

Advanced Learner Loan

DOC1_v6 STYLE GUIDELINES

Logo and colours

The Advanced Learner Loan logo is a unique property. The graphics shown are the only acceptable ways of reproducing the logo within DOC1.

The logo may not be redrawn, distorted or altered in any way.

Advanced Learner Loan logo - Full colour reproduction on white background



 Envelope.eps

PVCS image location: Documents\Business\Product Marketing\Application Forms\AY1415\Artwork Resources

Corporate colours - Advanced Learner Loan colour pallet



PLUM
Pantone 2623

Four colour process
breakdown

C 75
M 100
Y 5
K 28

R 62
G 15
B 84



10% PLUM
Pantone 2623

Four colour process
breakdown

C 7
M 10
Y 1
K 3

R 223
G 227
B 239

Letterhead layout (example)

This layout is for system generated letters produced by the Student Loans Company only.

Advanced Learner Loan

00001
Contact Name
Street Name
Area Name
Town or City
Postcode

You need to write your Customer Reference Number on every document you send us.

✉ Advanced Learner Loan
PO Box 302
Darlington
DL1 9NQ

www.gov.uk/advancedlearnerloan
0300 100 0619

9 June 2018

Customer Reference Number: 00000000000

Please quote this number when contacting us.

[CORRESPONDENCEREFT]

Dear Mr Ineligible

We've received your application

We've received your application for a 24+ Advanced Learner Loan. We'll process this as soon as possible and send you a letter advising the outcome.

Your account details

Your customer reference number is shown above. If you're a new customer you'll soon get a letter with your internet password and secret answer.

To identify you, we'll ask for these details when you contact us.


Keep them safe and don't share them with anyone.

Yours sincerely

Student Finance England

code 39 barcode in this box

Advanced Learner Loans are administered by Student Finance England (SFE).
Student Finance England is the student finance service provided in England by the Student Loans Company.
Student Loans Company Ltd. VAT Reg: No 556 4352 32 Registered in England No 2401034
Registered Office: Memphis Building, Lingfield Point, McMullen Road, DARLINGTON, DL1 1RW



