



## **Brand Guidelines 2019**

**Date:** 9th April 2019  
**Version:** 1.0

# 01

## Introduction

The SCiP Alliance is the only UK-wide research-to-practice network championing Service children's education and progression.

The SCiP Alliance has a vision of thriving lives for Service children.

Its mission is to support education practitioners to champion the progression of the children of military service personnel, so that they can make informed and confident transitions through further and higher education into thriving adult lives and careers.

The SCiP Alliance pursues this vision and mission by leading collaborative work to: develop a robust evidence base; connect and support practitioners; and influence the policy environment. The SCiP Alliance website provides further information about our aims and activity.

# 02

## Logo versions

The SCiP Alliance logo should predominately be used on a white background,

It can also be used on a light blue background for Case Studies.

**Service Children's Progression**



**Service Children's Progression**



# 03

## Logo clearance

When you use the SCiP Alliance logo, you should ensure (where possible) that there is enough clearance space around it.

This spacing, as shown opposite is based on the dimensions of the 'drops' from logo.



# 04

## Logo usage

Here is a list of dos and don'ts for using the SCiP logo. The purpose of these guidelines are to ensure the logo can be easily read and has space to 'breathe' within any design in which it is used.

1. Please ensure the SCiP logo has good spacing around it, and has not been manipulated in any way
2. Do not use the logo on a background colour which makes it hard to read.
3. Do not use the logo on a background image if it makes the logo difficult to read. You can use on an overlay colour if the opacity is at least 70%
4. The logo can be used on a coloured background if the contrast is acceptable.
5. Do not alter the size of the logo without resizing both horizontally and vertically
6. Do not use the SCiP logo as a stroked version
7. The logo can be used as a single colour black version on lighter backgrounds
8. The logo can be used as a single colour white version on darker backgrounds

1.

Service Children's Progression  
 **ALLIANCE**



5.

Service Children's Progression  
 **ALLIANCE**

2.

Service Children's Progression  
 **ALLIANCE**

6.

Service Children's Progression  
 **ALLIANCE**

3.

Service Children's Progression  
 **ALLIANCE**

7.

Service Children's Progression  
 **ALLIANCE**

4.

Service Children's Progression  
 **ALLIANCE**



8.

Service Children's Progression  
 **ALLIANCE**



# 05

## Colours

The SCiP colour palette values for Print and Web are included opposite.

### Primary palette



**Red**

CMYK: 0 100 100 0

RGB: 227 6 19

Hex: #E30613



**Dark Blue**

CMYK: 100 84 25 5

RGB: 32 60 119

Hex: #203c77



**Mid Blue**

CMYK: 73 34 0 0

RGB: 65 142 205

Hex: #418ELD



**Navy**

CMYK: 100 85 0 78

RGB: 13 11 52

Hex: #0D0B34



**Grey**

CMYK: 0 0 0 40

RGB: 178 178 178

Hex: #B2B2B2



**Summary Blue**

CMYK: 71 10 0 0

RGB: 0 177 233

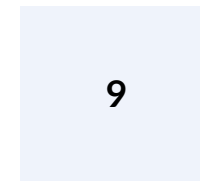
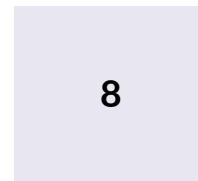
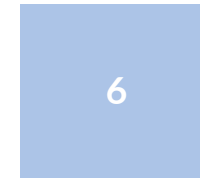
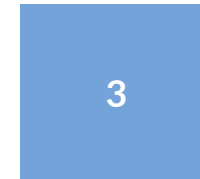
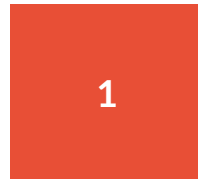
Hex: #00b1e9

# 06

## Colours

Each SCiP main colour is available to use as a tint also as show opposite.

