

**Young  
Person's  
Guarantee**



# Employers Toolkit

Version 0.1



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# Introduction

Many thanks for committing your support to the Young Person's Guarantee and creating opportunities for young people.

This toolkit is offered in addition to the brand guidelines and offers practical tools and assets to help you with promotional activity and to communicate your important role as an employer.

## **Some ways you could do that:**

- Announce your involvement in the Young Person's Guarantee through local media, your news channel and on social media.
- Communicate internally on your organisation's role in the Young Person's Guarantee.
- Create content on your website which explains your commitment to the Young Person's Guarantee and link to opportunities you offer for 16-24 year olds.
- Include the employer logo in your recruitment and marketing activity with 16-24 year olds, such as on job adverts, web content, event stands and recruitment administration.
- Use the logo on your organisation's email footer and corporate correspondence.
- Tell the story of your commitment to the Young Person's Guarantee and how you support young people, through case studies and social media content.

## **Terms and conditions of use**

- One of the key functions of the branding is to help young people identify employers who are currently committed to the Young Person's Guarantee. If your commitment lapses, you will be granted a 2 month grace period to renew your support. If you choose not to continue, we will ask that you desist from using the branding.
- The Scottish Government and its key partners reserve the right to withdraw an employer's use of the Young Person's Guarantee branding at any time.

# Communications



# Key messages

- **<Insert employer name>** is proud to commit to the Young Person's Guarantee and join employers across Scotland in creating the best opportunities we can for young people.
- The Young Person's Guarantee is a joint commitment to provide opportunities for all 16-24 year olds in Scotland through jobs, apprenticeships, further and higher education, training programmes and volunteering.
- We plan to provide opportunities for young people through **<Insert details of jobs, apprenticeships, work experiences, training, fair work etc>**.
- **<Insert employer name>** is looking forward to working alongside **<insert DYW regional group name/local authority/local partner>** to deliver opportunities for young people.
- The Young Person's Guarantee makes it easier for young people and employers to connect.





# Sample web copy

**<Insert employer name>** is proud to commit to the Young Person's Guarantee and join employers across Scotland in creating opportunities for young people.

**The Young Person's Guarantee** is a joint commitment to provide opportunities for all 16-24 year olds in Scotland through jobs, apprenticeships, further and higher education, training programmes and volunteering.

**<Insert employer name>** provides opportunities for young people through **<provide details of the jobs, apprenticeships, work experiences, training, fair work etc you offer>**.

**<Link to any relevant pages on your website that provide more detail on the opportunities or young people who've benefitted>**.





# Sample news article

This template can be used to help you develop a news article about your role in the Young Person's Guarantee.

Suggested copy and examples are included. Text in brackets should be replaced with your own relevant information.

Once it is completed please send it to your contact in the Young Person's Guarantee employer engagement team or regional DYW group for awareness, and to source a quote if required.

1. Title: summarise your story in a few words.
2. Intro text: Include information about your commitment, why you're supporting it, and what the Young Person's Guarantee is.  
**Eg. The Young Person's Guarantee is a joint commitment to provide opportunities for all 16-24 year olds in Scotland through jobs, apprenticeships, further and higher education, training programmes and volunteering.**
3. Main text: Insert a description of what opportunities you may already be offering, anything you plan to create, and when. You could include details of any DYW regional groups or local partners that may be helping you to develop these opportunities and anything specifically designed for those who may face the greatest barriers to work.

**Eg: With the support of our local DYW group/local partner, we plan to create X new jobs and apprenticeships over <insert timescale>. Through this partnership, we'll also be engaging with local schools to create work experience opportunities and encourage more young people to consider a career in <insert industry>.**

Include some details about your company, any anticipated growth, and its commitment to employment in the local area or region.

Quotes: Include a quote from a spokesperson in your organisation. Keep it short and positive.

**Eg: <name of project spokesperson> said: "We are delighted to announce our commitment to the Young Person's Guarantee. As an organisation, we believe that investing in young people is an investment in a successful long term future for our company. The Young Person's Guarantee will make it easier for us to connect with young people."**

Supplementary quotes: you could consider further quotes from support partners or young employees. Please contact [youngpersonsguar@gov.scot](mailto:youngpersonsguar@gov.scot) or your local DYW regional group if you would like a Ministerial quote.

4. Notes to editors: useful for any further background information on your company, and the Young Person's Guarantee.
5. Further information: include contact details and the offer of images and interviews if appropriate.



# Social communication examples



Social image



Social text



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**



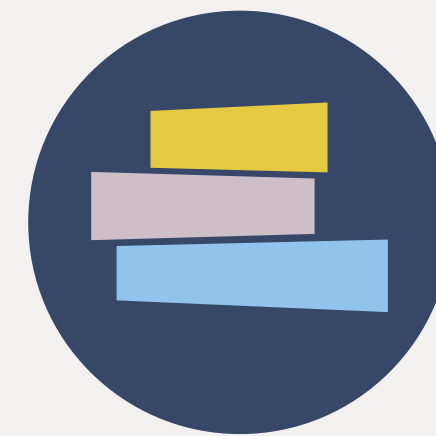
# Employer logo

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

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.

