

**Young
Person's
Guarantee**

Brand guidelines

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What led us here?



Young Person's Guarantee

The Young Person's Guarantee is a commitment to every 16–24-year-old in Scotland of an opportunity that will positively impact their future. To ensure the success of the project it was imperative that we created a brand that resonated with young people, employers and partners.

Although backed with a multitude of independent research, we knew that we could not get to the core of how young people, employers and partners in Scotland felt about the Young Person's Guarantee without working with them directly and collaboratively. Which is why input from young people in Scotland played a central role in the brand development from beginning to end.

Together we developed brand stories, mapped brand archetypes, brand personalities, and spoke about what words and imagery felt right with the brand. We spoke with young people from all backgrounds, with an emphasis on reaching young people who were gender non-binary; Black, and/or minority ethnic groups; LGBTQ2S; disabled people and seldom heard audiences.

We gained incredible insight from these young people, not only on the visual and verbal style of the brand, but also on the true ethos and purpose of the Young Person's Guarantee moving forward.

The process of developing the Young Person's Guarantee brand was filled with insight and honest opinions from all our key stakeholders. We thank each person who was involved in this project from beginning to end, as they are truly contributing to a bright future for young people in Scotland.

In these guidelines you'll find essential information on the Young Person's Guarantee key messaging and values, how to speak in the accessible and purpose driven tone of voice that's crucial to the brand language and how to use the visual identity correctly, including master logos, typefaces, colours and photography.

There are also employer and partner toolkits available containing a range of resources and support depending on the nature of your business.



Language

Core Narrative

The Young Person's Guarantee is a commitment to every 16–24 year old in Scotland of an opportunity that will positively impact their future. That opportunity could be a job, apprenticeship, further or higher education, training programme, or volunteering. It aims to avoid the social and economic damage of a generation of young people falling into long-term unemployment.

Young people manifesto

Not everyone knows what they want to do in the future.
So, having lots of opportunities available matters.
They let us try new things and work out what we're into.
The Young Person's Guarantee helps every 16–24 year old find those opportunities.
By committing to help every one of them with their next steps.
Whether that's a job, apprenticeship, further or higher education, training programme, or volunteering.
It offers a solid foundation in an uncertain world.
And the support to find the best route for them.

Vision

A Scotland in which every young person is confident about their future.

Mission

To support every young person with guaranteed opportunities.

Purpose

To enable a generation of young people to access the opportunities that are right for them.

Employers manifesto

Employers are critical to the success of the Young Person's Guarantee and are being asked to help create opportunities for young people across Scotland. These opportunities will prepare young people aged 16-24 for the world of work. Employers will invest in a skilled workforce through jobs, apprenticeships, training and upskilling opportunities. Together, the Young Person's Guarantee and partner employers will ensure a fair work environment that supports all young people, including those who face the greatest barriers to work.

Young people are a vital part of Scotland's workforce.

They represent a pipeline of skilled talent that will shape economic growth and success.

Now more than ever young people need support to enter and excel in the world of work.

The Young Person's Guarantee is a shared commitment that every 16-24 year old in Scotland will find an opportunity that's right for them.

But to make it work, it needs great employers supporting them.

Those who can provide inclusive jobs, apprenticeships, and training.

And the work experience to make those early career decisions easier.

If your workplace is ready to be part of that, you'll benefit from the drive, energy and talents of young people.

It comes with a guarantee that the process will be simple, local and shaped to your needs.

You won't be on the journey alone.

And neither will our young people.

Values

INCLUSIVE

Address the needs of all young people.

Design and deliver through partnerships.

Ambitious for those who face the greatest challenges.

POSITIVE

Believe there is an opportunity that is right for every young person.

Optimistic that all young people have a bright future.

Champion successful outcomes for young people.

SUPPORTIVE

Make sure no young person feels alone on their journey.

Build skills and confidence.

Make it easy to access opportunities and support.

DEPENDABLE

Focussed on creating the right opportunities.

Committed to informed career choices.

Proud to provide certainty.

Key messages

Young people messaging:

- Supporting you to find an opportunity. This could be a job, an apprenticeship, further or higher education, training programme, or volunteering.
- Lots of opportunities are available, so you can find what's right for you.
- Makes it easy to find support if you need it. You don't need to do it alone.
- You can build the skills and confidence you need.
- The Young Person's Guarantee supports all young people aged 16-24.

Employer messaging:

This messaging is aimed at employers who have not yet committed to the Young Person's Guarantee.

- You can help create opportunities that prepare young people for the world of work through jobs, volunteering, training, apprenticeships, and work experience.
- You will benefit from the drive, energy and diversity that young people bring to the workplace.
- Employer support to create opportunities through the Young Person's Guarantee will be simple, inclusive, local and personalised.
- It has never been more necessary to deliver a sustained change in youth employment, and to play your part in contributing to Scotland's economic growth and success.
- You will make a difference and watch your business flourish as a result.
- The Young Person's Guarantee makes it easier for young people and employers to connect.

Partner messaging:

This messaging is written to reflect how partners would speak about being part of the Young Person's Guarantee.

- Committed to delivering opportunities as part of the Young Person's Guarantee.
- Proudly part of the Young Person's Guarantee.
- Funded through the Young Person's Guarantee.
- The Young Person's Guarantee is a shared commitment to provide opportunities for 16-24 year olds through jobs, apprenticeships, further and higher education, training programmes and volunteering.
- The Young Person's Guarantee makes it easier for employers to connect with young people.
- <insert service> is/are part of the Young Person's Guarantee.

Tone of voice

What we say is dictated by our principles, experiences and aspirations. How we say it is informed by our personality. Language is one of the most tangible and emotional parts of any brand. Get it right, and it's an opportunity to connect with our audience in a way that a colour or a typeface can't. It needs to be taken as seriously as the visual identity. But we need to think about what we're saying as much as how we're saying it.

But tone of voice also depends on consistency. Consistency is what builds trust and loyalty.

The tone

The Young Person's Guarantee is here to help young people, to open doors, unlock opportunities and build their confidence. It is honest, aspirational and authentic. When speaking about the Young Person's Guarantee, do so from a position of experience underpinned by empathy. It needs to inform, engage and inspire. For that reason the language must be simple, easy-to-grasp and human.

The personality

Life for a young person is often impacted by forces outside of their control. This can create a sense of powerlessness and affect their confidence. The Young Person's Guarantee is all about empowerment and giving back control. From certainty comes confidence, and from confidence comes achievement. The Young Person's Guarantee helps to guide. It's caring and supportive while also being realistic of the challenges that face everyday life. It is kind and accepting, but doesn't shy away from reality.

Keep it relatable

This particular age range can encompass quite a spread of attitudes and behaviours. For example, a 16-year-old student will have a different mindset to a 24-year-old who may even have a child themselves and no longer consider themselves as 'young'.

