

**NEXT  
STEP**

Helping you get on  
in work and life

**A quick guide to our brand and how to use it.**



# Our brand elements: Overview

**The Path:**  
A dynamic and iconic graphic device.

The Path should always be used when designing external materials. If you are unable to design the path yourself, use the templates available on the [Logo and Design Guidelines](#) website.



**Colours:**  
Four vibrant colour ways

**The Logo:**  
Strong and ownable

**AaBbCc** Typefaces:  
Warm, human and legible  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@£%&(...)?

**AaBbCc**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@£%&(...)?

**Imagery:**  
Real, uplifting and engaging



# Our brand elements: Logo – Clear-space & sizes

To make sure our logo is reproduced as clear and visible as possible we have created a clear-space zone and minimum and maximum sizes.

## Clear-space

The clear-space zone is the area around the logo which should be clear of all graphic elements. This allows maximum clarity by freeing the logo from potential clutter and allowing the eye to pick it out on any applications.

The clear space zone is defined by the height and width of the capital N of the logotype.

## Minimum and maximum sizes

To ensure legibility we have created minimum and maximum sizes of the logo.

The *regular use with service descriptor* can scale up to any size, but to ensure the descriptor is readable it must not appear any smaller than 35mm from the top of the box to the tip at the bottom.

The *regular use without service descriptor* can scale up to any size but cannot appear any smaller than 10mm

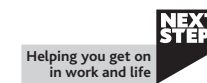
The *small use with service descriptor* can also look too bulky and lack elegance when reproduced too big. Therefore it should never appear any larger than 25mm or any smaller than 10mm.



Minimum size  
35mm



Minimum size  
10mm



Maximum size  
25mm  
Minimum size  
10mm

# Our brand elements: Imagery – overview

Our brand exists to fuel the potential of millions and imagery is a great way to illustrate the positive impact we can have on people. To do this we must show people on their own journey to self-improvement and communicate that personal development is both a positive thing and possible to achieve.

There are three types of imagery we use to represent the brand:

**Primary imagery** is the first imagery any audience should see when engaging with our brand. It is used to draw people into the brand at a 'headline' level ie: our home page; in advertising; on the front page of leaflets; in window displays or posters in advice centres etc.

Primary imagery should always be a cut-out of a person or people. White space is an important part of our brand and the cut-out style allows communications to feel modern, fresh and dynamic.

**Secondary imagery** is similar to primary imagery but used in instances where context is vital (you might need to show someone in a classroom, for a leaflet on becoming a teacher, for instance).

**Support imagery** should be used in communications where multiple pages are needed and therefore present an opportunity to tell a richer story ie: inside leaflets and magazines or at deeper level within the website.

It does not need to contain people but should still contain evidence of humanity – details of someone's life and/or journey.



Secondary imagery



Support imagery

# Our brand elements: Typography – primary typeface

**Bliss** is our primary typeface.

It should be used for all printed communications, signage, fascias and – with the exception of online – any externally produced on-screen applications (TV ads, corporate videos, information videos etc.)

To give us maximum flexibility we have five weights ranging from Heavy for impact through to Light for elegance.

If you do not own the Bliss typeface, you must use Calibri.

**This is Bliss**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789 !@£%&()?**

**Bliss Heavy Aa**  
**Bliss ExtraBold Bb**  
**Bliss Medium Cc**  
**Bliss Regular Dd**  
**Bliss Light Bb**

# Our brand elements: Typography – secondary typeface

**Calibri** is the secondary typeface.

We use this on all internally produced communications (PowerPoint, office notices, etc.)

We have two weights; Bold for impact and Regular for standard copy.

**This is Calibri**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789 !@£%&()?**

Calibri Bold **Aa**  
Calibri Regular **Bb**

# Our brand elements: Typography – Online typeface

**Verdana** is the typeface we use exclusively for online.

We have Bold for impact and Regular for standard copy.

**This is Verdana**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@£%&()?

**Verdana Bold Aa**

Verdana Regular Bb

# Our brand elements: Colour

We have a colour palette containing 5 colour groups, each consisting of a primary and secondary colour. Also in the palette are black for use in body copy and white which is an important element in retaining the contemporary freshness of our brand.

Whilst you should always choose colours which complement any imagery, there is no preference over which colour group to use when creating communications. But where possible, we should only use one colour group per 'page' of communication – the use of multiple colour groups on one page can be visually overpowering and look cluttered.

There are no Pantone references for the brand colours.

