

FUTURES

The Power of Purpose

FOR ALL



An Inspirational History: A Purposeful Future

In 2010, we were founded as Speakers for Schools by ITV's Political Editor, Robert Peston, starting a journey which has inspired thousands of young people in state education nationwide. We have facilitated a wide range of exciting talks, from CEOs to adventurers, from comedians to barristers, and everyone in between.

Through our partnerships and activities, we have supported almost 2 million students.

Today, research from the Institute for Fiscal Studies shows that UK social mobility is the worst it has been in 50 years, which means we need to go much further.

Speakers for Schools: Only Half the Story

For 15 years, we have been known as Speakers for Schools.

Named after our esteemed programme of inspirational talks from influential professionals.

Now, we have grown to become the UK's leading social mobility charity and the largest provider of work experience placements.

While talent is spread evenly nationwide, opportunity isn't. Where you are born and who you are born to are strong predictors of performance at school and future life chances.

Our commitment is clear: we want to increase our support for state schools and colleges to ensure that, by 2028, every young person has access to fully funded, high-quality work experience. In turn, this will enable us to realise our ambition and purpose: to provide fair futures for all young people, improve the rate of social mobility, and secure a balanced distribution of power, wealth, and opportunity in society.

But from our name, you'd never know it.

The Power of Purpose

How could we better represent our full services and social purpose?

How could we change our name and connect with our history?

How could we create continuity and protect our brand equity?

It's simple. And powerful.

The UK's leading social mobility charity has changed names and rebranded with a bold repositioning as Futures For All – retaining the familiar “for” construct, using alliteration to create synergy, and harnessing language to express a clear, purpose-led, activist intent.

Our name is our mission. Our mission is our name.

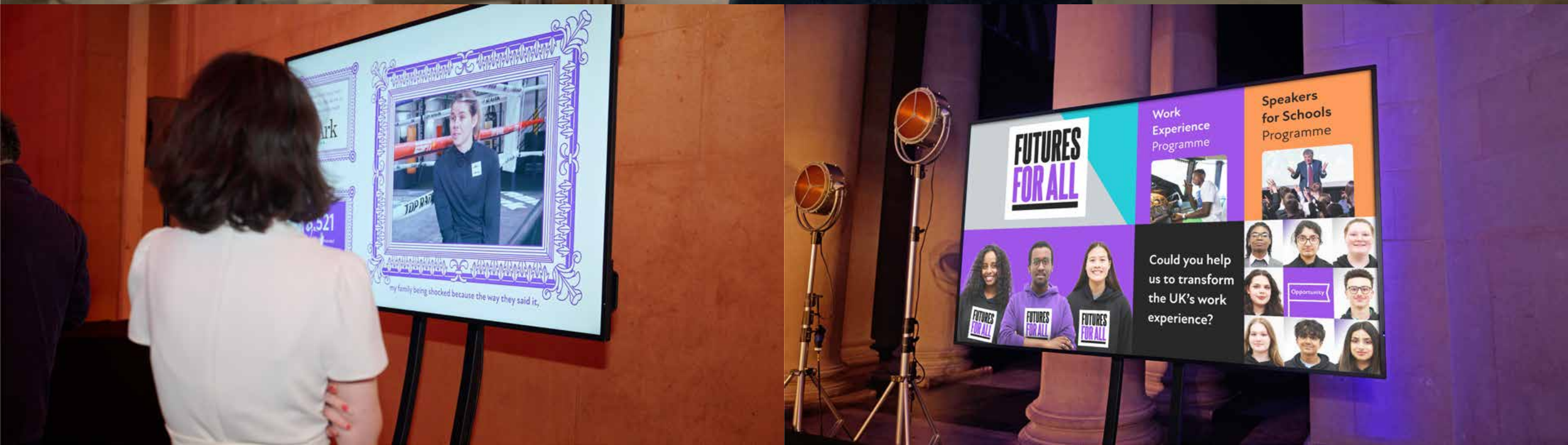
Futures For All

Tate Britain Brand Launch

09.25

**FUTURES
FOR ALL**

September 2025



Teaser Launch:

Celebrating 15 years of Speakers for Schools and Announcing Our Next Chapter at Tate Britain

Our exciting new chapter is here! This week, at our 15th Anniversary Celebration inside the prestigious rooms of an iconic London gallery, we shared our bold vision for the future.

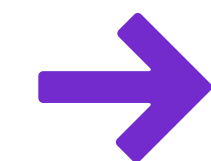
After reflecting on 15 years of incredible impact – with our Founder Robert Peston, our Chair of the Board of Trustees Andrew Law, our CEO Nick Brook, and our inspirational panellists – we couldn't wait to talk about the next step: Our future, and the future of all young people we serve.

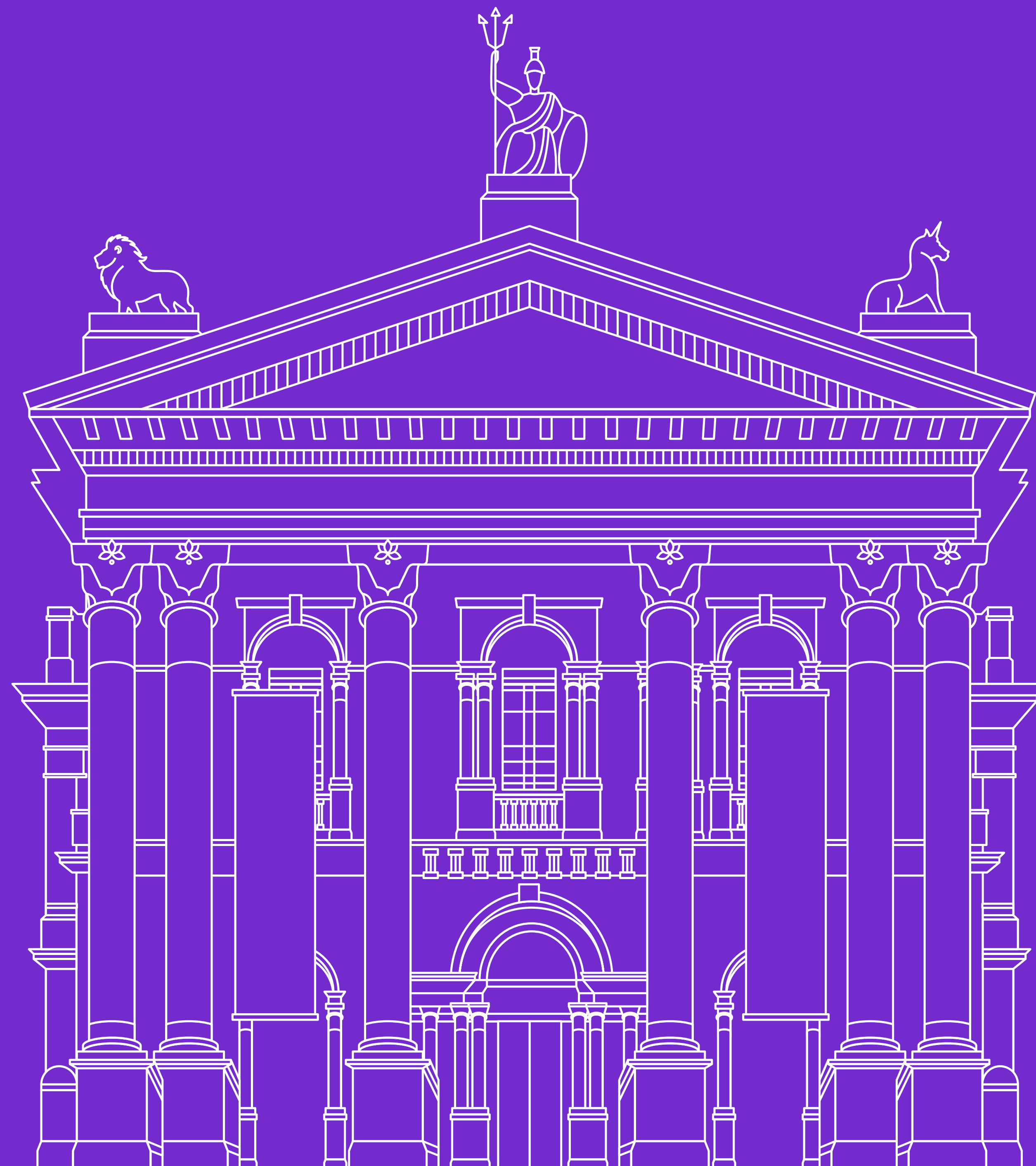
In September 2025, we will change our name to Futures For All, to better represent the breadth of what we do and our ambition to be the UK's leading social mobility charity – while maintaining our renowned Speakers for Schools programme of free inspirational talks. Our commitment is clear – we want to ramp up our support for state schools and colleges to ensure that, by 2028, every young person has access to fully funded, high-quality work experience.

Talent is everywhere across this country, but opportunity is not.

It's time to put that right.

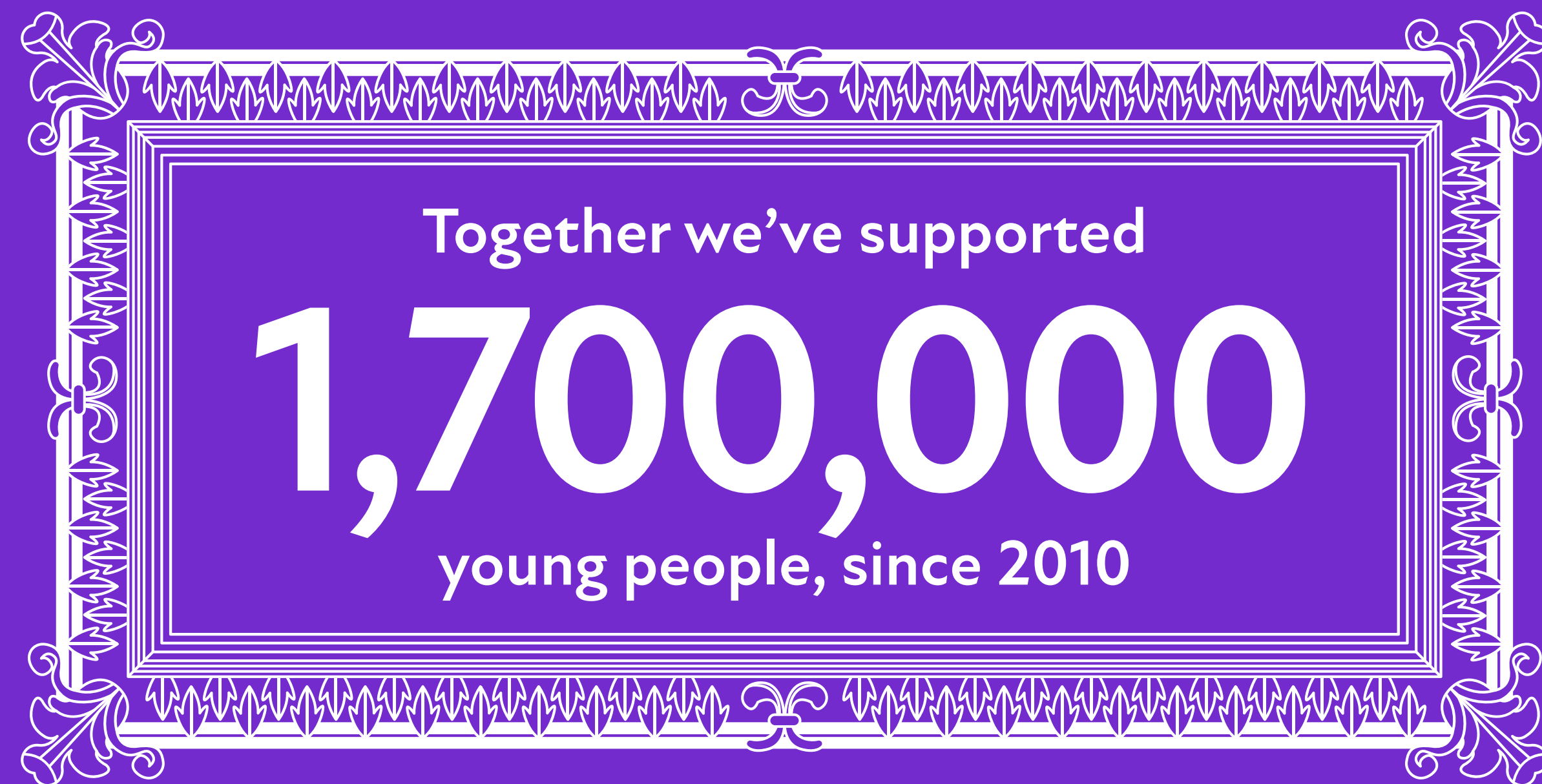
News Story







Welcome to our 15th Anniversary Celebration



Together we've supported

1,700,000

young people, since 2010





Watch



Programme
Exhibition

Futures For All

Brand Identity

Old

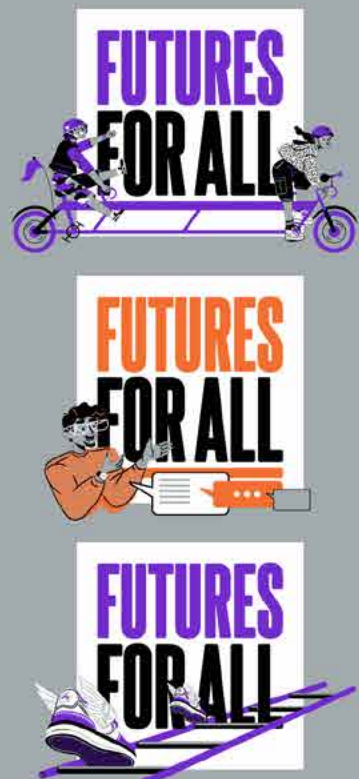
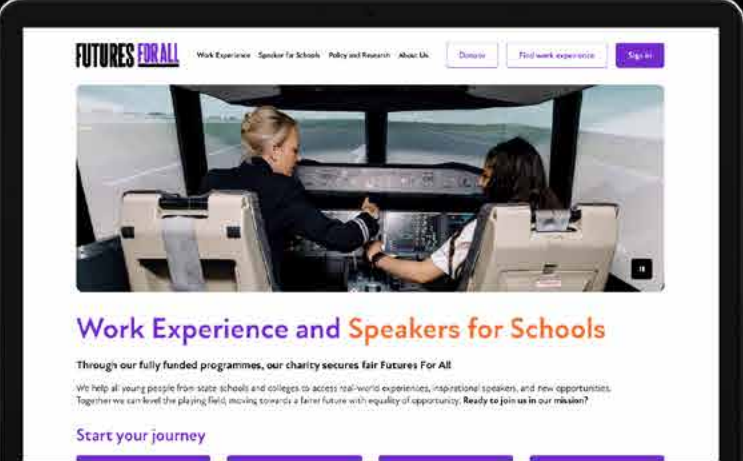


New

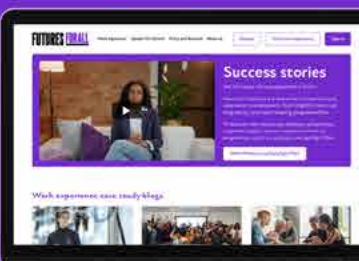
FUTURES FOR ALL



FUTURES FOR ALL .ORG



FUTURES FOR ALL STORIES



A Bold Brand Identity: Designed for Impact

To make Futures For All a reality, our charity has a relentless focus on impact.

It only follows that our brand's visual and verbal identity should do the same.

