



Brand Guidelines

Because good people
make a great business

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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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Basic Guidelines

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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 |

Principal brand mark 'X'



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Minimum size version of the brand mark (8mm)



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



Recognition brand mark

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

It is important for you to celebrate your achievements without your 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 with any editable typefaces or other editing requirements.

Example 1

Do not separate the graphic elements of the brand mark.



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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.



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 Only use logos supplied by the brand
- 7 Never create graphics from the logo
- 8 Only recognised partners can use our logo
- 9 Ensure you use the correct logo format

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.

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