AQUA GROUP	Primary	C 100 M 0 Y 20 K 10	R 0 G 157 B 187
	Secondary	C 100 M 0 Y 27 K 63	R 0 G 86 B 97

HOT PINK GROUP	Primary	C 3 M 100 Y 0 K 0	R 228 G 2 B 140
	Secondary	C 0 M 100 Y 0 K 50	R 140 G 0 B 82

GREYSCALE GROUP	Primary	C 0 M 0 Y 0 K 40	R 170 G 170 B 170
	Secondary	C 0 M 0 Y 0 K 85	R 70 G 70 B 70

YELLOW GROUP	Primary	C 0 M 40 Y 100 K 0	R 250 G 166 B 26
	Secondary	C 0 M 70 Y 90 K 10	R 220 G 102 B 45

PURPLE GROUP	Primary	C 47 M 95 Y 0 K 0	R 150 G 51 B 147
	Secondary	C 50 M 90 Y 0 K 37	R 101 G 36 B 106

	White	C 0 M 0 Y 0 K 0	R 255 G 255 B 255
	Black	C 0 M 0 Y 0 K 100	R 0 G 0 B 0

# Our brand elements: Colour & Logo

We have full colour and single colour versions of our logo.

When using **full colour** it should always appear reversed-out type on a containing shape in the primary colour from the selected colour group (see previous page).

When using the **greyscale** logo, the type should appear in 100% black on a 40% black containing shape.

**Single colour (black)** is reversed out type on a 100% black containing shape and **single colour (reversed)** is 100% black type on a reversed out containing shape.

All versions of the logo, except single colour (black & reversed) can be attached to the Path (see page 10).



# Our brand elements: European Social Fund (ESF)

If you are advertising the face-to-face element of the Next Step service, you MUST use the ESF logo on any marketing materials.

Its use includes, but is not restricted to the following:

All information and publicity materials, including websites, e-communications, correspondence and literature used by participants; advertisements, press releases and other media targeted materials.

The logo and guidelines can be found on the [ESF LOGO website](#).

# Our brand elements: Colour and the Path

When applying colour to the Path with our logo attached, it is important to remember the logo should always be in the primary colour. Then to create the 3D effect of the Path, the colours alternate between secondary and primary after each fold.

With or without the logo attached, the primary colour should always be the dominant colour of the Path.

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It is important colour does not interfere with the clarity and legibility of the typography. Therefore we have created some basic guidance on what colours to use when.

On a white background any headline or sub-head can appear in either the primary or secondary colour, but the body copy should remain in black.

On a light coloured background both the sub-head and body copy should appear in black, whilst the headline can appear in the secondary colour.

On a dark coloured background the sub-head and body copy should appear in white and the headline should appear in the primary colour.

NB: If more contrast is needed, the headline can be a tint of the primary colour.

PRIMARY OR  
SECONDARY  
COLOUR

## Headlines

### Lorem ipsum dolor amet, consecte etas adipiscing metus.

Cras tellus lorem, condimentum non venenatis sit amet, imperdiet vitae nulla. In neque quam, aliquam non facilis in, vehicula a arcu. Vestibulum ipsum lacus, elementum non facilis bibendum, mattis sit amet enim. Vestibulum convallis justo sit amet libero volutpat vitae sagittis massa malesuada. Proin tempor urna quis magna pretium auctor. Nam nibh odio, dictum eu faucibus vel justo.

PRIMARY OR SECONDARY COLOUR

BLACK

SECONDARY  
COLOUR

## Head

### Lorem amet, con adipiscing

Cras tellus lorem, condimentum non venenatis sit amet, imperdiet vitae nulla. In neque quam, aliquam non facilis in, vehicula a arcu. Vestibulum ipsum lacus, elementum non facilis bibendum,

BLACK

BLACK

SECONDARY  
COLOUR –  
50% TINT

## Head

### Lorem amet, con adipiscing

Cras tellus lorem, condimentum non venenatis sit amet, imperdiet vitae nulla. In neque quam, aliquam non facilis in, vehicula a arcu. Vestibulum ipsum lacus, elementum non facilis bibendum,

WHITE

WHITE

The top half of the page features a decorative graphic consisting of two overlapping purple shapes. On the left, a lighter purple shape tapers to a point. On the right, a darker purple shape is wider and overlaps the first one. The text 'Dual branding' is centered within the darker purple area.

## Dual branding

Next Step services must be fully branded as Next Step, using all the elements outlined in the brand guidelines. No dual branding of Next Step services is permitted.

Sub-contractors who are promoting the Next Step service are not permitted to put their organisation's logo along with the Next Step logo, telephone number or website. In all instances the agreed national communication channels must be utilised. In addition, where appropriate, all 3 channels should be promoted to encourage cross channel take-up and raise the awareness of the complete service.

If you have any questions regarding branding or marketing of Next Step please contact your Prime Contractor Marketing representative.