



HM Government

# Early Years Careers Logo Guidance

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## Intro

We support and encourage use of the Early Years Careers campaign logo and assets. This guide has been produced to show how to use the logo, with some example touchpoints that show how it lives within the campaign world, as well as outside of it. The new Early Years Careers logo has been designed to capture the passion, purpose, and professionalism at the heart of the early years sector.

Every word, colour, and design element - alongside the new name 'Early Years Careers' - was shaped by in-depth consumer research, consultation with early years representative organisations, and a deep understanding of how people connect with brands. By using the logo and brand in a consistent way, together, we can build recognition, raise the profile of early years careers, and show just how vital and rewarding this work really is.



# Logo



# Early Years Careers

## Safe zone and sizing

A clear space is needed around the logo to prevent it from being disrupted by surrounding artwork, images or the edge of the design. The clear space ensures the legibility and impact of the logo by isolating it from competing visual elements such as text or supporting graphics. The clear space is equal to the height of one of our blocks in the stack.

The minimum sizes for our new logo are determined by its height. The logo should never appear smaller than 8mm in print or 40 pixels in digital.



Minimum Height  
8mm & 40 px



## Logo relationship when Early Years Careers is the primary logo

We've defined the relationship when Early Years Careers is the leading logo in scenarios to create a clear visual hierarchy. The most common scenario to use this is when pairing with the HM Government logo.

The height of the secondary logo (in this example HM Government) is measured from the bottom of the Early Years Careers logo to the top of 'Years', allowing our brand logo to lead visually while being supported by the secondary branding.

See pages 16-18 to see this logo relationship in use.



Primary logo relationship

- Used when Early Years Careers or DfE is the sole sender.

## Logo relationships in tight proximity

Logo positions can vary based on the communication. They're usually placed at the bottom of our material, sat in opposite corners. When that's not possible, we adjust their relationship. We move the two logos closer, locking them together. This simplifies the layout and reduces the elements on the page making the overall design easier to balance.

In these circumstances the HM Government logo height is measured to the top of the 'a' in 'Early.' The proximity relationship between the two logos is defined by one and a half blocks in our stack.

See pages 19, 20 & 25 to see this logo relationship in use.



- Used when the layout is restricted and the logos can't sit next to one another.

## Logo relationship when Early Years Careers is not the primary logo

In scenarios where our logo appears on a piece of work from a different brand/partner which isn't directly from Department for Education or HM Government, then we tweak the relationship once again.

To give the correct prominence to the leading logo we visually match the height of the Early Years Careers logo to the primary logo, in this example 'Blossom Garden Nursery'.

See pages 22 & 24 to see this logo relationship in use.

*Blossom  
Garden  
Nursery*

 **Early  
Years  
Careers**

- Used for comms that are co-branded or coming from an external partner.

# Colour

## Logo colour

Our Early Years Careers colour palette strikes balance between credibility, approachability, playfulness and friendliness. The simplicity helps us have a legible approach to the logo, a white version has been introduced to give us a third colour to ensure our new logo will be legible across all colours and backgrounds.

All colours have been considered for best practice legibility.

### Navy

C: 100 R: 37  
M: 100 G: 27  
Y: 37 B: 73  
K: 40 HEX: #251B49

### Orange

C: 0 R: 245  
M: 73 G: 97  
Y: 73 B: 66  
K: 0 HEX: #F56142

### White

C: 0 R: 255  
M: 0 G: 255  
Y: 0 B: 255  
K: 0 HEX: #ffffff

## Logo colour usage

### Primary logo

Used across all outputs outside our campaign look and feel, primarily used on cream or white backgrounds.

### Navy logo

This should be used across campaign collateral, where the playfulness and wider campaign branding is already established and we need to pull on our credibility.

### White logo

Used across photography and darker communications where use of primary logo is not possible due to legibility concerns.

White and Navy are also used in outputs where use of full colour is not possible.

Primary logo  
Examples on pages, 22 & 24



Navy logo  
Examples on pages, 16 - 17 & 19 - 20



White logo  
Examples on pages, 18, 23 & 25



## What to avoid -



Do not add additional text to the logo - use only the logo sets provided.



Do not misuse logo placement over images, always make sure the logo is legible and clear.



Do not alter the colours or fill the logo with other patterns or images. Only use the colour options supplied.



Do not add or alter the shape stack in the logo.



Do not misuse relationship rules, especially when Early Years Careers is the leading logo.



