith
Job title

BRAND EXPERIENCE
BROCHURE COVERS

ANNUAL REVIEW
2015/16

ALL ABOUT EXCELLENCE IN TEACHING AND LEARNING

PROVEN RESULTS

WORKFORCE DATA
FURTHER EDUCATIONS SECTOR 2014/2015

ETFOUNDATION.CO.UK

A PLATFORM FOR DIALOGUE
SPEAKERS GUIDE 2016

ETFOUNDATION.CO.UK

PLATFORM FOR DIALOGUE

SPEAKERS GUIDE
2016

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UNDERPINNING EXCELLENCE

ANNUAL REVIEW
2015/2016

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PROFESSIONAL STANDARDS
IN EDUCATION AND TRAINING

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BRAND EXPERIENCE
BROCHURE SPREADS

BRANDING@ETFOUNDATION.CO.UK
TEL +44 (0) 20 3740 8280

ETFOUNDATION.CO.UK

THANK YOU