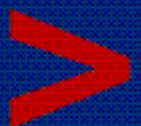


To communicate effectively and to maintain high standards we must actively manage our new identity. Consistency is paramount. Great care must be given to every item we produce from stationery to signage, from literature to advertising.



Our visual identity reflects who we are, the services we provide and the standards we strive to maintain.

In an increasingly competitive marketplace the Learning and Skills Council visual identity makes a vitally important contribution to building our reputation and image.

The creation of a unique visual style for our organisation helps to communicate and reinforce our values of energy and dynamism and signals enthusiasm in our commitment to professionalism and our working together.

The successful implementation of the visual identity across our organisation will create maximum impact and synergy, whilst building awareness and raising our profile among our audiences. To communicate effectively and to maintain high standards we must actively manage our identity. Consistency is paramount. Great care must be given to every item we produce from stationery to signage, from literature to advertising.

These Basic Elements guidelines have been developed to assist you. They explain the fundamental rules and principles regarding the use of the logotype in application. In order to achieve a consistent and coherent message to the outside world, it is vital that everyone involved in the use of our identity adheres to the specifications and instructions provided in these guidelines.

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- 3 Contents
- 4 The brand mark
- 5 Exclusion zone
- 6 Brand mark usage
- 7 Corporate colour palette
- 8 Logo don'ts
- 9 Corporate typeface

The brand mark full colour

The brand mark consists of the Learning and Skills Council symbol and namestyle. The namestyle is drawn in a unique way. Together they form the Learning and Skills Council brand mark. The size and position of the symbol to namestyle is fixed, and should never be altered.

The brand mark has no maximum size restriction, but it must never be used smaller than 25mm in width as shown here.

All 47 regions have each had their identity created for them. Please remember that original artwork that includes the region must always be used.

The symbol and logotype must only ever appear in this configuration.

Never redraw or change the arrangement of the brand mark elements.

The brand mark



Minimum size



The brand mark with region



Minimum size



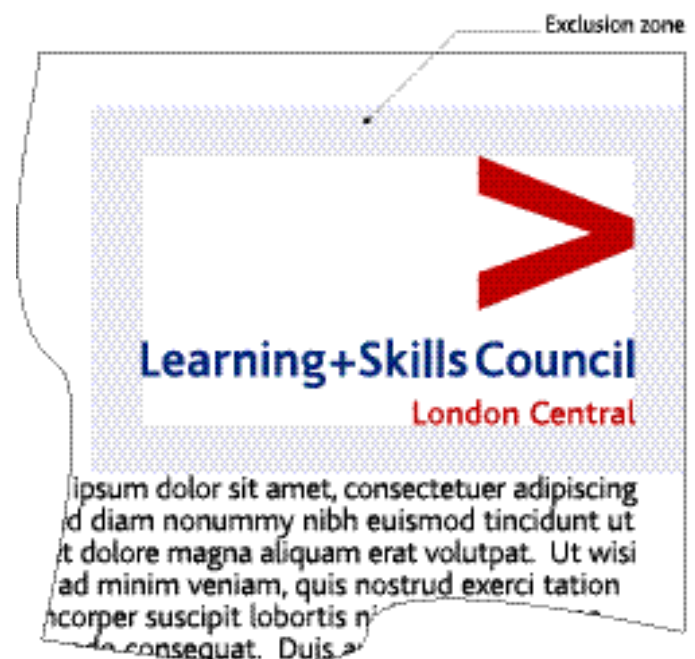
Exclusion zone

Illustrated here is the exclusion zone area for the brand mark with and without its local area name.

To ensure visual impact, the brand mark requires an area of surrounding clear space in which other type and images (i.e. slogans, photographs or other logos) must not appear.

The exception to this is when reversing the brand mark out of suitable photographic backgrounds.

Always observe at least the minimum clear space around the brand mark, indicated by the dotted lines. Whenever possible, the surrounding area should be increased.



The brand mark in special colours

The Learning and Skills Council brand mark should be used in full colour whenever possible (fig 1).

The Learning and Skills Council brand mark may also be reversed out of Corporate Blue (fig 2).

Single colour versions may be used for newspaper advertising or forms or when poor reproduction or cost implications prohibit the use of the full colour version.