### Tints



1: CMYK 0 80 80 0 / RGB 233 79 53 / Hex #E94F35

4: CMYK 0 50 50 0 / RGB 243 153 123 / Hex #F3997B

7: CMYK 0 10 10 0 / RGB 253 236 229 / Hex #FDECE5

2: CMYK 80 67 20 4 / RGB 76 88 141 / Hex #4C588D

5: CMYK 50 42 12 2 / RGB 142 143 180 / Hex #8E8FB4

8: CMYK 10 9 3 1 / RGB 232 231 241 / Hex #E8E7F1

3: CMYK 58 27 0 0 / RGB 115 163 216 / Hex #73A3D8

6: CMYK 37 17 0 0 / RGB 172 196 231 / Hex #ACC4E7

9: CMYK 7 3 0 0 / RGB 239 243 251 / Hex #EFF3FB

# 07

## Typography (Print)

Nunito Sans Light, 36pt

Nunito Sans Regular, 18pt

Nunito Sans Regular, 18pt

Nunito Sans Regular, 13pt

Nunito Sans Light, 11pt

# THIS IS A HEADLINE

THIS IS A SUBTITLE THIS IS A SUBTITLE THIS  
IS A SUBTITLE

## THIS IS A SUBTITLE

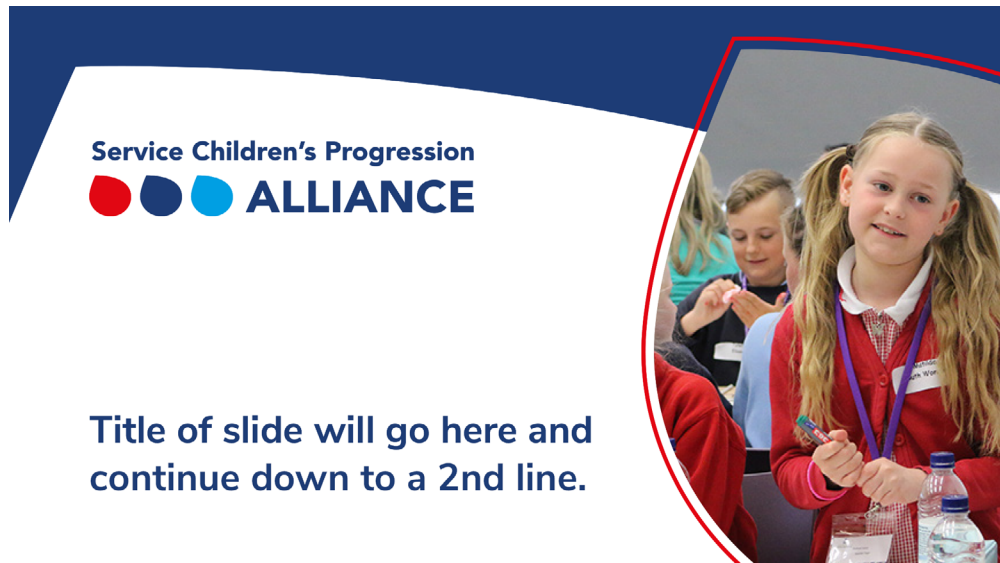
This is a callout and this is the body text  
inside, this is a callout and this is the  
body text inside, this is a callout and this  
is the body text inside

- This is body copy, this is body copy, this is body copy, this is body copy, this is body copy, this is body copy.



# 08

## Video



Title slide



Description slide

# 09

## Video

Service Children's Progression  
 **ALLIANCE**

**Title of slide will go here and  
continue down to a 2nd line.**



Title slide - Red stroke on teardrop can be made thicker if necessary.

# 10

## Video



Description slide

# 11

## Page headers

Header for 1st page of document



Header for internal pages of document



# 12

## Tables

### Table row colours

**Dark Blue**  
 CMYK: 100 84 25 5  
 RGB: 32 60 119  
 Hex: #203c77

**Mid Blue**  
 30% Tint

**Mid Blue**  
 10% Tint

YEAR	CATEGORY	STUDENTS	A/AS/ A2	A*	A	B	C	D	E
2015	ARMED FORCES	107	317	1.3%	16.7%	25.6%	25.6%	17.0%	8.5%
	EVERYONE ELSE	3358	10740	4.5%	23.8%	26.2%	21.4%	13.4%	6.2%
2016	ARMED FORCES	114	282	3.2%	16.0%	22.3%	23.4%	18.8%	11.7%
	EVERYONE ELSE	3434	10213	4.9%	24.7%	26.4%	20.7%	12.6%	6.4%
2017	ARMED FORCES	117	258	0.4%	14.0%	22.9%	26.4%	17.1%	9.3%
	EVERYONE ELSE	3397	8549	5.4%	25.1%	26.8%	21.7%	11.8%	5.6%

