



Technicians make it happen

Brand Guidelines



Technicians make it happen

Why we have guidelines

These brand guidelines have been developed to ensure the consistent application of our identity and give guidance on producing communications for all audiences to help visualise our brand values.

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Our brand proposition

The UK needs technicians more than ever. The growing influence of technology on business and society is increasing the demand for technicians. Thousands of new technical vacancies arise every year and there is also an urgent need to replace those who retire. Unfortunately, not enough new technicians are coming through the education system and this is creating a worrying shortfall. By some estimates the UK needs 700,000 new recruits in the next decade.

Technicians Make it Happen, TMiH, has been launched to directly address this issue. The campaign aims to change perceptions about STEM technicians and promote some of the outstanding apprenticeship opportunities that lead to technician careers.

The campaign will achieve this in two ways:

1. By raising the profile of technicians and highlighting the important work they do in many interesting industries.
2. By promoting the varied career paths to becoming a technician and so inspiring young people and other individuals with STEM skills to consider pursuing this rewarding work.



The encouragement and promotion of vital STEM technician roles in the UK is supported by The Gatsby Charitable Foundation. Find out more at: gatsby.org.uk

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Our logo

The Technicians Make it Happen logo works as a statement and also as a sign off.

The bold housing around 'Technicians', helps the word stand out and gives it stature in the lock-up. The use of darker colour on the words 'make it happen' helps to balance the logo.

The logo should be used on all relevant materials and should always be used as a set lock-up.

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Our logo: exclusion zone

To ensure the TMiH logo does not become cluttered it has an exclusion zone around it. This area is measured by the height of the e in the logo. The area is always in exact relation to the logo no matter what size it appears.



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Our Logo: colour usage

The logo can be used in one of two ways:

1. 1 colour positive logo black / 70% tint of black
2. A negative or reversed out logo
3. A two tone positive logo 70% black and white (specifically for use on photographic images)

1 colour version

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Negative version

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Grey / white logo used over photographic background



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Our Logo: straight and stacked

The logo can be used in two formats.

1. Straight

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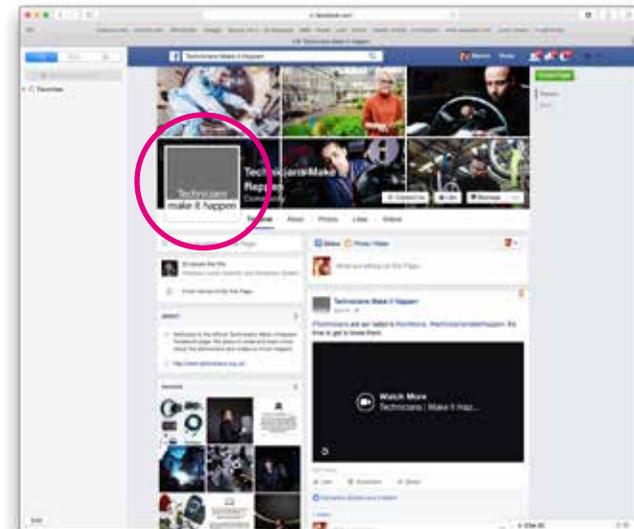
2. Stacked



The stacked version of the logo has been created for square and portrait formats where a landscape logo would appear too small. For example on a Facebook homepage.

The proportions of this logo should not be changed in any way.

Facebook home page



The pink line shows the extent of the logo. Nothing should encroach on this area.



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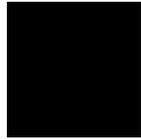
Colours

TMiH has two primary colours, as well as a secondary colour palette.

Primary colours



C0 M0 Y0 K70
R134 G133 B134



C20 M20 Y20 K100
R0 G0 B0

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Secondary colours



C12 M20 Y18 K40
R153 G145 B142



C0 M72 Y100 K32
R154 G76 B16



C50 M85 Y100 K35
R83 G57 B46

Secondary bright colours



C56 M23 Y5 K10
R119 G150 B178



C5 M20 Y100 K25
R190 G167 B12



C0 M57 Y95 K0
R212 G123 B34



C0 M69 Y34 K0
R214 G96 B109

