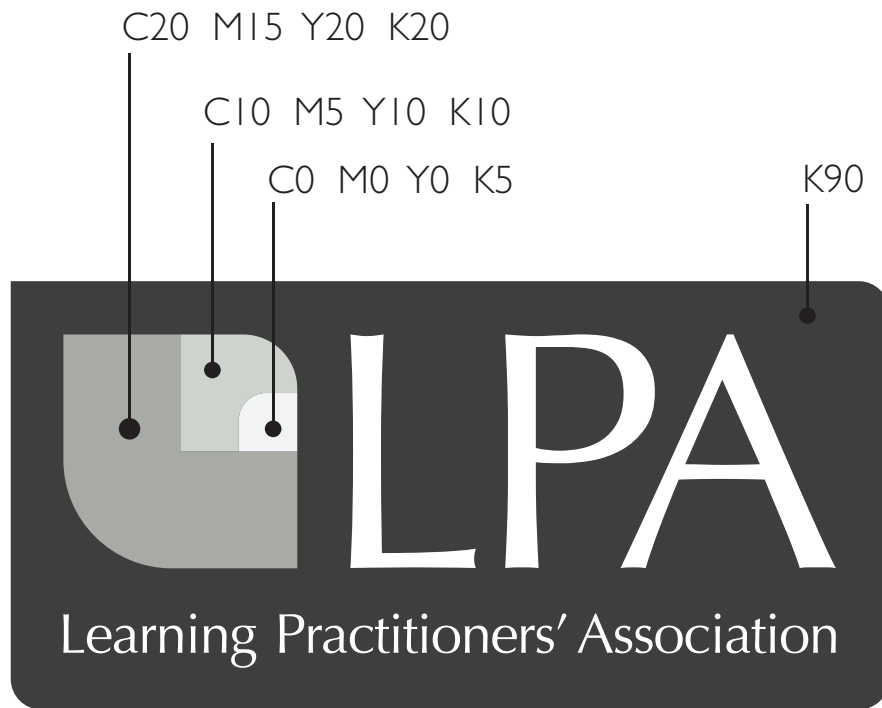




# The Learning Practitioner's Association Brand Guidelines

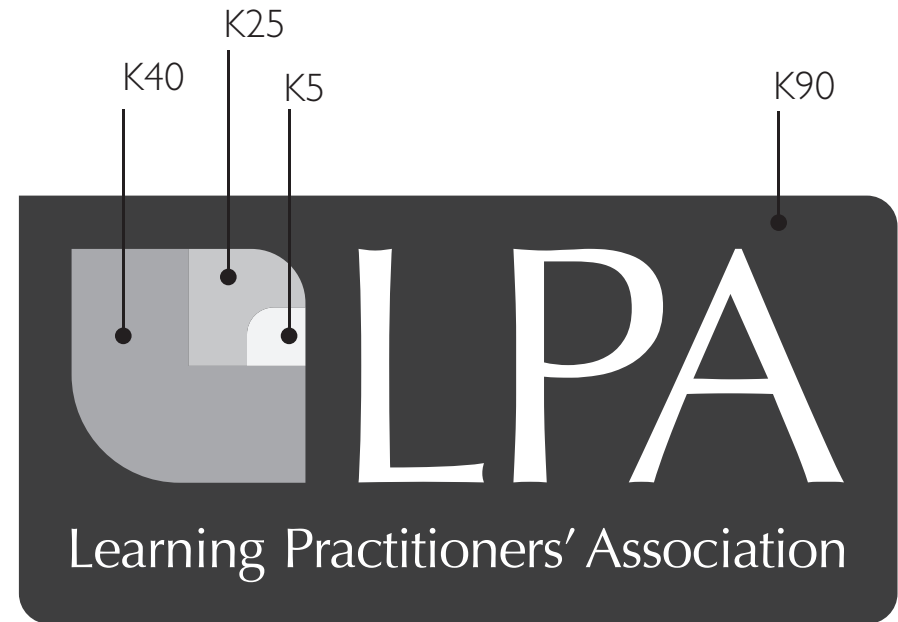
# The Logo



CMYK

The Main LPA Logo sits within a 90% Black (K) block in both CMYK and Mono. The Font used is Optima from the Linotype Foundry

The background block is a round cornered box with one sharp corner at top left.



