Modern Apprenticeships

Brand Marque USE

Letitia
Electrical Engineering, Diageo

Training Provider Guidelines
This guide shows you how to use the SDS Modern Apprenticeship brand marque. We want you to use it widely and regard it as recognition of the important part you play in supporting Modern Apprenticeships.

We’ve tried to be flexible enough to suit a range of promotional uses, from leaflets and flyers to websites and press releases. We want the brand marque to support your marketing and promotion and not to restrict it.

We need to ensure the brand marque and digital assets are used consistently. Please email MAtoolkit@sds.co.uk for approval before publishing.
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The brand marque is available in two formats:

- The **Positive brand marque** (teal coloured brand marque, white writing) should be used on white or light-coloured backgrounds to achieve maximum contrast.

- The **Reversed brand marque** (white brand marque with teal writing) should be used on dark-coloured backgrounds to achieve maximum contrast.

It is important that the brand marque is used only as shown. Do not rotate, crop, recolour, exclude or alter any part of it.

The brand marque is available in a range of formats and can be downloaded from the secure area for Training Providers on our website.
**BRAND MARQUE SIZING**

**Minimum size**
To ensure the brand marque is always readable, it must never be used smaller than minimum size:

Printed materials: 38mm wide
Online use: 150px wide

38mm / 150px

**Standard sizing**
The brand marque is available online in standard sizes including 45mm wide or 60mm wide, and for A5, A4, A3.

If you require it at a different size please contact us at MAtoolkit@sds.co.uk

If you are printing larger items the brand marque should be increased accordingly and maintain a strong presence.
The area around the brand marque should always be kept clear to increase brand impact. Please leave a space measured from the bottom of the tab to the bottom of ‘MA’ on all sides of the brand marque, as shown.

\[ \text{‘X’ = Distance between the bottom of tab to the bottom of MA} \]
The brand marque is available in a range of formats and can be [downloaded here](#) from the secure area for Training Providers on our website.

Recommended file formats:
- .eps for printed materials including large scale design
- .png or .gif for online
- .jpeg or .png for PowerPoint and electronic templates

If you would like guidance on which format is best suited to what you’re doing, please email [MAtoolkit@sds.co.uk](mailto:MAtoolkit@sds.co.uk)

We’ll also provide approval of final design visuals to ensure the brand marque is used correctly.
Supporting Modern Apprenticeships is all about partnerships. We recognise that you may want to acknowledge partnerships with other organisations in your marketing or promotional materials.

Where other organisations’ brand marques or brands are used we ask that the SDS Modern Apprenticeship brand marque is given equal prominence. It should not be omitted.

If you need anything clarified, or any advice, we’re here to help at MAtoolkit@sds.co.uk
Where possible please add the Modern Apprenticeship brand marque and accompanying copy to your website homepage. Which can be downloaded here from the secure area for Training Providers on our website.

Website example. Single partnership (Reversed brand marque)

Website example. Multiple partnerships (Positive brand marque)
You can use the brand marque on your printed promotional material, such as: leaflets, letterheads, pop-up and pull-up stands, posters, merchandise and signs.

Leaflet example

Letterhead example

Poster example

Where to use the SDS Modern Apprenticeship brand marque
Where to use the SDS Modern Apprenticeship brand marque
We’ve developed a press release template you can use to produce your own press release.

Please note all press releases about your work with Modern Apprentices should include the Modern Apprenticeship brand marque and the following information about SDS:

Skills Development Scotland (SDS) is the national skills body supporting the people and businesses of Scotland to develop and apply their skills.

SDS pays a contribution towards the cost of training and assessing Modern Apprentices on behalf of the Scottish Government.

The Modern Apprenticeship press release template and an example press release can can be downloaded here from the secure area for Training Providers on our website.
You can use the text below as a permanent link on your website:

We work in partnership with Skills Development Scotland to deliver Modern Apprenticeships training in Scotland.

To find out about Modern Apprenticeships and search for vacancies go to apprenticeships.scot and follow @apprenticeship_scot on Twitter.

To find out how to employ a Modern Apprentice and to advertise vacancies go to apprenticeship.scot/employers

Follow us on Twitter @skillsdevscot and Skills Development Scotland on LinkedIn to stay informed with the latest news and developments.
Our communications team promotes the work of SDS and our partners. One of the ways we do this is through case studies. If you’d like to send us a case study highlighting the Modern Apprenticeship programme, your apprentice’s achievements and your contribution to their success, please contact extcomms@sds.co.uk

Email MAtoolkit@sds.co.uk