



# Brand Guidelines & Media Info

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# Media Information

Whether you're a media expert or simply want to ensure that you are applying the IEP logo in the correct way, these Branding Guidelines should provide the basic information you need.

IEP works with its members to provide a professional voice for the employability sector. Please see the NEWS AND RESOURCES section of our website for details of current activities.

The Institute is happy to provide resources for journalists and artwork for those authorised to use the IEP logo.

If you would like to use our logo or request more specific information please contact an IEP spokesperson at [enquiries@iemployability.org](mailto:enquiries@iemployability.org).



# About Us

The IEP is the international membership body for employability professionals, the people who support others gain work, progress in work, and retain work. Our goal is to promote excellence in employability services worldwide and we strive to achieve our vision where 'employability professionals everywhere are the best they can be'.

Since 2011, we have established our presence across the UK and grown to operate in several countries including Australia, Sweden and Canada. We also work with partners across the Netherlands, The Gulf States and South Korea.

We represent over 11,000 members worldwide who are dedicated to enhancing the employability prospects of those who are most disadvantaged in society such as those in need by reason of youth, age, ill-health, disability, financial struggles, homelessness, and lone parenthood – people who are farthest away from the job market. Our members work to identify people's aspirations and education and employment goals, help them to overcome challenges and equip them with the skills, knowledge, and resources that they need to improve their employability opportunities that will lead to fulfilling and sustainable jobs.



# Our Values



# Our Mission

The IEP is dedicated to supporting the people who support others gain work, progress in work and retain work.



Empower individuals to perform to a professional standard through gaining relevant further knowledge and understanding.



Champion employability as a recognised profession through representation of our people's social and economic contribution and achievements to policy makers and influencers.



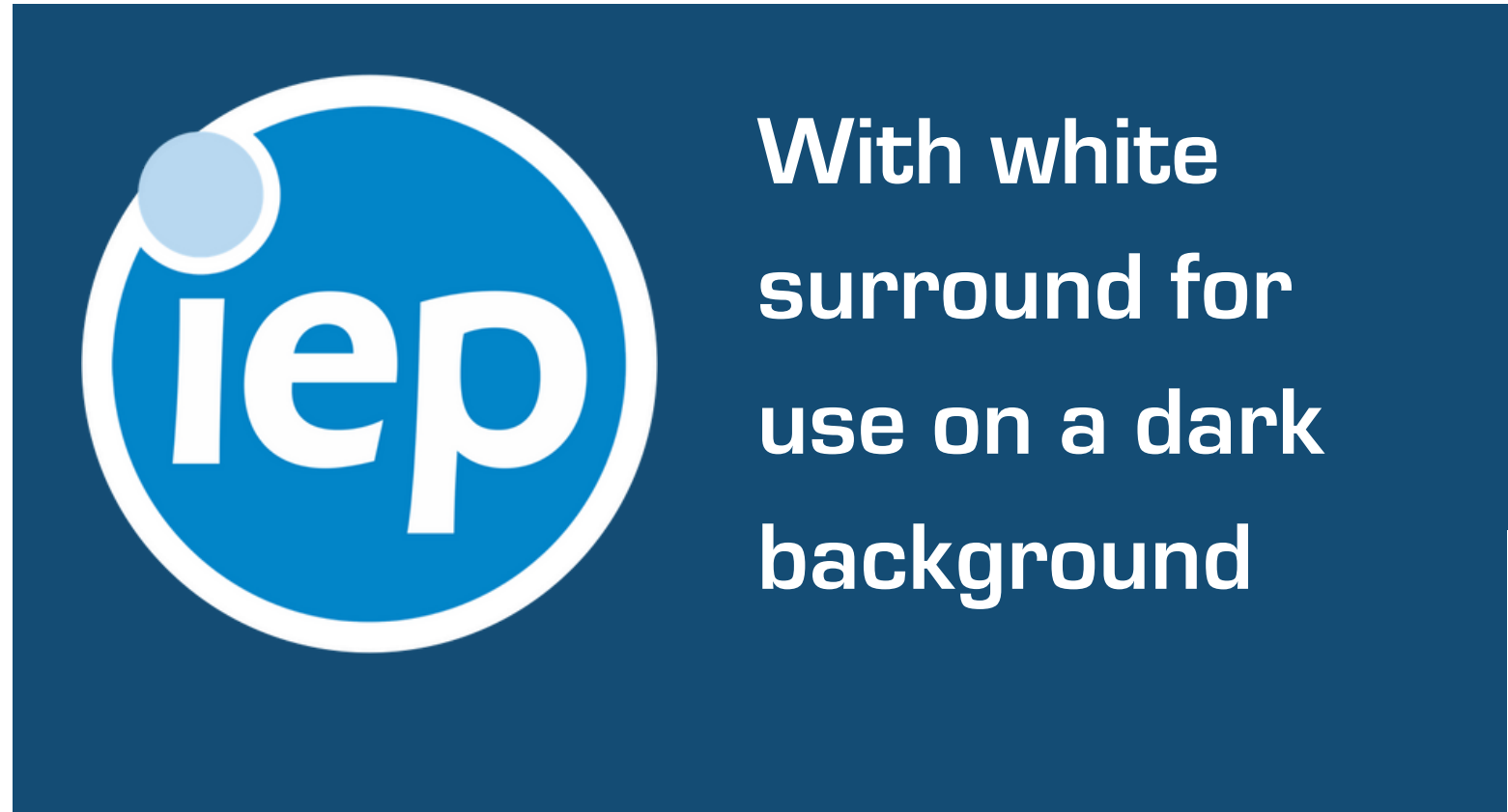
Secure employers' recognition that their employability objectives are best achieved through a commitment to the development, through the selection and training, of a highly skilled professional delivery team.



