

Brand Guidelines

November 2013

Because good people
make a great business

/ i

Welcome to the brand guidelines

These guidelines, along with the
online toolkit, provide everything
required to easily deploy the
Investors in People brand.

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Our brand

- 1.01 Our values
- 1.02 Our mission
- 1.03 Our personality
- 1.04 Our written style

Our values

How we behave, how we work with our clients and partners, and how we communicate the Investors in People brand should reflect our values.

People first
We believe that investing in people is good for business. Therefore, we seek to help every individual, and every team, be the very best they can be.

Pragmatism
We are focused on delivering real and tangible results for the organisations we work with.

Looking to the future
We strive to always be looking to forthcoming developments and what their impact may be for our clients.

Business excellence
We uphold standards, improve performance and celebrate achievement. We see successful workplaces as diverse, inclusive and offering opportunities for all.

Our mission

We are Investors in People. We exist to help every individual, and every team, be the very best they can be. Because good people make a great business.

Today the talents of the UK's workforce are worth £17.12 trillion. That is more than two-and-a-half times all our tangible assets. Imagine if we could add 1% just by working smarter?*

*It's worth £171 billion to the economy.

Our personality

It is important we understand what Investors in People delivers emotionally for our clients.

This piece of copy utilises a number of our key words. This is not text to be used externally, but it demonstrates the emotional selling proposition of our brand, and the key words that relate to the value of IIP.

Investors in People assists organisations in becoming more **CAPABLE**. The **INSIGHT** they deliver creates more **ABLE** members of staff, managers and leaders. People become more **AWARE** and this creates **CONFIDENCE** and more **EFFECTIVE** and **PROFICIENT** companies. Aligning business issues with people issues should provide managers and leaders with a feeling of being more **KNOWING**. Companies putting themselves through the standard should feel **CLEVER** and **GOOD** about themselves. They will want to feel like **DECENT, RESPECTABLE** and **CREDIBLE** organisations that are demonstrating they are **HONEST** and **ETHICAL** companies, who care about their staff. Of course there are always risks involved in going through a process such as Investors in People, especially when a company recognises they have challenges. Therefore, it must seem a **REASONABLE** and **SENSIBLE** step for a company to take. Those championing Investors in People must feel like they have a degree of **SAVVY**. The business leaders will have to be **REASSURED** that they will be somewhat **PROTECTED**. Consultants must demonstrate they have experience in handling the outcomes that going through a standard such as Investors in People might raise. If staff are going to be encouraged to provide opinions and get involved, this must be done in a **SAFE** and **SECURE** environment. Having gone through the standard, the business leaders will want to foster a greater feeling of **TOGETHERNESS** and **HOPE** for the future within their organisation. Ultimately, Investors in People gives leaders, managers, and staff members a feeling of greater **COMPETENCE** to move forward and improve.

Our written style

Successful brand communications relies on combining our brand personality with clear, confident messaging.

When writing we should always ensure we are:

Human and engaging
Our business is people so our written style should be personal, friendly and clear.

Pragmatic
Practical and straight talking, our focus should be on solutions and takeaways to help our audience improve.

Portraying business excellence
Rigorous, clear and to the point, our purpose is to help every organisation and every individual be the best they can be.

Basic guidelines

- | | | | |
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| 2.02 | Principal brand mark construction | 2.19 | Incorrect use of photography |
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| 2.04 | Exclusion zone | 2.21 | Primary colour palette |
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Principal brand mark

Our principal brand mark is the simplest form of our brand identity. The laurel and logotype elements sit side-by-side as a fixed lock-up and should never be separated.

Principal brand mark
Pantone® 539 (Navy) is to be used as our primary colour preference.



Principal brand mark construction

Our brand mark has been created using a series of simple measurement and alignment points.

Simplicity
The measurement 'X' is taken from the laurel width within our principle brand mark. This single size is used to generate all other units of measurement and spacing for the brand mark.

Principal brand mark construction



Fixed and minimum brand mark sizes

The following fixed sizes ensure clear, professional and, above all, consistent reproduction of our brand mark across a variety of essential format types.

The fixed size table opposite shows our preferred brand mark size for essential format types regularly used within our business and by partners. These sizes derive from the 'X' measurement shown opposite.

The minimum recommended 'X' size for print is 8mm. There is no set minimum size for digital use but our brand mark must appear clear and legible.

Format	'X' measurement
A1 Portrait	42.4mm
A1 Landscape	49.5mm
A2 Portrait	30mm
A2 Landscape	35mm
A3 Portrait	21.2mm
A3 Landscape	24.7mm
A4 Portrait	15mm
A4 Landscape	17.5mm
A5 Portrait	10.6mm
A5 Landscape	12.4mm
A6 Portrait	8mm
A6 Landscape	8.75mm



Exclusion zone

The Investors In People brand mark is clean, simple and recognisable.

And we like to keep it this way so we've created a simple exclusion zone, taken from our 'X' measurement, that enables our brand mark to remain crisp, legible and free from interference.

Principal brand mark exclusion zone



Brand mark system

Our brand mark system outlines our brand mark options and when they should be applied.

The **brand mark system** is essentially a simple hierarchy of how our brand mark is applied by ourselves, our partners and our clients.

Important points to note:

Brand level
To indicate the national brand identity, the white logo on blue background is preferred.

Regional level
To indicate a delivery centre

Recognition level
Used by clients to promote accredited status

Brand level



Regional level



Recognition level



Brand level usage

To differentiate core brand messages we use white logo on blue background.

The **white on blue brand mark** provides a clear difference between core brand communications and those published by our regional centres and customers. This brand mark should be used where possible.

Where print or design specifications do not permit the secondary brand level usage logo can be used as an alternative.

Primary brand level usage



Secondary brand level usage



Bilingual brand mark

Flexibility is vital for our brand to function across multiple locations.

Which is why we have a bilingual brand mark system that allows us to maintain a consistent, but flexible, brand presence nationally.

The regional language always sits to the right of the Laurel element with the English Investors In People logotype separated by a keyline.

Bilingual logos should always feature both regional and location area versions of the logotype.



Regional brand mark

Investors in People centres must clearly identify themselves to reduce brand confusion.

Our licensed Investors in People centres require an effective way of differentiating their respective localities to maintain clarity of communications.

The simple brand mark options opposite allow just this. Clear representation of the Investors in People brand with unique descriptors for each region.



Recognition brand mark

Our brand is also our core product. We protect it very carefully to uphold our obligations to clients.

It is important for our recognised clients to celebrate their achievements without their credibility ever being questioned. The following lock-up options guarantee a consistent application of our brand.

For advanced recognition identifiers, Bronze, Silver, Gold and Champion would replace the standard option.

The alternative options add a more striking identifier where the logo alone doesn't stand out. For example, in shop windows or online.

Only one of the recognition brand marks is to be applied. Any progressions in status, such as from Silver to Gold, would require an updated rather than an additional application.



Incorrect brand mark usage

Our brand mark is supplied just how you need it, and just how we like it, so why change it?

Our brand mark is supplied, in various formats, as a complete lock-up without any editable typefaces or other editing requirements.

Example 1
Do not separate the graphic elements of the brand mark.



Example 2
Do not change the logotype of the brand mark.



Example 3
Do not resize any elements in the brand mark.



Example 4
Do not change the layout of the brand mark.



Example 5
Do not change the colour of the brand mark.



Example 6
Do not add web addresses to the brand mark.



Example 7
Do not distort the brand mark.



Example 8
Do not add graphic elements within the laurel.



Co-branding

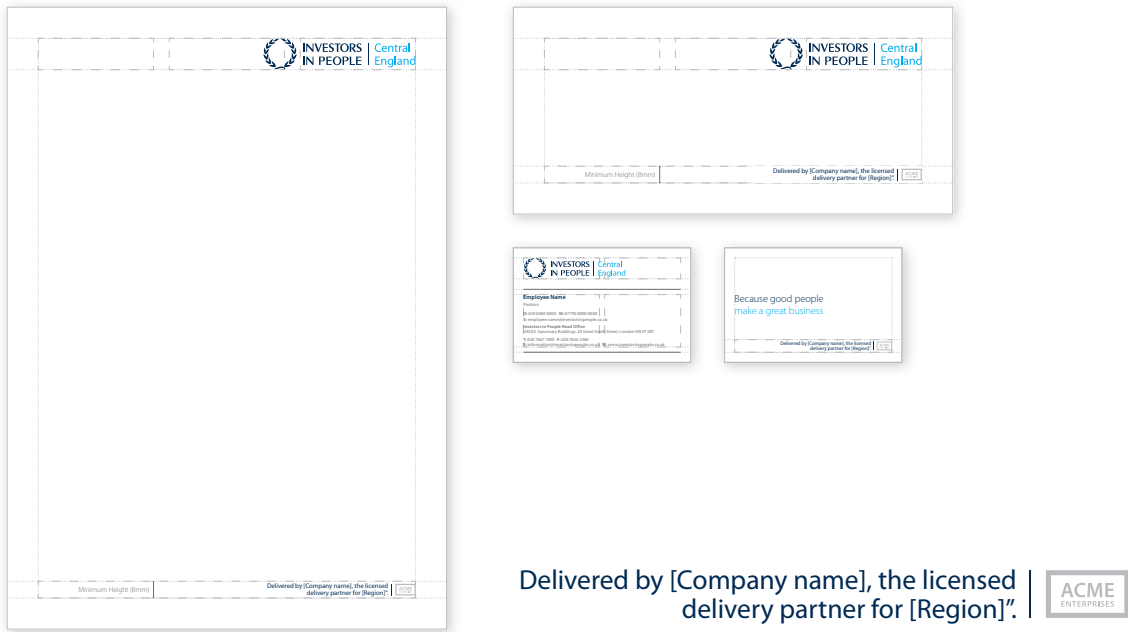
To ensure the long-term integrity of the brand we carefully manage usage of the Investors in People logo in co-branding situations.

