

Skills Funding  
Agency

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Guidance

# Apprenticeships and traineeships brand centre

Updated 19 August 2015

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Everyone involved in the delivery of apprenticeships and traineeships - employers, training organisations and strategic partners – should adopt the brand identities.

This will maximise opportunities and help amplify the importance of apprenticeships and traineeships.

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# 1.

## Logos and identity

The visual identity for the Skills Funding Agency can be found on the [Skills Funding Agency identity site](#) which provides access to all elements of our products and services. You can access brand guidelines, assets and logos for the Skills Funding Agency, apprenticeships, traineeships and National Careers Service.

You will need to register on the site before you can use it. Please add your Skills Funding Agency colleague as your sponsor.

# 2.

## Campaign resources

The Skills Funding Agency provides an [online campaign resources site](#) for:



- brochures, leaflets and fact sheets
- templates and downloads

You need to register on the site before you can access it.

# 3.

## Photographs and videos

There are a large selection of photographs on [our Flickr page](#) which may be useful for your promotional activity.



There are a number of videos available to support your promotional activity

on [our YouTube channel](#)\_\_\_\_\_.

# 4.

## Case studies

There are a large selection of [employer and learner case studies](#)\_\_\_\_\_ for you to use in promotional activity that demonstrate best practice in apprenticeships and traineeships.

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