Do not alter the way the type is positioned, use only the options supplied.

# Examples

# Early Years Careers Communications



## Do something big, work with small children



Search:  
Early Years  
Careers



## Be part of something BIG

Working in early years and childcare is unique and rewarding. You get to make a difference that lasts a lifetime by being part of a child's early education. No two days are the same helping young children to grow, learn and flourish.

There are lots of different types of roles and ways to get started.



### Work in a nursery or preschool

Enjoy a rewarding role with variety and options to progress. You'll get to work in a team, building relationships and making a real and lasting difference.



### Become a childminder

Be your own boss and make a difference while working from your own home. You can also get grants ranging from £600-£1200 to help you set up.



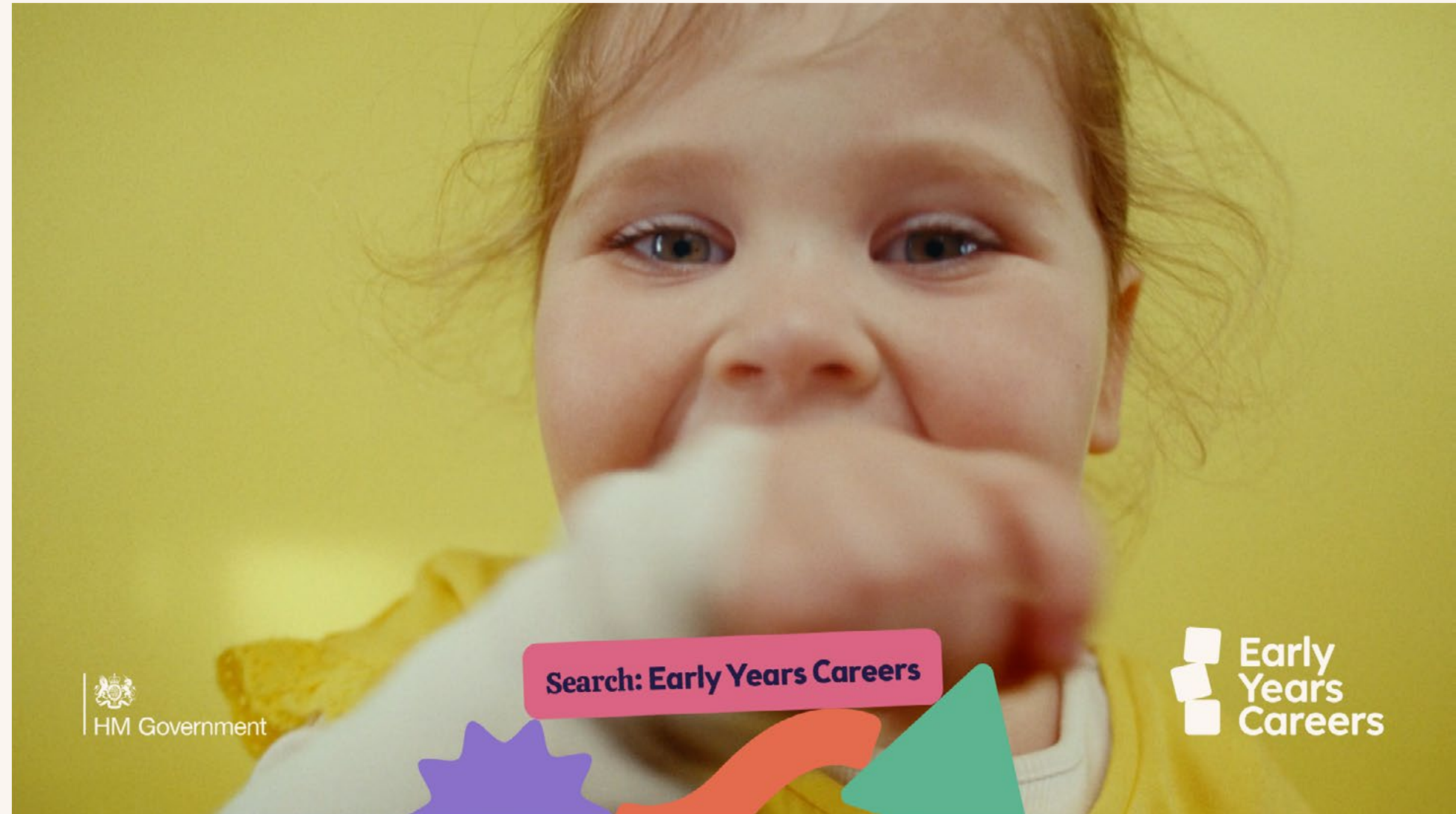
### Work in before or after school clubs

Combines great flexibility with the chance to share your passion with primary school children whether that's sports, music or nature.



