

VERSION 2.1 (INTERIM GUIDELINES)

01

INTRODUCTION

Welcome
About / Key descriptions

02

ETF BRAND SUMMARY GUIDELINES

0 Our typefaces
0 Typeface sizes
Colour palette
Photography
Tone of voice

03

T LEVEL PROFESSIONAL DEVELOPMENT GUIDELINES (DELIVERY PARTNERS)

0 ETF and TLPD logo lock-Up 13
0 ETF and TLPD clearance space 1
0 Logo usage with full colour backgrounds 1
10 Delivery Partners and DfE logo-bar 1
11 Brand experience – Print 1
Brand experience – Email 1
Brand experience – Powerpoint 1

WELCOME

These branding guidelines are specifically created for delivery partners of the T Level Professional Development (TLPD) offer and are designed to supplement the ETF master brand guidelines which can be downloaded from the [ETF website](#) and the parallel TLPD communication protocols.

Please distribute these to your marketing and design team to ensure your marketing materials are in line with ETF branding policies.

Through these guidelines, we empower our partners to:

- reference ETF brand effectively and correctly
- create clear and effective marketing materials.

For branding sign-off, questions not covered and support, please contact:

COMMSTEAM@ETFFOUNDATION.CO.UK

The T Level Professional Development (TLPD) offer is a suite of high-quality support for the teachers, trainers and leaders who will be delivering T Levels in 2020 and beyond.



The programme

The T Level Professional Development offer is funded by the Department for Education (DfE) and delivered on its behalf by the Education and Training Foundation (ETF). The ETF is working with a range of expert partners who are supporting the delivery of the offer directly with providers, teachers, trainers and leaders.

The relationship between ETF, DfE and partners to be included in the text of any communications: [Delivery Partner] is working in partnership with the Education and Training Foundation to deliver this offer.

The "brand name" will be "T Level Professional Development offer" or "TLPD".

"T Level" must always be expressed in this way (not T level or T-Level or T-level)

TLPD should not be expressed as a "programme" – individual aspects of delivery can be described as "courses" or "modules" or "video" etc.



OUR TYPEFACES

Primary typeface

We should aim to use our primary typeface **Flama Condensed** in upper case in the graphic device but sentence case elsewhere. All weight of Flama Condensed should be left aligned and used to add emphasis and a sense of hierarchy. The minimum recommended size to use Flama Condensed 10pt.

can be purchased from Village font,

vllg.com

123 ! # \$
123 ! # \$

FLAMA CONDENSED BASIC

ABCDEF123456!@# \$

abcdef123456!@# \$

FLAMA CONDENSED BOLD
ABCDEF 3 56!@# \$
abcdef 3 56!@# \$

Supporting typeface

Roboto should be used for body copy. It should be set in sentence case and aligned left. Use different weight to add emphasis and a sense of hierarchy to communications. Body copy should be set at 10pt with a leading of 13pt.

Roboto can be downloaded from fonts.google.com

Roboto bold

ABCDEF123456!@# \$

abcdef123456!@# \$

Roboto bold Italic

ABCDEF123456!@# \$

abcdef123456!@# \$

Roboto Light

ABCDEF123456!@# \$

abcdef123456!@# \$

Arial bold

ABCDEF123456!@# \$

abcdef123456!@# \$

Arial bold Italic

ABCDEF123456!@# \$

abcdef123456!@# \$

Arial Regular

ABCDEF123456!@# \$

abcdef123456!@# \$

Arial Italic

ABCDEF123456!@# \$

abcdef123456!@# \$

SUGGESTED TYPEFACES SIZE

Roboto 10 / 13pt

Roboto light / /Bold / Bold Italic

should be used for body copy. It should be set in sentence case and aligned left.

Use different weight to add emphasis and

a sense of hierarchy.



COLOUR PALETTE OVERVIEW

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

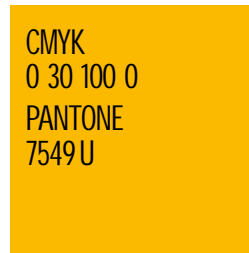
Please note: The colours displayed here may not accurately match to the actual colour printed on paper.

