



# Corporate Partner Brand Guidelines



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### Important

The photography featured in this document is for illustrative purposes only. The Society for Education and Training may not own the licences or rights to legally use the photography for external or consumer facing purposes.

## BRAND EXPRESSION LOGO

As part of corporate partnership SET will provide you with the SET corporate partner logo. This can then be used on your websites and marketing material.

The logo visually represents our core purpose of professional exchange for our members.

This is our primary logo and should only be used on white backgrounds.

The logo should not be used on a black background.

For print-friendly documents we have created a greyscale version of the logo.



Greyscale print-friendly

# BRAND EXPRESSION LOGO

## Misuse of the logo

Please make sure that our logo appears consistently on materials, following the guidance around sizing and positioning.

Avoid altering these rules or attempting to adapt or modify the logo in any way.



**Don't** change the colours of the logo.



**Don't** rotate the logo. It should always appear horizontally.



**Don't** change the arrangement of the logo elements at all.



**Don't** add any visual effects to the logo (e.g. drop shadows).



**Don't** distort the proportions of the logo.



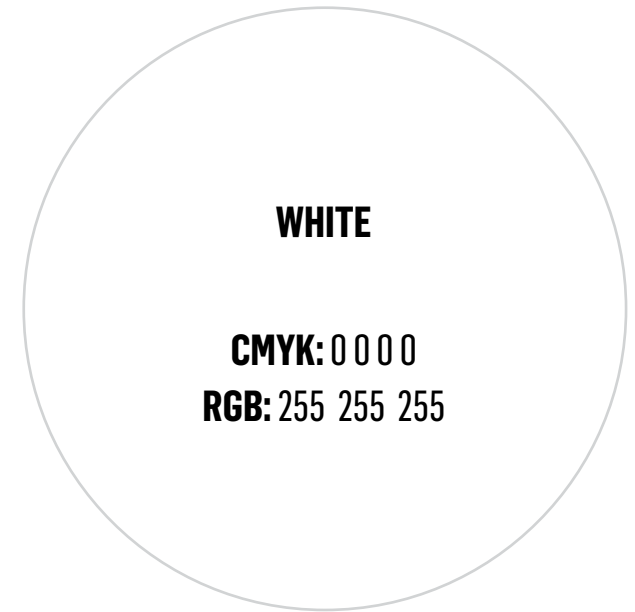
**Don't** use the logo on a black background.

## BRAND EXPRESSION COLOUR

Our colour palette is confident and vibrant. These can be used across all our brand communications.

You should always attempt to use the 100% value of our palette where possible, however you can also use tints of our palette in 10% increments to add variety and interest to graphic devices.

**Tints should never be used as a background colour.**



## CO-BRANDING SET + CORPORATE PARTNER

SET Corporate Partner status serves as a badge of recognition for providers who are committed to staff development and high quality recruitment, it is therefore vital it be used correctly in order to stand out.

We recommend that the following minimum size be followed and that the clear space rule shown right be observed.



**Greyscale print-friendly**



**Minimum**

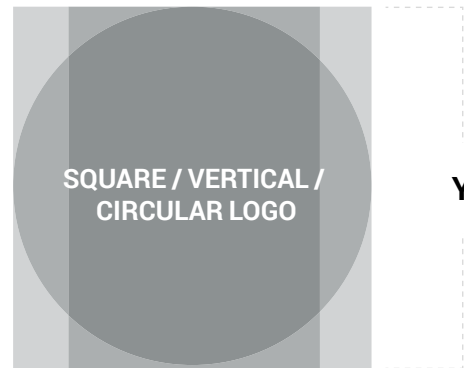
**Print:** 28mm

**Digital:** 135px

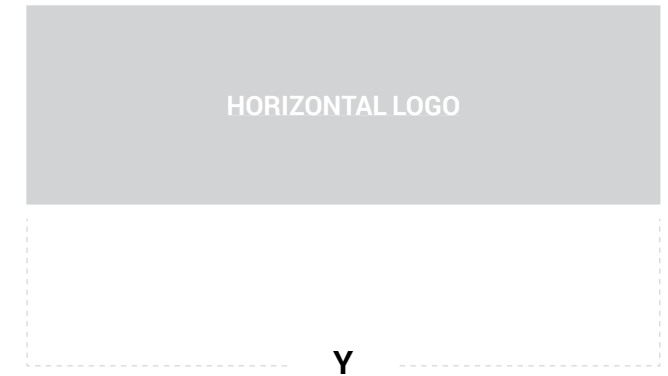
## CO-BRANDING SET + CORPORATE PARTNER

We recommend that the following size relationships be followed.

