



APPROVED/ENDORSED LOGO USAGE GUIDELINES

A dark blue rectangular logo. On the left is the Energy & Utility Skills star icon. To its right, the text "ENERGY & UTILITY SKILLS" is in white, followed by a vertical line and the words "APPROVED PROVIDER" in yellow.

A dark blue rectangular logo. On the left is the Energy & Utility Skills star icon. To its right, the text "ENERGY & UTILITY SKILLS" is in white, followed by a vertical line and the words "APPROVED TRAINER" in yellow.

A dark blue rectangular logo. On the left is the Energy & Utility Skills star icon. To its right, the text "ENERGY & UTILITY SKILLS" is in white, followed by a vertical line and the words "APPROVED ASSESSOR" in yellow.

A dark blue rectangular logo. On the left is the Energy & Utility Skills star icon. To its right, the text "ENERGY & UTILITY SKILLS" is in white, followed by a vertical line and the words "ENDORSED TRAINING PROGRAMME" in yellow.

CONTENTS

The Logos
Page 3

Logo Sizes
Page 4

Exclusion Zone
Page 5

Correct Logo Usage: Examples
Page 6

Correct Logo Usage: Website
Page 7

Incorrect Logo Usage
Page 8

Summary
Page 9

Congratulations on achieving Approved or Endorsed status.

When celebrating becoming Approved or Endorsed it's important to ensure our brand is applied consistently. This maintains the credibility of your achievement.

The Approved and Endorsed Logos incorporate a white version of the primary Energy & Utility Skills brand logo inside an Energy & Utility Skills Purple rectangular box with the Approved/Endorsed text positioned to the right of the the primary brand logo, this text is set in Energy & Utility Skills Lime Green.

If using the logo on a coloured background, a white box should be applied around the edge of the logo (**see page 7**), matching the Exclusion Zone measurements (**see page 5**).



When to use your logo

Approved Provider

A training organisation or department approved to deliver Energy & Utility Skills schemes (excluding passport schemes).

Approved Assessor

An individual approved as an assessor on Energy & Utility Skills BESC:AME schemes.

Approved Trainer

An individual trainer approved to deliver Energy & Utility Skills passport schemes (excluding BESC:AME).

Endorsed Training Programme

A training programme that has been approved by Energy & Utility Skills.

The sizes here ensure consistent use of our brand logos across a variety of formats.

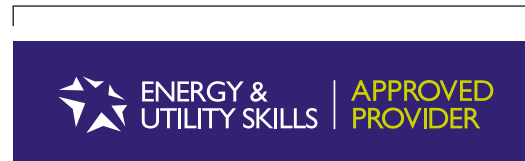
These sizes apply to all four Approved/Endorsed logos, we have used the Approved Provider version as an example.

The sizes in (mm) show the maximum size the logos should appear on each paper size.

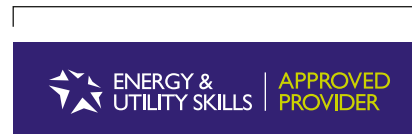
The minimum recommended size for print is 40mm wide.

There is no minimum for size digital publications/websites, however the logos should appear clear and legible.