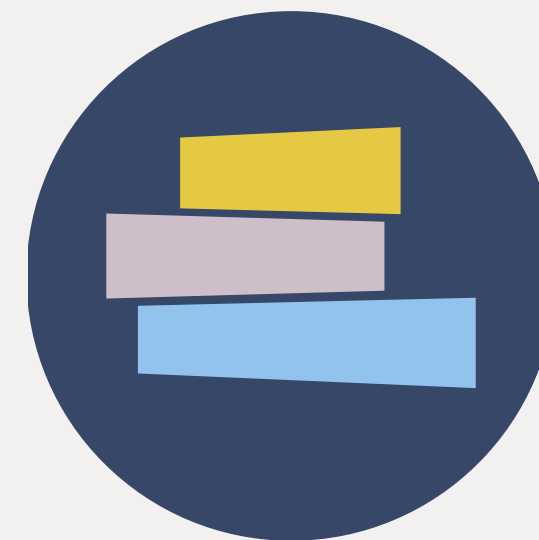
The logo could be used:

- in your email signatures
- in your website
- in social media
- in recruitment literature
- on event stands



Main logo

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



Stacked logo

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

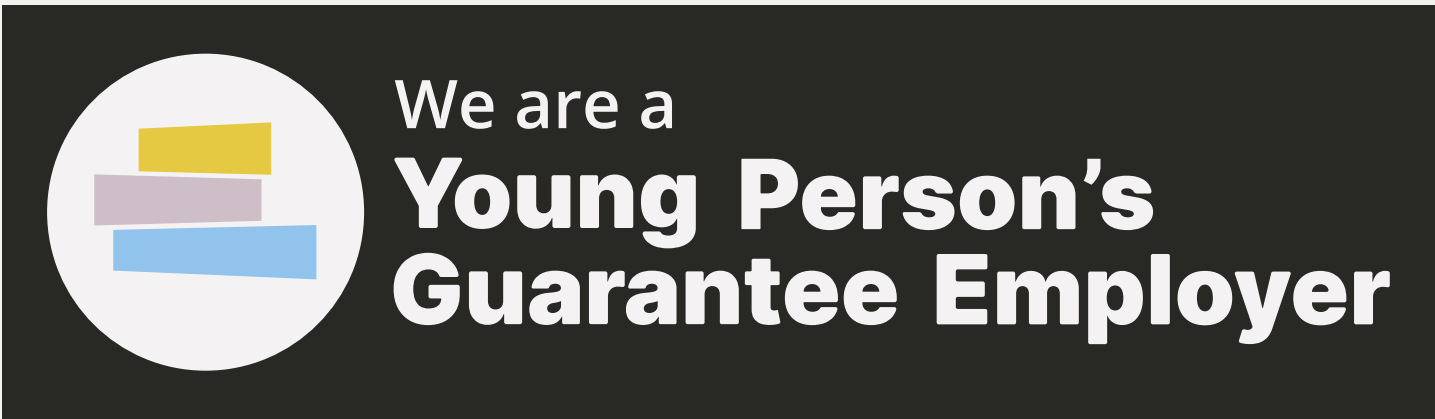


# Employer logo variations

Main logo.



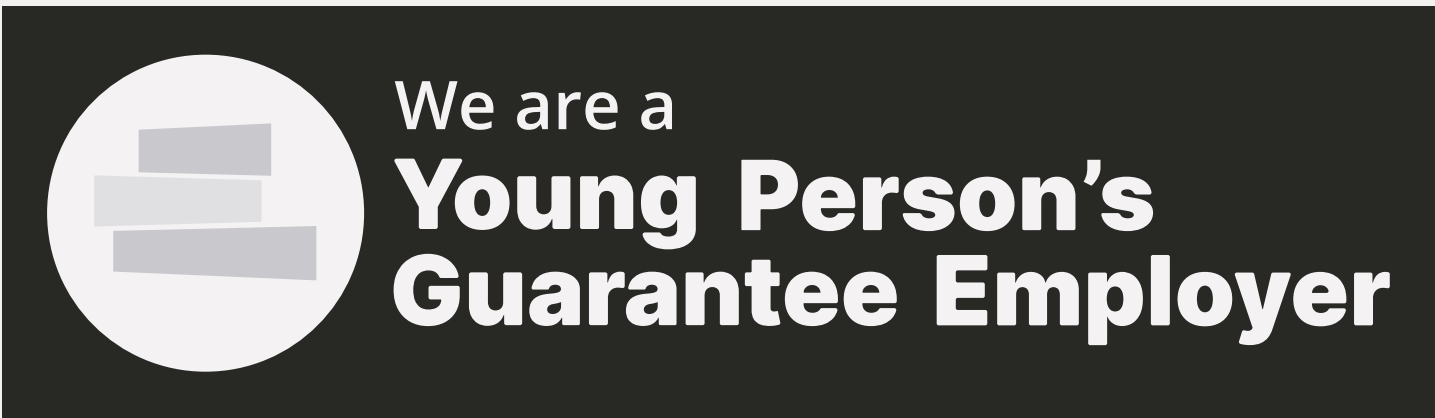
Colour



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

This is the minimum sizing and clearspace which should be applied to the employer logo.

Employer main logo

## Minimum size

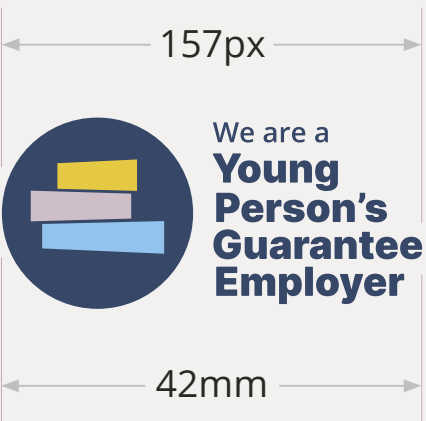


## Exclusion zone



Employer stacked logo

## Minimum size



## Exclusion zone





# Master logo

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

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

The master logo could be used on any promotional activity direct to young people or other employers.



