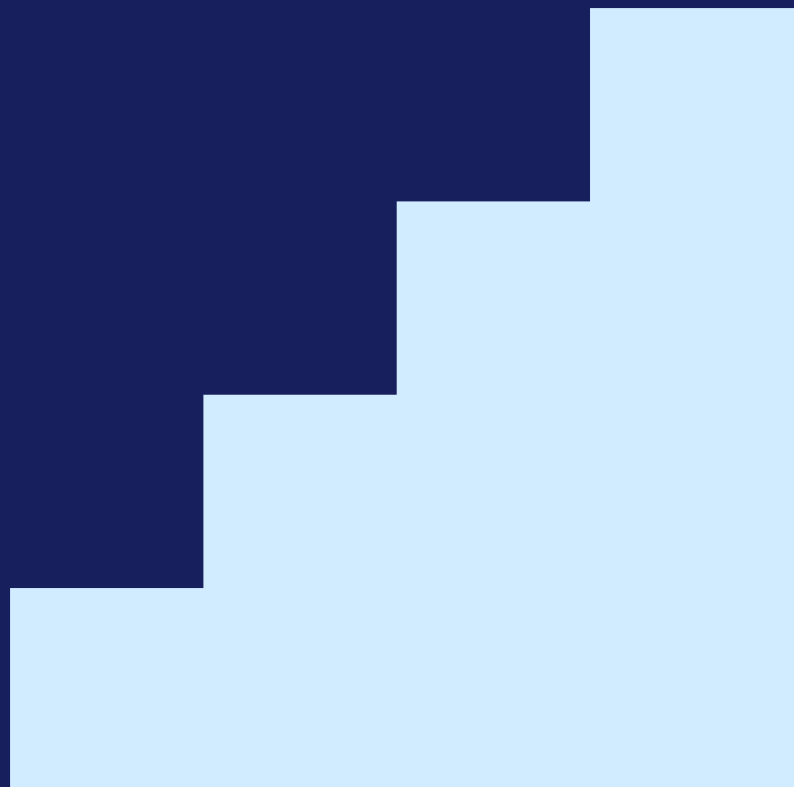


step22 

BRAND GUIDELINES

2021



ABOUT STEP22

Step22 is a recruitment and training solution that gets great people into great jobs in the hospitality sector, funded by the apprenticeship levy.

Step22 helps businesses source and train great staff to significantly improve retention and staffing costs. Our mission is to become the no.1 provider of hospitality apprenticeships in the UK.

Step22 is the hospitality brand within the Catch22 Apprenticeships division.

Too many young people are out of work and there is a recruitment crisis within the hospitality sector that is only going to get worse after Brexit and ongoing restrictions driven by COVID-19.

As businesses transform to meet these challenges Step22 can be part of the solution in helping them build strong teams whilst keeping costs low and increasing retention.

Step22 Logotype

Our logotype should be used for all applications. Never try and recreate the logotype yourself.

Our logotype is either in navy blue or white, it should never be any other colour



Our logotype in black and white



The following are unacceptable ways of using the Step 22 logotype



Clearspace

In order to maintain the integrity of the Step22 logotype, it is important that no other logos, type or graphical elements infringe on it's space.

Clearspace



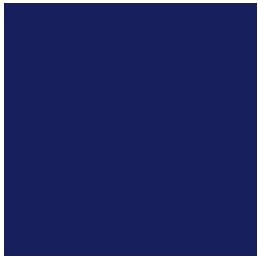
The minimum size of the logotype that may be used for print application is no less than 0.5cm high - ideal/prefered height is 1cm or larger.



Colour Palette

Our primary colour is navy blue

Primary colours



CMYK
100, 95, 36, 27

RGB
23, 31, 92

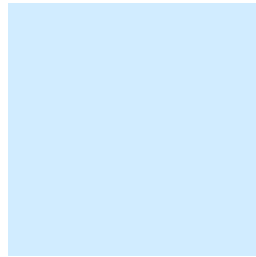
#171f5c



CMYK
0, 58, 41, 0

RGB
245, 138, 130

#f58a82



CMYK
20, 0, 0, 0

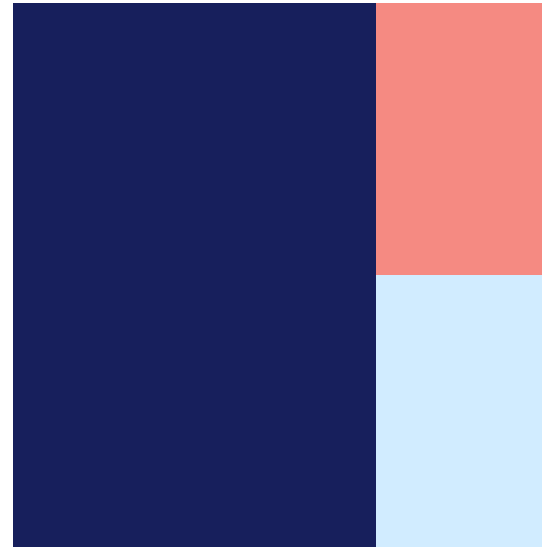
RGB
209, 236, 255

#d1ecff

Colour Ratio

Please follow the ratio of colour that are given here to maintain visual identity of Step22

Colour ratio



Typography

Our primary font is Montserrat.

Typography

Montserrat - SemiBold

To be mainly used for headings

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
!?"£\$%^&*() 1234567890

Montserrat - Light Italic

To be used with headings and sub headings

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
!?"£\$%^&*() 1234567890

Montserrat - Regular

To be used with headings, sub headings and body

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
!?"£\$%^&*() 1234567890

Font usage

Below are examples of how the different weights of Montserrat are to be used within designs.

Examples

Main title example

**HOW CAN WE
HELP YOU**

Main title example

**HOW CAN WE
HELP YOU**

Sub title example

See what we offer

Main title example

**HOW CAN WE
HELP YOU**

Sub title example

See what we offer

body example

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus viverra sapien.

Main title example

**HOW CAN WE
HELP YOU**

Imagery

