

Our brand  
and how  
to use it.

**NEXT  
STEP**

Helping you get on  
in work and life



# Contents


<b>Our brand</b>	<b>3</b>
The brand in 60 seconds	20
<b>How the brand speaks</b>	<b>21</b>
<b>Brand elements</b>	<b>23</b>
Overview	24
Logo	25
Clearspace & sizes	26
The Path	27
The Path and logo	28
Imagery	29
Typography (primary)	30
Typography (secondary)	31
Typography (online)	32
Colour palette	33
Colour & logo	34
Colour & The Path	35
Colour & type	36
Elements in practice	37
Incorrect examples	38
<b>Dual branding</b>	<b>39</b>
On our communications	40
On partner communications	41
<b>Notional examples</b>	<b>42</b>



Our brand



We believe  
everyone has the  
ability to develop  
and grow in their  
working lives...



... but things often  
get in the way, hold  
people back and suppress  
their potential.

**Our job is to remove  
these barriers.**



An ever growing body of resources,

all in one place, accessible

to every adult in England.



**Skills  
Accounts**



**Shared and populated by  
like-minded organisations**




**Shelter**

We exist to 'Fuel the Potential'  
of millions of young people and  
adults – and the experts that  
support them.

Our brand essence

**FUELLING  
POTENTIAL**

The background features two overlapping teal shapes on a white background. On the left, a dark teal triangle points towards the bottom center. On the right, a lighter teal shape, resembling a trapezoid or a large triangle, points towards the top right. The text is positioned within the lighter teal area.

To do this, we must  
**inspire by being  
positive and deliver  
by making it possible.**

We must be  
**ENTHUSIASTIC**

Positive energy is  
infectious, it inspires  
and motivates.



We must be  
**EXPERT**

We need to know our stuff to  
deliver high-quality effective  
information and advice.



We must be  
**IMPARTIAL**

We only ever act in the  
best interests of our  
customers.



We must be  
**PRAGMATIC**


Our aim is to  
get the job done.  
The right outcome is  
more important than  
the right process.



“Next Step were brilliant. They listened to me and totally understood my issues. Even at my lowest point, their positivity kept me going.

These guys really know their stuff too.”





“ The great thing about the National Careers Service is you can rely on them to give you the best advice without bias. They really go the extra mile to help.”



## OUR VISION

For millions of individuals to enjoy more rewarding working lives; and to create a culture where career development and acquiring new skills is the norm.