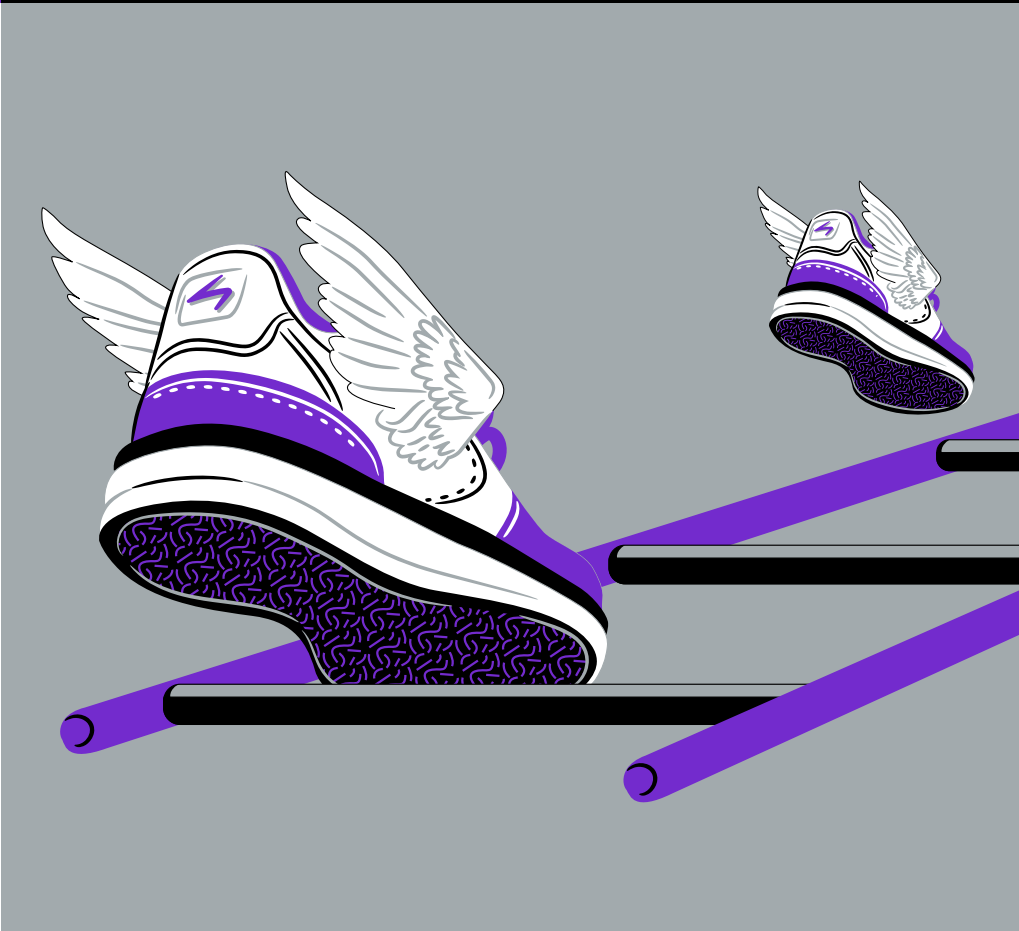
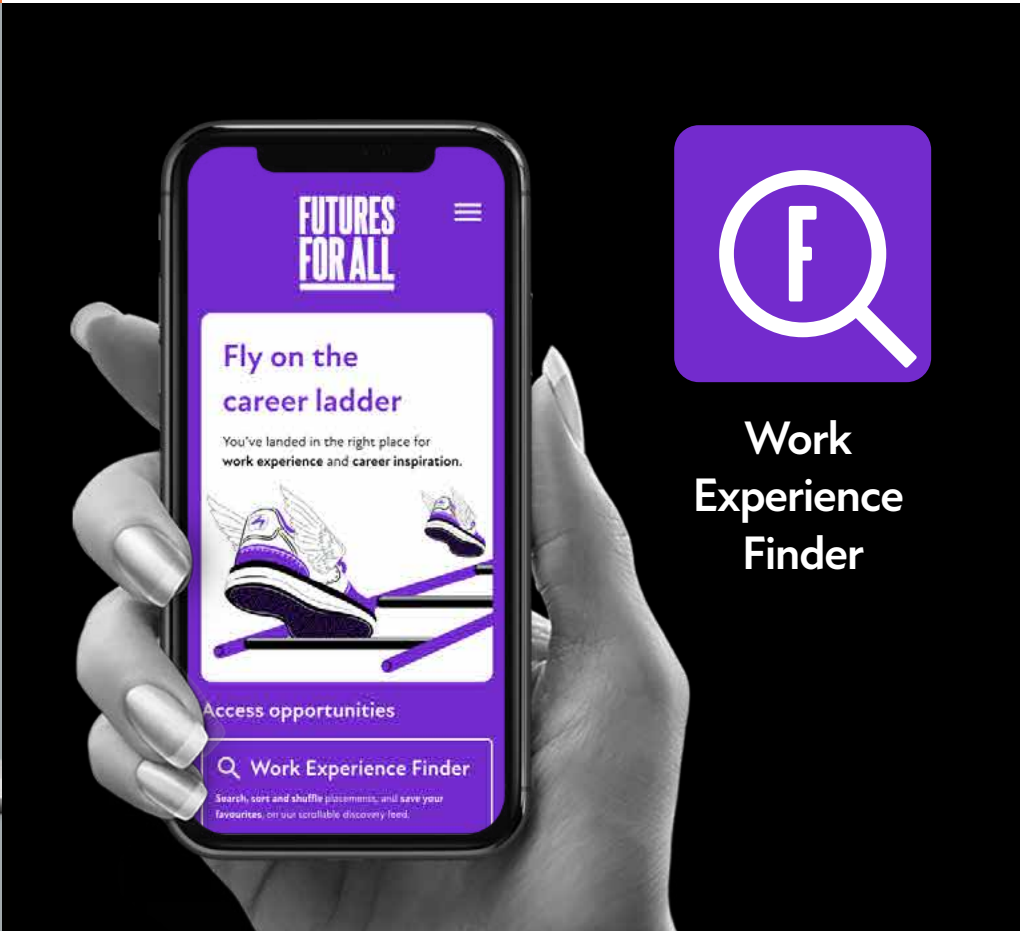
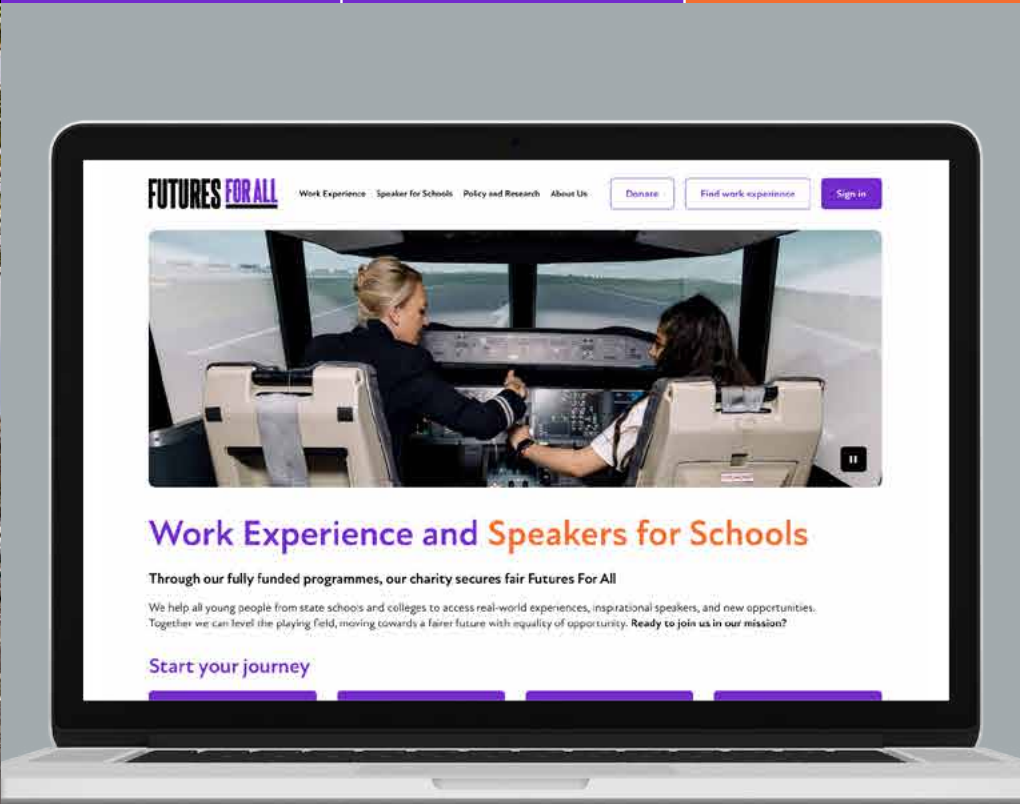
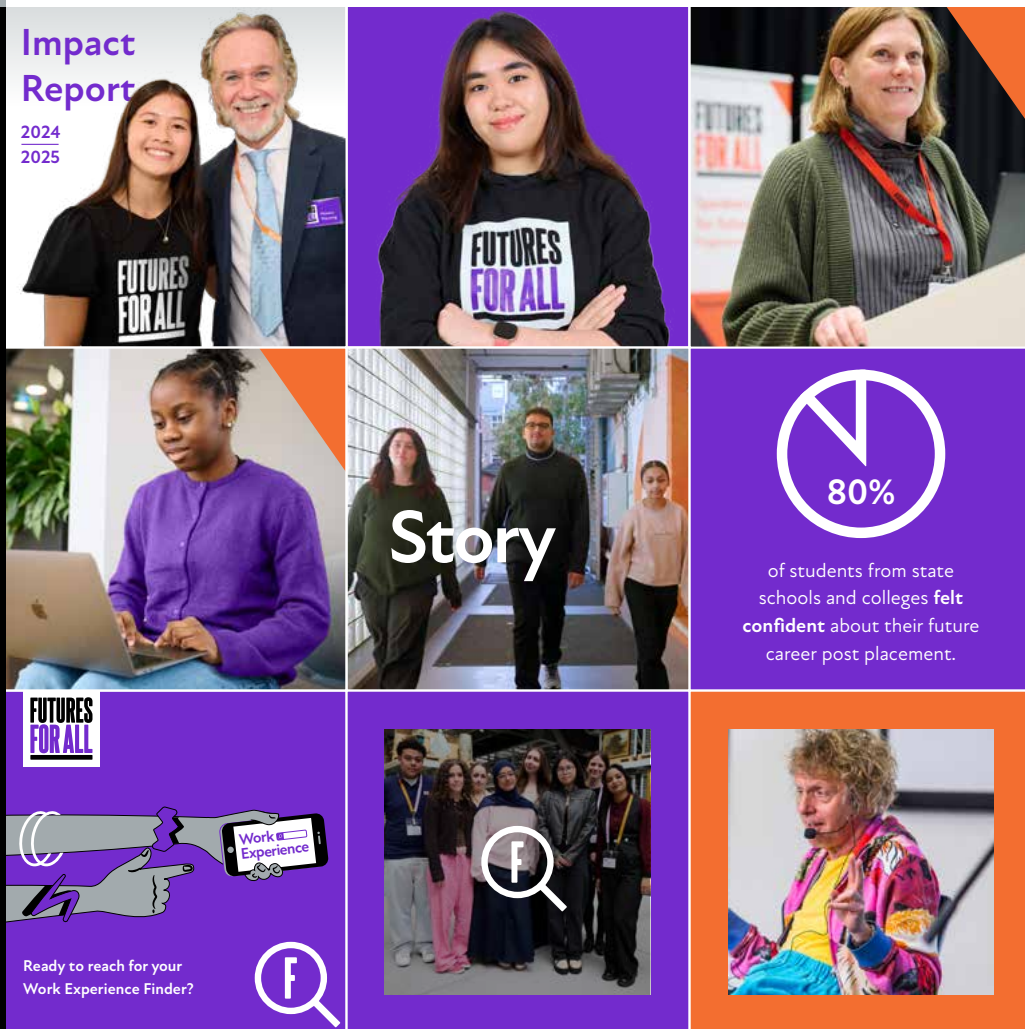
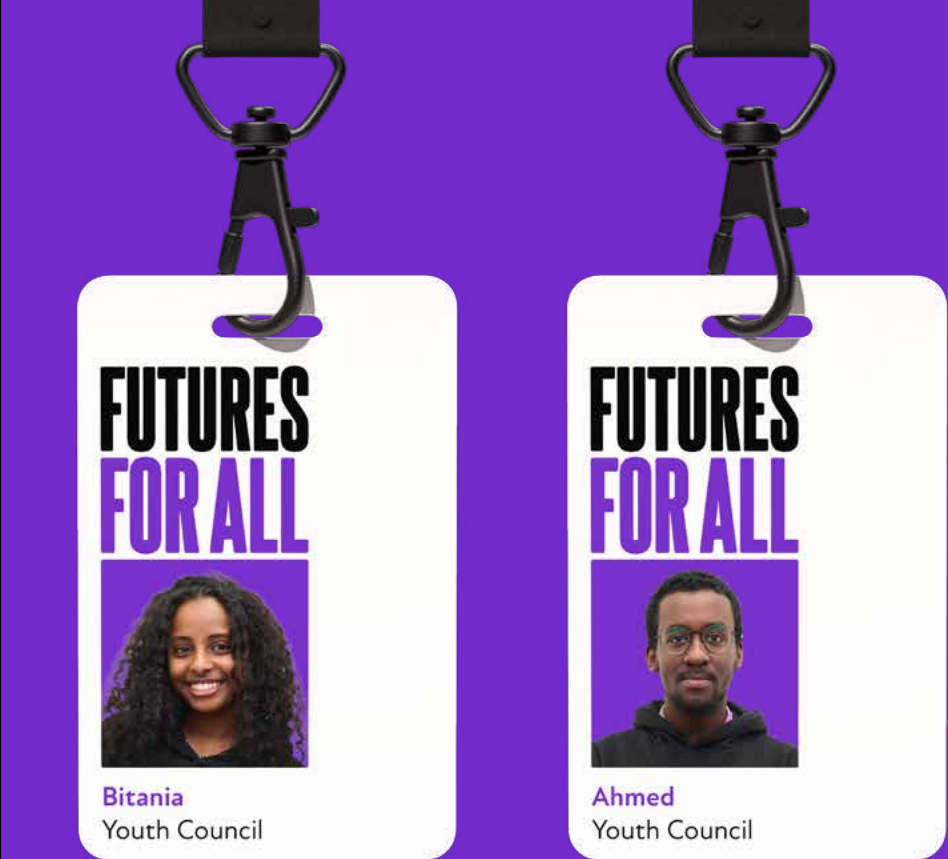
Our bold, originally drawn and crafted logo type, with its condensed letter forms and letter spacing, is underlined not only to make an impact but to underline our important social purpose.

Our 'underline' device creates a unique asset that expands to contain programme photography and playfully morphs into characterful illustrations, resonating with young people: a super-long tandem takes students on their journey of discovery together; a girl's arm reaches far for her work experience finder; a winged pair of sneakers is flying onto the career ladder.

As you would expect from Futures For All, our brand's typography, aesthetic, and colour combinations are designed to meet AAA or AA 'Accessibility For All.' We strive to create digitally accessible and inclusive communications that are usable and understandable by a diverse range of people, including those with various disabilities and impairments.

And our positioning? True to our name (of course):

We believe in fair and secure Futures For All.

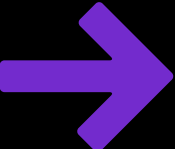


Open for



opportunity

Play



FUTURES FOR ALL



Search the Work Experience Finder



FUTURES FOR ALL



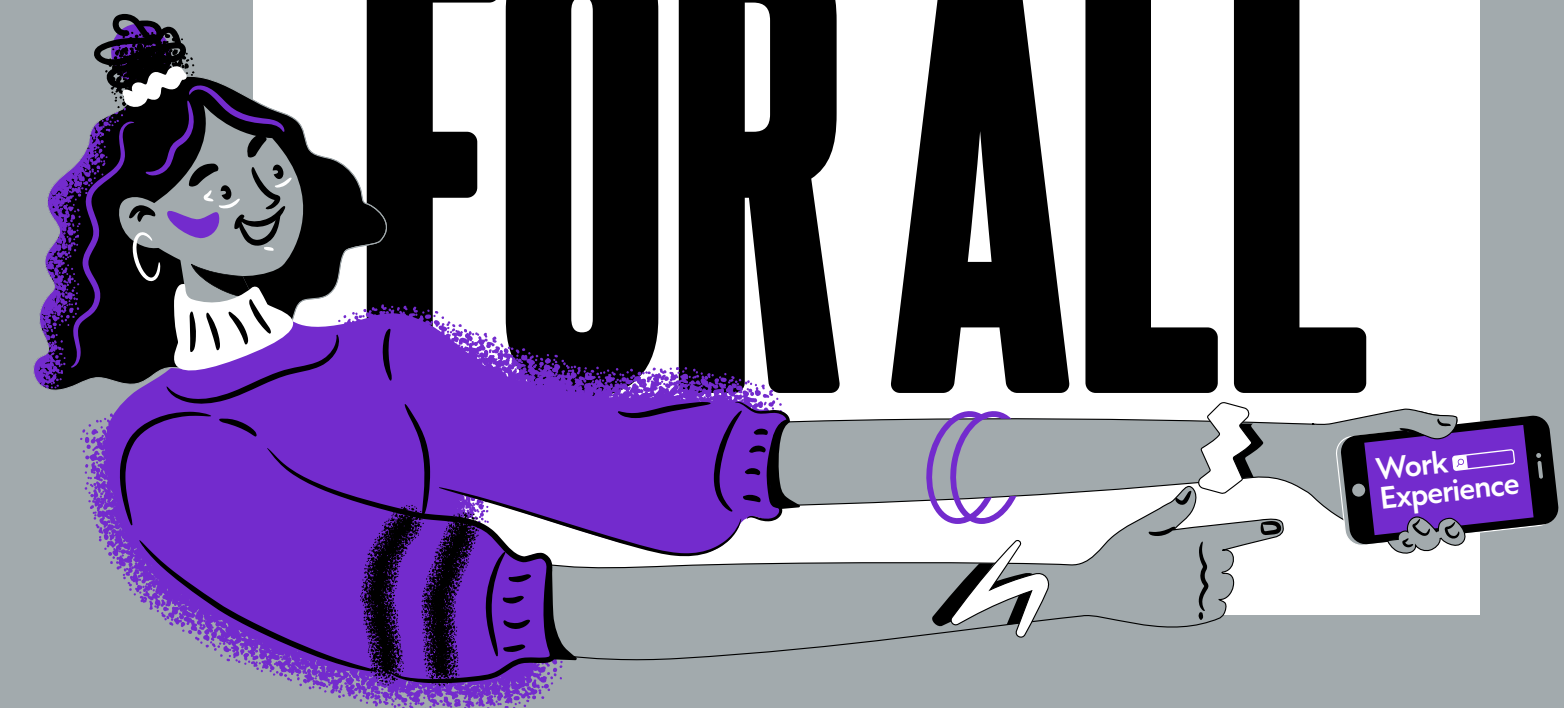
FUTURES FOR ALL



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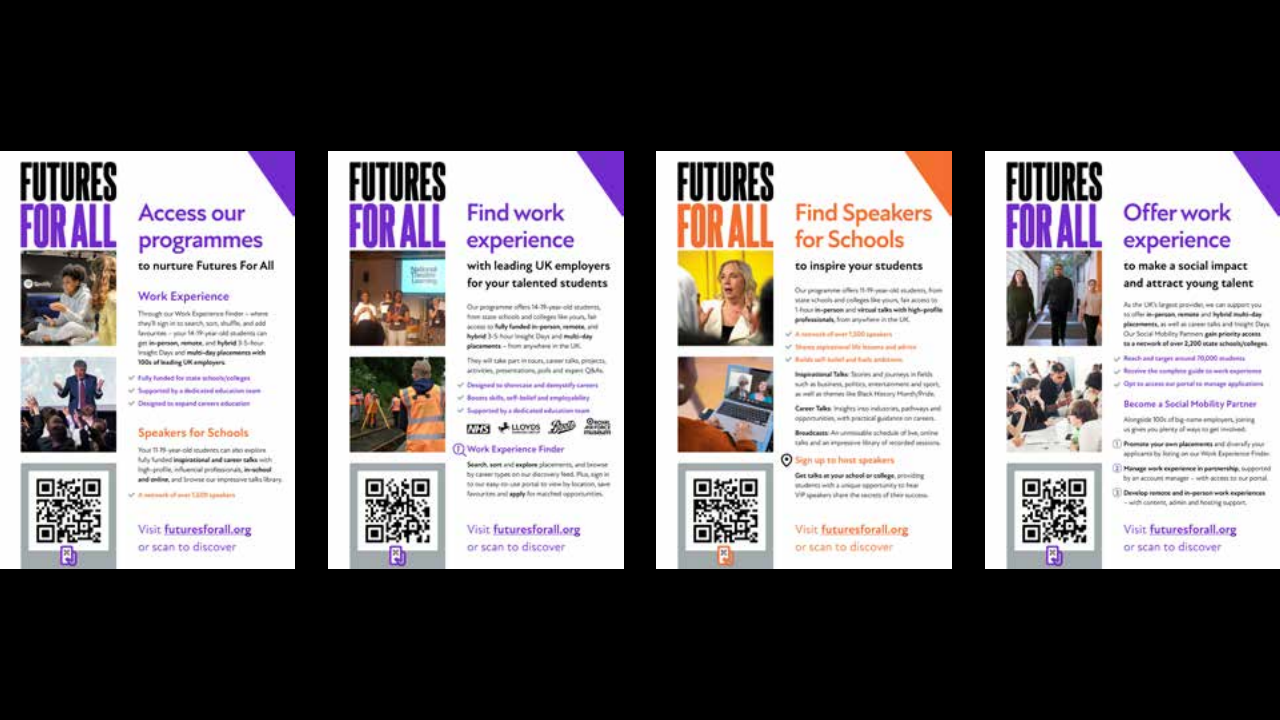


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FUTURES FOR ALL



Get work experience

with leading UK employers
to fly on the career ladder

F Our seriously scrollable **Work Experience Finder** offers free access to in-person, remote, and hybrid 3-5-hour Insight Days and multi-day placements – sign in to search, sort, shuffle, and add favourites.

- ✓ Accessible from anywhere in the UK
- ✓ Boosts confidence and improves skills
- ✓ Includes 100s of big-name businesses



Plus, on our dedicated page for young people, you'll find inspiring videos from students like you and informative blogs about various career options.

And if that wasn't enough, our **Speakers for Schools Programme** puts live upcoming broadcasts and an online, on-demand library of talks at your fingertips.

Visit futuresforall.org
or scan to discover

FUTURES FOR ALL



As the UK's leading social mobility charity, we believe in fair and secure Futures For All.

We are dedicated to levelling the playing field for all young people by providing high-quality experiences of the world of work and inspirational talks in schools. Our programmes demystify careers, build self-belief and open doors to opportunities that were previously closed.

→ futuresforall.org

Ready to join us in our mission?

FUTURES FOR ALL

Speakers for Schools Programme



futuresforall.org

FUTURES FOR ALL

Speakers for Schools Programme



FUTURES FOR ALL

Young people from state schools and colleges UK-wide



futuresforall.org



Ahmed,
Youth
Council
member



FUTURES FOR ALL

FUTURES FOR ALL



Find Work Experience

We provide multi-day opportunities and introductory Insight Days with leading UK employers for 14-19-year-olds.

