

BUILDING FUTURES



CRAFTING CAREERS



THIS IS GLP TRAINING

BRANDING GUIDE

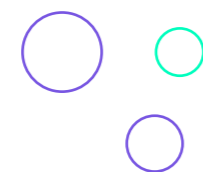
2023 - 2024

www.glptraining.co.uk

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"Apprentices enjoy learning with GLP Training and demonstrate a positive attitude to their apprenticeship. They quickly develop new knowledge, skills and behaviours, and take pride in the contribution the apprenticeship helps them to make in the workplace."



INTRODUCING GLP TRAINING

Welcome to GLP Training Ltd, a nationally recognised, **Ofsted Grade 2 "Good"** apprenticeship training provider that has transformed the career paths of countless individuals across the UK and beyond. As a trusted partner to leading organisations both domestically and internationally, we have built a reputation for delivering exceptional training programs that create a lasting, meaningful impact on the lives of our learners and the success of our clients.

At GLP Training, we understand the importance of a solid foundation for professional growth. Our comprehensive and carefully curated apprenticeship programs are designed to equip learners with the skills, knowledge, and confidence they need to excel in their chosen fields. Working hand-in-hand with prominent organisations, we ensure our training is current, relevant, and aligned with industry demands, giving our learners a competitive edge in the job market.

Our Ofsted Grade 2 "Good" rating is a testament to the dedication and expertise of our team, who are committed to providing exceptional support and guidance to both learners and employers. We take pride in fostering a nurturing and inclusive environment where individuals from all backgrounds can thrive and reach their full potential. By choosing GLP Training Ltd, you are investing in a future fuelled by growth, learning and Progression. Let us be your trusted partner in unlocking your true potential and helping you embark on a rewarding and fulfilling career journey.

Grow, Learn, Progress with GLP Training.
Welcome to the future of apprenticeships. Welcome to GLP Training Ltd.



OUR STORY

GLP Training IS FOUNDED

The company is founded in Worcester, UK on the 10th of March 2014 by Gemma Louise Parsons.

2014



COVID-19 PANDEMIC

The pandemic caused havoc in most industries throughout the world, with the education industry facing significant difficulties. During this time we invested heavily in increasing our ability to deliver our courses remotely to a high standard, creating high quality e-learning content.

2020

COMMERCIAL LAUNCH

To add to our exciting apprenticeship courses we have created a new platform to host CPD courses and diplomas.

2023



APPRENTICESHIP LEVY

The apprenticeship industry witnessed major change during 2017 with the apprenticeship levy introduced on 6th of April 2017. We worked endlessly both before the introduction and after to help our employers adjust to the new system.

2017



OFSTED INSPECTION

In December 2021 our Christmas gift was different to most as we received our first full OFSTED inspection. We were awarded a Grade 2 which acknowledged us as a "good provider", rewarding us for all of our hard work and dedication over the prior 7 years.

2021



THE FUTURE

ALWAYS EVOLVING

We are always looking ahead, researching new technologies in the education sector. Our goal is to create even more immersive learning experience for our clients with the integration of VR and AR platforms.



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OUR VALUES



COMMUNITY

Our success in delivering exceptional educational training and services comes from a deep, organisation wide understanding of our client needs and values.

LEADERSHIP

We lead from the front, displaying our integrity and using facts to support our straight talk. We create an environment for positive change built on collaboration and trust. We enforce teamwork and strong communication.

EDUCATIONAL EXCELLENCE

We insist on excellence in all that we do for clients, apprentices and ourselves. Striving always for recognition among the leaders and governing bodies of our industry and strong communication.

ASPIRATION

We aspire individually and collectively to be more tomorrow than we are today. Always looking at the future of the industry and our careers.

RESULTS

We accept individual responsibility for our commitments and expect to be accountable for results. We continually strive to improve our results in all areas.

MISSION STATEMENT

WE IMPROVE LIVES AND ECONOMIC SUCCESS THROUGH LEARNING AND SKILLS





| The brand



“Your brand is what people say about you when you’re not in the room.”

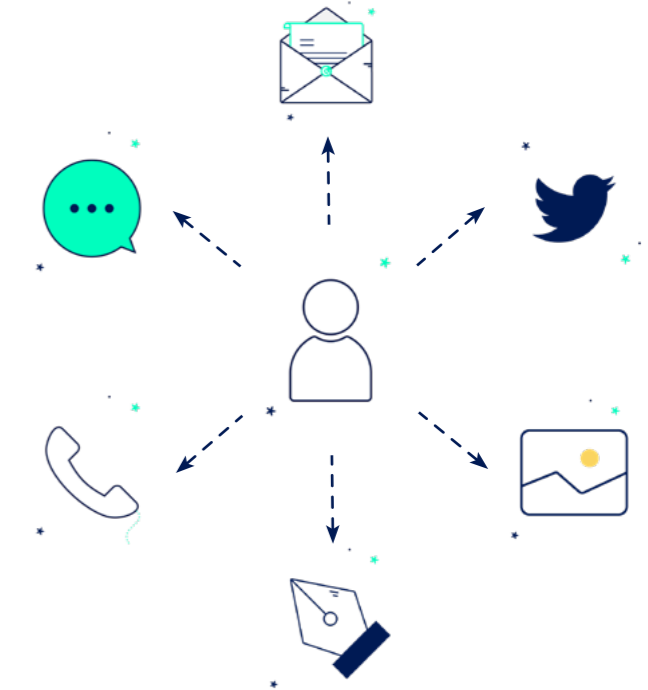
—Jeff Bezos, Amazon founder

WHAT IS A BRAND?