Mono Alternative



The LPA Icon, is made up of more colours in the CMYK version than in the Mono version.

The Icon is constructed from three overlapping shapes of the same proportion.

# The Family

The logo family comprises "Single" versions of LPA, CLP, TB and CertLPM logos based on the root LPA logo.

There are also "Stack" versions combining each product with the main LPA Logo in a vertical alliance.

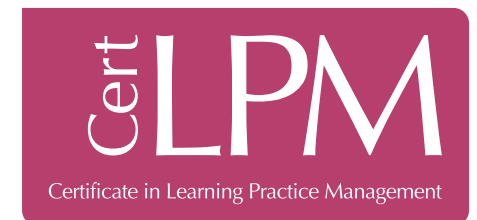
Each logo is available in CMYK and Mono versions in .eps, .pdf, .jpg and .tiff and in RGB .gif format for screen use.

Please refer to the logo instruction sheet if you are unsure of which logo to use for which application.

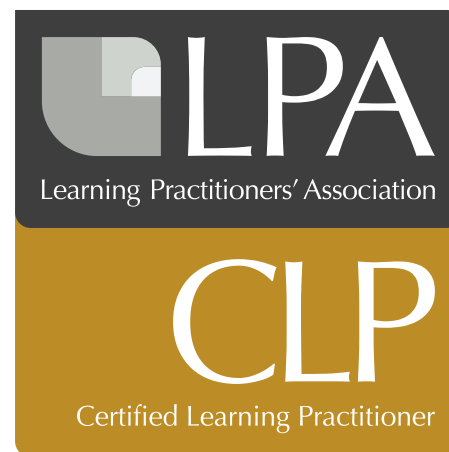
CMYK colour values should be maintained as below:

LPA Grey C0 M0 Y0 K90
CLP Mustard C20 M40 Y100 K10
TB Teal C70 M30 Y40 K0
LPM Rose C30 M90 Y40 K0