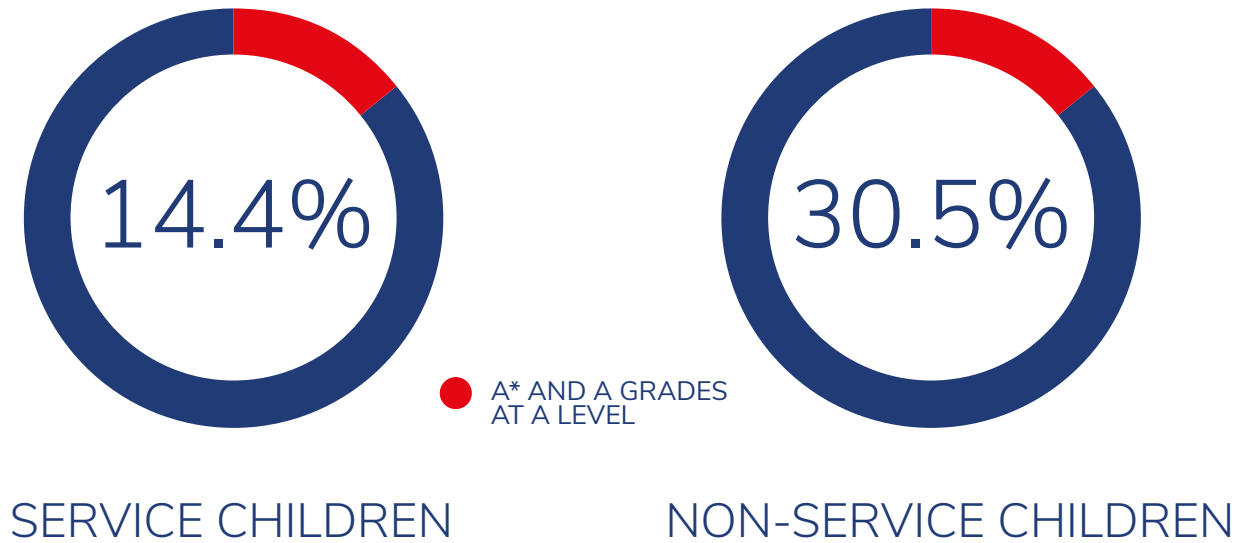
### Table text colours

Dark Blue (see above)

White

# 13

## Statistics



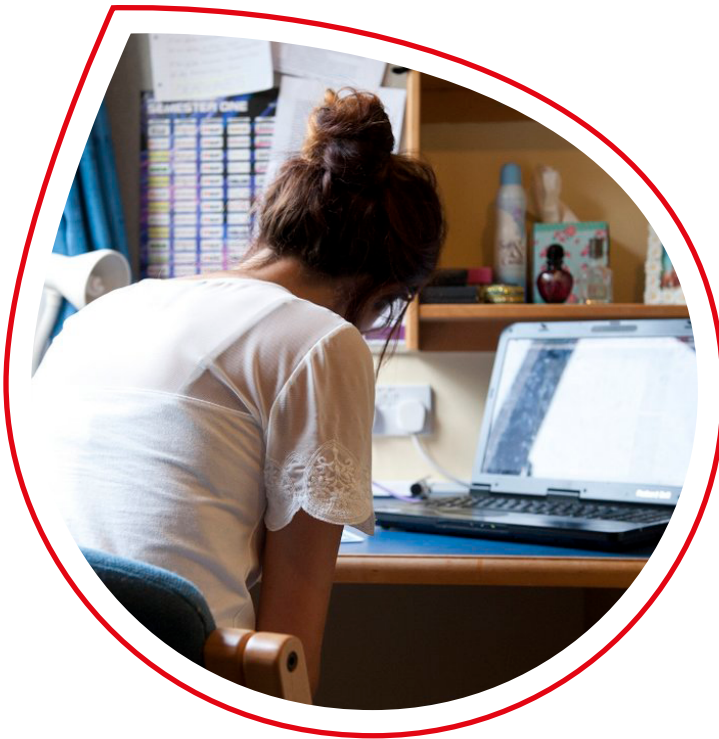
**Dark Blue**  
 CMYK: 100 84 25 5  
 RGB: 32 60 119  
 Hex: #203c77

**Red**  
 CMYK: 0 100 100 0  
 RGB: 227 6 19  
 Hex: #E30613



# 14

## Image containers



# 15

## Contents list / Quotes

### IN THIS BRIEFING:

- A small scale case examines how service children achieve at A level and gives some suggestions for why there may be differences between service and non-service children
- Links to interesting and related policy and research



**Summary Blue**  
**CMYK:** 71 10 0 0  
**RGB:** 0 177 233  
**Hex:** #00b1e9



Existing research shows that at GCSE level service children achieve at least as well as students from non-service backgrounds



