

Brand Guidelines

A quick guide to using the Gold Standard logo



The Gold Standard logo



The Gold Standard logo is to be used by organisations that have been recognised as being committed to the Gold Standard. The mark is a registered trademark and is protected by copyright.

The icon presents a symbol of commitment to world class skills.

The Gold Standard logo is an important and valued graphic element and must be used consistently and appropriately.



The minimum size of the logo for all applications is 25mm. Below this size the logo loses its clarity and impact.



Cogent
GOLD STANDARD

Incorrect usage



When using the logo for exhibition stands and larger marketing print etc consideration must be given to its correct size, and where possible vector files should be used for print to keep quality of print and clarity of the logo. The logo must never be redrawn or modified. The vector file is available from marketingenquiries@coagent-ssc.com.

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Strapline

An additional element to the Gold Standard brand is the strapline 'committed to world class skills'. A version of the logo with the strapline has been created and will be provided.



Using the logo

The Gold Standard logo can only be used by employers that have been successfully recognised by Cogent and the National Skills Academy Process Industries as being a Gold Standard employer. The logo should be used to communicate this success on company stationery, websites and recruitment adverts.

Do use on:

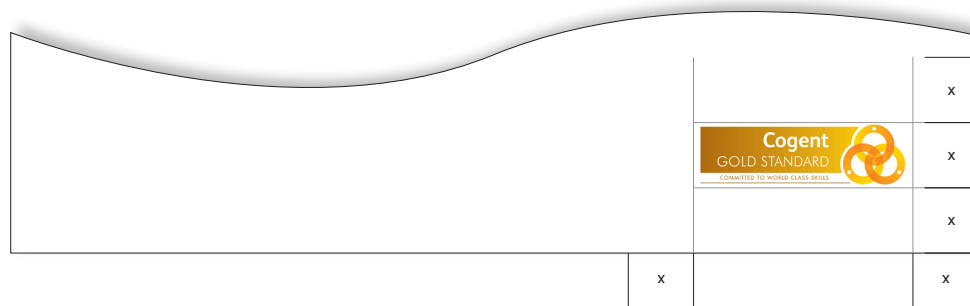
- Letterhead
- External signage
- Recruitment adverts
- The 'about us' section of your website
- Brochures and internal communications
- Business cards
- Front page of your website

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Logo exclusion zone

The exclusion zone on the logo is measured from the value of x. The x measurement is always the height of the type of the logo (as shown) and this is consistent to whatever size the identity is reproduced, whilst considering it is never smaller than the minimum size.



What not to do

The logo - basic rules for your guidance:

- Never change the typeface of the logotype.
- The relative sizes of the logotype and symbol that make up the master logos must never be changed.
- Never change the colour of any part of the master logo.
- Never allow any other elements within the exclusion zone.
- Never use the logo at a size that is smaller than the minimum width of 25mm.

Contact us

The purpose of this guide is to give you a good understanding of how the logo should be used and applied.

In order to protect the Gold Standard brand and to ensure that all collateral and communications adhere to these guidelines, all material needs to be approved by the marketing team through the marketing enquiries mailbox; marketingenquiries@cogent-ssc.com. Telephone: 01925 512205.