Print setup guidance

For print setup guidance please refer to pages 24 and 25 in the ETF master [brand guidelines](#).

Colour for print use

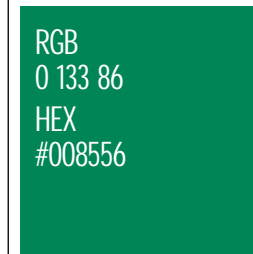
The colours shown below are for print only. Litho and digital printing should both use the CMYK values outlined here. **Avoid using tints of our colours.**



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).

Colour for on-screen use

The colour values shown here should be used for any on-screen communications – web, email, Microsoft PowerPoint and Word. **Avoid using tints of our colours.**



PHOTOGRAPHY

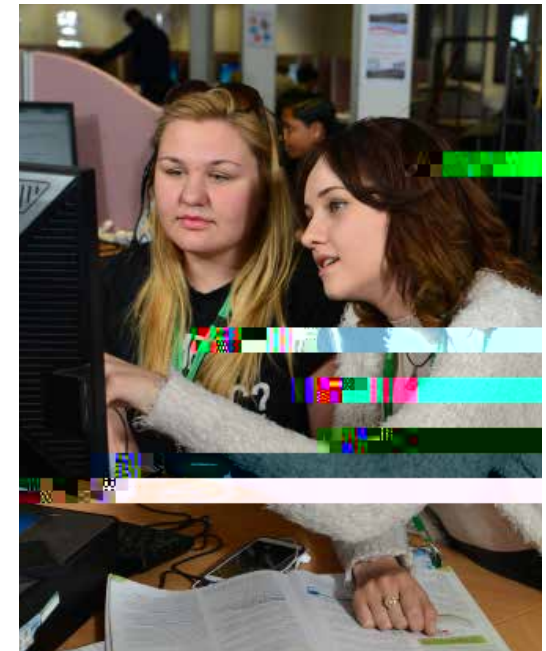
Our imagery has a reportage style. It should show a mix of people in different scenarios. Creating authentic, diverse and engaging imagery.

You can access our image library [here](#).

When choosing photography it is important that the imagery:

- features technical education delivery in action where possible.
- 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.

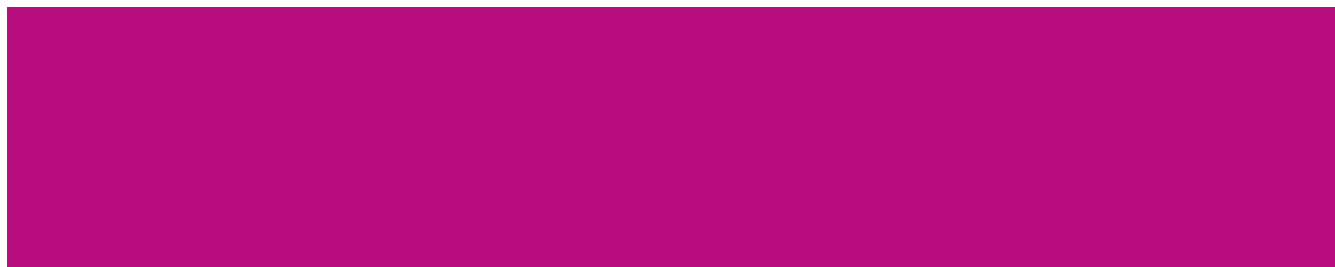
: cf'a cfY'XYHJ'YX'cb'gdVW' Wl gl' Yz
please refer to example in our master [brand guidelines](#).



TONE OF VOICE

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

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





ETF & T LEVEL PROFESSIONAL DEVELOPMENT LOGO LOCK-UP

ETF logo

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

Colourways

Our ETF logo does not have particular colours attributed to it, so it can be used in any of the ETF brand colours, however, the TLPD logo should only be used in black. Under no circumstances should any other colour be used for the TLPD logo.

TLPD logo

The TLPD logo is clean and confident and symbolises progression and going further with a bold, italic wordmark that features a cut out arrow pointing up within the 'T' character of the logo.

NB: The hyphen is only used within the logo and not written in copy.

ETF logo and the TLPD logo lock-up

When used together both should always sit on a white background and never be placed over any imagery.