Egalitarian

The Young Person's Guarantee is egalitarian. It is not elitist and doesn't only cater for the most educated, but that's not to say it's simplistic. It strikes a balance while retaining a strong sense of personality.

Diverse

Young people are more aware of inequality than ever before. But this demand for inclusivity extends beyond race to encompass gender, sexual orientation, disability, age and all that makes up the protected characteristics. The world hasn't been a fair place before, but they insist it becomes one, and the Young Person's Guarantee is an important step in this direction.

Don't tell me how I feel

Young people may feel considerable levels of anxiety about their personal futures as well as the future of society as a whole. But that doesn't mean they want to be reminded of that fact, nor that anyone assumes to know their feelings better than they do. Young people can sometimes behave more cautiously and conservatively than previous generations because they face increased uncertainty and greater competition among their peers, but they don't need us to remind them. So, they value stability without being told they need stability. Empathy is key.

Overall tone

Confident + Definite + Positive + Human + Authentic

Accessibility Guidance

Inclusivity

Diversity and inclusiveness is a key focus of the Young Person's Guarantee and the target audience. This highly accessible brand must speak in a way that is inclusive and of the times. Inclusive language avoids biases, slang, or expressions that discriminate against groups of people based on race, sex, disability, or socio-economic status.

Gender neutral

Do not use gendered language such as 'guys', 'blokes' 'ladies'. When using pronouns, unless directly specified, use the gender neutral pronoun 'they'. The Young Person's Guarantee is speaking to every young person in Scotland, inclusive of trans, non-binary and LGBTQ2S youth.

Be careful not to stigmatise mental health

Vigilance and consideration must be taken when selecting words and phrases. Using disparaging language such as 'crazy', 'insane', 'mental' and 'normal' is strongly discouraged.

On disability, avoid phrases that suggest victimhood

Avoid terminology like "afflicted by," "victim of," "suffers from," or "confined to a wheelchair". Avoid euphemisms like "challenged," "differently abled," or "specially-abled".

Plain language and non-verbal communication

Avoid expressions or jargon

Many expressions and jargon can come across as dated. Expressions, metaphors, figures of speech, puns, wordplay, and jargon also pose issues around accessibility and readability. The Young Person's Guarantee is for youth across Scotland, regardless of their educational or socio-economic background, so language must be simple and clear to understand for all.

Reaching the audience

The Young Person's Guarantee must be able to communicate to all young people regardless of literacy skills. Think about ways to communicate through images, icons, sounds, etc - a tone of voice isn't just about words. The Young Person's Guarantee must also be able to communicate to the English as a Second Language (ESL) population, and a visual language can help enormously.

Active not passive voice

The Young Person's Guarantee is about progress, moving forward, improvement, growth. Active voice is direct, simple and assertive, whereas passive underplays the importance of the subject's role.

Other considerations

Externally, never write or use 'YPG' or 'the Guarantee' to represent the Young Person's Guarantee.

A thick yellow line forms a trapezoidal frame on a dark gray background. The frame is wider at the top and bottom and tapers slightly towards the right side. The text 'Visual identity' is centered within this frame.

Visual identity

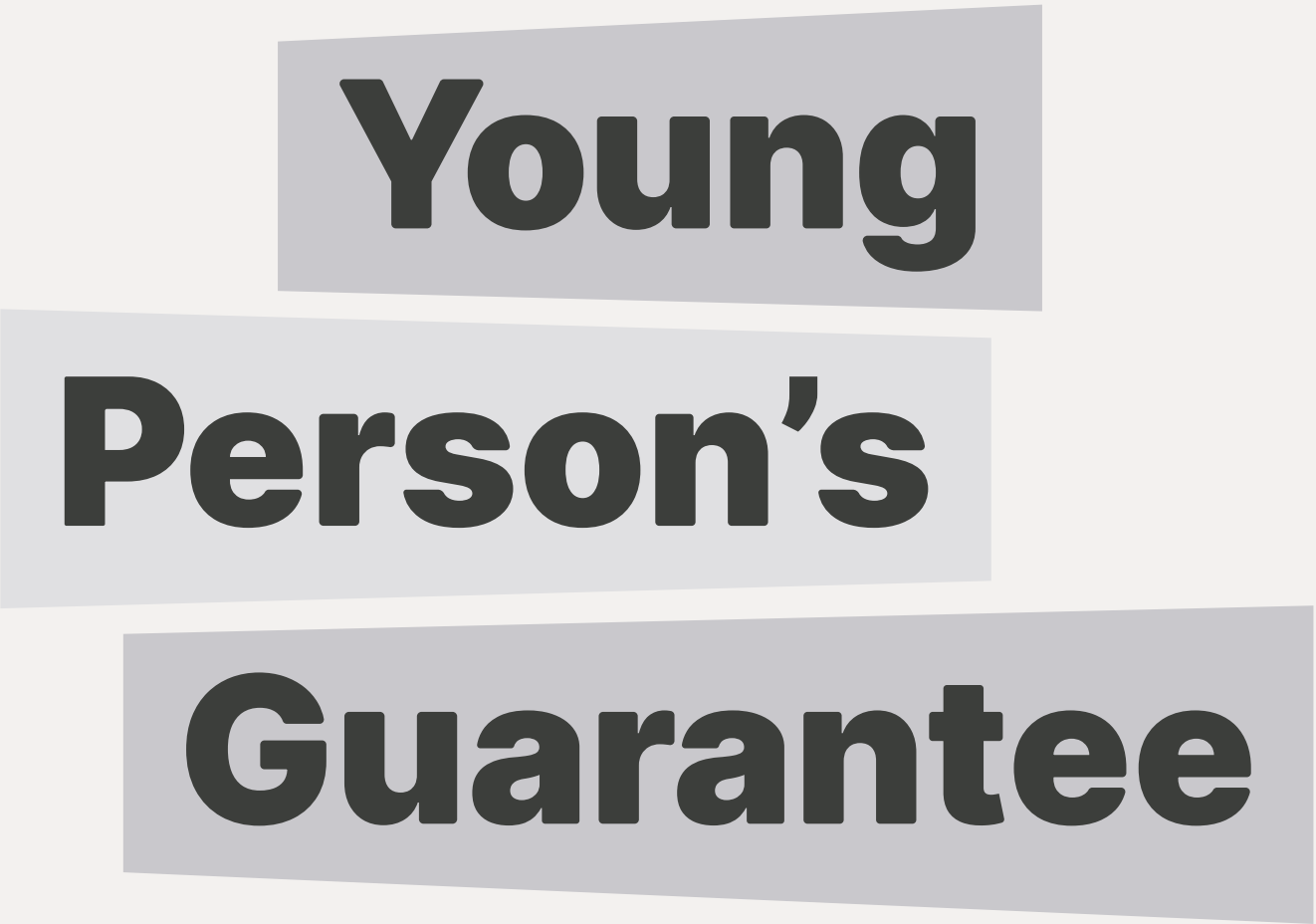
Master logo

The Young Person's Guarantee logo is the primary visual element that identifies us.

