

**Young
Person's
Guarantee**



Partner Toolkit

Version 0.1

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Introduction

Thank you for your support in delivering the Young Person's Guarantee.

This toolkit is offered in addition to the brand guidelines and offers practical tools and assets to help with promotional activity and to communicate your partnership role.

The branding has been designed as an umbrella brand to help young people identify opportunities and support available to them. It should be applied in the promotion of any programmes, services and opportunities designed to support 16-24 year olds in Scotland.

And must be applied to promote programmes or services for young people and employers that have been directly funded by the Young Person's Guarantee.

Please note that the Young Person's Guarantee branding should not be used in any promotional activity that incentivises or rewards employer commitment.

If you have committed to support the Young Person's Guarantee as an employer, you can find further communications help and resources in the 'Employer's Toolkit'.



Language

Key messages

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.

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.

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 main logo should be used when promoting services directly to young people or employers. It can be used as a secondary brand marque alongside your own brand logo.



Colour



Mono

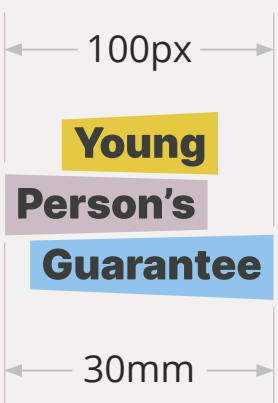
Master logo sizing and clear space

It is important to keep the logo clear and legible.

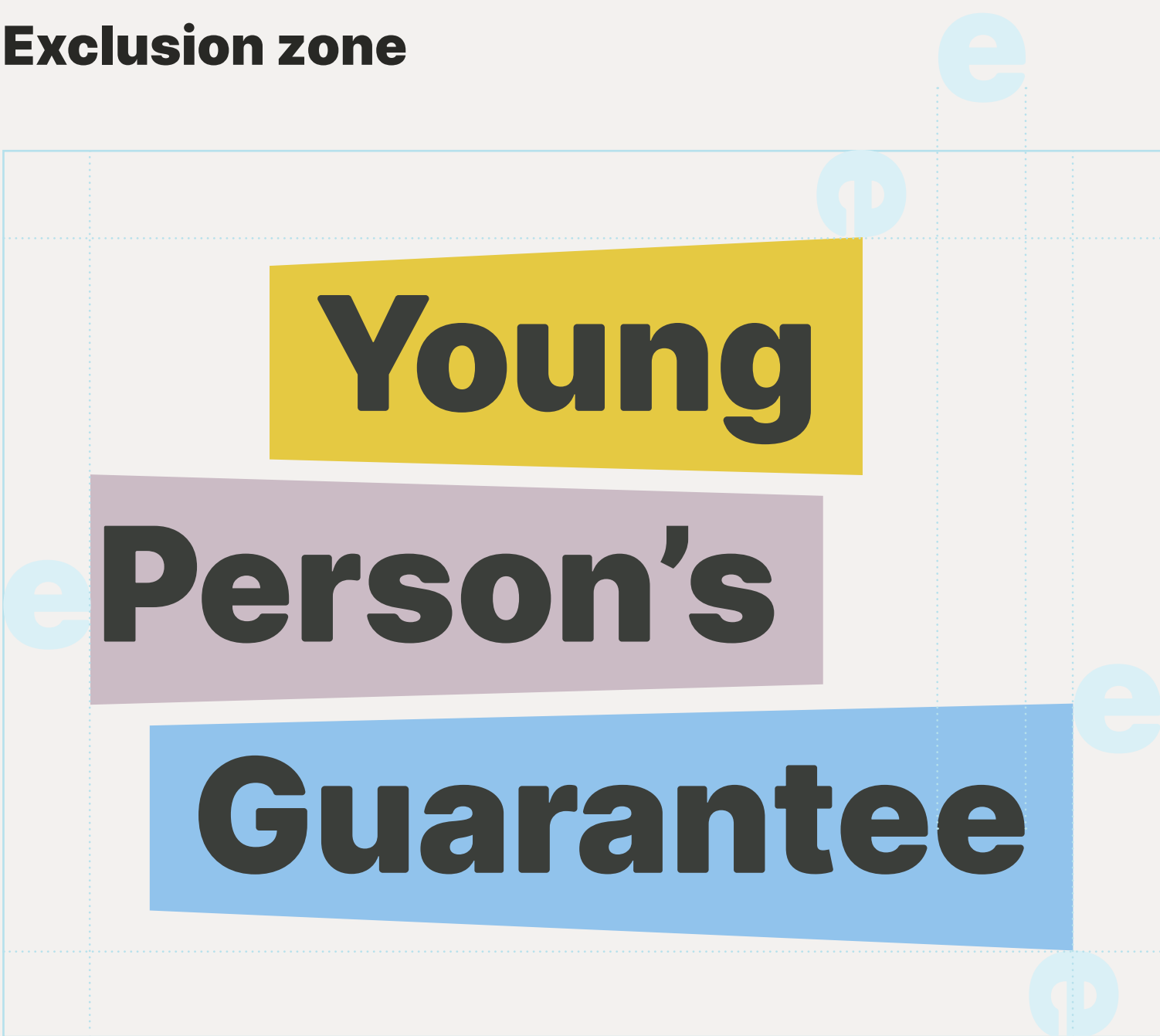
However, when the logo is reproduced at a very small scale, whether in print or digital, the text is no longer legible and its impact is diminished.

