



## Talent Week tool kit



# Talent Week: Contents Page

Master Logo	2
Font Usage	4
Talent Wall	6
Do-it-Yorself Brick	7
Printable Promotional Material	8
Key Messages for Promotional Material	10
Helpful Hints	11

# Talent Week logos: Master Logo with Strapline

Master Logo CMYK



C 0%, M 0%, Y 0%, **K 100%**



**C 40%**, M 0%, **Y 100%**, K 0%

Master Logo Greyscale



The main logo colours for Talent Week are green and black on a white background. The background block has a keyline around it of K 20%. BCSC and Business in the Community logos **must always** appear with the main logo. A greyscale version is available for black and white printing.

# Talent Week logos: Master Logo with Strapline

Master Logo with Strapline. CMYK version.



Master Logo with Strapline. Greyscale version.



If required, you can use the Master logo with added Strapline.

The Strapline colour is K 50%.

This logo is also available as Grayscale.

# Talent Week logos: Use on Promotional Material

One of the Talent Week logos must be used on all promotional material.

Listed below are the **minimum** Logo sizes per application.

Of course you can increase the size of the logo so it fits within your design template.

<b>DL</b>	<b>50 mm</b>
-----------	--------------

<b>A5</b>	<b>50mm</b>
-----------	-------------

<b>A4</b>	<b>65mm</b>
-----------	-------------

<b>A3</b>	<b>90mm</b>
-----------	-------------

<b>A2</b>	<b>130mm</b>
-----------	--------------

<b>A1</b>	<b>185mm</b>
-----------	--------------

<b>A0</b>	<b>277mm</b>
-----------	--------------

The logo should never appear smaller than 50mm in width.



Minimum 50mm



# Talent Week: Font Usage

Helvetica Neue Light Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Helvetica Neue Medium Extended

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Helvetica Neue Bold Extended

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Aaaight Fat

**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

The fonts used are Helvetica Neue Extended and Aaaight Fat.

Aaaight Fat to be used sparingly, eg. as a heading (see examples page).

Helvetica Neue extended can be used in various forms, but as a guide, use HN light extended as main body text, and HN Bold as main or sub heading.

# Talent Week: The Talent Wall

You have been supplied with a Quark Xpress AW file for your **Talent Wall**. This has been provided at 50% of the original size, so your chosen printer will need to print it at 200%.

We suggest you print this wall onto 5mm - 10mm foamex board to keep it rigid, but light enough to mount and display. This wall is where the **Talent Bricks** can be stuck on with blue tack or something similar.

Each panel should be 1000mm wide x 2000mm high.

Depending on size of display area, there are 4 walls you can choose to print:

**Wall 1 has the Talent Week logo on display (must be included)**

---

**Wall 2 has the Talent Week line displayed.**

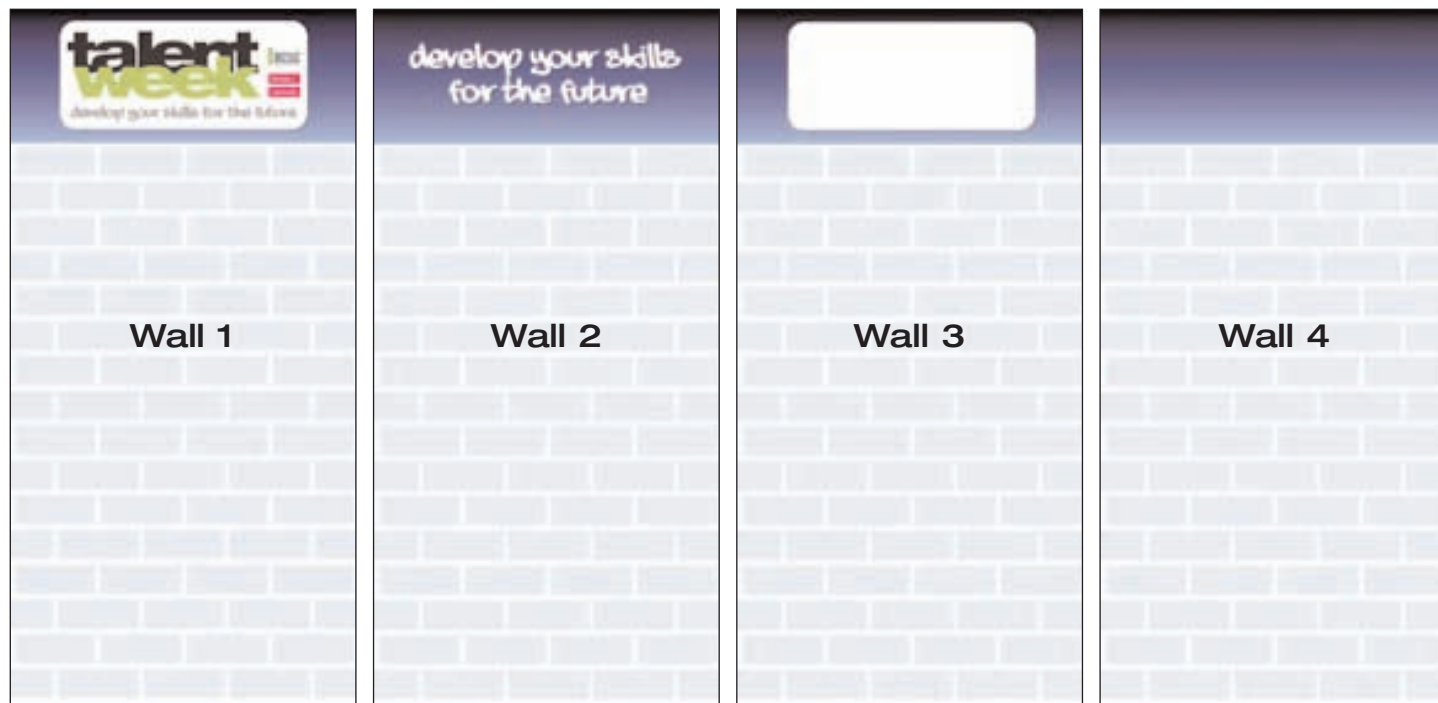
---

**Wall 3 has been left blank to add your desired logo.**

---

**Wall 4 is a blank to 'break up' other walls if using a very wide space.**

---

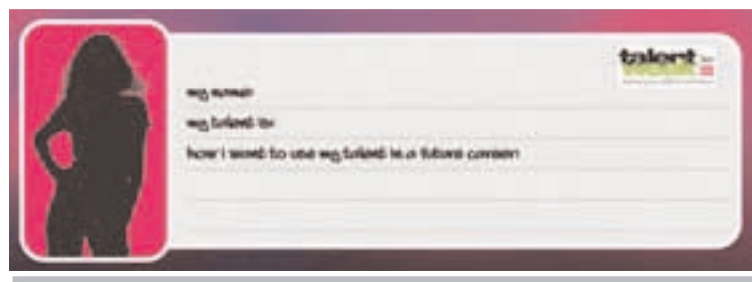


# Talent Week: Do-it -Yourself Blank Cards

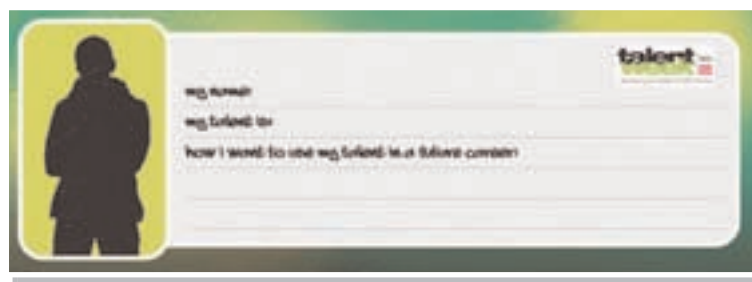
For those centres that aren't doing a school engagement but want to have an interactive **Talent Wall** we have included do-it-yourself cards. These are available as a High Resolution PDF document.

Young people can be encouraged to complete them and place them onto your very own **Talent Wall**.

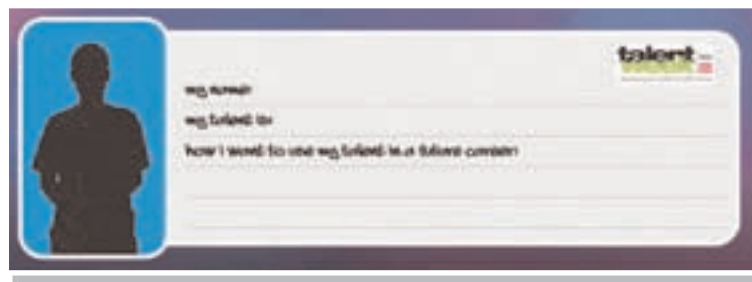
It's interactive and easy to do.



