Brand Guidelines
There are multiple versions of The Skills Network logo. Please make sure you use the correct version intended for your document.

**Master logo**

This wireframe shows the shapes and outlines used in the vector.

The master logo should be used in all cases – for both printed and digital materials. Only use logo variations if necessary.

The master logo can be placed on a light/grey background without making it illegible.

**The connectors**

The wireframes of the connectors show how each shape overlaps.

The connectors are used as one of our main marks.

If you are unsure about the use of the logo and need a document checking for correct usage and sign-off, please email marketing@theskillsnetwork.com.
Logo variations

There are multiple versions of The Skills Network logo. Please make sure you use the correct version intended for your document.

White logo

This white variation of the logo should be used against dark, coloured or image backgrounds.

Black logo

A black variation of the logo is used in-house only on office paperwork.

Do not use this as part of affiliated marketing.

Do not use this as part of affiliated marketing.
Logo requirements

The Skills Network logo must always be surrounded by a minimum clear space, which must remain free of any other graphic elements to ensure maximum visibility.

Clear space

The minimum clear space area around the logo is equal to the height of the connector elements. Make sure the clear space is applied around all sides of the logo.

Minimum width (mm)

Maximum width (mm)

No maximum size for master logo

No maximum size for master logo
Logo requirements

The Skills Network logo must always be used correctly. If the logo is altered or changed in any way, it decreases the perception and integrity of our brand's image. Please ensure that you do not use the logo incorrectly.

Incorrect logo usage

DO NOT change the type spacing of the logo

DO NOT change the relative sizes of the logo elements

DO NOT place the master logo on full colour images/saturated backgrounds

DO NOT change the font of the logo

DO NOT reproduce in any other colours, inverts or gradients

DO NOT distort the logo or elements

DO NOT place the logo on an angle or rotate

DO NOT rearrange the logo

DO NOT remove elements of the logo
Primary colour palette

The primary palette should be applied in all of the The Skills Network’s products. The palette is fundamentally used in the logos and identifiers of the business.

<table>
<thead>
<tr>
<th>Swatch</th>
<th>Name</th>
<th>Pantone</th>
<th>RGB</th>
<th>CMYK</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="TSN-mint" /></td>
<td>TSN-mint</td>
<td>0 204 170</td>
<td>69 0 46 0</td>
<td>#00ccaa</td>
<td></td>
</tr>
<tr>
<td><img src="image2.png" alt="TSN-green" /></td>
<td>TSN-green</td>
<td>320 C 0 153 168</td>
<td>100 0 37 1</td>
<td>#009ea8</td>
<td></td>
</tr>
<tr>
<td><img src="image3.png" alt="TSN-grey" /></td>
<td>TSN-grey</td>
<td>5425 C 122 153 172</td>
<td>29 11 0 33</td>
<td>#7a99ac</td>
<td></td>
</tr>
<tr>
<td><img src="image4.png" alt="TSN-coal" /></td>
<td>TSN-coal</td>
<td>21 51 84</td>
<td>78 50 48 44</td>
<td>#344e54</td>
<td></td>
</tr>
</tbody>
</table>
Secondary palette

The secondary palette should be used to emphasize aspects of our business or differentiate areas. We intend for the secondary palette to be ever-evolving, with secondary colours reflecting specific areas of the business.

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<thead>
<tr>
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<th>Pantone</th>
<th>RGB</th>
<th>CMYK</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TSN-candy</td>
<td>240 77 101</td>
<td>0 82 45</td>
<td>0</td>
<td>#f04d65</td>
</tr>
<tr>
<td></td>
<td>TSN-cosmic</td>
<td>101 68 170</td>
<td>76 79 0</td>
<td>0</td>
<td>#6544aa</td>
</tr>
<tr>
<td></td>
<td>TSN-leaf</td>
<td>141 198 63</td>
<td>52 0 88</td>
<td>0</td>
<td>#8dc63f</td>
</tr>
<tr>
<td></td>
<td>TSN-gold</td>
<td>255 164 0</td>
<td>0 43 93</td>
<td>0</td>
<td>#ffa400</td>
</tr>
<tr>
<td></td>
<td>TSN-equal</td>
<td>0 165 210</td>
<td>75 14 9</td>
<td>0</td>
<td>#00a5d2</td>
</tr>
</tbody>
</table>
Colour usage

- Learning technologies
- Funded training
- Individual learners
- Apprenticeships
As well as our logo and colour palette, our primary typography is also important in maintaining a consistent brand.

