



# Using the SFJ Awards Logo and Brand:

A practical guide for Approved Centres



The SFJ Awards brand is available to use in a limited capacity by Approved Centres to promote their status and offer of SFJ Awards qualifications. This guide is applicable for Digital and Print applications for Approved SFJ Awards Centres only, and should be adhered to throughout any marketing materials for SFJ Awards qualifications.

If you have any queries relating to the use of SFJ Awards branding, please contact the Customer Service team.

## Logos



[Download colour logo](#)

[Download white out logo](#)

[Download approved centre logo](#)

Our logo is a unique and recognisable symbol of who we are and it is important that the logo is used correctly and consistently online, in print and in any other materials in which it appears.

Use of the SFJ Awards Logo is restricted to SFJ Awards, its approved centres and selected partners.

The SFJ Awards 'Approved Centre' logo can be used by Centres on your website to demonstrate your status as an SFJ Awards Centre, ideally place on your homepage, Qualifications section or alternatively in the footer of your website. If you would like any specific advice about placing this logo on your website, please get in touch.

The SFJ Awards 'Standard Logo' can be used on your website on any individual Qualifications pages, or in marketing materials relating to specific qualifications.

If using either of these logos on your website, please hyperlink the image on your website to [www.sfjawards.com](http://www.sfjawards.com)

Both of these logos are available for download as PNG (suitable for websites), as EPS (suitable for Print) or as a JPEG (suitable for Digital documents such as Word Documents).

## Website copy

When you become an SFJ Awards Centre, you may wish to add some additional copy to your website to explain your status, alongside the SFJ Awards 'Approved Centre' logo.

The text shown here is a pre-approved short description that can be used on your website, alongside the SFJ Awards logo. If you have specific copy you would prefer to use to celebrate your Approved Centre status, please get in touch.

You may also wish to share the news about becoming an Approved Centre in a News Section on your website, or on Social Media. Please get in touch to discuss this with our team.

Please hyperlink 'SFJ Awards' to [www.sfjawards.com](http://www.sfjawards.com)

Please do not refer to SFJ Awards as anything other than SFJ Awards (i.e. please do not refer to our sister organisation Skills for Justice, when referencing SFJ Awards or our Qualifications).



(Your Company Name) are proud to be an Approved Centre for SFJ Awards, now delivering a range of Regulated Qualifications.

SFJ Awards is a nationally recognised and regulated awarding organisation.

SFJ Awards work with employers and training providers to help people working in justice and community safety, the armed forces, local government and healthcare to develop their skills and operate more effectively. We work in partnership with SFJ Awards to meet the sectors current and future workforce development and training needs.



## Logo usage

In order to preserve the brand identity's consistency and legibility please adhere to these usage guides while using the logo.



Do not distort proportions



Do not add effects



Do not resize any element



Do not alter the logo's colour



Do not recreate the logo



Do not use the logo on inappropriate colours



Do not use the type without the crown symbol

## Co-branding

On joint initiatives there should be equal emphasis on the SFJ Awards logo and the partner organisation logo.

DO place equal emphasis on each logo



Department  
for Work &  
Pensions



Department  
for Work &  
Pensions

DON'T place the logos too close together



Department  
for Work &  
Pensions



Department  
for Work &  
Pensions

DON'T put too much emphasis on the SFJ Awards logo

DON'T put too much emphasis on the co-branding logo



## **SFJ Awards**

Consult House  
4 Hayland Street  
Sheffield  
S9 1BY

Tel: 0114 284 1970

SFJ Awards is part of The Workforce Development Trust