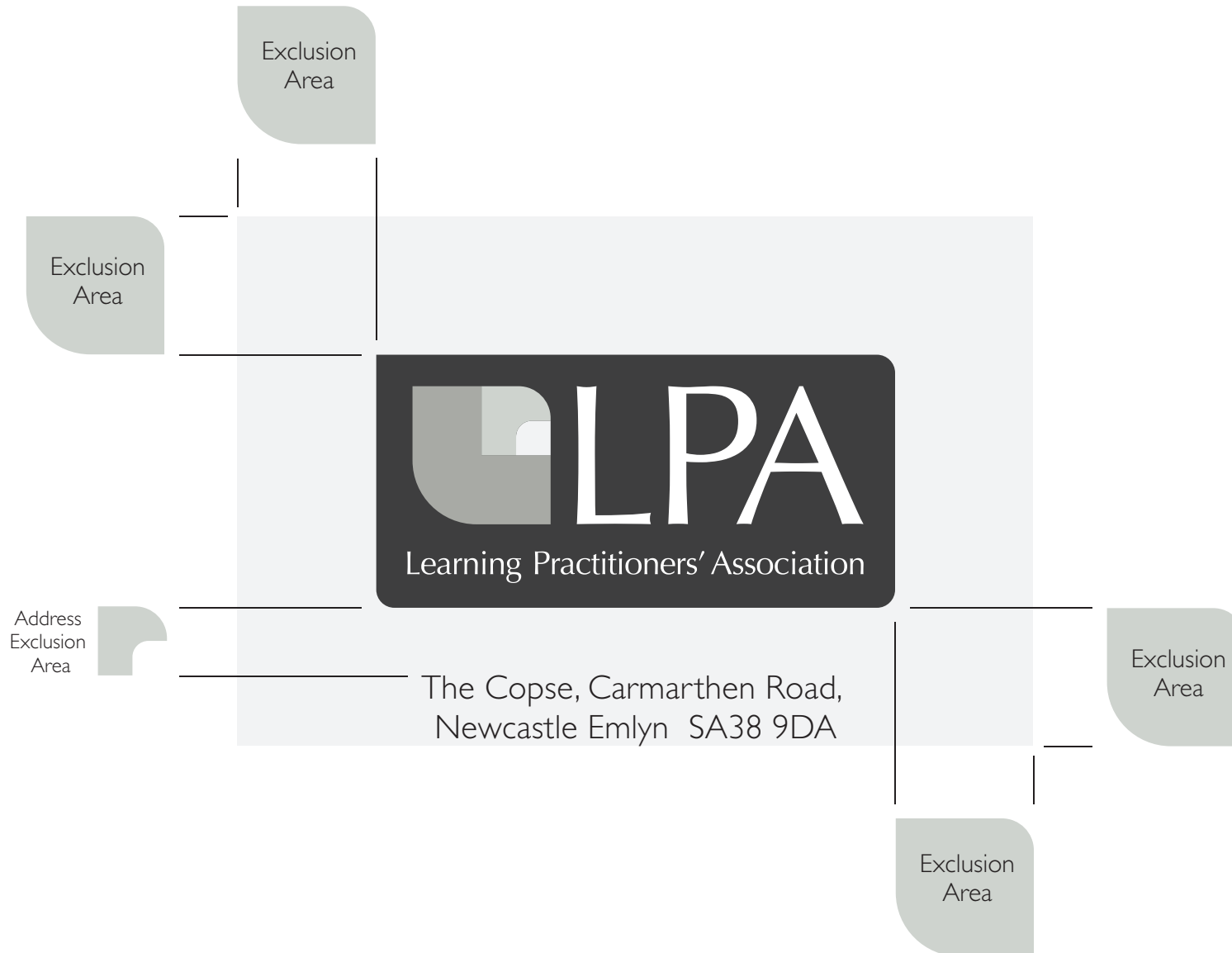
## Singles



## Stacks



# Positioning & Sizing



When positioning the LPA logo an area equal to the size of the icon should be left clear around the background box.

The only exception to this rule is when the LPA address is written below and this may encroach to within half the depth of the icon - the height of the "P" element of the icon.

The minimum height a logo should be used is 16mm.



**No disproportionate scaling is to be used in any circumstance.**



The font used in the logo set is Optima from the Linotype Foundry and this is also the font used for headings.

It should be used with natural kerning and with leading set just over the point size, e.g. 12pt on 13pt, 16pt on 18pt, 24pt on 27pt.

Text headings should be 2-4pts larger than the body text.

Body text is set in Gill Sans Light with natural kerning and with leading 3pts above type size as follows: 9pt on 12pt, 10pt on 13pt, 12pt on 15pt.

Emphasis can be made by substituting Gill Sans (Regular) instead of Light.

Bullets are set in Gill Sans (Regular) and are typically 3pts larger than body text and set with a -2pt baseline shift to bring them centrally into the line height. They should be coloured with the relevant logo colour - e.g. Teal for TB publications, Rose for CertLPM publications etc.

Where a publication is generic the signature colour should be CLP Mustard.

Page numbering (where required) should be set in Gill Sans Italic at around 2pt larger than the Body Text size.

## Heading

Body Text

**Body Emphasis**

Bullets

## Page Numbering

### What will I gain from the BTEC Level 5 Professional Certificate in Learning Practice Management?

Using various tools including psychometric profiles, the **BTEC Level 5 Professional Certificate in Learning Practice Management** will first help you understand more about yourself so that you can engage more effectively with learners, clients, managers and senior directors. Then using this deeper understanding you will work through units that cover design, environment, content, delivery, business planning, marketing, selling, monitoring and assets in learning and development. The whole focus is on learning and development practice as a management activity.

It provides the knowledge and skills for a learning and development practitioner to:

- interact professionally with others
- develop and maintain their own continuing professional development

# Layout

Layouts can be flexible but adhere to some simple guidelines.

Images have a similar, quirky nature throughout with good colour values inherent. These help set off the logos which are placed over the image where the colour allows.

The logo may be underpinned with a 90% Black (K) band where necessary. This also serves to hold the page strapline in white.

Where possible headlines should be set in white against the image.

The image bleeds off all around the page. The image also features in a strip on the back of flyers and brochures to give some continuity and to serve as background to a logo strip.

The logos are arranged in a stack with the relevant logo to that publication being separated by twice the space of the other two.

Emphasis boxes may be set in a 10% shade behind black copy or as 100% colour behind white copy.