Create a network of opportunity enabling our vision to be achieved.



# Our Main Brand Logo



Institute of  
Employability  
Professionals



# Our Logo Do's & Dont's

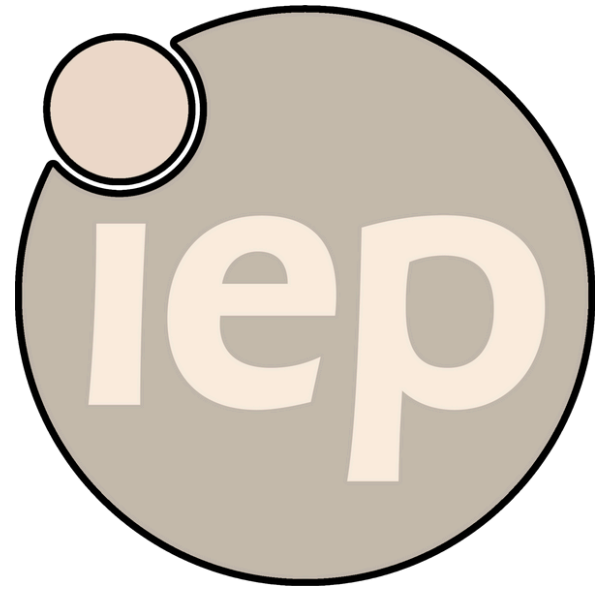
## Do's:

1. Do Use the Correct Colours: Always use the specific brand colours for the logo as outlined in the brand colour palette. Consistent use of colours ensures that the logo is instantly recognisable and maintains visual harmony across all mediums.
2. Do Maintain Proportions: Ensure that the logo is scaled proportionally. Distorting the logo can undermine its aesthetic appeal and brand integrity. Use vector files like SVG or EPS to maintain quality at various sizes.
3. Do Provide Clear Space: Maintain adequate clear space around the logo (at least 10ml) to avoid visual clutter and to ensure that the logo stands out. This space should be defined in the brand guidelines, often measured by the height or width of a specific part of the logo.
4. Do Use Approved Formats: Utilise the logo in the approved file formats (e.g., PNG, JPEG, SVG) suitable for different uses, such as print, web, and merchandise. Each format has its own benefits and recommended use cases.

## Don'ts:

1. Don't Alter the Logo: Avoid making any unauthorised changes to the logo, such as altering colours, adding effects, or changing the font. These changes can dilute the brand identity and cause inconsistency.
2. Don't Use Unapproved Backgrounds: Avoid placing the logo on backgrounds that clash with or obscure it. Ensure that the logo remains visible and legible by using it on backgrounds that complement the brand colours or provide sufficient contrast.
3. Don't Crowd the Logo: Ensure that text or other design elements do not encroach upon the clear space around the logo. Crowding can make the logo hard to recognise and reduce its impact.
4. Don't Use Low-Resolution Files: Avoid using low-resolution versions of the logo, especially for print. This can result in a pixelated or blurry appearance, which can harm the brand's professional image.