**Mid Blue**  
**CMYK:** 73 34 0 0  
**RGB:** 65 142 205  
**Hex:** #418ELD




# 16

## Briefing paper examples

OCTOBER 2018  
R/001

Service Children's Progression

 **ALLIANCE**

RESEARCH BRIEFING PAPER


DR MATTHEW THORNE

IN THIS BRIEFING:

- A small scale case examines how service children achieve at A level and gives some suggestions for why there may be differences between service and non-service children
- Links to interesting and related policy and research


HOW SERVICE CHILDREN ACHIEVE AT A LEVEL

Existing research shows that at GCSE level service children achieve at least as well as students from non-service backgrounds, but is this an educational pattern that is continued when students study A levels? This small scale study at a college in north Hampshire has examined how service children achieve at A level. The following table shows the exam results achieved by service and non-service children over the last three years:



Existing research shows that at GCSE level service children achieve at least as well as students from non-service backgrounds

The Service Children's Progression Alliance is led by the University of Winchester and supported by the MoD


 **UNIVERSITY OF WINCHESTER**

**THRIVING LIVES FOR SERVICE CHILDREN**

1

OCTOBER 2018  
R/001

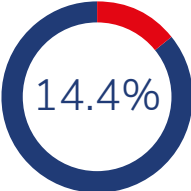
Service Children's Progression

 **ALLIANCE**


YEAR	CATEGORY	STUDENTS	A/A*/A2	A*	A	B	C	D	E
2015	ARMED FORCES	107	317	1.3%	16.7%	25.6%	25.6%	17.0%	8.5%
	EVERYONE ELSE	3358	10740	4.5%	23.8%	26.2%	21.4%	13.4%	6.2%
2016	ARMED FORCES	114	282	3.2%	16.0%	22.3%	23.4%	18.8%	11.7%
	EVERYONE ELSE	3434	10213	4.9%	24.7%	26.4%	20.7%	12.6%	6.4%
2017	ARMED FORCES	117	258	0.4%	14.0%	22.9%	26.4%	17.1%	9.3%
	EVERYONE ELSE	3397	8549	5.4%	25.1%	26.8%	21.7%	11.8%	5.6%

Looking at the table above it is clear to see that in the A level results at A and A\* Service children are achieving on average about 12% less than their non-Service compatriots. In 2017 14.4% of Service children achieve A or A\* compared to 30.5% of non-Service children. This pattern of A level results have been consistent for the last three years, which to me means that there needs to be some investigation into why, at

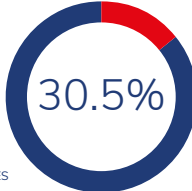
A level, Service children may be achieving at a lower level than non-Service children. If we look purely at the results they would imply that Service children would find it harder to go to Russell Group universities or access the highest level apprenticeships. Both of these progression routes need A and A\* grades. Why is there such a difference and what can we do to reduce it?



14.4%




SERVICE CHILDREN



30.5%

NON-SERVICE CHILDREN

The Service Children's Progression Alliance is led by the University of Winchester and supported by the MoD

 **UNIVERSITY OF WINCHESTER**

**THRIVING LIVES FOR SERVICE CHILDREN**

2

## 17

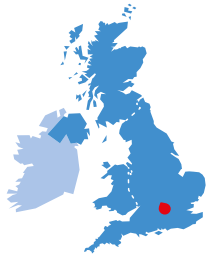
## Case study examples



School photo / logo here

#### ST XXXXXX'S SCHOOL, SOMEWHERE ON THAMES

Some copy about the school here-Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse



www.scipalliance.org

Case Study number XX12345  
Date XX/XX  
Author XXX XXXXXX

**This Primary school in Cheshire needed to improve engagement with Service families, so they set up a coffee morning and buddy system and saw the numbers attending parent's events and support for homework increase**

#### THE NEED

Some copy about the need here-Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

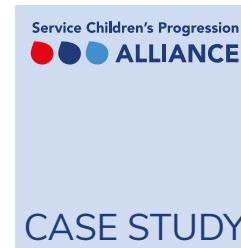
#### SOLUTIONS TAKEN

Some copy about the solutions here Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper

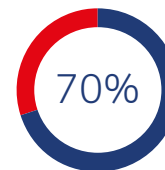
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat

THRIVING LIVES FOR SERVICE CHILDREN

1 / 3



Some quote text here Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nis.



#### OUTCOMES AND IMPACT

Some copy about the outcomes here-Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

#### PRACTICIONER ADVICE

Some copy from the prctacioner here Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis

THRIVING LIVES FOR SERVICE CHILDREN

2 / 3