Where can you find an accredited qualification that will help you deliver commercially focused training?

New! BTEC Level 5 Professional Certificate Learning Practice Management

from The Learning Practitioners' Association

So much more than a "Train the Trainer" course

LPA Learning Practitioners' Association  
Cert LPM Certificate in Learning Practice Management

Margins would be a minimum of 15mm at A4 size with column gutter at 10mm Bottom margins should be around 5mm larger than top margins.

What is it?  
The only practical and comprehensive qualification at level 5 (HND/C equivalent) specifically created for Learning Practitioners (LPs). It is an exam and assignment based course with 200 hours of workshops, self learning and assessment. The course is approved by Edexcel, the leading provider of internationally recognised qualifications.

Who is it for?  
Anyone who wants to learn how to develop, design, deliver, measure, market and sell professional, commercially effective Learning and Development (L&D) solutions, including:

- line managers who are responsible for designing L&D programmes
- anyone who has to deliver "on the job" training to new or junior staff
- individuals leaving the armed forces or blue light services who want to study for a formal qualification in Learning Practice Management
- internal or external personnel taking on a training role
- anyone considering marketing their training skills to L&D organisations
- anyone considering setting up or developing a training business

Why take the qualification?

- you may be looking for an appropriate qualification to justify raising your fees
- you may have fallen into training by accident and would like more knowledge and skills in this area
- you may enjoy your work and are looking to develop a career in this area
- you may find it difficult to design commercially relevant training that satisfies your managers
- you may be considering setting up as a freelance trainer and not sure where to start
- you may want to learn how to develop, market and sell your skills as a Learning Practitioner
- it can count towards accreditation as a Certified Learning Practitioner with the Learning Practitioners' Association

What is the Learning Practitioners' Association (LPA)?  
Set up in 2007, the LPA is the only not for profit Trade Association representing L&D Advisors, Developers and Providers engaged in the work place in the UK. Rapidly becoming the voice of Learning Practitioners in the UK - it is also the place for training purchasers to find professional, ethical L&D Practitioners.

What will you learn on this course?  
In brief the units cover:

- Professional conduct - where are the boundaries in L&D?
- How do you ensure you continually develop your own professional skills?
- How can you maximise outcomes? The influence of the environment.
- What do your learners need to know and do? Undertaking a thorough needs analysis.
- How do you measure what has been learnt? Evaluating and validating L&D.
- How do your L&D initiatives fit into the wider business plan? The importance of business planning.
- How do you market your courses or skills internally or externally. Understanding the minds of those that pay.
- How do you sell your courses or skills? Closing a sale with your manager or a client.
- Is it working? Monitoring and evaluating your work as a Learning Practitioner.
- Are your tools up to date? How to review and measure the effectiveness of your materials, equipment and other assets.

Why choose this qualification?

- the only HND/C equivalent accredited course for Learning Practitioners
- designed and developed by experienced Learning Practitioners
- developed for those working in a commercial environment
- offered by the LPA - the only Trade Association for Learning Practitioners
- staged payment options
- a new qualification which is set to be the definitive standard for training purchasers

Money back guarantee  
Still undecided? At the end of the course if you feel you've gained nothing from the units we'll happily give you your money back in full so there really is no risk at all.

edexcel  
advancing learning. changing lives

Interested?  
Download the prospectus now at:  
[www.learningpractitioners.org.uk/certprospectus](http://www.learningpractitioners.org.uk/certprospectus)

Prefer to speak to someone?  
Phone us on 01239 711544

LPA Learning Practitioners' Association  
Cert LPM Certificate in Learning Practice Management

LPA Learning Practitioners' Association  
CLP Certified Learning Practitioner


LPA Learning Practitioners' Association  
TB Train the Trainer

Column widths should allow around 8-12 words to the measure. Text is ranged left at all times. A good margin and column gutter are encouraged to allow as much 'air' around the text as possible.

Banner Stand designs follow similar guidelines to other layouts with the difference that the gray bar is scaled down to fill the space beneath the image.

This acts as a background to the strapline, website addresses and phone number; as well as holding the other product logos.

These logos are ranged right to balance the ranged left heading starting in the top left corner.



Who can represent and support your interests as a trainer, learning developer or training adviser?