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

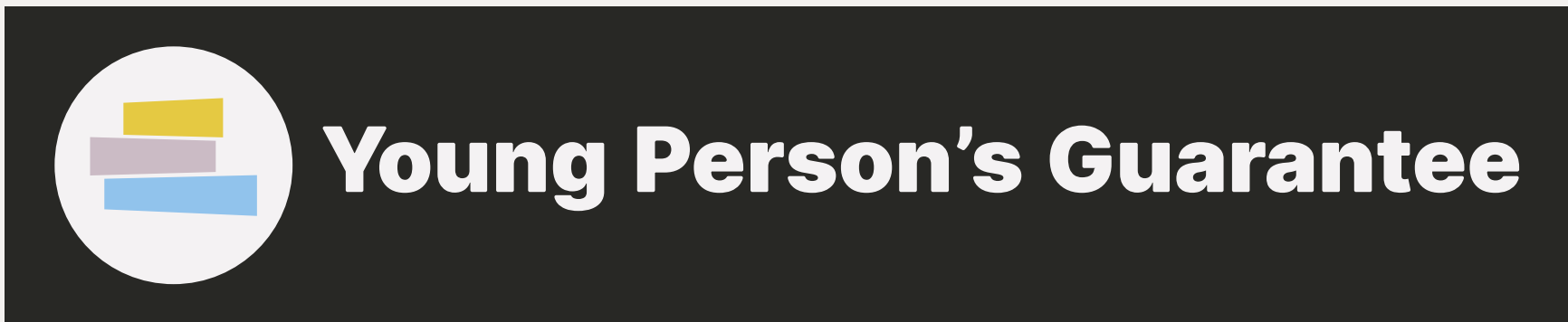
The landscape version of the logo should only be used when space is limited or the logo is applied to a landscape space.