# Our Main Brand Logo



Institute of  
Employability  
Professionals

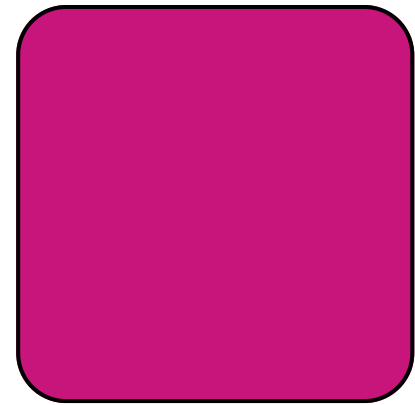


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Professionals

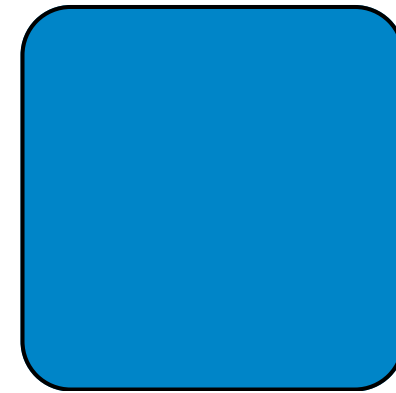




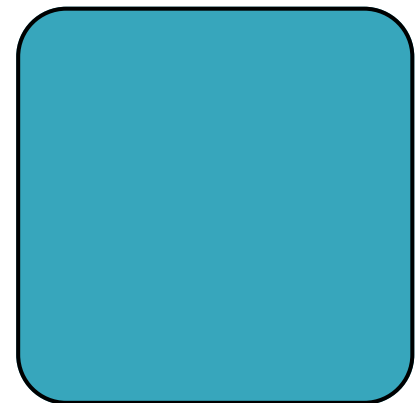
# Colour Palette



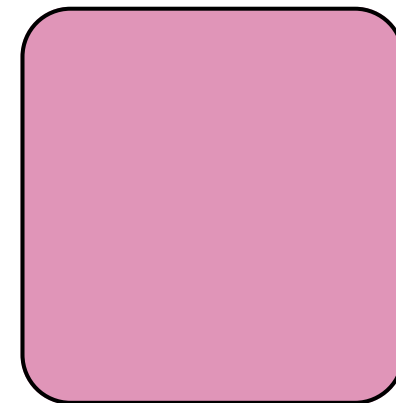
CERISE PINK  
C7157B



IEP BLUE  
#085C8



TURQUOISE  
#37A6BC



PALE PINK  
#E095B8



# Typography

## Headers

**EUROSTILE BOLD**

**Aa** Eurostile

ABCDEFGHIJKLMNOPQRSTUVWXYZabc  
defghijklmnopqrstuvwxyz1234567890

Please always use English (UK) not English (US)

Please use left alignment for headers - not centred

When referring to IEP always use 'the IEP'

Post Nominals should be displayed for all members

## Body Copy

**CALIBRI**

**Aa** Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZabc  
defghijklmnopqrstuvwxyz1234567890



# Social Media

@IEPInfo @IEPInfoAustralia @IEPInfoSweden  
@IEPInfoLearningAcademy



# Divisions of the IEP

## IEP People Services



QUALITY  
IMPROVEMENT  
FRAMEWORK



## IEP Learning Academy



Learning  
Academy

## IEP Events



## IEP Member Services



# IEP Fellows Logo

Since our inception in 2011 Fellowship has been an intrinsic part of our Institute. IEP Fellows play a crucial and valuable role in the growth and development of the IEP and their contribution is really important to our success.

Candidates for the IEP Fellowship undergo a rigorous process of peer review. This is vital to the professional standing of the IEP and Fellows are quickly recognisable as people of standing and influence both within and beyond the sector.

Anyone is welcome to apply for IEP Fellowship and candidates from across the widest possible spectrum of employability are actively encouraged. Whether you're a frontline advisor or a senior director, if you can meet the criteria your application will be welcome.



# Get In Touch

If you have any questions, we would like to hear from you.

 020 3974 2033

 [enquiries@iemployability.org](mailto:enquiries@iemployability.org)

 [www.myiep.uk](http://www.myiep.uk)

