



UK Government

CONNECT TO WORK

Brand guidelines

April 2025

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01.

Introduction

About

The Government’s plan to Get Britain Working brings together extensive skills and health support to help get more people into work and to get on in work. It represents the biggest reform to employment support for a generation, and the first steps to delivering the Government’s ambition to achieve an 80% employment rate.

Connect to Work is a work programme in England and Wales to help disabled people, those with health conditions and people with complex barriers to employment, to find sustainable work.

The visual identity described in this guidance has been designed to help citizens quickly identify initiatives that are part of the **Connect to Work** programme. The guidelines detail how brand elements should be used where appropriate, and apply to all communications materials and documents relating to funded activity.

Your grant agreement will detail any specific usage requirements, as well as contact information should you have any concerns or queries.

02.

Logo

Primary logo

The Connect to Work logo is the primary visual identifier, representing the brand across all communications.

It ensures consistency, recognition, and alignment across digital and print assets.

English

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Welsh

CYSYLLTU Â GWAITH

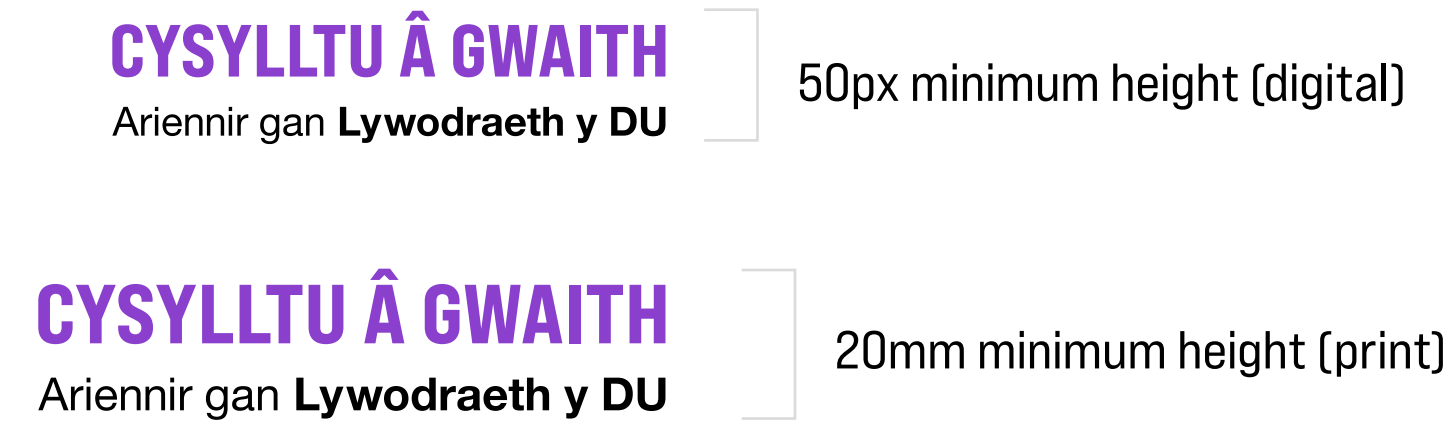
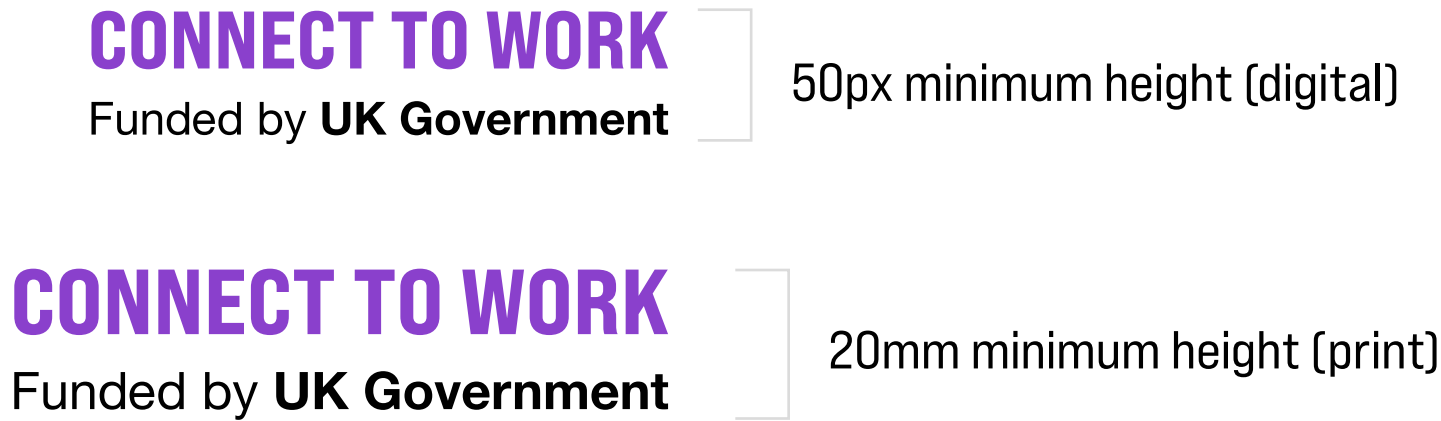
Ariennir gan **Lywodraeth y DU**