Colour



Mono



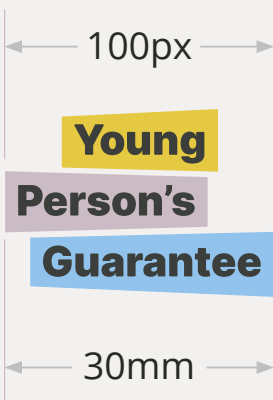
# Master logo sizing and clear space

It is important to keep the logo clear and legible.

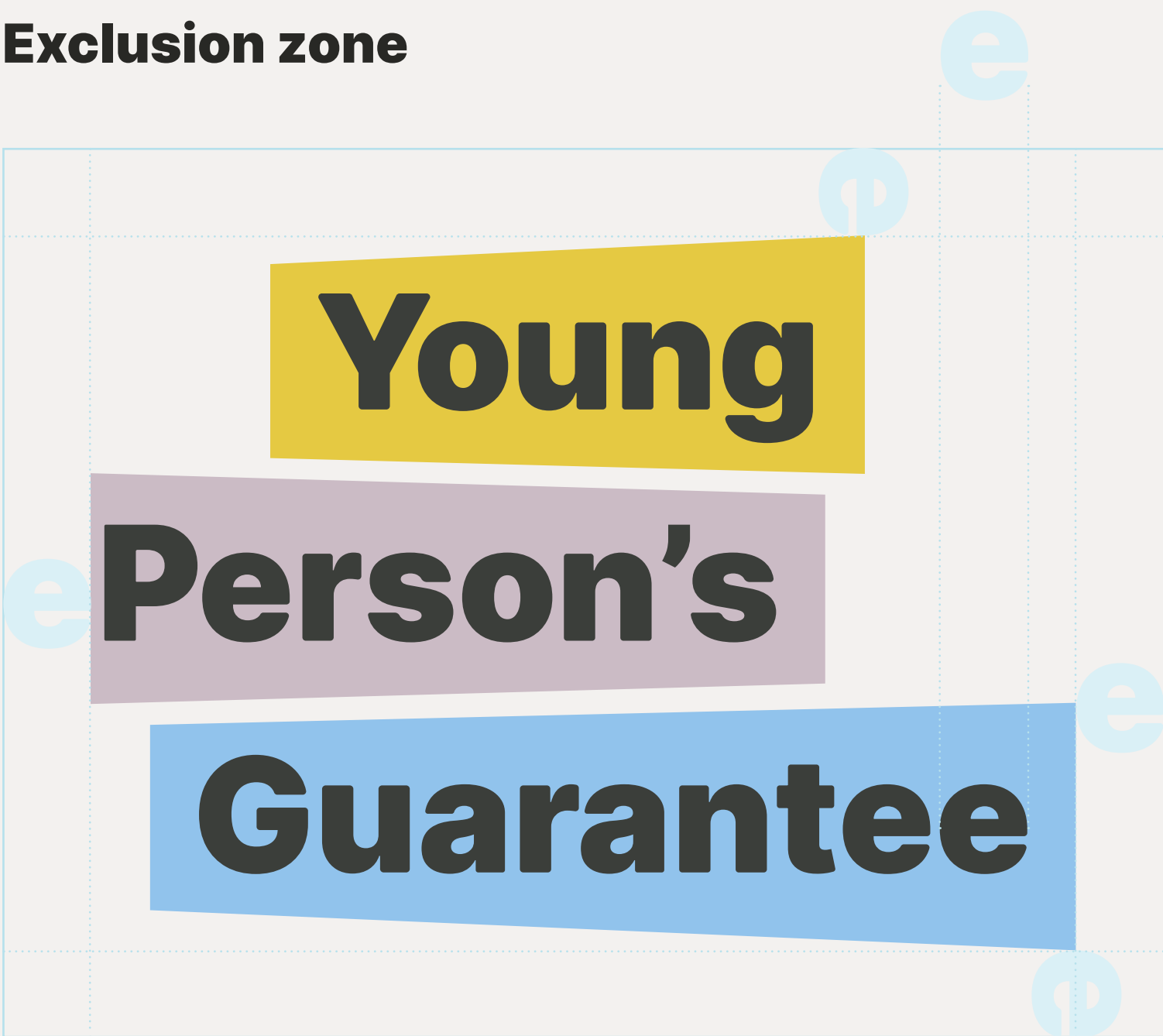
However, when the logo is reproduced at a very small scale, whether in print or digital, the text is no longer legible and its impact is diminished.

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

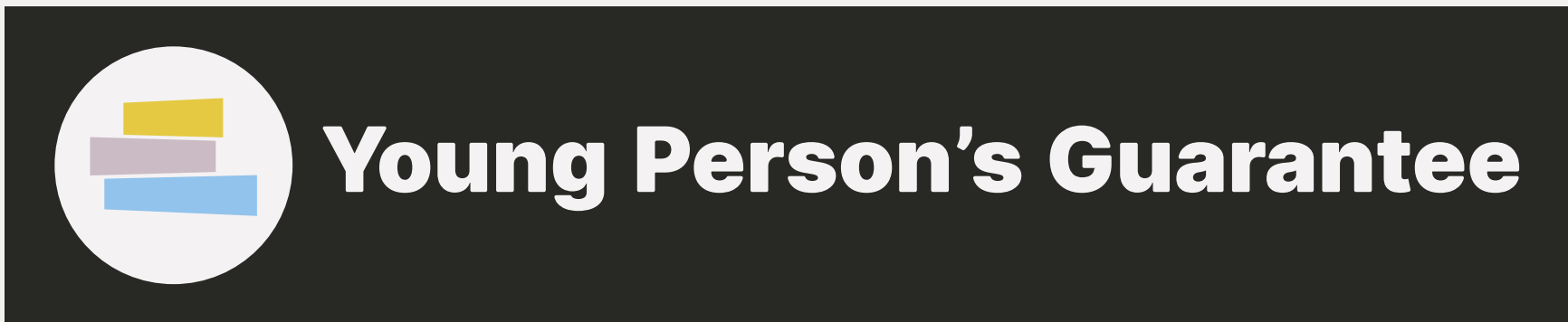
The landscape version of the logo should only be used when space is limited or the logo is applied to a landscape space.