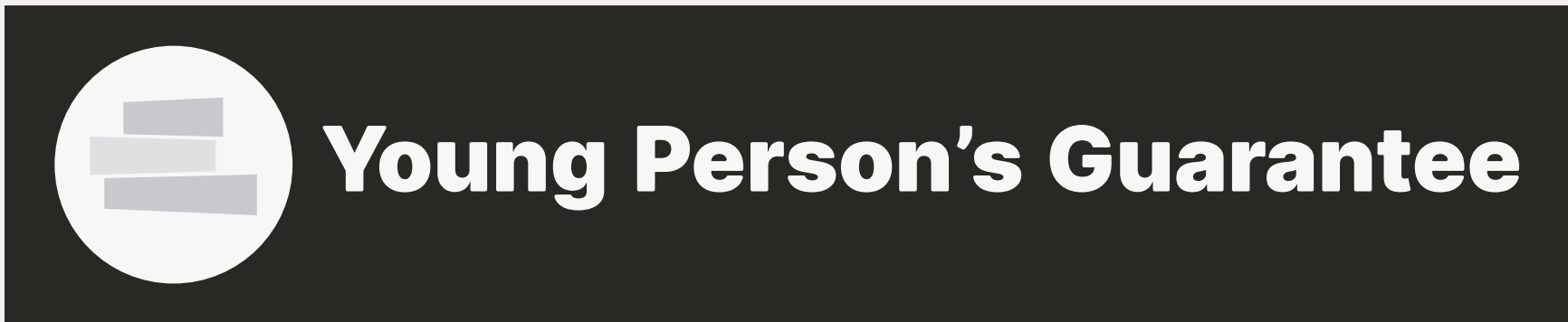
Dark



Dark mono



White

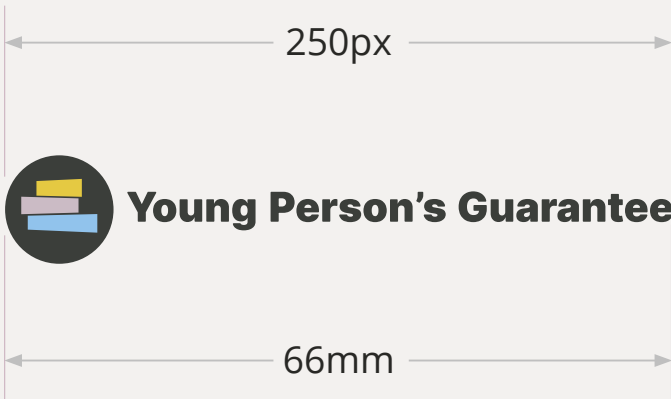


White mono

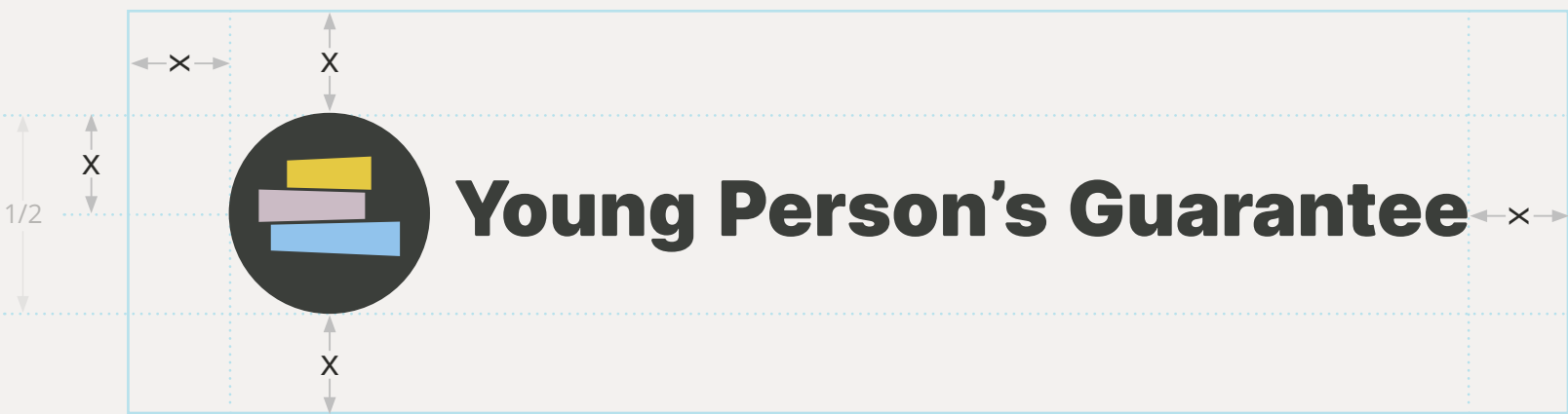
Master landscape logo sizing

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 where space to use the full master logo is limited.



Dark



White

Partner logo

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

The partner logo can be used in corporate communications or to distinguish a service you offer that delivers the ambitions of the Young Person’s Guarantee.