Search:  
Early Years  
Careers

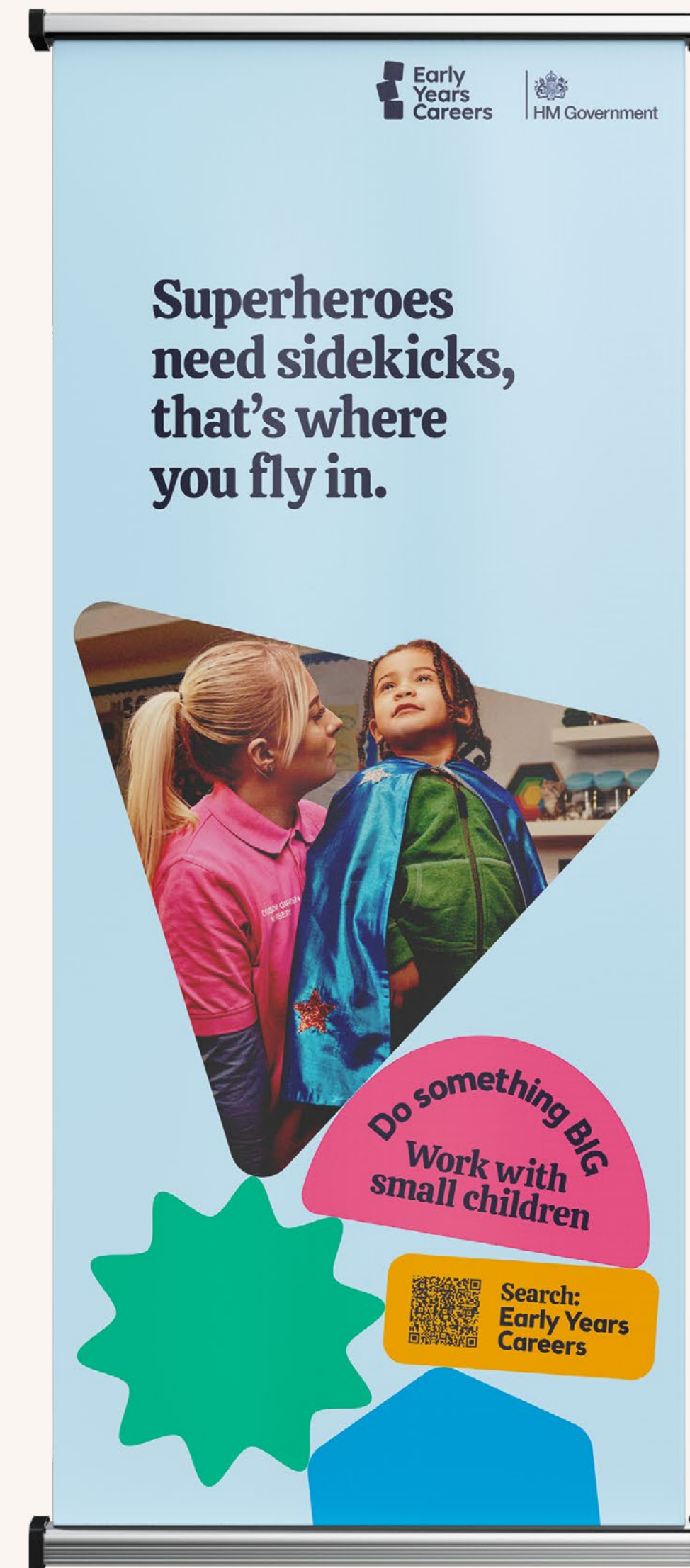




## Events

When creating events banners there are more parameters to consider before positioning the logos. As the banners created could potentially have people or tables blocking the lower half, we move the logos to the top to ensure they're still visible.

The position of the logos can vary depending on the space left by the headline but they must always be sat at the top and follow a logo relationship on page 8.