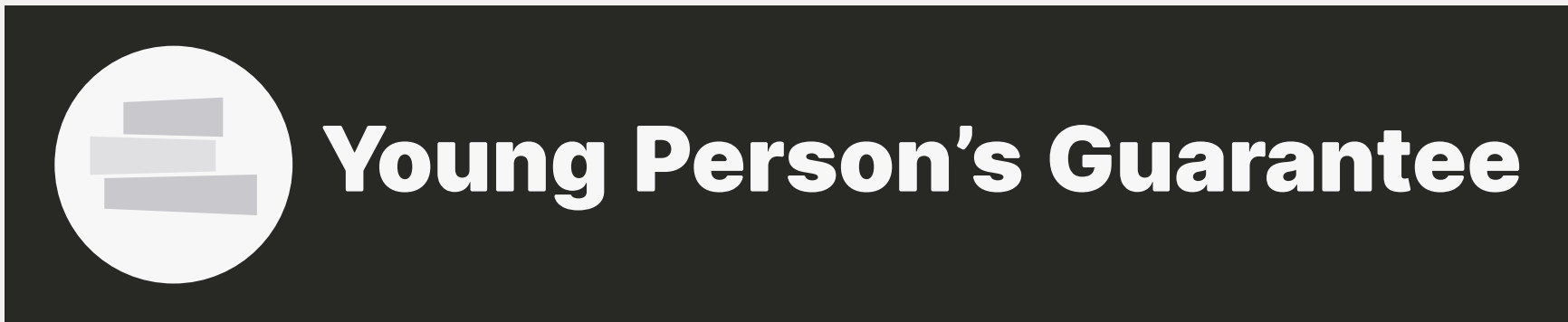
Dark



Dark mono



White



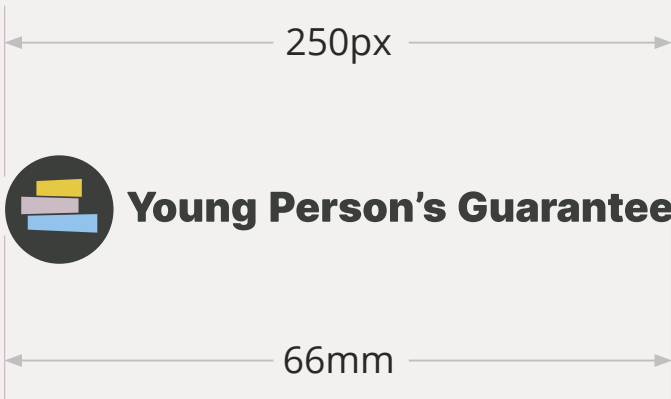
White mono



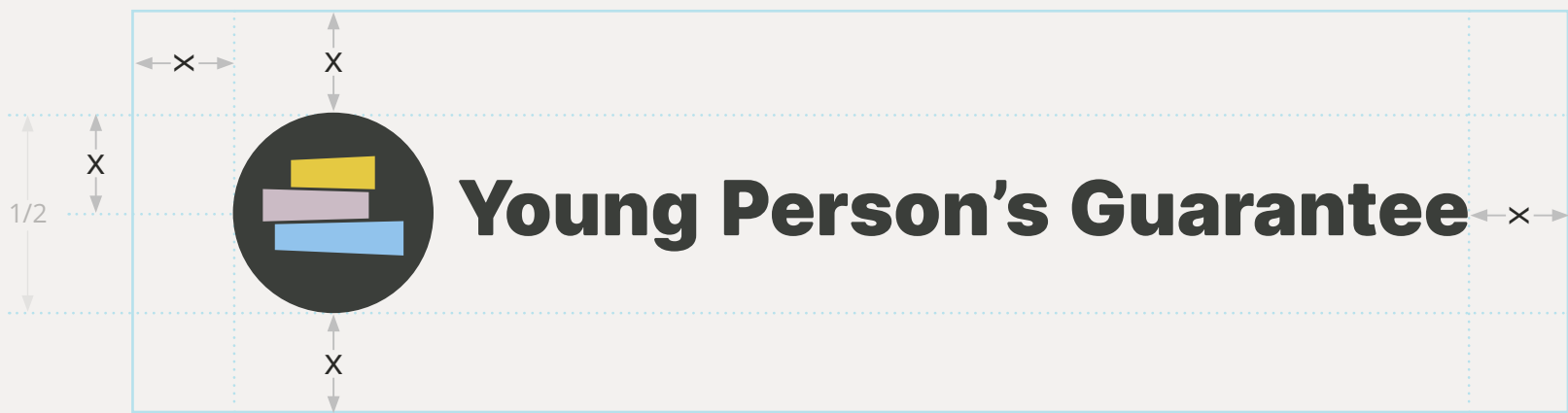
# Master landscape logo sizing

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

## Minimum size



## Exclusion zone

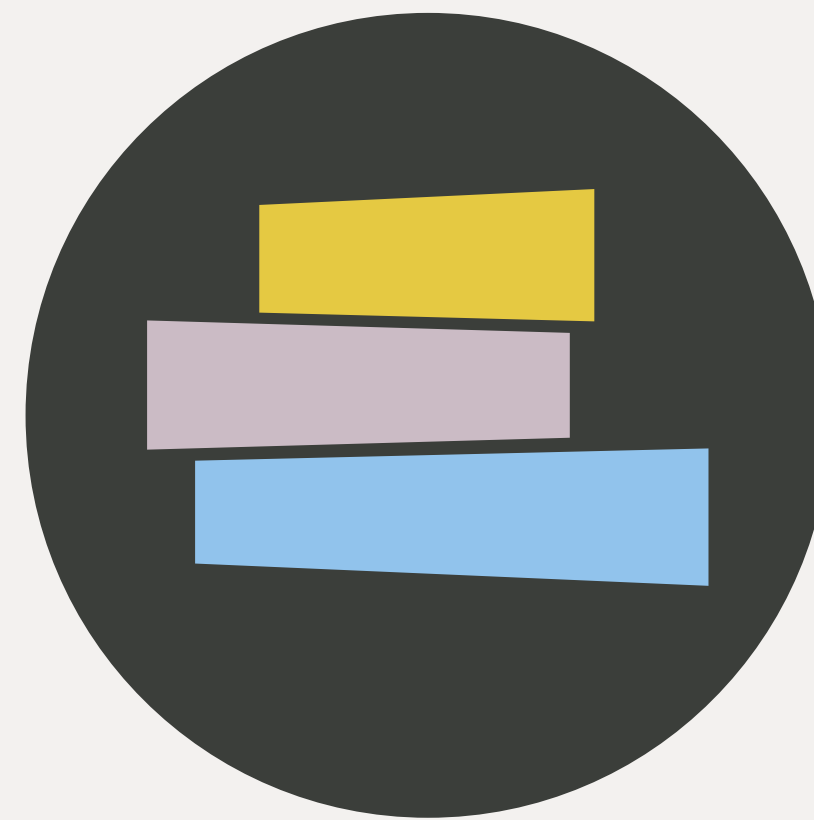


Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



# Master logo - icons

The master logo icon can be used where space to use the full master logo is limited.