Co-branding of any communications or collateral, or use of the brand outside the scope of these guidelines, is only permitted by exception. Licensed Investors in People delivery centres can freely use the appropriate regional logos and national brand logo variations on their own collateral. Multiple brand marks should not appear together on the same level, on any communication. The delivery partner logo should act as a sign off.

We do not permit co-branding of services, products, documents or any collateral without permission. However, it is often necessary to indicate a company name on a document, so we have some options for partners to ensure consistency. Text can be added to the footer of a document indicating the trading relationship:

“Delivered by [Company name], the licensed delivery partner for [Region]”.

And we have some prepared footer logos that may also be used:



In summary

Here’s a quick-look guide of key rules to keep in mind when using our brand mark.

- 1 Make sure you use the correct logo
- 2 Ensure the colour is correct per media
- 3 Adhere to all size guidelines
- 4 Do not distort or alter the logo in any way
- 5 Small digital use should appear legible
- 6 Same level co-branding is not permitted
- 7 Only use logos supplied by the brand
- 8 Never create graphics from the logo
- 9 Only recognised partners can use our logo
- 10 Ensure you use the correct logo format

Primary typeface

A well selected brand typeface is essential to the success of any brand’s communications.

Myriad Pro is our typeface of choice for a number of reasons. Not only does it look modern, yet timeless, it also has a level of elegance, style and a twist of personality in its w that invites our customers to engage with us and read on.

Key points about Myriad Pro:

- It’s a classic typeface that is also standard issue on both PC and Apple Mac platforms
- It works well at both small and large sizes
- Its variety of weights provides flexibility
- No additional purchase required, PC or Apple Mac

Myriad Pro Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @#&£?!())%*

Myriad Pro Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @#&£?!())%*

Myriad Pro Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @#&£?!())%*

Alternative typeface

Because in some instances our primary typeface cannot be used.

Lucida Sans and Raleway Regular have been chosen as our alternative typefaces due to similarities with our primary brand typeface Myriad Pro.

Our brand communications should appear consistent across all formats and in some instances, such as PowerPoint presentations or Word documents, Myriad Pro may not be available.

Raleway is a freely available open source font and Lucida Sans is a standard Microsoft Office font. These alternatives allow us to guarantee a level of brand consistency across materials.

Lucida Sans Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @#&£?!())%*

Raleway Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @#&£?!())%*

Lucida Sans Demibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @#&£?!())%*

Raleway Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @#&£?!())%*

Typography hierarchy

Using our typeface is easy. Simply follow our typography hierarchy and you won't go far wrong.

Although there are various weights available for Myriad Pro, the majority of our brand communications relies on just a few. However, the trick to really great communications pieces is how we structure the content.

As shown opposite, our typography hierarchy consists of a variation of sizes to provide a flexible typographic solution for your communications.

Our primary colour palette is used throughout.

Only one semi-bold option is used, for highlighting key parts of body copy.

Header

Typography hierarchy

Sub Header Level 1

Typography hierarchy

Sub Header Level 2

Typography hierarchy

Standard text

Typography hierarchy

Highlighted text

Typography hierarchy

Photography style

Our brand is about people. Photography is crucial to communicating our message.

Our photography is a celebration of the people that make businesses successful. The jobs they do, the environments they work in and the personalities that make them truly unique.



Photography examples

Our photography bank captures the essence of the businesses we work with everyday.

This photography is available for use across all marketing communications requirements. The use of which must be considered to ensure the correct and most appropriate image selection possible. Stock photography should not be used on your communications.

All photographs are available as high resolution (300dpi) format images, plus low resolution (72dpi) images are available for web or placeholders.

Our photography bank covers a wide range of business types however, if new photography is required, our marketing team will be on hand to help source or direct photography as necessary.



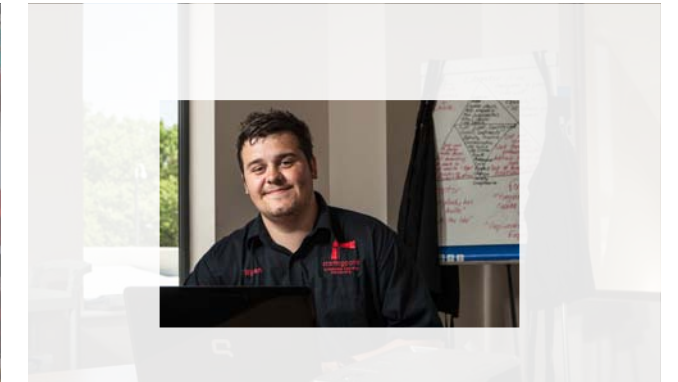
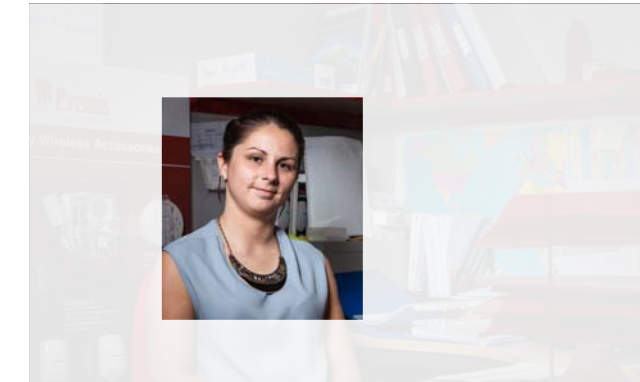
Crop preference

Our photography is flexible enough to portray a number of different subject matters. It's all in the crop.

How we crop our photography should always be influenced by the intended use of the image.

Close crops of head and shoulders reflects a specific type of subject matter, whilst uncropped, these images represent someone in their respective workplace.

The following examples show how to get the best from our photography using simple cropping techniques.



Incorrect use of photography

Although our photography bank is very consistent and stylised, it’s still very easy to get things wrong.

Poorly cropped photography can present the intended audience with an immediate disconnection between the brand, the content and the customer.

The following examples show how easy it is to get photography use terribly wrong.

- Our photography should never be transformed to greyscale, sepia or other tonal styles.
- Over-saturation or other high-contrast effects shouldn’t be applied to our photography.
- Be sure not to crop the subject out of the photograph.
- Do not use stock photography.



Colour palette overview

Colour brings a level of energy and vibrancy to our brand that helps us engage in an ever-changing corporate landscape.

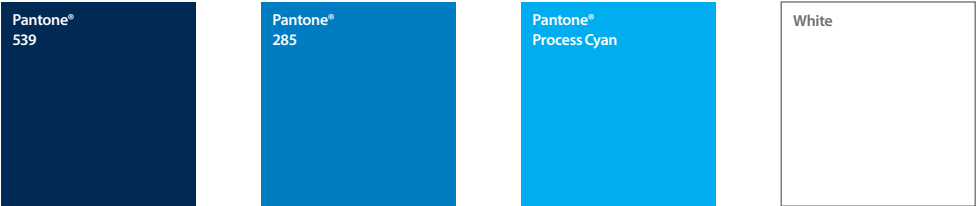
Our colour palette consists of our primary brand blue colours with a secondary palette of dynamic accent colours to inject personality and focus for key communications and content.

White has been added as a primary colour to reflect the importance of white space throughout our brand collateral and the application of our principal brand mark on coloured backgrounds.

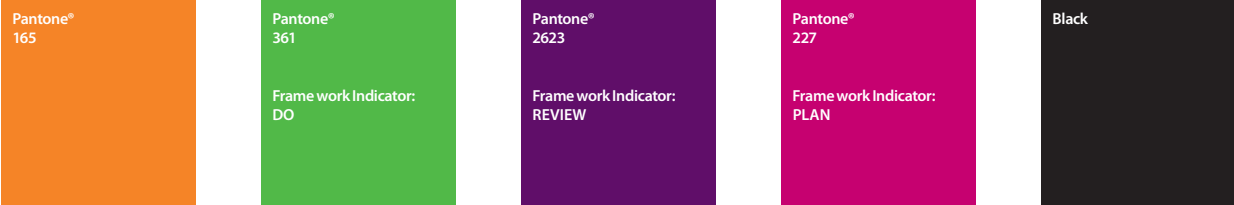
As shown opposite, three of our colours have been chosen to represent our Framework Indicators.

See page 2.23 for our complete Framework diagram.

Primary colours



Secondary colours



Primary colour palette

Our primary blue colour palette should always be seen as our core brand colours.

Our **primary palette** should be used for all logo applications, unless the media colour restrictions dictate otherwise. This should also be applied as the preferred colour palette for graphic elements and content, as demonstrated throughout these brand guidelines.

Pantone®
539

Pantone®
285

Pantone®
Process Cyan

Pantone®	C	M	Y	K	R	G	B	Hex
539	100	49	0	70	0	43	84	#002942
285	89	43	0	0	0	125	195	#007dc3
P. Cyan	100	0	0	0	0	174	239	#009ddb

<div>White</div>								
Pantone®	C	M	Y	K	R	G	B	Hex
N/A	0	0	0	0	255	255	255	#ffffff

Secondary colour palette

To inject energy, dynamism and to call-out key content, our secondary colour palette provides rich and varied options.

Our secondary palette supports the primary palette by adding engaging, exciting and inspiring accents to diagrams, charts, illustrations, etc. These colours are never used directly with the logo, but are every bit as important to our brand communications.