studentfinanceengland
the student finance experts

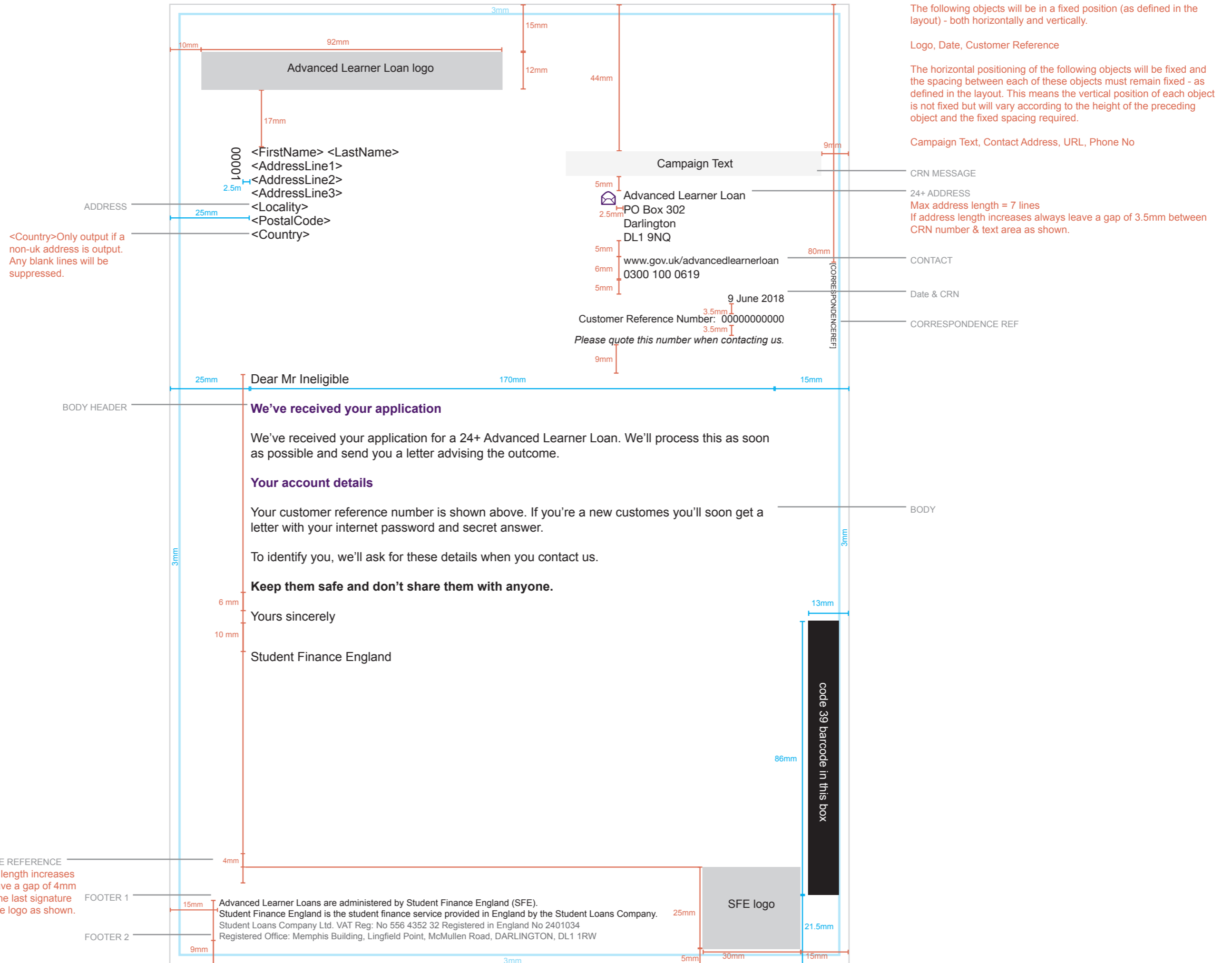
The following objects will be in a fixed position (as defined in the layout) - both horizontally and vertically.

Logo, Date, Customer Reference

The horizontal positioning of the following objects will be fixed and the spacing between each of these objects must remain fixed - as defined in the layout. This means the vertical position of each object is not fixed but will vary according to the height of the preceding object and the fixed spacing required.

Campaign Text, Contact Address, URL, Phone No, Twitter logos

Letterhead layout (dimensions)



Footer to appear on on facing pages only.