Dark

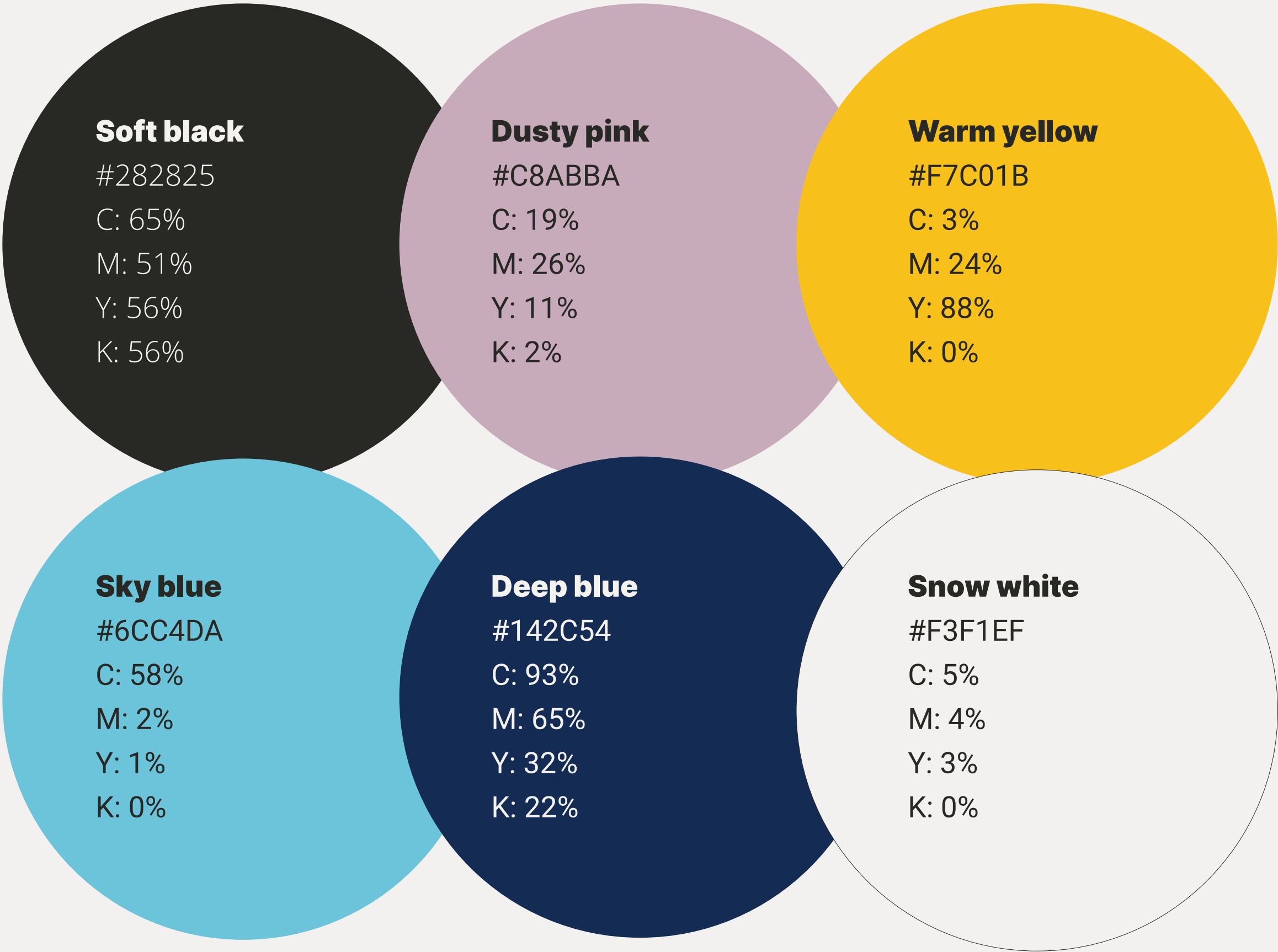


White

# Colour

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

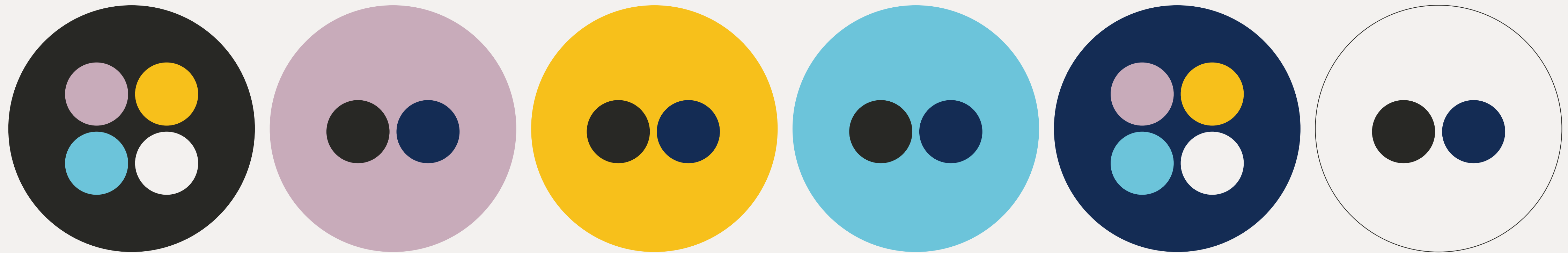
These cool and confident colours give an optimistic energy to the brand. Bright but not