The logo is designed to be bold and dynamic. The shapes give a sense of excitement and movement.



Colour



Mono

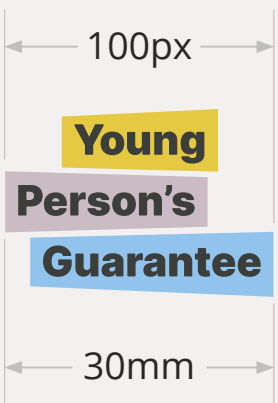
Master logo sizing and clear space

It is important to keep the logo clear and legible.

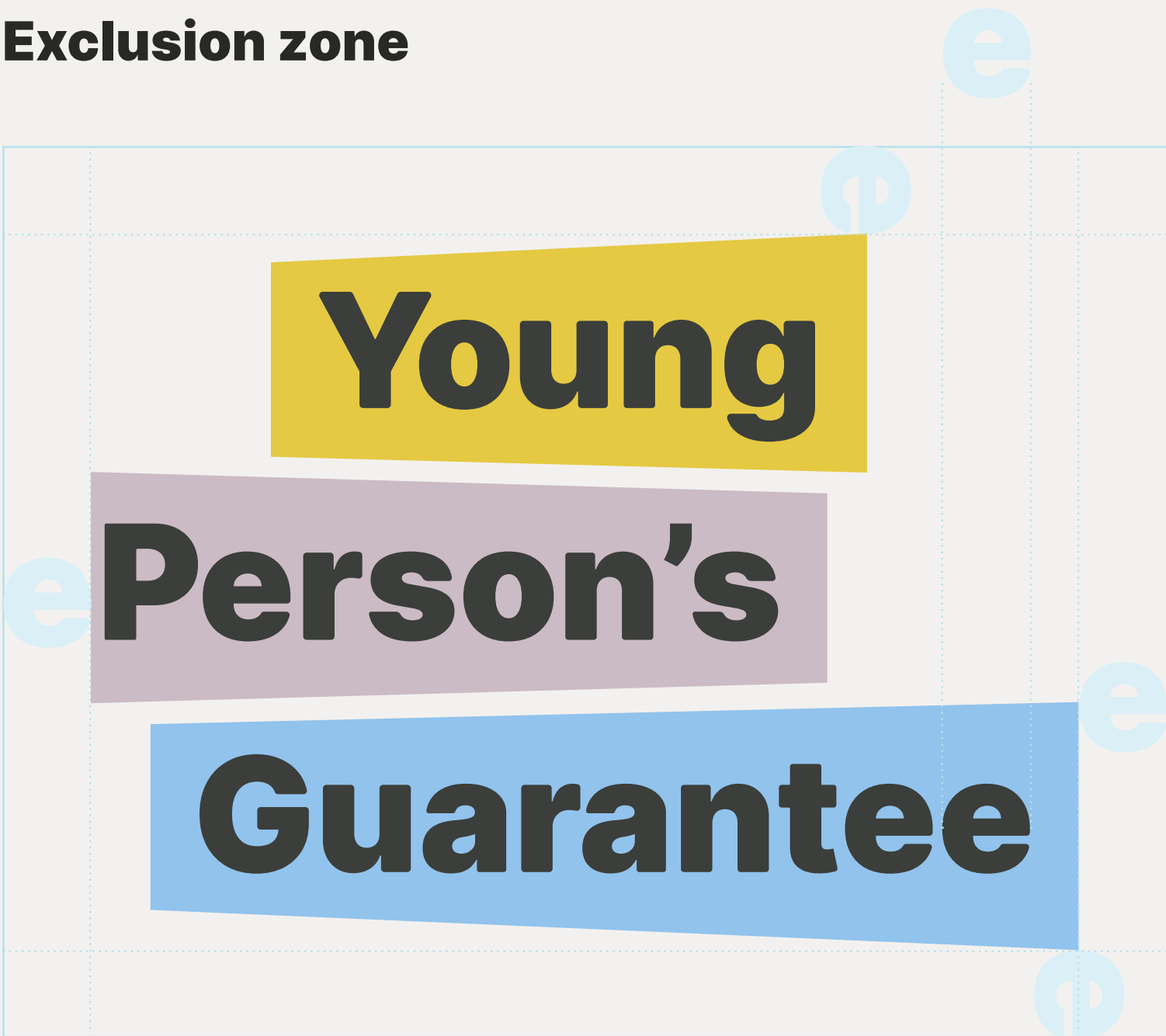
However, when the logo is reproduced at a very small scale, whether in print or digital, the text is no longer legible and its impact is diminished.

The Young Person's Guarantee logo should never appear at less than 100px wide for digital and 30mm in print.

Minimum size



Exclusion zone



Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. The exclusion zone is created from the height of the letter 'e' in the logo.

Master logo - landscape

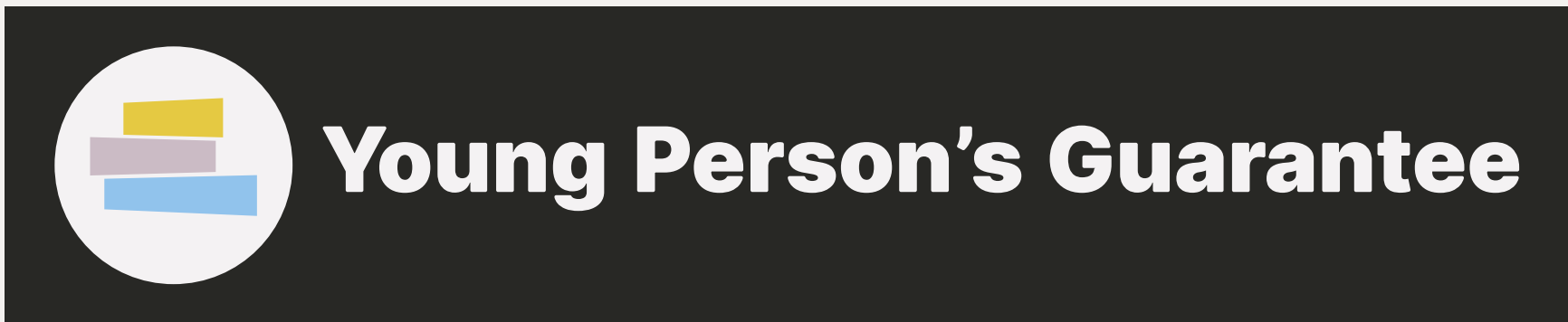
The landscape version of the logo should only be used when space is limited or the logo is applied to a landscape space.