FUTURES FOR ALL



We believe that together our Work Experience and Speakers for Schools programmes will nurture bright Futures For All.

futuresforall.org

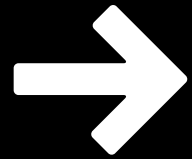
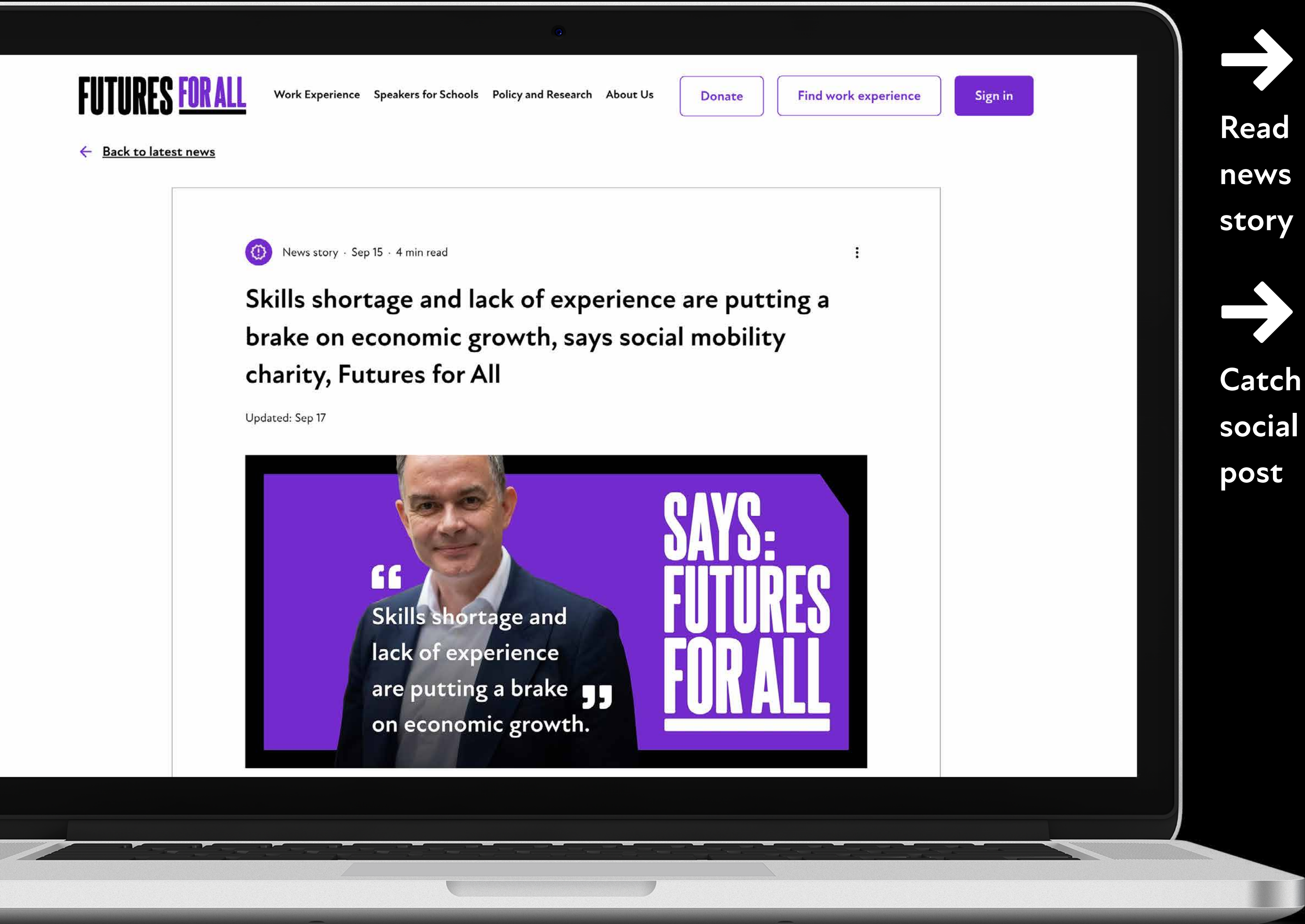
FUTURES FOR ALL



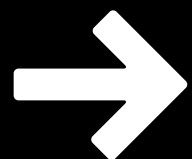
Find Speakers for Schools

We provide inspirational talks with high-profile, influential professionals and authors for 11-19-year-olds.

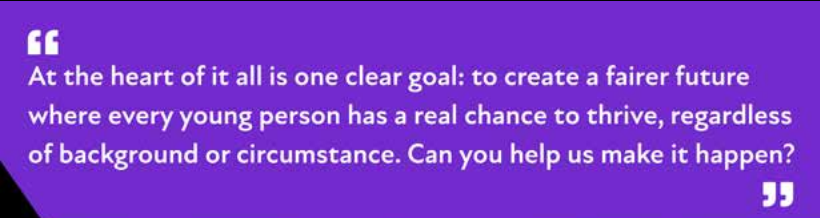
Press and social stories: Says Futures For All campaign



Read
news
story



Catch
social
post



FUTURES
FOR ALL



Impact matters

88%
of young people eligible for Free School Meals (FSMs) said their placement helped them decide on their future career

futuresforall.org

FUTURES
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Speakers for Schools Programme



Baroness Warsi. Just one of the 1,500 Speakers for Schools like yours.

futuresforall.org

FUTURES
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Work Experience and Speakers for Schools



As the UK's leading social mobility charity, we provide fair access to opportunities that ensure Futures For All.

Are you ready to find placements and talks for students from state schools and colleges like yours?

futuresforall.org

FUTURES
FOR ALL

Speakers for Schools Programme

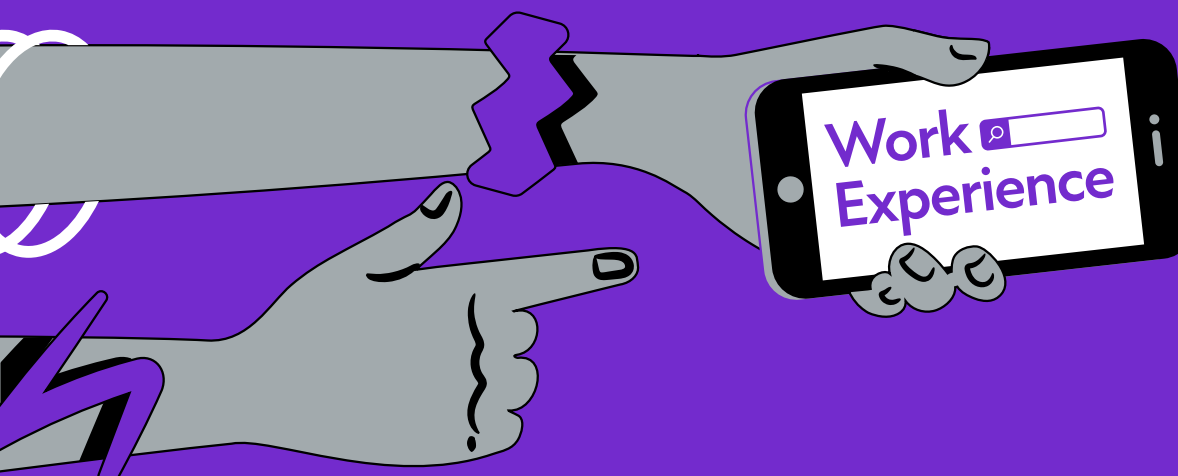


Ready to find inspirational talks?

Our network of high-profile and influential professionals – from the fields of business, politics, entertainment, sport and more – visit state schools and colleges to share insightful life stories. Their talks inspire confidence and help young people to imagine what they could be in the future... And succeed!

futuresforall.org

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Ready to reach for your Work Experience Finder?

F

FUTURES
FOR ALL

Impact Report
2024
2025



A year of securing Futures For All state-educated young people

→ futuresforall.org

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FUTURES
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Inspirational Book Clubs for Schools and Students

Whether you're an educator from a state school or college looking to motivate your 11-19-year-old students in-school or a 14-19-year-old independent learner ready for after-school inspiration, we have a way for you to benefit from our National Teen Book Club.

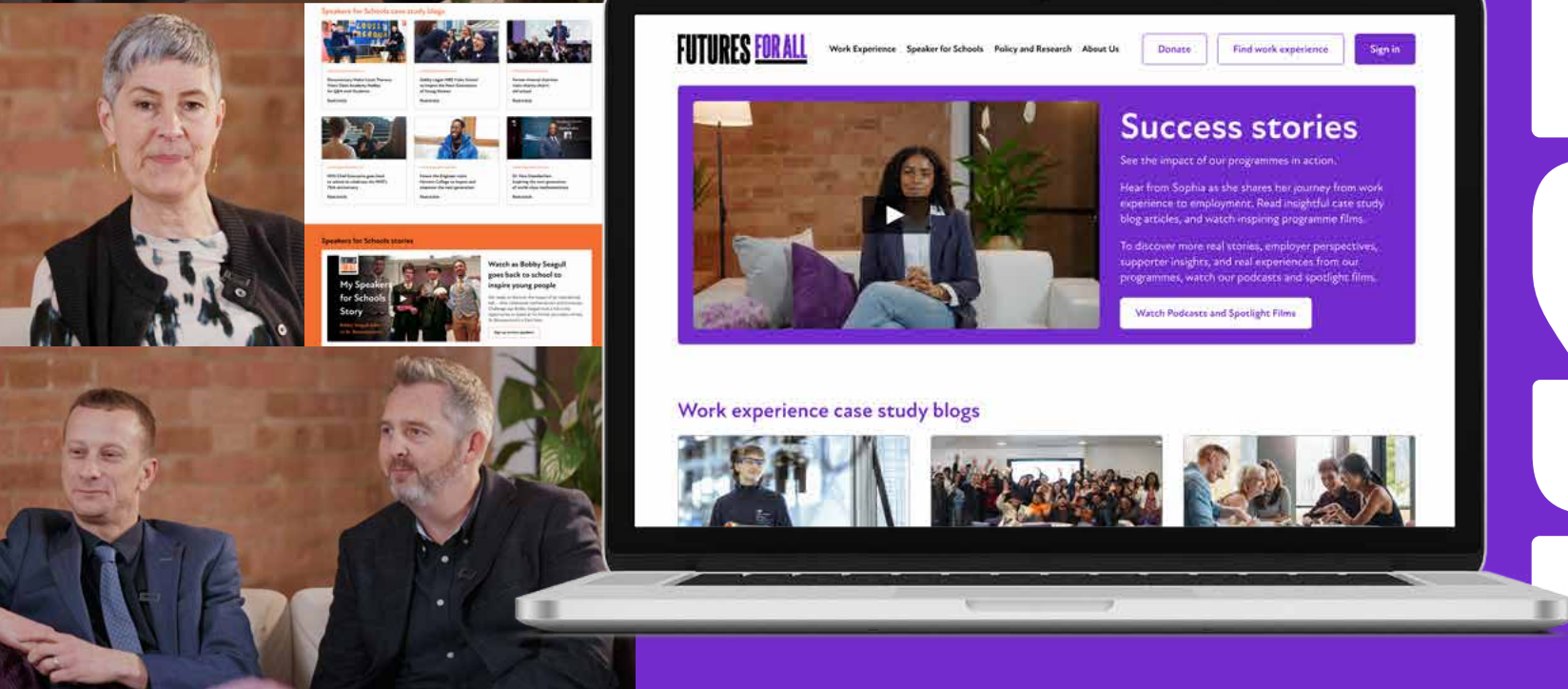
→ futuresforall.org

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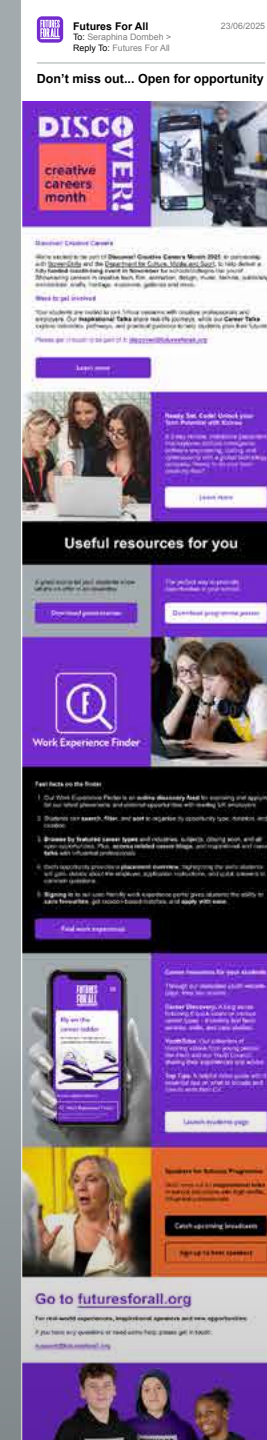
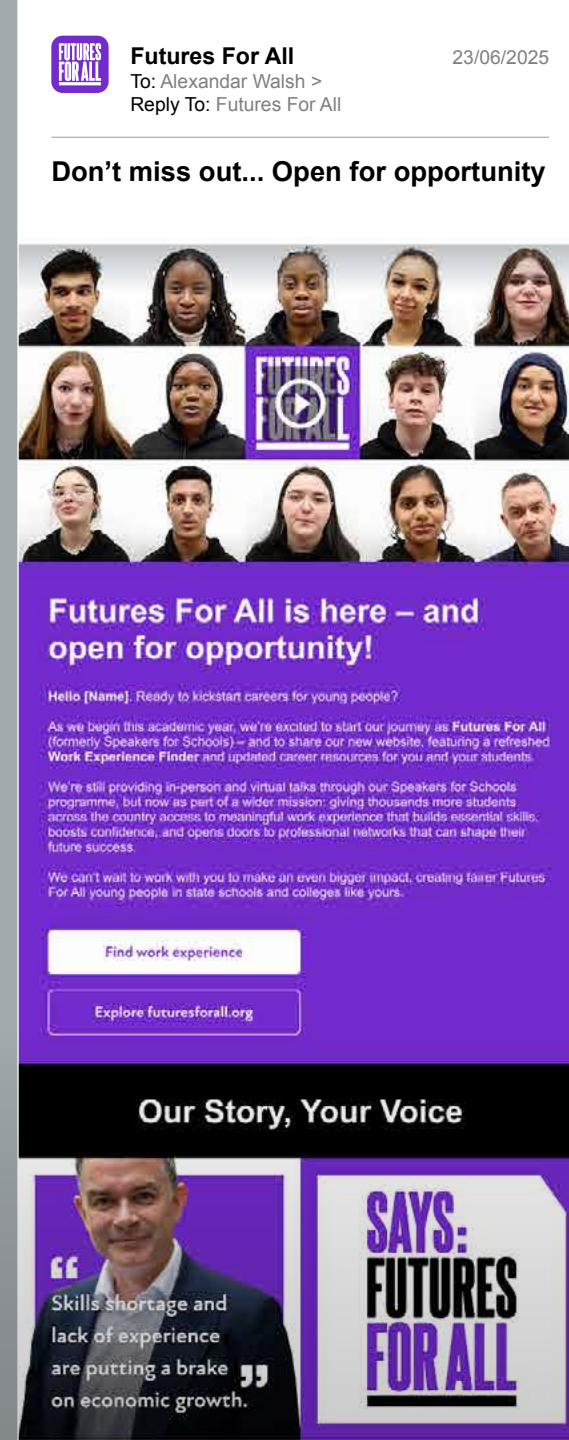


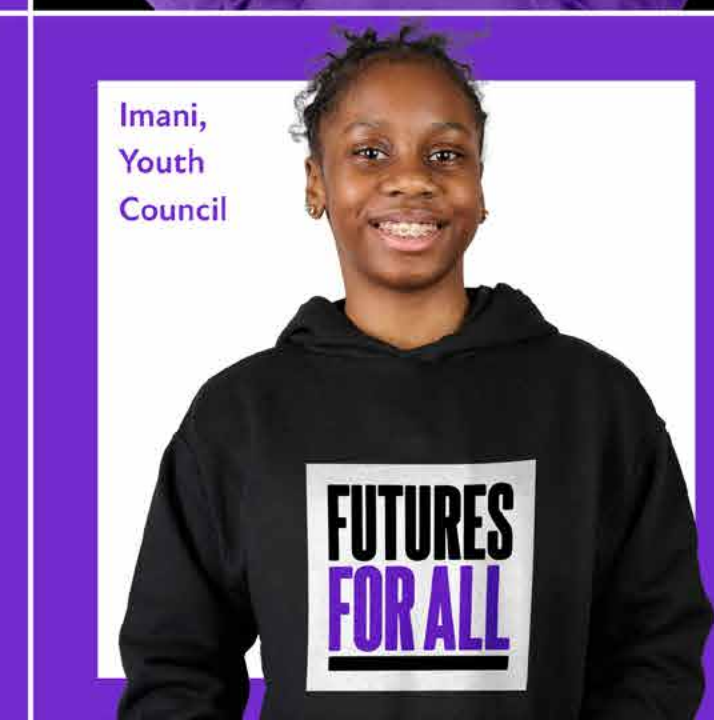
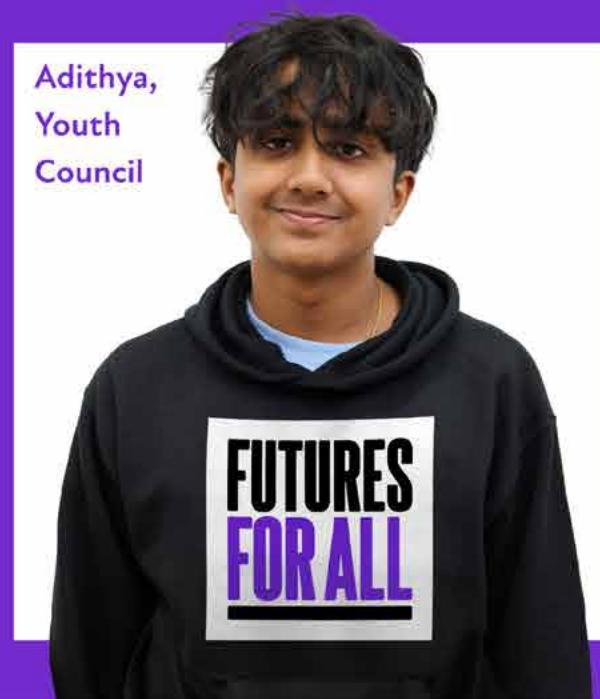
Your National Teen Book Club

We provide reading opportunities and career inspiration from authors and speakers through our online book clubs.



FUTURES FOR ALL STORIES







FUTURES FOR ALL .ORG



Work Experience and Speakers for Schools

Through our fully funded programmes, our charity secures fair Futures For All

We help all young people from state schools and colleges to access real-world experiences, inspirational speakers, and new opportunities. Together we can level the playing field, moving towards a fairer future with equality of opportunity. **Ready to join us in our mission?**

Start your journey



Young People



Educators



Employers



Speakers



Work Experience and Speakers for Schools

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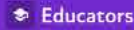
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Start your journey



Young People

Discover work experience, career info and inspiration. Get opportunities



Educators

Support your students to find life-changing opportunities. Explore programmes



Employers

Offer work experience placements and find talent. Partner with us



Speakers

Share your story to inspire talented young people. Explore speaker network

Access our programmes



In-person and remote placements, and Insight Days with leading UK employers. Explore Work Experience



A scrollable discovery feed for finding placements and saving your favourites. Search Work Experience Finder



Inspirational talks and career talks with high-profile, influential professionals. Discover Speakers for Schools

Why choose Futures For All

01 Expertise

We have dedicated industry experts in education, work experience practices, safeguarding and policy.

02 Network

We have a network of over 2,700 schools and colleges, 100s of leading employers and over 1,500 speakers.

03 Not-for-profit

We are a charity who you can join to make a transformation difference to the lives of all young people.

Our Social Mobility Partners

Google

Bank of England

Spotify

TESCO

Our purpose and impact

Talent is everywhere across this country, but opportunity is not. As the UK's leading social mobility charity, it's our mission to transform work experience and secure fair Futures For All state-educated young people – levelling the playing field for 93% of the student population. Since 2010, we've supported almost 2 million young talents.

Donate to change young lives

Read our latest impact report



Our impact in 2023 - 2024:

16,300

We supported 16,300 young people to attain high-quality work experience.

89%

89% of students felt confident in achieving their career ambitions post placement.

63,736

We supported 63,736 young people to attend in-person talks.

1 in 3

1 in 3 students said they were considering the same career as their speaker.

Success stories

My Work Experience Story

With Esme, Uisce and Yuvraj



Hear from Esme, Uisce and Yuvraj

Go behind the scenes to find out what happened when ad agency, Lucky Generals invited young talents into their studio to experience the creative industry.

Find work experience

"We've partnered with Futures For All to access inspiring talks and insightful work experience, a vital part of lifelong learning. By offering in-person, hybrid, and remote experiences we've removed the barriers that exist for many."