childish and AAA accessible ensures inclusivity.





# 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£&@?!/+(.,:;)

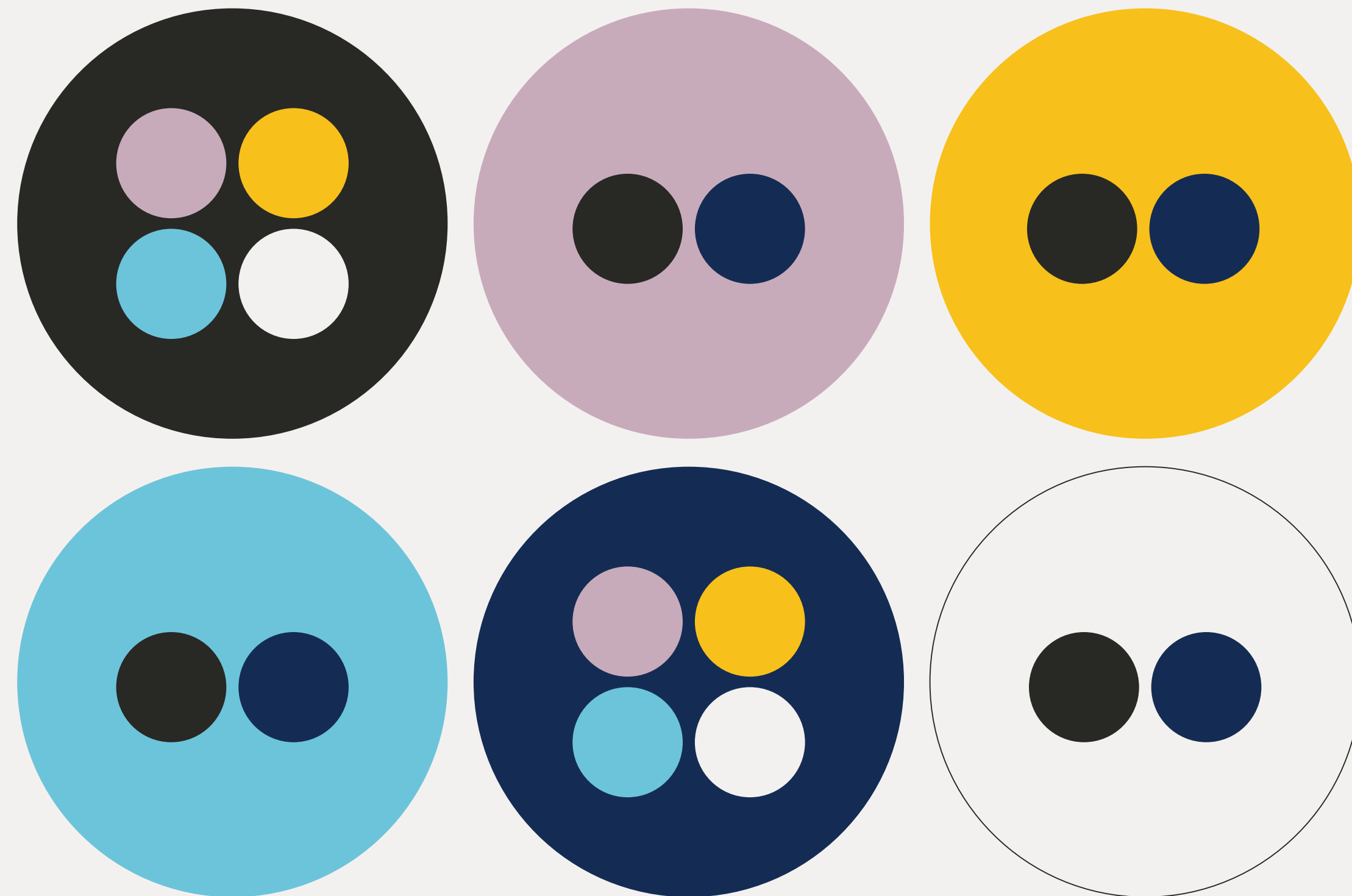
# Accessibility – Colour contrast

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.