Pantone®
165

Pantone®
361

Pantone®
2623

Pantone®
227

Pantone®	C	M	Y	K	R	G	B	Hex
165	0	59	96	0	245	132	38	#ff6418
361	69	0	100	0	84	185	72	#2eb135
2623	59	100	0	32	97	17	106	#5d2067
227	0	100	7	19	198	0	111	#ae005f

Black

Pantone®	C	M	Y	K	R	G	B	Hex
N/A	0	0	0	100	0	0	0	#000000

IIP Framework

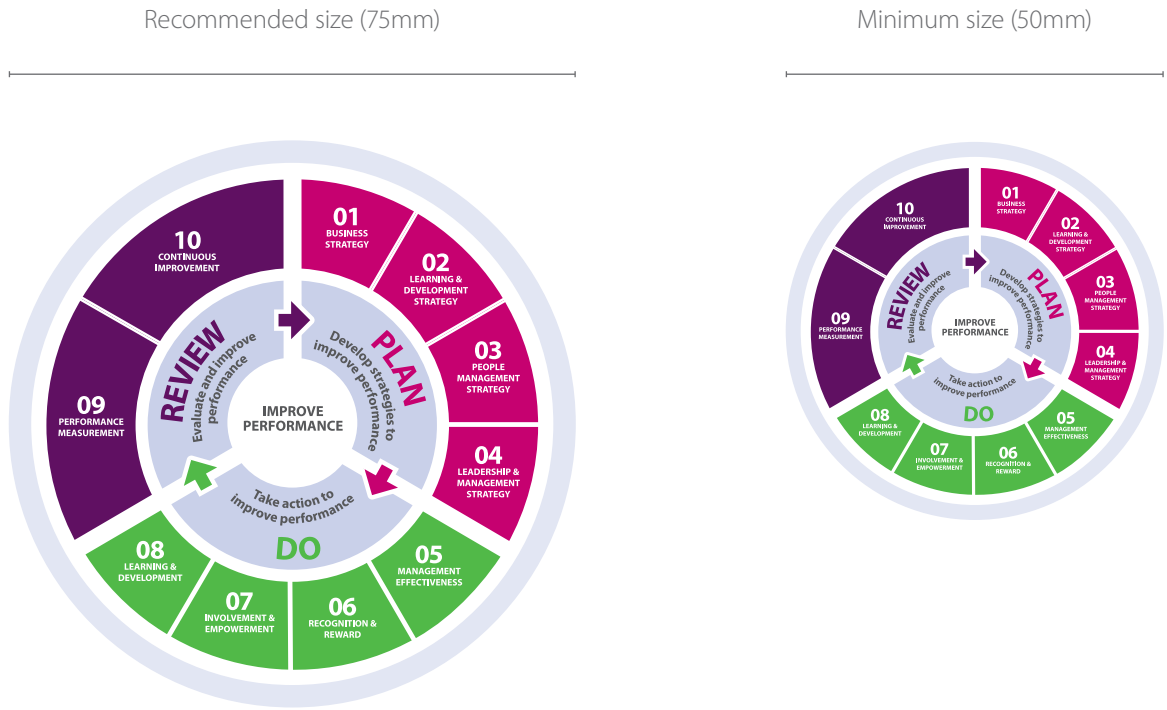
Our framework diagram is a great example of our secondary colour palette in action.

By using a tonal grey as a base for the diagram we can create a clean platform for our secondary colours to leap out from. By minimising the number of colours applied and controlling their roles within the diagram we've created a very simple, easy to understand diagram that is very easy to digest and will be referenced without potential issues of miscommunications.



IIP Framework (continued)

Please follow the size dimensions opposite when re-sizing the IIP Framework icon



IIP Framework: A summary

PLAN				DO				REVIEW	
01: BUSINESS STRATEGY	02: LEARNING & DEVELOPMENT STRATEGY	03: PEOPLE MANAGEMENT STRATEGY	04: LEADERSHIP & MANAGEMENT STRATEGY	05: MANAGEMENT EFFECTIVENESS	06: RECOGNITION & REWARD	07: INVOLVEMENT & EMPOWERMENT	08: LEARNING & DEVELOPMENT	09: PERFORMANCE MEASUREMENT	10: CONTINUOUS IMPROVEMENT
THE STANDARD TOP MANAGERS SHOULD MAKE SURE (AND THEIR PEOPLE SHOULD CONFIRM) THAT:									
The organisation has a vision/purpose, strategy and plan People are involved in planning Representative groups (where appropriate) are consulted when developing the plan	Learning priorities are clear and linked to the plan Resources for learning and development are made available The impact will be evaluated	People are encouraged to contribute ideas There is equality of opportunity for development and support	Managers are clear about the capabilities they need to lead, manage and develop people People know what effective managers should be doing	Managers are effective and can describe how they lead, manage and develop their people	People believe they make a difference People believe their contribution is valued	Ownership and responsibility are encouraged People are involved in decision-making	People's learning and development needs are met	Investment in learning can be qualified Impact can be demonstrated	Evaluation results in improvements in people strategies and management
EXTENDED FRAMEWORK TOP MANAGERS SHOULD MAKE SURE (AND THEIR PEOPLE SHOULD CONFIRM) THAT:									
Clear core values relate to vision and strategy Key performance indicators are used to improve performance Social responsibility is taken into account in the strategy People and stakeholders are involved in strategy development	The learning and development strategy builds capability Plans take account of learning styles People help make decisions about their own learning Learning and development is innovative and flexible There is a culture of continuous learning	The recruitment process is fair, efficient and effective A diverse, talented workforce is created A work-life balance strategy meets the needs of its people Constructive feedback is valued The structure makes the most of people's talents	Leadership and management capabilities for now and the future are defined Managers are helped to acquire these capabilities Leadership and management strategy link to business strategy, taking account of external good practice Everyone is encouraged to develop leadership capabilities	Managers are role models of leadership, teamwork and knowledge sharing Coaching is part of the culture People are helped to develop their careers There is a culture of openness and trust	Reward and recognition strategies link to business strategy and are externally benchmarked Representative groups are consulted (where appropriate) What motivates people is understood Success is celebrated Benefits strategy goes beyond legal requirements Colleagues' achievements are recognised	Effective consultation and involvement is part of the culture People are supported and trusted to make decisions Knowledge and information are shared People are committed to success There is a culture of continuous improvement People can challenge the way things work There is a sense of ownership and pride in working for the organisation	Learning and development resources are used effectively Learning is an everyday activity Innovative and flexible approaches to learning and development are used People are given the opportunity to achieve their full potential All leaning is valued and celebrated and is an everyday activity Mentoring is used Personal development is supported	The contribution of people strategies is measured and evaluated Impact on key performance indicators can be described Performance improves as a result Career prospects improve Flexible and effective approaches to measuring return on investment are used Return on investment in people is reported to stakeholders	Self review and information from external review are used Effective feedback methods are used to understand people's views on how they are managed Internal and external benchmarking are used People's views on how they are managed improves People believe it's a great place to work

Collateral construction guidelines

- 3.01 Let's get started
- 3.02 Grid Reference (Portrait, 3 columns)
- 3.03 Grid Reference (Portrait, 4 columns)
- 3.04 Grid Reference (Landscape, 3 columns)
- 3.05 Grid Reference (Landscape, 4 columns)

Let’s get started

We’ve created some foundations to work from when creating branded Investors in People collateral.

Structure is essential when creating successful brand collateral. The following pages outline a grid system that is structured enough to maintain a consistent and stylish look for the brand, but also flexible enough to inject a level of creativity to any brand communications.

The simplicity and crispness of our brand style enables us to focus on the really important stuff. Our messaging.

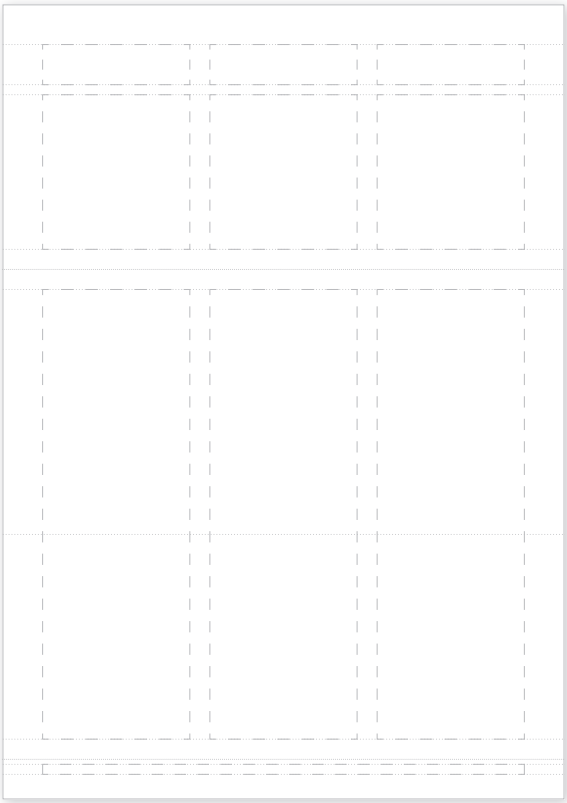
Grid reference (portrait, 3 columns)

A solid, yet flexible foundation is essential for all collateral pieces, hence the need for an uncomplicated grid system.

A great grid system relies on ease of use and its ability to provide design structure without restricting content and creativity.

Our 3 column grid.
The portrait page is first divided into 14ths (horizontally). One 14th then becomes the width of the border and dictates the X measurement (height of the laurel) for the Investors in People logo applied to the page.

The area within the border is then divided into 3 columns, with 1/2X gutter width, and becomes our blank canvas to work within.

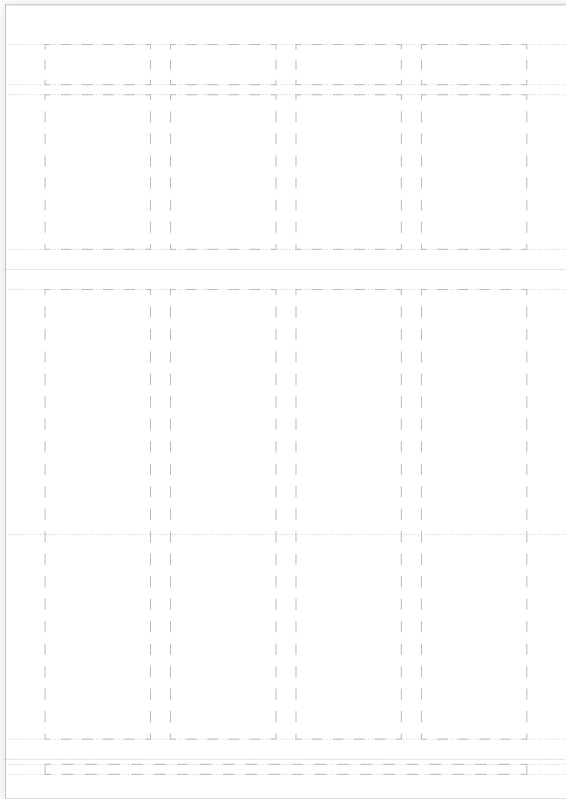


Grid variations (portrait, 4 columns)

Our 4 column grid is simple, easy to use and has unlimited potential in its use.