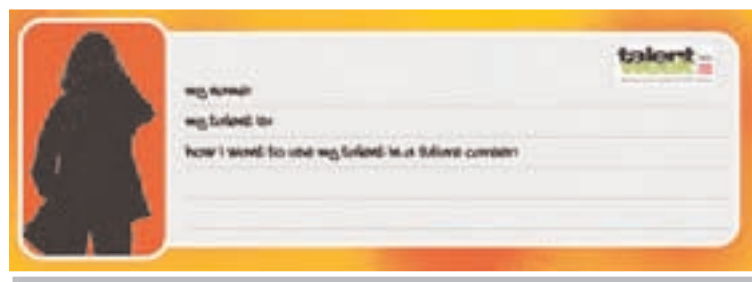
A blank do-it-yourself card for a female student. The card has a pink background on the left side with a black silhouette of a woman. The right side is white with a 'talent' logo in the top right corner. Below the logo, there are three horizontal lines for writing, with the text 'my name', 'my talent is', and 'how I want to use my talent in a future career' printed above them.



A blank do-it-yourself card for a male student. The card has a yellow background on the left side with a black silhouette of a man. The right side is white with a 'talent' logo in the top right corner. Below the logo, there are three horizontal lines for writing, with the text 'my name', 'my talent is', and 'how I want to use my talent in a future career' printed above them.



A blank do-it-yourself card for a male student. The card has a blue background on the left side with a black silhouette of a man. The right side is white with a 'talent' logo in the top right corner. Below the logo, there are three horizontal lines for writing, with the text 'my name', 'my talent is', and 'how I want to use my talent in a future career' printed above them.



A blank do-it-yourself card for a female student. The card has an orange background on the left side with a black silhouette of a woman. The right side is white with a 'talent' logo in the top right corner. Below the logo, there are three horizontal lines for writing, with the text 'my name', 'my talent is', and 'how I want to use my talent in a future career' printed above them.

# Talent Week: Printable Promotional Material

A range of material is available to assist you in promotion of your event.



A3 Shopping Centre poster



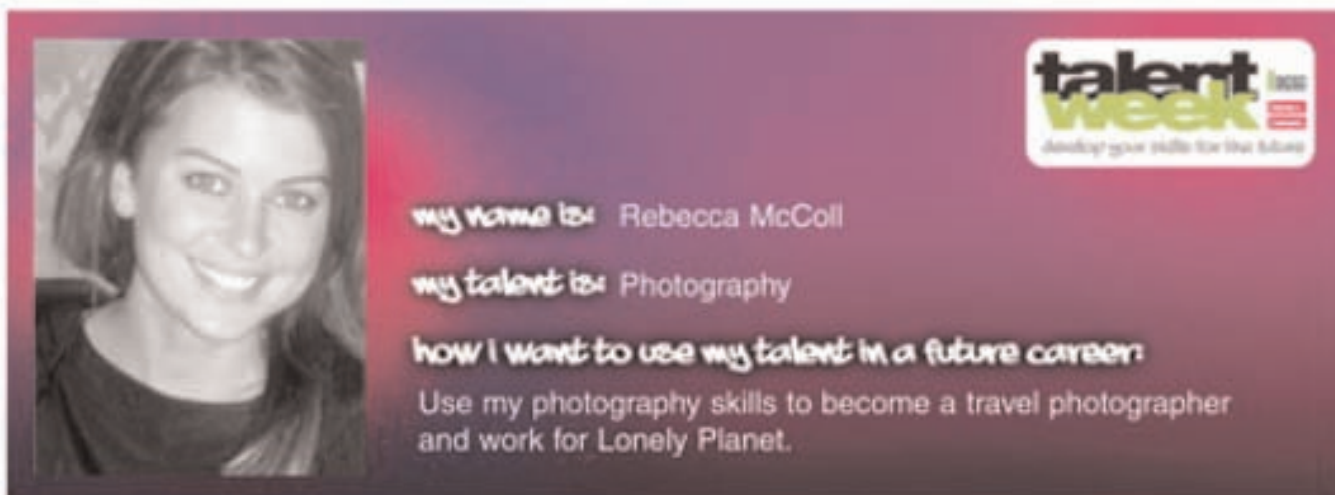
A3 Schools poster



A5 Leaflet

Artwork is available in Quark Xpress or Word documents. All Artwork can be edited to meet your particular event requirements.