A brand isn't a logo. Or our business cards. It's not words on a page or images on a screen. It's not a billboard or an event booth. It's these things, but really, so much more. Most important, a brand is about people. When you interact with someone, they won't always remember the particulars of your conversation. But you can be sure they'll remember how you made them FEEL. That's a brand.

YOU ARE A BRAND STEWARD

As part of the GLP TRAINING family, you get to shape what people say about us. You are a brand steward. And that's where this book comes in - to give you guidelines on how best to tell our brand story. We want you to own our brand. It's yours, and it's yours to protect in everything you do.





WHY WE EXIST

To improve lives and economic success through learning and skills.

WHAT WE DO

We are dedicated to helping businesses and learners make the most of their apprenticeships.





HOW WE BEHAVE

Our ethos is based around exceptional service to clients and learners alike, offering a truly personal, bespoke service.



WE WILL HELP YOU

- Grow
- Learn
- Progress

“To enable individuals and businesses to GROW through personal learning and development”

“To create a positive and proactive culture to LEARN with its learners and employers”

“A national training provider dedicated to helping businesses and individuals PROGRESS by achieving their goals”





| Logo





WHAT IT MEANS

A brand isn't a logo. Or our business cards. It's not words on a page or images on a screen. It's not a billboard or an event booth. It's these things, but really, so much more. Most important, a brand is about people. When you interact with someone, they won't always remember the particulars of your conversation. But you can be sure they'll remember how you made them FEEL. That's a brand.

3 elements for
grow.learn.progress + letter **G**

global reach, online learning, connect,
problem solving, putting the pieces
together





HORIZONTAL LOGO



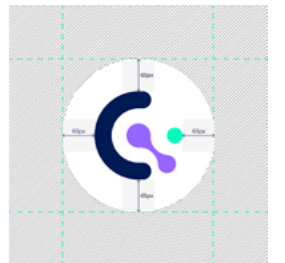
HORIZONTAL LOGO



VERTICAL LOGO



LOGO MARK



VERTICAL LOGO



LOGO MARK



OUR LOGOS

The highlight of the logo is the mark. It embodies the idea of growing as a person, being a lifelong learner and progressing in your career path. This is the company's initial logo. It's a realization of everything we believe in.

CLEAR SPACE

Give the logo space To preserve the integrity and visual impact of the logo, always maintain adequate clear space around it It's an integral part of the design, and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork or text.





LOGO USE AND MISUSE RULES

When using the logo, take care to not harm its integrity by altering it or exercising your personal creative freedom. The following are merely a few examples of what wouldn't be OK.



For context, this is the correct logo.

ALTERNATE LOGOS



 <p>Never alter the color, whether it's by changing colour to the type or changing the color of the mark.</p>	 <p>Never change the typeface of the logo.</p>
 <p>Never manipulate the colour combination in any way.</p>	 <p>Never skew, manipulate or change the form or structure of the mark or type.</p>
 <p>Never add an effect to the logo, including drop shadows, bevels or gradients.</p>	 <p>Never screen back or add opacity to the logo.</p>
 <p>Do not use the logo in any format that may be "nicknamed" or abbreviated.</p>	 <p>Do not at any time angle the logo. It always sits on a 0 degree angle.</p>





OTHER LOGO APPLICATIONS

Using the logo on backgrounds

We're proud of our logo, so readability is essential. Only use the gradient logo on white, light gray or 100% black backgrounds. In situations where we don't have control over the printing process, play it safe and use an alternate logo, even if the background is white.



✓ This is an acceptable use of the logo on an image.



✗ Don't force the logo onto an image or background that compromises its legibility.



✓ If you need to put the logo on a busier image, choose the darkened version of the image and use the white stroke logo.





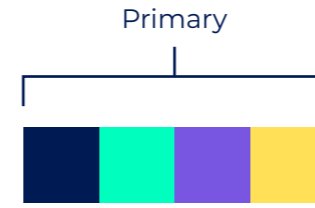
Colour



THE COLOURS

Our colors are as important to us as the logo itself. They're part of the brand's personality. We have established four primary colors: GLP Training dark blue, GLP Training turquoise, GLP Training magenta and GLP Training yellow.

