

Glasgow Futures

Our logo and brand personality guide

Version 1.0

Glasgow's Local Employability Partnership (LEP) brings together a range of key stakeholders who are driven by a shared purpose. To power the strategic development and governance of employability and skills in Glasgow.

The LEP was formed as part of the Scottish Government's 'No One Left Behind' approach to employability, which creates employment opportunities and helps arm people with skills to enter sustainable employment.

The need for our services is greater than ever, so we want to be there for everyone who needs our help. To stay relevant to our audiences and ensure everyone who needs our support knows our name, we're gearing up for a new future.

That's why this new person-centred logo and how we present our brand are so important. We're looking to the next phase of the success of the LEP and are excited to shout about how we can boost people's futures.

Everyone is unique, and so are their dreams for tomorrow. Whatever is right for them, we're here to help them shape a future they can be proud of.

Glasgow Futures

Every stakeholder within the LEP shares the same purpose.

To drive the strategic development and governance of employability and skills in Glasgow forward, to shape brighter futures.

Glasgow Futures

Local Employability Partnership Board Members

Glasgow City Council
Department for Work and Pensions (DWP)
Skills Development Scotland (SDS)
Scottish Government
Glasgow Chamber of Commerce / Developing the Young Workforce
The Federation of Small Businesses (FSB)
Glasgow Kelvin College

Glasgow Colleges Regional Board (GCRB)
Glasgow Council for the Voluntary Sector (GCVS)
Glasgow Social Enterprise Network (GSEN)
Glasgow Health and Social Care Partnership (GHSCP) / NHS Greater Glasgow and Clyde (NHSGGC)
Glasgow Community Planning Partnership

Glasgow Caledonian University
Glasgow Community Justice Authority
Glasgow Life
University of Glasgow
University of Strathclyde
CEMVO Scotland
Jobs and Business Glasgow

Logo overview

At the heart of the Glasgow Futures brand is our new logo.

The second 'g' in 'Glasgow' doubles up as a person. This highlights that the LEP is there for everybody, and our approach is led by and tailored to each individual's unique needs.

Clear space

To look its best, the Glasgow Futures logo needs space to stand out. Use the capital 'G' as a guide to create space around the logo to make sure no other elements encroach on this clear space.

Minimum size

For clarity across digital and print applications, the Glasgow Futures logo should never be reproduced at any size below 9mm or 25px.



Colour palette

Our primary palette consists of bright yellow, deep magenta, blue and teal to communicate a sense of positivity and friendliness. These are Glasgow Future's core colours and should dominate all colour applications.

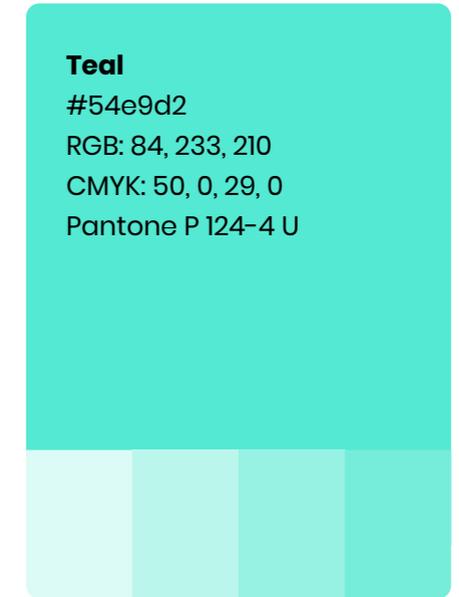
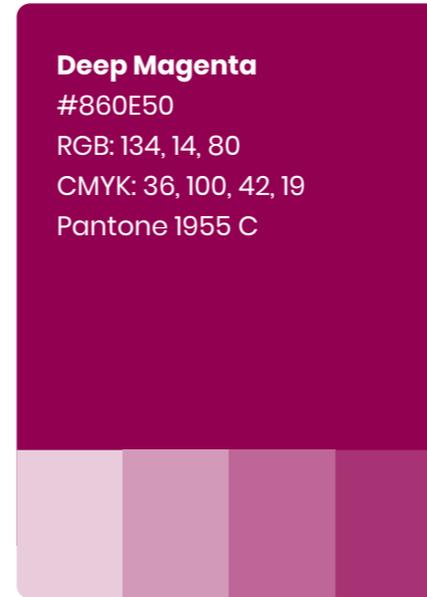
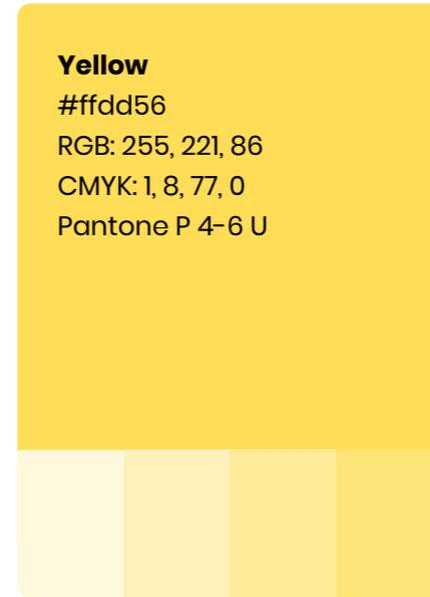
Our secondary palette of pink, purple and orange add contrast against the primary palette. These colours should be used sparingly and as accents only.