For single colour versions use the Corporate Blue, or Black when Blue is not available.

Background colours

For maximum impact the Learning and Skills Council brand mark should appear in Corporate Blue and Corporate Red on a white background.

For single colour reproduction use Corporate Blue on a white background (fig 3). The brand mark may also appear in Black on a white background (fig 4) and white on a dark background (fig 5 & 6).

The Corporate Blue and Red brand mark may be used on non-white backgrounds providing these are a tint of 10% or less (fig 7).

The Learning and Skills Council brand mark may also be reversed out of photographic images that are dark enough to provide good contrast and simple enough to provide maximum 'stand out' for the brand mark (fig 8).

The Blue and Red brand mark may also be used on a light photographic backgrounds (fig 9).

Where required, on special promotional or gift items, the brand mark may appear in a range of non-colour finishes, for example, silver, gold, embossed or etched.

The brand mark in text

When the Learning and Skills Council is used in publications it should be written as: The Learning and Skills Council, it should not be abbreviated. It may also appear in bold for extra emphasis.



1 The brand mark on a white background



2 Reversing the logo out of Corporate Blue



3 Single colour printing: Corporate Blue



4 Single colour printing: Black



5 White on a black background



6 White on a secondary colour background



7 Reproduction on a light background



8 Reversing out of a dark image



9 Reproduction on a light image

Primary colour palette

The Learning and Skills Council primary colour palette consists of two colours, Corporate Blue and Corporate Red. The Learning and Skills Council brand mark should only ever be reproduced using these colours, or in one colour Black.

Secondary colour palette

To enrich the Learning and Skills Council primary colour palette some secondary colours have been selected. These may be used in conjunction with the Corporate Blue and Corporate Red on items such as literature.

The Corporate colour palette may be achieved using the references listed here.