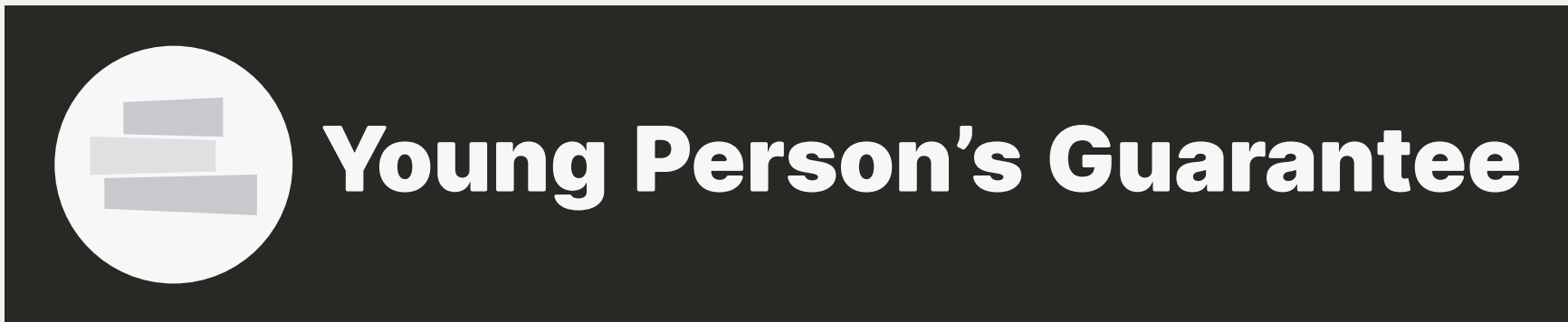
Dark



Dark mono



White

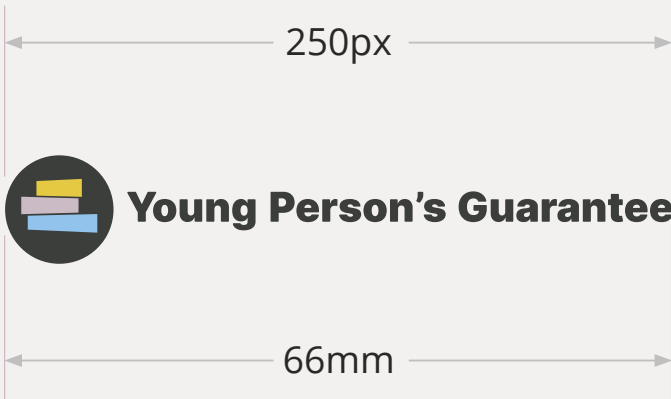


White mono

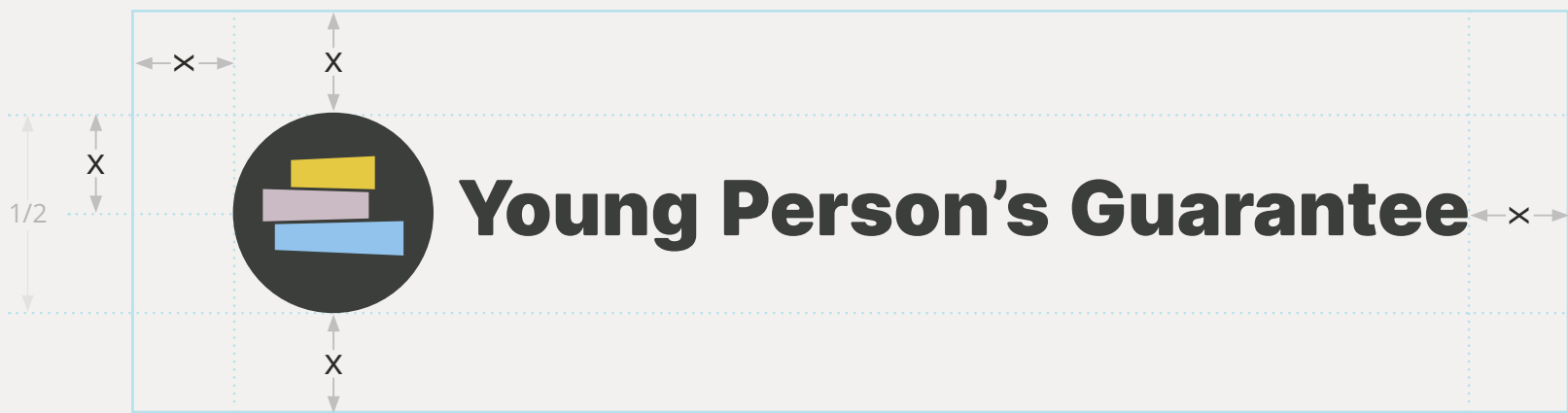
Master landscape logo sizing

Similar rules about minimum sizing and clearspace are applied to the landscape version of the logo.

Minimum size



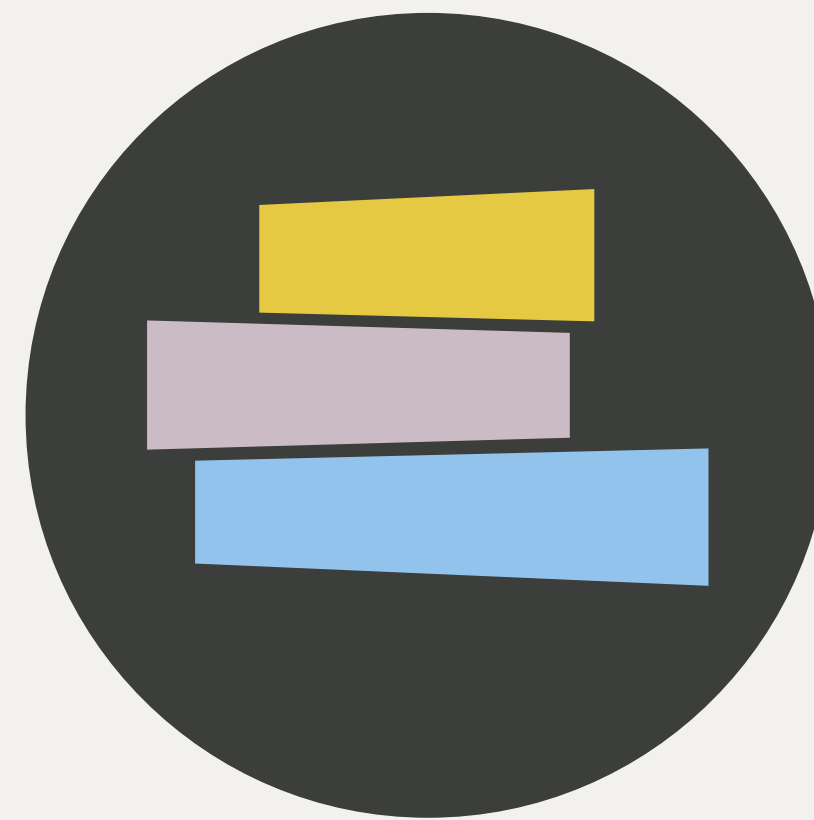
Exclusion zone



Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Master logo - icons

The master logo icon can be used as a social media avatar for example but should be used where the brand name can appear alongside.



