

Brand Guidelines

March 2011 First Edition



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Introduction



National Occupational Standards (NOS) are statements of the standards of performance individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding.

National Occupational Standards (NOS) describe what an individual needs to do, know and understand in order to carry out a particular job role or function

These guidelines are designed to help you build a strong, recognisable and consistent brand that positions and presents NOS as the leading resource to help raise performance in business and industry.

They explain the benefits of developing and maintaining a strong and consistent brand identity, and give you the basic tools you need to achieve this. Master logo artwork files are available to help you use the branding correctly, simply and effectively.

Further information and any questions about the NOS brand guidelines can be answered by:

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Key Messages



The UK Commission for Employment and Skills believes National Occupational Standards are essential to the skills and wider workforce development system. They have a unique value in that they are derived from the requirements of employers as they are experienced and perceived in the workplace. They are a type of professional standards which are developed in line with consistent quality assurance requirements.

As a research and implementation tool, National Occupational Standards are the most precise articulation of employer demand that the employment and skills system can draw upon in order to design appropriate products and services, including qualifications.

NOS Strategy

The UK Commission agreed the NOS Strategy 2010-2020 with the four governments and key partners in March 2010.

Building on success to date, it is intended that the strategy will ensure that NOS make their full contribution to the development of our economy, society and environment and underpin the UK Commission's strategic goal of a world-class UK workforce, where "world-class" is defined by being in the top 8 OECD countries for productivity, employment and skills. It will achieve this through:

- ensuring that consistent, high quality, relevant and up-to-date NOS continue to be available and accessible to those who need them
- promoting and supporting the use of NOS as the basis for vocational qualifications to ensure that these meet the needs of employers
- promoting and supporting the use of NOS and products/ services based on NOS in order both to meet skills development needs and to deliver business outcomes and to help leverage employer investment in skills
- prioritisation of the skills needed for new industries, to meet the demands of the economy and changing demographics, combined with streamlined development and quality assurance processes, will deliver NOS to support sustainable economic growth and secure social wellbeing within the shortest timeframe practicable
- a rationalisation programme will eliminate duplication of NOS which are used by more than one sector thus facilitating the transferability of competence across sector boundaries
- evaluating the impact of NOS on the achievement of the 2020 targets and other economic, social and environmental benefits.

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Logo

Logo Colourways



The logo shown is the full colour logo and must be used as the preferred version whenever possible.

It is important that the logo is used correctly and consistently online, in print and in any other materials in which it appears to develop recognition for the NOS brand.

The full colour logo versions (top row) must always be used whenever possible.

The logo can be used in one of the corporate primary colours (middle row) when it is not possible to reproduce the logo in full colour. The example shown is using 100% Pantone® 2685.

The black versions of the logo (bottom row) are to be used when the logo can only be reproduced in black (e.g. Newspaper print).

For colour palette references please refer to the Colour Palette section within these guidelines.

Positive use



Full colour logo on a white background



Single colour logo on a white background



Single colour black logo on a white background

Reversed out use



Full colour logo on a coloured background



Single colour logo on a dark coloured background



Single colour black logo on a dark coloured background

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Logo Sizes

The recommended minimum size for the NOS logo is 25mm wide as shown. The logo should never appear smaller than this as the legibility and communication of the logo will be compromised.

The logo can be scaled up to suit the size and purpose of the material it is being applied to. There are no fixed sizes that the logo should be used at, but we would recommend it is used at a minimum of 50mm wide on A4 materials and 40mm wide on A5 materials.



Recommended 50mm minimum width for A4 materials.



Recommended 40mm minimum width for A5 materials.



Recommended overall minimum size is 25mm wide as shown. If the logo is used any smaller than this the words 'National Occupational Standards' become difficult to read.



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Logo

Exclusion Zone



To ensure clarity of the logo is consistent and clear, it is essential to avoid over crowding it with other visual elements. An exclusion zone has been devised to protect it from this.

The exclusion zone runs around the 4 sides of the logo and is measured as 1/2 a unit (equal to 1/2 the width of the word 'National').

No type or graphic elements should intrude into this area.

The area is already set up within the master logo artwork files.



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Colour Palette

Primary Colours



The NOS primary colours are shown here. All communication materials should, whenever possible, use these colours predominantly for text and graphics.

Where a broader primary colour palette is required, tints of the colours may be used (such as in tables, charts and background panels to emphasise paragraphs of text and quotes). Always use a difference of at least 20% in tonal value so the difference between tints of the same colour are visible.