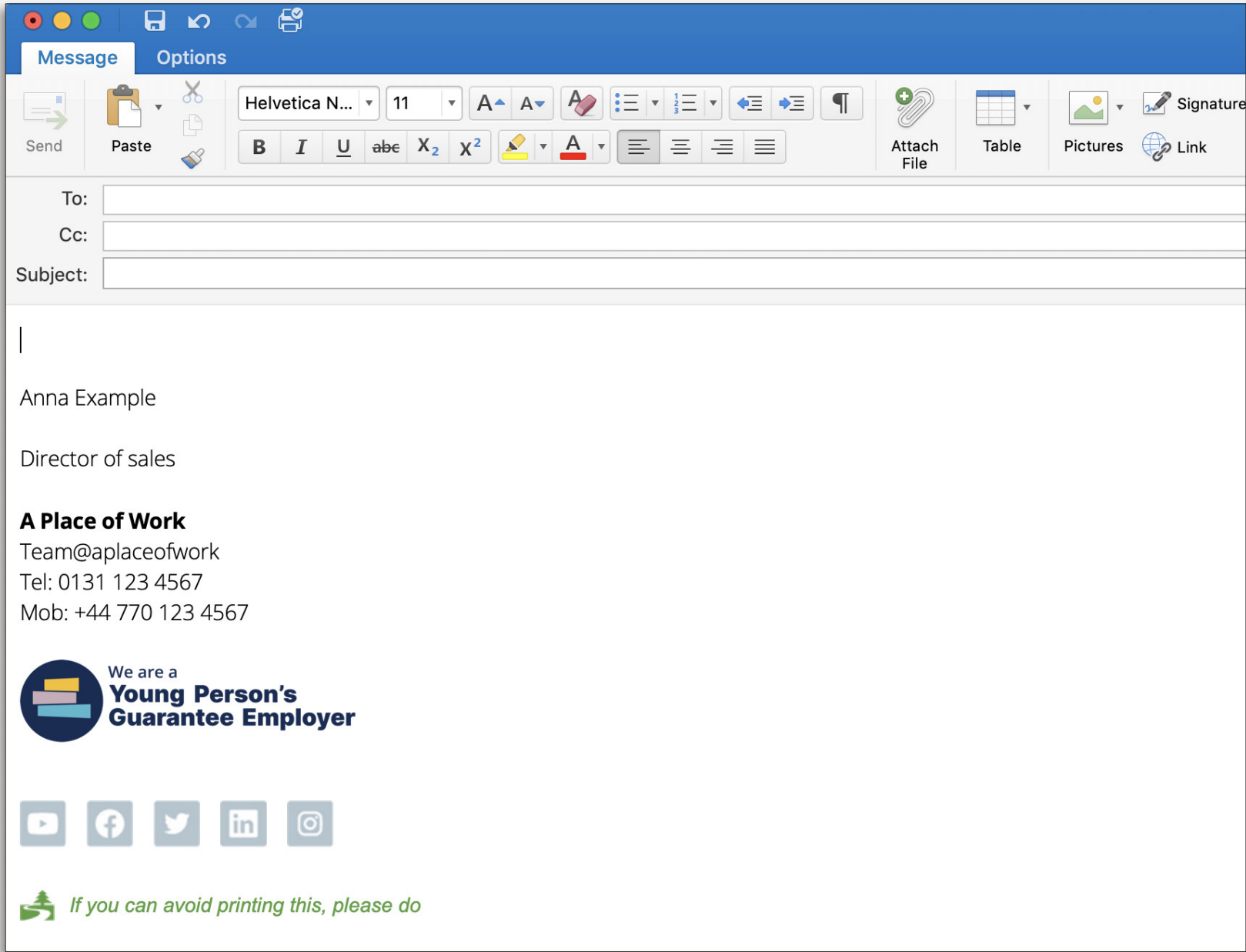
These rules conform to Web Content Accessibility Guidelines (WCAG) 2.0 guidelines for contrast accessibility.