# External Communications



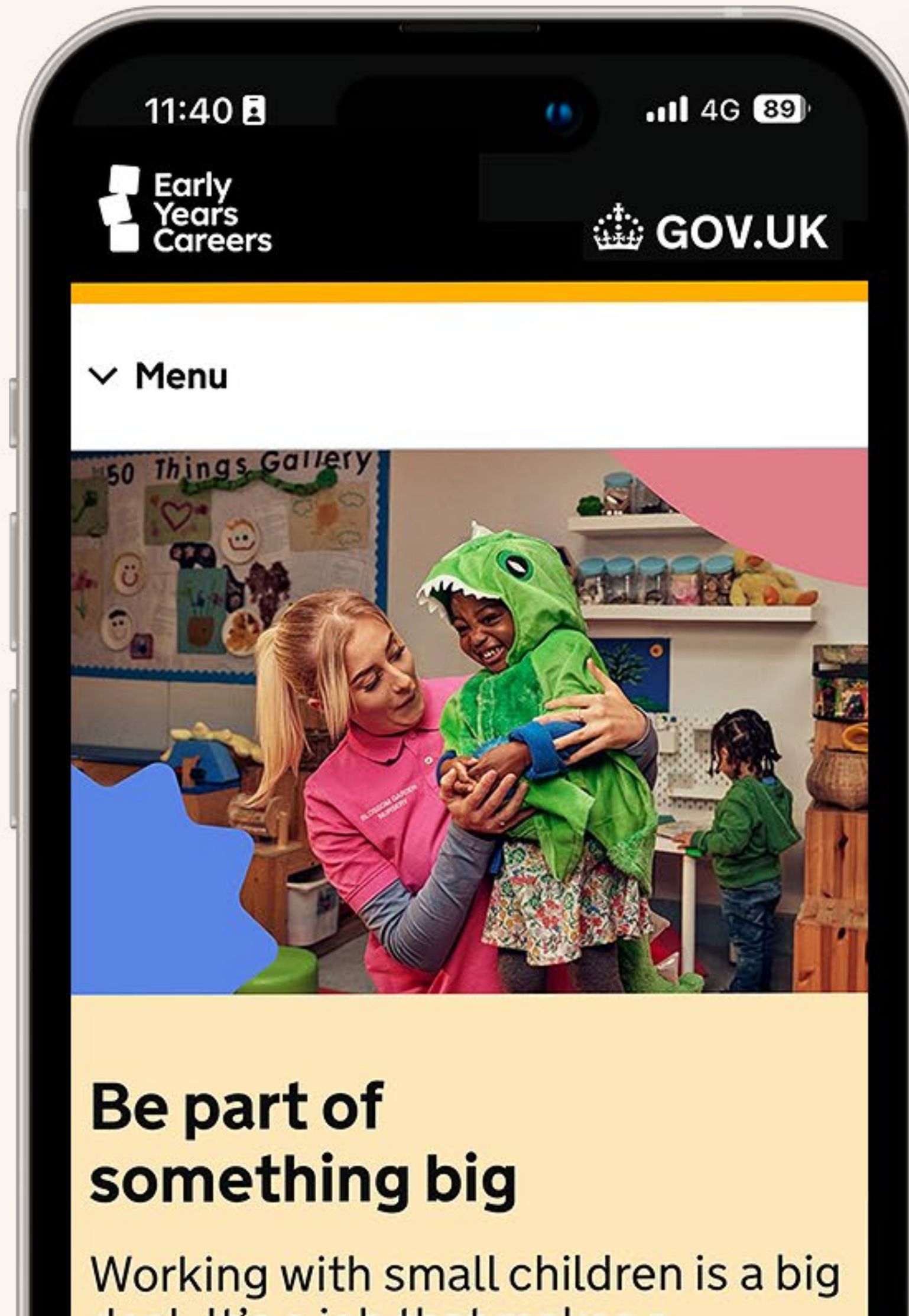
**INTERNAL USE ONLY**  
 Applicant reference number \_\_\_\_\_