For more content heavy pieces we have created a 4-column version of our grid system. This essentially allows the user to add more dynamic content without saturating the page.

The basic rules on page 3.02 are followed, with the inner area divided into 4 columns, with a 1/2X gutter.



Grid reference (landscape, 3 columns)

Adapting our 3 column grid system to landscape format is can be done with ease.

The strength of a great grid system lies within it's ability to be flexible enough to adapt to format changes, but also maintain a consistent structure and appearance.

Our 3 column grid.
The landscape page is first divided into 17ths (horizontally). One 17th then becomes the width of the border and dictates the X measurement (height of the laurel) for the Investors in People logo applied to the page.

The area within the border is then divided into 3 columns, with 1/2X gutter width, and becomes our blank canvas to work within.



Grid variations (landscape, 4 columns)

Adapting our 4 column grid system to landscape format is can be done with ease.

As with our 3 column grid system adapting to a landscape format is simple.
Follow the rules outlined on page 3.04, with the inner area divided into 4 columns, with a 1/2X gutter.



Collateral examples

- 4.01 Business card
- 4.02 Letterhead
- 4.03 E-Mail signature
- 4.04 Compliment slip
- 4.05 PowerPoint presentation
- 4.06 Merchandise - keyring
- 4.07 Merchandise - pen
- 4.08 Merchandise - USB stick
- 4.09 Merchandise - mug
- 4.10 Agenda
- 4.11 Invite A5
- 4.12 Invite A5 (continued)

Business card

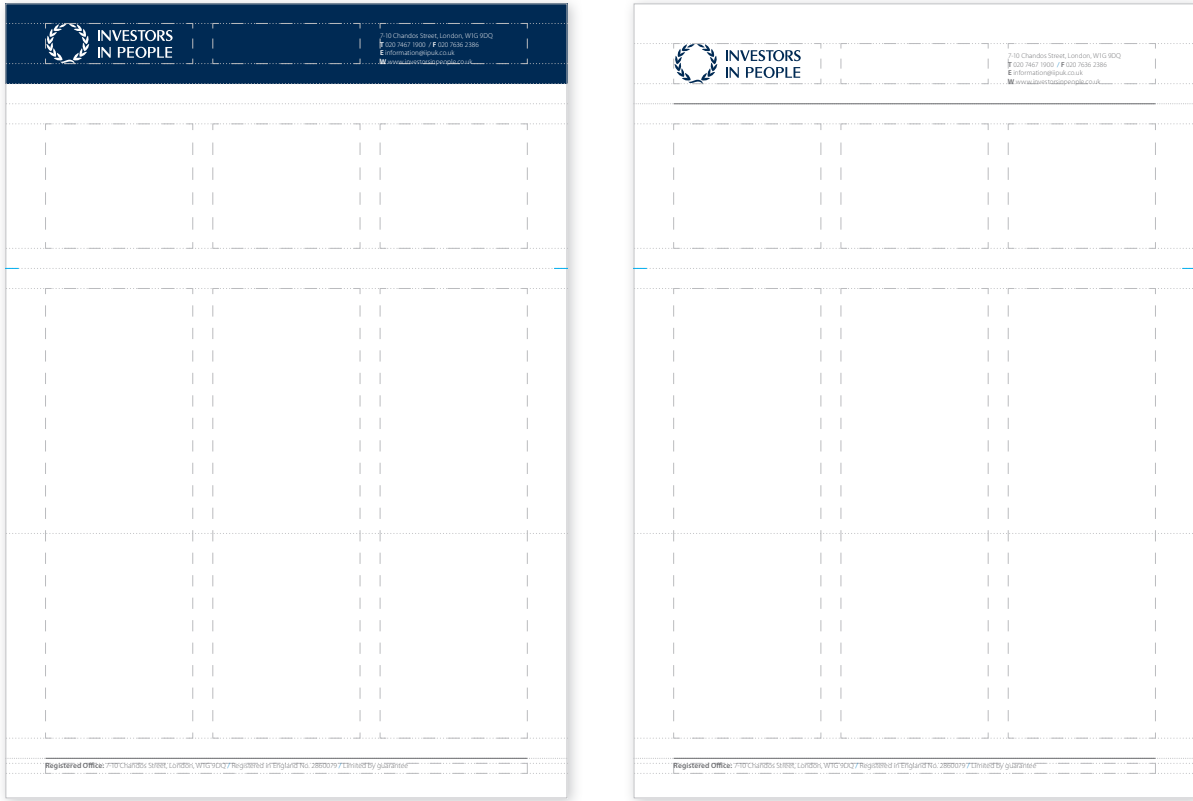
The opposite visuals demonstrate the business card layout that follows a simple structure.



Letterhead

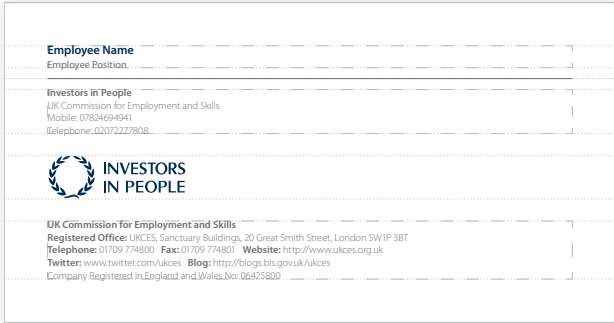
We have two Letterhead templates to choose from depending on printing requirements, audience and tone of content.

For national communications where full bleed printing is possible, we suggest the use of the white logo on blue background, for all other instances the blue on white is suitable.



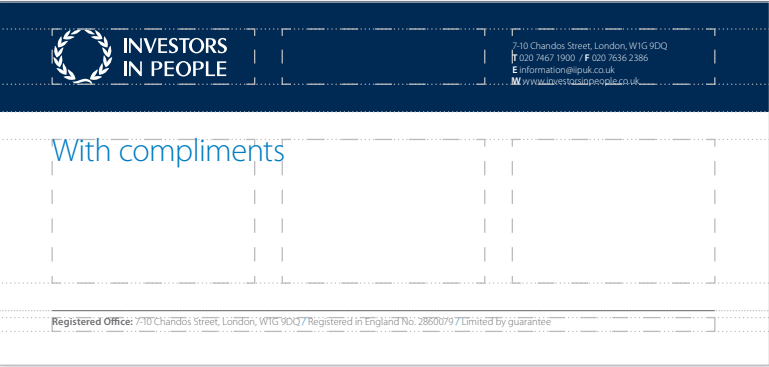
E-mail signature

When placing an email signature at the bottom of your email please use the templates provided.



Compliment slip

We have two compliment slip templates to choose from. The preferred option is the white landmark on the blue brand strip. However, the second option is also suitable.



PowerPoint presentation

Powerpoint presentation templates will follow two simple styles depending on the content of your presentation. For bullet point content please use the template on the right of the page. For all other presentations the second option on the left is also suitable.



Merchandise - keyring

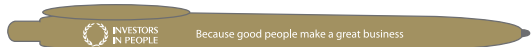
Our branded keyrings follow 3 variants. For marketing opportunities and promotion the navy keyring with the white Investors in People brand mark is the preferred option. For all other use the navy logo is acceptable.

For IIP gold members you have the choice to use the gold option.



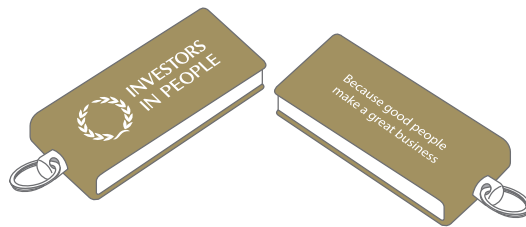
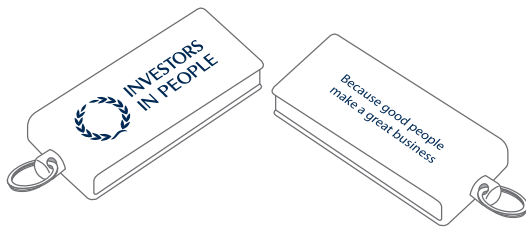
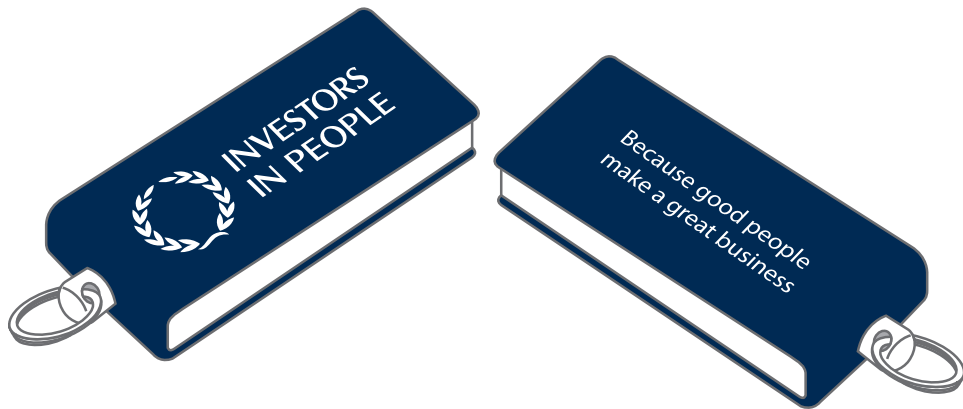
Merchandise - pen

We have three branded pen styles.
For marketing opportunities and promotional events the preferred option is the navy pen with the white Investors in People brand mark. For all other use the white pen is suitable.
For IIP gold members you have the choice to use the gold option.