Clear area and minimum sizes

To maintain the integrity of the logo, please adhere to specified clear space and minimum size requirements.

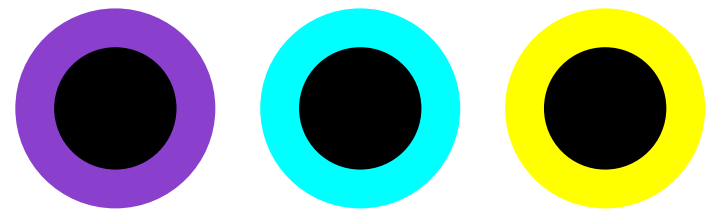
The clear space ensures that the logo is surrounded by ample space for clarity, consistently defined as the height of the ‘C’ or cap height of the main lettering.

This minimum clear space is essential to preserve the logo’s visibility. Additionally, ensure the logo is not used below 50px or 20mm in height to maintain legibility. Whenever feasible, use the logo at sizes larger than the minimum recommended.



Reproducing on colour

When reproducing the logo on bold colours, consider using the black versions of the logos. The accessibility guidelines on **page 16** show how the black on the main brand colour will be WCAG AA compliant, but avoid using darker tints than these.



The black versions of the logo can also be used on bright colours as shown, for a striking look.

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Reversed version

The logo should be used in its reversed version when placed on dark or heavily textured backgrounds to ensure visibility and contrast.

Always check that the reversed logo remains legible and aligns with brand guidelines and accessibility standards.



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Reproducing on photography

The logo should be placed on backgrounds where there is low or zero detail in the image. The white version of the logo is supplied with the blue colour flash preserved. This should be used instead of the 100% white version where possible, to retain the main primary colour.



Monochrome versions

Only use the mono versions where colour reproduction is not possible.

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Logo usage reference

As a summary of the preceding information, this page shows which logo to use on a variety of backgrounds, and serves as a complete list of supplied logo variations.

CtW-LOGO-MAIN-RGB-COL



CtW-LOGO-MAIN-RGB-COL_W



CtW-LOGO-MAIN-RGB-WHT



CtW-LOGO-MAIN-RGB-WHT_W



CtW-LOGO-MAIN-RGB-BLK



CtW-LOGO-MAIN-RGB-BLK_W



03.

Colours

Colour palette

The primary **Connect to Work colour** should be used in all brand communications, ensuring consistency and recognition across core materials.

RGB values

CONNECT TO WORK

#8940CD

R=137 G=64 B=205

BLACK

#000000

R=0 G=0 B=0

WHITE

#FFFFFF

R=255 G=255 B=255

CMYK values

CONNECT TO WORK

C=60 M=80 Y=0 K=0

BLACK

C=0 M=0 Y=0 K=100

WHITE

C=0 M=0 Y=0 K=0

04.

Accessibility

WCAG colour compliance

WCAG (Web Content Accessibility Guidelines) colour compliance testing ensures that brand colours meet accessibility standards for legibility and inclusivity.