Our neutral palette offers a complementary backdrop for our vibrant primary and secondary palettes, providing balance and versatility in design applications

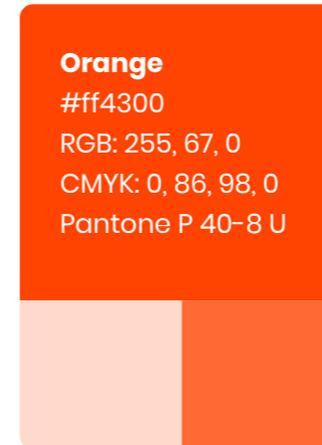
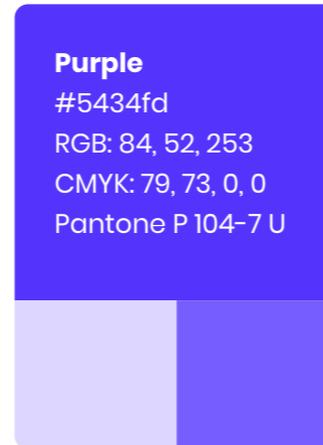
For variety and versatility, our palettes can be used in a variety of tints.

Primary palette colours can be 100% or tints of 10%, 20%, 40%, 60%, 80%. The secondary palette can be used at 100% or as tints of 20% or 80%.

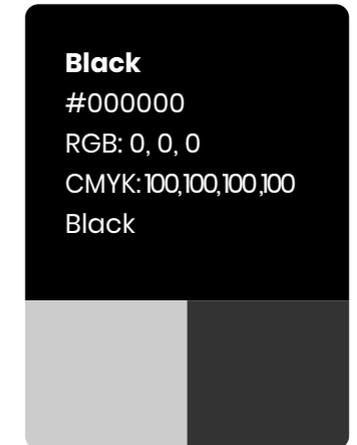
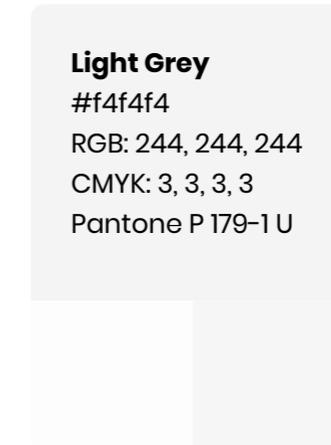
Primary palette



Secondary palette



Neutral palette



Logo colour combinations

To make full use of the variety of bold, bright and clear colours available in the Glasgow Futures palette, the logo can be used in the following colour combinations.

To ensure our logo is accessible to as many users as possible, only use the logo in our preferred and alternative colour combinations.

When using the logo on photography or multicoloured backgrounds, use your judgement and choose what logo colour would create the greatest contrast.

In addition to colour, scale plays a pivotal role in accessibility. Some combinations will work better at different scales. When using our logo, consider the size it will be when users see it. For example, if the logo is being scaled down you may want to choose one with greater contrast.

Preferred colour combinations

Glasgow
Futures

Glasgow
Futures

Glasgow
Futures

Glasgow
Futures

Glasgow
Futures

Alternative colour combinations

Glasgow
Futures

Glasgow
Futures

Glasgow
Futures

Glasgow
Futures

Glasgow
Futures

Typography

Branded font

Our branded font is Poppins. This is available to download from [Google Fonts](#). When using the Glasgow Futures brand, Poppins should be used for all headline and body copy.

System font

Our system font is Verdana and should be used in general day-to-day communications, including PowerPoint, Word documents, emails and when Poppins can't be used.