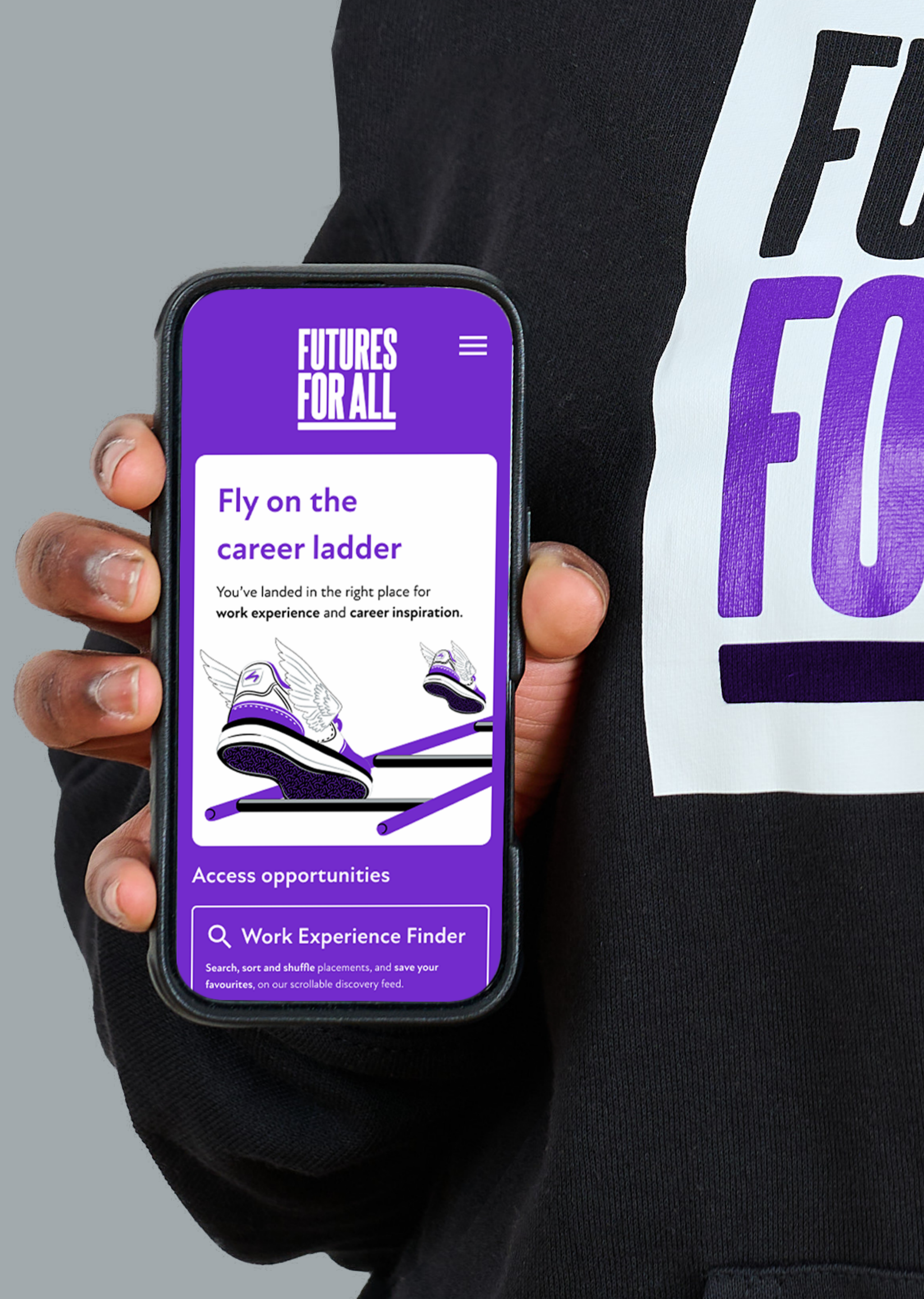
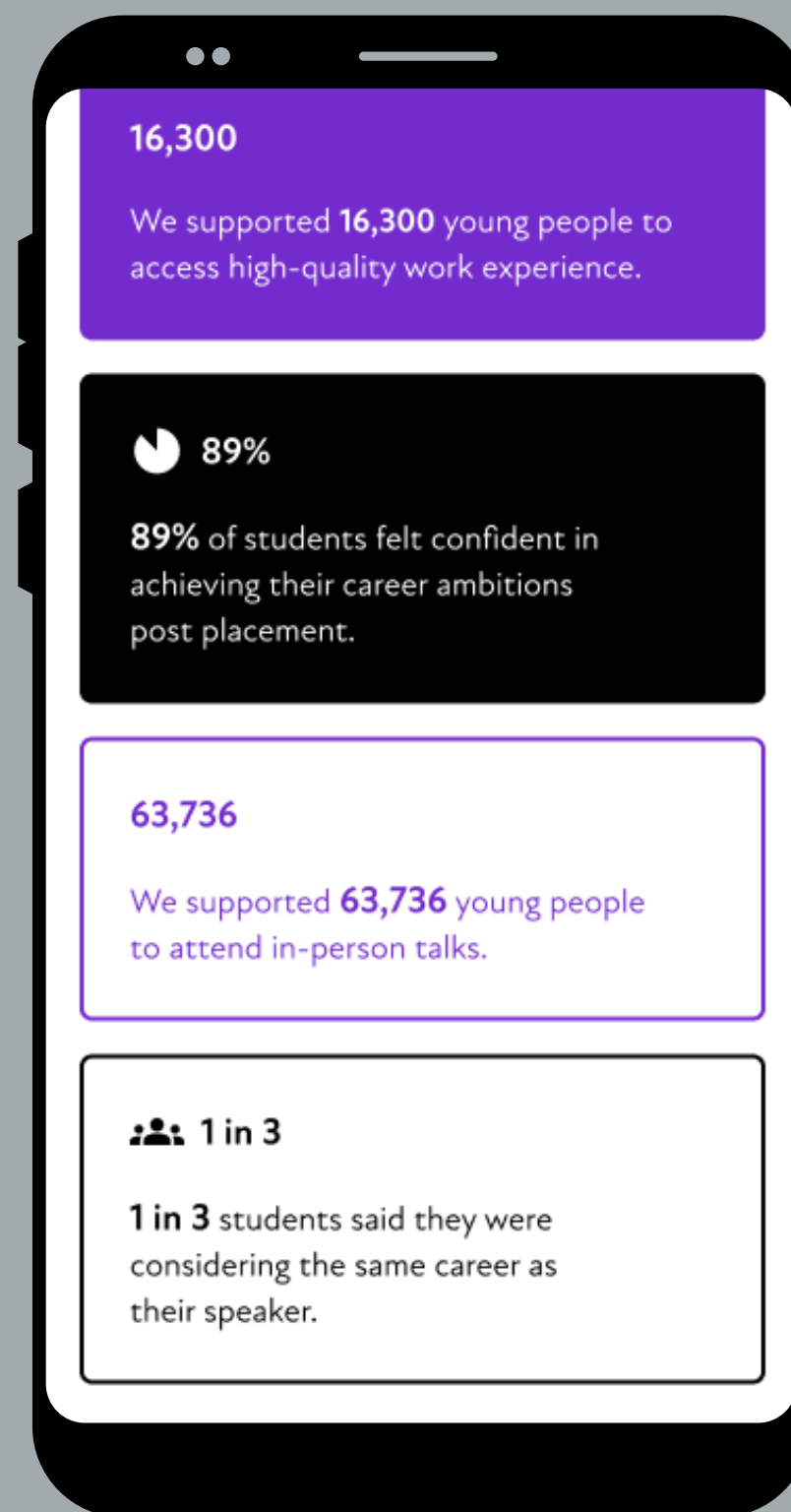
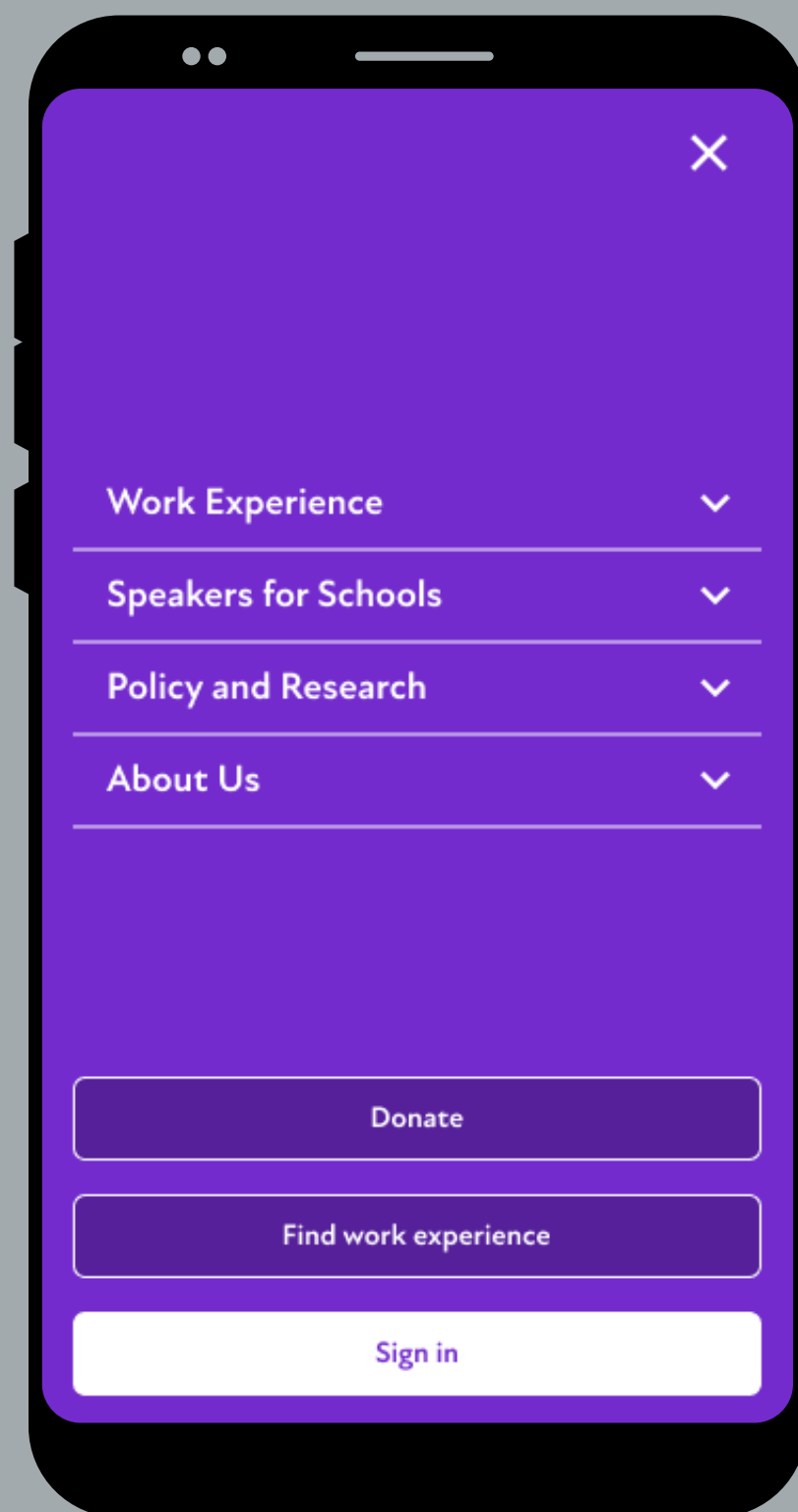
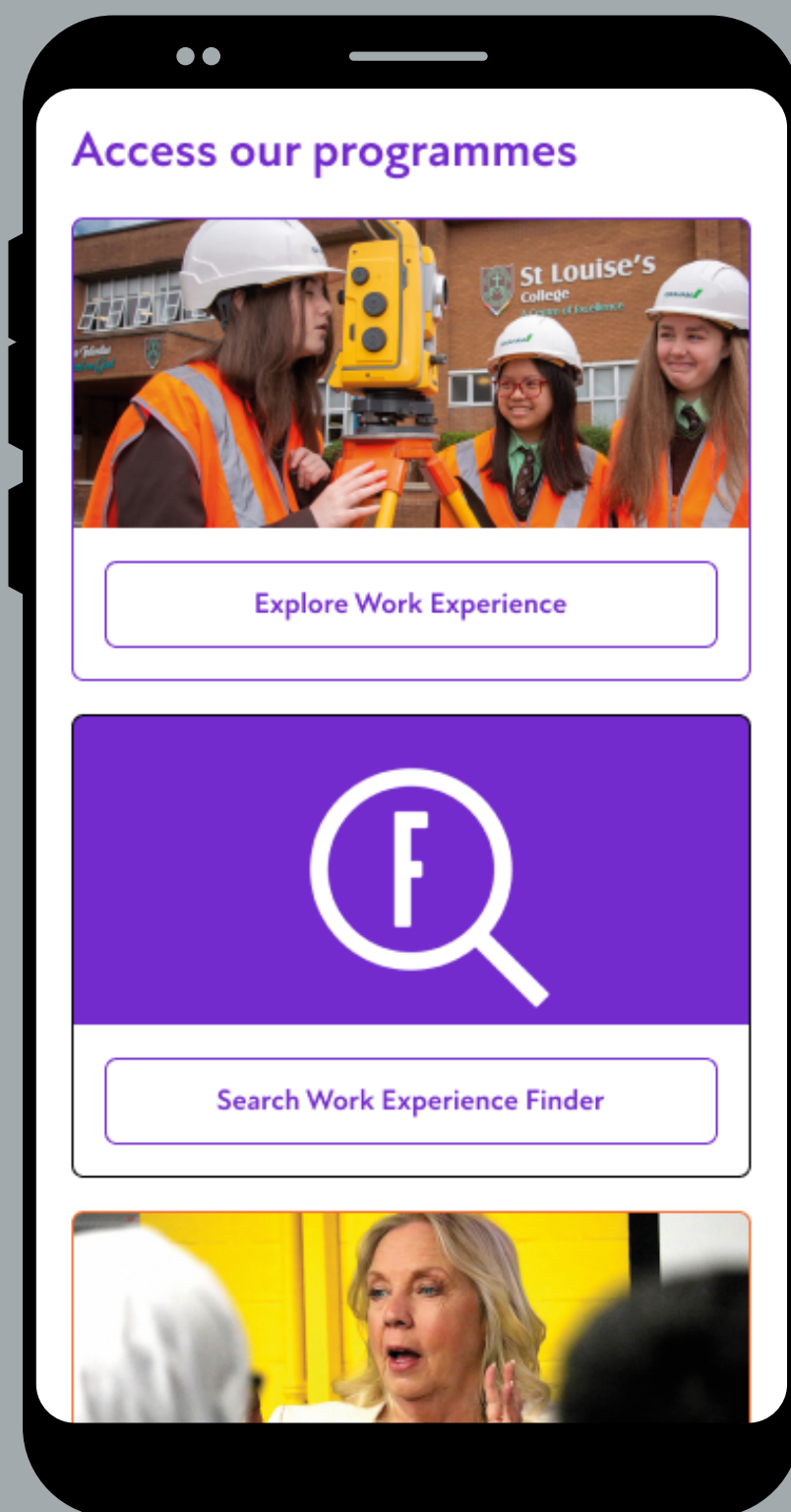
Alexander McCafferty
Camera Operator, Copyright, City Academy

"We have worked together to design a year-long programme of aviation learning, 25,000 hours of inspiring talks, interactive activities, and mentoring, both remotely and in-person."

Laura Macpherson
CEO & Community Manager, Virgin Atlantic

"In June 2023, I started the first day of my remote work experience with Futures For All. Fast forward to June 2023, and I took part in the same work experience programme, however, this time as an employer at Futures For All."

Lara
Designer



Fly on the
career ladder

You've landed in the right place for
work experience and career inspiration.



Access opportunities

Q Work Experience Finder

Search, sort and shuffle placements, and save your
favourites, on our scrollable discovery feed.

Find work experience



Watch talks for inspiration on fuelling your career
ambitions and work experience next steps.

Browse talks library

Reasons to register

01 Experience

Give careers a test drive by getting

02 Personalisation

Get signed in to tailor your search
to you, filter by your location, interests
and industries, add favourites, and
discover the latest placements first.

03 Payoff

Gain £1,088 extra in your future
yearly salary for each type of 3-5-day
work experience you complete – as
proven by our research with YouGov.

Our big-name employers

Google

 Bank of England

How to get work experience



Your step-by-step guide

Discover how easy it is to register,
search out, apply for, and get involved with
placements through us.

Register to get work experience

Career discovery

We understand it can be challenging to
imagine your future or find information about
various careers. What is the industry like?
How many job options are available?
What could your potential earnings be?
Dive into our quick reads to discover more.



Creative & Media Arts

How do you turn art into a career?

Read blog

← ● ○ ○ ○ →

▶ YouTube



My work experience at Google

→

Listen to young people as they share
their transformative work experiences,
the talks that fuelled their ambitions,
advice, and top careers education tips.

Top tips



Your top CV tips

Check out our five
super-helpful CV tips

And remember, the best way to
boost your CV is by adding plenty
of [work experience](#).

Success stories



My Work
Experience
Story

With Esme, Uisce and Yuvraj

Hear from Esme,
Uisce and Yuvraj

Go behind the scenes to find out
what happened when ad agency,
Lucky Generals invited **young talents**
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industry**.

Find work experience

Interested in accessing our
programmes or looking for more
information?

Interested in accessing our
programmes or looking for more
information?

Get in touch

Quick answers

Who are Futures For All and how can they
help me? +

My school isn't partnered with Futures For All,
can I still register? +

What if I require SEND support? +

How will registering for Futures For All
activities benefit my future? +

Where can I find information to share with
my parents? +

What are my options after school? +

What is careers education? +

How do I decide which industry matches my
skills and interests? +

Contact us

+44 (0) 300 365 5888

info@futuresforall.org

Unit 109, 30 Great Guildford St, London SE1 0HS



Navigate

Young People

Educators

Employers

Speakers

Where can I find information to share with
my parents? +

What are my options after school? +

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Navigate

Young People

Educators

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Speakers

Funders

Quick links

Donations

Careers

Safeguarding

Privacy notice

Cookie policy

Supported by

Law Family Charitable Foundation

Robert Peston

Manage cookies

Back to top

Contact Futures For All

Choose which best describes you

Fill in the form below,
and we will get back to you.

- ☐ I am an 11-19-year-old student
- ☐ I work at a state school or college
- ☒ I work for a UK employer
- ☐ I am interested in becoming a funder
- ☐ I am a parent, carer or guardian
- ☐ Other
- ☐ I am interested in the Speakers
for Schools programme

 Employer

Success stories



Hear from Dave, Kitty, Paul and Lameya

Watch and learn about the **impact of fresh perspectives** on ad agency, Lucky Generals

Quick links

[Donations](#)
[Careers](#)
[Safeguarding](#)
[Privacy notice](#)
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Robert Peston

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Our mission: Futures For All

As the **UK's leading social mobility charity**, we are dedicated to levelling the playing field for all young people in state education by providing fully funded access to our **Work Experience** and **Speakers for Schools** programmes.

Through our partnerships and activities, **we have**

 Policy piece
October 7 • 2 minute read

Our response to the Youth Voice Census 2024

Donate to change young lives



Make an online donation today

You can **make a one-off gift** or **set up a regular monthly donation** to help level the playing field and give disadvantaged young people access to life-changing work experience. Futures For All is a trading name of Speakers for Schools. A registered charity in England and Wales (no 1150411) and Scotland (SC046586). Also operating in Northern Ireland.

Ready to support social mobility?

Make a donation

Educators

Ready to inspire your students with life-changing talks?

Sign up to host speakers

FUTURES FOR ALL



Speakers for Schools Programme

We provide both **in-person** and **virtual inspirational talks and career talks** through our network of more than **1,500 speakers**.

Our big-name employers

Google

 Bank of England

Get involved

Young People

Discover work experience, career info and inspiration.

Get opportunities

Educators

Support your students to find life-changing opportunities.

Explore work experience

Social Mobility Partners

A&L Goodbody

 althaus

 AND Digital

 BBC

Browse + search talks library

 People/Companies/industries 

 Filter

 Sort 

 Clear all

Ready to be inspired and watch replays of previous live virtual broadcasts whenever you wish? As part of our Speakers for Schools programme, all recorded talks in our library are free and available on demand. Additionally, you can search and filter by speaker name, talk topic, and key stage suitability. If you're interested in future talks, please [view our upcoming broadcasts](#)



When Life Gives you
Lemons – The Power
of Failure – World
Mental Health Week

with Sally Orange MBE,
Former British Army Major,
Multi-Record-Breaking
Adventure Athlete, Passionate
Mental Health Campaigner.



FUTURES FOR ALL

From History Books to Foreign Affairs: The Power of Languages in International Careers

with Arthur Snell, Writer, Podcast Host and former UK Diplomat.



Inspirational Talk

From History Books to Foreign Affairs: The Power of Languages in International Careers

with Arthur Snell, Writer, Podcast Host and former UK Diplomat

Wednesday 11th June

10:00am – 10:45am

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Get IntoTech with our exciting programme

Futures For All has partnered with **The Hg Foundation** to deliver a programme of high-impact interventions for young people in state secondary schools and colleges to encourage them to consider a career in the UK technology sector. Together, we are excited to offer career-focused 1-hour **inspirational talks**, 3-5-hour introductory **Insight Days** and 3-day **work experience** with influential professionals and leading employers.