Landscape logo



Stacked logo

Partner logo variations

Landscape logo.



Colour



Colour reverse



Mono black



Mono reverse

Partner logo variations

Stacked logo.



Colour



Colour reverse



Mono black



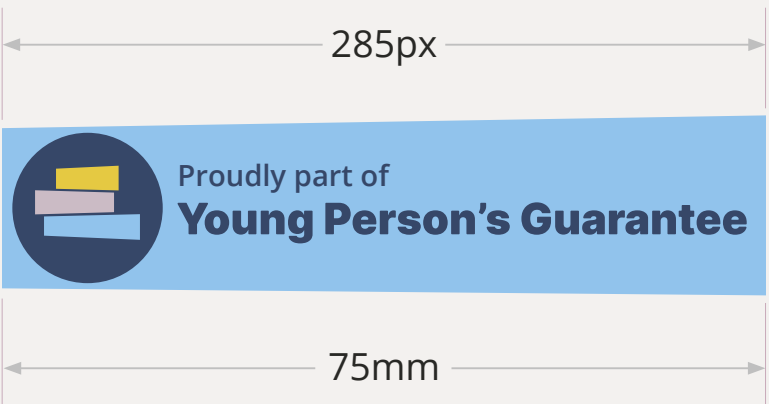
Mono reverse

Partner logo sizing

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

Partner main logo

Minimum size



Exclusion zone



Partner stacked logo

Minimum size



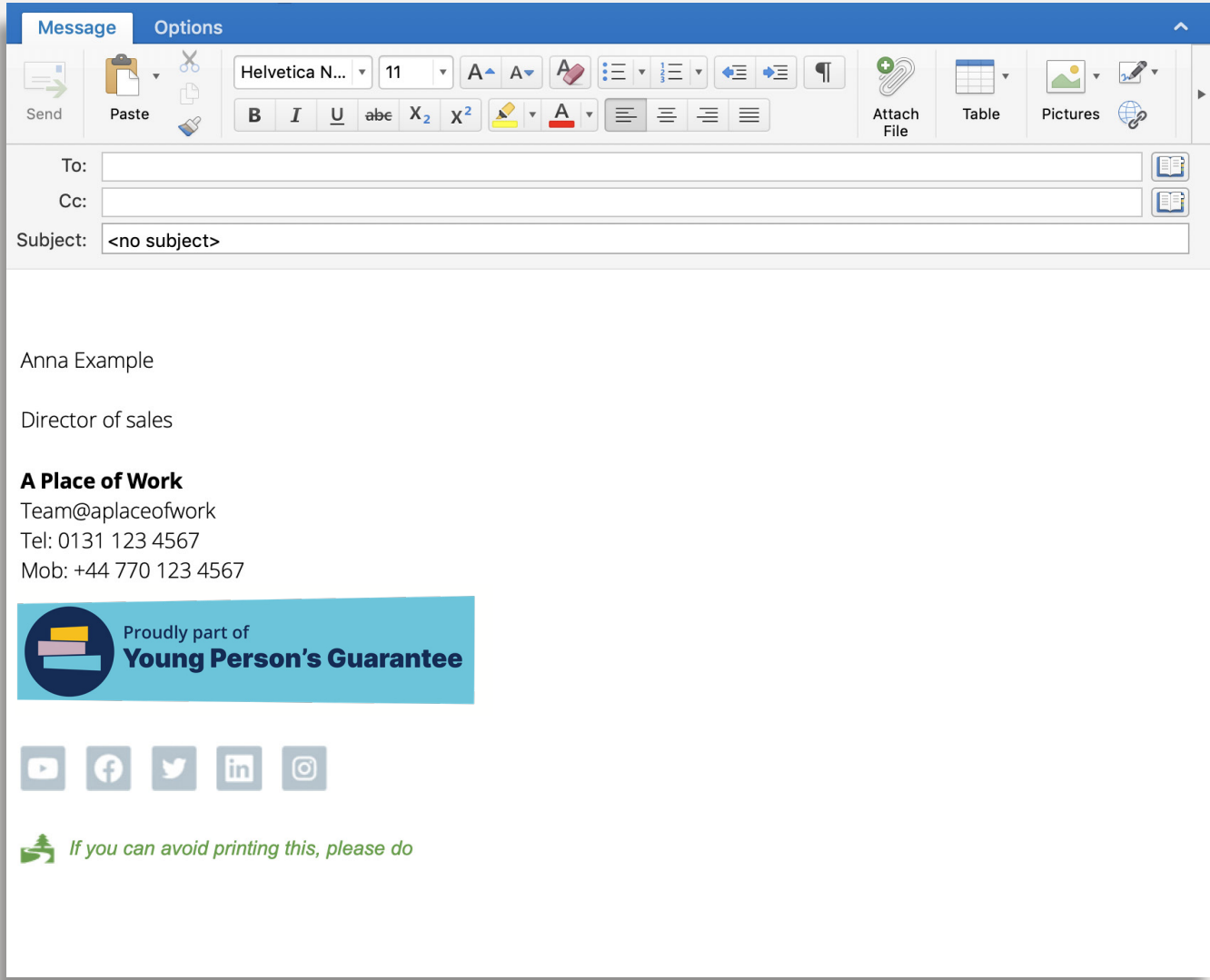
Exclusion zone



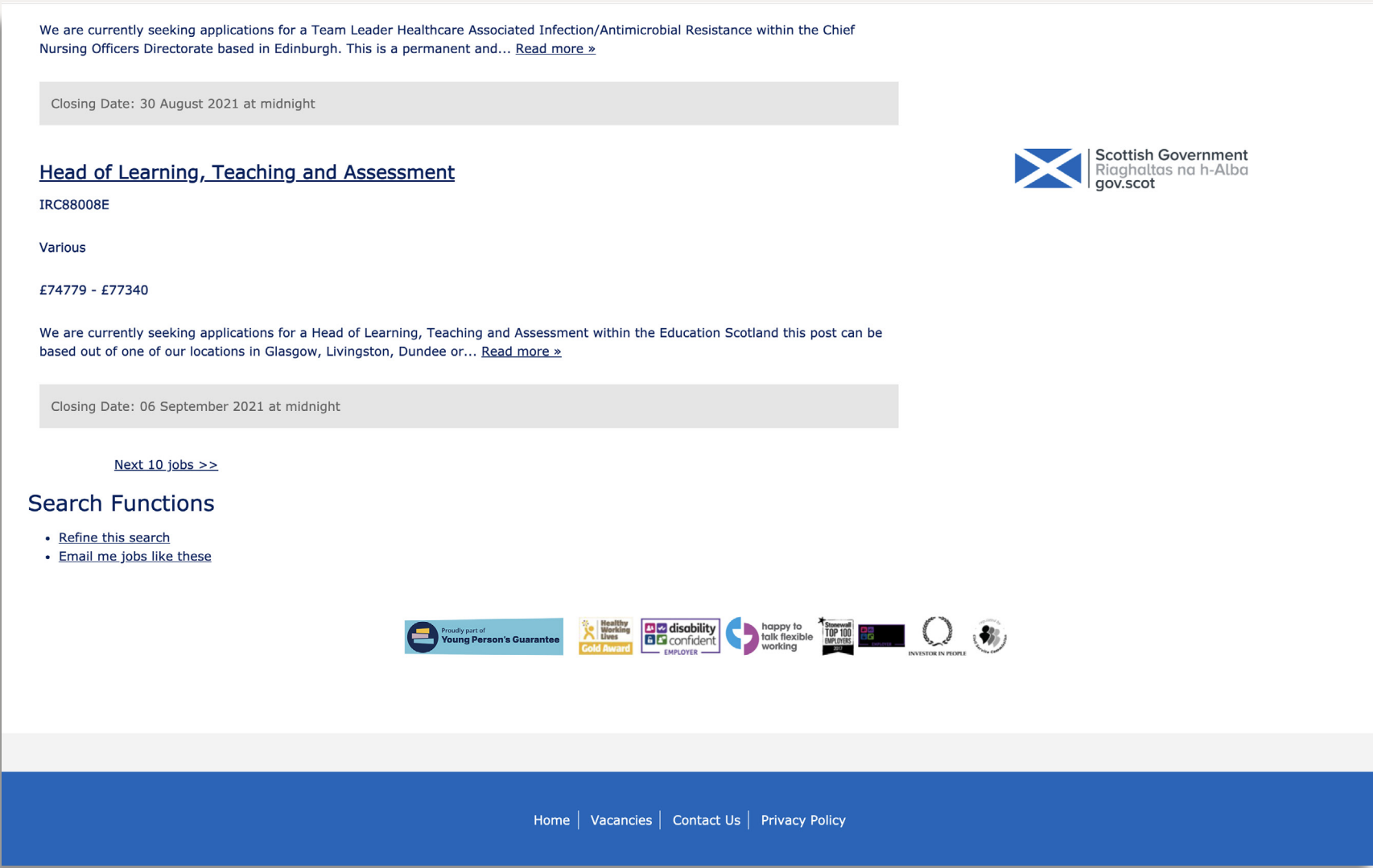
Partner logo application examples



Printed materials



Email signature



Website footer

Main logo application examples



Online



Print





Social media

Kickstart

When promoting the Young Person’s Guarantee and the Kickstart Scheme together, please apply the branding as illustrated in the example. You can also used the approved messaging, which is:

The Young Person’s Guarantee and the Kickstart Scheme work in partnership to develop opportunities for young people.



Government Funded Wage Incentives

Recent funding initiatives from the UK Kickstart Scheme and Scottish Government’s Young Person’s Guarantee mean you may be eligible to receive financial support to provide job placement opportunities for young people aged 16 to 24 years old.

For a **6 month job placement**, you could receive the full cost of paying the young person for between 25 and 36 hours per week, at an hourly rate ranging from the National Minimum Wage up to the Scottish Living Wage.

If you are prepared to offer a **12-month job placement**, with the prospect of a sustainable job at the end of the placement, in addition to receiving the above costs for the first 6 months, you could also receive half the wage of the young person for the following 6 months up to the Scottish Living Wage.

The initiatives provide up to **£1500 funding for employability skills, sector specific training and other eligible set up costs.**


The young person must start their placement before 31 March 2021, be claiming Universal Credit or not be in employment, education or training.

