



INVESTORS  
IN PEOPLE

IMPROVING BUSINESS PERFORMANCE



BRAND  
GUIDELINES  
FOR  
CUSTOMERS:  
VERSION 02

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# 01 | INTRODUCTION

Being awarded the Investors in People recognition mark is a great achievement. These guidelines show you how to use our identity with pride, to celebrate your success whilst retaining our brand.

The Investors in People identity is strong, simple, powerful and instantly recognisable. It expresses our brand values, showing we're bold, confident, straightforward and easy to work with.

Great brands take time, discipline and dedication to establish. A brand must be used and managed properly or it soon becomes meaningless.

# CUSTOMER USE OF THE BRAND MARK

The Investors in People brand mark can only be used by organisations that have been successfully recognised as Investors in People. The mark should be used to communicate this success on company stationery, websites and recruitment adverts.

The mark is a registered trademark and is protected by copyright and trademark law.

## Ordering the logo

To order the mark please contact your local Investors in People Centre. Contact details for your nearest Centre are available at [www.investorsinpeople.co.uk](http://www.investorsinpeople.co.uk)

The Investors in People brand mark may never be used to imply endorsement of the services of a commercial organisation, even if they are recognised.

## Do use on:

- Letterhead
- External signage
- Recruitment adverts
- The 'about us' section of your website
- Back covers of brochures with information about your organisation
- Internal communications
- Business cards
- Front page of your website

## Do not use on:

- Front cover of brochures
- Product branding

To maintain the integrity of the mark, the configuration of the name and laurel must not deviate from examples shown in these guidelines. The mark must never be redrawn or modified in any way (see section 2.9 BRAND MARK DON'TS). When reproducing the mark, always work with the master artworks.

# 02 | BASIC ELEMENTS

To help us to present Investors in People as a coherent, effective organisation – one which is easy for people to identify with – we need to make sure it's implemented correctly and consistently.

Over the next few pages, you'll find the main rules for using our identity. Always refer to, and follow these, whenever you're producing communications using our brand mark.

# BRAND MARK

The principal version of the Investors in People brand mark consists of the laurel and the words 'INVESTORS IN PEOPLE', to the right of the laurel. There are several variations so it's important to always follow the specifications shown in this section, whenever you're using any of the brand marks.

**Principal  
brand mark**

To be used in the  
majority of situations.



**INVESTORS  
IN PEOPLE**



**INVESTORS  
IN PEOPLE**

# USING THE BRAND MARK

## Colour

Wherever possible the Investors in People brand mark should be printed in Pantone® 539 (Navy). The laurel and the text should always be printed in the same colour. The other preferred colours are black on a white background, or reversed out in white. The mark can also be reproduced in your own corporate colour to reduce printing costs.

The principal brand mark should be used in the majority of situations. The exceptions are:

- If you need to use the brand mark on mono applications, such as faxes and in newspaper advertising, you should use the black version.
- If you need to use the brand mark against a coloured background, use the white version of the brand mark. N.B. make sure the colour of the background has enough contrast to allow the brand mark to show clearly.

## Black version

Only to be on mono applications.



**INVESTORS  
IN PEOPLE**

## White version

To be used reversed out of a dark colour.



**INVESTORS  
IN PEOPLE**



# SMALL SIZE VERSION OF THE BRAND MARK

The small size version of the mark should be the primary version used by our customers, for use on stationery, recruitment advertising etc. It has been designed to be used on applications that require the brand mark to appear at 16mm (height of laurel) or smaller (a minimum of 8mm across the laurel) and should never be used above this size.

## Principal version

To be used in the majority of situations.



## Black version

Only to be on mono applications.



## White version

To be used reversed out of a dark colour.



# SIZE OF THE BRAND MARK

The minimum recommended size for print is 8mm (width of laurel). There is no set minimum size for electronic use, but care should be taken to ensure legibility.

Small version of  
the brand mark



# PROTECTING THE BRAND MARK

The example here shows the exclusion zone we need to use around our brand mark. This is designed to protect and give the mark room to breathe. There should never be any type or graphic device within the space indicated by an X.

For the principal logo, the exclusion zone is the height (X) of the type 'Investors' in the brand mark.



# BRAND MARK SYSTEM

Investors in People is a multi-national brand, and as such there are a few variations of the brand mark. The following pages show which ones you can use on your own materials and a brand hierarchy for your reference only.

# BRAND MARK VARIATIONS: FOR CUSTOMER USE

## Investors in People

Principal brand mark.



## Bi-lingual

Used on national communications.