It includes contrast ratio measurements and visual examples of AA and AAA compliance, which define the minimum and enhanced contrast levels required for text.

Adhering to these standards helps make the designs accessible to all users.

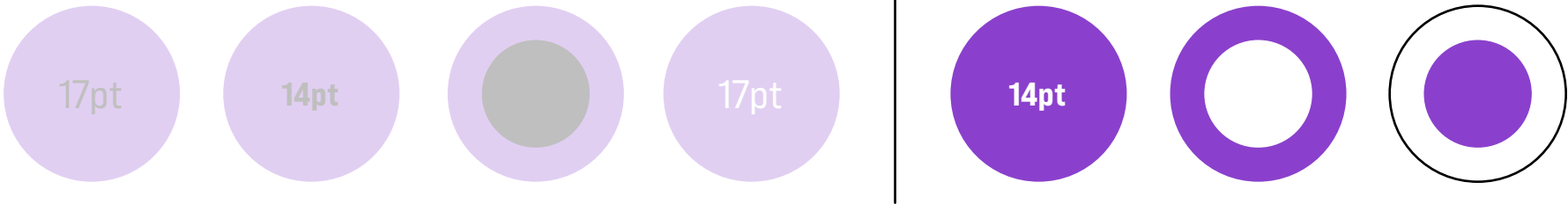
Contrast ratios



WCAG 2.1 Level AA



WCAG 2.1 Level AAA



Colour blind safe

This section focuses on designing with colour blindness in mind, ensuring that visuals remain clear and accessible to all users.

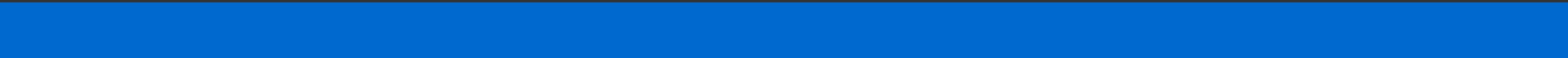
It includes tests for Deuteranopia, Protanopia, and Tritanopia, illustrating how the brand colours appear to people with different types of colour vision deficiency.

By considering these variations, we enhance inclusivity and maintain strong visual communication across all audiences.

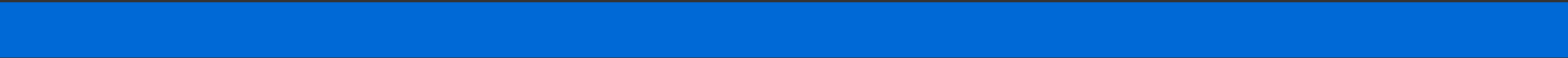
Reference



Deuteranopia



Protanopia



Tritanopia



05.

Typography

Fonts

The logo has been created based on the font Bebas Neue Pro Expanded (available from Adobe fonts). It has been chosen for its readability and versatility.

In instances where Bebas Neue Pro Expanded is not available, Helvetica Neue should be used.

Headline font: Bebas Neue Pro Expanded ExtraBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Subheading font: Bebas Neue Pro Expanded Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body copy font: Bebas Neue Pro Expanded Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

06.

