



VocTech
Trust

Brand guidelines

for Ufi Supported Organisations

Last updated: October 2019

www.ufi.co.uk



Welcome to our brand

This pack contains everything you need to know about our brand during your project with Ufi.

A more extensive edition of our guidelines is available on request from media@ufi.co.uk

For more information or advice about using our brand identity, please contact your Project Account Manager.

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These key messages will help to position Ufi, to accurately describe our unique offer and communicate in a consistent style across materials.

Our vision

To create a world where vocational skills, developed through innovative digital solutions, are celebrated and valued as the engine of our success.

Long form

To create a world where vocational skills are celebrated and valued by all as the engine upon which the UK economy is built, and where development of those skills is made possible by the best technology solutions, providing easier access, greater opportunity and better outcomes for all.

Our mission

Ufi supports the development of digital technologies that help us all obtain the vocational skills we need to get more out of our working lives.

We do this by:

- providing funding, expertise and commitment to innovators in vocational technology (VocTech).
- building an active VocTech community of educators, developers, designers, employers, investors and policy makers, and sparking discussion and debate amongst them.
- using our funding to catalyse change in attitude, focus and investment in VocTech in the UK.

These key messages will help to position Ufi, to accurately describe our unique offer and communicate in a consistent style across materials.

Our positioning

We are Ufi - the VocTech Trust

**Championing the
power of technology to
improve skills for work**

Long form

We are Ufi, the VocTech Trust and we champion the power of technology to improve skills for work and deliver better outcomes for all. We act as a funding partner and essential friend to innovators in skills development looking to help people progress in the workplace. We catalyse a fundamental shift in how individuals, employers and UK society view, embrace and benefit from vocational skills development through digital innovation.



Our values

How we approach what we do.

Think strategically

We believe in the power of vocational skills to deliver better outcomes for all.
We are ambitious and focused on making a real difference

Act collaboratively

We support our projects with time, energy and expertise.
We encourage knowledge-sharing and collaboration.
We create the environment that allows others to deliver

Embrace innovation

We see technology as the ultimate enabler for delivering relevant, engaging learning for work.
We operate virtually and leanly.
We make the cognitive leap to see the value in a seed of an idea.

Be passionate

We are committed to reducing inequality of opportunity in the workplace.
We believe that life-long learning can change lives.
We never forget the social imperative

Our Logo



The Ufi logo is an integral part of our identity and must be highly visible at all times.



The logo consists of a dynamic inspired logotype, with a descriptor we refer to as the logo text.

The logotype and logo text should appear together in almost all instances.

Never use the logotype without the logo text before seeking prior permission from the marketing team.

The identity has been adapted for all possible uses. The logotype is available in three versions; the logotype, a composite tall and composite wide. These can be applied appropriately to meet the constraints of different media (from tall pull-up banners, to wide digital adverts).

The logotype and logo text can be used to create alternative combinations to meet the constraints of different media, with permission from the marketing team.

Logotype



Composite (tall)



Composite (wide)



Logo text



Occasionally, available print techniques or specific design requirements may mean you can use one of our special-use logotypes. This would suite special reports or event invitations for example.

Please check with your Project Account Manager before using it.

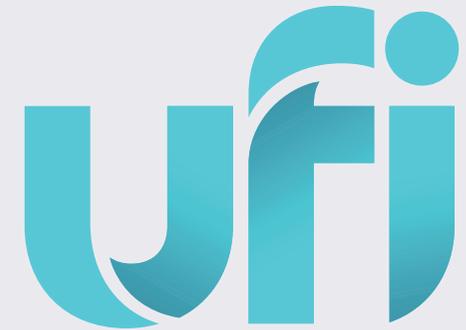
Vibrant orchid logotype



Passionate ruby logotype



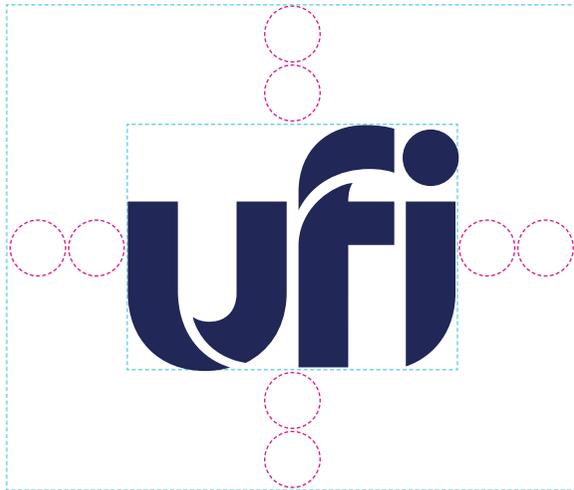
Fresh teal logotype



A minimum area of surrounding space around the logo is required across all visual communications.

The clearance area must be relative to the size of the logo and is therefore equal to x2 of the dots from the letter 'i' within our logotype (see diagram).

To preserve legibility, the composite logos should never be shown smaller than 10mm or 20mm wide respectively.



10mm



10mm



20mm



Where colours clash, one stands out more than the other, or there is an unbalance in any way then the greyscale or black logo should be used.



For more information or advice about using our brand identity, please contact Stephen Hinde at Ufi:

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www.ufi.co.uk

When the partnership logo is not used then the exclusion rules are applied as shown above and copy is always placed above the Ufi logo in Objektiv Mk1 Bold.



My Project is supported by



Funded

To be used if Ufi VocTech Trust were the sole source of funding for a project.

Supported

To be used if Ufi VocTech Trust were not the sole source of funding for a project.

For more information or advice about using our brand identity, please contact your Project Account Manager.

Colours





Ufi is a digital first organisation. So we champion RGB colours in the first instance, with custom CMYK values to best represent our vibrant brand in the printed form.

These are the colours that make up our primary identity and should form the backbone of our communications.

It's completely unique in our sector and will differentiate us amongst other organisations.



RGB 223 / 22 / 131
 HEX #DF1685
 CMYK 1 / 92 / 4 / 0
 PMS 219

RGB 160 / 92 / 191
 HEX #A05CBF
 CMYK 52 / 70 / 0 / 0
 PMS 7441

RGB 42 / 40 / 83
 HEX #2A2853
 CMYK 100 / 100 / 9 / 57
 PMS 2765

RGB 95 / 208 / 223
 HEX #5FD0DF
 CMYK 58 / 0 / 16 / 0
 PMS 3105

CMYK breakdown values

Please note these are custom CMYK values. Please use these rather than default application conversions.



Typography



Primary Font

Our primary typeface is **Objektiv Mk1**.

Objektiv takes a new look at geometry. Its designer, Bruno Mello, followed the principles of mathematical structures but didn't forget that this typeface is to be used by humans.

It's predominantly curved and geometric rationale aligns perfectly with the with Ufi brand and use of circular and sweeping elements.

Alternative font

In situations where our headline or body font are not available, it is possible to use the **Arial** family. However, if your material is to be public facing, please check the use of Arial with the Marketing team.

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AaBb
CcDd



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