



BRANDING GUIDELINES & APPLICATION MANUAL

1. Introduction

Welcome to the official branding guidelines for STEP UP Certification. These standards ensure consistent and professional representation of our brand across all platforms, materials, and communications.

2. Brand Overview

2.1 Mission Statement

Empowering organizations to elevate their standards through trusted certification.

2.2 Core Values

- **Integrity:** Upholding honesty and strong moral principles.
- **Excellence:** Striving for the highest standards in all activities.
- **Trust:** Building confidence through transparency and reliability.
- **Innovation:** Continually improving and adopting new solutions.
- **Empowerment:** Supporting clients to achieve their goals.

2.3 Core Principles

Our actions are guided by core principles that reinforce our commitment to integrity and quality:

1. **Ensuring Independence and Impartiality:**
Certification decisions are based solely on objective evidence, free from conflicts of interest.
2. **Maintaining Competence:**
We commit to ongoing training and professional development to uphold the highest standards of expertise.
3. **Promoting Transparency and Clarity:**
Our processes are open, understandable, and transparent, fostering trust and confidence.

4. **Ensuring Confidentiality:**

We protect all client and stakeholder information with the utmost discretion.

5. **Continuous Improvement:**

We continuously monitor, review, and improve our management system to enhance effectiveness and stakeholder satisfaction.

3. **Logo & Wordmark Usage**

3.1 **Logo Variations**

- **Primary Logo:** Utilizes official colors:
 - Green: **#59a52c** (CMYK 46%, 0%, 73%, 35%)
 - Dark Gray: **#111111** (CMYK 0%, 0%, 0%, 93%)

3.2 **Wordmark & Slogan**

- **Font:** CelebriSans Bold
- Used for the certification body name and slogans.

3.3 **Usage Guidelines**

- Use official logo and wordmark files as provided.
- Maintain a clear space around the logo equal to its height.
- Do not stretch, alter, or modify logo colors or proportions.
- Use the CelebriSans Bold font for all textual applications of the wordmark and slogans.

4. **Color Palette**

4.1 **Primary Colors**

- **Green:** #59a52c (CMYK 46%, 0%, 73%, 35%)
- **Dark Gray:** #111111 (CMYK 0%, 0%, 0%, 93%)
- **White:** #ffffff (CMYK 0%, 0%, 0%, 0%)

4.2 **Usage Recommendations**

- Green should dominate branding accents and highlights.
 - Black/dark gray for text and secondary elements.
 - White for backgrounds and contrasts.
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5. Typography

5.1 Primary Typeface

- **Headings & Titles:** CelebriSans Bold
- **Body Text:** Open Sans Regular

5.2 Typography Guidelines

- Headings should use CelebriSans Bold, size 24–36 pt.
 - Body content should use Open Sans Regular, size 12–14 pt.
 - Maintain consistent line spacing and margins for clarity and professionalism.
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6. Application & Usage

6.1 Digital Platforms

- Use color, logo, and font guidelines for websites, social media, email signatures, and digital assets.
- Ensure visuals are high resolution and optimized for screens.

6.2 Print Materials

- Use high-quality vector/logo files.
- Apply approved color specifications to ensure color fidelity.
- Follow layout principles for a clean, professional appearance.

6.3 Templates & Assets

- Utilize official templates for presentations, certificates, and stationery to maintain consistency.
- Obtain approval for any materials outside standard templates.

7. For Your Customers: Client Usage & Branding Guidelines

Note:

To facilitate proper and consistent promotion of our certification, a **Client Usage & Branding Guidelines** document has been developed specifically for your clients. This guide provides simple instructions on how to properly use the STEP UP Certification logo, name, and associated branding when referencing or showcasing their certification.

For details or to access this guide, please contact our support team at:

Email: support@stepupcertification.com

8. Contact & Support

For asset requests, clarifications, or additional guidance, contact the STEP UP Certification branding team:

- **Email:** info@stepupcertification.com