Merchandise - USB stick

Our USB stick also has three brand styles.
We recommend the navy USB as the preferred option, however, the white option can also be used.
For IIP gold members you have the choice to use the gold option.



Merchandise - mug

We have three options for our mugs.
Our preferred choice is the navy branded mug, however, we offer the white mug as a second option.
For IIP gold members you have the choice to use the gold option.



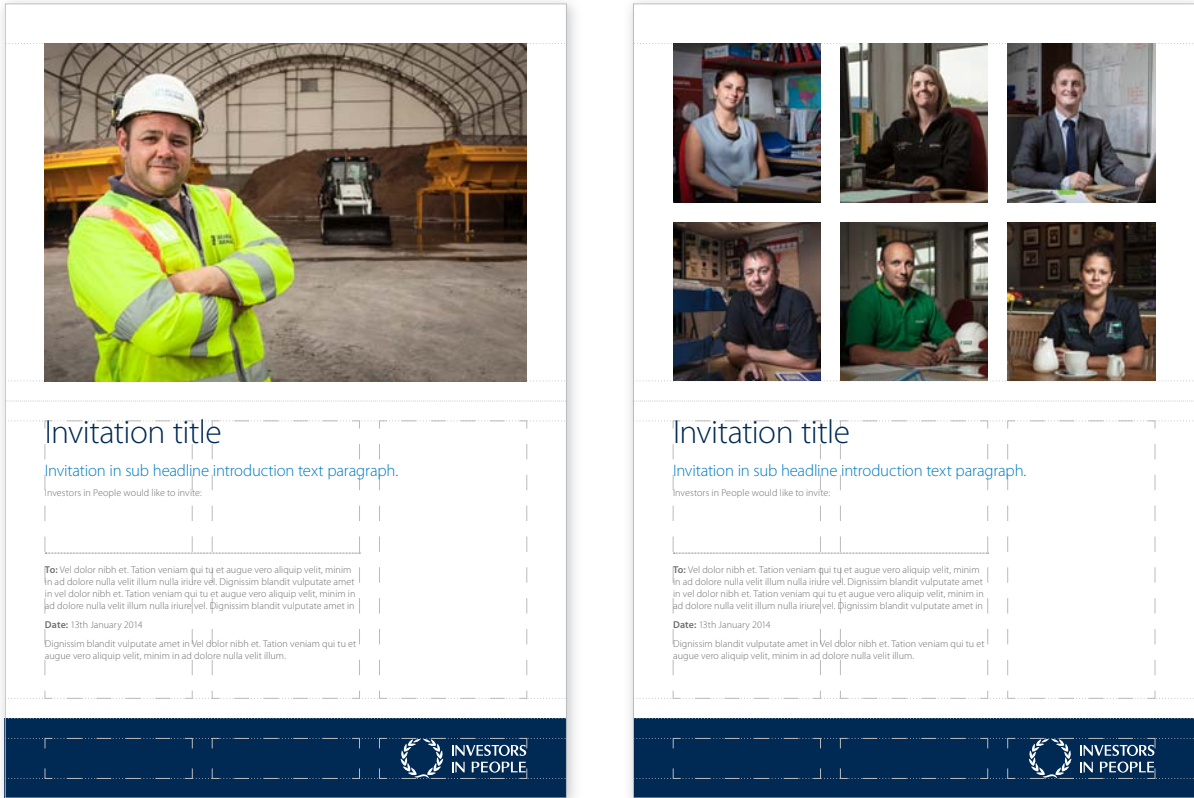
Agenda

We have two agenda templates.
Our preferred template is the white Investors in People brand mark on the blue branded strip. The second option is also suitable to use.

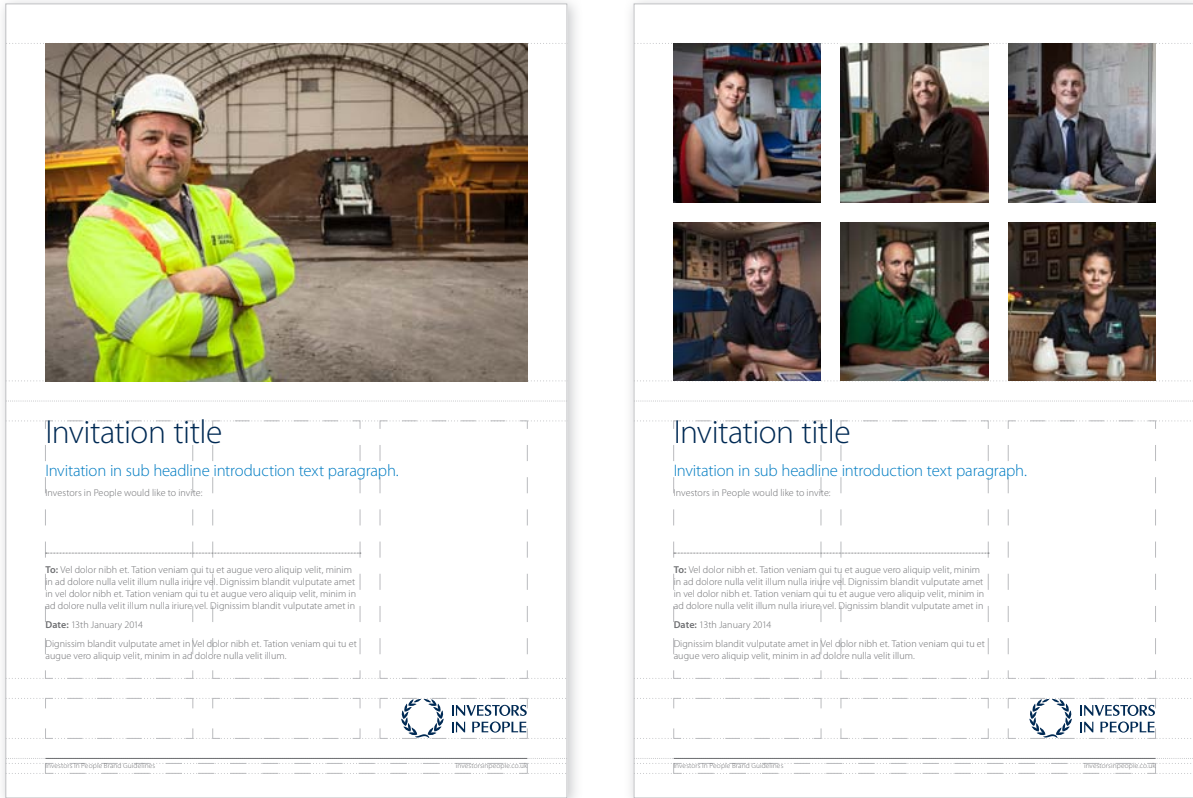


Invite A5

We have two A5 invitation templates to choose from. Our preferred template is the white Investors in People brand mark on the blue branded strip, either full image or image collage. The second option is also suitable to use.



Invite A5 (continued)



Literature

- 4.14 Brochure and publication covers
- 4.15 Brochure and publication covers (continued)
- 4.16 Publication spreads - single page
- 4.17 Publication spreads - double page
- 4.18 Client E-Newsletter
- 4.19 Client E-Newsletter (continued)
- 4.20 A5 leaflet
- 4.21 A5 leaflet (continued)
- 4.22 Poster/advert
- 4.23 Poster/advert (continued)
- 4.24 Case studies
- 4.25 Case studies (continued)
- 4.26 Certificates of commitment
- 4.27 Certificates of recognition
- 4.28 Exhibition stands
- 4.29 Exhibition stands (continued)

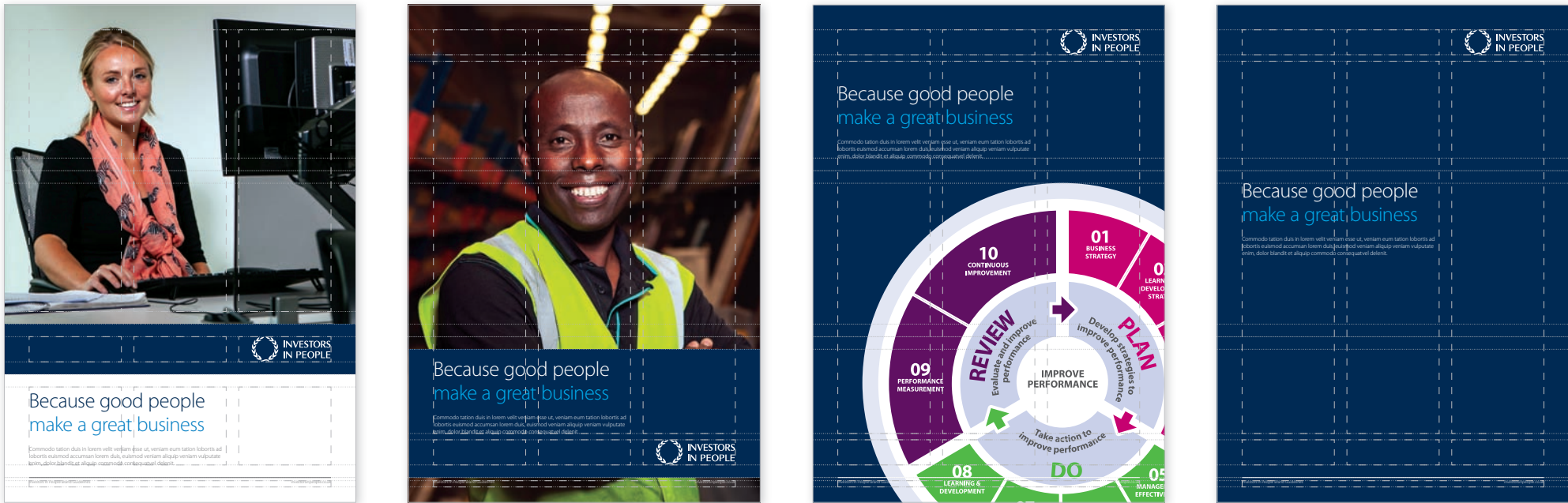
Brochure and publication covers

We have a range of brochure cover templates to choose from. Depending on the publication and brochure audience you can use any of the supplied templates on pages 4.13 and 4.14.