Branded font: Poppins

AaBbCc

abcdefghijklmn
opqrstuvwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

0123456789!@£%&*

System font: Verdana

AaBbCc

abcdefghijklmn
opqrstuvwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

0123456789!@£%&*

Strapline overview

Why we need it

We've kept our new name as inspiring and short as possible. This means that a strapline can help us unpack what we offer in more detail, so that people know exactly what value we can bring them.

We've created two versions of the strapline to allow for greater flexibility in the use of this core expression of the brand.

A shorter, punchier strapline can sit alongside the logo in a lockup. This focuses on the aspirational aspect of Glasgow Futures, that we help an individual shape their future.

And then the longer strapline gives the complete picture of what Glasgow Futures offers, covering "one-to-one support and opportunities in training, volunteering and work".

Which strapline to use depends on the context you are using it, and the space available. We've given some example best uses of each version of the strapline here.

Everyone's invited

The 'you' in our strapline talks directly to everyone who could need our support. We waste no time inviting them into our community with warmth.

Short strapline

Helping you shape your future.

- ✓ The short strapline can be used on its own to describe Glasgow Futures where space is limited. For example, in a website footer or social post.
- ✓ The short strapline can be used with the logo but only in the supplied lockup. Avoid manually adding it to the logo.

Glasgow Futures

Helping you shape your future.

Full strapline

Helping you shape your future with one-to-one support and opportunities in training, volunteering and work.

- ✓ The full strapline can be used on its own to describe Glasgow Futures in more detail. For example, in the introduction module of a website, or within a PowerPoint presentation.

How to use the logo and strapline in design

Single branding use

How to use the Glasgow Futures logo on its own, with and without the strapline.

Where it should sit

In both print and digital formats, the Glasgow Futures logo should always be aligned to the top or bottom left corner.

Possible colourways

- ✓ Colour (**print** and **digital**).
- ✓ Mono (**print** only when printing in black and white).

Glasgow
Futures

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vernarn, cus de pererum faccus, tem expeleculles deleseque

Dual branding use

How to use the Glasgow Futures logo alongside other logos, with and without the strapline.

Where it should sit

In both print and digital formats, when used alongside other logos, the Glasgow Futures logo should be positioned on the far left.

Possible colourways

- ✓ Colour (**print** and **digital**).
- ✓ Mono (**print** only when printing in black and white).

Glasgow
Futures

Helping you shape your future.



Things to avoid when using the logo and strapline in design

Logo

- ✘ Do not reproduce the logo tilted or on an angle.
- ✘ Do not add additional graphic elements or effects (outlines/drop shadows etc.).
- ✘ Do not re-compose the logo.
- ✘ Do not reproduce the logo within any other graphical device.
- ✘ Do not stretch or manipulate the logo in any way.
- ✘ Do not reproduce or recreate the logo.
- ✘ Do not crop into the logo.
- ✘ Do not reproduce the logo in any colour other than what's provided.

Strapline

- ✘ Do not use a different version of the strapline or edit it in any way. The long and short versions cannot be altered. If in doubt, do not use the strapline at all.



Photography

The photography we use inspires our team, our partners and everyone who uses our services. We focus on showing positive, uplifting and joyous moments in people's lives. Our photography shows how Glasgow Futures has positively shaped someone's future.

Style

Our photography captures moments that feel genuine and relatable. We avoid any photography that feels staged and inauthentic.

Inclusive and diverse

Our photography represents people who use our service and therefore should depict a wide range of:

- Genders, ages, races, ethnicities, cultures, socio-economic statuses, body types and abilities.
- Skill levels.
- Fields of work, training and volunteering.

