

# Skills Partner Accreditation

## Suggested templates and guidelines for usage

# Introduction

Thank you for being a **Platinum Skills Partner**.

The Skills Partner accreditation celebrates your commitment to developing skills in your industry, nurturing future talent and bridging the gap between education and the workplace.

It is a prestigious mark of recognition that allows you to proudly promote your partnership with us and highlight the contribution you make to helping us shape a “workplace-ready” curriculum, from classroom to career.

The following accreditation marks, press and social media templates are provided to assist you in announcing your achievement.



# Accreditation marks

As a **Platinum Skills Partner** you may use the Platinum Skills Partner accreditation marks to promote your affiliation with us online and in marketing materials.

# Our marks and their uses

## Assets

All assets are available as PNG and SVG.



Full Colour



WO Colour

WO Mono



BLK Colour



BLK Mono

# Recommended sizes

## Minimum



10mm

## Screen



70px

## A4



15mm

## A3



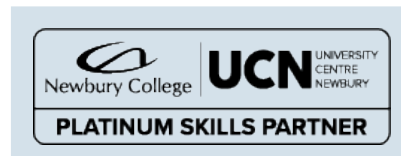
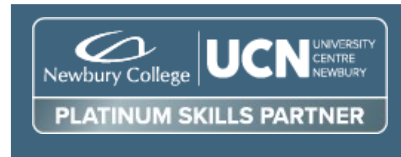
18mm

To make sure that the mark is always readable and recognisable, it should be reproduced at 15mm as a minimum size. There are also recommended minimum sizes for a variety of page dimensions.

The size of the badge on a page is affected by many variables, including hierarchy of information, contrast, layout, ownership of the page etc. Shown here are recommended minimum sizes for various page formats. Use these sizes wherever possible to maintain consistency across all communications.

# Mark reproduction

## Examples



The badge is available in a full-colour version to add vibrancy and recognition to your achievements, in black (when on a light colour or image) or reversed white-out (when on a dark colour or image).

When using the logo on a photographic background, ensure it is positioned on an area that is free from tonal variation or image detail, and where it will be clearly visible. In all situations, ensure that there is a significant contrast between the logo and the background.

# Social media posts

We have included some examples of social media posts announcing the **Platinum Skills Partner** accreditation. Each post is tailored for a different platform (Facebook, Instagram, and LinkedIn) with an appropriate tone and length. Please adjust the content to highlight your particular involvement (placements, apprenticeships, curriculum development, etc.). Don't forget to tag **@NewburyCollege** where possible and include the hashtag **#NewburyCollege** alongside other relevant hashtags.

**#careersnotcourses**

## Facebook / Instagram

We're thrilled to announce that we have been officially recognised as a Platinum Skills Partner of **@newburycollege**! This accreditation celebrates our commitment to developing skills and supporting the next generation of talent. By working closely with **#NewburyCollege**, we've helped people gain real-world experience and grow their careers, while also building a pipeline of skilled future employees. It's a proud moment for our team to be acknowledged for investing in local people and training. Thank you to everyone involved in making this partnership a success!

**#careersnotcourses**



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26 Comments 87 Shares



We are pleased to share that **[Company Name]** has been accredited as a Platinum Skills Partner by Newbury College. This recognition reflects our ongoing collaboration with the College to develop **[sector]** skills and nurture emerging talent. Through initiatives like **[T Level industry placements / apprenticeships / guest lectures]**, our team has been working to bridge the gap between education and industry – helping students gain real-world experience while creating a pipeline of future professionals for **[Company Name]**.

Being a Platinum Skills Partner underscores the value of partnering with the education sector to strengthen our workforce and community. Many thanks to our colleagues and to Newbury College for making this partnership so successful. We look forward to continuing our joint efforts to support skills development and inspire the next generation.

#NewburyCollege #SkillsDevelopment #WorkforceDevelopment #CareersNotCourses

# Press releases

Each accredited employer will have unique contributions – some provide work experience placements or T Level industry placements, others hire apprentices, and many offer curriculum support, guest lectures, or site visits. The following press release templates are provided in a professional, celebratory tone to help Platinum Skills Partners customise and announce their achievement.