Please note, when applying titles to brochure covers to always ensure the second line of copy is set to process cyan. When the title appears on a white background the second line of copy is pantone 2728C, as shown in the examples opposite.



Brochure and publication covers (continued)



Publication spreads - single page

Single pages. Please ensure to follow our simple column grid system shown here in the example.
For more information on our grid system please refer to section 3.02.



Publication spreads - double page

Double page spreads. Please ensure to follow our simple column grid system shown here in the example.

For more information on our grid system please refer to section 3.02.

7 01

Investors in People headline.



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Somebody Doe - Chief Executive

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Client E-Newsletter

Client E-Newsletters also follow our column grid system. When flowing copy into the templates opposite, please make sure the three column grid and full width grids are used. This allows content to be categorised into specific articles in a clear readable manner.

INVESTORS
IN PEOPLE

Newsletter headline

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Newsletter sub-headline

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Newsletter sub-headline

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INVESTORS
IN PEOPLE

Newsletter headline

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Newsletter sub-headline

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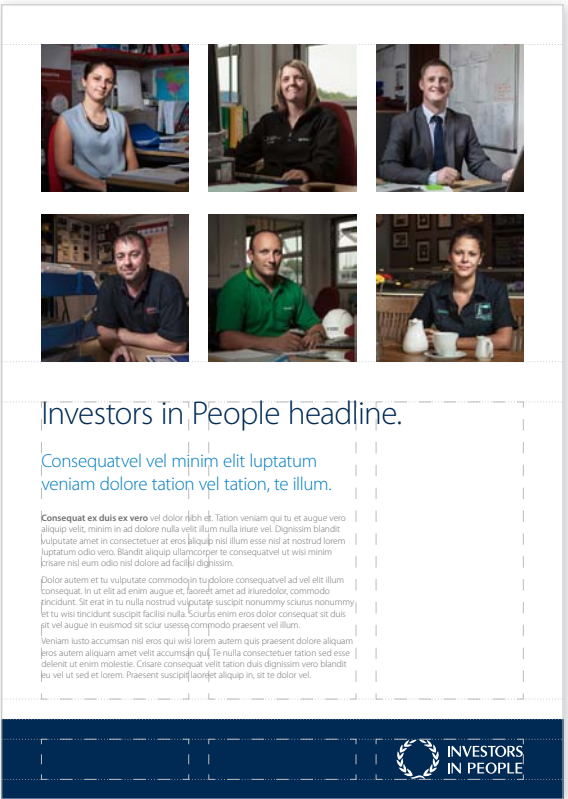
Client E-Newsletter (continued)

The example template opposite can also be used.



A5 leaflet

We suggest two templates for the A5 leaflet. Please make full use of the grid system so copy flows succinctly into the leaflet. The example on the right of the page is our preferred template for an A5 leaflet. However, the template on page 4.21 is also suitable to use.



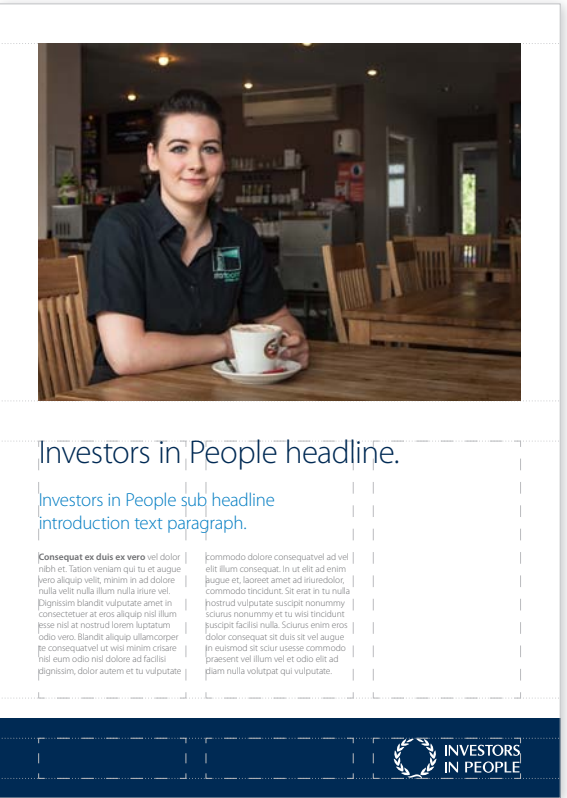
A5 leaflet (continued)



Poster/advert

Our external posters communicate our brand nationally to a wide audience. When producing a poster for external use, for example outdoor marketing please use the branded blue strip template opposite.

However, the option on page 4.23 is also suitable to use.



Poster/advert (continued)



Case studies

Our case studies follow a simple structure. Copy can be flowed into these templates using the three column grid shown here, or full width.

Our preferred option is the white brand mark on the blue branded strip. The second option on page 4.25 is also suitable.



Case studies (continued)

7 Case study



Project title



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Key stats

300

18,000

27,000

£11m



/ 4.26

Certificates of accreditation

Our Certificates of Commitment and Accreditation follow our simple column structure.

Investors in People Brand Guidelines

investorsinpeople.co.uk

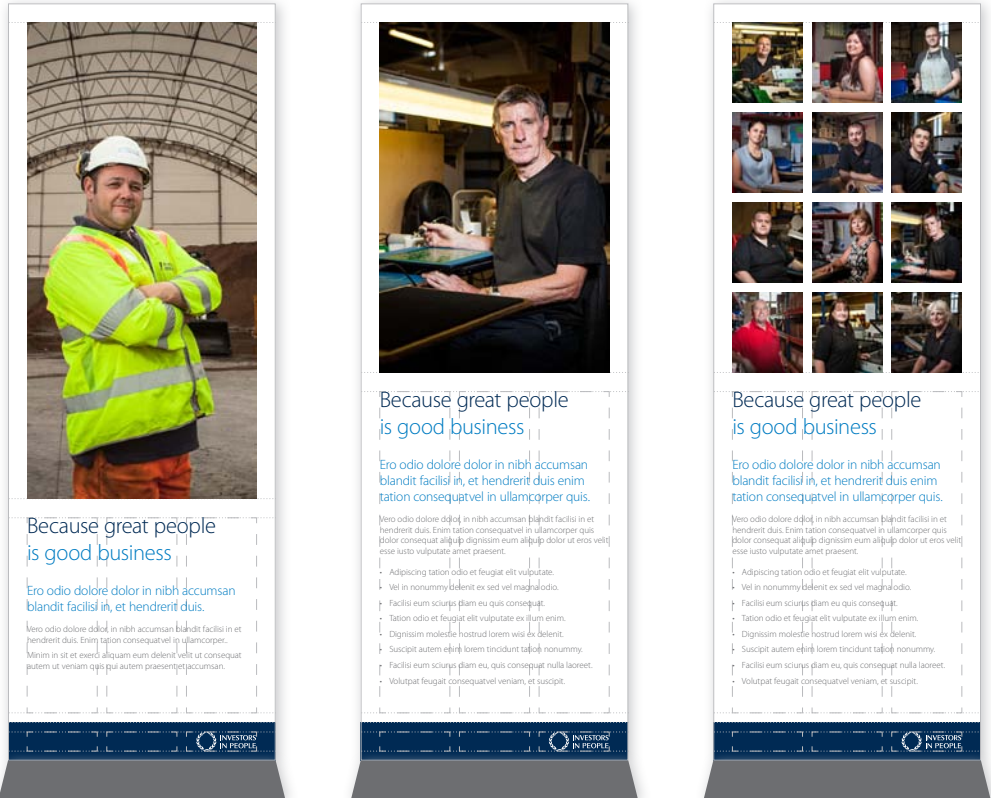
Certificates of accreditation (continued)



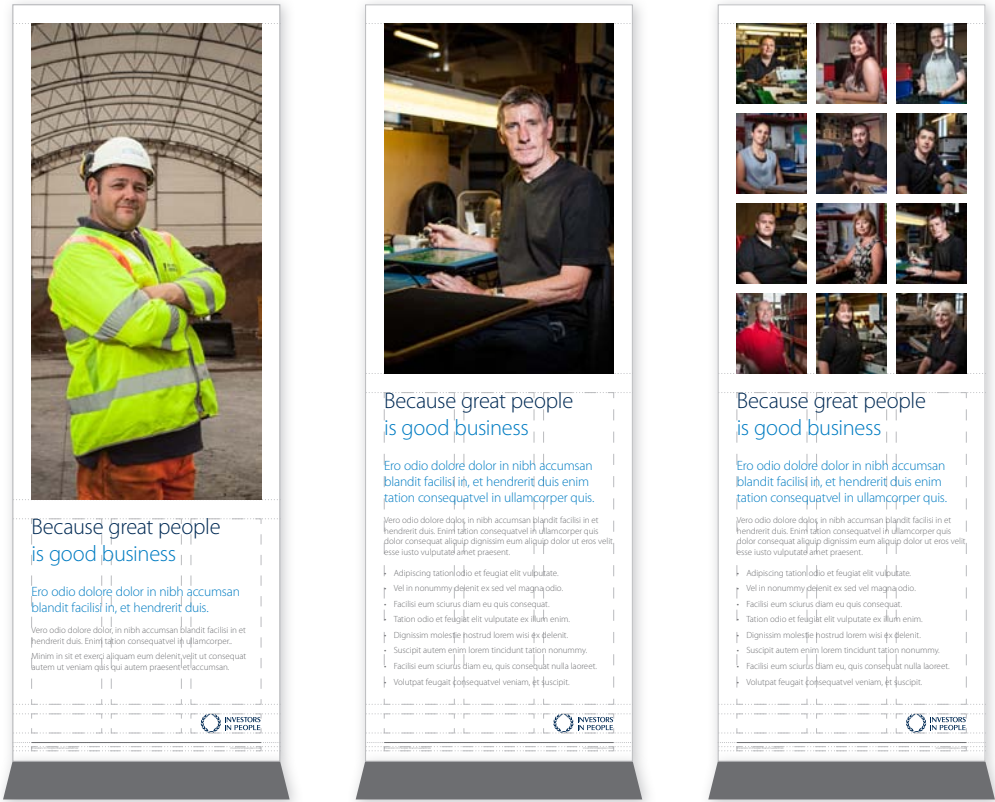
Exhibition stands

We have three exhibition templates to choose from. Depending on the content detail for the exhibition stand please choose a template which suits the length of content. Our preferred options are the templates opposite including the blue brand strip and white brand mark. Templates on page 4.29 are also suitable.