Letterhead layout page 2

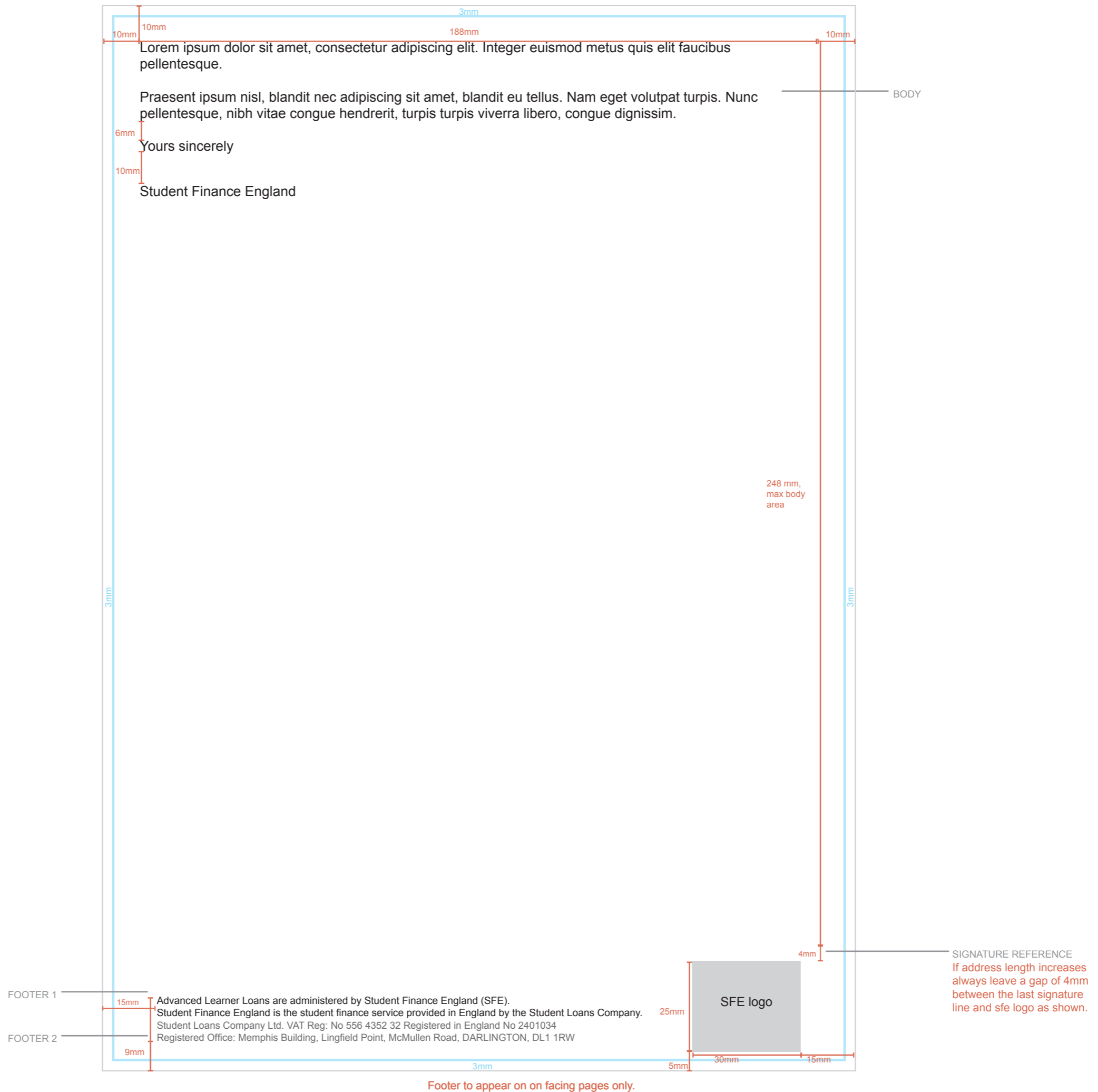


Table Styles

Table example

Income type - before deductions	Examples of acceptable income evidence items for tax year [PreviousTaxEnding]
<ul style="list-style-type: none"> Salary, wages, occupational pensions or taxable state benefits 	<ul style="list-style-type: none"> P60 P60U Month 12 payslip Week 53 payslip
<ul style="list-style-type: none"> Income from self-employment 	<ul style="list-style-type: none"> Self Assessed Tax Return
<ul style="list-style-type: none"> Income from state retirement pension 	<ul style="list-style-type: none"> Original BR735 Pension book Self Assessed Tax Return Confirmation from the Department of Work and Pensions (DWP) Confirmation from the Benefits Agency
<ul style="list-style-type: none"> Income from savings and investments 	<ul style="list-style-type: none"> Self Assessed Tax Return Statements Half Yearly Certificates Copies of Dividend Statements
<ul style="list-style-type: none"> Taxable benefits in kind 	<ul style="list-style-type: none"> P11D P9D Self Assessed Tax Return
<ul style="list-style-type: none"> Income from other taxable income 	<ul style="list-style-type: none"> Self Assessed Tax Return
<ul style="list-style-type: none"> Income from property lettings 	<ul style="list-style-type: none"> Self Assessed Tax Return Copy of rent book
<ul style="list-style-type: none"> Income from UK trusts 	<ul style="list-style-type: none"> Self Assessed Tax Return