**#careersnotcourses**

# Press release: Placements



## **[Company Name] recognised as Platinum Skills Partner by Newbury College**

**[Company Name]**, a leading company in the **[sector]** sector, has been awarded the Platinum Skills Partner accreditation by Newbury College in recognition of its support for student placements. This honour acknowledges **[Company Name]**'s invaluable contribution to giving students real-world experience and provide opportunities that help shape the future workforce. As a Platinum Skills Partner, **[Company Name]** is proud to serve as a vital link between education and industry, helping young people gain practical skills while developing a pipeline of talent for the business.

Students at Newbury College may complete either a short work placement or a longer T Level Industry Placement, which involves 45 days in a role linked to the student's subject. These structured experiences bridge classroom learning with real-world practice, giving students the technical skills and confidence employers value.

**[Company Representative Name]**, **[Title]** at **[Company Name]**, said: "We are delighted to be recognised as a Platinum Skills Partner by Newbury College. Providing placement opportunities for students has been incredibly rewarding for our team. It's wonderful to see these young people grow in confidence and skill during their time with us. We view this partnership as an investment in the future. Not only are we helping students kick-start their careers, but we're also developing potential future employees who are already familiar with our industry and company values."

Newbury College's Platinum Skills Partner scheme celebrates employers who collaborate in various ways to enhance skills training. Work placement partners, in particular, provide students with insight into working life, boosting their employability and helping to create pathways for personal and professional growth through practical experience. For more information, visit [newbury-college.ac.uk/employers](http://newbury-college.ac.uk/employers)

ENDS

# Press release: Apprenticeships



## **[Company Name] recognised as Platinum Skills Partner by Newbury College**

**[Company Name]**, a leading company in the **[sector]** sector, has been awarded the Platinum Skills Partner accreditation by Newbury College in recognition of its commitment to apprenticeships and workforce development. Working closely with Newbury College to recruit and train apprentices, **[Company Name]** has taken on **[number]** apprentices to date, helping to develop local talent and address skills gaps in the industry.

Apprenticeships provide paid on-the-job training and are a brilliant way for businesses to cultivate talent. This recognition from Newbury College underscores **[Company Name]**'s commitment to investing in people and highlights the success of the apprenticeship programme in building a stronger workforce.

**[Company Representative Name]**, **[Title]** at **[Company Name]**, said: "We are proud to receive the Platinum Skills Partner accreditation. Apprenticeships have become a cornerstone of our talent strategy. They not only allow us to grow our own skilled workforce but also give motivated individuals a chance to earn while they learn. Our apprentices bring fresh ideas and enthusiasm, and many have developed into key members of our team."

Newbury College works with employers across the Thames Valley and beyond to deliver apprenticeship programmes. Employers who invest in apprenticeships often benefit from improved staff retention and a pipeline of talent tailored to their business needs. By working with Newbury College, **[Company Name]** is helping to close skills gaps and boost productivity, while offering life-changing opportunities. Their support of apprentices exemplifies the positive impact of education-employer partnerships. For more information, visit [newbury-college.ac.uk/employers](http://newbury-college.ac.uk/employers)

ENDS

# Press release: Curriculum



## **[Company Name] recognised as Official Skills Partner by Newbury College**

**[Company Name]**, a leading company in the **[sector]** sector, has been awarded the Platinum Skills Partner accreditation by Newbury College in recognition of its extensive support for the College's curriculum and students. Contributing to curriculum development and offering industry insights, **[Company Name]** has played a key role in enriching student learning.

This accreditation recognises the company's generous commitment to education and its impact on ensuring programmes remain aligned with current industry needs. By sharing its expertise and staff time, **[Company Name]** is helping to prepare local young people for successful careers in **[sector]**, while also investing in the skills pipeline that will benefit the wider industry.

**[Company Representative Name]**, **[Title]** at **[Company Name]**, said: "Partnering with Newbury College on curriculum and initiatives has been a rewarding experience for our team. We believe that by **sharing our expertise**, whether it's delivering a guest lecture or advising on course content, we are helping students gain real-world knowledge and passion for **[sector]**. It's wonderful to see students inspired by our staff's stories and advice."

Newbury College greatly appreciates support with curriculum and student development. These contributions ensure that what they deliver is relevant and up-to-date with **[sector]** trends. This collaboration exemplifies how education and industry can work hand-in-hand: students get invaluable insight into the skills and attitudes required by employers, and in turn businesses help shape a workforce ready for the challenges of tomorrow. For more information, visit [newbury-college.ac.uk/employers](http://newbury-college.ac.uk/employers)

ENDS

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