

Logo and terminology guidelines

For partners delivering Tech Industry Gold Degrees and Degree Apprenticeships accredited by TechSkills

This document provides guidelines relating to the use of the 'Tech Industry Gold - Accredited by TechSkills' logo and to the terminology to be used in copy in relation to the promotion of your Tech Industry Gold degrees or degree apprenticeships.

Version 1.0 (10/06/21)

Background

TechSkills is the employer-led organisation which maintains the Tech Industry Gold standards and the accreditation of degrees and degree apprenticeships to these standards.

This applies to:

> **Degrees**

- IT Management for Business (ITMB) BSc Hons
- Software Engineering for Business (SEfB) BSc Hons

Note: degrees can carry any name provided they have been accredited as meeting one of the above suites of industry standards.

> **Degree Apprenticeships**

- BSc Digital and Technology Solutions Professional (BSc D&TS)
- MSc Digital and Technology Solutions Specialist (MSc D&TS)
- BSc Cyber Security Technical Professional (BSc CST)
- BSc/BA Digital User Experience (UX) Professional (BSc/BA DUX)
- BSc Data Scientist (BSc DS)



Logos

All programmes accredited by TechSkills as meeting Tech Industry Gold standards can carry the logo 'Tech Industry Gold - Accredited by TechSkills'.



Note: Always reproduce the logo from a master reference. It must not be redrawn, manipulated or altered in any way.

All master files are available from info@techskills.org in the following formats:

- > EPS: for all professional design software such as InDesign and Illustrator and for all professionally produced materials
- > JPG: compatible with all Microsoft software such as Word and PowerPoint
- > PNG: for digital applications.

When using the logo, please take into consideration the recommended minimum width and exclusion zone (as shown below). A clear space surrounding the logo will ensure no other elements conflict with the logo (50% of the Tick icon).

For print the logo should not be any smaller than 15mm wide and 120px wide for screen. This is only a guide; we understand the size might vary depending on format but always ensure the logo is readable.





The Tech Industry Gold logo should only be used in the colour ways shown above and below.

- 1 Yellow and dark blue (shown above)
- 2 Yellow and white
- 3 All white (on colour with a suitable contrast)



Terminology to be used alongside the logo

The following terminology can be used in copy. It can also be taken from our website (e.g., stats, events information, etc)

Tech Industry Gold Accreditation – degrees

This degree programme is accredited by TechSkills (link to www.techskills.org) as meeting industry standards for quality and relevance to tech and digital careers. Courses carrying this Tech Industry Gold accreditation provide students with the blend of technical, business and professional skills employers need. Employers remain involved in the programme delivery through employer events, talks and competitions, to enhance development opportunities for students and enable them to build industry contacts as they progress through the programme and into successful careers.

Tech Industry Gold Accreditation – degree apprenticeships

This degree apprenticeship programme is accredited by TechSkills (link to www.techskills.org) as meeting industry standards for quality and relevance to tech and digital careers. Courses carrying this Tech Industry Gold accreditation offer the blend of technical, business and professional skills that employers need. Learners on this programme benefit from access to national awards and employer delivered learning content designed to enhance personal development and career progression.

TechSkills (a techUK company)
info@techskills.org / www.techskills.org

TechSkills Ltd - A company limited by guarantee, registered in England and Wales (07223753) - Registered office: 10 St Bride Street, London, England, EC4A 4AD - VAT no GB 294295