Find work experience

Discover upcoming talks

FUTURES FOR ALL



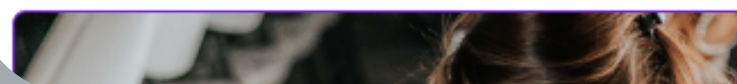
Assumed Knowledge

Download report



Things Worth Knowing

Download report



FUTURES FOR ALL

FUTURE MAKERS

Charity careers at Futures For All

Our people are at the very heart of securing Futures For All. We champion each and every one to be at their best. As a close-knit charity that is passionate about social mobility, we are dedicated to our shared mission of driving transformational change.

01 Trusts & Foundations

Are you a Trust or Foundation aligned to educational and/or social causes? If you offer grants or financial awards that could help fund a project for young people in the UK, please get in touch to see how we can work together.



02 Philanthropy

Are you looking to make a donation that will benefit young people from disadvantaged backgrounds? If you would like to make a gift to support these young people to realise their potential, we would love to hear from you.



[Back to latest news](#)



Case study

October 7 • 2 minute read

The Inside Story on In-Person Work Experience in Rail and Sustainability

Environment & Infrastructure



Discover creative work experience



3 days in an exciting ad agency

In-person work experience

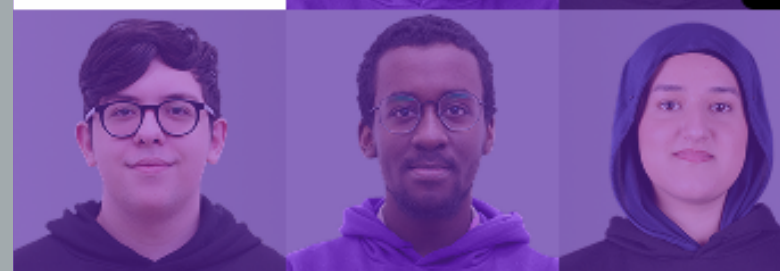
What does work experience at a creative agency look like? Go behind the scenes with Esme, Uisce and Yuvraj as they spend a few days at ad agency **Lucky Generals**, exploring careers in advertising, design, account management and TV production – all in one exciting placement!

Here's a sneak peek at what they got up to.

FUTURES FOR ALL



Help centre



Create account

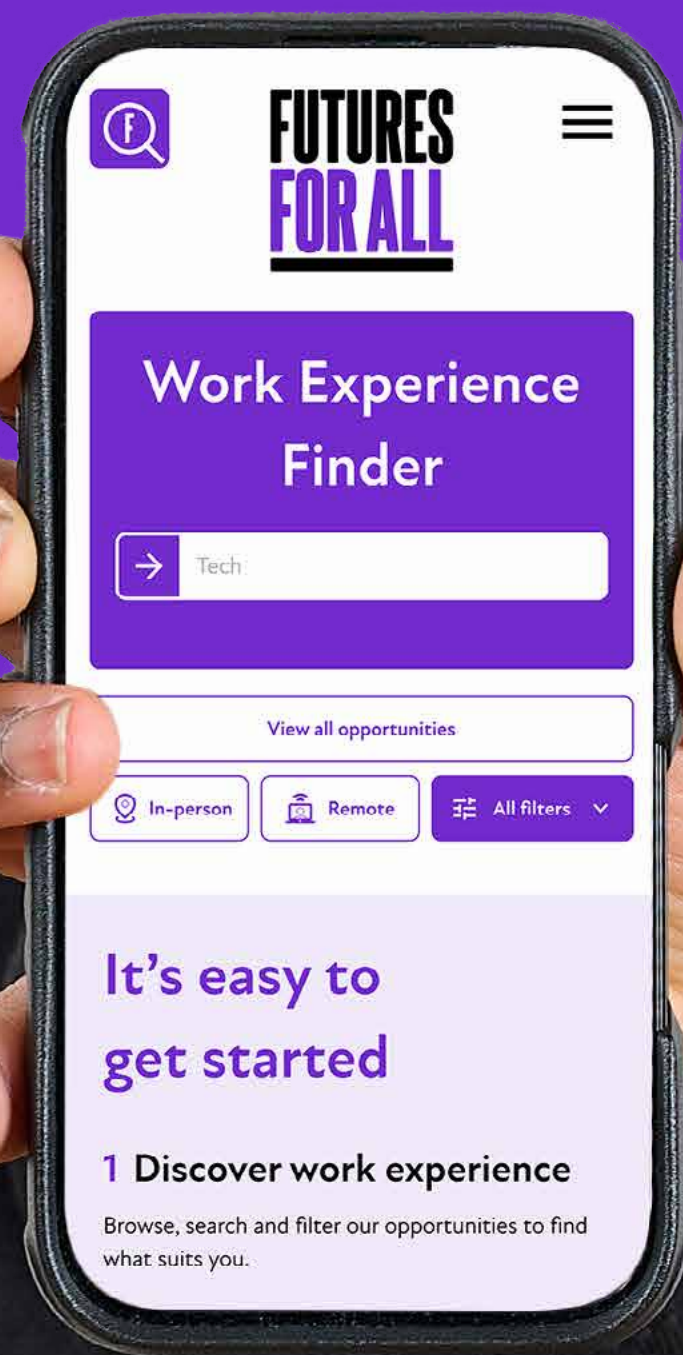
Choose which profile **best describes you:**



Young Person

I am looking to get work experience





**FUTURES
FOR ALL**



**FUTURES
FOR ALL**



Work Experience Finder

→

Search by company, industry or keyword

[View all opportunities](#)

In-person

Remote

All filters ▾

It's easy to get started

1 Discover work experience

Browse, search and filter our opportunities to find what suits you.

2 Register, sign in and apply

To apply, you need an account – it's quick, free and simple to sign up.

3 Application review and decision

Once your application has been submitted your teacher will review it before it's sent to the employer who will let you know if you're successful!

[Browse by industry](#)[Browse by subject](#)

FFA
PURPOSE
DISPLAY

Our
Custom
Font

→	A	B	C	D	E	F
G	H	I	J	K	L	M
N	O	P	Q	R	S	T
U	V	W	X	Y	Z	←



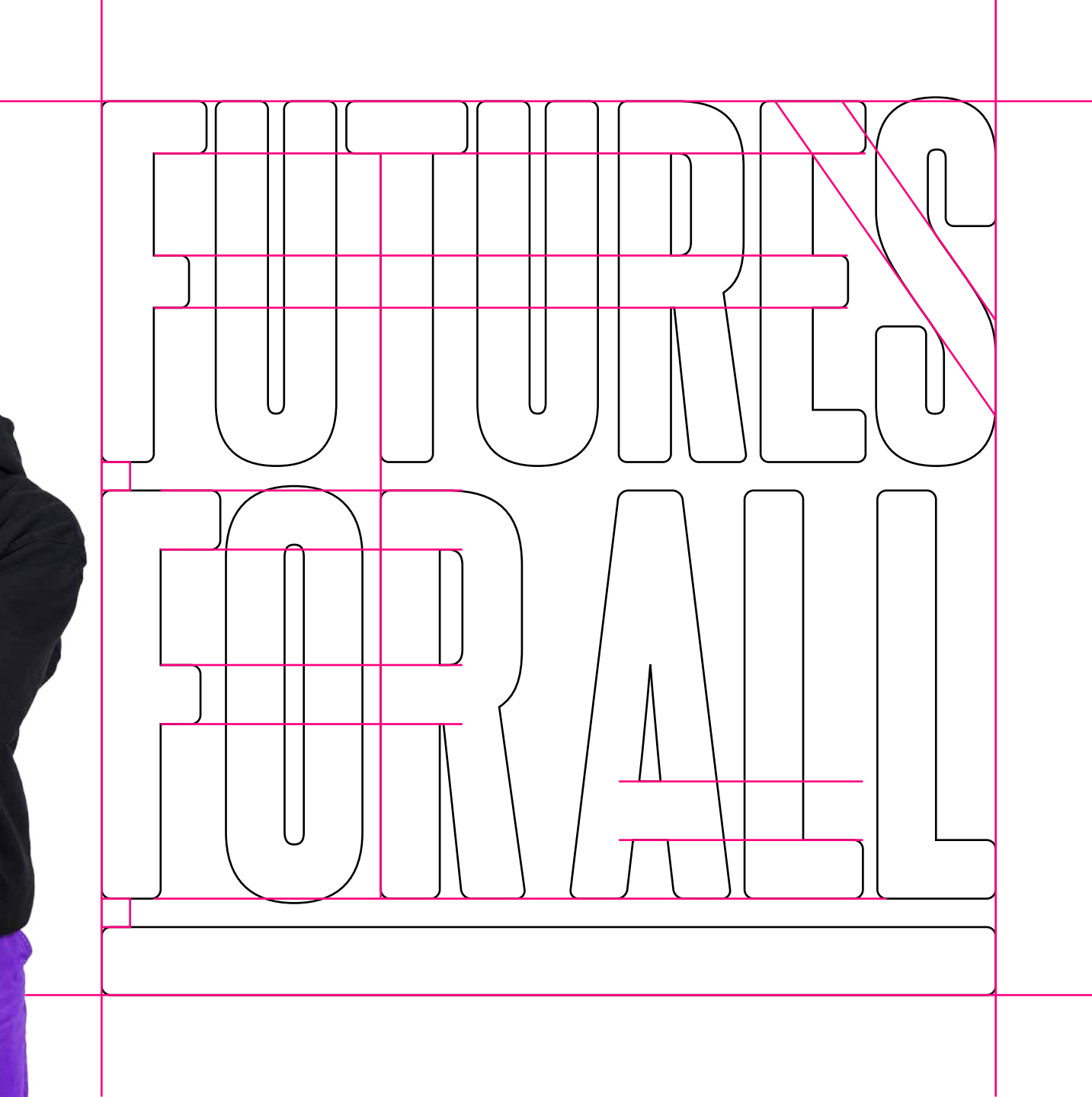
A B C

OUR CUSTOM FONT

Ultra-condensed, rounded
and crafted for the headlines
that advance social mobility.

Purpose-built for social

IMPACT

A man with short dark hair, wearing a black hoodie with 'FUTURES FOR ALL' printed on it and purple pants, stands to the right of the word 'IMPACT'. He is pointing his right index finger towards the word.

Our New Chapter

0925

September 2025

OUR PURPOSE

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
! ? , . : ; ' " " " " " !
0 1 2 3 4 5 6 7 8 9 0 %
() / \ £ @ & + - × ÷ =

The image is a composite graphic illustrating the design of the letter 'R'. On the left side, there is a vertical list of 18 words in a bold, black, sans-serif font:

- DADBDGDDDFDGDHDID
- DJDKDLMDNDODPDQDRD
- DSOTDUDVDWDXDYDZD
- CADBURY DADDY GOODBYE ABDULLAH
- WILDCATS ECDYSONE RUDE DEDICATE
- BOLDFACE HOFFDING BADGER GDYNIA
- GHADHABU BAGHDAD INDIFFERENT
- BRIDE ADJECTIVE AJDIR VODKA WEEKDAY
- ADMIRALSTAB GLAMDAL DREADNOUGHT
- DOOM SPODIC GRANDPRIX SHEEPDOG
- HEADQUARTERS AL-MAQDISI DRUDGE
- PICARD BANDS WEDNESDAY BURKHARDT
- COUNTDOWN DURELL LUDLOW DVORAK
- AVDEYEV DWAYNE SHOWDOWN FOXDALE
- DYING PRYDBUSK GODZILLA BRZDAK

In the center, a technical diagram shows the construction of the uppercase letter 'R'. It features various colored dots (green, blue, red) and squares connected by thin lines, representing the stroke paths and alignment points. The diagram is overlaid on a grid with horizontal lines labeled 'Cap Height' at the top and 'Baseline' at the bottom.

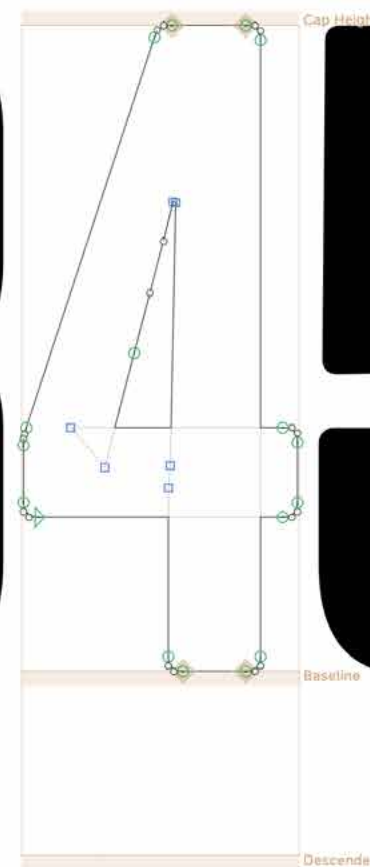
On the right side, a large, solid black outline of the letter 'R' is displayed, showing its final, clean form.

OPPORTUNITY

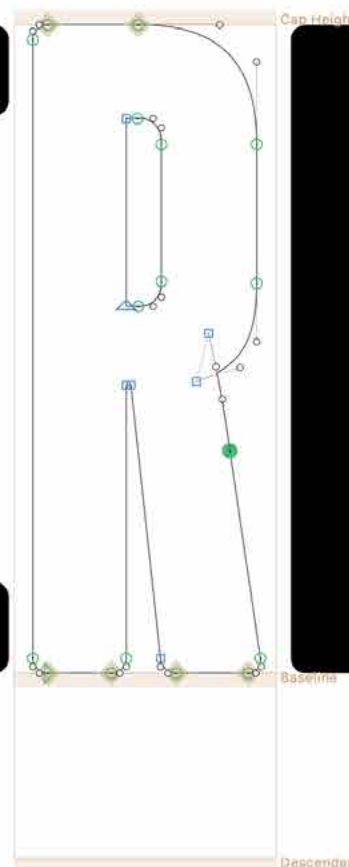
OPPORTUNITY

1,850,000

0123456789



EXPERIENCE



WE WANT TO
MAKE HEADLINES,
AND NOW WE CAN

Brand

IMPACT



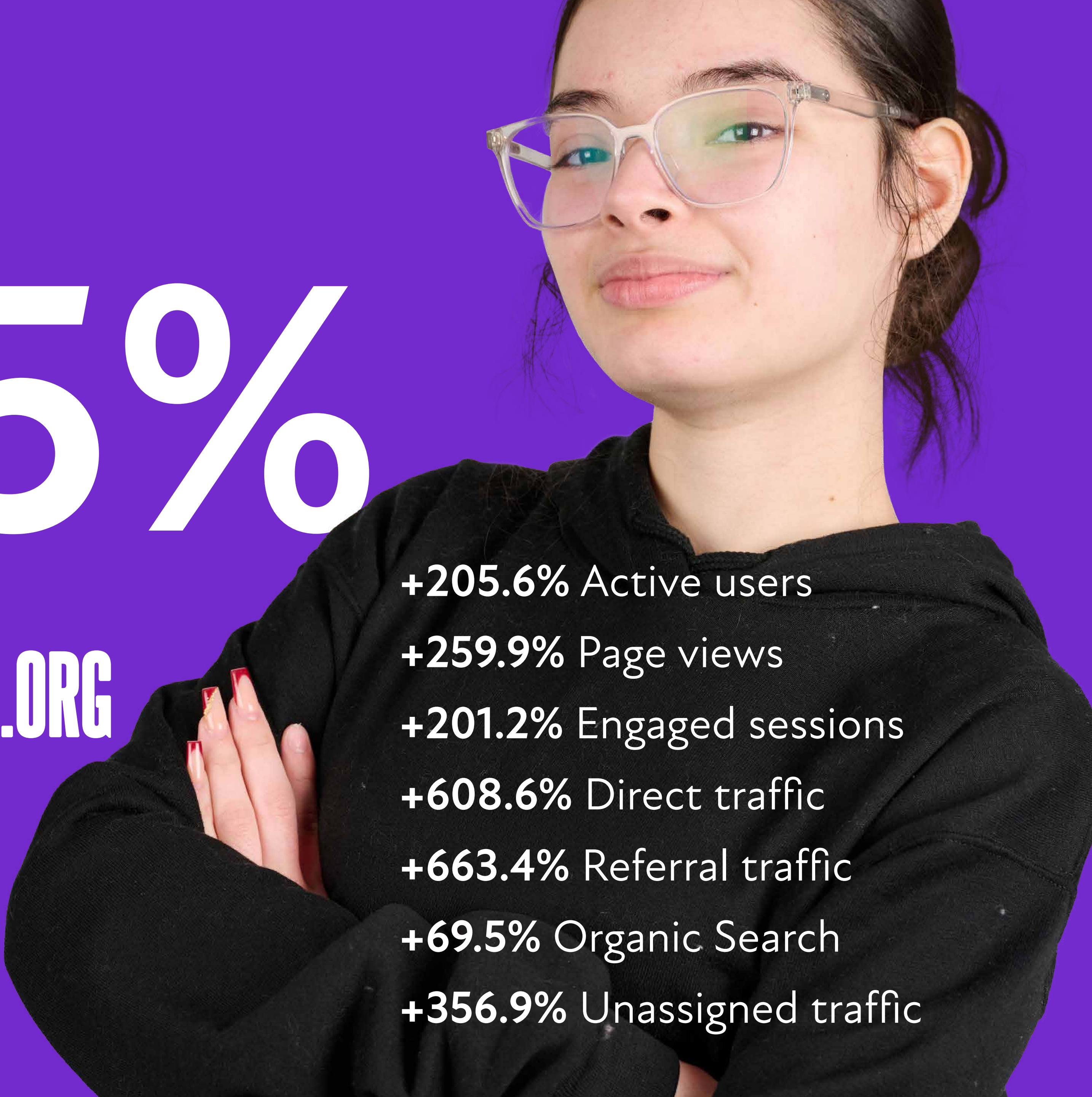
355%

increase in sessions at

FUTURES FOR ALL.ORG

Year-on-Year Brand Results:
April 2026 vs April 2025

- +205.6% Active users
- +259.9% Page views
- +201.2% Engaged sessions
- +608.6% Direct traffic
- +663.4% Referral traffic
- +69.5% Organic Search
- +356.9% Unassigned traffic



Brand Impact: The Year-on-Year Results

In April 2025, speakersforschools.org recorded 54,663 visits. Today, six months after brand launch, sessions at futuresforall.org have grown to 248,638 – an increase of 354.9%.

- Sessions increased from 54,663 to 248,638: +354.9%
- Users increased from 38,670 to 118,172: +205.6%
- Views increased from 355,600 to 1,279,698: +259.9%
- Engaged sessions increased from 40,640 to 122,411: +201.2%
- Direct traffic increased from 24,082 to 170,642: +608.6%
- Referral traffic increased from 4,520 to 34,506: +663.4%
- Organic Search increased from 17,319 to 29,359: +69.5%
- Unassigned traffic increased from 2,942 to 13,442: +356.9%

This growth reflects more than increased traffic: it signals a successful brand transition, stronger search visibility across core programmes, rising demand, increased engagement, and a significant uplift in work experience access.

Futures For All has launched with momentum – energising our mission, transforming perceptions, expanding our reach, strengthening our discoverability, connecting more young people with opportunity than ever before, and making our purpose impossible to ignore.