## Job Application Form

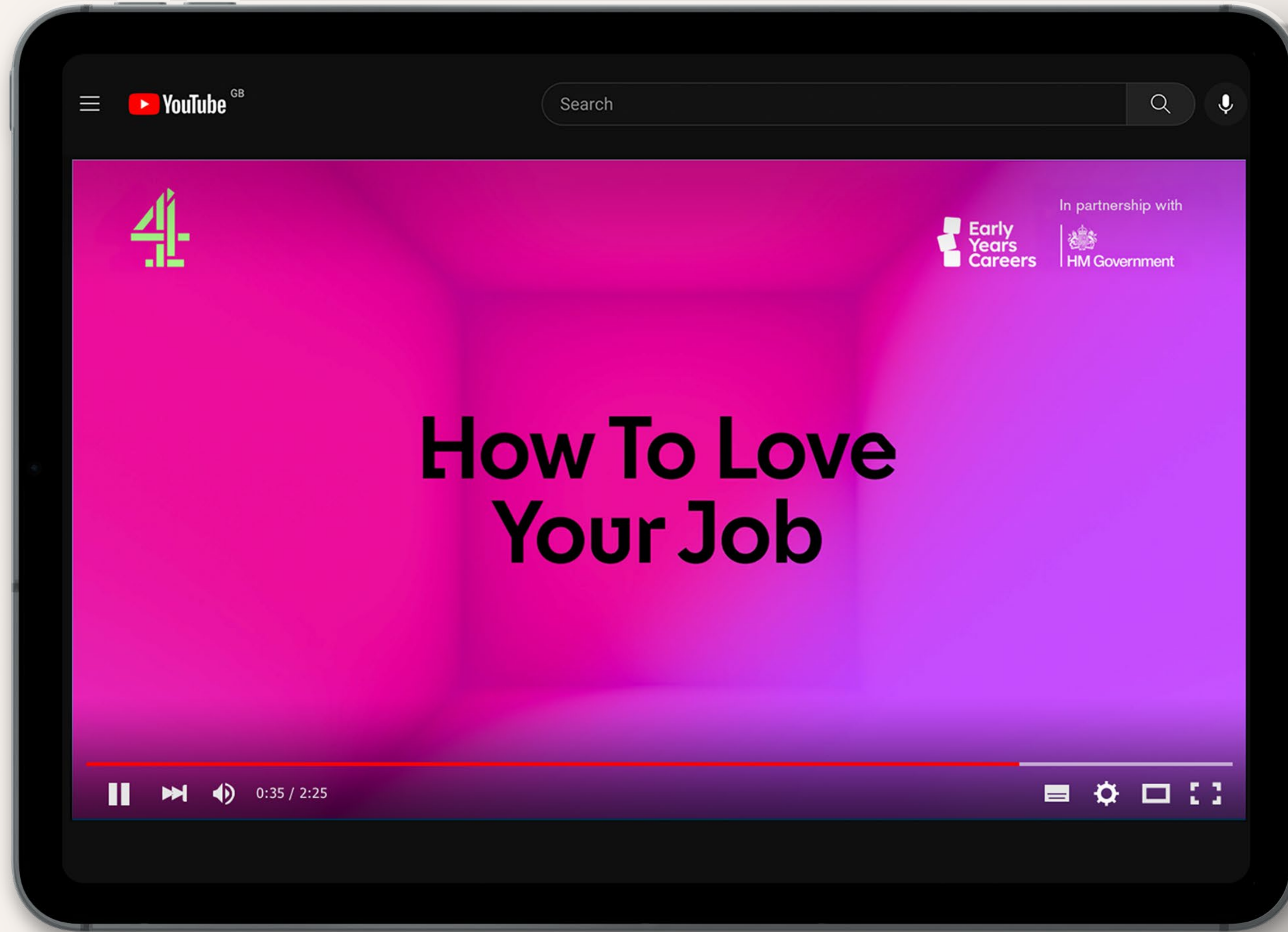
Please complete this form in type or black ink. All questions must be answered in the boxes provided.

<b>Post:</b>	<b>Ref:</b>	<b>Closing Date:</b>
<hr/>		
<b>First Names (s):</b>	<b>Last Name:</b>	
<hr/>		
<b>Address:</b>		
<hr/>		
<b>National Insurance Number:</b>	Postcode:	
<hr/>		
<b>Home Tel:</b>	Work/Mobile	
<hr/>		
<b>Email address</b>		
<hr/>		
<b>Can we ring you at work?</b> Yes <input type="checkbox"/> No <input type="checkbox"/>		
<hr/>		
<b>Do you need a work permit to work in the UK?</b> Yes <input type="checkbox"/> No <input type="checkbox"/>		
<hr/>		

Please give the names and full addresses of two people who can verify or confirm your employment record. One must be from your current employer the other from your last employer. References received must cover the last five years of employment (If you need to continue beyond these pages of the form please use A4 size white paper). **Please do not**







## Brand assets

All new brand assets can be found [here](#)

**For more information please contact:**

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