Logo application

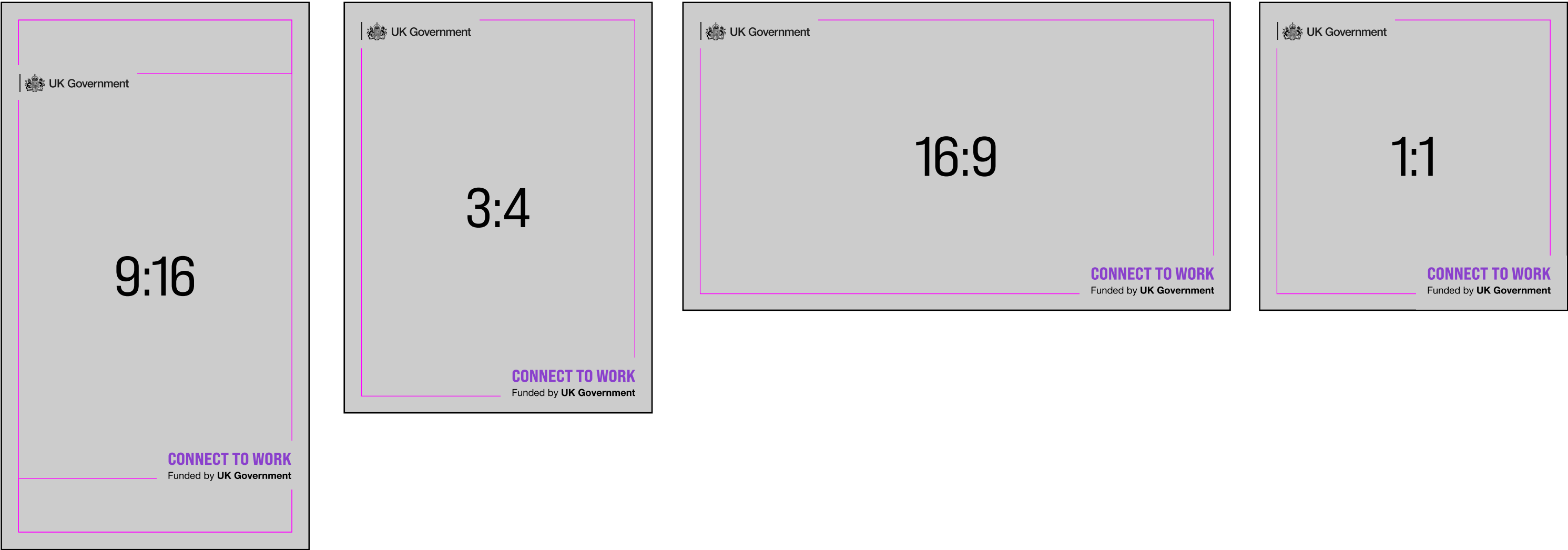
Positioning on social media formats

On online/social media assets the logo would be used as following:

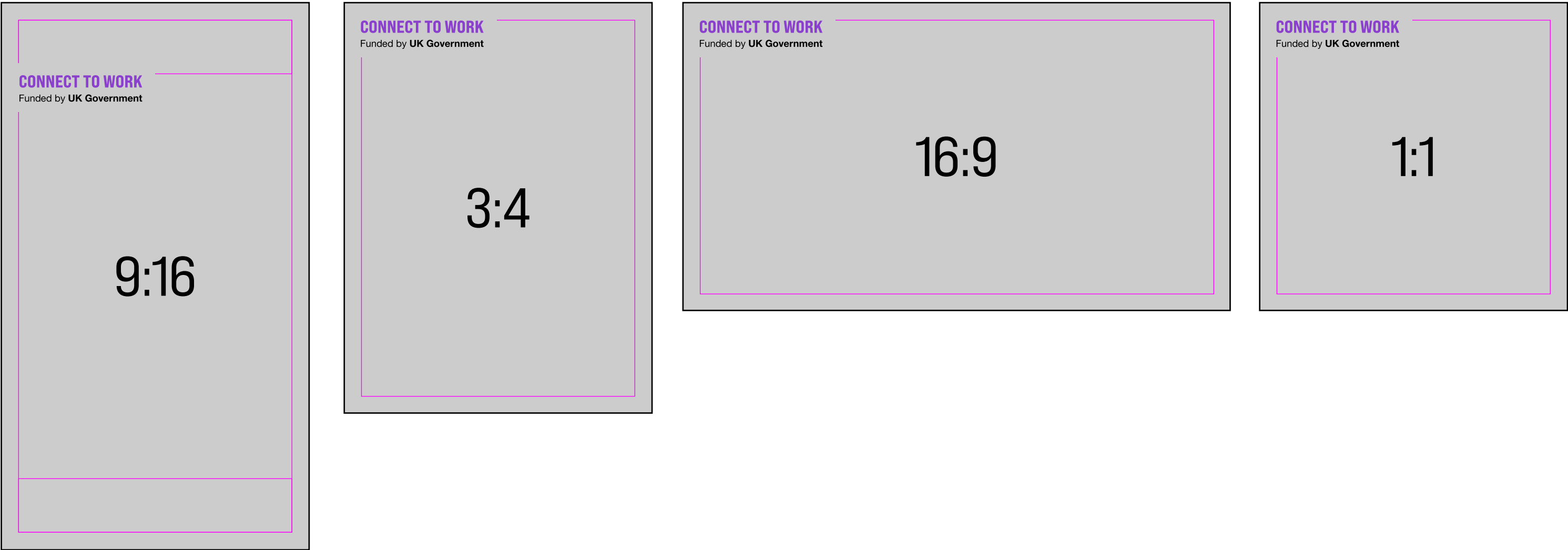
When UK Government logo, departmental logos, or the digital crest are present, the logo will be positioned in the bottom right.