Dark



White

Employer logo

The logo is designed for use by employers who have formally committed to the Young Person’s Guarantee.

Further support and information is provided in the Employer’s Brand Toolkit.

The employer logo differs from the main logo but stays close enough for it to be recognisable. It uses the deep blue colour as it connotes feelings of trust, responsibility, security and loyalty. It also includes the word ‘employer’ in the same weight as the logo font.



Main logo

We are a
**Young Person’s
Guarantee Employer**



Stacked logo

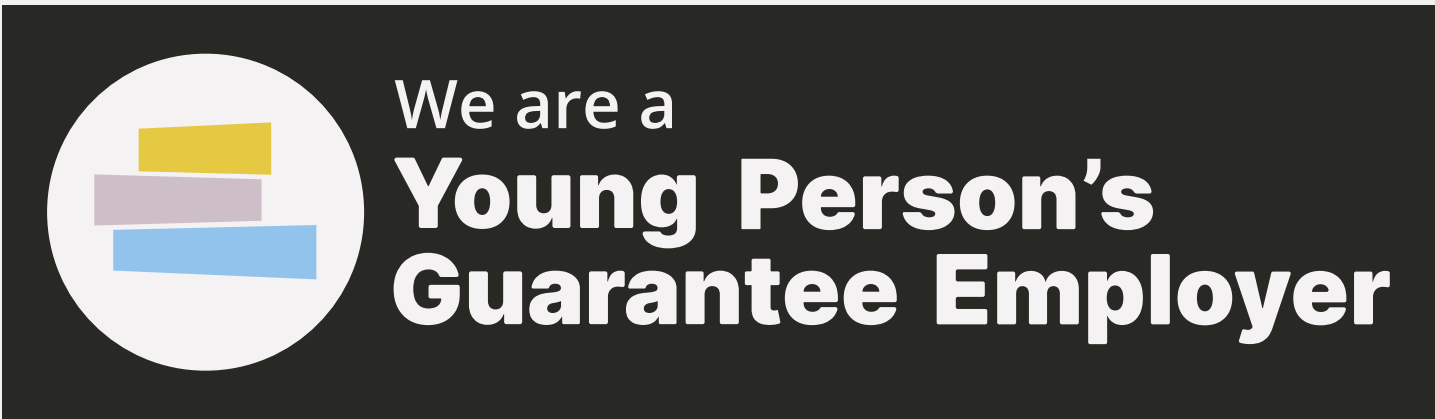
We are a
**Young
Person’s
Guarantee
Employer**

Employer logo variations

Main logo.



Colour



Colour white



Mono black



Mono white



Mono blue



Mono blue reverse

Employer logo variations

Stacked logo.



Colour



Colour white



Mono black



Mono white



Mono blue



Mono blue reverse

Employer logo sizing

Similar rules about minimum sizing and clearspace are applied to the employer version of the logo.

Employer main logo

Minimum size



Exclusion zone



Employer stacked logo

Minimum size



Exclusion zone



Partner logo

This logo is designed for use by partners who are involved in developing and/or delivering the Young Person’s Guarantee.

Further support and information is provided in the Partner’s Brand Toolkit.

The partner logo is similar to the employer logo but uses the light blue colour as a frame. The light blue also suggests feelings of freedom, self expression, wisdom and joy.



Main logo



Stacked logo

Partner logo variations

Main logo.



Colour



Colour reverse



Mono black



Mono reverse

Partner logo variations

Stacked logo.



Colour



Colour reverse



Mono black



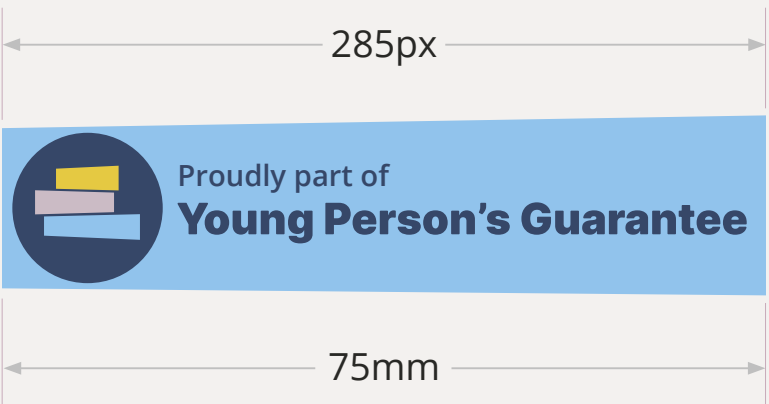
Mono reverse

Partner logo sizing

Similar rules about minimum sizing and clearspace are applied to the parner version of the logo.

