This document should be read by all partners involved in creating communications for the Year of Engineering.

It will take you through our brand identity and demonstrate how you can use it in your own comms.

It’s important that all Year of Engineering comms feel part of the same family, so please take the time to read the following pages.

If you need further advice on the practical application of the brand please contact us at: yearofengineering@dft.gsi.gov.uk
WHAT IS THE YEAR OF ENGINEERING?

The UK has a proud engineering heritage. We lead the world in sectors like aerospace and automotive. The industry continues to thrive today, delivering huge economic benefits to our country. However, there is a shortfall in qualified engineering graduates and skilled technicians. What’s more, there is a lack of diversity in the workforce. Through the Year of Engineering, we aim to change that.

The Year of Engineering 2018 is our opportunity to celebrate UK engineering. The government and industry will work with schools and families to offer young people a positive experience of the profession.

A career in engineering offers young people the opportunity to shape the future of the world they live in. We want to alter perceptions of what it is to be an engineer today and inspire a new generation of brilliant engineers by highlighting the breadth of creative jobs on offer.

HM Government want to work with partners and organisations that span the length and breadth of the engineering sector as a whole, drawing on their expertise to inspire and motivate everyone from primary school children up to graduates, putting engineering centre stage.

There has never been a better time to become an engineer.
Young people, especially girls and people from Black Asian and Minority Ethnic groups, misunderstand careers in engineering and so discount them at an early age.

But when presented with the reality, in particular the variety, creativity and the positive contribution that engineering makes to people’s lives, they change their views.

The campaign will address barriers to the engineering profession by communicating five key themes:

**Variety:** Showcasing the breadth of engineering roles, opportunities and routes in to make it appear more accessible.

**Making a difference:** Demonstrating that engineering makes a difference to the world we live in and to people’s lives.

**Relevance:** Challenging stereotypes, making engineering relevant to ‘people like me’ by shining a light on inspirational content/activities that may be unexpectedly related to engineering.

**New and exciting:** Celebrating UK engineering and its role in shaping the world of the future. There’s never been a better time to join this creative and innovative industry.

**Great Career:** Lots of opportunities, good pay, potential to travel, vocational and academic routes in.
Modern, future-facing, innovative and fun. Typographic in approach but not overly detailed or complex.

**BRAND PARTNERS**

As part of the Year of Engineering 2018, we would like to work with a range of organisations that can help us improve awareness and understanding of what engineers do. We want to showcase the variety and creativity within the sector and demonstrate the huge contribution that engineering makes to the world that we live in.

Partners will include organisations from the engineering sector who are well placed to open their doors and showcase the innovation and forward thinking nature of engineering. We would also like to work with partners from across other sectors such as the media, technology and healthcare who equally rely on the contribution of engineers. We will also involve partners who can help us reach young people and their families in a timely, relevant and fun way e.g. youth organisations, local authorities and schools.

Many organisations have already expressed an interest in getting involved and with the support of our partners we aim to generate a variety of opportunities and experiences for young people and their families to ‘take a closer look’ at modern engineering.
OUR BASIC ELEMENTS
These brand colours have been chosen because they are primary colours – bright, engaging, fun and appealing to our 7-14 year old target audience. The colour palette provides flexibility and ensures stand out on a variety of backgrounds.
**Headlines:** should always be set ALL CAPS. **Body text:** should always be sentence case.

<table>
<thead>
<tr>
<th>GOTHAM BOLD</th>
<th>GOTHAM MEDIUM</th>
<th>GOTHAM BOOK</th>
<th>GOTHAM LIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz 0123456789</td>
<td>abcdefghijklmnopqrstuvwxyz 0123456789</td>
<td>abcdefghijklmnopqrstuvwxyz 0123456789</td>
<td>abcdefghijklmnopqrstuvwxyz 0123456789</td>
</tr>
</tbody>
</table>

**Font usage illustrated below:**

**GOTHAM BOLD FOR HEADLINES IN CAPS**
Gotham Medium for sub-headlines in sentence case.
Gotham Light for paragraphs and body text in sentence case. Gotham Book for highlighting body text within body text in sentence case.
Gotham Light for paragraphs and body text in sentence case.
Gotham Light for paragraphs and body text in sentence case.