In the absence of these logos, the logo will be placed in the top left.

Logo with UK Government logo, or departmental logos, or digital stamp

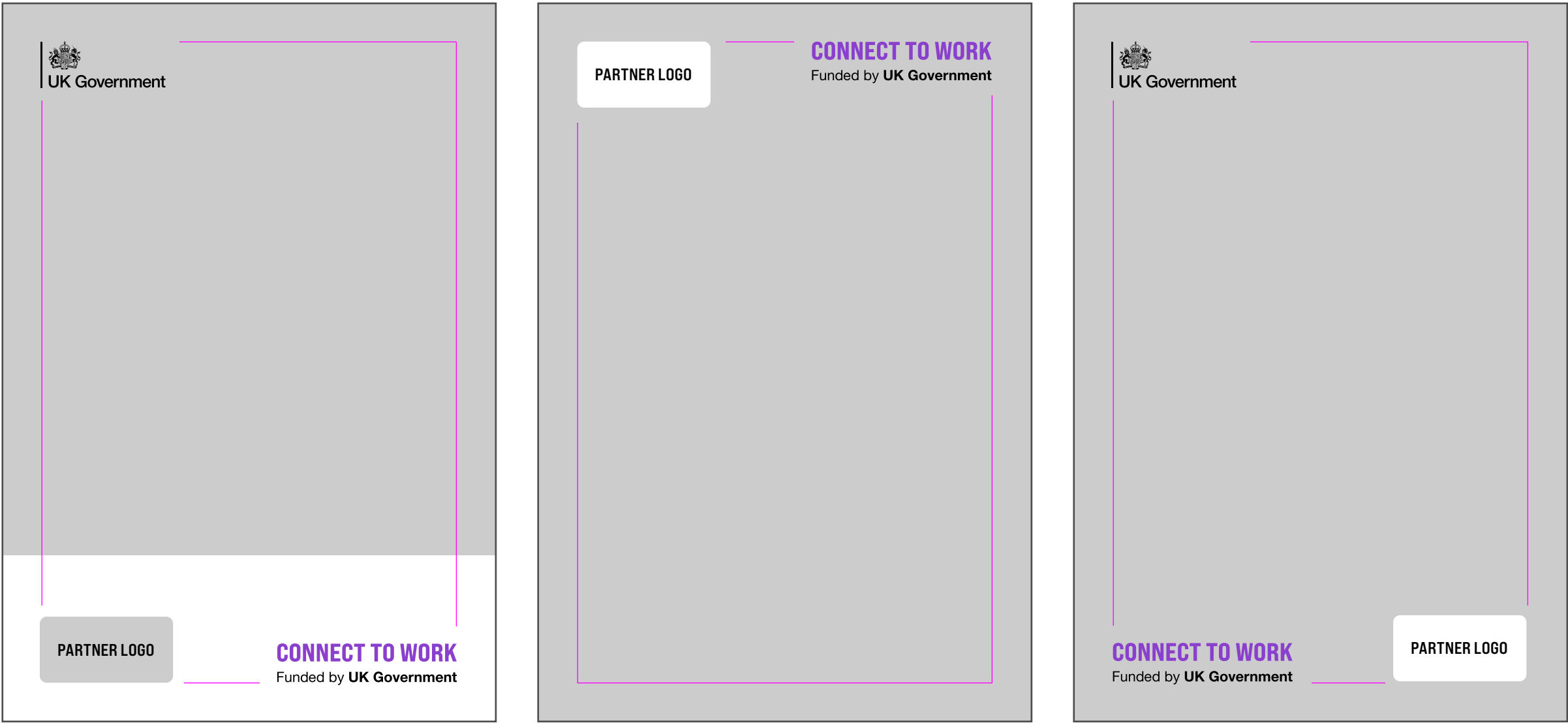


Logo without UK Government logo, or departmental logos, or digital stamp



Positioning in print

The **Connect to Work** logo should be positioned opposite the main partner logo being used, for example a Local Authority logo. This page shows examples of this positioning.