Colour reference guide

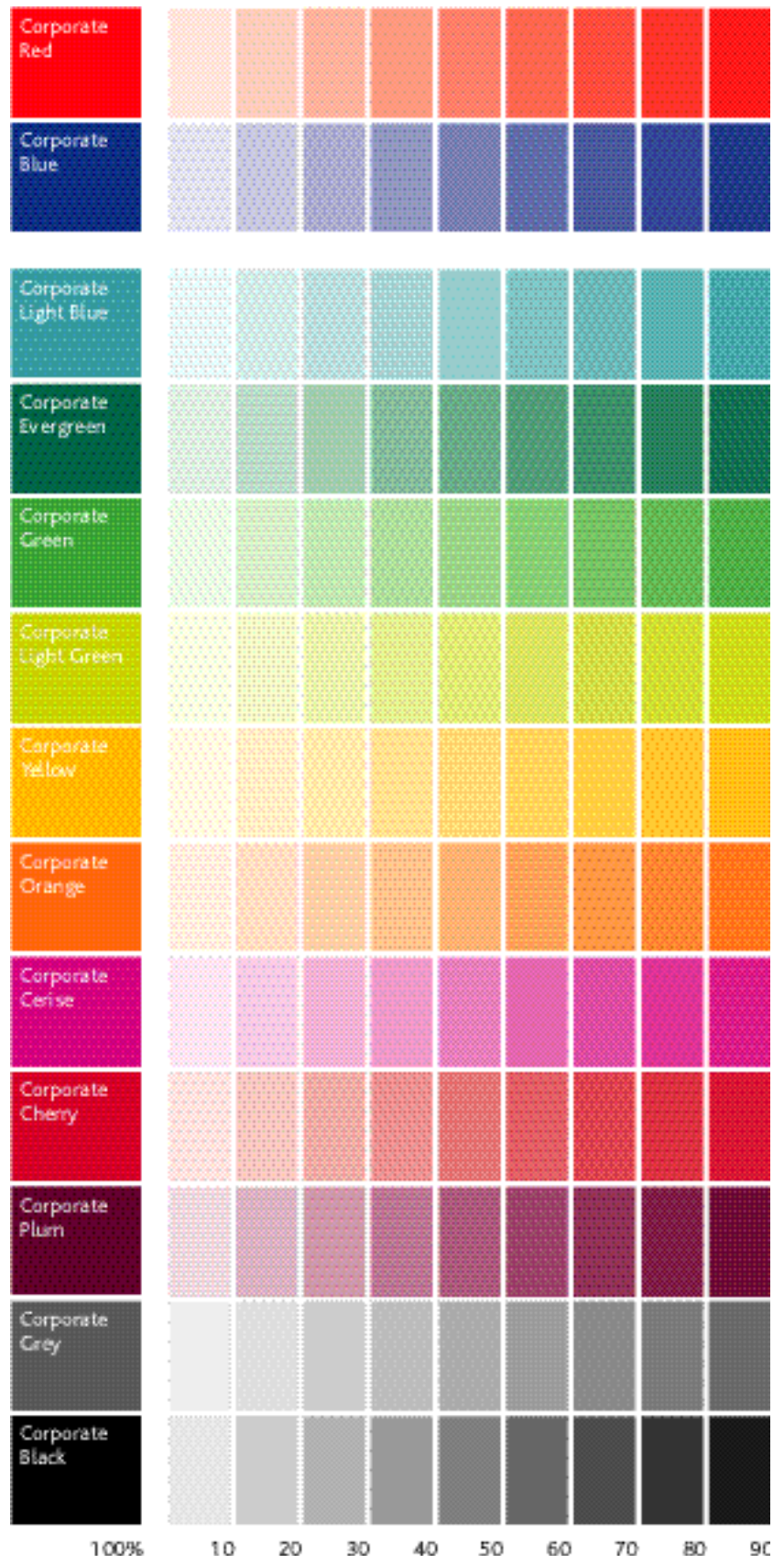
Corporate Colour	Pantone® Equivalent*	C	M	Y	K	R	G	B
Red	485c	0	100	91	0	216	30	5
Blue	287c	100	69	0	11	0	56	147
Light Blue	632c	76	0	15	11	0	160	186
Evergreen	335c	100	0	65	30	0	124	102
Green	361c	76	0	91	0	30	181	58
Light Green	397c	11	0	100	11	193	191	10
Yellow	130c	0	27	100	0	234	175	15
Orange	158c	0	60	94	0	232	117	17
Cerise	233c	11	100	0	0	206	0	124
Cherry	200c	0	100	65	15	196	30	58
Plum	222c	0	100	15	60	112	25	61
Grey	Cool Grey 9c	0	0	0	65	140	137	132
Black	Black	0	0	0	100	61	51	43

*Standards for Pantone Colours are shown in the current edition of the Pantone® Colour Formula Guide.

Pantone® is a registered trademark of Pantone, Inc.

Secondary colours must never be used to reproduce the brand mark.

The colour reproduction in these guidelines is not accurate. In order to match colours use the colour specifications given on this page.



100% 10 20 30 40 50 60 70 80 9C

Logo don'ts

This page illustrates ways in which the logo must **never** be used.



Do not compress



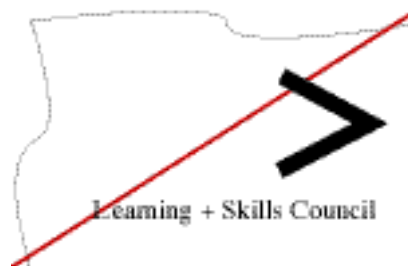
Do not stretch



Do not change elements



Do not change relationships



Do not redraw the logo



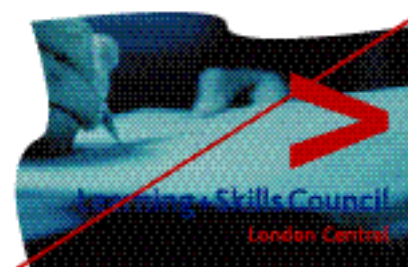
Do not use inappropriate colours



Do not change the type layout



Avoid clashes of colour



The brand mark must be legible



There should be enough colour contrast

Corporate typeface

The typeface Bliss has been chosen as part of the new Learning and Skills Council identity system and should be used whenever possible.

The typeface Arial should only be used for text on PC generated material.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@£\$%&()?

Bliss Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@£\$%&()?

Bliss Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@£\$%&()?

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@£\$%&()?

Arial Bold