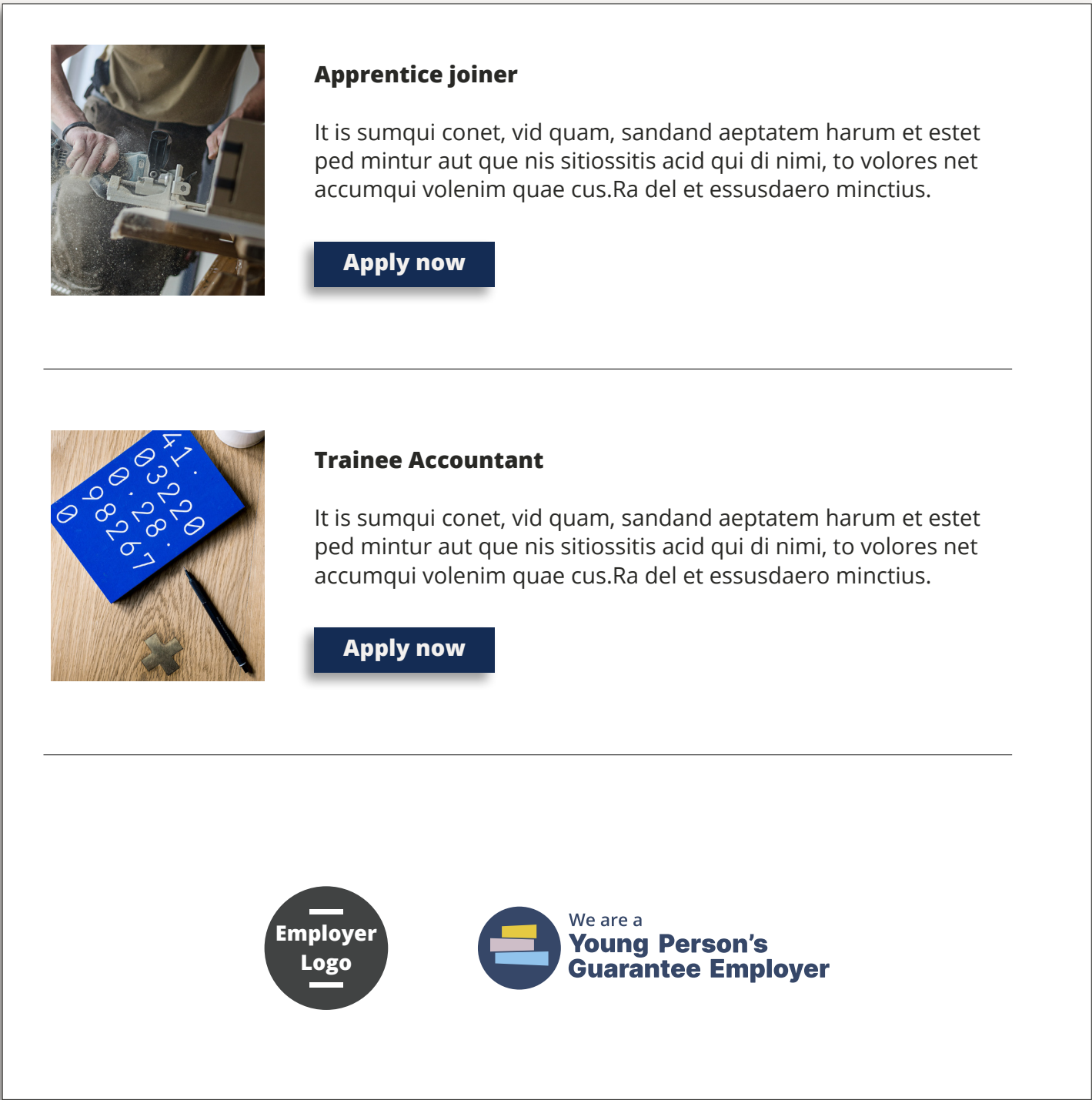


# **Application examples**

# Application examples



Email signature



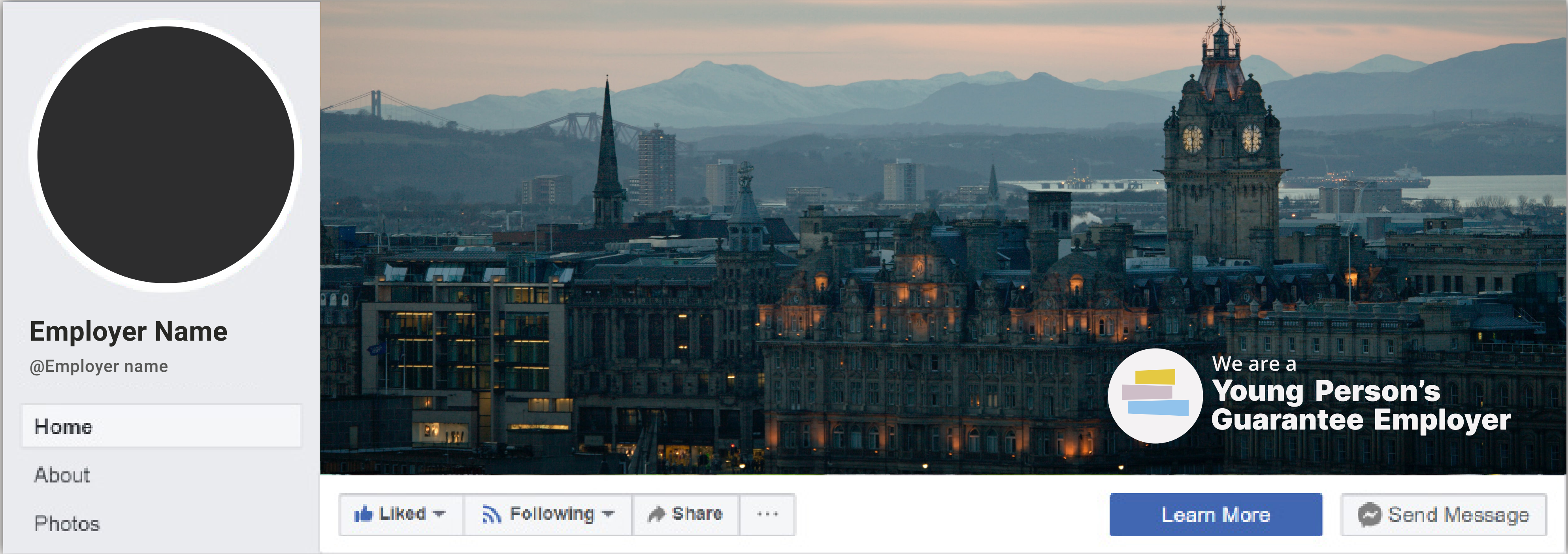
Website footer



Leaflet



# Application examples



Social



# Thank you

Please contact [youngpersonsguar@gov.scot](mailto:youngpersonsguar@gov.scot) for queries and guidance on the brand. Download the brand guidelines [here](#).

**Young  
Person's  
Guarantee**