The Learning Practitioners' Association



Passionate about your success

[www.learningpractitioners.org.uk](http://www.learningpractitioners.org.uk)  
[info@learningpractitioners.org.uk](mailto:info@learningpractitioners.org.uk)  
01239 711544

CLP LPM TB



Where can you find an accredited qualification that will help you deliver commercially focused training?

New BTEC Level 3 Professional Certificate Learning Practice Management

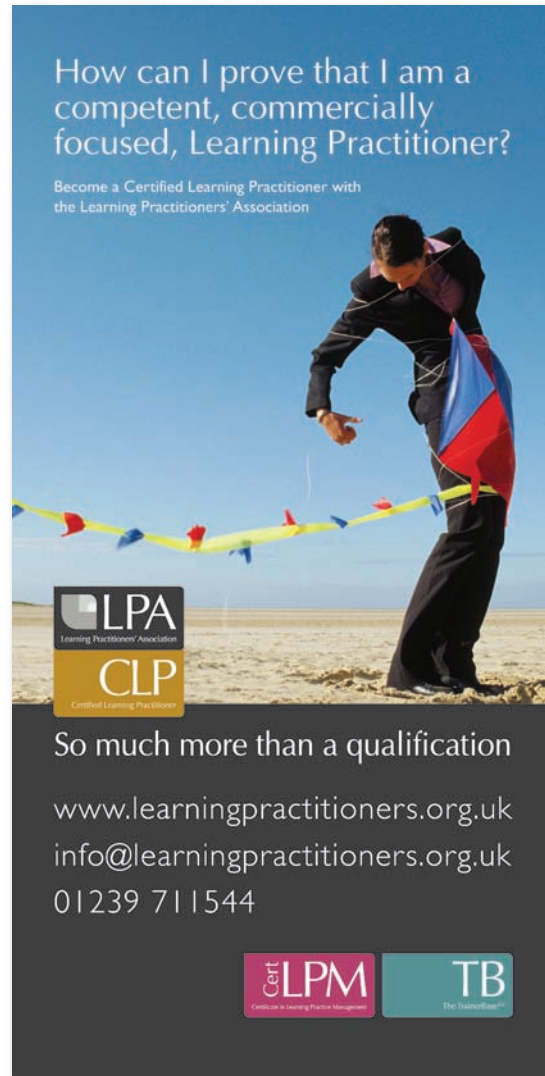
Join The Learning Practitioners' Association



So much more than a "Train the Trainer" course

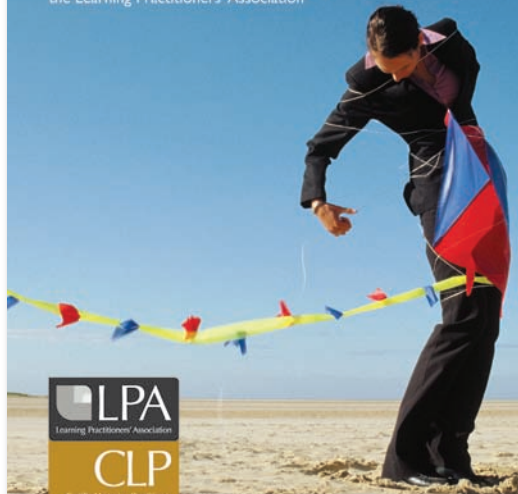
[www.learningpractitioners.org.uk](http://www.learningpractitioners.org.uk)  
[info@learningpractitioners.org.uk](mailto:info@learningpractitioners.org.uk)  
01239 711544

CLP TB



How can I prove that I am a competent, commercially focused, Learning Practitioner?

Become a Certified Learning Practitioner with the Learning Practitioners' Association



So much more than a qualification

[www.learningpractitioners.org.uk](http://www.learningpractitioners.org.uk)  
[info@learningpractitioners.org.uk](mailto:info@learningpractitioners.org.uk)  
01239 711544

CLP

Cert LPM TB



Where can business find trainers and trainers find business?