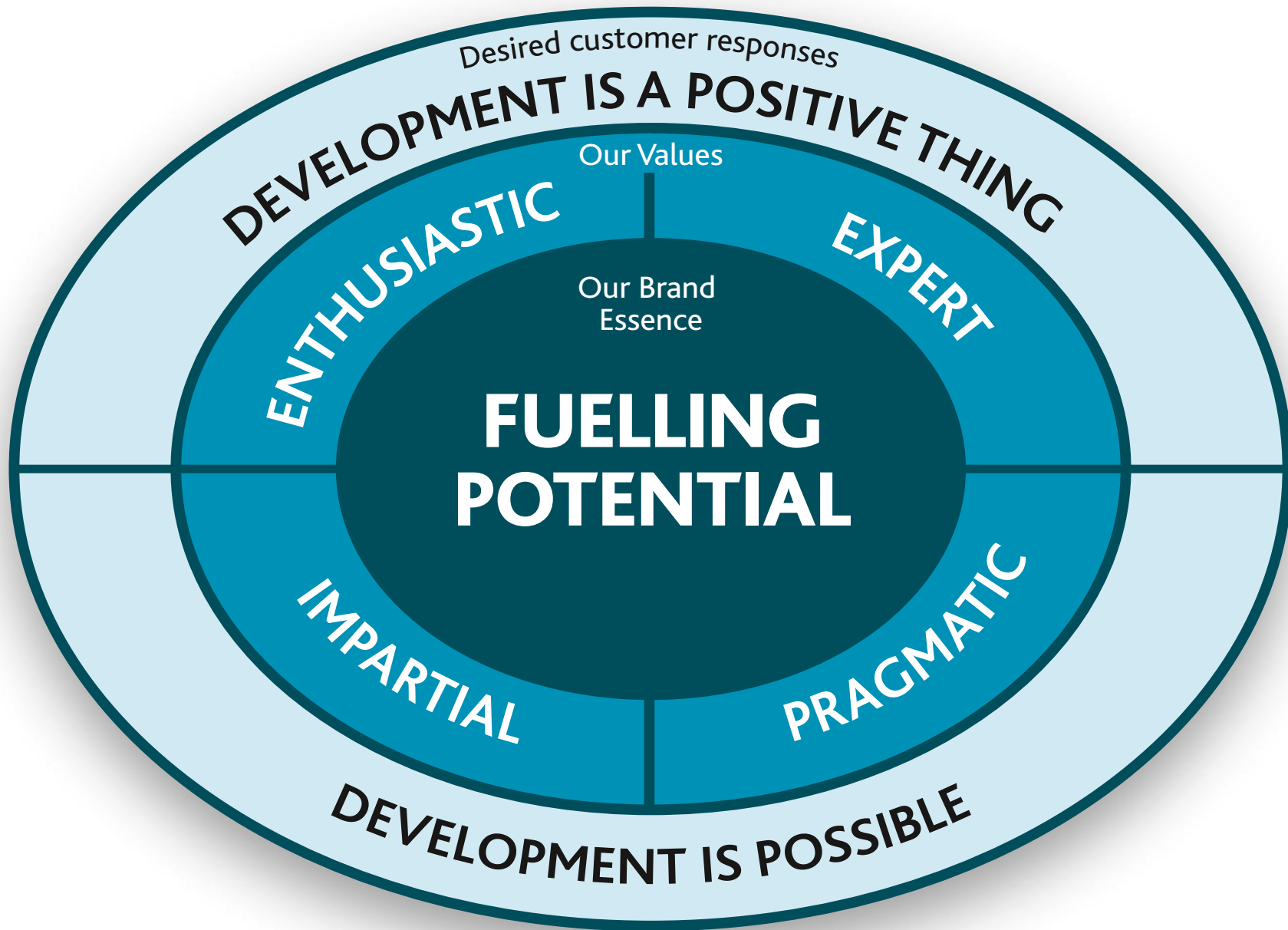
This will improve the lives of individuals, society as a whole and in turn increase productivity and boost the economy.

## OUR MISSION

To give everyone access to the best information, advice and resources that help them make more effective skills, careers, work and life choices.

## SERVICE DESCRIPTION

The National Careers Service gives everyone access to the best information, advice and resources to make more effective choices about skills, careers, work and life. The service is available online and through advisers on the telephone or face-to-face.



There will be times when we need to explain our brand and its offer quickly and succinctly.

This is how we do it.

The new integrated adult careers service will be launched in August. It will be available to all adults in England, whatever their prior skills or employment status – fuelling the potential of millions of people.

Customers will be able to choose to use the service online, by telephone or face-to-face. Whichever channel they use, they will experience the same high quality service.

To make this happen, the service has been designed around a central principle:

- That the customer's needs shape the service that is delivered and
- That advisers take responsibility for continuity and quality.

Customers will benefit from expert, impartial advice which reflects labour market intelligence. They will also be able to make an informed choice about where they learn by having access to user-friendly information on courses and providers, including how successful previous learners have been at progressing into further learning and employment.

The online channel of the new service will integrate these sources of information, so that an individual can see in one place all that they need to make a personal choice about how to move forwards in work and life.

Those who require more support to understand and make use of this information can speak to an adviser in person or on the telephone.

People receiving out of work benefits who need skills training to move into sustainable employment will be referred to the service by Jobcentre Plus.

We will continue to develop and enhance the service beyond August. By building strong networks rooted in local communities we will help individuals tackle all the barriers they face to getting on in learning, work and life.

A decorative graphic consisting of two overlapping geometric shapes. The left shape is a bright orange triangle pointing downwards and to the right. The right shape is a reddish-orange trapezoid pointing upwards and to the right, overlapping the orange shape.

How our brand speaks

The way our brand speaks is a bit like David Attenborough – full of energy, enthusiasm and possibilities.

It's a voice we respect and listen to. That educates and informs by involving us, rather than talking at us.

We talk as equals. With respect.

We're straightforward. Never clever for clever's sake, or overly poetic.

We shun technical words, but that doesn't mean we dumb things down. We simply ensure that what we say is super clear and as easy as possible to understand.

Our words, like our service, are practical and useful.

Our 6 rules to speaking in the Next Step way.

### **1. Be a friendly professional**

We earn our clients respect and confidence, so they can trust what we have to say.

We do it by treating them and their issues seriously.