E.g.



## Recognition

Used on your letterhead, recruitment advertising, website etc.

E.g.



The brand mark and variations are registered and protected by trademark law.

# BRAND HIERARCHY

## Not to be used by customers

### Corporate



### Regional

Used only  
by the official  
licensed  
Investors  
in People  
Centres



## To be used by customers

### Bi-lingual



### Recognition



The brand hierarchy is a very important element of the visual identity, therefore it is vital that we get it right. Here is a diagram explaining the brand hierarchy.



# BRAND MARK DON'TS

You should not alter the Investors in People brand mark in any way. The brand mark must always be reproduced from the digital artwork provided. Misuse of the brand mark weakens its impact.

Some examples of how **not** to change the brand mark are shown here.

## Example 1

Do not attempt to compress the brand mark.



## Example 2

Do not attempt to stretch the brand mark.



## Example 3

Do not add your own region to the brand mark.



## Example 4

Do not add graphic elements to the brand mark.



## Example 5

Do not change the typeface of the brand mark.





**Example 6**

Do not resize any elements in the brand mark.



**Example 7**

Do not change the layout of the brand mark.



**Example 8**

Do not change the colour of the brand mark.



**Example 9**

Do not add any elements to the brand mark.



**Example 10**

Do not attempt to recreate the brand mark.

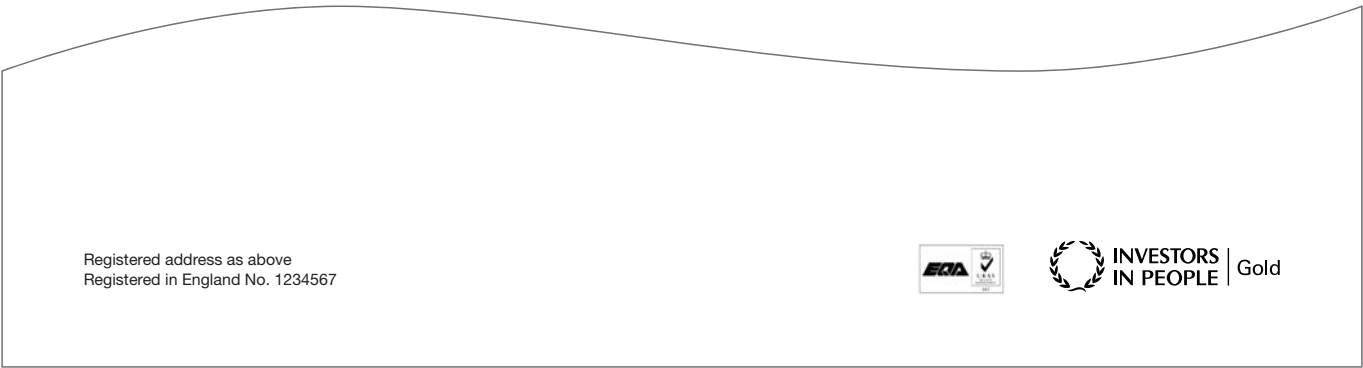


# USING THE BRAND MARK: LETTERHEAD EXAMPLE

As an accredited Investors in People organisation you can apply the logo to your letterhead. The examples below show you how to use the brand mark.



Full colour version



Black version

# USING THE BRAND MARK: RECRUITMENT ADVERT EXAMPLE

The Investors in People brand mark can be used on your recruitment advertising. The brand mark should not be used smaller than 8mm (width of laurel).

Wherever possible the mark should be positioned bottom right and care should be taken to ensure that it has its own space, see 2.5 PROTECTING THE BRAND MARK.

and will therefore be appointed.

**For an application form and further details, please contact the Joint Recruitment Unit, on 01793 444468 (24 hours), fax: 01793 301102 or email: [jru-recruitment@ssc.mrc.ac.uk](mailto:jru-recruitment@ssc.mrc.ac.uk) quoting ref 63/08.**

**No CVs please**

**Alternatively, all our documents are available on our website <http://jru.rcuk.ac.uk>**

**NO AGENCIES PLEASE**

**Closing date: 11 April 2008.**  
**Interview date: 2 May 2008.**  
**These dates are not negotiable.**

[www.scitech.ac.uk](http://www.scitech.ac.uk)

 INVESTORS IN PEOPLE | Gold

 **≥8mm**

# INFORMATION TO BE ADDED TO PLATES

## Typeface

Univers Bold/Roman (where Univers is not available Arial Bold/Regular may be used as an alternative).