If Gotham font has not been purchased we recommend you use the freely available Montserrat font.
TIER ONE BRANDING
• Designed to encourage reappraisal of engineering as a diverse, interesting and accessible career choice.
• To be used on all hero and co-branded comms where the Year of Engineering brand leads or has equal prominence with a partner brand.
Denotes safety exclusion area. Applies to all logo colourways. (See page 16).
These minimum size rules also apply to all logo colourways on the Welsh versions.
These minimum size rules also apply to all logo colourways on the Welsh versions.
The colour version you use depends on whether the logo will appear on our brand yellow background or a white background. The mono version is for single colour work only and should not be converted to be used reversed out of a colour background. Whenever possible, please use the brand yellow version.
TIER ONE COLOURWAYS (WELSH VERSIONS)

Tier One Lock-Up on our brand yellow. Tier One Lock-Up on white. Tier One Lock-Up (MONO) on white ONLY.

The colour version you use depends on whether the logo will appear on our brand yellow background or a white background. The mono version is for single colour work only and should not be converted to be used reversed out of a colour background. Whenever possible please use the colour on our brand yellow version.

N.B.
Whenever the Welsh version is used, it should ALWAYS be partnered with its equivalent English version.
EXAMPLE TIER ONE BRANDING TEMPLATES

The following templates will help you structure your layouts and provide guidance on partner logo positioning.

**Belly Poster**

Copy, designs and information from partners can be included within the belly of the poster.

**For example:** school worksheets, school lesson plans, stakeholder events, careers fairs, local authority talks or workshops.
TIER TWO BRANDING
• To be used where the Year of Engineering brand supports a lead brand’s communications.

• To be used on partner comms as a stamp of endorsement or affiliation that celebrates The Year of Engineering.
2018. THE YEAR OF ENGINEERING

Denotes safety exclusion area. Applies to all logo colourways (see page 24).
These minimum size rules also apply to all logo colourways on the Welsh versions.
TIER TWO MINIMUM SIZES - DIGITAL

These minimum size rules also apply to all logo colourways on the Welsh versions.
The colour version you use depends on whether the logo will appear on our brand yellow background or a white background. The mono version is for single colour work only and should not be converted to be used reversed out of a colour background. Whenever possible, please use the brand yellow version.
The colour version used will depend on legibility. Partners should always look to use the logo on a white background where possible. However, in instances where the background is coloured, the full yellow brand box and logo should be used to avoid problems with branding and lock-up misuse. The mono version is for single colour work only and should not be converted to be used reversed out of a colour background.

N.B.
Whenever the Welsh version is used, it should ALWAYS be partnered with its equivalent English version.
The logo should be positioned to the side of, or below the partner logo.

They should be approximately the same size and should adhere to the minimum safety exclusion area (page 21) and the minimum size requirements (page 22). The appropriate logo for the colour of the background should be used, see page 24.
TIER THREE BRANDING
A tier three brand has been developed that does not use the illustrated letters. This should be used only when the illustrated brand would not be legible or appropriate. If you need further advice on the practical application of the brand please contact us at: yearofengineering@dft.gsi.gov.uk

The colour version you use depends on whether the logo will appear on our brand yellow background or a white background. Whenever possible please use the colour on our brand yellow version.

Gotham font should always be used. If Gotham font has not been purchased we recommend you use the freely available Montserrat font.
The colour version you use depends on whether the logo will appear on our brand yellow background or a white background. Whenever possible please use the colour on our brand yellow version.

**N.B.**
Whenever the Welsh version is used, it should ALWAYS be partnered with its equivalent English version.
OUR SOCIAL ICON
On our owned social channels, in spaces that do not allow for our full sized logo, the simplified brand icon can be used.
Any queries concerning these guidelines should be directed to:

yearofengineering@dft.gsi.gov.uk