We're never flippant or throwaway, overly jokey or matey.

But at the same time, we have to engage them – make them want to get involved – so we speak in a relaxed, easygoing way.

Never stiff, uptight and overly formal.

### **2. Be it, not say it**

Our enthusiasm and positivity comes from the way we say things.

We never claim to be enthusiastic or positive. That's a bit like saying you're cool. Or funny. You actually just have to be those things.

### **3. Positive and possible**

It's no good being all enthusiastic and motivating if we don't give people practical ways to take action.

Positive words without practical steps ring hollow.

### **4. Don't say we understand, show it**

We show that we understand our clients by using words that are informative, practical and genuinely useful to them.

Not overcooked with flowery language.

### **5. Make things clear**

When it comes to technical talk, we make it as simple and easy to understand as possible.

We cut the jargon.

We don't use acronyms.

And we only use technical words when it would be inaccurate not to.

### **6. It's not about you**

We also think it helps to use the word 'WE'.

It's a lot less finger pointing and confrontational than the word 'YOU'.

Saying the word 'You' is more likely to turn people off, to get a negative reaction - "that's not me".

'We' on the other hand can make people feel like they're missing out, if others are doing it they may be more eager to get involved.

That said, this is a recommendation, not a rule, you can use 'You' if you need to.

### **Conclusion**

One way we can judge our writing is to read it back to ourselves, aloud.

How does it sound?

Does it feel like we're talking to another person – explaining something to a friend over a cup of tea? Or does it feel complex – full of technical jargon only a colleague would understand?

We think the first way is better.



# Our brand elements

# Our brand elements: Overview

## Colours:

Six colour groups (green may only be used for Lifelong Learning Accounts)



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



**The logo:**  
Strong and unique

## Imagery:

Real, uplifting and engaging



**AaBbCc** **Typefaces:**  
Warm, human and legible

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@£%&()?

**AaBcCc**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@£%&()?

# Our brand elements: Logo

Our logo comes in four variations:

A version with our service descriptor as a lock-in, a left and right hand version without a lock-in and a version for use when a service descriptor is needed but space is at a premium.

A service description should always be used on examples where the audience could be engaging with the brand without previous knowledge of the service.  
Eg: press and TV advertising, store fascias, or leaflets in doctors surgeries.

However, in instances where the audience understand the brand offer and service, then the service descriptor is no longer required eg: on the website, instore graphics, or any correspondence with registered users.

For size guidance please see overleaf.

**Regular use**  
with service descriptor



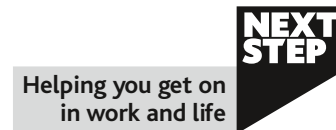
**Regular use**  
without service descriptor



**Secondary use**  
for left-hand usage



**Small use**  
with service descriptor



# 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.

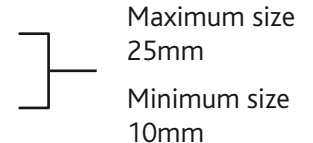
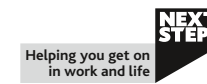
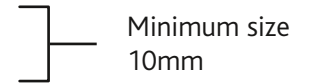
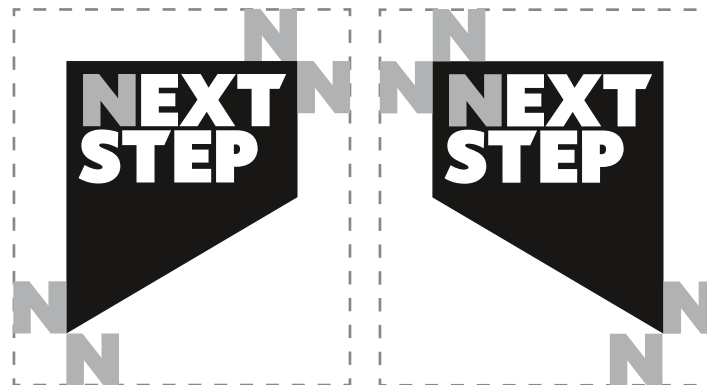
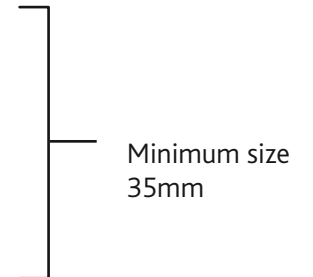
## Minimum and maximum sizes

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.