A4 - 70mm



A5 - 55mm



A6 - 40mm

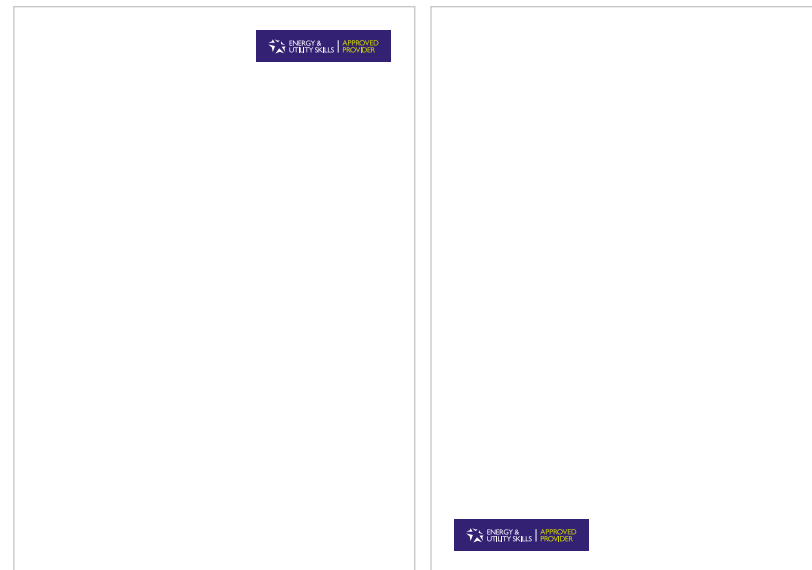


The logos are designed to enhance your marketing materials. Correct use will showcase your achievement in a clear way.

Use the simple exclusion zone opposite to make the most of using the Approved/Endorsed logos. This will ensure that it remains crisp, clear and free from interference on your marketing communications and literature.

The exclusion zone is achieved by using the height and width of the Energy & Utility Skills Starfish Icon which is visible in the Approved/Endorsed logo.

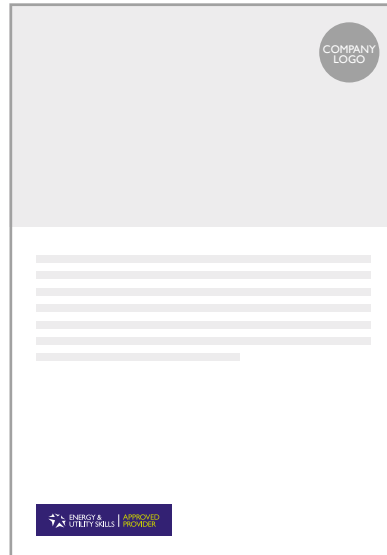
We recommend using the logo on the top right or bottom left corner of your communications or literature.



Examples of how to apply the Approved Provider Logo (A4)



Letterhead Example ✓



A5 Flyer Example ✓



Website Example ✓

Approved/Endorsed logos will commonly be used within your website footer.

Website footers can vary in colour depending on your brand. For this reason we advise applying the logo to your website with a white frame around it if the purple rectangle of the Approved/Endorsed logo clashes with the colour it's applied to.

Please see examples of the Approved logo applied to various colours, displaying whether a white frame should be used.

There are no strict guidelines on where the Approved/Endorsed logo should be positioned as every website is different. We advise that the logo's exclusion zone and clarity requirements are adhered to.



Colour clash, white frame applied



Colour clash, white frame applied



No colour clash, white frame not required



No colour clash, white frame not required

Our logos are supplied to you in their correct formats, so there's nothing for you to adjust.

The Approved/Endorsed logos are supplied to you in their correct, original formats detailed within this document (see below example). You should not edit or adjust any of the typefaces, colours, graphical layout or elements.



Examples of how NOT to use the logo

Example 1

Do not change typography



X

Example 2

Do not change colours



X

Example 3

Do not resize elements



X

Example 4

Do not rearrange elements



X

Example 5

Do not distort any of the logos



X

Example 6

Do not add graphical elements



X

A quick reminder of the key things to keep in mind when applying your Approved/Endorsed Logo to your literature.

- ▶ Ensure that you use the correct Approved/Endorsed logo.
- ▶ Check that you are using the correct sized logo for your media, using the size and exclusion zone guides.
- ▶ Adhere to the original logo design and don't distort it in any way.



Marketing Contacts

If you have any queries regarding these guidelines, please email the Marketing and communication team via -

communications@euskills.co.uk

Telephone: 0845 077 99 22

Web: euskills.co.uk



Energy & Utility Skills Group
Friars Gate
1011 Stratford Road
Shirley
Solihull
B90 4BN

Telephone: 0845 077 99 22
Email: enquiries@euskills.co.uk
Web: euskills.co.uk