



OFFICIAL BRAND GUIDELINES
for Licensed Awarding Bodies and Learning Providers

August 2019 (updated June 2021)

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.

The Quality in Careers Standard logo design specification
You can 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**

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 **“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.

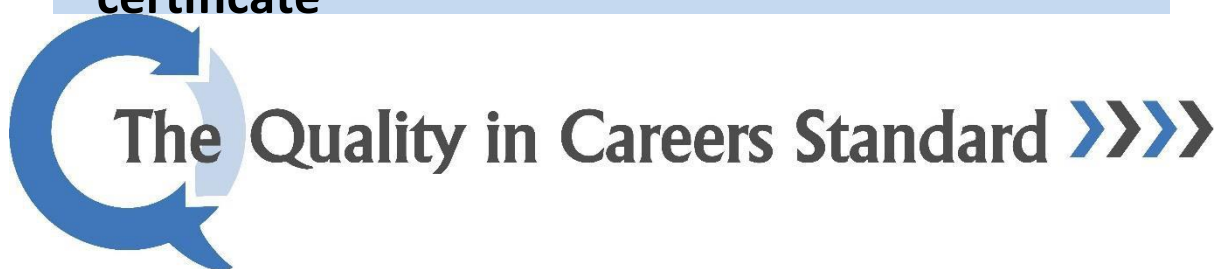
Please use the letter C in respect of the ‘licence’ to award the Standard and the letter S in ‘licensed’ (as in Licensed Awarding Body).

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**

Model of 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

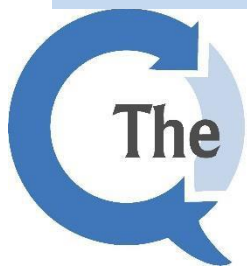
Signature

(name) CEO

CSW Group trading as *Investor in Careers*

Commitment certificate awarded on 25th May 2019
by CSW Group - *Investor in Careers*
(your logo) as a Licensed Awarding Body
for the national Quality in Careers Standard

Model of the “Making Good Progress”
certificate



The Quality in Careers Standard >>>>

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 25th May 2022

Signature

(name) CEO

CSW Group trading as *Investor in Careers*

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

**Model of 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 25th May 2022

Signature

(name) CEO

CSW Group trading as *Investor in Careers*

Awarded on 25th May 2019
by CSW Group - *Investor in Careers*
(your logo) as a Licensed Awarding Body
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