Pantone® **300 (70%)**
C70 M30 Y0 K0
R69 G150 B209
Web #4596D1

Pantone® **300**
C100 M44 Y0 K0
R0 G121 B193
Web #0079C1

Pantone® **2685**
C96 M94 Y0 K10
R51 G42 B134
Web #332A86

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Colour Palette

Secondary Colours



The NOS secondary colour palette has been chosen to compliment the primary colours.

The palette is a mix of mainly vibrant colours and a neutral colour. Uses can range from highlighting type through to colour coding a suite of literature.

Where possible the colours should be used at full strength to retain brand recognition.

Where a broader secondary colour palette is required, tints of the colours may be used (such as in tables, charts and background panels to emphasise paragraphs of text and quotes). Always use a difference of at least 20% in tonal value so the difference between tints of the same colour are visible.



Pantone® **199**
C0 M100 Y62 K0
R237 G23 B79
Web #ED174F



Pantone® **Orange 021**
C0 M53 Y100 K0
R247 G143 B30
Web #F78F1E



Pantone® **123**
C0 M24 Y94 K0
R255 G196 B37
Web #FFC425



Pantone® **368**
C57 M0 Y100 K0
R123 G193 B67
Web #7BC143



Pantone® **3125**
C83 M0 Y21 K0
R0 G181 B204
Web #00B5CC



Pantone® **430**
C5 M0 Y0 K45
R147 G155 B161
Web #939BA1

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Typefaces

Primary and Secondary



Helvetica Neue and Arial are our corporate typefaces. The fonts have been chosen for their clean lines and legibility which help to reinforce our values, and both are commonly available.

The primary type family Helvetica Neue must be used whenever possible for externally facing materials, literature, publications and reports. Please use your own discretion, but as a general guide, bold should be used for headlines and sub headlines and light or roman for body text.

When Helvetica Neue is unavailable then the secondary type family Arial should be used. This includes PC based internally produced materials including letters, PowerPoint presentations, reports and proposals.

Primary Typeface

Helvetica Neue is the primary typeface and should be used in light, regular and bold weights. This typeface is clear and easy to read on and off-line. This typeface is especially suitable for marketing materials, literature headings and body text, in presentations or materials in which the text content should be clearly communicated.

Helvetica Neue 45 Light
Helvetica Neue 55 Roman
Helvetica Neue 75 Bold

Helvetica Neue 46 Light Italic
Helvetica Neue 56 Italic
Helvetica Neue 76 Bold Italic

Secondary Typeface

Arial is the secondary typeface and should be used in regular and bold weights for all electronic and internally-produced on line and off line materials.

Arial Regular
Arial Bold

Arial Italic
Arial Bold Italic

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Do's and Dont's

The logo should not be altered or distorted in any way. These examples show some of the things that must not be done with the logo.

Always use the original logo artwork files and never redraw or change the logo in any way.



Do not squash the logo.



Do not change the colour of the logo.



Do not remove the white background.



Do alter the proportions of individual elements within the logo.



Do not use the logo in any way that could make it illegible.



Do not alter the font on the logo.



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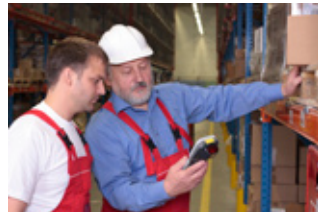
The imagery used should always be vibrant and aspirational. Each image needs to tell a story, communicate a message or evoke an emotional response.

When using people in images it is important to show that they are undertaking a specific task and/or communicating with each other. Avoid using images of people looking directly at the camera.

A 'documentary' style of photography is preferred. The subject matter in the image should represent the specific sector and be relevant to the text and/or messages it is supporting.

Always use high quality images. The composition or crop of an image is very important and should always be considered in the selection process.

All images should be a true, real life representation of the work based training experience.



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Dual Branding

On joint initiatives there should be equal emphasis between the NOS logo and the partner organisation logo.

Always consult with the Communications team when taking part in a joint initiative or any work that requires co-branding.



Correct equal emphasis and balance between the NOS and UKCES logos



Incorrect too much emphasis to NOS



Incorrect too much emphasis to UKCES



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Applications Template



NOS Templates should be clean, legible and use the corporate primary colours so they clearly reflect the NOS brand style.


The full colour logo is positioned at the top right as shown with plenty of clear space around it.

Headings should be set in a large fonts size. The main SSC code is set in caps using a light/regular weight and coloured in Black. The NOS headings are set in sentence case coloured in Black. The heading section is separated from the body text area using a line coloured in Pantone® 300.

Side headings are set in a bold weight coloured in Pantone® 300 and positioned in the left column.

Body text should be in a legible size (at least 11pt over 14pt) and coloured in black. Sub headings are highlighted in a bold weight and bullet points are coloured in Pantone® 300 to give them further emphasis.