Young

Person’s

Guarantee

KICKSTART
SCHEME

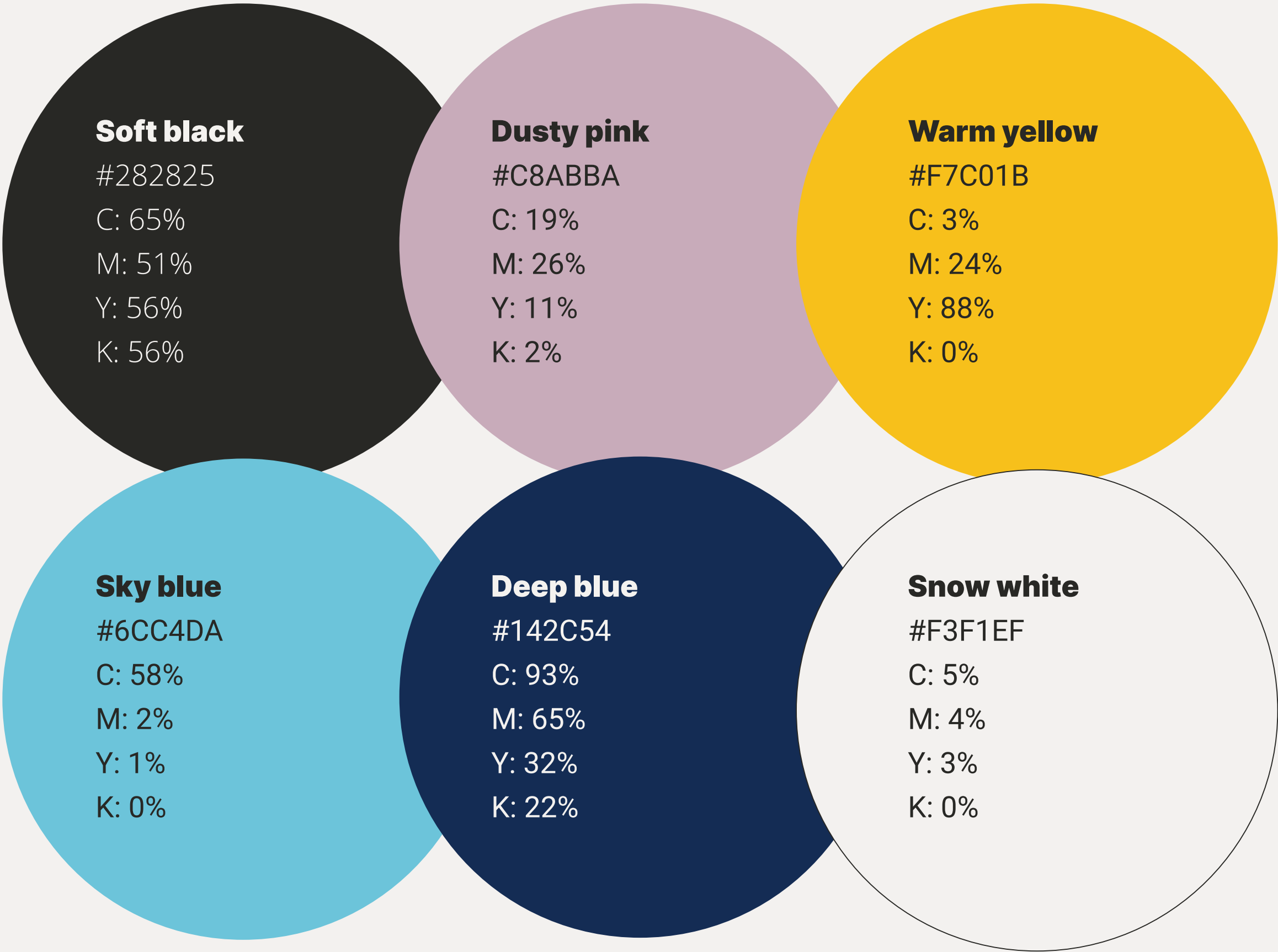
Growing
Rural
Talent

Print

Colour

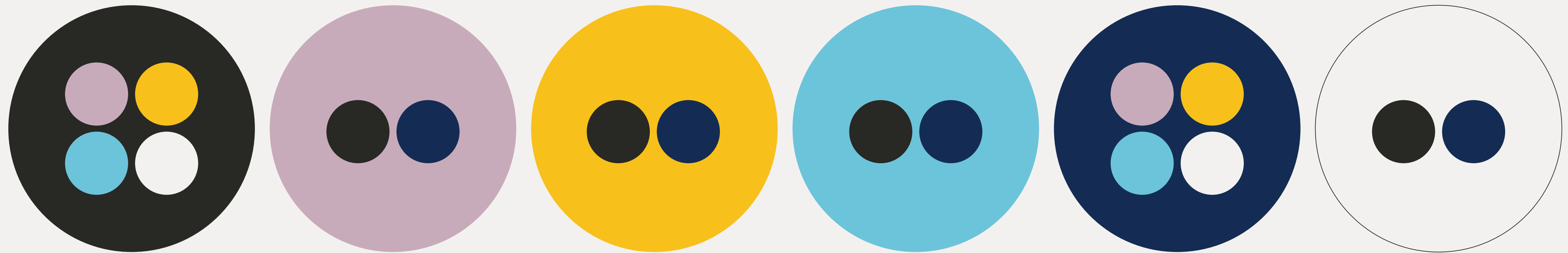
Consistent use of these colours will contribute to the cohesive and harmonious look of the Young Person’s Guarantee brand identity.

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£&@?!/+(.,:;)

Photography

When using photography to illustrate services associated with the Young Person's Guarantee, please use images which are inclusive and diverse.

You can use your own photography or the brand photography provided.

Please note that the images provided should only be used when promoting services which are part of the Young Person's Guarantee.

