

OFFICIAL BRAND GUIDELINES for Licensed Awarding Bodies

Originally approved 10.3.2017, updated 18.5.2018

The Quality in Careers Standard logo design specification MAY 2018



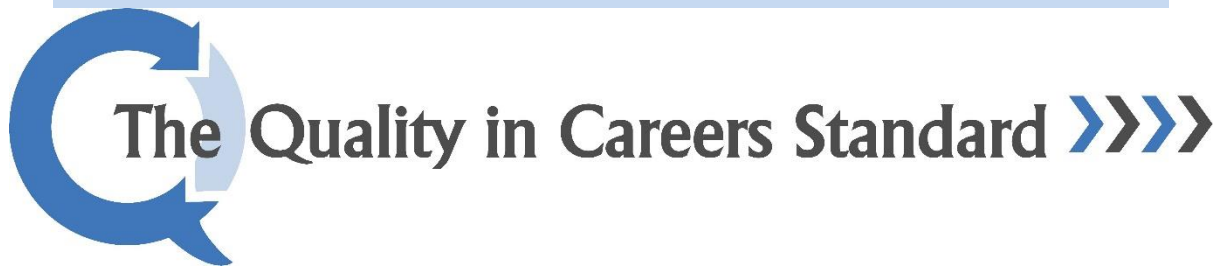
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#c5d5ea
Font used is: Adelon Medium

The typeface for text is CALIBRI for all Quality in Careers certificate citations.

Certificates for schools, colleges and work-based learning providers should be issued as per the 3 models provided below on the second, third and fourth pages of these Guidelines.

- Please do not abbreviate Licensed Awarding Body to LAB.
- Please use the letter C in 'licence' and the letter S in 'licensed'.
- What we say is just as important as our written communication/style. Please do not refer in written or in spoken communications to the Quality in Careers Standard as QiCS nor as a mnemonic 'kwix' – to do so is not helpful in our quest to make quality assuring CEIAG less confusing, simpler and more readily universally understood.
- Please use either "*Quality in Careers*" as the descriptor, or the "*Quality in Careers Standard*" in full as appropriate. This shows respect for both the **national award** and the listener.

The “Committed to work towards” certificate



This is to certify that
THE XXXXXX SCHOOL, North Yorkshire
has publicly
**“committed to work towards
meeting the Quality in Careers Standard
incorporating the Gatsby Benchmarks”**
- the national quality award
for its careers education, information,
advice and guidance provision.

Signature

(name) CEO

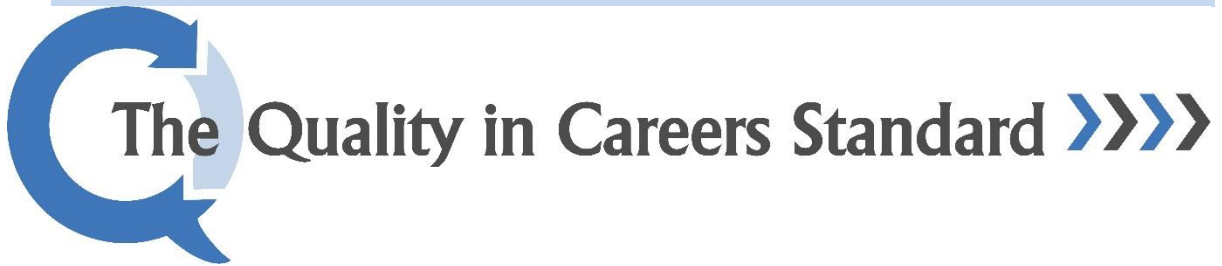
CSW Group trading as *Investor in Careers*

Commitment certificate awarded on 25th May 2018

by *Investor in Careers*

(your logo) as a Licensed Awarding Body
for the national Quality in Careers Standard

The “Making Good Progress” certificate



This is to certify that
THE XXXXXX SCHOOL, North Yorkshire
has been assessed as
**“making good progress towards
meeting all the accreditation criteria
incorporating the Gatsby Benchmarks”**
for the national quality award
for its careers education, information,
advice and guidance provision.

The award is for a period of up to 3 years,
expiring at the latest on 25th May 2021.

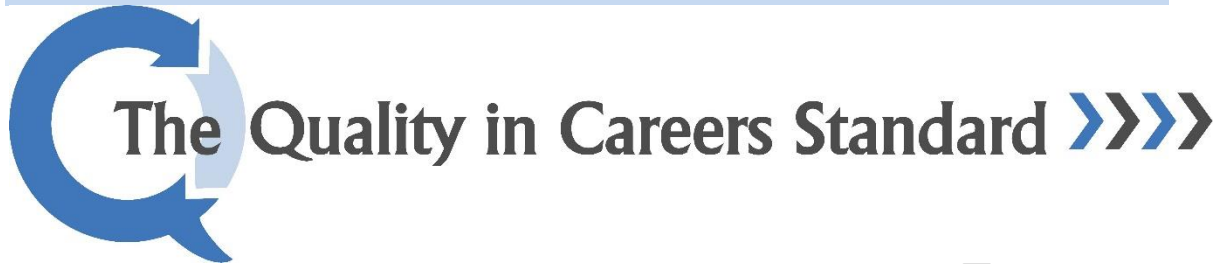
Signature

(name) CEO

CSW Group trading as *Investor in Careers*

Awarded on 25th May 2018 by *Investor in Careers*
(your logo) as a Licensed Awarding Body
for the national Quality in Careers Standard

The “Fully Meeting” certificate



This is to certify that
THE XXXXXX SCHOOL, North Yorkshire
has been assessed and accredited as
**“fully meeting all the accreditation criteria
incorporating the Gatsby Benchmarks”**
for the national quality award
for its careers education, information,
advice and guidance provision.

The award is for a period of 3 years,
expiring on 25th May 2021.

Signature

(name) CEO

CSW Group trading as *Investor in Careers*

Awarded on 25th May 2018 by *Investor in Careers*
(your logo) as a Licensed Awarding Body
for the national Quality in Careers Standard