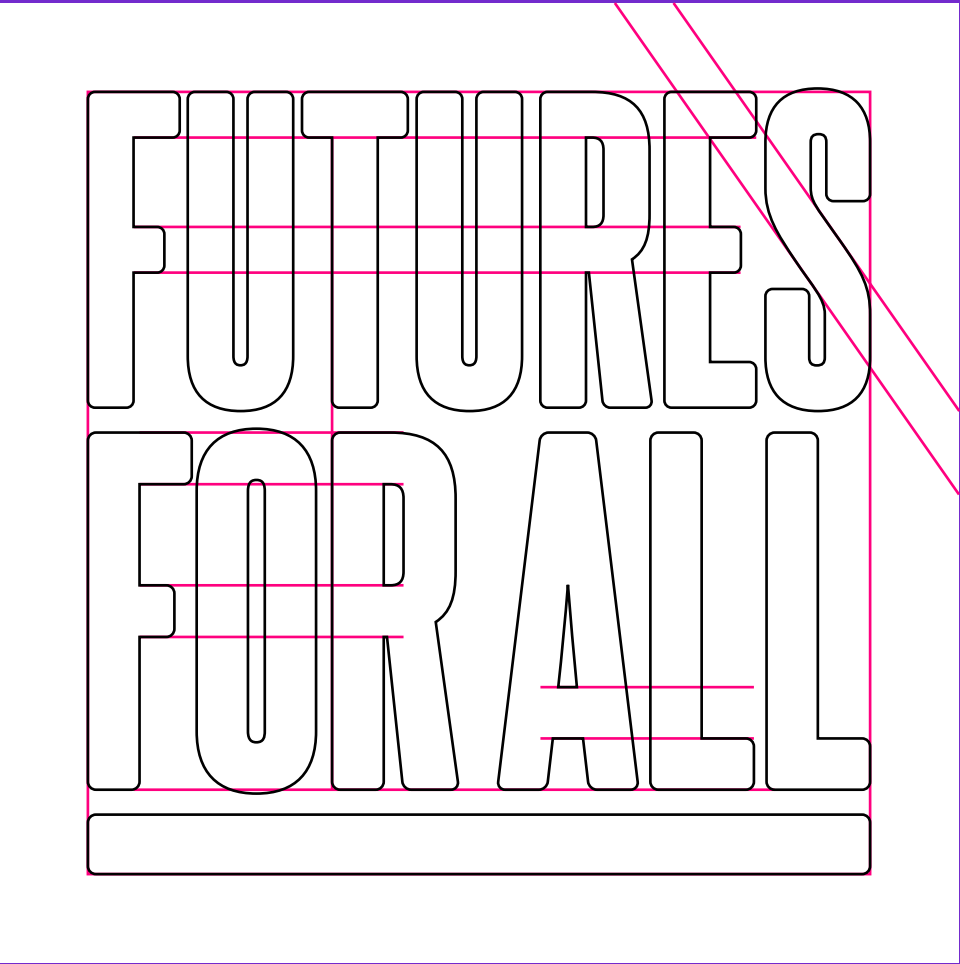
Futures For All

Brand Guidelines

Futures For All

Original Brand Identity

Our logo typography has been drawn and crafted as unique and original condensed letter forms:



The stacked, compact form of our word mark creates a bold and distinctive identity:



Our underline device creates a unique asset which contains photography and turns into characterful illustrations:

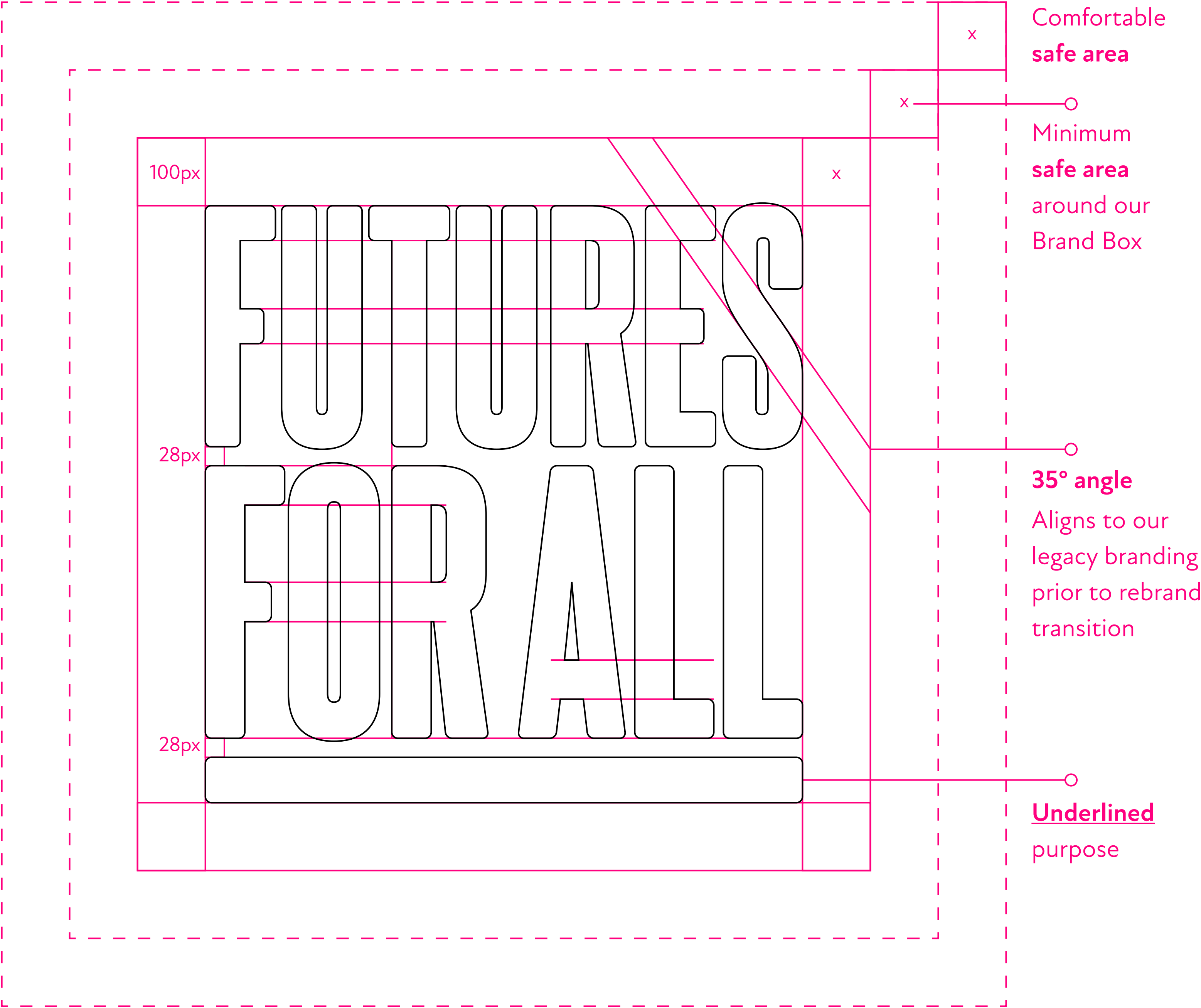


Brand Logo Design

1080 x 1080px Brand Tab

Our name and identity is impact led – stating our social mobility purpose in an ultra bold condensed typeface, and underlined to reinforce our belief in fair and secure **Futures For All**.

Please note: Branding to be used as supplied – our logos should only be reproduced from our master artwork files and must NEVER be altered, re-drawn, re-coloured, modified or manipulated in any way.



Brand Logo

Primary

1080 x 1080px square format

Exclusion zone: Our logo is held safely within our Brand Tab. When used on a background of the same colour as this device – please adhere to double the safe area as specified and noted below:



Please note: Branding to be used as supplied – our logos should only be reproduced from our master artwork files and must NEVER be altered, re-drawn, re-coloured, modified or manipulated in any way.

Black **Purple** White

01 (Lead)



All primary logo colours are **AAA Accessible For All**

02



04



03



05



Brand Logo

Primary

Social Ping

Our bold identity works perfectly at small sizes, with bespoke versions created to work within the roundel shapes of social avatars.

Please note: Branding to be used as supplied – our logos should only be reproduced from our master artwork files and must NEVER be altered, re-drawn, re-coloured, modified or manipulated in any way.

Black **Purple** White

01 (Lead)

02

03



Branding adjusted to fit within a roundel shape



Brand Logo
Primary

Underline Container

Our underline graphic can be extended to create a content box – for graphics, messages and photography as demonstrated:

Please note: This application is for limited use and as judged by our in-house Creative Team.

Please note: Branding to be used as supplied – our logos should only be reproduced from our master artwork files and must NEVER be altered, re-drawn, re-coloured, modified or manipulated in any way.

FUTURES FOR ALL

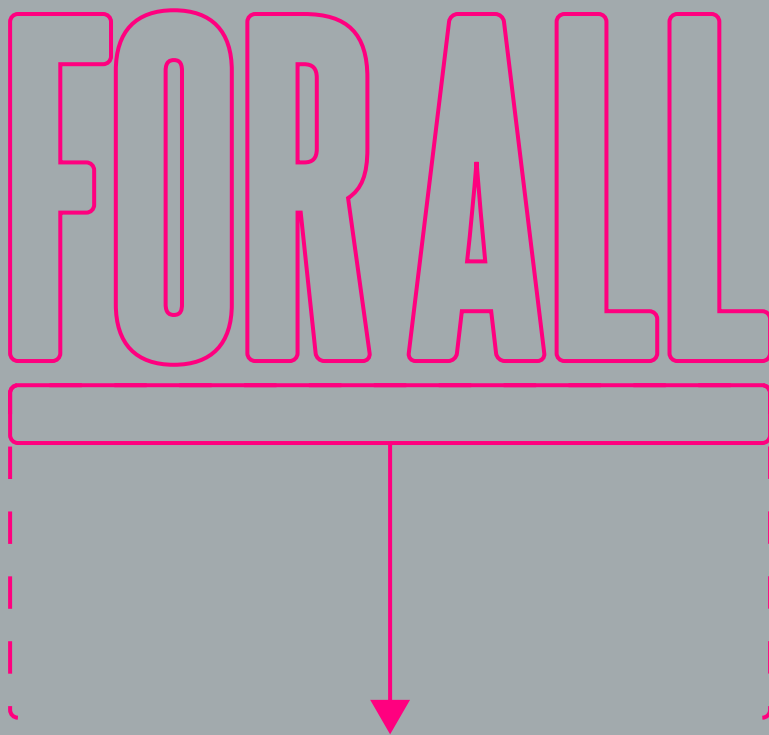
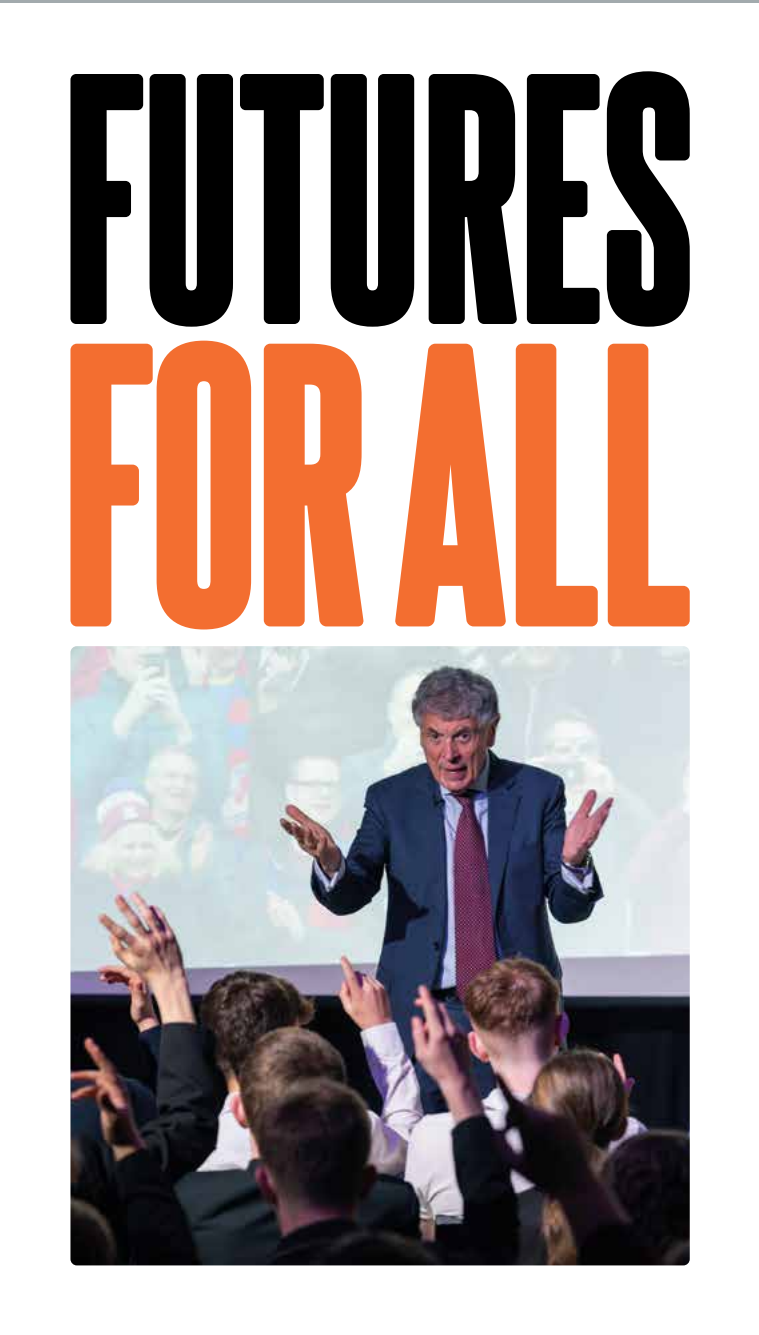
Young people from
state schools and
colleges UK-wide



Example 01



Example 02



Content box for graphics,
messages and photography

Brand Logo

Programme Container

Our Futures For All logo can be combined with our programme names to bring a strong emphasis on the services we offer.

(Atten **Bold**/Regular, -35 tracking)

Please note: Branding to be used as supplied – our logos should only be reproduced from our master artwork files and must NEVER be altered, re-drawn, re-coloured, modified or manipulated in any way.

FUTURES
FOR ALL
Work
Experience
Programme

FUTURES
FOR ALL Work
Experience
Programme

FUTURES
FOR ALL
Work
Experience
Programme

FUTURES
FOR ALL
Speakers
for Schools
Programme

FUTURES
FOR ALL Speakers
for Schools
Programme

FUTURES
FOR ALL
Speakers
for Schools
Programme

Brand Logo Secondary

1080 x 1080px square format

Please note: Our secondary logos should only be used where colour differentiation is essential.

For example: Our **Speakers for Schools** programme is differentiated by the use of **orange**.

Please note: Branding to be used as supplied – our logos should only be reproduced from our master artwork files and must NEVER be altered, re-drawn, re-coloured, modified or manipulated in any way.

Grey



Teal



Orange
(Talks)



Brand Logo

Banner

1770 x 555px landscape format

Please note: To only be used where the executional format means that our square Brand Tab is unsuitable.

Please note: Our secondary logos should only be used where colour differentiation is essential.

Please note: Branding to be used as supplied – our logos should only be reproduced from our master artwork files and must NEVER be altered, re-drawn, re-coloured, modified or manipulated in any way.

Primary



Secondary



Brand Logo

Underline Illustrations

Illustrated set of logos for use when communicating directly with our young people.

Please note: Branding to be used as supplied – our logos should only be reproduced from our master artwork files and must NEVER be altered, re-drawn, re-coloured, modified or manipulated in any way.



Brand Logo
Underline Illustrations

01 – Get This Journey Started



02 – Bring Work Experience In Reach



03 – Wave The Flag For Opportunity



04 – Fly On The Careers Ladder



05 – Speak To Spark Inspiration



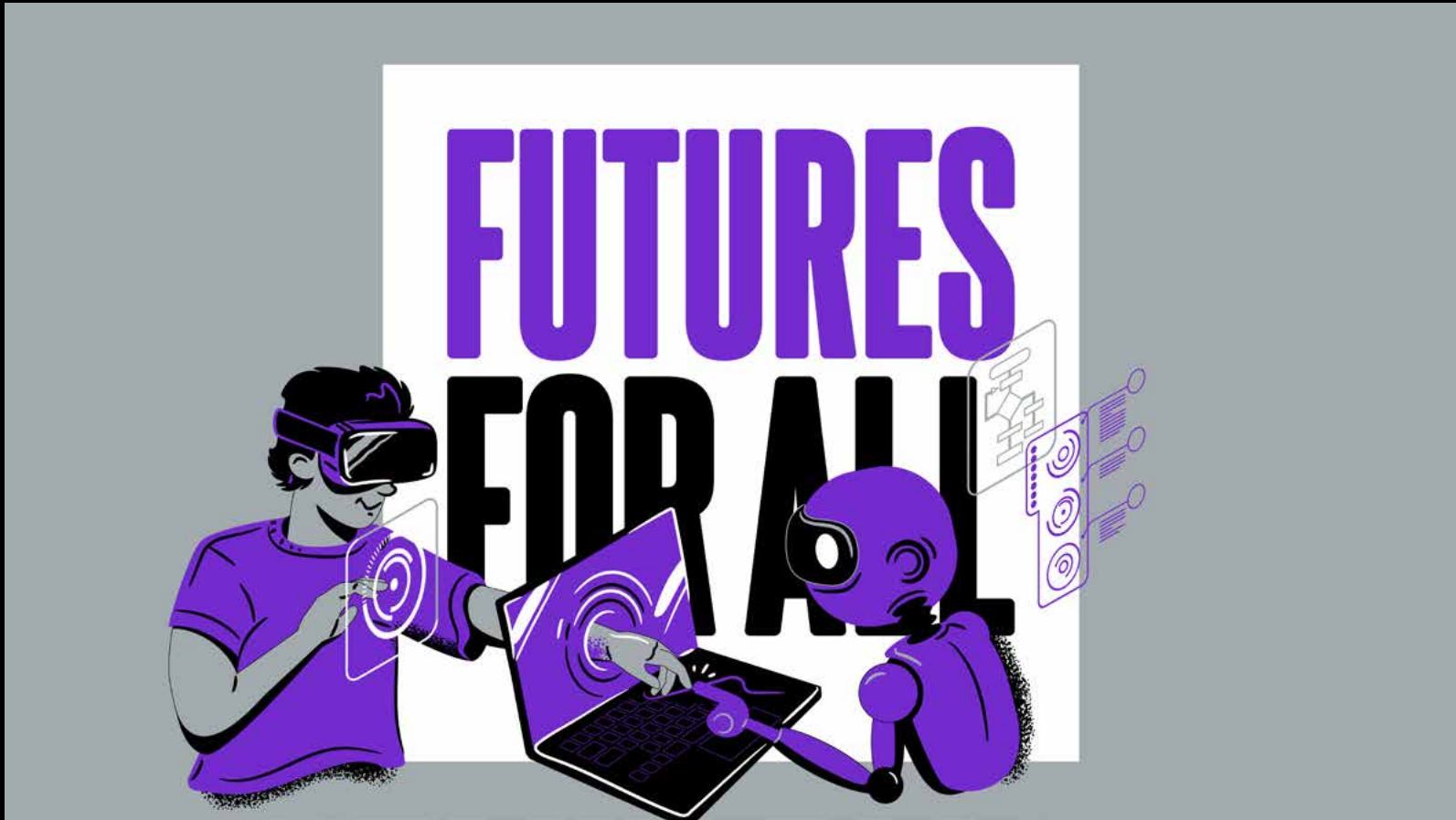
06 – Surf the Work Experience Finder

Brand Logo
Underline Illustrations

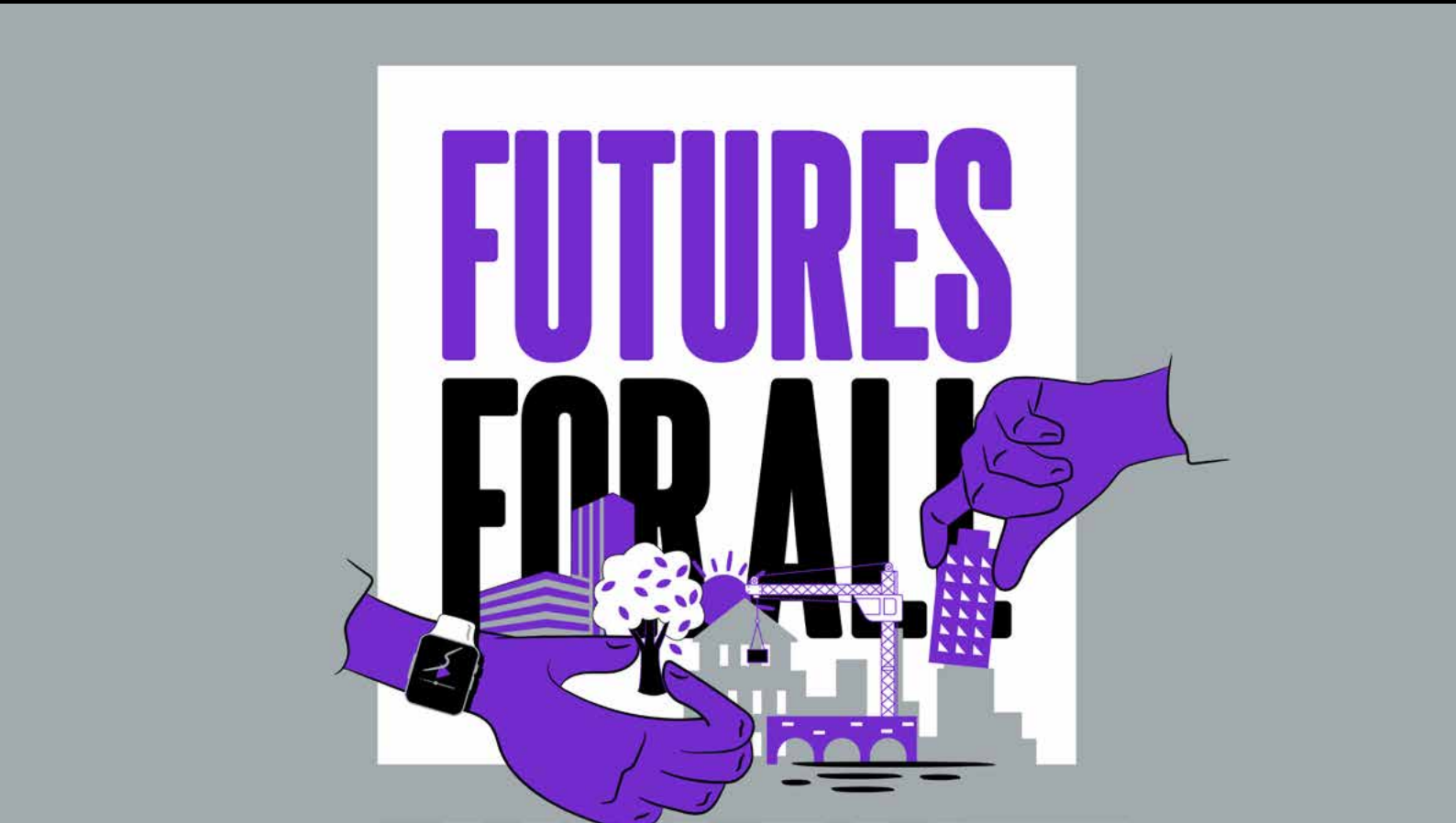
07 – Blast into Creative & Media Arts



08 – Connect with Tech, Science & Engineering



09 – Fly in Business, Finance & Retail



10 – Shape our Environment & Infrastructure



11 – Step towards Care & Community



12 – Leap ahead in Sports, Travel & Hospitality

Brand Colours Specifications

Our bold, digital-first colour palette:

Please note:

Our primary colours are
back, white and purple.

