



**OFFICIAL BRAND GUIDELINES  
for Licensed Awarding Bodies and Learning Providers**

**August 2019**

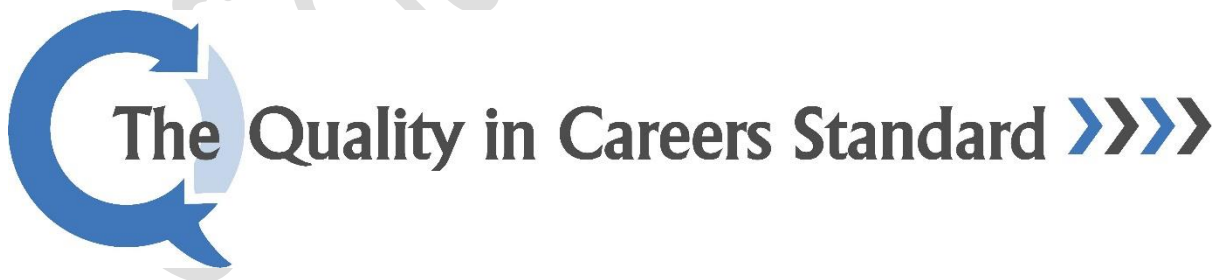
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These guidelines have been approved by the Quality in Careers Consortium Board. They are required to be followed by Licensed Awarding Bodies as a condition of their licence. They also specify the designs, logos, typeface, colours and fonts for Certificates.

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The Quality in Careers Standard logo design specification  
You can download the primary Quality in Careers logo  
directly from our website

<http://www.qualityincareers.org.uk/documents/logo.png>



\$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

<http://www.qualityincareers.org.uk/documents/logo-transparent-blue.png>

simply right click, copy and download



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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 the ***“Quality in Careers Standard”*** in full as appropriate. This shows respect for both the national award and the listener.

Please do not abbreviate Licensed Awarding Body to LAB.

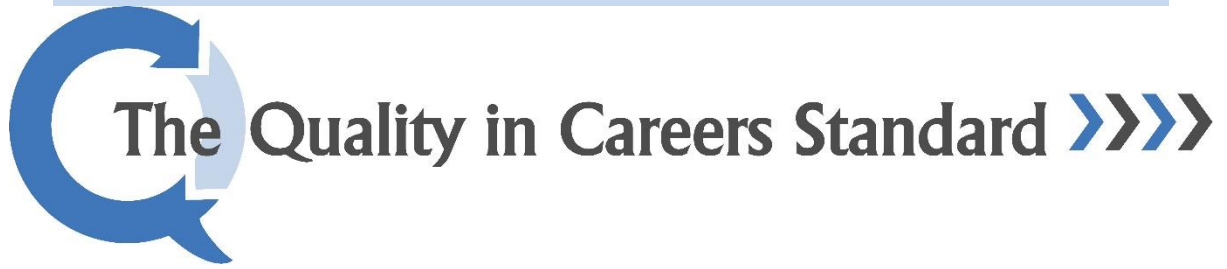
Please use the letter C in respect of the 'licence' to award the Standard and the letter S in 'licensed' (as in Licensed Awarding Body).

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 the following pages of these Guidelines:

- **The Committed To Work Towards certificate: page 4**
- **The Making Good Progress certificate: page 5**
- **The Fully Meets The Standard certificate: page 6**

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

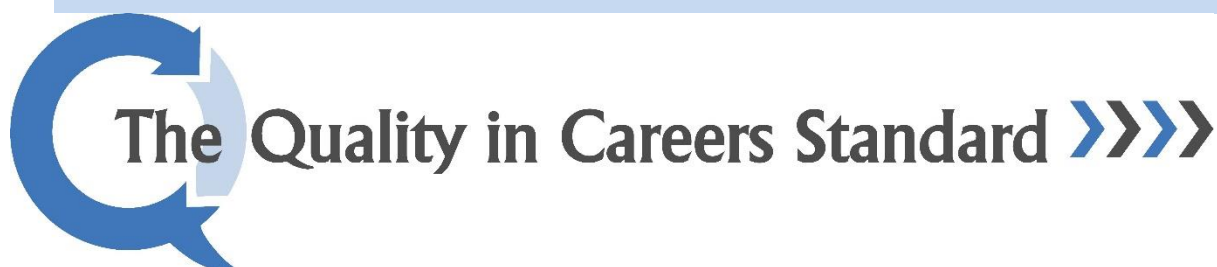
*Signature*

(name) CEO

CSW Group trading as *Investor in Careers*

Commitment certificate awarded on 25<sup>th</sup> May 2019  
by CSW Group - *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 25<sup>th</sup> May 2022

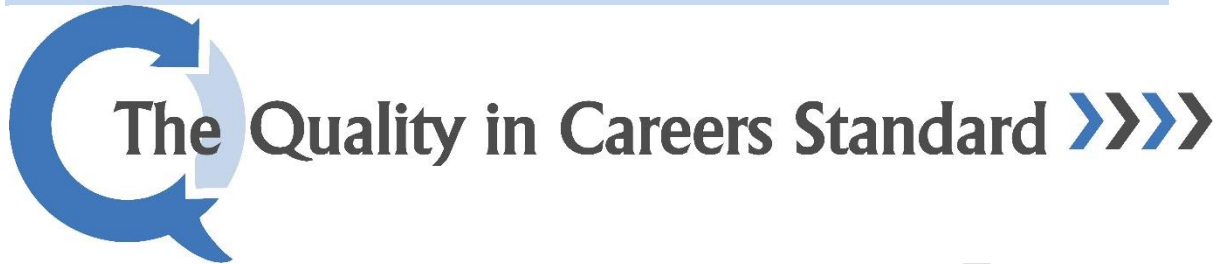
*Signature*

(name) CEO

CSW Group trading as *Investor in Careers*

Awarded on 25<sup>th</sup> May 2019  
by CSW Group - *Investor in Careers*  
(your logo) as a Licensed Awarding Body  
for the national Quality in Careers Standard

## The “Fully Meets The Standard” 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 25<sup>th</sup> May 2022

*Signature*

(name) CEO

CSW Group trading as *Investor in Careers*

Awarded on 25<sup>th</sup> May 2019  
by CSW Group - *Investor in Careers*  
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