SFJCC101
Set, monitor and review strategies for maintaining public order



Overview

This standard is about setting, monitoring and reviewing strategies for maintaining public order. It applies to the "Gold Commander" role.

The Gold Commander is ultimately responsible for determining the strategy, and any parameters, that Silver and Bronze Commanders should follow. Gold Commanders retain strategic oversight and overall command of the operation. Gold Commanders ensure tactical plans are effective for delivering the strategy and offer support to the rest of the team. Whilst Gold Commanders should not make tactical decisions, they are responsible for ensuring that any tactics deployed are proportionate to the risks identified, meet the objectives of the strategic plan and are legally compliant.

There are 2 elements:

- 1 Set the strategy for maintaining public order
- 2 Monitor and review the strategy for maintaining public order

Target Group

This standard is for those responsible for setting, monitoring and reviewing strategies for maintaining public order, commonly referred to as "Gold Commanders" or "Strategic Commanders".

SFJ CC101 Set, monitor and review strategies for maintaining public order 1

SFJ CC101
Set, monitor and review strategies for maintaining public order

Performance criteria

Set the strategy for maintaining public order

You must be able to:

- P1 ensure effective systems are in place to gather and review information and intelligence about threats and risks to public order
- P2 ensure that accurate assessments of threats and risks are carried out, including risks to the organisation
- P3 engage with relevant stakeholders in order to inform the planning process
- P4 assess the impact of a public order operation on the community, individuals and stakeholders
- P5 decide whether the incident should be declared a "critical incident" and handled as such
- P6 use information, intelligence and the outcomes of threat, risk and community impact assessments to establish the need for police involvement and determine the role of the police
- P7 use an appropriate model to set strategic aims, objectives, parameters and policing style for the public order operation, taking into account all relevant factors, legislation and policy
- P8 identify and negotiate the resources necessary for the public order operation
- P9 set up any necessary strategic coordinating group for the public order operation
- P10 establish a clear command structure by appointing and directing key personnel and agreeing command protocols with them
- P11 establish a communications strategy to meet the needs of all stakeholders
- P12 establish systems to monitor progress towards the strategic aims and objectives of the public order operation, in accordance with legislation and current policy
- P13 establish an appropriate briefing and de-briefing policy
- P14 brief key personnel and stakeholders on the strategy, ensuring they understand their roles, the roles of others with whom they interface and the parameters in which they can operate
- P15 ensure all decisions, actions, options and rationale are recorded in accordance with current policy and legislation

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Case Study



Case Studies should be clean, legible and use the corporate primary colours so they clearly reflect the NOS brand style.

The full colour logo is positioned at the top right as shown with plenty of clear space around it allowing it to breathe.

Titles and headings should be in a large bold weight. The main title 'Case Study' is set in caps and coloured in Pantone® 2685 and the headings are set in initial caps coloured in Pantone® 300. Different font sizes can be used for the main headings and sub headings to differentiate them.

Body text should be in a legible size (at least 11pt over 14pt) and coloured in black. Areas of text can be highlighted in a bold weight and italics.

Quotes can be pulled out using a coloured background of 20% tint of Pantone® 300.

A screenshot of a case study document. At the top right is the NOS logo. The title is 'CASE STUDY NOS for Post Production'. Below that is the sub-heading 'SkillSet the Sector Skills Council for creative media'. The author is 'Mat Appleton, Head of Client Services, Envy Post'. The text describes Mat's role at Envy Post, his responsibilities for recruiting and training staff, and his views on the importance of the NOS standards. A quote is highlighted in a light blue box: "I will definitely be referring to the Standards," says Mat. "And I will be pushing them out to universities for students to read as well as using them in house. For the next generation of people coming through, they are invaluable." The page number 'Page 1' is at the bottom.

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Promotional Leaflet



The leaflet is one of the first points of visual reference between the audience and NOS.

Titles and headings should be in a large bold weight and contained within coloured panels to give them immediate visual impact on the page.

Introductory paragraphs should be large and in a light weight so they can be read quickly providing a quick digest of the subject matter.

Body text should be in a legible size (at least 11pt over 14pt). Areas of text can be highlighted in a bold weight and/or in one of the other corporate colours to provide further emphasis. Areas of text can be contained in white out or tinted colour boxes to differentiate them from the main text.

Images can be contained in rounded boxes. They are positioned along the bottom of the page to support the body text. Tinted colour boxes can also be positioned between images to break them up.

Outside spread



Front cover

Inside spread



Artwork for the leaflet shown is available in Adobe Indesign format. You can use this to create your own leaflet with updated contact details.

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