Table style

Income type - before deductions	Examples of acceptable income evidence items for tax year [PreviousTaxEnding]
<ul style="list-style-type: none"> Salary, wages, occupational pensions or taxable state benefits 	<ul style="list-style-type: none"> P60 P60U Month 12 payslip Week 53 payslip

Diagram annotations:

- Table Header: Points to the top row of the table.
- Header Cell - C=0 M=0 Y=0 K=0: Points to the right header cell.
- Table Border - C=0 M=0 Y=0 K=100: Points to the border of the table.
- 2mm internal margin: Points to the gap between the table border and the content.
- H 1.5 mm: Points to the height of the header row.
- Table Body: Points to the main content area of the table.
- Body Cell - C=0 M=0 Y=0 K=0: Points to the right body cell.

Style & Tagging rules

Styles

Item	Font	Font Size	Line/Margin Spacing	Colour
Address	Arial	11pt	14pt	C=0 M=0 Y=0 K=100
SFE Address	Arial	11pt	12pt	C=0 M=0 Y=0 K=100
CRN Message	Arial Bold	11pt	13pt	C=0 M=0 Y=0 K=100
Contact	Arial	9pt	12pt	C=0 M=0 Y=0 K=100
Correspondence Reference	Arial	6pt	7pt	C=0 M=0 Y=0 K=100
Body Copy	Arial	11pt	13pt	C=0 M=0 Y=0 K=100
Body Copy Header	Arial Bold	11pt	13pt	C=75 M=100 Y=5 K=28
Body Copy URL	Arial Bold	11pt	13pt	C=0 M=0 Y=0 K=100
Body Copy phone number	Arial Bold	11pt	13pt	C=0 M=0 Y=0 K=100
Footer 1 (Company info)	Arial	8pt	10pt	C=0 M=0 Y=0 K=100
Footer 2 (Registered info)	Arial	7pt	10pt	C=0 M=0 Y=0 K=70
Date	Arial	9pt	9pt	C=0 M=0 Y=0 K=100
CRN	Arial	9pt	9pt	C=0 M=0 Y=0 K=100
Bullet points - Body	Circular	11pt	5.5 mm indent	C=0 M=0 Y=0 K=100
Bullet points - Table	Circular	11pt	1.5mm indent	C= 0 M=0 Y=0 K=100

Rules

- Widows and orphans

No single lines of text only on a single page - If a single line of text or part of a single line of text flows onto a single page then the previous line of text must be pulled over with it.

No signatures only on a single page - If a signature flows over to a single page, this should be flagged to Product Marketing and possible solutions discussed on how to keep the content on a single page if possible (such as reducing spacing/ changing layout/revising wording). If there is no solution, text should be pulled over the page with it. Again Product Marketing should define what text should move to the next page along with the signature. Note - An orphan is cured easily, by inserting a blank line or forcing a page break to push the orphan line onto the next page to be with the rest of its paragraph.

No split words - if a word is too long to fit at the end of one line of text, it must be moved to the next line of text. The word must not be split.

No single words only on a line of text - If there are lines of text, there must be at least 2 words presented. It is not acceptable to have a single word presented on a line of text. If this is to happen, the word preceding it must also be moved to the next line with it.

- Free text boxes

Multiple freetext boxes - It is required that multiple freetext boxes can be used on a single correspondence.

Date - format of dates in letter content is DD Month YYYY (eg. 14 April 2018). Transactional date format is DD/MM/YYYY

Further guideline information

Please click on each of the hyperlinks below to find out further, **important** information regarding the design of ALL materials.

https://www.slc.co.uk/media/9436/accessibility-in-design_final_1-sept.pdf

https://www.slc.co.uk/media/9435/paper-print_final_1-sept.pdf

https://www.slc.co.uk/media/9438/film-video-styleguide-final_1-sept.pdf

https://www.slc.co.uk/media/9437/language-guideline_final_8-sept.pdf