Partner main logo

Minimum size



Exclusion zone



Partner stacked logo

Minimum size



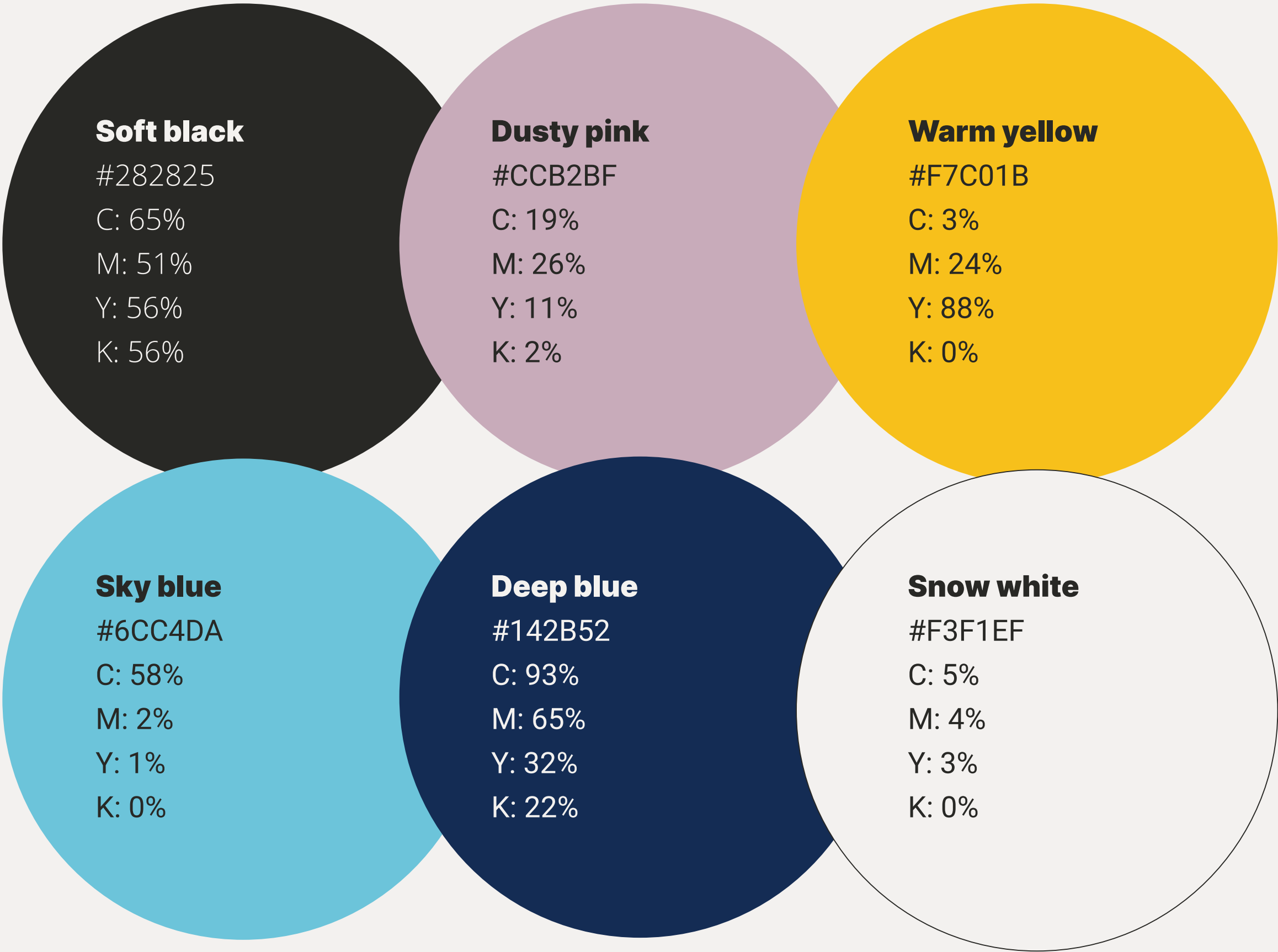
Exclusion zone



Colour

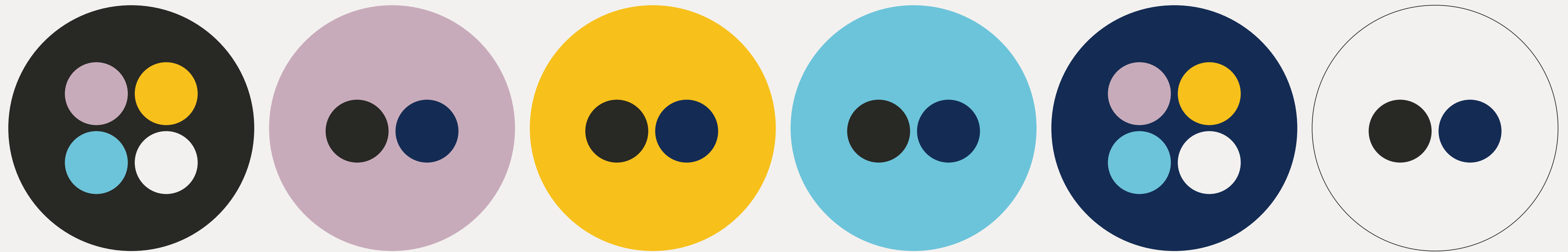
Consistent use of these colours will contribute to the cohesive and harmonious look of the Young Person’s Guarantee brand identity.

These cool and confident colours give an optimistic energy to the brand. Bright but not childish and AAA accessible ensures inclusivity.



Colour contrast

It is essential that these colour combinations be followed to ensure full accessibility of the brand.



Typography

Typography plays an important role in our communication and overall tone. Careful use of typography reinforces our personality and ensures clarity and harmony in all communications.

Display typeface

Our display typeface is Inter. Inter features a tall x-height to aid in readability of mixed-case and lower-case text. This stylish font is used mainly for headlines and large scale type to provide impact.

Inter is a Google font and can be used across printed and digital materials. It's also free and can be downloaded from the link below:

Inter
<https://fonts.google.com/specimen/Inter>

AaBbCcD

Inter

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
£&@?!/+ (.,:;)

Typography

Primary typeface

Our primary typeface used for general copy and longer bodies of text is Open Sans. Chosen for its modern and professional style, Open Sans is a flexible typeface with a range of weights that make it ideal for using across an entire brand system. This stylish font is great for both headlines and paragraph copy to improve readability.

Inter is a Google font and can be used across printed and digital materials. It's also free and can be downloaded from the link below:

Open sans
<https://fonts.google.com/specimen/Open+Sans>

Aa Bb Cc D

Open Sans

Light
Regular
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£&@?!/+(.,:;)

Typesetting

When setting type there are a few simple rules to help ensure that our messaging is clear and consistent.

- ✓ Use Open Sans Regular for main body copy
- ✓ Use a minimum of 12pt for body copy in print
- ✓ Ensure open leading of +5 over the type size: (eg. 12pt on 17pt leading)
- ✓ Set type ranged left

Beriamus aperehe ndessimaio consendae. Itatece ratemqu iduntib uscidio rrovidende dus ea volorum eos quanto vid eium sed mos magnati ssimet laturibeatem enis soluptati cus qui acia sitam quos etur? Seculli tatqui verion non peristibusam sus ant quam dolupientia sendi dolores conet exerchi liquiae non eniam cum ut ea nescimi liciam, omniendaest, sedi coratius inctur autem harum hil illoris autem eaturerum volorio blaborp orehend.

- ✗ Do not mix typeface weights or sizes within a paragraph
- ✗ Do not use block capitals
- ✗ Do not use negative tracking (closing the letter spacing)
- ✗ Do not use tight leading (no space between lines)
- ✗ Do not add other typefaces
- ✗ Do not justify text

Beriamus aperehe NDESSIMAIO CONSENDAE. Itatece ratemqu Iduntib **uscidio** rrovidende dus ea volorum eos quanto vid eium sed mos magnati ssimet LATURIBEATEM enis soluptati cus qui acia sitam quos etur? Seculli tatqui verion non peristibusam sus ant Quam Dolupientia sendi **dolores** conet exerchi liquiae non eniam cum ut ea nescimi liciam, omniendaest, sedi coratius inctur autem harum hil illoris autem eaturerum volorio Blaborp Orehend.

Typesetting example



Accessibility

It is important that the Young Person's Guarantee is inclusive. Therefore we need to be as accessible as possible for all audiences.

Public Sector Bodies are required by regulation to ensure that digital services are accessible. This means that they must comply with the Web Content Accessibility Guidelines version 2.1 Level A and AA Success Criteria and have a compliant accessibility statement.

This checklist is not a comprehensive list of accessibility checks but do capture some key issues that should be addressed to maximise inclusion for print.