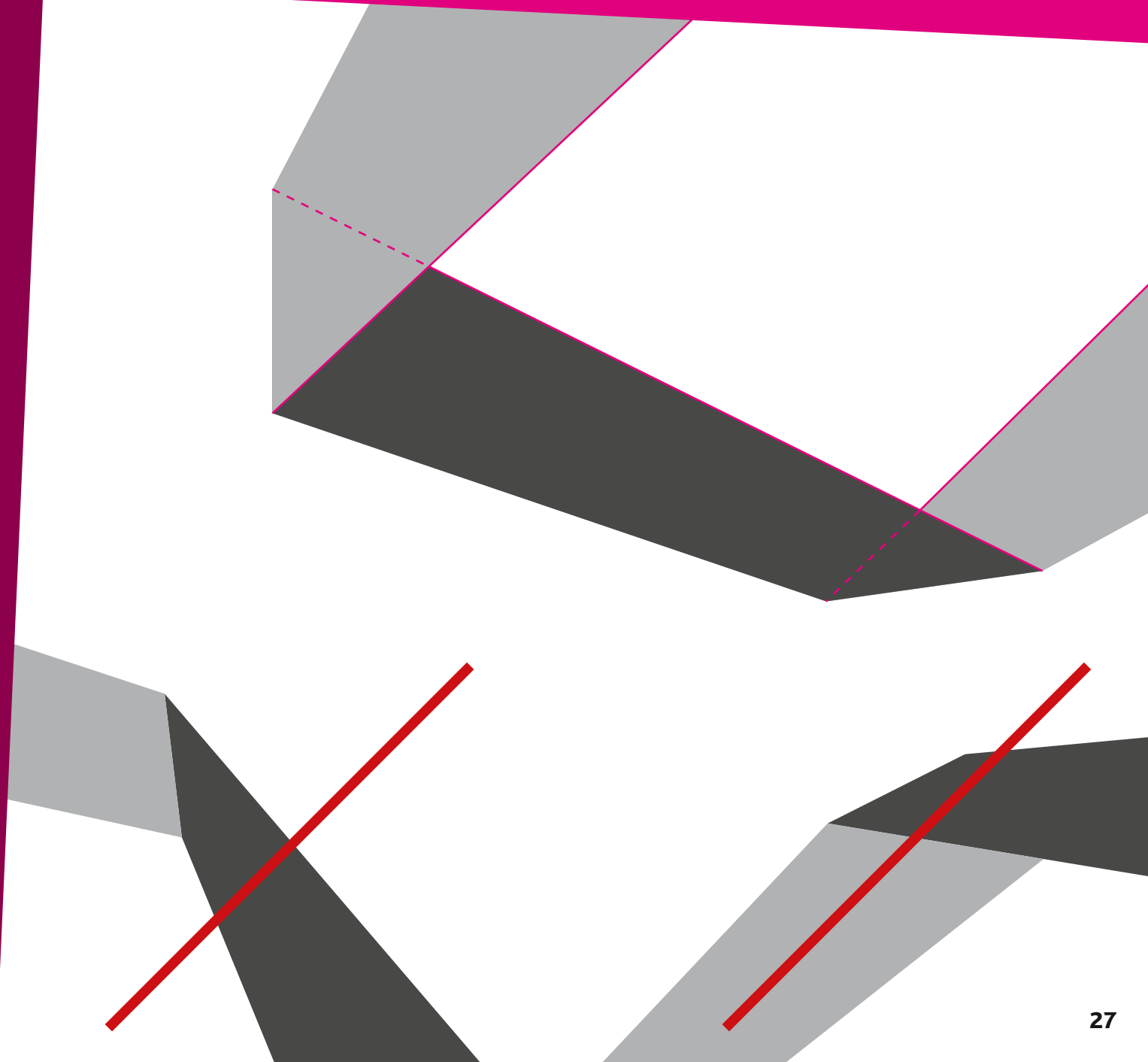


# Our brand elements: The Path

The Path is a device which gives our brand dynamism and cut-through. It can be used to hold copy, frame an image or simply add a memorable graphic quality to our communications.

Each Path should contain between 1 and 2 folds. No folds and it loses the dynamism and recognisability, more than 2 and it becomes complicated, messy and overly complex.

When constructing the Path it is important to design the folds correctly. The corner of each fold should correspond to the same corner of the reverse side (see right) in exactly the same way as if folding over a strip of paper.