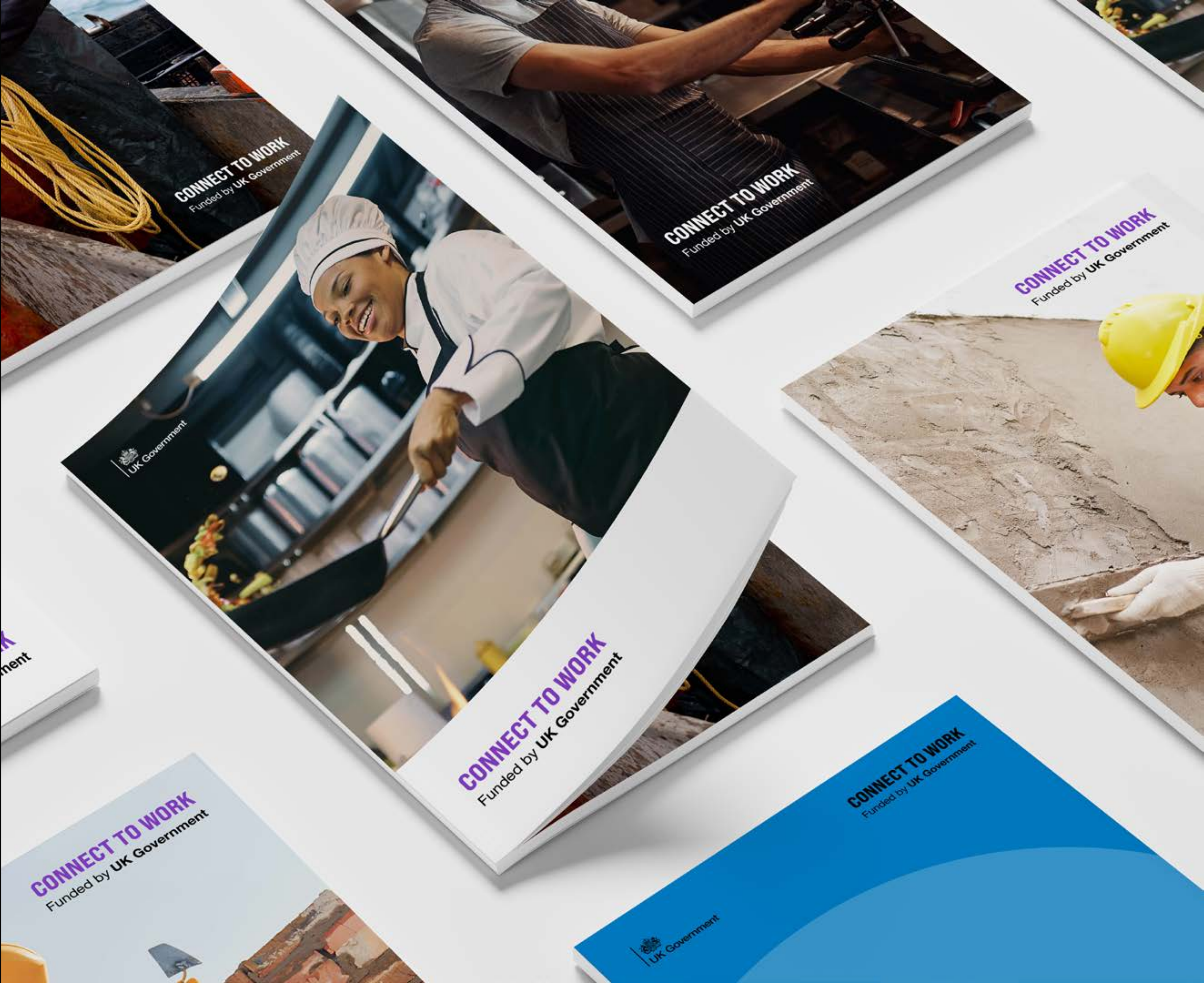
07.

