



# **One Awards Brand Guidelines for Approved Centres**

## Introduction

One Awards provides bespoke accreditation and quality assurance products and services for colleges, training providers, local authorities, employers and other organisations that support individuals to succeed through learning.

Formed in 1994 we have been offering exceptional Quality Assurance and Accreditation services for over 28 years, and we are proud of our established reputation for outstanding customer service.

One Awards is a not-for-profit organisation with charitable status. Promoting our charitable objectives is very important to us. We invest our resources in continuously developing our products and services to support our customers.

This booklet gives guidance on how our logo can be used. If you have any questions that are not covered in the guidance, please contact us on 0330 555 1233.

## Our logo

The One Awards logo is the central element of our visual image. It is essential that all materials produced use the logo in a clear consistent manner to reinforce our corporate identity.

The logo may be used in any of the ways shown, depending upon application. Version 1 is the preferred option for all materials. However, options 2 can be used where it is not possible to use the preferred option, such as printing on dark colours or images. Option 2 must only be used when all other options are unsuitable, e.g. minimum size and screen printing.



## One Awards Logo Usage

The One Awards logo should not be used without our express permission, please contact Helen Smith, Marketing Officer [helen.smith@oneawards.org.uk](mailto:helen.smith@oneawards.org.uk), or telephone 03300 555 1233.

We require details of the reason for use, along with a sample of each item once completed.

It is only possible to use the One Awards logo on promotional material that relates directly to One Awards products. Therefore, it is not to be used on general stationery, general advertising or on web pages that are not specific to One Awards products.

**You must not use any of the One Awards or sub brand logos on any in-house certificates which are given to learners or participants.**

The One Awards logo has been specially designed, and should not be altered in any way, apart from resizing which is covered within this document.

### File Formats and Resizing

The logo is available in EPS and JPEG formats. We recommend that EPS format is used for printed material and JPEG for on-screen usage.

The logo is available in large or small JPEGs. The logo in EPS format can be resized without any loss of quality, but this should always be done in proportion, i.e. the logo should not appear to be stretched or squeezed. The text of the logo should always appear legible, and the minimum size requirements (25 mm) adhered to. When resizing the logo in other formats, care should be taken that the clarity of the image is not distorted.

### Colour of logo

The logo is available in greyscale, white and colour, although we prefer the logo to be shown in colour, if possible. If the logo is to be used on-screen, please use the colour version, but only against a white background.

The logo should not be displayed in a box or frame but should stand alone against a solid colour background.

### Misleading or inappropriate use

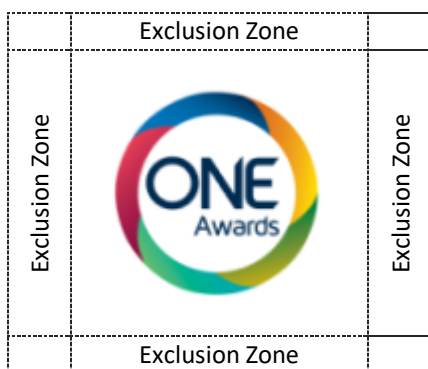
The One Awards logo must not be used in any derogatory or misleading manner. It must not be used in such a way that it could be taken as a form of endorsement or approval without our explicit agreement.

### Hyperlinking

We prefer that the logo itself is not used as a hyperlink, and that a separate text descriptor should be used. If, for design reasons, the logo has to be used as a hyperlink, then it must not link to anywhere other than the One Awards website home page [www.oneawards.org.uk](http://www.oneawards.org.uk)

### Exclusion zone

For the strongest visual impact, the logo should appear on a plain white background with an area of clear space around it which should be kept clear of copy, graphical elements and images. To preserve the quality of the logo it must not be reproduced as less than 25 mm wide.



Minimum size 25mm



### One Awards Sub Brand Logos

The One Awards sub brands identify the different products and services available, guidelines on the use of these logos are available based on your individual centre approval.



One Awards is an Access Validating Agency, licensed by QAA (The Quality Assurance Agency for Higher Education) to accredit the QAA Access to HE Diploma. The Our Diplomas is are one of the main routes for adults wishing to apply to university in England, Wales and Northern Ireland.



One Awards Bespoke Accreditation (sometimes known as Accredited Units) are credit-based of assessment, tailor-made to the requirements of the Centre



The Quality Mark is our formal, certificated endorsement of the quality of training offered by an employer or training organisation. This has been specifically designed to meet the needs of a wide range of employers and training organisations that offer their own, customised training activities



One Awards offers an extensive range of events and training in support of Quality Assurance, Curriculum Development and Learner Achievement. This includes guidance and information sessions, curriculum updates, briefings and standardisation events, along with annual forums and celebrations of learner achievement.



**For further guidance on the use of our logo, please contact us:**

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