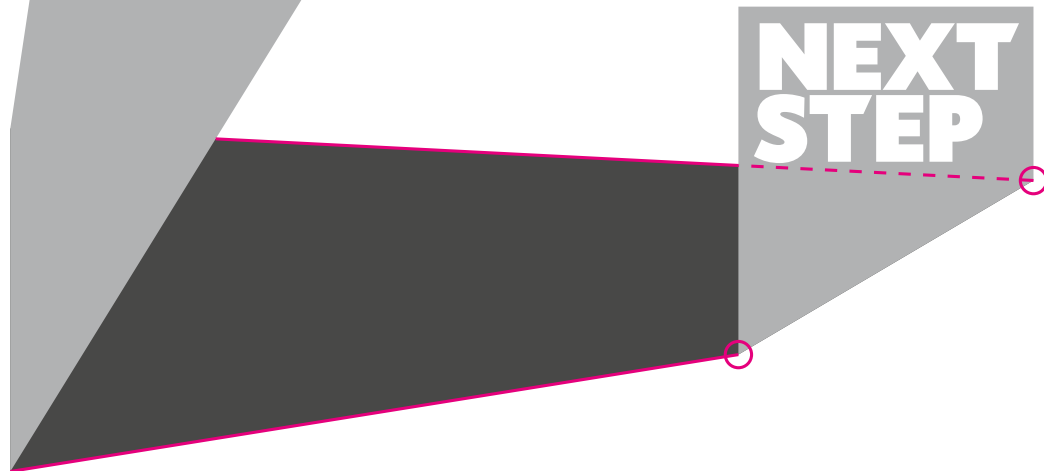


# Our brand elements: The Path and logo

Our Path and logo are designed to work together, and the majority of our applications should be designed with this in mind.

The logo attaches to the end of the Path to give the appearance of being the final fold in the Path.

To achieve this we must ensure the final points of the Path align directly with the two diagonal corners of the logo's containing shape.



# 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.

**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 6 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.

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

GREY GROUP	Primary	C 0 M 0 Y 0 K 50	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

GREEN GROUP	Primary	C 100 M 15 Y 100 K 0	R 30 G 136 B 1
	Secondary	C 92 M 38 Y 100 K 41	R 19 G 84 B 1

Green group colours for use with Lifelong Learning Accounts only.

Note that the RGB colour values have been specified using a visual match. Therefore, if automatic colour mode conversion methods are used, the results must then be manually adjusted to the correct values.

# 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 overleaf).

You may only use the green version of the logo if you are producing communications specifically about Lifelong Learning Accounts.

Full colour logos



LLA logo



Greyscale logo



Single colour logo



Single colour reversed logo



# 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.

**NEXT  
STEP**

Helping you get on  
in work and life

**NEXT  
STEP**

Helping you get on  
in work and life

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, consectetur adipiscing metus.

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

WHITE

WHITE

# Our brand elements: In practice

Because our brand is built around strong and impactful visual elements, it is important we don't over-clutter our communications.

Therefore we have developed a simple system to help balance our designs and give the correct amount of breathing space to allow our elements to do their job.

The visual elements can be split into three distinct areas:

1. The Path
2. Imagery
3. Typography

When all three appear on the page in equal measures we end up with a very visually cluttered and confusing design, therefore we should always create designs that lead with one or two of the elements with the third element much more recessive.

## Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer semper diam.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer semper, diam sit amet imperdiet tincidunt, leo massa vehicula dui, at feugiat nisi ante id tellus. Vivamus luctus elit vitae metus vestibulum eu luctus arcu tempus. Vestibulum eu quam vel tellus ornare semper tincidunt et enim. Mauris tortor ipsum, bibendum vel ultrices ac, adipiscing ut orci. Nulla facilisi. Donec gravida ultrices erat, ac viverra elit hendrerit et. Pellentesque vel magna ante, in porta sem. Morbi mi lectus, lacinia quis sagittis sit amet, auctor in nibh. Cras sem est, molestie blandit viverra

Lorem ipsum dolor sit amet, consectetur adipiscing elit integer semper

NEXT STEP

1 3

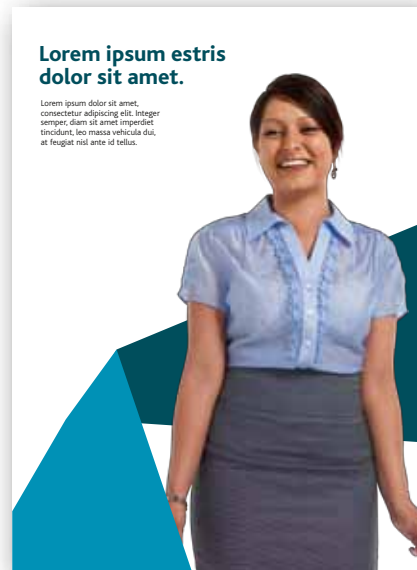


Lorem ipsum estaris dolor sit amet, cons ectetur adipiscing.