- Use plain language and a minimum type size of 12pt, for print
- Justify type on the left
- Don't print sentences in block capitals
- Allow for 1/2 a space between sub bullets
- Use bold rather than upper case for emphasis
- Word spacing should be even and left justified
- Avoid hyphenation – words should not be divided or split across a line break
- Line spacing should be 1.5
- An ideal average line length should be between sixty and seventy characters per line
- Avoid printing text over busy design – keep layouts clear and clean
- Keep text and design separate – group information logically
- Guide the user with a contents page and index
- Allow a good margin around columns and use a vertical rule if space is tight
- Page numbers and headings should be consistent
- Use matt rather than glossy paper
- Provide sufficient space for completion of boxes on forms, including 'tick' boxes
- Make sure that numerals are clear
- Images/colour alone should not be used to convey information

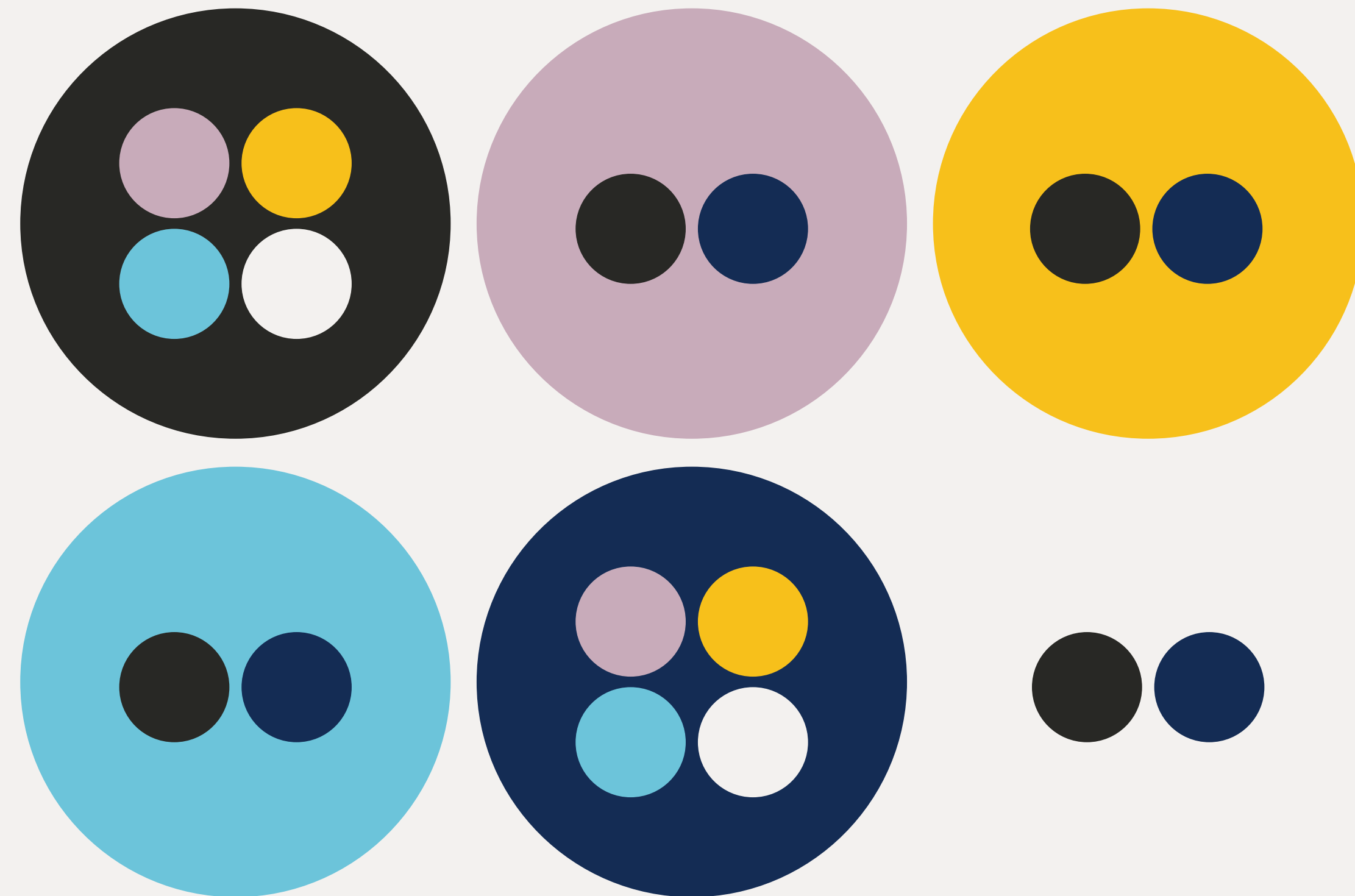
Accessibility – Colour contrast

People with low vision often have difficulty reading text that does not contrast with its background. Providing a minimum contrast ratio between the text and its background can make the text more readable.

To keep things accessible to everyone we need to be careful when using colours together.

This page gives you the guidance on how to combine text and colour and stay legible.

These rules conform to Web Content Accessibility Guidelines (WCAG) 2.1 guidelines for contrast accessibility.



Photography

Style

To provide authenticity we should aim to use real and diverse images of young people in Scotland.

Colour

We want our photos to have a warm, and welcoming feeling. Colour should feel natural but not flat – no filters or effects, no black-and-white unless intended for monochromatic application. Try to incorporate tones and highlights that will bring a richness and depth to the image.

Light

Our imagery should convey real situations, and their natural lighting. Avoid using over-considered lighting like sunsets, or stylistic shadows and reflections.