Usage examples

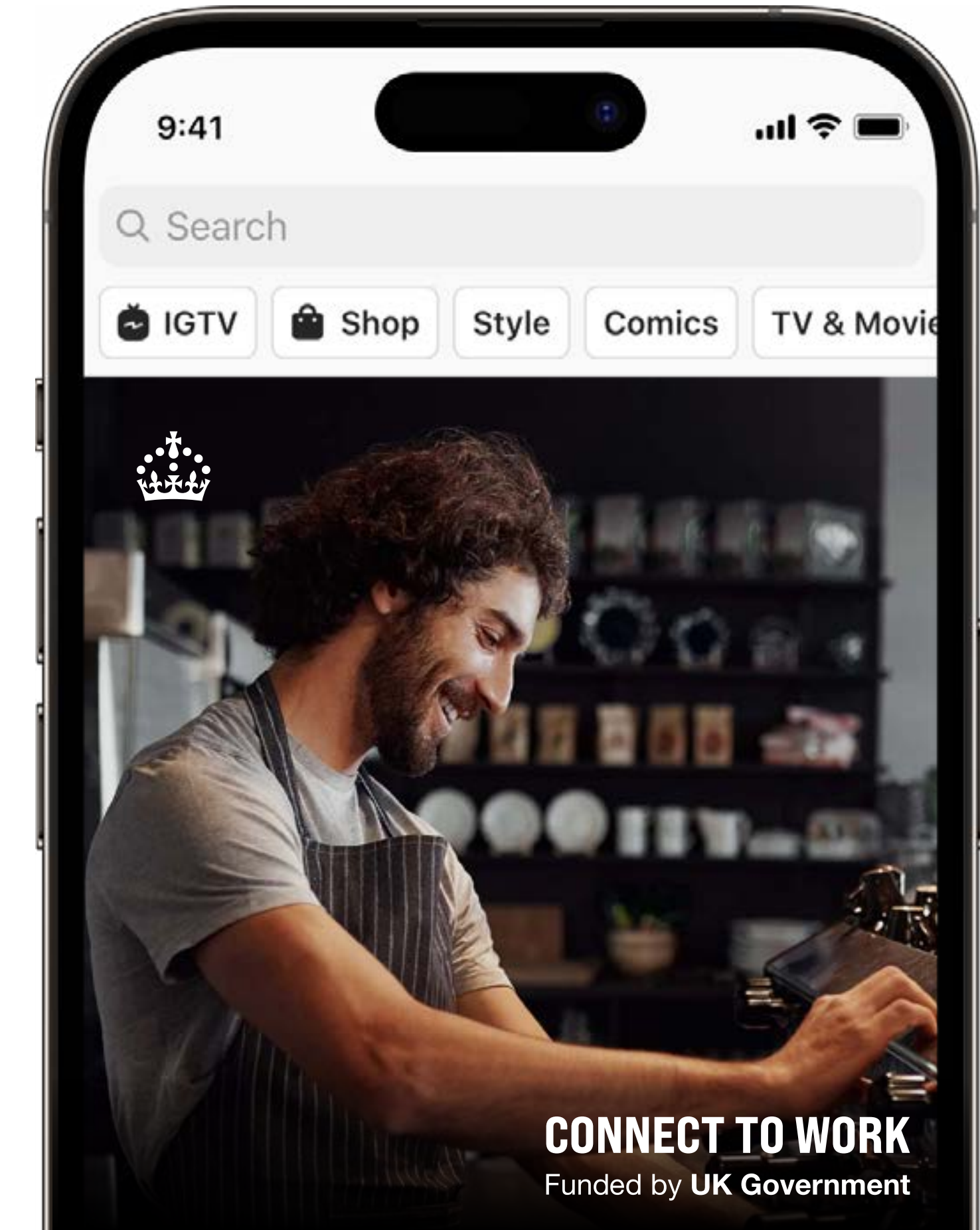
Print use examples



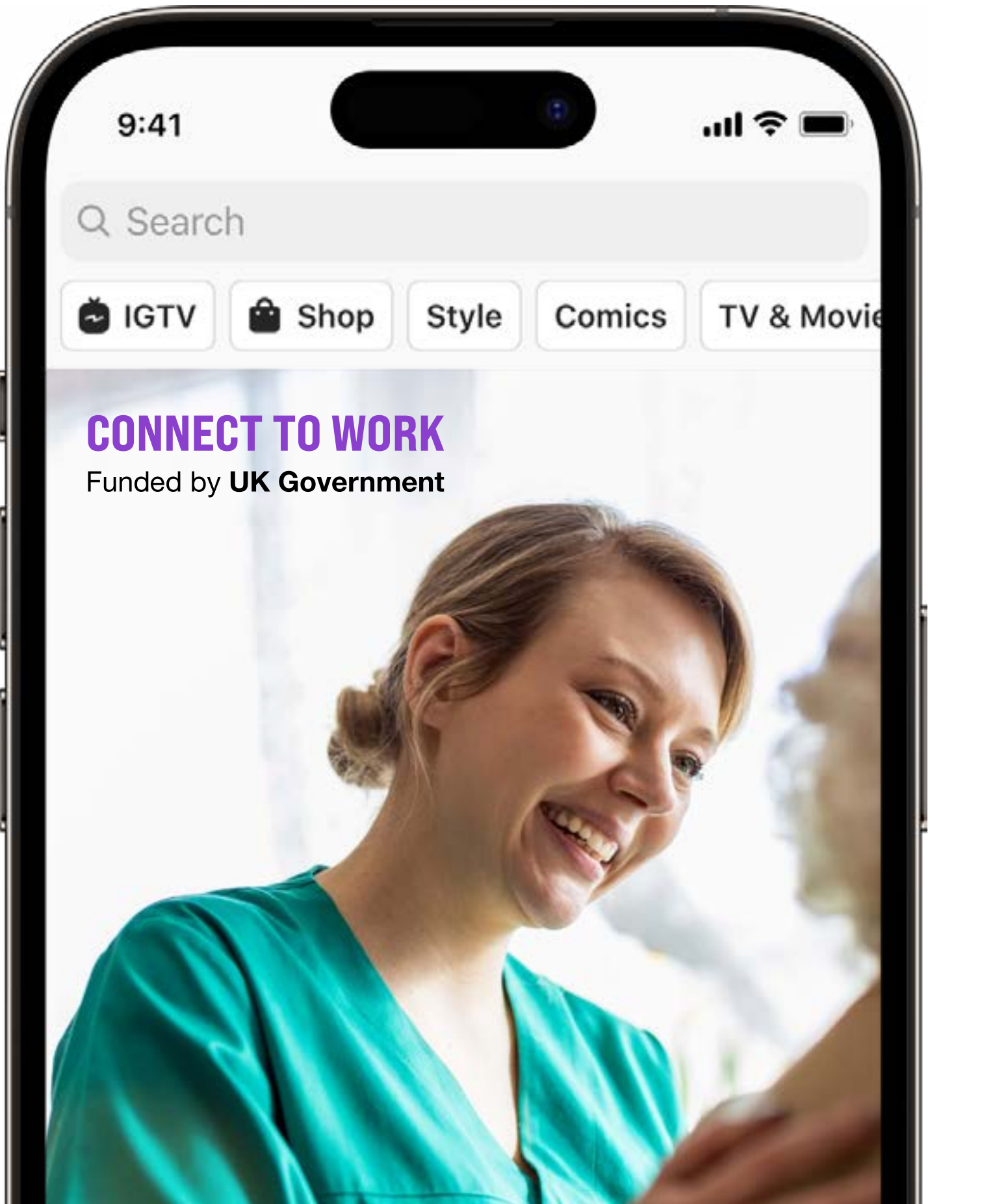
Print use examples



Digital use examples



An example of the primary logo with Digital Crown, used online



An example of primary logo, as the dominant logo, used online