1 2 3

## Lorem ipsum estris dolor sit amet.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer semper, diam sit amet imperdiet tincidunt, leo massa vehicula dui, at feugiat nisi ante id tellus.



1 2 3

## Pellentesque vel magna ante, in porta sem. Morbi mi lectus, lacinia quis sagis amet etus.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer semper, diam sit amet imperdiet tincidunt, leo massa vehicula dui, feugiat nisi ante id tellus. Vivamus luctus elit vitae metus vestibulum eu luctus arcu tempus.

NEXT STEP

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

1 3

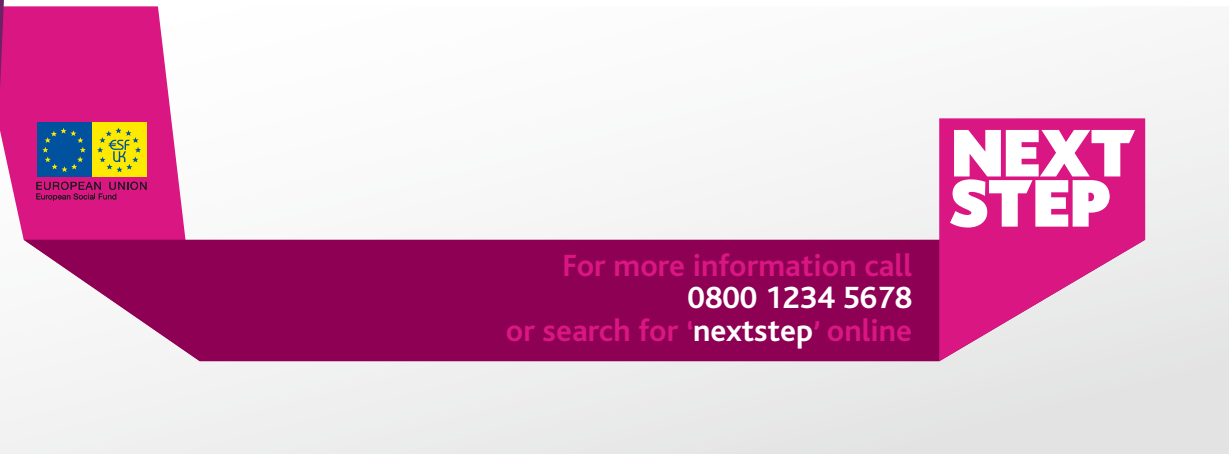


The slide features two large, overlapping purple geometric shapes. One is a dark purple triangle pointing downwards from the top left, and the other is a lighter purple trapezoidal shape pointing upwards from the bottom right. They meet at a point in the center of the slide.