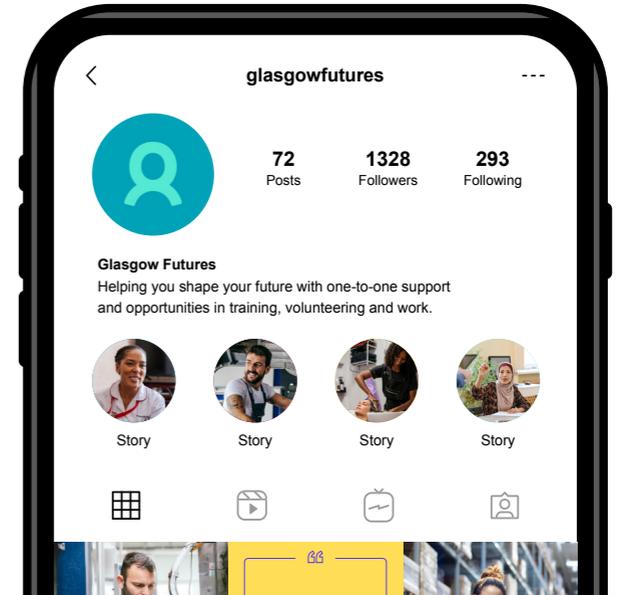
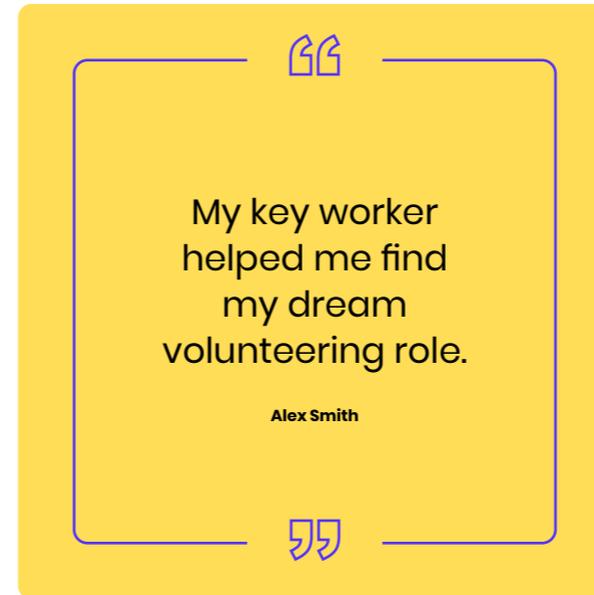


Social

Working examples using photography and the 'Glasgow Futures' name as a bookend.



Glasgow has everything we need to help shape brighter **Futures**



The LEP's vision and aims

We all know we're here to help people shape their futures. But how do we keep ourselves on the right track to deliver this and evolve with new needs?

Our vision

Where we want to get to.

Our vision is the future we want to create. It's the ultimate objective that we're always working towards. The change we want to see and the impact we want to have on the world.

This is the WHAT.

Vision

To achieve an inclusive, sustainable economy where wellbeing and mitigating poverty are central, and employability is pivotal in delivering social and economic equality.

Our aims

Our guiding principles that keep us focused and energised.

These aims will help us work towards our vision. They'll help us grow together while we keep the people we help front and centre, always. **This is the HOW.**

Aims

- To drive the strategic development and governance of employability and skills in Glasgow.
- To design and deliver employability and skills support around the needs and aspirations of people, services and employers in Glasgow.
- To manage funding to maximise the smooth integration of services and continuous offering of a diverse range of employability and skills support.

Using our vision and aims

These are short, punchy statements of intent. Designed to align and inspire all of the teams with the LEP, our partners and everyone who uses our services.

They support our decision-making process and business strategy. And clearly present our goals, and what matters to us, to the world.

We can weave them into our messaging wherever and whenever we want people to know more about who we are. And to connect with people on a deeper, more emotional level.

Tone of voice

The way we talk is just as important as what we say, whether in person, in print or online. It conveys our personality as a community and helps us speak in a single, powerful and distinctive voice.

Our brand personality

Who we are. These are qualities that help us make lasting, genuine connections with people.

We should have these front of mind for every touchpoint people come into contact with us
– colleagues, partners, suppliers, and people in our local communities and across Scotland and the UK.

Inviting and inclusive

No matter what a person's background is or whatever their needs are, we're open to helping everyone who needs our help. And we will adapt to them to make the process as easy as possible for them.

Sunny and optimistic

We're hopeful, energetic and warm, giving our users the boost they need. We use this positive energy to help remove barriers and power people to where they want to go.

Guiding and pragmatic

We're there as a friendly guide to all who need us. Through our expert dedicated support workers, we can give people the tailored one-to-one support that will open up new routes they've never had available to them before. We are pragmatic as we are dealing with people's real struggles, ambitions and lives.

How we sound

Inviting and inclusive

We lead with warmth and the detail comes after. We always say things in their simplest, clearest form, with short, clean sentences.

Say this:

Welcome to Glasgow Futures. We're so excited you're here.

Not this:

Once you have registered and told us your details, we will welcome you to Glasgow Futures.

Sunny and optimistic

We try to frame things as positives and opportunities rather than negatives or limiting beliefs. We avoid using 'nos' or 'nots' where possible.