## Enter your copy here



A3 Vinyl/Poster Artwork. Available in Quark Xpress.  
Can be edited to meet your particular event requirements.

**Please note:** If outsourcing printing, the brick you choose will have to be converted to CMYK format.

# Talent Week: Key messages for Promotional Material

- 1 'Talent Week provides a platform for ideas and inspiration to encourage young people to realise their talents in the world of work'
- 1 'Talent Week is a national campaign highlighting young talent in the community. The event is designed to raise aspirations of young people and promote career opportunities available across many industries. Local businesses, as well as national organisations, are getting involved. In addition to interactive workshops there will be professionals on hand to offer advice on various industries, opportunities to explore further education, apprenticeships, volunteering and work experience.'

## **For those centres that are having a school engagement programme they may want to use the following:**

- 1 'Talent Week is a three part initiative which starts in local schools. Business in the Community, (BITC), manage a school engagement programme with local corporate volunteers who will go in to local schools and work with their students. The programme is designed to ascertain individual talents and hobbies and relate those to career opportunities. It is a confidence building exercise which helps young people plot a potential career path. The second part is the Talent Wall, which is made up of Talent Bricks created by students during the school engagement programme.  
  
The final part is a week-long event held in [name of shopping centre ] on [dates of the event] which will showcase local talent and provide interactive workshops. There will also be professionals on hand to offer advice on various industries, opportunities to explore further education, apprenticeships, volunteering and work experience.'
- 1 'Talent Week is partnership between the British Council of Shopping Centres (BCSC) and Business in the Community (BITC)'

# Talent Week: Helpful Hints

## Printing Restrictions

Below are helpful tips for the items supplied in the toolkit. **Talent Week** and its agents will not accept responsibility for print quality of any of the bricks or final material on the toolkit. Please always ask for a proof from your printer to check the quality before you commission your run. We suggest that the bricks are not enlarged bigger than A3. If you want to enlarge them further, please ask your printer to check the resolution quality.

A sample brick is included in the tool kit, which you can send to your creative agency or your printer, this will give them an idea of the quality of the bricks they will receive.

## Do-it-Yourself Blank Bricks

There are 4 designs to choose from and are supplied as High Resolution CMYK PDF's. The final print size is 84mm x 230mm with 3mm bleed area. These bricks can either be printed direct to a personal laser printer and then trimmed or sent to a professional printer to be directly printed on to card – we suggest no lighter than 300gsm – this will give them rigidity. The Do-it-Yourself bricks are the same size as the brick on the Talent Wall. The bricks can be fixed to the wall with blue tack or something similar.

## Talent Wall

We have created 4 different wall templates which will give you flexibility to grow your Talent Wall. We ask you to use Panel 1 which shows the **Talent Week** Logo within your design. The size of each panel is 2000mm x 1000mm. The artwork has been created in Quark Xpress at 50% of the original size, so you will need to inform your printer to print at 200%. We suggest you mount the printed wall onto 5mm - 10mm polyboard or foamex. This can then be fixed to your chosen site with Velcro. The final brick size on the wall is 84mm x 230mm, this is the same size as the PDF of the brick if printed at 98%.

## Promotional Material

We have supplied various promotional material which can be edited to meet your particular requirements. We have supplied two formats – Word files which can be printed direct to your laser printer and Quark files which should be used if you are professional or outsourcing your printing. Please always ask for a proof from your printer to check the quality before you commission your run.

If you are having a school engagement we recommend you amend the text, insert your logo and print the posters, then give them to the schools so they can promote your talent week event.

## Floor Vinyl's

We have created an A3 Artwork which can be used as a floor vinyl. This artwork could also be adapted for a poster. You can adapt the artwork to meet your particular requirements. Simply insert one of your bricks (PDF version). Please make sure the PDF has been converted to CMYK, and make any text amendments. Please always ask for a proof from your printer to check the quality before you commission your run.