# Dual branding

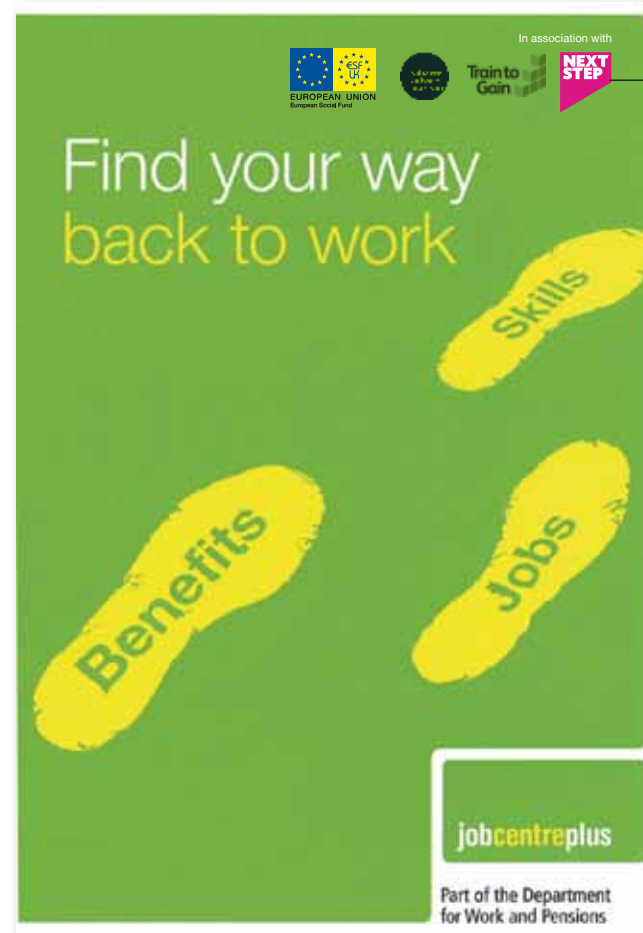
# Dual branding: On our communications

Copy to be written on completion of  
brand architecture project

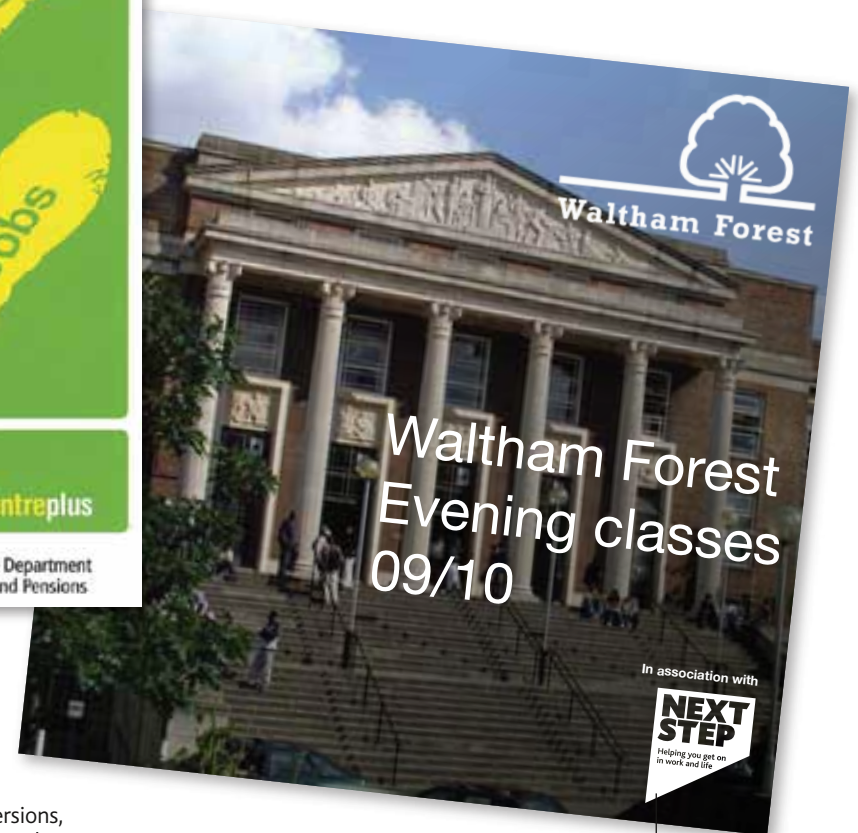


# Dual branding: On partner communications

Copy to be written on completion of  
brand architecture project



Always use the primary logo  
(don't use a path). If colour  
is allowed, use one which  
compliments the design but  
has standout.