Say this:

You can find the right next step for you, with our help.

Not this:

Not every opportunity will suit your needs but there is something for everyone.

Guiding and pragmatic

Although we are inviting and sunny, this is where we balance out our warmth and positivity to also be grounded in reality, covering both practical and emotional needs. We provide real solutions to real people's lives.

Say this:

Tell us a bit about what you are looking for. Then together we can find the right volunteering opportunity.

Not this:

You're in the driving seat, tell us what's best for you out of these volunteering options.

Our messaging should make people feel

Inspired

Informed

Included

Empowered

Enriched

Engaged

Capable

Connected

Confident

Supported

Strong

Safe

Writing for accessibility

Further to our aim to be and sound inviting and inclusive, the following addresses brand expression in terms of accessible and readable messaging and content. We want Glasgow Futures to be open to all, and what we say and how we say it can be a big part of people feeling reassured and in control.

Worth remembering

The average reading age for adults in Scotland is 9–11 years old.

Readability guidance

Readability refers to how clear and understandable our language is to all audiences. We need to use language that is accessible to people with a lower literacy level or those whose first language is not English.

- **Use short sentences and be mindful of font size.**
- **Try to avoid the use of words that are three syllables or more.** Do not worry about three syllable words that include a standard prefix or suffix. For example, 'government' or 'allowance'.
- **Try to avoid using idioms, jargon, metaphorical or corporate language.** These can be difficult for some readers to understand, especially for those whose first language is not English.
 - For example, use 'important information' instead of 'key information'. A non-native English speaker will likely understand 'key' to mean something that unlocks a door, and may not have encountered the more metaphorical use.
- The gov.uk website has a list of words to avoid and some useful alternatives.
- **Avoid acronyms, initialisms or abbreviations where they are uncommon, unnecessary, ambiguous or only used once.** Some readers may not understand them, and they can be hard for screen readers to process.
 - For example, 'LEP' should be written as 'Local Employability Partnership'.
 - Avoid writing 'GF' as a shorthand for Glasgow Futures.
- **If you need to use an acronym, initialism or abbreviation, write out the term or phrase in full the first time it is used in a piece of writing.** Afterwards, you can use the acronym on its own.
 - It may be useful to write out acronyms in full whenever they are used in a new page or section, to make sure all readers understand the meaning.
- **Avoid using Latin phrases or abbreviations where possible.** These are not easily understood by some readers.
- **Avoid complex or conditional contractions such as 'should've', 'might've' and 'they'd'.** These can be hard for some readers to understand.
- **Do not put text over images.**
- **Choose colour and contrast of text carefully.** To ensure ease of reading between background and text colour.
- **When using an image always use 'alt text' to describe what the image shows.**
- **Use captions to subtitle videos.** Avoid using auto-generated subtitles on platforms such as YouTube, as they can sometimes be inaccurate.
- **Free tools such as the Hemingway Editor can be used to check readability.**

Writing for accessibility

What accessible writing means and why it's important

Accessible writing means making sure all users can read and understand what Glasgow Futures writes, including users with different mental and physical abilities, and levels of English. It includes the language we use, the structure of the text and the way we organise and present content.

Accessibility guidance

Accessibility is particularly important to those who use assistive technology such as screen readers to help them navigate content. But it also helps everyone understand our writing more easily.

Good to know

People rarely read things word for word. Most people will scan text, whether online or in print, so we need to present our content to facilitate this.

- **Use clear headings, and use them in a logical order.**
 - This helps people understand the structure of our content and helps them find the information they want easily when they scan.
- **Put meaningful words first in headings.**
 - For example, 'Accessibility guidance' not 'Guidance on accessibility', because it is quicker for users to understand the meaning when they scan.
- **Where you have a list of things to present, use numbered or bulleted lists to display information.**
 - These are easier to scan and understand than blocks of text.
- **Use bold text for emphasis or headings, rather than italics or underlining.**
 - This can be easier for dyslexic people to read.
- **When writing for the web and adding hyperlinks, make sure the link text describes what it's linking to.**
 - This is clearer for screen reader users and also helps all readers who are scanning a piece of text. For example, use 'For further guidance on writing accessible web content, check our [writing for the web resources](#)' rather than 'For further guidance on writing accessible web content, [click here](#)'.
- **Free tools such as the Hemingway Editor can be used to make writing clearer.**

Find out more

If you need more information on how to use the Glasgow Futures logo and brand, please get in touch with: employability@glasgow.gov.uk

**Glasgow
Futures**