The secondary color palette is used primarily for the website to identify different roles. Secondary colors are used sparingly, if at all, in marketing materials.



HEX: d2d2d2
HEX: ebebeb
HEX: f2f2f2
HEX: ffffff



2757 C
3252 C
2725 C
121 C

PRIMARY PALETTE

50% opacity	50% opacity	50% opacity	50% opacity
75% opacity	75% opacity	75% opacity	75% opacity
HEX: 001a54 C: 100% R: 0 M: 69% G: 26 Y: 0% B: 84 K: 67%	HEX: 00febe C: 100% R: 103 M: 0% G: 219 Y: 25% B: 219 K: 0%	HEX: 7856e2 C: 47% R: 156 M: 62% G: 127 Y: 0% B: 232 K: 11%	HEX: ffe056 C: 0% R: 255 M: 12% G: 224 Y: 66% B: 86 K: 0%

Psychology of dark blue

Dark blue is associated with depth, expertise, and stability.

Psychology of turquoise

Turquoise means open communication and clarity of thought.

Psychology of magenta

Magenta in business is associated with innovation, creativity and practical thinking.

Psychology of yellow

Yellow means happiness and optimism, high energy and enthusiasm.

Colors are communicated in all different types of formats depending on its purpose. Below are the most common color formats.

HEX: hexadecimal
HEX code is the key to unlock web and digital design like HTML, CSS and SCSS. Colors are represented in a 6 number and/or letters combination. For example, black is #000000 and white is #ffffff.

RGB: Red, Green, Blue
RGB is also for digital use including television. For this format, RGB combines red, green and blue to create a spectrum of colors. For this format, black is 0,0,0 and white is 256,256,256.

CMYK: Cyan Magenta Yellow Key (Key is another term for black)
For print use, CMYK is ideal. Tiny dots of cyan, magenta, yellow and black are overlapped to blend colors. Because of limitations with a printer, not all colors can be produced.





| Typography





MONTSERRAT

Montserrat is our official font and must be used when possible. It's modern and sophisticated. It feels authentic and familiar. Montserrat is a licensed font and is used in all marketing collateral and the website. This is also the font of our logo.

Light ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()<>?/

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()<>?/

Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()<>?/

Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()<>?/



OPEN SANS

When Montserrat isn't available or cannot be used, Open Sans is a free alternative that closely matches Montserrat. This is used primarily in PowerPoint and Keynote presentations and in Microsoft templates for things like the letterhead.

Light ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()<>?/

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()<>?/

Semi-bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()<>?/

Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()<>?/



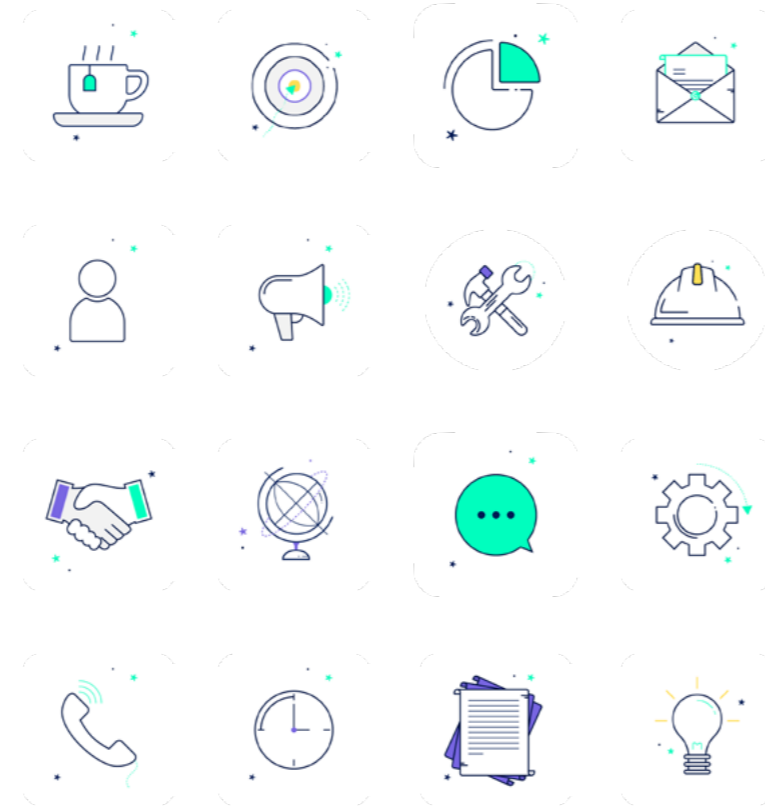


Icons



ICONS

Icons are the visual expression of our products, services or tools. Simple, light, sophisticated and friendly, they communicate the core idea or component of the brand. While each icon is visually distinct, all icons should have consistent line weights and visual style. Line weights can be manipulated, but take special care to keep lines light enough that they match other elements on the page.



CONTACTS



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