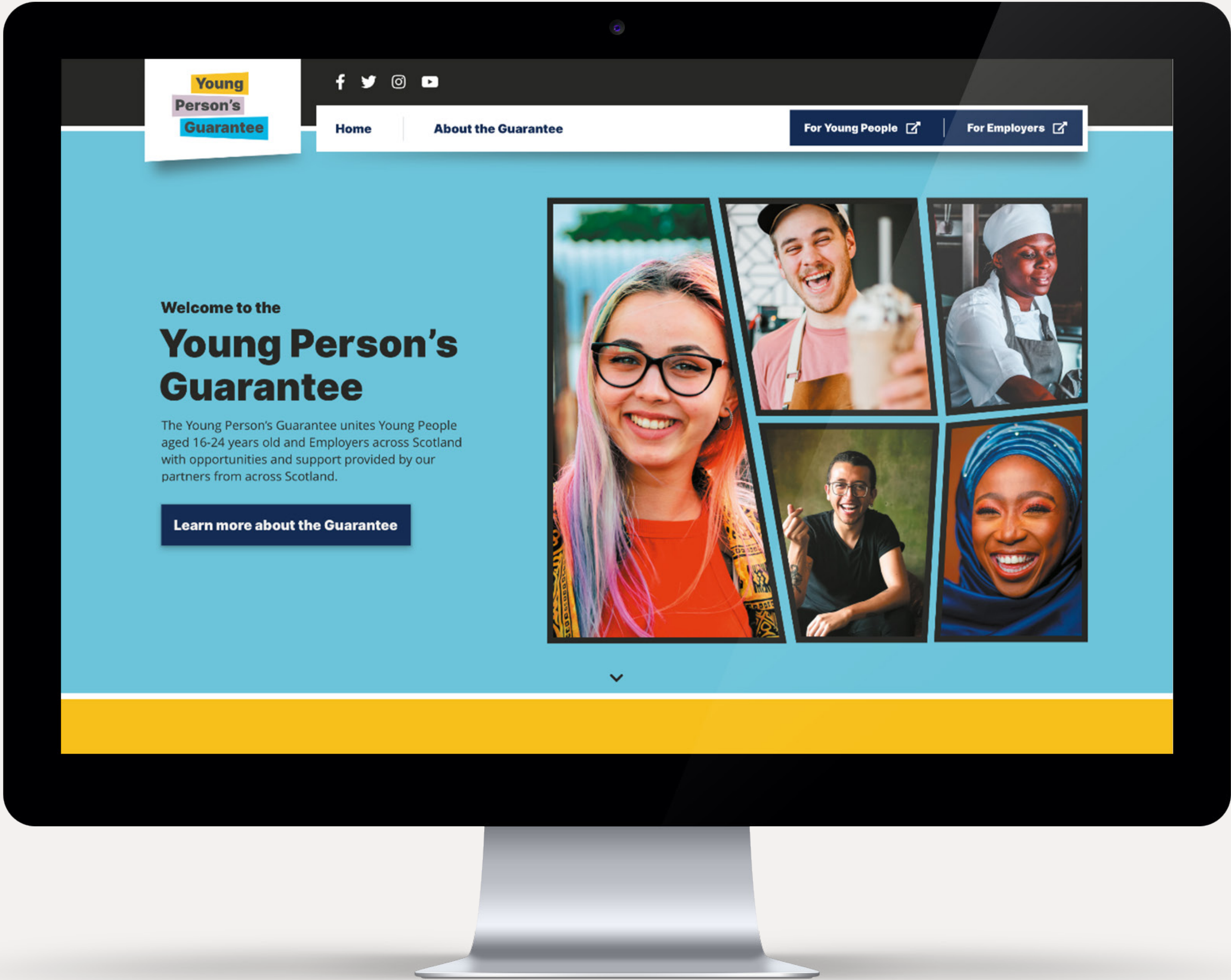
Application examples

Layout



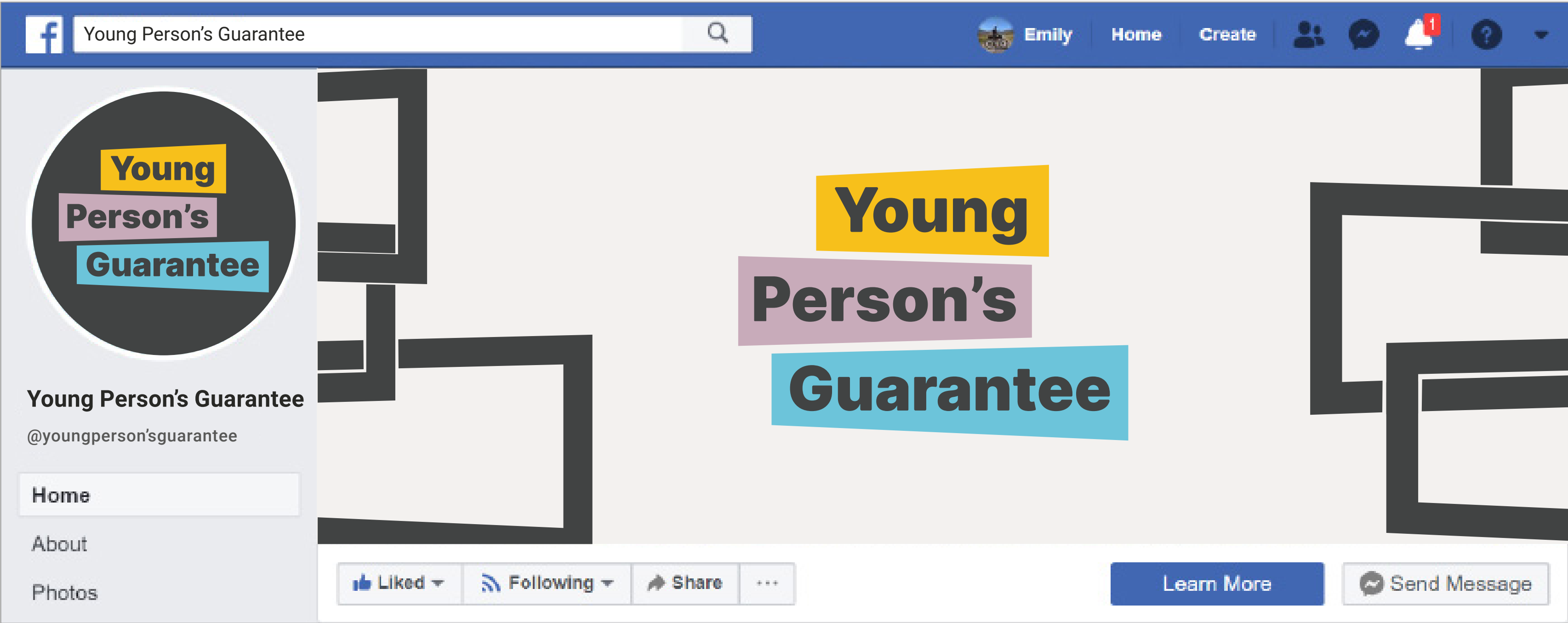
Application examples

Website



Application examples

Social



Application examples

Social



Young Person's Guarantee

@YoungPerson'sGuarantee



Abore volor sitam simus et lab in rerciat
incipisquiam ipis sunt adit, invelle cuptatur?
Quia cuptur aliquos quam experum ere, quis



5:11 PM

133 RETWEETS 1,170 LIKES





Young Person's Guarantee

@YoungPerson'sGuarantee



Abore volor sitam simus et lab in rerciat
incipisquiam ipis sunt adit, invelle cuptatur?
Quia cuptur aliquos quam experum ere, quis



5:11 PM

133 RETWEETS 1,170 LIKES





Name of partner

@NameofPartner



Abore volor sitam simus et lab in rerciat
incipisquiam ipis sunt adit, invelle cuptatur?
Quia cuptur aliquos quam experum ere, quis



5:11 PM

133 RETWEETS 1,170 LIKES





Name of employer

@NameofEmployer




Abore volor sitam simus et lab in rerciat
incipisquiam ipis sunt adit, invelle cuptatur?
Quia cuptur aliquos quam experum ere, quis



5:11 PM

133 RETWEETS 1,170 LIKES



Thank you

Please contact youngpersonsguar@gov.scot for queries and guidance on the brand identity, to request brand assets, or to request the partner and employer brand toolkits.

