
THE GATSBY BENCHMARKS FOR GOOD CAREER GUIDANCE

COMMUNICATIONS TOOLKIT
FOR SCHOOLS, COLLEGES AND SERVICE PROVIDERS

Referring to the Benchmarks

Appropriate wording

When using the Benchmarks logo, we recommend accompanying it with the following wording.

For schools and colleges

“Our careers programme is structured around the Gatsby Benchmarks for Good Career Guidance.”

For service providers

If your work is centred on particular Benchmarks, for example Benchmark 4 and 5, we suggest using the below phrasing.

“Our offer to schools and colleges can help them work towards:

Benchmark 4: Linking curriculum learning to careers

Benchmark 5: Encounters with employers and employees”

If your work helps schools and colleges work towards all eight Benchmarks, we suggest using:

“Our offer to schools and colleges can help them work towards the Gatsby Benchmarks for Good Career Guidance.”

The Benchmarks

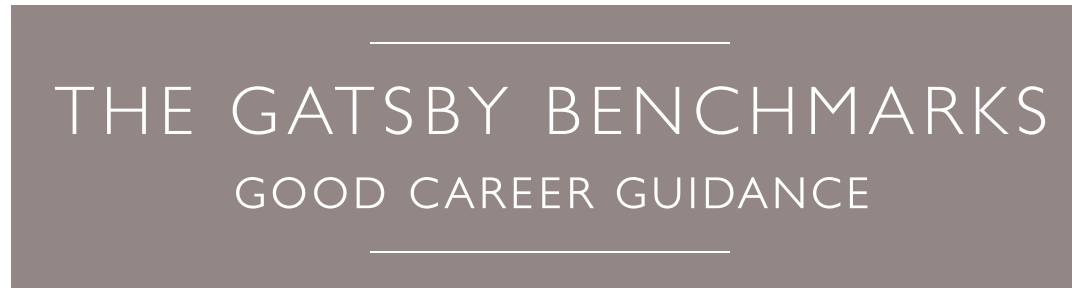
- 1 A STABLE CAREERS PROGRAMME
- 2 LEARNING FROM CAREER AND LABOUR MARKET INFORMATION
- 3 ADDRESSING THE NEEDS OF EACH STUDENT
- 4 LINKING CURRICULUM LEARNING TO CAREERS
- 5 ENCOUNTERS WITH EMPLOYERS AND EMPLOYEES
- 6 EXPERIENCES OF WORKPLACES
- 7 ENCOUNTERS WITH FURTHER AND HIGHER EDUCATION
- 8 PERSONAL GUIDANCE

Benchmarks logo

This is the logo for the Gatsby Benchmarks for Good Career Guidance.

The logo has been created for schools and organisations who have adopted the framework as a tool for delivering careers guidance, and who wish to make this clear on publications, websites and other external communications.

There are two versions of the Benchmarks logo – positive and negative. The positive version (solid colour) is for use on white and light backgrounds. The negative version (white with colour text) should be used on dark and coloured backgrounds.



Positive logo (For use on white and light backgrounds)



Negative logo (For use on dark backgrounds)

Benchmarks logo Exclusion zone and minimum size

Exclusion zone

The exclusion zone for the Benchmarks logo requires an area of space around it in order to maximise its visual impact.

Minimum size

There is a minimum size for the logo to prevent problems with reproduction and legibility. The recommended minimum size for the Benchmarks logo is 12mm in height for print and 40 pixels for online use (see right).