## Font size

This depends on the length of the name of organisation but as a minimum we recommend 24pt. The size specification can be seen opposite.

## Colour

For Standard plates all type is required to be engraved and filled in white. All other plates are required to be engraved and filled in Navy Blue (Pantone 539).

## First recognition

- Name of organisation (i.e. Best Builders)
- Recognised month year (i.e. Recognised May 2009)

The plate on the plaque should only include the name of the organisation that has been recognised and the date of this recognition. The name of the delivery partner and any other information should not be included on the plaque plate. This is to ensure the plaque represents the achievement

of the recognised organisation, but also to maximise the size of the organisation name - as this is what our customers really want emphasised.

## Organisation name

The organisation name on the plaque should be the same as the name recorded in the assessment report (i.e. the name that relates to the recognition).

## Building block approach or part recognition

If an organisation is using a building block approach or are only part recognised this should be reflected as appropriate on the plaque and certificate by including the name of the organisation that has been recognised followed by the overall organisation name i.e.:

HR department, Best Builders  
or  
Best Builders part of Builders UK

This is to ensure that it is clear to the public which organisation the plaque represents and whether it is the whole organisation/brand etc.

## Post recognition review

- Organisation name (i.e. Best builders)
- Reviewed month year (i.e. Reviewed May 2003)
- Recognised since month year (i.e. Recognised since May 2000)

After a successful review the plaque can be updated with a new plate. Because of limited space the plaque plate should include the date of their most recent review. To show the length of time they have been working with Investors in People an additional line with their first recognition date can be added.

## Organisation change

If the organisation changes its name the plaques can be updated with a new plate with the updated details.

## Expiry or next assessment date

An expiry date or date of when the next assessment is due is not included on the plaque plate. This is due to limited space and the priority being to celebrate the organisation's achievement.

#### Plate for The Standard - one line option



#### Plate for The Standard - two line option



#### Plate for Bronze/Silver/Gold/Champion



# NEW APPROACH NEW PUBLICATIONS



Celebrate your Investors in People recognition with a new publication and range of merchandise.

Now is the time to let others know what you've achieved –  
If you don't tell your audience about it, who will?



## RECOGNITION AND BEYOND!

By achieving recognition with Investors in People, you have put your organisation at the forefront of good practice. It's up to you to make the most of your recognised status and this publication will help you maximise the benefits.

This publication is designed to help you effectively communicate this recognition, both externally and internally.

Above all else, Recognition and Beyond is about helping you think of the best ways to infuse your working culture with a spirit of celebration. After all you've achieved something really special.

**9780117062603**

**£5.50**

## RAISE AWARENESS ACROSS YOUR COMPANY

Invest in our new range of merchandise



### INVESTORS IN PEOPLE MOUSEMAT

This pack contains two mousemats, each with a different eye-catching design. The mousemats are made of wipe-clean material and have a non-skid backing.

**9780117062627**

**£12.00 (£13.80 inc VAT)**

## EASY WAYS TO ORDER

**Online:** [www.tsoshop.co.uk/iip](http://www.tsoshop.co.uk/iip)

**By Telephone:** 0870 850 4477, quoting ref. DVG

**By Textphone:** 0870 240 3701

**Fax:** 0870 243 0129, quoting ref. DVG

**Email:** [iipuk@tso.co.uk](mailto:iipuk@tso.co.uk), quoting ref. DVG

**TSO Shop:** TSO Belfast, 16 Arthur Street, Belfast, BT1 4GD, Tel: +44 (0)28 9023 8451

### INVESTORS IN PEOPLE MUG

The official Investors in People mug features a two-colour design, incorporating the new logo.



**9780117062597**

**£7.00 (£8.05 inc VAT)**

### INVESTORS IN PEOPLE PEN

A Parker Vector Rollerball pen, in bright white with a stainless steel trim. Features a blue Investors in People logo and strapline printed on the barrel.



**9780117062634**

**£6.50 (£7.48 inc VAT)**

**DON'T FORGET: TSO CAN KEEP YOU INFORMED OF THE LATEST PUBLICATIONS FROM INVESTORS IN PEOPLE. REGISTER TO RECEIVE EMAIL UPDATES BY VISITING [WWW.TSO.CO.UK/SIGNUP](http://WWW.TSO.CO.UK/SIGNUP)**





INVESTORS  
IN PEOPLE

**If you have any questions on how to use the Investors in People brand mark, or would like to order it, please don't hesitate to contact your local Investors in People Centre.**

**Contact details are available on our website [www.investorsinpeople.co.uk](http://www.investorsinpeople.co.uk)**

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