Teal and grey can be used as
supporting colours and to aid
segmentation where required.

Orange is intended to be used
to differentiate our Speakers
For Schools programme.

Black

#000000

R: 0 G: 0 B: 0

C:0 M:0 Y:0 K:100

Pantone: Black

Purple

#732BCD

R: 115 G: 43 B: 205

C:76 M:90 Y:0 K:0

Pantone: 266

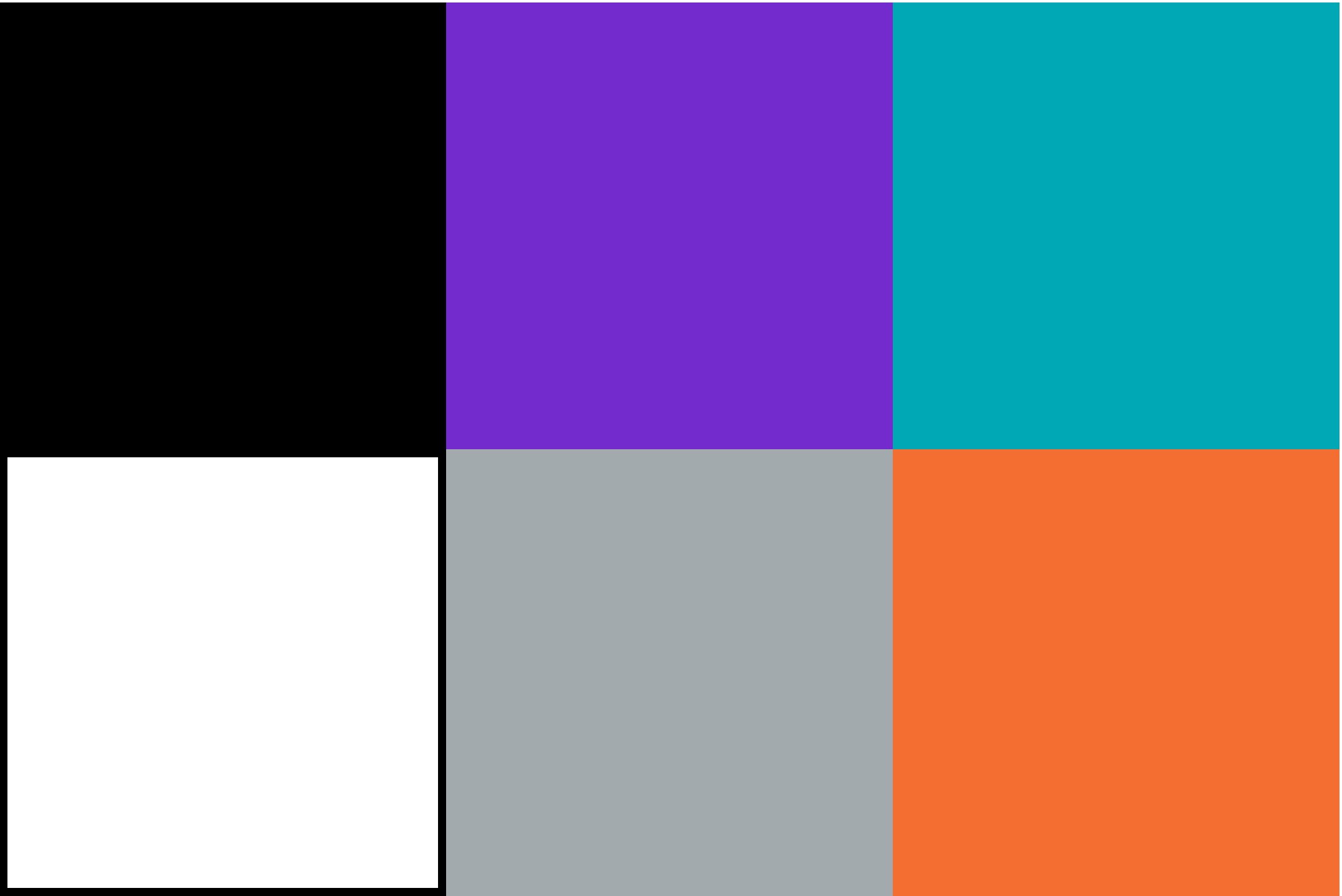
Teal

#00A7B5

R: 0 G: 167 B: 181

C:77 M:12 Y:29 K:0

Pantone: 2234



White

#FFFFFF

R: 255 G: 255 B: 255

C:0 M:0 Y:0 K:0

Pantone: White

Grey

#A2AAAD

R: 162 G: 170 B: 173

C:21 M:11 Y:9 K:23

Pantone: 429

Orange

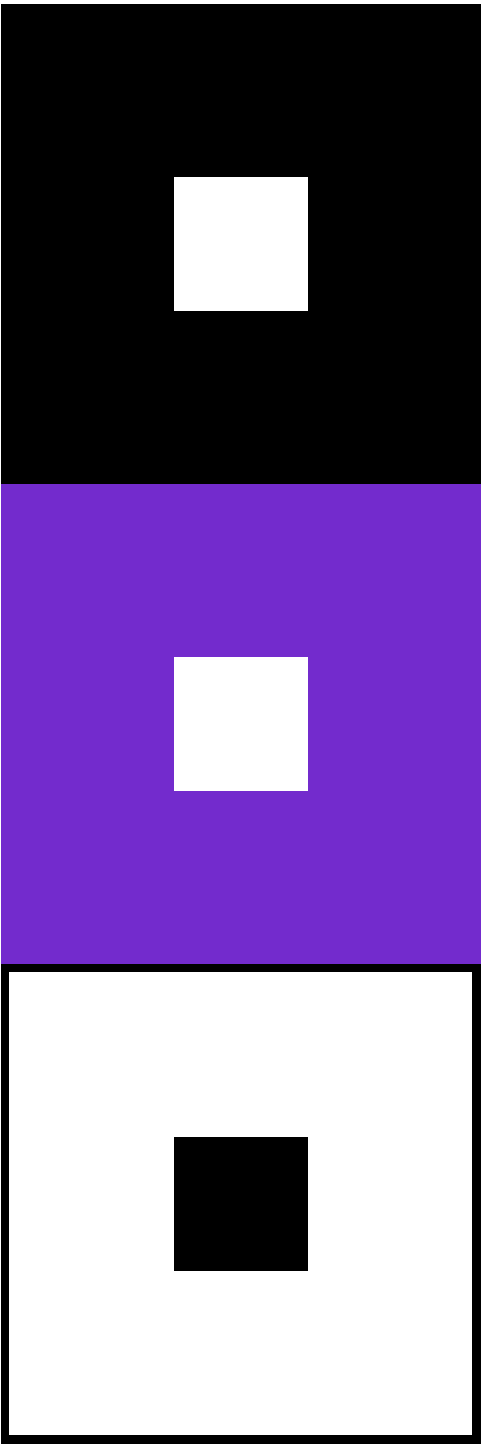
#F36E30

R: 243 G: 110 B: 48

C:0 M:74 Y:100 K:0

Pantone: 7579

Primary Palette



Brand Colours

Digital Accessibility

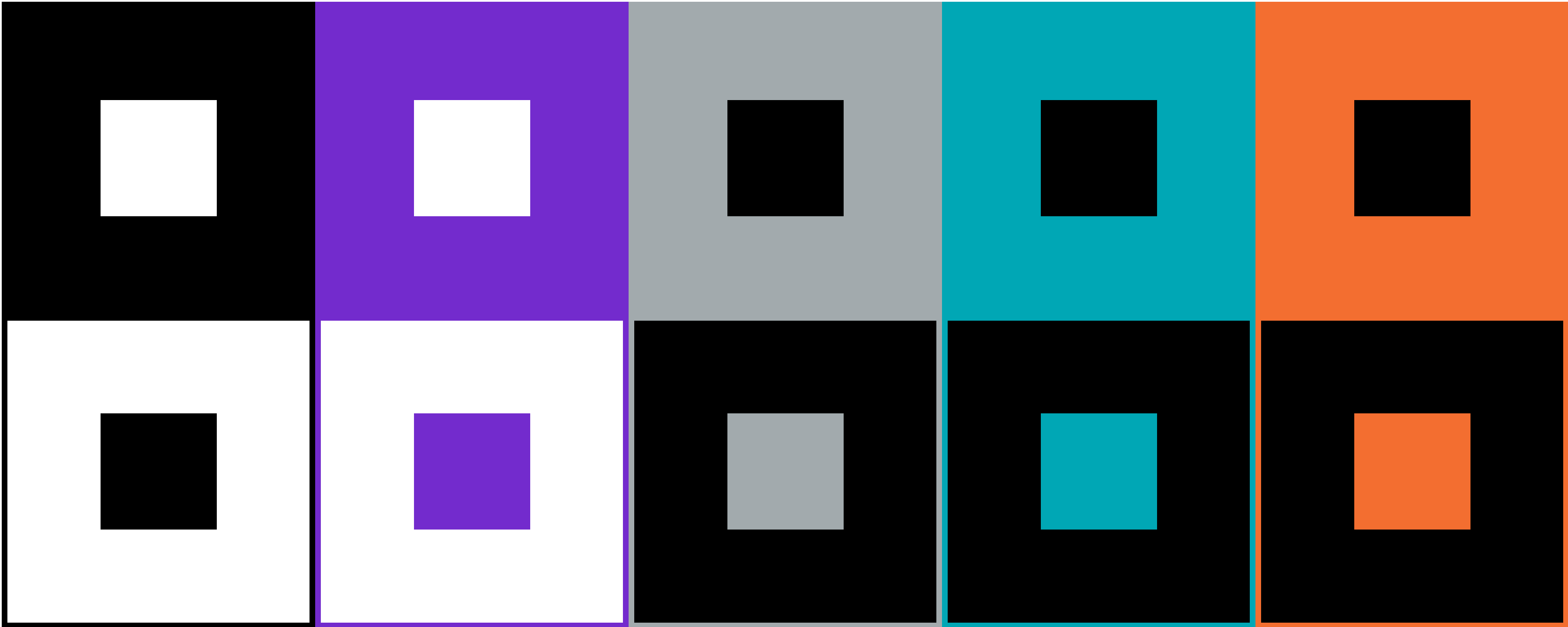
For digital executions, please only use the colour combinations as shown in this guideline – as these achieve:

AAA Accessibility For All

Please note: For large format, printed brand logo applications we can achieve both white and black on each colour.

WCAG:
Web Content Accessibility Guidelines
– are a set of internationally recognized recommendations for making the web more accessible to everyone.

White on Black #FFFFFF on #000000 Text: WCAG AAA Pass UI components: WCAG AA Pass	White on Purple #FFFFFF on #732BCD Text: WCAG AAA Pass UI components: WCAG AA Pass	Black on Grey #000000 on #A2AAAD Text: WCAG AAA Pass UI components: WCAG AA Pass	Black on Teal #000000 on #00A7B5 Text: WCAG AAA Pass UI components: WCAG AA Pass	Black on Orange #000000 on #F36E30 Text: WCAG AAA Pass UI components: WCAG AA Pass
---	--	--	--	--

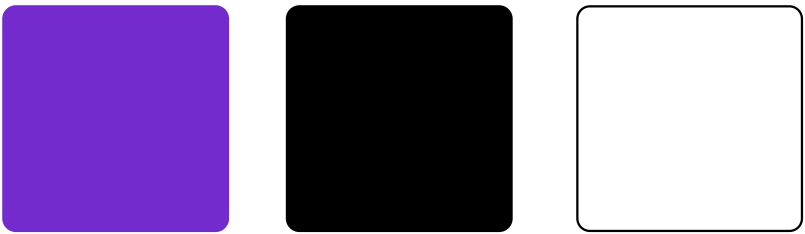


Black on White #000000 on #FFFFFF Text: WCAG AAA Pass UI components: WCAG AA Pass	Purple on White #732BCD on #FFFFFF Text: WCAG AAA Pass UI components: WCAG AA Pass	Grey on Black #A2AAAD on #000000 Text: WCAG AAA Pass UI components: WCAG AA Pass	Teal on Black #00A7B5 on #000000 Text: WCAG AAA Pass UI components: WCAG AA Pass	Orange on Black #F36E30 on #000000 Text: WCAG AAA Pass UI components: WCAG AA Pass
---	--	--	--	--

Brand Colours

Colour Ramps

For digital executions, please only use colours from our defined ramp. 400 on the scale = normal / default. Please note: Black, white and purple are to be used as our primary palette across our digital estate. Each colour within the ramp is accompanied by a specified accessibility guide – detailing whether white or black text will achieve AAA accessibility. Please follow this in all instances.



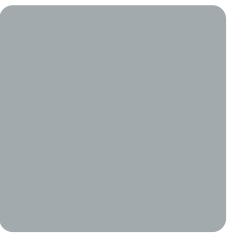
Primary

Purple

● 17.89 AAA AAA ○ 1.17	100 #f1eafa rgb(241, 234, 250)
● 16.41 AAA AAA ○ 1.28	200 #eadff8 rgb(234, 223, 248)
● 12.34 AAA AAA ○ 1.70	300 #d4bdf0 rgb(212, 189, 240)
● 2.96 ○ 7.10 AAA AA	400 #732bcd rgb(115, 43, 205)
● 2.58 ○ 8.14 AAA AAA	500 #6827b9 rgb(104, 39, 185)
● 2.22 ○ 9.46 AAA AAA	600 #5c22a4 rgb(92, 34, 164)
● 2.07 ○ 10.15 AAA AAA	700 #56209a rgb(86, 32, 154)
● 1.69 ○ 12.45 AAA AAA	800 #451a7b rgb(69, 26, 123)
● 1.39 ○ 15.07 AAA AAA	900 #34135c rgb(52, 19, 92)
● 1.25 ○ 16.77 AAA AAA	1000 #280f48 rgb(40, 15, 72)

Black

● 16.83 AAA AAA ○ 1.25	100 #e6e6e6 rgb(230, 230, 230)
● 14.88 AAA AAA ○ 1.41	200 #d9d9d9 rgb(217, 217, 217)
● 9.68 AAA AAA ○ 2.17	300 #b0b0b0 rgb(176, 176, 176)
● 1.00 ○ 21.00 AAA AAA	400 #000000 rgb(0, 0, 0)
● 1.00 ○ 21.00 AAA AAA	500 #000000 rgb(0, 0, 0)
● 1.00 ○ 21.00 AAA AAA	600 #000000 rgb(0, 0, 0)
● 1.00 ○ 21.00 AAA AAA	700 #000000 rgb(0, 0, 0)
● 1.00 ○ 21.00 AAA AAA	800 #000000 rgb(0, 0, 0)
● 1.00 ○ 21.00 AAA AAA	900 #000000 rgb(0, 0, 0)
● 1.00 ○ 21.00 AAA AAA	1000 #000000 rgb(0, 0, 0)



Secondary

Grey

● 19.57 AAA AAA ○ 1.07	100 #f6f7f7 rgb(246, 247, 247)
● 18.74 AAA AAA ○ 1.12	200 #f1f2f3 rgb(241, 242, 243)
● 16.58 AAA AAA ○ 1.27	300 #e2e5e6 rgb(226, 229, 230)
● 8.89 AAA AAA ○ 2.36	400 #a2aaad rgb(162, 170, 173)
● 7.26 AAA AAA ○ 2.89	500 #92999c rgb(146, 153, 156)
● 5.84 AAA AA ○ 3.60 AA	600 #82888a rgb(130, 136, 138)
● 5.24 AAA AA ○ 4.01 AA	700 #7a8082 rgb(122, 128, 130)
● 3.61 AA ○ 5.82 AAA AA	800 #616668 rgb(97, 102, 104)
● 2.43 ○ 8.65 AAA AAA	900 #494c4e rgb(73, 76, 78)
● 1.87 ○ 11.25 AAA AAA	1000 #393b3d rgb(57, 59, 61)



Tertiary

Teal

● 18.90 AAA AAA ○ 1.11	100 #e6f6f8 rgb(230, 246, 248)
● 17.96 AAA AAA ○ 1.17	200 #d9f2f4 rgb(217, 242, 244)
● 15.11 AAA AAA ○ 1.39	300 #b0e4e8 rgb(176, 228, 232)
● 7.19 AAA AAA ○ 2.92	400 #00a7b5 rgb(0, 167, 181)
● 5.89 AAA AA ○ 3.56 AA	500 #0096a3 rgb(0, 150, 163)
● 4.82 AAA AA ○ 4.36 AA	600 #008691 rgb(0, 134, 145)
● 4.29 AA ○ 4.90 AAA AA	700 #007d88 rgb(0, 125, 136)
● 3.04 ○ 6.90 AAA AA	800 #00646d rgb(0, 100, 109)
● 2.13 ○ 9.88 AAA AAA	900 #004b51 rgb(0, 75, 81)
● 1.68 ○ 12.52 AAA AAA	1000 #003a3f rgb(0, 58, 63)



Speakers for Schools Programme

Orange

● 18.98 AAA AAA ○ 1.11	100 #fef1ea rgb(254, 241, 234)
● 17.91 AAA AAA ○ 1.17	200 #fde9e0 rgb(253, 233, 224)
● 15.07 AAA AAA ○ 1.39	300 #fbd2bf rgb(251, 210, 191)
● 7.08 AAA AA ○ 2.96	400 #f36e30 rgb(243, 110, 48)
● 5.83 AAA AA ○ 3.60 AA	500 #db632b rgb(219, 99, 43)
● 4.72 AAA AA ○ 4.45 AA	600 #c25826 rgb(194, 88, 38)
● 4.25 AA ○ 4.94 AAA AA	700 #b65324 rgb(182, 83, 36)
● 3.02 ○ 6.96 AAA AA	800 #92421d rgb(146, 66, 29)
● 2.10 ○ 9.99 AAA AAA	900 #6d3116 rgb(109, 49, 22)
● 1.68 ○ 12.47 AAA AAA	1000 #552711 rgb(85, 39, 17)

