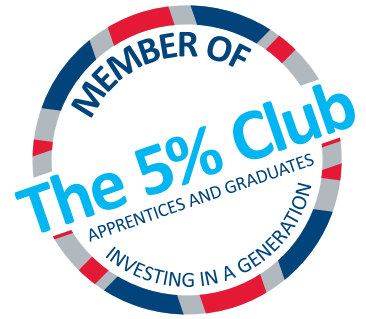


The 5% Club



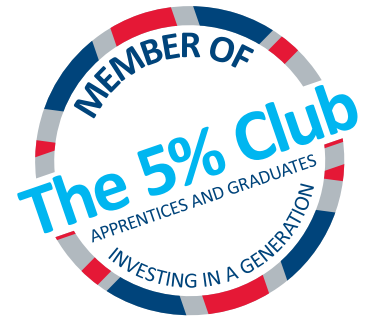
Brand Guidelines

www.5percentclub.org.uk

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Introduction



Welcome to The 5% Club

As with any Club the membership and the member alignment to a common goal is vitally important. With The 5% Club the goal is very clear - it's about industry doing something practical to support earn and learn opportunities and address the skill shortage. The 5% Club gives members the opportunity to formalise what each organisation does in terms of apprentice and graduate programmes and wider earn and learn opportunities. By joining The Club, organisations are also making a public declaration they will aim to reach for 5% of its workforce being in earn and learn opportunities within 5 years of joining.

Becoming a member of The 5% Club is a commitment and this is where promotion of The 5% Club identity and brand comes into its own. The 5% Club brand shows your commitment to investing in the success of your workforce and the successful growth of the UK.

As with any brand, it's important the brand is shown consistently and used appropriately by all members. The uniformity of the brand shows we are committed to a shared goal and take a common approach. To align the members behind this common objective, The 5% Club has its own branding which members can use to promote their involvement in The Club whilst also using the brand to promote their involvement to others.

The brand mark



To be used on the majority of communication.

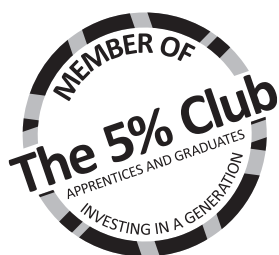
The brand mark is available in different colours and formats to download from:

www.5percentclub.org.uk/downloads

Brand mark colour

Colour

Whenever possible the full CMYK colour version of our brand mark should be used. If saving on print costs or using the logo on a dark/coloured background then the black or white versions may be used.



Black reproduction to be used on white backgrounds

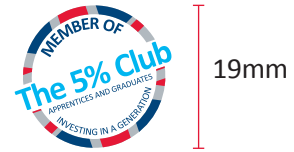


White logo on dark or coloured/photographic backgrounds

Brand mark size and exclusion zone

Size

The minimum recommended size for the height of the brand mark is 19mm.



Exclusion zone

The exclusion zone is defined by an area around the logo equivalent to the height of the number “5”.

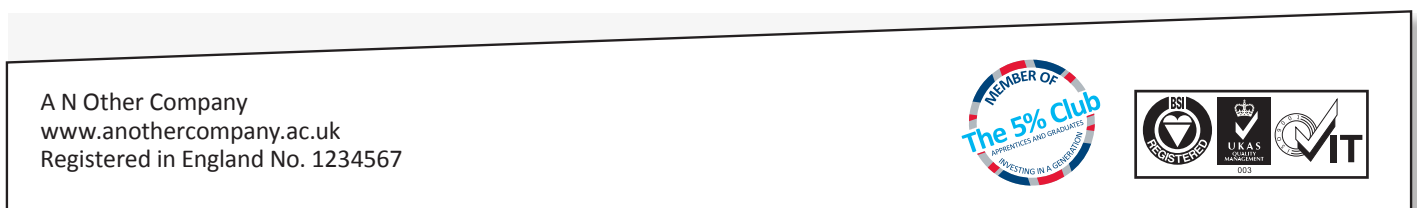
As the first point of contact, the logo needs respect and prominence. No elements or other logos appear within the exclusion zone.



Using the brand mark

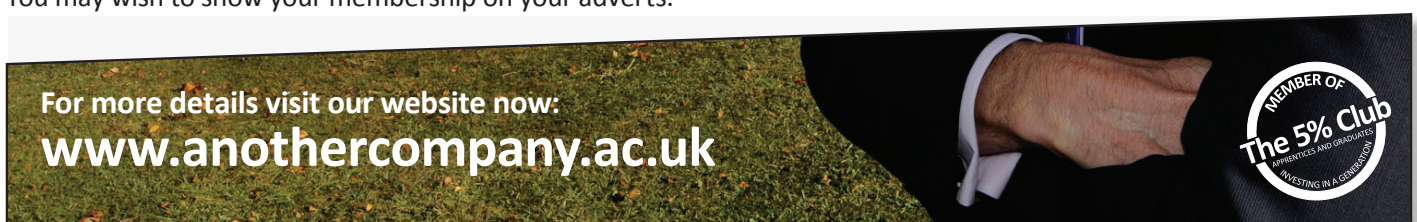
Letterheads and other stationery

As a member of **The 5% Club** you can display the brand mark alongside your other accreditations.



Adverts

You may wish to show your membership on your adverts.



Remember to follow the colour, size, and exclusion zone rules when applying the brand mark.

Using the brand mark - continued

Email signature

We recommend you don't use the brand mark as part of your email signature as a recipient's email may read it as an attachment and block your email. You can, however use the following statement:

Member of **The 5% Club**, Investing in a Generation. To find out more please visit www.5percentclub.org.uk

Kind regards

Mr A N Other | Director

01234 56789 | Email: another@anothercompany.ac.uk | www.anothercomapny.ac.uk

Member of **The 5% Club**, Investing in a Generation. To find out more please visit www.5percentclub.org.uk

Connect with us: [Read our blog](#) | [Follow us on LinkedIn](#) | [Like us on Facebook](#) | [Follow us on Twitter](#)

Whenever referring to **The 5% Club** in text it should be referenced as **The 5% Club** with caps for T and C and also in bold.

Social media

Channels, tone and guidance policy

LinkedIn is The Club's key social media channel. **The 5% Club** tone of voice should be a clear and professional, whilst coming across as human and approachable as possible.

LinkedIn



<https://www.linkedin.com/company/the-5-club/>

All parties are encouraged to:

- Use a professional, yet understandable tone.
- Stay on topic.
- Use common courtesy. This is a platform for discussion so freedom to express views is to be expected, however please do so in a professional and respectful manner.
- Post original content, and avoid content known to be fraudulent.
- Never post personal, identifying or confidential information.

Flickr



Since 2024 The 5% Club posts pictures of key events on its Flickr account. The link to our Flickr account is on our website. Members are welcome to use relevant images to support their business interests.

Need to know

Abusive language

The 5% Club has a zero tolerance policy against abusive language and profanity.

Linking Back

Whenever possible please link back to **The 5% Club** website - www.5percentclub.org.uk.

The 5% Club Employer Audit

If you participate in The 5% Club Employer Audit, you will be sent separate guidance regarding the use of the Platinum, Gold, Silver and Bronze logos. These logos may only be used for the relevant timeframe and must not be used after this.

The Club encourages all Employer Audit participants to share posts about the Audit, especially those announcing participants and their Platinum, Gold, Silver or Bronze awards.

Platinum, Gold, Silver and Bronze awards are embargoed until formally announced during the Employer Symposium.



www.5percentclub.org.uk