



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

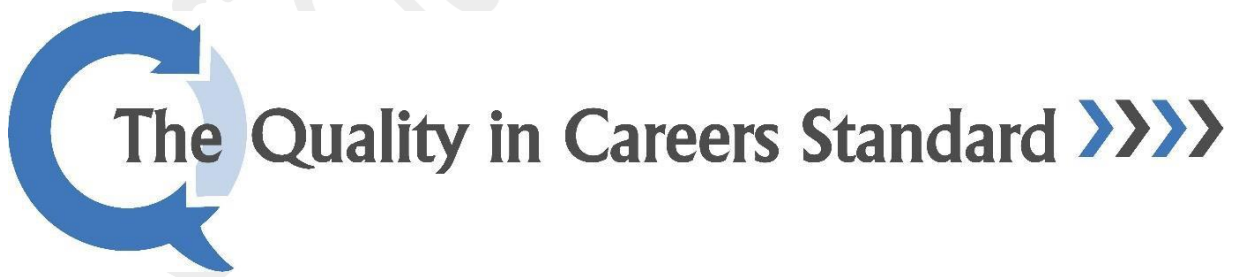
**October 2021 update (first published August 2019)**

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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 now download a range of versions of the primary  
Quality in Careers logos directly from our website  
[Primary Logos \(qualityincareers.org.uk\)](http://qualityincareers.org.uk)

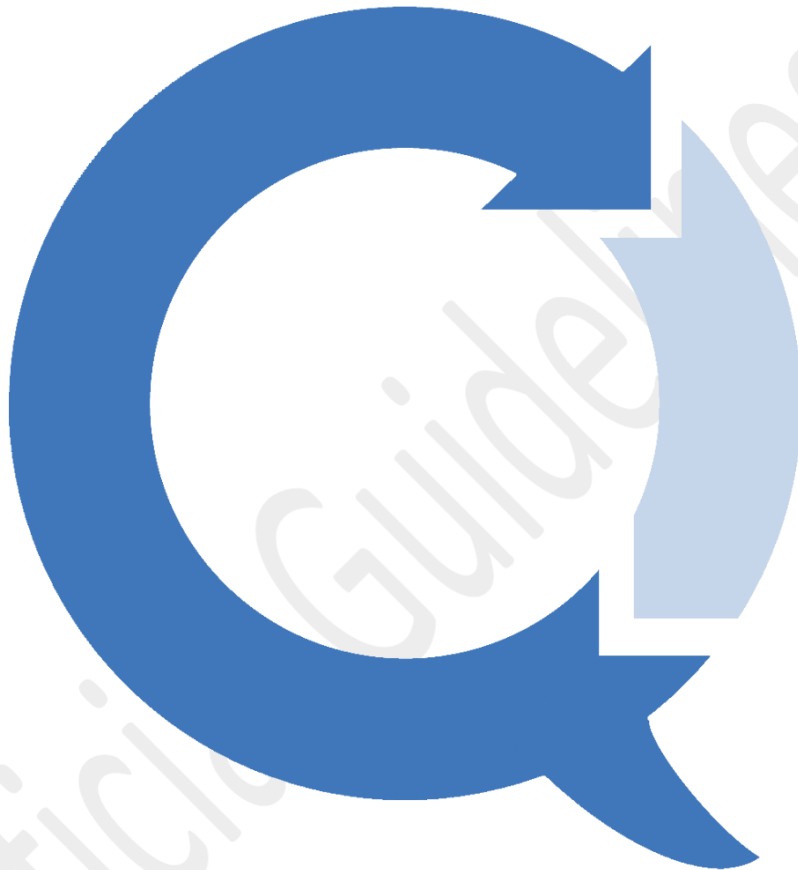


\$primary-color: #4077ba;  
\$transparent-color: rgba(64, 118, 186, 0.3);  
#c5d5ea  
Font used is: Adelon Medium

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

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## 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).

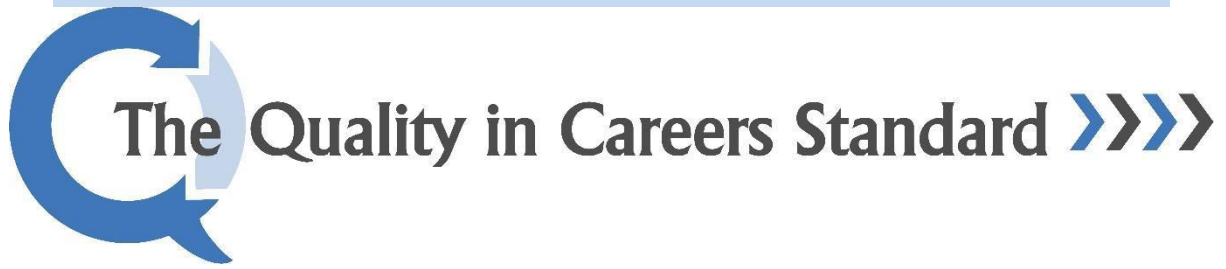
Please use the typeface **Calibri** for all **Quality in Careers** certificate citations.

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.*



# The Quality in Careers Standard >>>>

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

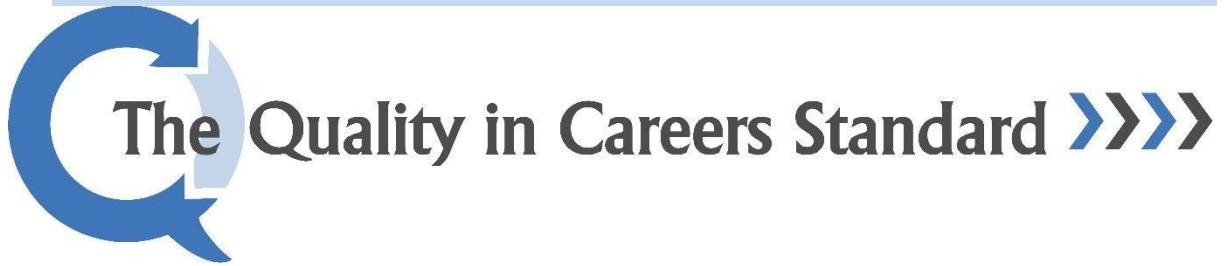
*Signature*

(name) CEO

CSW Group trading as *Investor in Careers*

Commitment certificate awarded on 25<sup>th</sup> May 2021 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 25<sup>th</sup> May 2024

*Signature*

(name) CEO

CSW Group trading as *Investor in Careers*

Awarded on 25<sup>th</sup> May 2021

by CSW Group - *Investor in Careers*

(your logo) as a Licensed Awarding Body for the  
national Quality in Careers Standard