Please ensure all images fit within the image box provided.



Exhibition stands (continued)

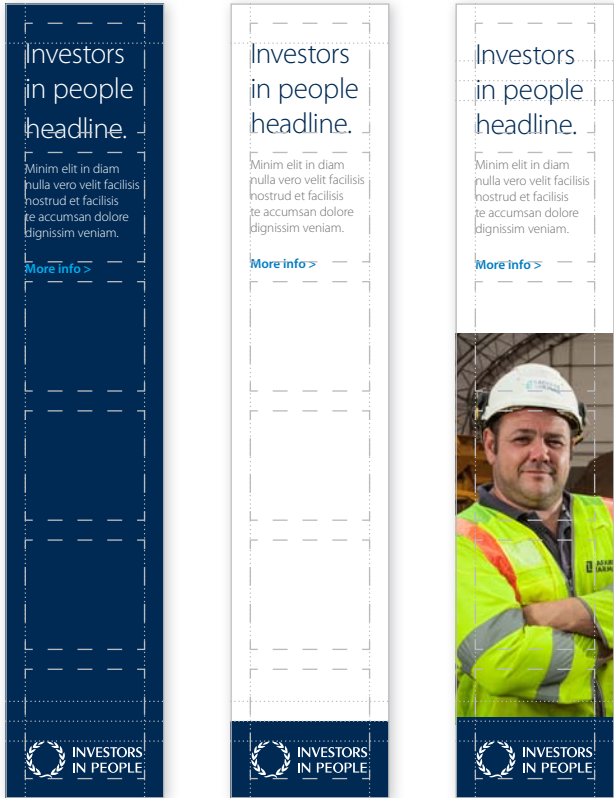


Online

- 4.31 Web banner (vertical)
- 4.32 Web banner (horizontal)
- 4.33 Homepage
- 4.34 Secondary page
- 4.35 E-case studies

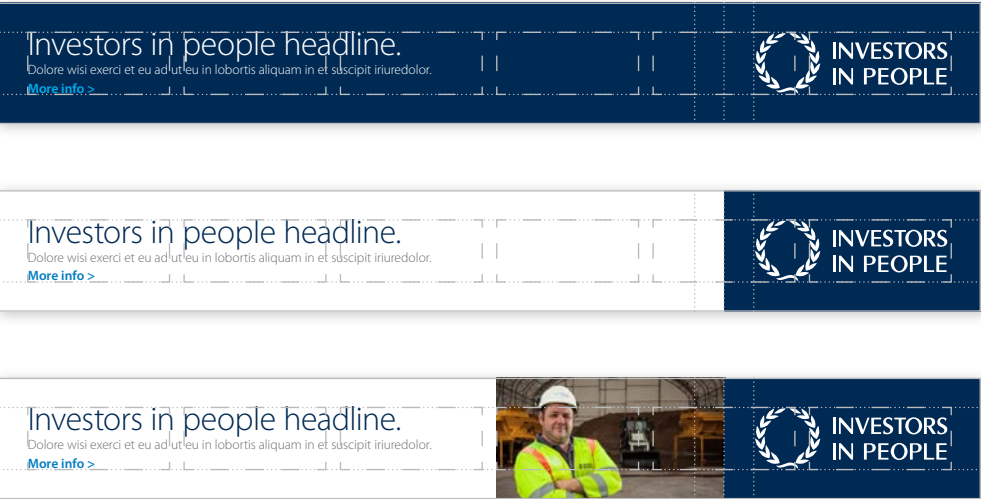
Web banner (vertical)

We have three web banner templates to choose from.
Depending on the content detail for the banner please choose a template appropriate to the content required.
Please ensure all images fit within the image box provided.



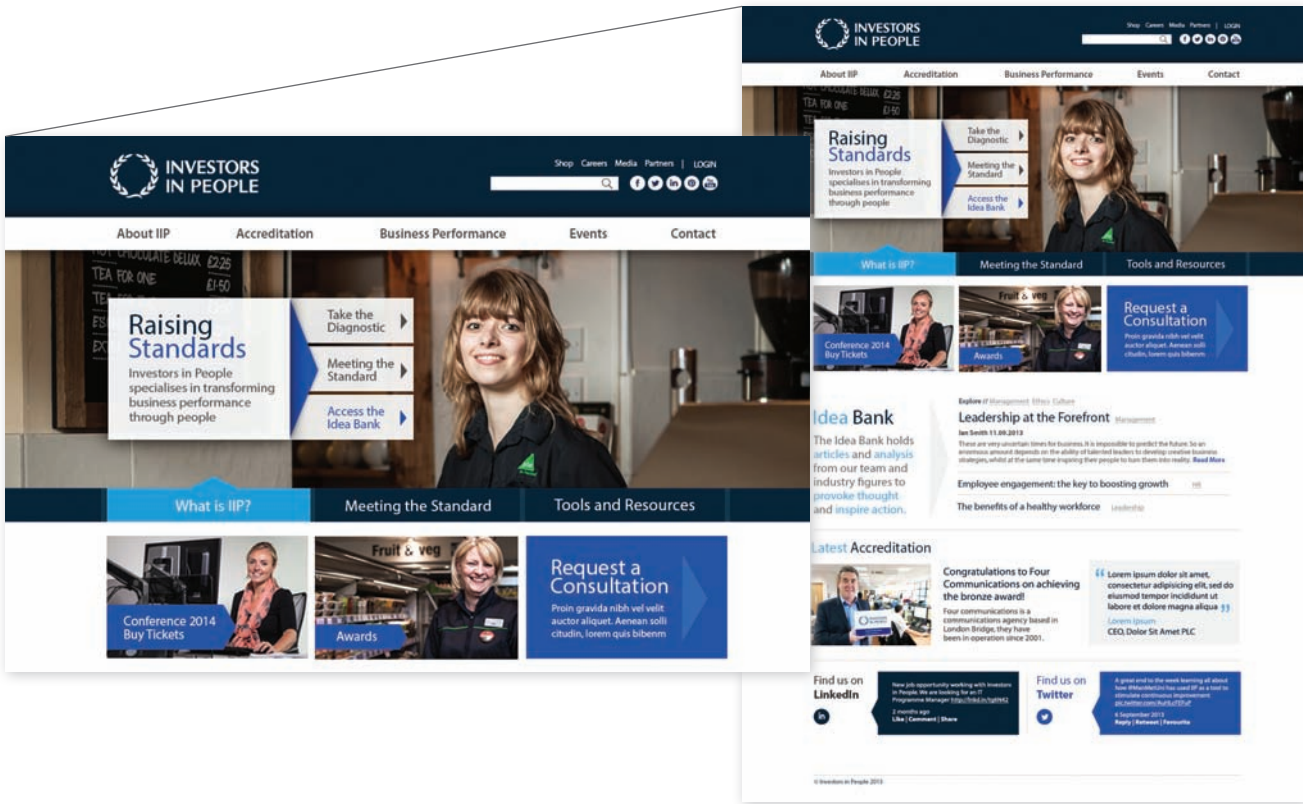
Web banner (horizontal)

We have three web banner templates to choose from.
Depending on the content detail for the banner please choose a template appropriate to the content required.
Please ensure all images fit within the image box provided.



