



OFFICIAL BRAND GUIDELINES
for Licensed Awarding Bodies and Learning Providers

May 2023 update (first published August 2019, updated October 2021)

These guidelines have been approved by the Quality in Careers Consortium Board. They are required to be followed by Licensed Awarding Bodies as a condition of their licence. They also specify the designs, logos, typeface, colours and fonts for Certificates.

Learning Providers *achieving the Standard* will feature on the public [National Register of Award Holders - Quality in Careers](#) and may use the logo on their website as “Award Holders”.

Learning Providers *working towards* achieving the Standard may use the logo on their website with these approved words “Currently working towards achieving the Quality in Careers Standard”.

The Quality in Careers Standard logo design specification: you can now download a range of versions of the primary Quality in Careers logos directly from our website [Primary Logos \(qualityincareers.org.uk\)](#)

Simply right click, copy and download

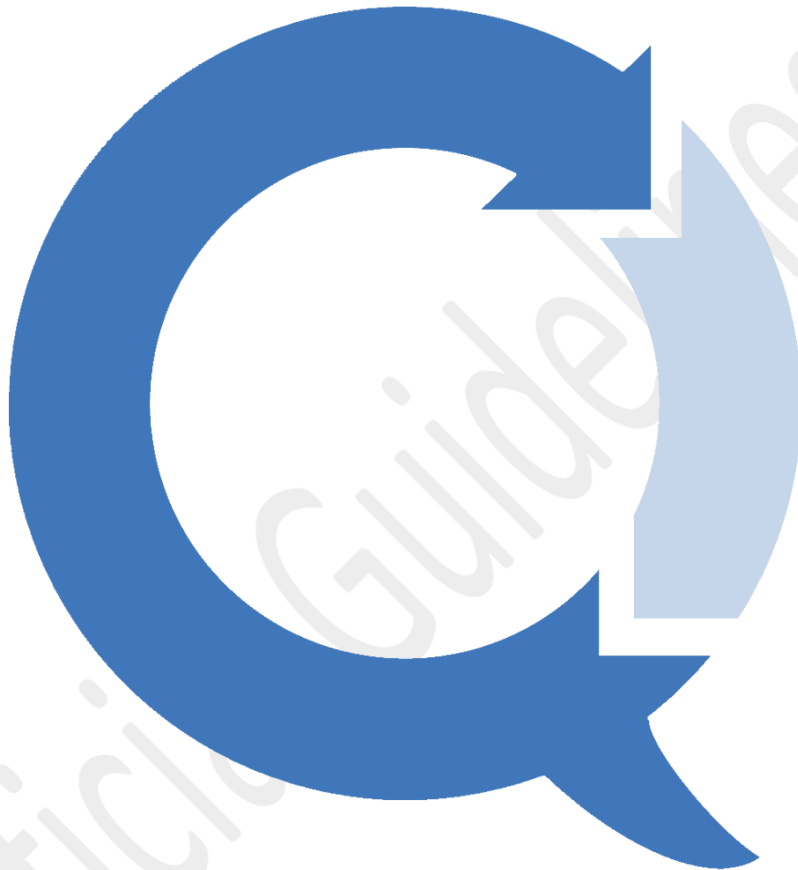


\$primary-color: #4077ba;
\$transparent-color: rgba(64, 118, 186, 0.3); #c5d5ea
Font used is: Adelon Medium

You can also download a Transparent Blue logo for your website use

[Primary Logos \(qualityincareers.org.uk\)](http://qualityincareers.org.uk)

simply right click, copy and download



QUALITY IN CAREERS STANDARD

How to refer to the Standard

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 generic shortened descriptor for the national award or use the full title **“The Quality in Careers Standard”** as appropriate. This shows respect for both the national award and the listener.

Please do not abbreviate Licensed Awarding Body to LAB.

Please use the letter C in respect of the ‘licence’ to award the Standard and the letter S in ‘licensed’ (as in Licensed Awarding Body).

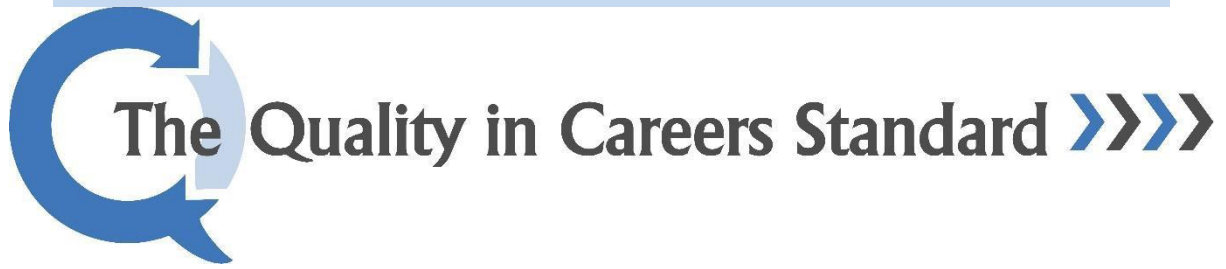
Please use the typeface **Calibri** for all **Quality in Careers** certificate citations.

Certificates for schools, colleges and work-based learning providers should be issued as per the 2 models provided below on the following pages of these Guidelines:

- **The ‘Committed To Work Towards’ certificate: page 4**
- **The ‘Award of the Standard’ certificate: page 5**

Important Note to Awarding Bodies:

*In addition to the “Award of the Standard certificate”,
as the Consortium has agreed with DfE,
all Awarding Bodies are required,
when a learning provider is assessed as “achieving the Standard”,
to use either of the citations (shown in 2a and 2b, in the Guide to the National
Standard <https://www.qualityincareers.org.uk/2019/09/01/guide-to-the-standard/>)
in the Assessment Report they provide to the learning provider.*



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

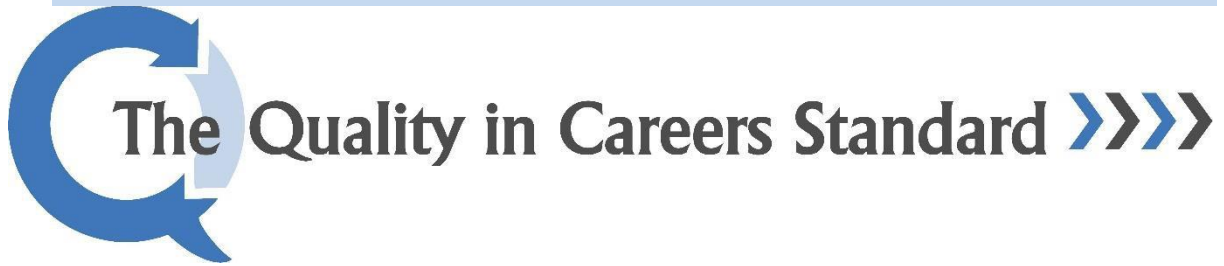
Signature

(name) CEO

CSW Group trading as *Investor in Careers*

Commitment certificate awarded on 15th May 2024 by
CSW Group - *Investor in Careers*
(your logo) as a Licensed Awarding Body for the
national Quality in Careers Standard

Model of the “Award of the Standard” certificate



“Congratulations on achieving the Quality in Careers Standard which fully incorporates the Gatsby Benchmarks”

This is to certify that
THE XXXXXX SCHOOL, North Yorkshire
has been externally assessed and awarded the national
Quality in Careers Standard 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 15th May 2027

Signature

(name) CEO

CSW Group trading as *Investor in Careers*

Awarded on 15th May 2024

by CSW Group - *Investor in Careers*
(your logo) as a Licensed Awarding Body for the
national Quality in Careers Standard