The primary typeface used by The Skills Network is **Helvetica Neue LT Pro**.

These examples of the typeface should be used on all documentation, policies and paperwork ONLY.

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**Helvetica Neue LT Pro 35 Thin**

Aa 123

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Helvetica Neue LT Pro 35 Thin is used in body copy in corporate documents – specifically in facts, stats and quotes.
Helvetica Neue LT Pro 45 Light is the official body font of The Skills Network, having used a similar font type for our logo.

Helvetica Neue LT Pro 85 Heavy is the header font used by The Skills Network. The font is used for block headers and subheaders, and is often used to emphasize key points within the body text.
Our primary display font is Bebas Neue. The proper use of this typography is important in maintaining consistency.

Bebas Neue is intended for titles, headers and statements.

The typeface is not used for extended passages of body text.

It is used in marketing materials ONLY and is used to excite and emphasize.

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**Bebas Neue**

Aa 123

ABCD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bebas Neue Light is usually used alongside Regular or Bold in order to highlight key words.
Bebas Neue Regular is used for block headers, large headers, display headers, facts and statics.

Bebas Neue Bold is used for block headers, large headers, display headers, facts and statics.
The primary marketing typeface used by The Skills Network is Open Sans.

<table>
<thead>
<tr>
<th>Open Sans Light</th>
<th>Aa 123</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
</tr>
<tr>
<td>1234567890</td>
<td></td>
</tr>
</tbody>
</table>

Open Sans Light is used in body copy – specifically for facts, stats and quotes.

<table>
<thead>
<tr>
<th>Open Sans Light Italic</th>
<th>Aa 123</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
</tr>
<tr>
<td>1234567890</td>
<td></td>
</tr>
</tbody>
</table>

These examples of the typeface should be used on body copy of all marketing materials, if available.

Open Sans Light Italic is used in body copy – specifically for disclaimers, reminders and warnings.
Company font families

Open Sans Regular  Aa 123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Regular is used for the main body copy.

Open Sans Italic  Aa 123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Regular Italic is used for body copy – specifically for disclaimers, reminders and warnings.
Company font families

Open Sans Bold

<table>
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<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
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<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890</td>
</tr>
</tbody>
</table>

Open Sans Bold is used as a header font. The font is often used for block headers and subheaders. Often used to emphasize key points within the body text.

Open Sans ExtraBold

<table>
<thead>
<tr>
<th>Aa 123</th>
</tr>
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<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
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<td>1234567890</td>
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</table>

Open Sans ExtraBold is used as a header font. The font is often used for block headers and subheaders. Often used to emphasize key points within the body text. It has been used as a display header.
Amplify is used as a display font to emphasize key words, specifically adjectives or when the subject is individual learners.

Canoodle is used as a display font. It can be used instead of Bebas Neue for display headers when the subject is individual learners.
Course overview

Many people find it helpful and empowering to seek the support of counselling at some point in their lives. People in any situation could benefit from counselling, and those with the correct understanding, knowledge and skills can provide them with support to improve personal well-being.

This qualification focuses on key counselling skills to enable you to provide support wherever it is required. The course provides you with an understanding of various theoretical approaches, as well as covering the importance of a counselling relationship and helpful interaction techniques.
ARE YOU AN INDIVIDUAL LOOKING FOR PERSONAL DEVELOPMENT?

HOW IT WORKS

Individual learners index page – website

B2B course launch – email

WE HAVE A RANGE OF COURSES COVERING A RANGE OF SUBJECT AREAS