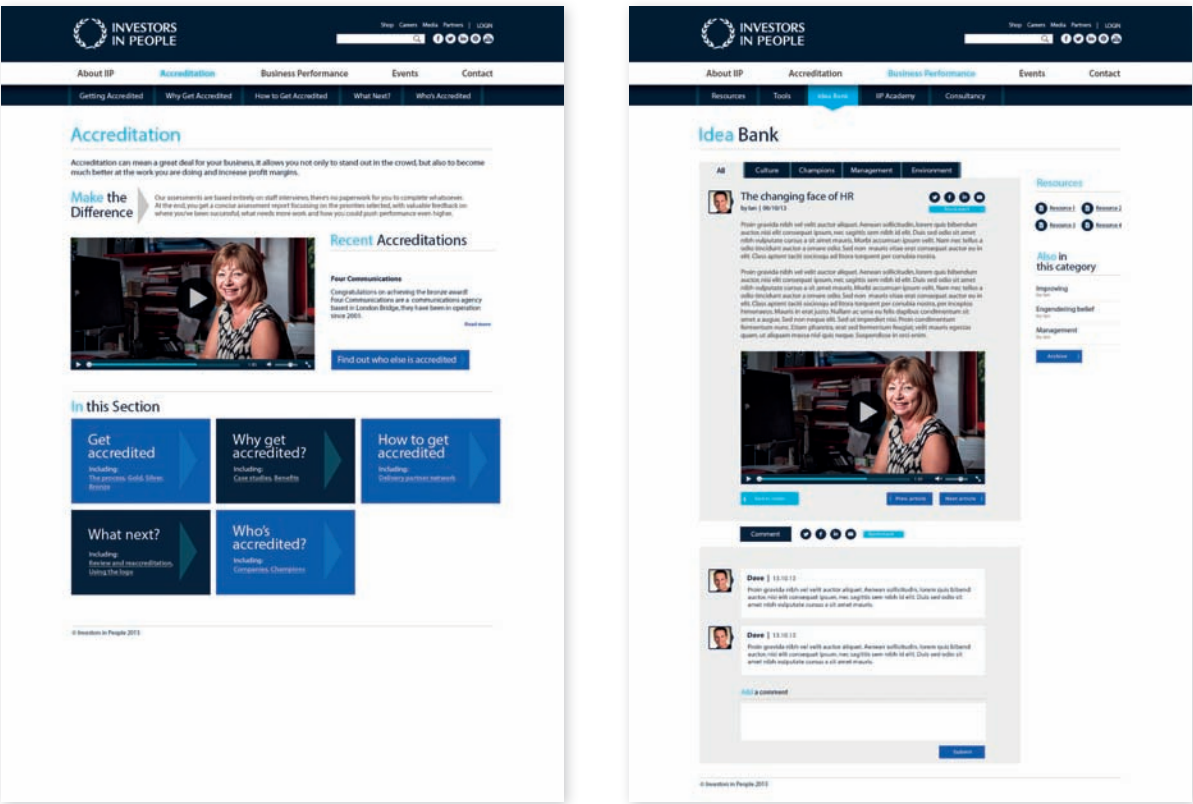
Homepage

Here you will see an example of our homepage. The website consists of a top level revolving banner with navigation bar and call to action touch points.



Secondary page

The secondary pages show the next level of the Investors in People website. This next level consists of second level touch points, video links and accreditation details.



E-case studies

Our E-case studies also follow a simple structure. Copy can be flowed into these templates using the three coloumn grid shown here, or full width to the page.



Partner applications

- 4.37 Partner stationery
- 4.38 Partner Business card
- 4.39 Partner Letterhead
- 4.40 Partner E-Mail signature
- 4.41 Report

Partner stationery

We are one IIP and have fantastic reach throughout the regions and countries.

When communicating the Investors in People brand mark on partner stationery please follow the examples provided and place the Investors in People brand mark in the correct document positioning.

We have used Central England as an example to clearly show how the Investors in People brand mark should be placed.



Partner Business card

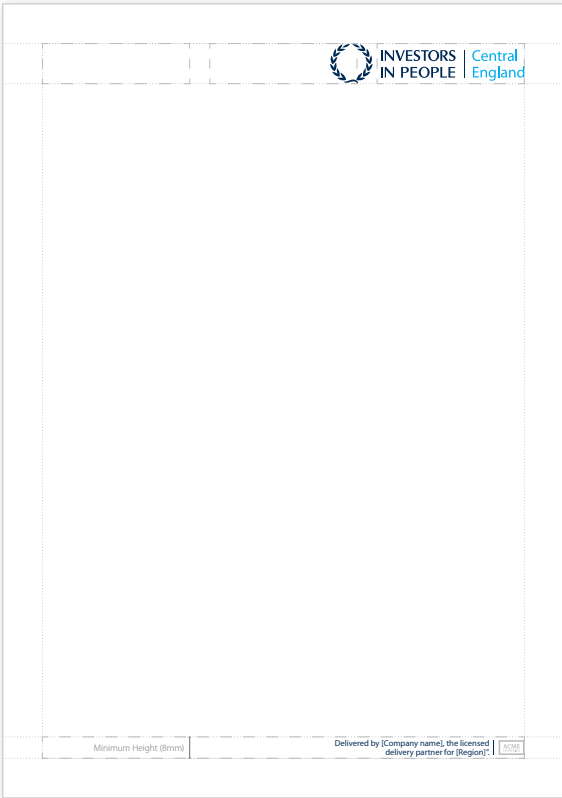
When communicating the Investors in People brand mark on partner business card stationery place the regional logo on the front and trading details as sign off on the rear.

In the case of Specialists, the “Registered Specialist” logo must be used to indicate the relationship to Investors in People.



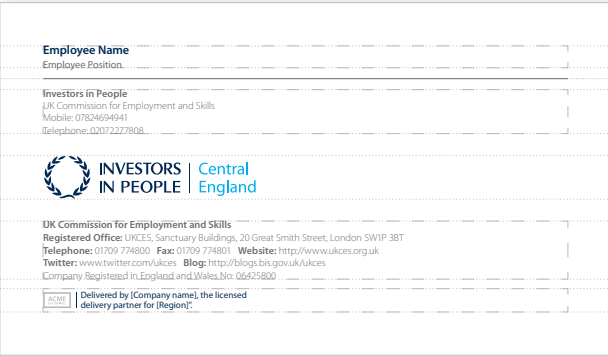
Partner Letterhead

When communicating the Investors in People regional brand mark on centre letterheads it should be placed in the top right. Centre trading details and logos can be used as sign off.



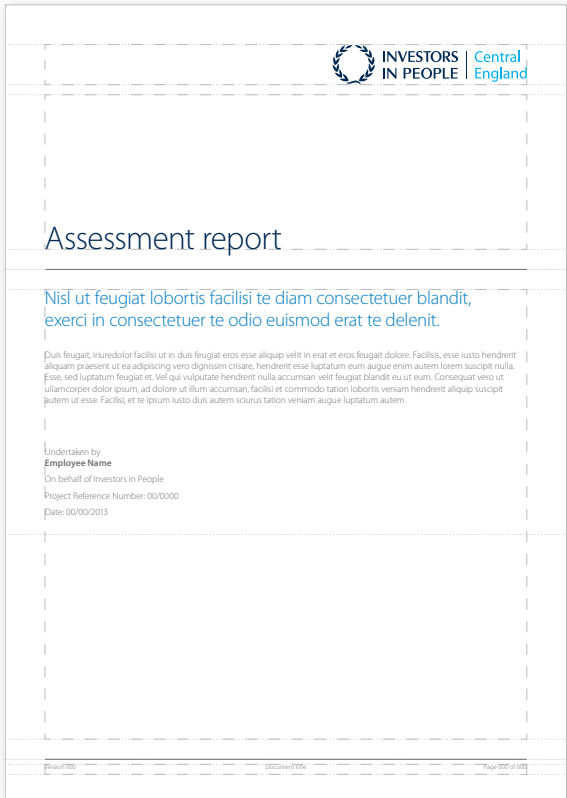
Partner E-mail signature

When adding a partner logo to an email signature please follow the template opposite.



Report

We have a flexible style template for IIP assessment reports. Centre trading details can be used as sign off.



Contact details

5.01 Contact us



Contact us

For any Investors in People specific enquiries or support, we are here for you.

Megan Jeapes

Marketing officer

Telephone: 0207 2277 808

Email: megan.jeapes@investorsinpeople.co.uk

Investors in People Head Office

UKCES, Sanctuary Buildings,
20 Great Smith Street,
London SW1P 3BT
United Kingdom

Thomas Bale

Senior Marketing Manager

Telephone: 0207 2277 837

Email: thomas.bale@investorsinpeople.co.uk

Investors in People Head Office

UKCES, Sanctuary Buildings,
20 Great Smith Street,
London SW1P 3BT
United Kingdom

Glossary

6.01 Glossary

6.02 Notes

6.03 Notes

Glossary

The Standard: This is the core level of good practice that organisations will need to achieve in order to describe themselves as Investors in People. There are 39 Evidence Requirements that must be met to meet The Standard.

Additional accreditation: Bronze/silver/gold: organisations that chose to work beyond The Standard will be awarded Bronze, Silver or Gold status according to the number of evidence requirements achieved.

Champions: An Organisation that has met the requirements of Investors in People Gold, demonstrating outstanding best practice. The organisation then commits to promoting Investors in People through a series of best practice sharing activities.

The Framework: The Investors in People framework incorporating The Standard, the core level of good practice, and the Extended Framework.

The Extended Framework: Also known as ‘Your Choice,’ these are the evidence requirements that go beyond “The Standard” 39, and provide the opportunity for additional levels of accreditation: Gold, Silver and Bronze.

Indicators: These are the 10 areas of the framework.

Evidence Requirements: These are numbered outcome statements that sit below indicators within the Framework.

Accreditation: Formal recognition that an organisation has been assessed against the Investors in People framework and has met the evidence requirements of the Standard.

Accredited: When you have met the standard you are accredited as an Investor in People.

IIP: Acceptable abbreviated version of Investors in People. Note full capitalisation.

Investor in People: Refers to an organisation that has received Investors in People accreditation. To note, the logo is still “Investors in People”.

Specialist: An individual who is trained to provide an expert eye to organisations, offering advice, as well as undertaking assessments. May also be referred to as an assessor, however, this is a more limited role and the term should be avoided so it will not cause confusion.

Assessment: The process that the assigned Specialist goes through in order to make a formal judgement about whether the organisation's practices meet the Investors in People Standard/Framework.

Internal Reviewers: A selection of the organisation's employees, who are developed and registered to collect evidence on behalf of the lead specialist.

Investors in People Delivery Centre: Licensed delivery centre for Investors in People advice and assessment. The Centres are split regionally across the country and centrally in each of the devolved nations. Internally we refer to 'Delivery Partners'.

Notes

/ 6.03

Notes

Get in touch

If you have any questions relating to the brand guidelines please do not hesitate to get in touch with the IIP marketing team or the IIP press office.

 Call: **0300 303 3033**

 E-mail: **hello@investorsinpeople.co.uk**



The Investors in People brand, trademarks and assets are strategically managed by the UK Commission for Employment and Skills, Sanctuary Buildings, Great Smith Street, Westminster, London SW1P 3BT, limited by guarantee with company number 6425800. ©2013 The Investors in People name, mark and logo are protected by copyright and international trademark law. For more information or to report a possible infringement please contact info@investorsinpeople.co.uk