

# Interim Skills Pledge Campaign Guidelines

How to recreate the Skills Pledge  
visual identity in partner and  
stakeholder materials

*June 2008*



Leading learning and skills

# LSC Campaign Resource Server



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The Skills Pledge assets are available on the LSC Campaign Resource Server (CRS). If you are accessing the CRS for the first time you will need to register – this usually takes 24 hours.

To access the CRS please follow the below link:

[http://217.160.210.43/lsc\\_campaignresources/?TTYPE=](http://217.160.210.43/lsc_campaignresources/?TTYPE=)

# Skills Pledge Imagery

## *Skills Pledge Main visual*

- This plaque is the visual symbol of the Skills Pledge and should appear on all communications
- In communications aimed at those who have not yet made the Skills Pledge, visual A should be used
- In communications aimed at those who have already made the Skills Pledge, visual B should be used
- Where the plaque is a secondary visual it should appear in the bottom right-hand corner of the piece
- Both versions are available on the CRS



# Skills Pledge font and colour



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## Typefaces

*Headline:* OPTI Aurora Condensed

*Body Copy:* Gotham Book

*Call To Action Line:* Gotham Bold

## Colour

*Headline copy:* Dark Grey C 60% M 30% Y 30% K 0%

*Body copy and CTA line:* 20% of black

## Rule (down sides of block copy)

*Weight:* 1pt

*Colour:* 20% of black

**MAKE SKILLS MEAN BUSINESS**

For more information about making the Skills Pledge happen in your business call **0800 015 55 45** or visit **[lsc.gov.uk/skillspledge](http://lsc.gov.uk/skillspledge)**

Please note that if you wish to use the Skills Pledge fonts you will have to purchase them or get your marketing agency to purchase them due to copyright laws.

# 'Our Future' strapline



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- All Skills Pledge communications must feature the 'Our Future' strapline
- The strapline in the Skills Pledge colours is available on the CRS
- Please access the Skills Campaign Guidelines (available on the CRS) for information on how to use the strapline

## Colour

Light Grey C 42% M 21% Y 21% K 0%

Dark Grey C 60% M 30% Y 30% K 0%



# Existing communications – Press ad

>lsc

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Our  
future.  
It's in  
our hands.

When you make the Skills Pledge you make a public commitment to train your staff and help them achieve their full potential. You can receive professional advice tailored to your business requirements at no extra cost and get access to services such as Train to Gain and Apprenticeships. Making the Skills Pledge leads to motivated staff, greater loyalty, increases productivity and contributes to business success. It also reflects well on you and your business with both customers and shareholders alike.

For more information about making the Skills Pledge happen in your business call 0800 015 55 45 or visit [lsc.gov.uk/skillspledge](http://lsc.gov.uk/skillspledge)

## MAKE SKILLS MEAN BUSINESS



Any press ads or advertorials should follow this layout wherever possible

# Existing communications – Declaration certificate



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Our future,  
It's in  
our hands.

## OUR SKILLS PLEDGE

On behalf of  
I  
am making a commitment that we shall:

- Actively encourage and support our employees to gain the skills and qualifications that will meet the needs of our business and will support their future employability
- Further support our employees to acquire basic literacy and numeracy skills and work towards their first full Level 2 qualification
- Demonstrably raise our employees' skills and competencies to improve our organisational performance through investing in economically valuable training and development.

Signature  
Date

Name  
Position  
Company

I commend and thank you for the leadership you have shown in making the Skills Pledge

Signed *John Y. Denham*  
Date

John Denham, Secretary of State  
Department for Innovation, Universities and Skills



**EXAMPLE ONLY**

This visual is for information only and should not be reproduced

# Contact details



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**For further information and support please  
contact Jenni Cowdy at Leo Burnett**

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More detailed guidelines on the Skills Pledge visual identity will be available on the CRS soon.