Ready sized social media images are also available.



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

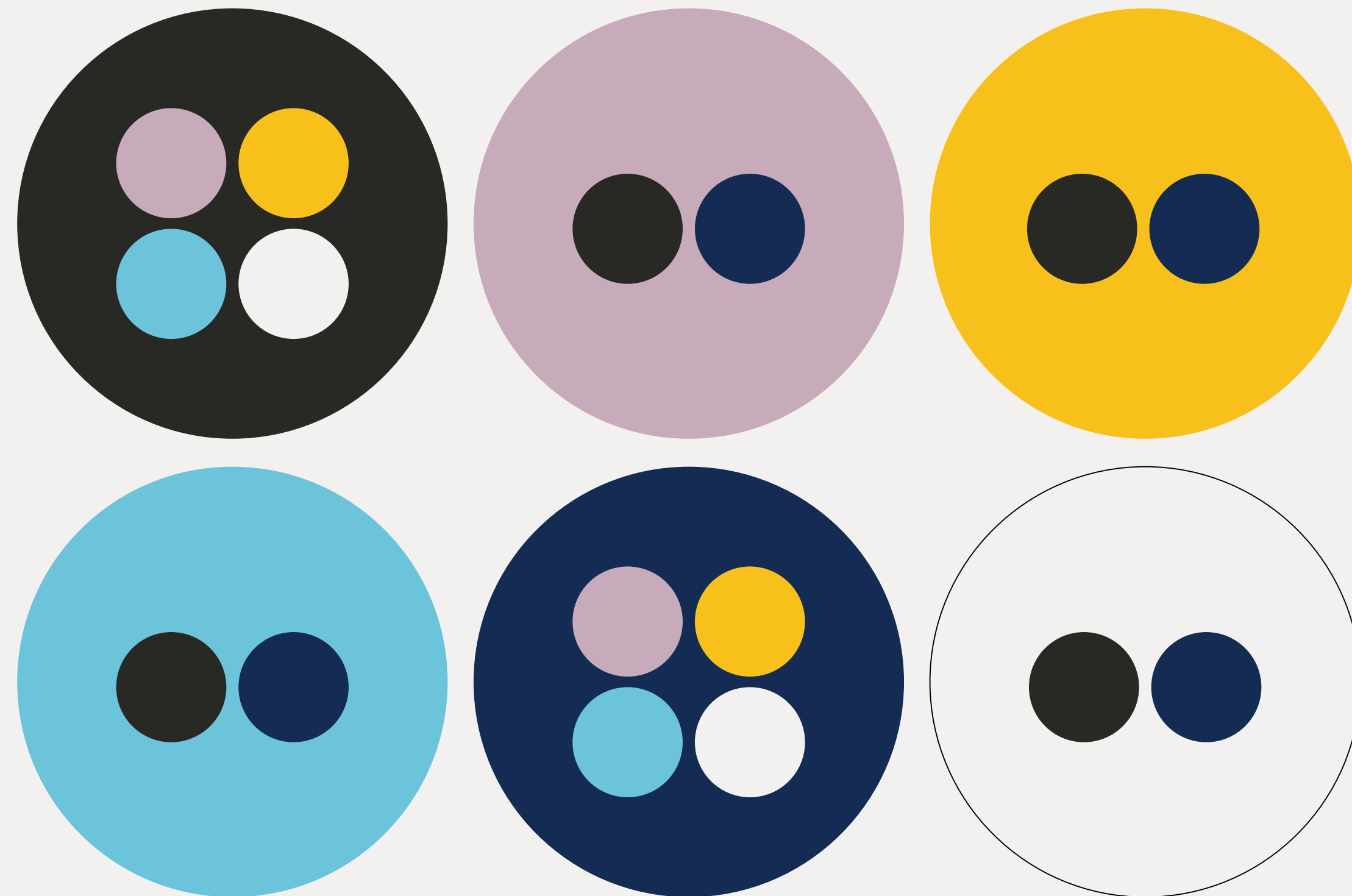
Accessibility – Colour contrast

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) 2.0 guidelines for contrast accessibility.



Thank you

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