For one colour versions,  
use the logo reversed out



# Notional examples



Brand reference sheet



Calling card



Comp slip



Letterhead template



Business card



Powerpoint template hot pink



Powerpoint template aqua



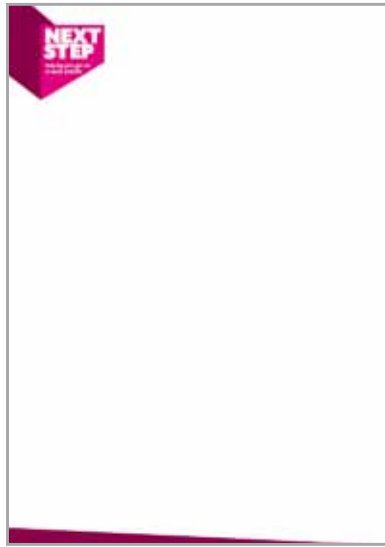
Powerpoint template yellow



Powerpoint template purple



Powerpoint template greyscale



Word template hot pink



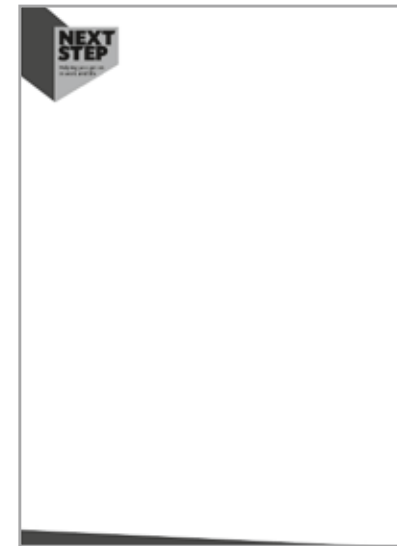
Word template aqua



Word template yellow



Word template purple



Word template greyscale



Name badge



Note pad



Post-it notes



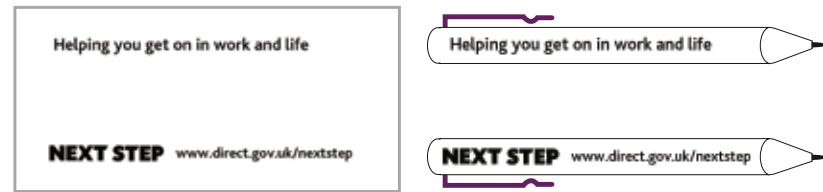
Appointment card



Table wrap



Strut card



Pen template



Window decal 30 cm<sup>2</sup>



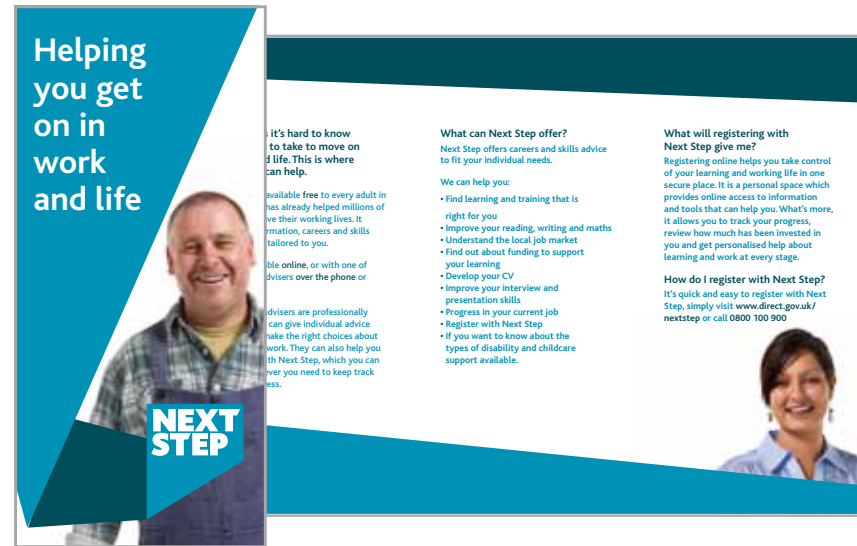
Window decal 1 m<sup>2</sup>



Door sign



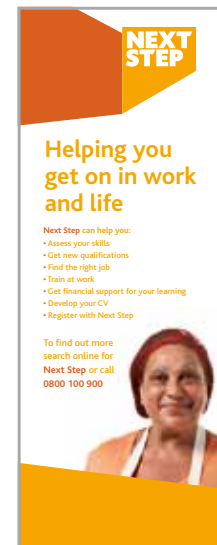
Empty belly poster



Generic leaflet



Generic poster



Generic pop-up banner

## **Skills Funding Agency**

Cheylesmore House  
Quinton Road Coventry  
CV1 2WT  
T 0845 377 5000  
F 024 7682 3675  
**[www.bis.gov.uk/skillsfundingagency](http://www.bis.gov.uk/skillsfundingagency)**

© Skills Funding Agency

Published by the Skills Funding Agency

Extracts from this publication may be reproduced for non-commercial, educational or training purposes on condition that the source is acknowledged and the findings are not misrepresented.

This publication is available in electronic form on the Skills Funding Agency website: [www.bis.gov.uk/skillsfundingagency](http://www.bis.gov.uk/skillsfundingagency)  
If you require this publication in an alternative format, please contact the Skills funding Agency Help Desk: 0845 377 5000