

## OFFICIAL BRAND GUIDELINES for Licensed Awarding Bodies

Approved 10.3.2017 issued with Notes of 19.5.17 Board meeting on 1.6.17

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### The Quality in Careers Standard logo design specification MARCH 2017



\$primary-color: #4077ba;  
\$transparent-color: rgba(64, 118, 186, 0.3);  
#c5d5ea

Font used is: Adelon Medium

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

Certificates should please be issued as per the model provided below on the second page 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 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 Quality in Careers Standard >>>

This is to certify that  
**THE DALES SCHOOL, North Yorkshire**  
has achieved the national quality award  
for its careers education, information, advice  
and guidance provision.

The award is for a period of 3 years,  
expiring on 8<sup>th</sup> March 2020.

*Signature*

(name) CEO

CSW Group trading as *Investor in Careers*

Awarded on 8<sup>th</sup> March 2017 by *Investor in Careers*  
(your logo) as a Licensed Awarding Body  
for the national Quality in Careers Standard