

## Frequently asked questions for City & Guilds new logo

Unveiling our new logo marks the beginning of a transition period at City & Guilds. Over the course of a year, we shall remove references to City & Guilds Group and update our materials to the new City & Guilds logo. We don't expect our customers to start to use our refreshed logo immediately and hope this phased approach will allow customers to plan for the changes as per the FAQs below.

### When can I get the new logo for my centre?

New City & Guilds logos and guidelines will be made available to centres to use from August 2022 so you can start to update your publications, websites and other materials from that date.

### How will I access the new logos and brand guidelines?

We're developing a secure solution which will be available from August 2022. We will update you nearer the time with further detail.

### When will I need to update to the new branding?

To help with your planning we will issue updated brand guidelines and logos from **August 2022**.

### What is happening to the City & Guilds Group website?

Cityandguildsgroup.com will close from 12 April 2022, and the City & Guilds Group logo will phase out from our materials.

If your website has hyperlinks to cityandguildsgroup.com, once the website closes on Tuesday 12 April you may experience broken links. Some redirects for some webpages will be in place for a period of time sending the traffic to cityandguilds.com. The majority of content will migrate over to the 'About Us' section of cityandguilds.com, including our research and annual reports.

### When will the new logo appear on City & Guilds certificates?

To ensure we are as sustainable as possible we will continue to print certificates on the stock of printed base-paper we have available at our secure printers. Once that stock runs down you will start to see the new logo on printed certificates.

E-Certificates will be using the new logo in the next few weeks.

For customers actively using our Recognition services, including City & Guilds Assured, Digital Credentials and Accreditation, or our Bespoke or Customised services, new logos will start to be phased onto certificates from August 2022.

### **Can I access the refreshed branding now?**

We request you wait until August 2022 when guidelines and logos can be issued together. Over the coming months the introduction of the new City & Guilds logo is being phased in across our materials, products, services and certificates. So not everything will change in one go. We don't expect your centre to change in one go either.

If you have a particular need that would require you to have the new logo ahead of August 2022 please email us outlining your request at [logo@cityandguilds.com](mailto:logo@cityandguilds.com)

### **Have any of the other City & Guilds businesses had changes?**

There are no logo or brand changes to ILM, Gen2, Oxford Group or Kineo. As we remove references to City & Guilds Group you will see a slight change to some wording in our materials, for instance in our document footers and at the bottom of certificates.