Size relationship: Square, vertical or circular logo

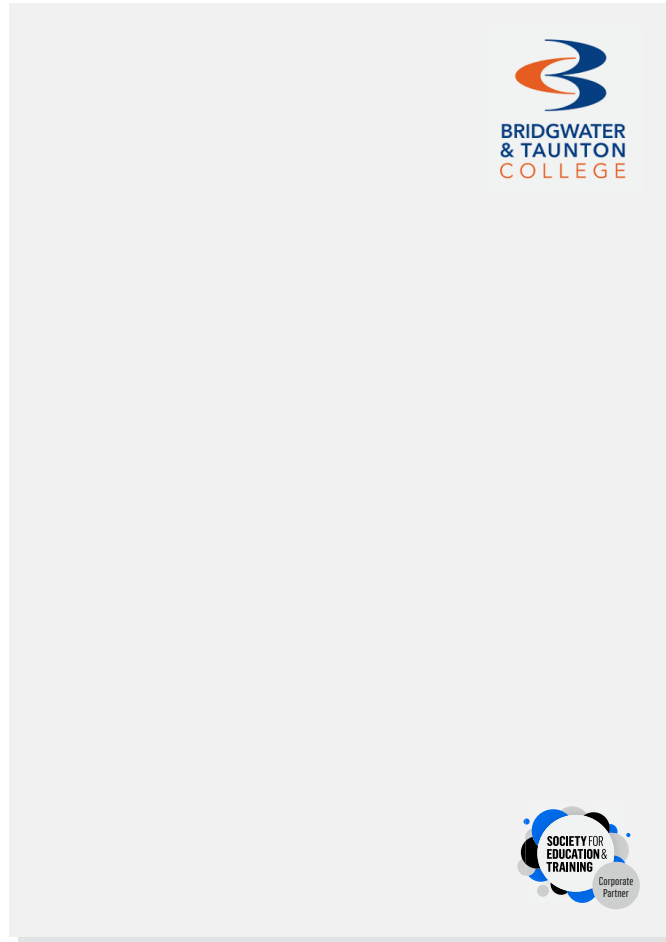


Size relationship: Horizontal logo

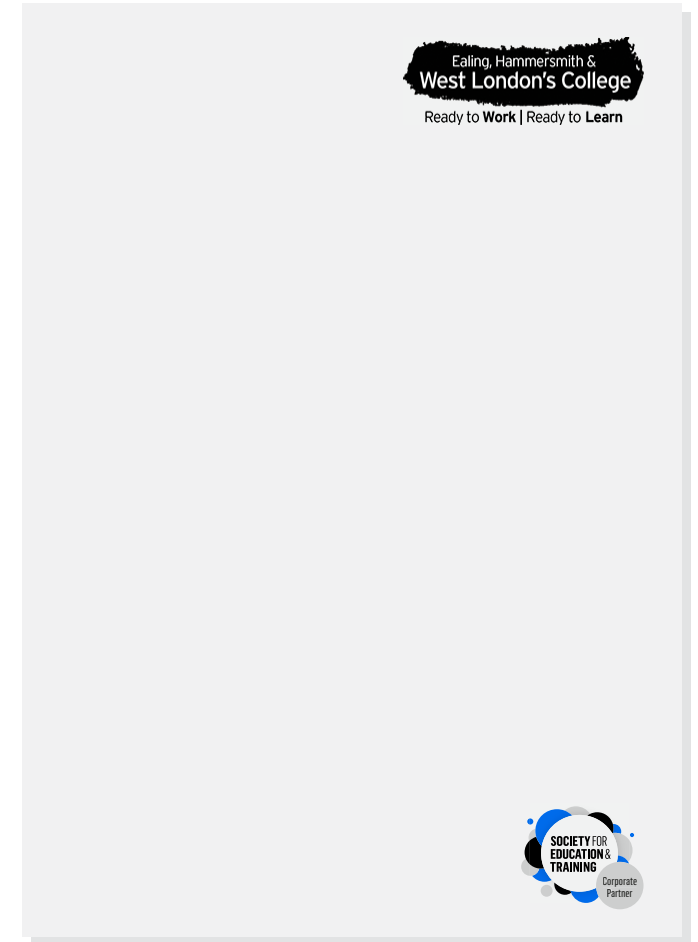


# CO-BRANDING SET + CORPORATE PARTNER

Size relationship: Square, vertical or circular logo



Size relationship: Horizontal logo







FOR FURTHER INFORMATION  
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**THANK YOU**