



Quality Mark

PART OF **nocn** GROUP

# Brand Guidelines for One Awards Quality Mark Approved Centres

October 2020

[www.oneawards.org.uk](http://www.oneawards.org.uk)

# Brand Guidelines for One Awards Quality Mark Approved Centres



The following guidance provides you with the information you need on how to use the One Awards Quality Mark logo and the appropriate descriptive statements which can be used. If you have any questions that are not covered in this guidance, please contact us on 0191 518 6550.



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Quality Mark

The correct use of the One Awards Quality Mark logo is part of the Quality Mark agreement and this will be monitored at the annual quality audit visits.

## 1. The One Awards Quality Mark Logo

The One Awards Quality Mark logo is a vital element of our visual image.

It is essential that all materials produced use the logo in a clear and consistent manner to reinforce the identity.

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.

### 1.1. 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.

### 1.2. File Formats and Resizing

The logo is available in JPEG format. The logo should not appear to be stretched or squeezed.

The text of the logo should always appear legible, and the minimum size requirements adhered to, i.e. 25mm. When resizing the logo in other formats, care should be taken that the clarity of the image is not distorted.

### 1.3. Colour of Logo

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

To preserve the quality of the logo it must not be reproduced at less than 25mm wide.

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## 1.4. Use of Logo and Appropriate Descriptive Statements

The One Awards Quality Mark logo must only be used following approval by One Awards and only on materials, including those online, pertaining to the endorsed training activity. If you want to align your endorsed activity to a specific level of learning then we recommend that you use the term 'benchmarked' in your literature, always ensuring that it is entirely clear that no actual level is awarded or achieved. We also recommend that you use the following tag line in your publications, "The One Awards Quality Mark endorses high quality training activities".

## 1.5. 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 reason, 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)

## 2. The One Awards Quality Mark Logo

It is only possible to use the One Awards Quality Mark logo on publicity or promotional material that relate directly to One Awards Quality Mark endorsed training activities. The logo should not be used on company stationery e.g. letterhead, compliment slips and invoices.

To obtain the logo please contact Helen Smith [helen.smith@oneawards.org.uk](mailto:helen.smith@oneawards.org.uk) or telephone 0191 518 6550.

Delivering services on behalf of



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