On the TrainerBase [www.trainerbase.co.uk](http://www.trainerbase.co.uk)  
part of the Learning Practitioners' Association



The PERFECT place for TRAINERS

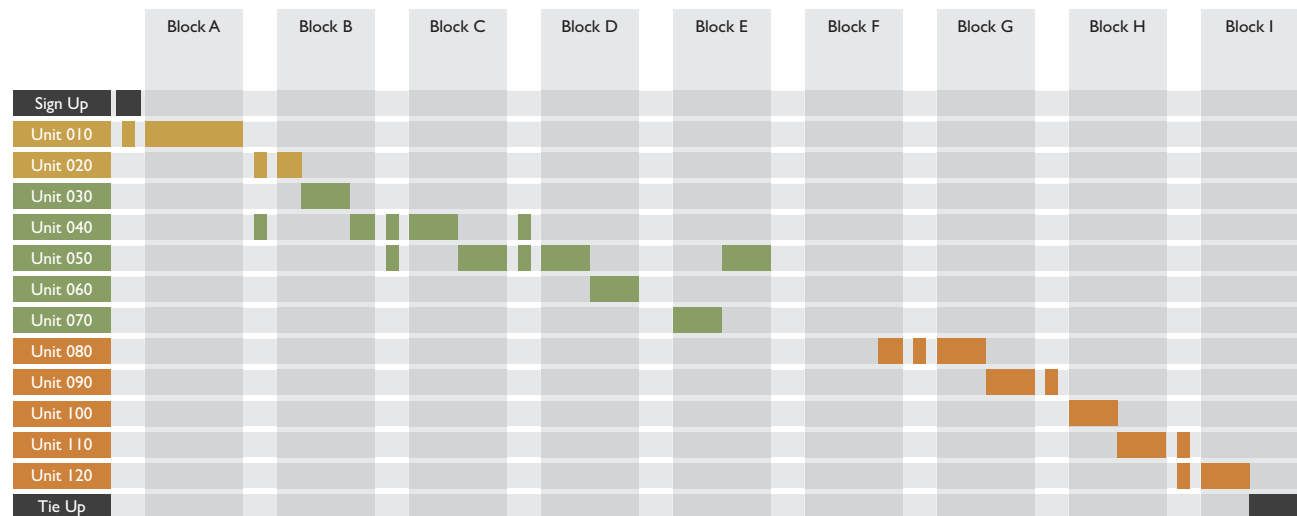
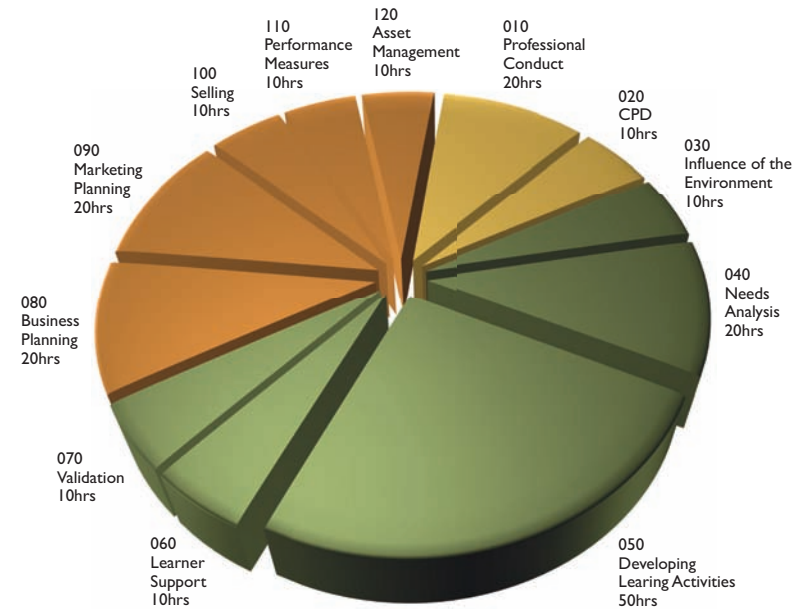
[www.trainerbase.co.uk](http://www.trainerbase.co.uk)  
[info@learningpractitioners.org.uk](mailto:info@learningpractitioners.org.uk)  
01239 711544

CLP LPM TB

# Other elements

Other page elements should have the same clear treatment applied in keeping with the rest of the brand.

Colours should be relatively sober and kept to a minimum and all text should be in Gill Sans Light or Regular.



Any questions regarding the use of the LPA brand should be directed to:

Peter Mayes  
01239 711544  
peterm@learningpractitioners.org.uk