Both our ETF logo and the TLPD logo should have the same height. This helps create an equal weighting and maintains a consistent hierarchy.

Position

Our ETF logo should always be positioned on the left and the TLPD positioned on the right.

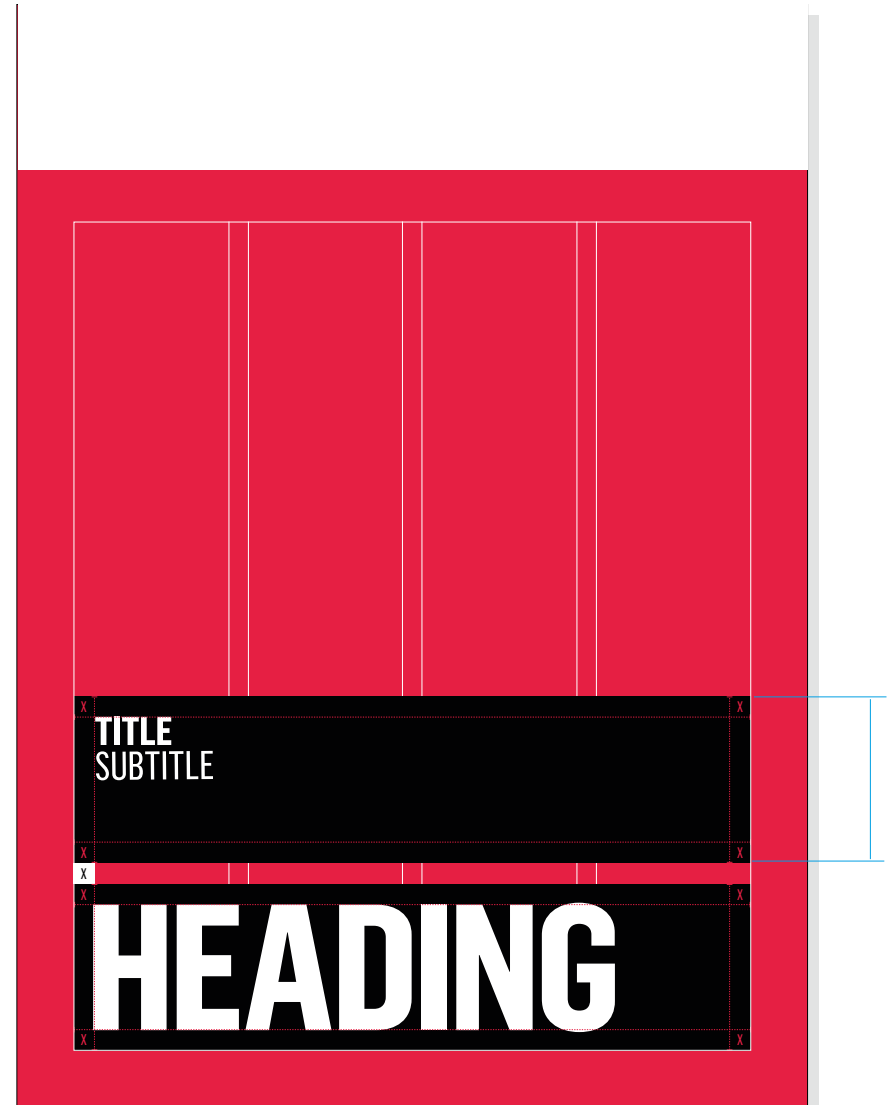


ETF & T LEVEL PROFESSIONAL DEVELOPMENT LOGO USAGE WITH FULL COLOUR BACKGROUNDS

We can use a solid colour blocking or a full page image to create even more presence, but our ETF logo and the TLPD must always sit on a white background.

To achieve this a white bar device can be used. The height of this bar should whenever possible match the height (Y) as one of a single graphic device bar. This will ensure that the graphic device is consistent across all brand communications.

The only time this bar should be a different height is in cases like Powerpoint where the ratio doesn't allow for the same height. In that instance a narrower bar (reduced in 25% increments) can be used.



AND LOGO-BAR

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.



Example of footer placement on back cover of brochure

EXAMPLES – PRINT