Exclusion zone



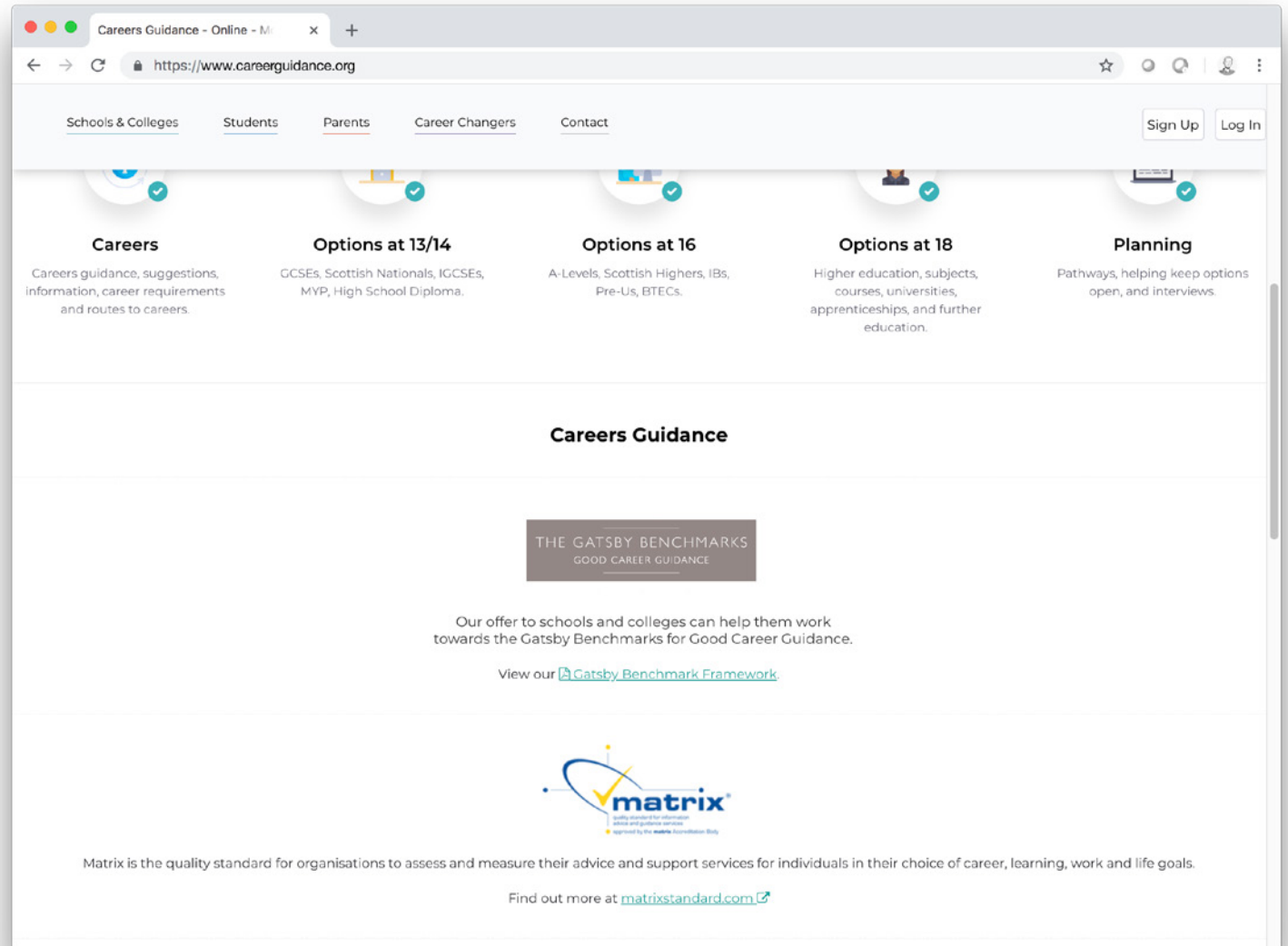
Minimum size

Benchmarks logo In application

1.3

Digital

Shown right is a typical application of the Benchmarks logo on a website of a careers guidance organisation who have adopted the Gatsby Benchmarks framework.



The Gatsby logo, the 'running man', is used to indicate when Gatsby is working in direct partnership with an organisation, particularly where funding has been involved.

If your organisation is not working directly with Gatsby, and has not been given the official Gatsby communications toolkit, this logo should not be used.

Where the Gatsby logo has been used incorrectly organisations will be asked to to replace it with the Benchmarks logo.