Normal / Default:
400

Brand Colours

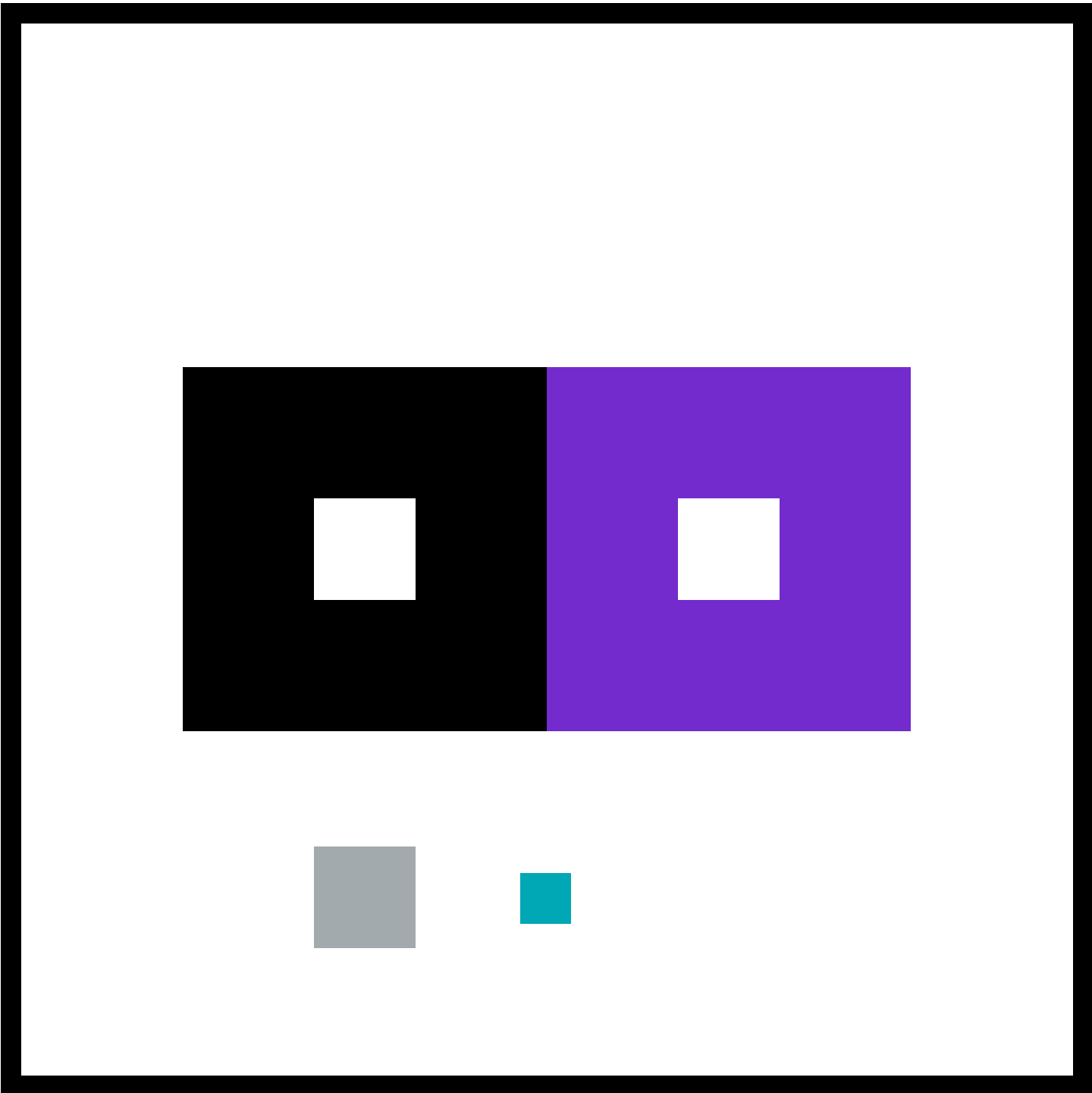
Default Guide

Our primary colours are back, white and purple.

Orange is intended to be used to differentiate our Speakers For Schools programme.

Futures For All

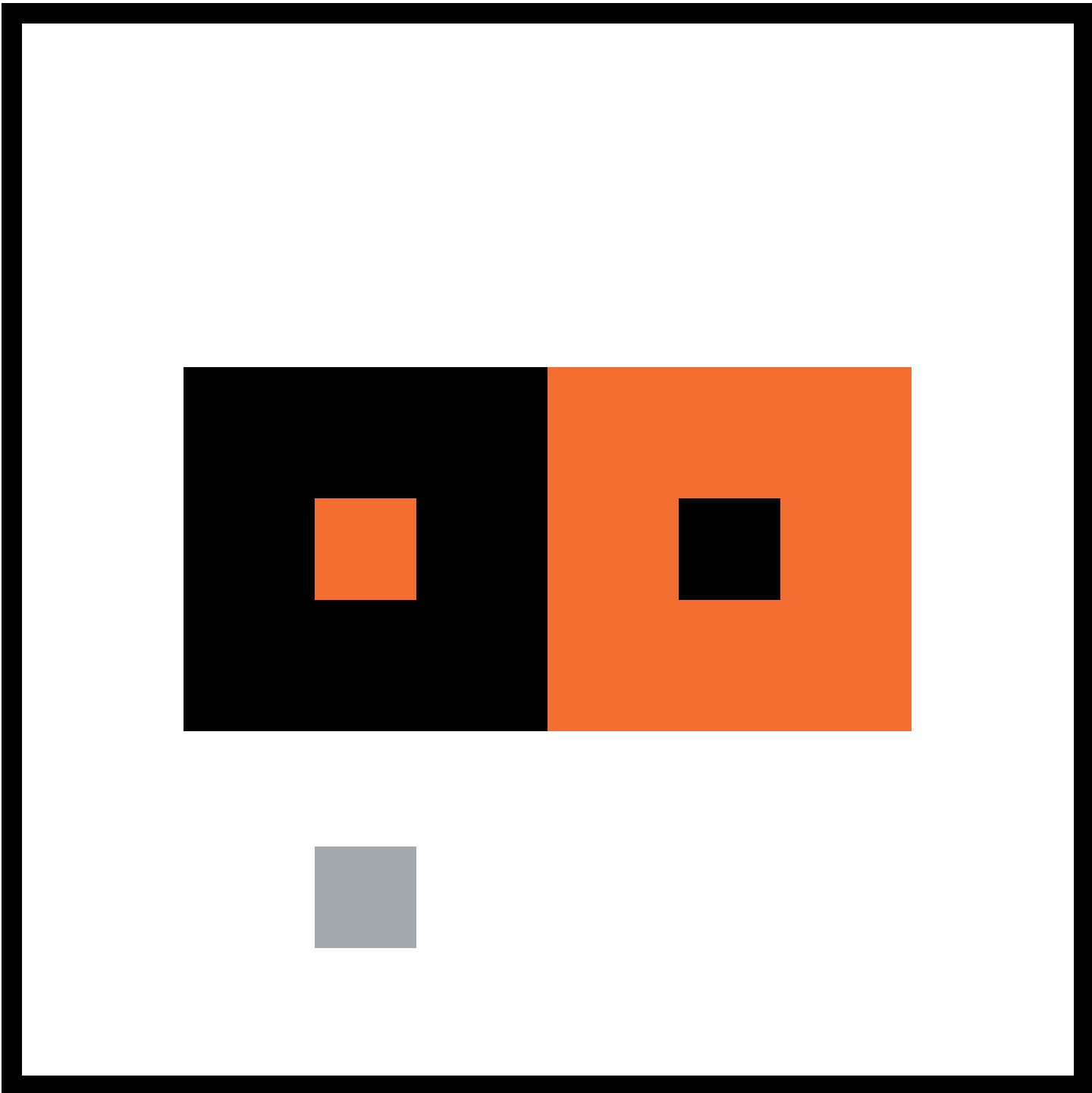
90% of our digital estate should use our primary colours, with a white backdrop to our pages:



For youth focussed areas, using a purple background is a great way to make our content more appealing for young people. Our secondary and tertiary colours can also be used sparingly throughout the journey.

Speakers for Schools Programme

Our programme of inspirational talks should use orange within the primary colour set:



Please note: Orange should not be used for text on a white background, as this doesn't achieve AAA accessibility.

Brand Typefaces

Primary

Through our typeface treatments we're striving for **Accessibility For All** by enhancing legibility and readability.

Typeface Choice

Research shows that our humanist typeface, **Atten New**, is generally more legible at smaller sizes than a grotesque typeface. It has unique letter shapes to avoid exact mirroring which helps with their identification, and its numbers are distinguishable from similar letter shapes:

dbpq 1l

Typography Style

Adequate letter, line and paragraph spacing allows everyone (including those with even mild vision impairments) to identify the individual characters, words, and sentences.

As the UK's leading
social mobility charity,
we believe in fair and
secure Futures For All.

We are dedicated to levelling the playing field for all young people from state schools and colleges by providing fully funded access to our **Work Experience** and **Speakers for Schools** programmes.

Our programmes demystify careers, build self-belief and open doors to opportunities that were previously closed.

Ready to join us in our mission?

Headline copy:
Atten New Bold
and ***Bold Italic***

Sentence and/or Title Case

Letter spacing (tracking)
0 as standard for font

Line spacing (leading)
+40% of font size (x1.4)

Body copy:
Atten New Regular and
Italic, and **Bold and Italic**

Sentence and/or Title Case

Letter spacing (tracking)
0 as standard for font

Line spacing (leading)
+40% of font size (x1.4)

Brand Typefaces

Primary

Our Impact Style allows our brand to shout a message when the need is greatest. This style of copy **should be used sparingly** and **only at larger font sizes** to aid accessibility.

Impact matters



88%

of young people eligible for
Free School Meals (FSMs) said
their placement helped them
decide on their future career

Impact copy:

Atten New Bold
and ***Bold Italic***

Used for no more than
5 words, at large font sizes

Sentence and/or Title Case

Letter spacing (tracking)
-35 to increase impact

Line spacing (leading)
Equal to font size

Brand Typefaces

Secondary

Arial

For email campaigns, presentations and Google slides/documents our secondary typeface of Arial should be used. This enables compatibility across all types of computers and email clients – where Arial is installed as standard and is commonplace.

Collective impact

**In this presentation
we will explore how
together we can secure
Futures For All students.**

Our work is underpinned by a **relentless focus on impact**, demonstrated by the measurable benefits reported from our programmes. By undertaking and commissioning research, benchmarking, quality assurance, external reviews and consulting our in-house Youth Council – we strive for continuous improvement in all that we do and to **influence policy makers** at a local and national level.

Standard copy:
**Arial Bold, *Bold Italic*,
Regular and *Italic***

Sentence and/or Title Case

Letter spacing (tracking)
Normal, as standard for font

Line spacing (leading)
Multiple at 1.4

Impact copy:
Arial Bold & *Bold Italic*

Used for no more than
5 words, at large font sizes

Sentence and/or Title Case

Letter spacing (tracking)
Tight, to increase impact

Line spacing (leading)
Single

Brand Photography Styles

Overall our image style is vibrant, bold, clean and authentic. We strive for a richness of colour, contrast of tone, clear focal point and softer background within our photography.

There are four ways in which we use our photography:



01 – Isolated



02 – Multiplied



03 – Framed

04 – Full Bleed



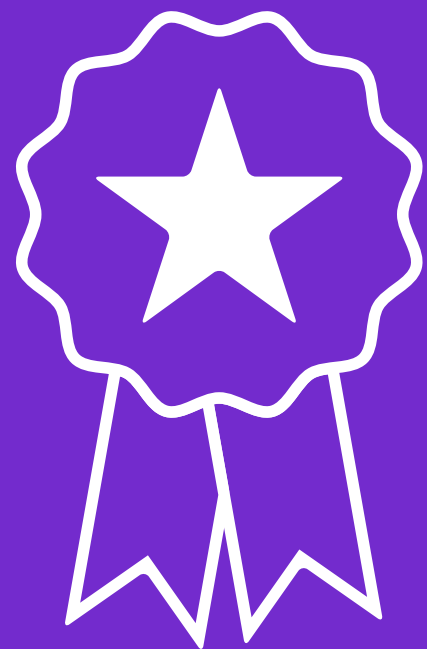
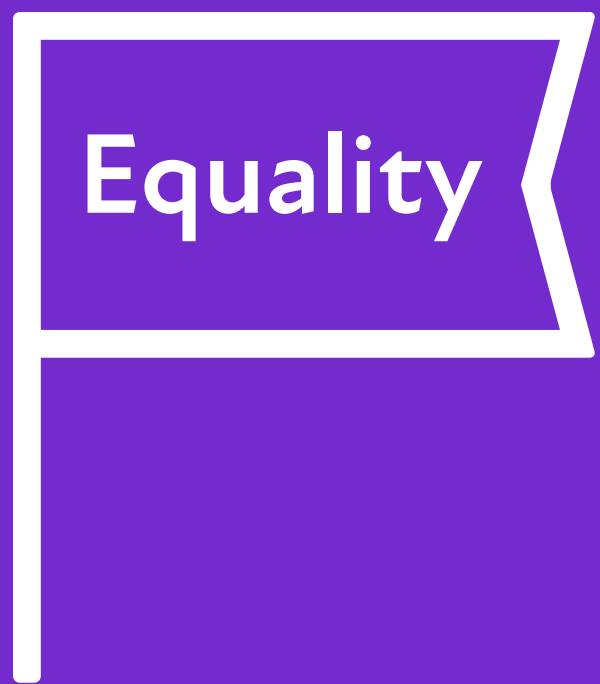
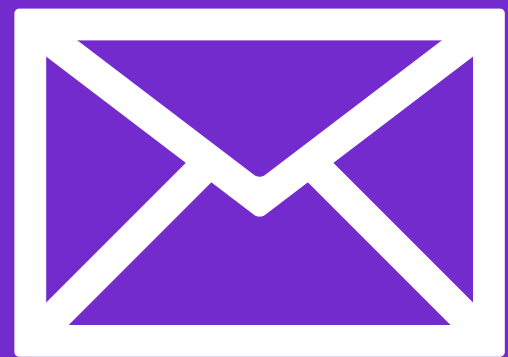
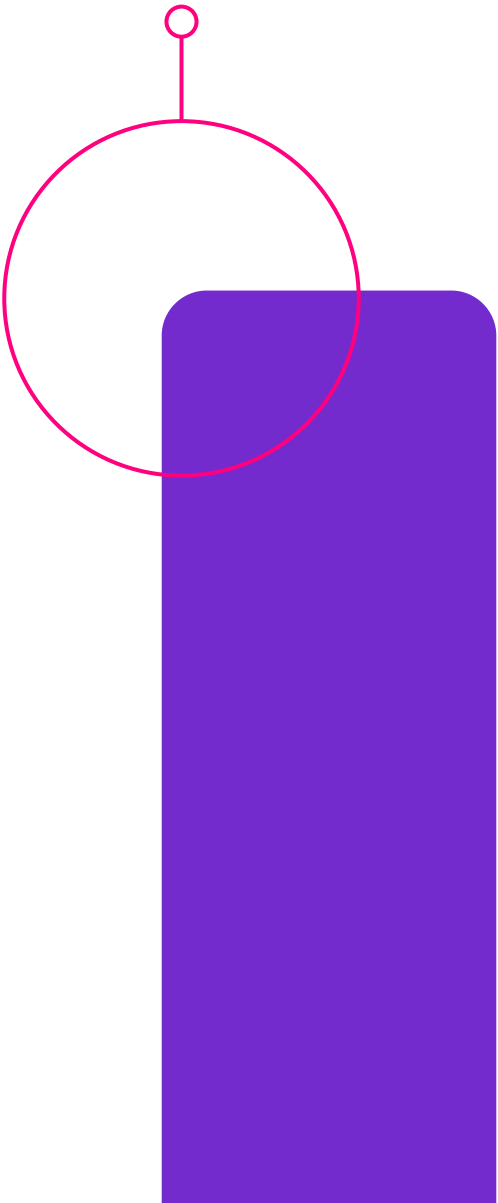
Brand Iconography

Symbols and Charts

Our icon style is bold, clean and simple to ensure they are easily readable and instantly recognisable.

Please note: follow these examples for further creation of iconography.

Rounded details for synergy with our underline logo graphic



Brand Positioning

Overall Messaging

Our name is our mission.

Our mission is our name.

They are one and the same.

Our positioning, as a newly established brand albeit with a long and successful history, is centred confidentially and clearly on our name – to achieve recognition, affinity and a strong unified message.

We believe in fair and secure Futures For All.

As the **UK's leading social mobility charity**, we are dedicated to levelling the playing field for all young people from state schools and colleges by providing fully funded access to our **Work Experience** and **Speakers for Schools** programmes.

Are you ready to join us in our mission to shift socioeconomic outlooks and move towards a fairer future with equality of opportunity? Get started at **futuresforall.org**

Brand Boilerplate

Non Specific Audience

Boilerplate: Written text (copy) that can be reused without significant changes to the original.

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We believe in fair and secure Futures For All.

As the **UK's leading social mobility charity**, we are dedicated to levelling the playing field for all young people from state schools and colleges by providing fully funded access to our **Work Experience** and **Speakers for Schools** programmes.

Our high-quality placements with prominent employers, inspirational talks and informative career talks with influential professionals demystify careers, build self-belief and **open doors to opportunities** that were previously closed. Through our partnerships, we have supported almost 2 million students, **helping to shift socioeconomic outlooks** and move towards a fairer future with equality of opportunity and a more diverse workforce.

Our work is underpinned by a **relentless focus on impact**, demonstrated by the measurable benefits reported from our programmes. By undertaking and commissioning research, benchmarking, quality assurance, external reviews and consulting our in-house Youth Council – we strive for continuous improvement in all that we do and to **influence policy makers** at a local and national level.

Are you ready to join us in our mission?

Get started at **futuresforall.org**

Brand Boilerplate Programmes

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Our programmes exist to ensure Futures For All.

Work Experience programme

We offer 3-5-day **in-person and remote placements** and 3-5-hour introductory Insight Days **with 100s of prominent employers** – to demystify careers, build skills and self-belief, get young people work ready, and open doors to opportunities that were previously closed.

Our high-quality and **fully funded** work experience programme is **accessible to every 14-19-year-old from state schools and colleges** anywhere across the country, and is designed to meet Gatsby Benchmarks 5 and 6, and use the Skills Builder Universal Framework.

Speakers for Schools programme

We offer both **in-person and online inspirational and career talks** to share life lessons, advice, and insights into a speaker's own career journey and their sector – which demystifies careers, builds self-belief, and **helps 11-19-year-old state-educated students to imagine what they could be in the future** and succeed.

Our **fully funded** inspirational talks feature a vast **network of over 1,500 speakers** – bringing together high-profile and influential professionals from the fields of business, politics, entertainment, sport and more.

Brand Boilerplate Employers

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Offer work experience to kickstart Futures For All.

We believe that **employers have an essential role to play in improving access to high-quality work experience** to help young people from state schools and colleges build self-belief, get a better understanding of the labour market and become work ready.

As the largest provider of in-person and remote placements in the UK with a **network of over 2,700 educational institutions**, working with our charity as a **Social Mobility Partner** ensures that more students from less privileged backgrounds experience the valuable benefits – as **proven by our impact data** – and that **your business accesses the broadest pool of young talent**, maximises its social impact and plays a vital role in diversifying and future-proofing the workforce nationwide.

We can promote and signpost your own work experience programme through our website, provide supported use of our **state-of-the-art application portal to manage end-to-end recruitment onto placements**, or host and support the facilitation of your opportunities.

Are you ready to offer work experience?

Get started at **futuresforall.org**



Brand Boilerplate

Partners and Funders

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Partner with us to nurture Futures For All.

We believe a secure and successful future should be determined by ability, not where you were born, went to school or the occupation of your parents, carers or guardians. That **talent is everywhere** right across this country, but **opportunity is not**.

As the **UK's leading social mobility charity**, we need the support of partners like you to provide fully funded access to our **Work Experience** and **Speakers for Schools** programmes – which level the playing field for all young people from state schools and colleges.

Alternative work experience focussed headline:

Support work experience to nurture Futures For All.

As the largest provider of in-person and remote placements in the UK with a **network of over 2,700 educational institutions**, working with our charity as a **Social Mobility Partner** ensures that more students from less privileged backgrounds open doors to opportunities with prominent employers – to demystify careers, build self-belief and get work ready.

In return those businesses gain access to the broadest pool of young talent, maximise their social impact and help to future-proof the workforce nationwide.

Are you ready to join us?

Get started at **futuresforall.org**

Brand Boilerplate Educators

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Nurture bright Futures For All your students.

As the **UK's leading social mobility charity**, we are dedicated to levelling the playing field for all 11-19-year-olds from state schools and colleges like yours by providing fully funded access to our **Work Experience** and **Speakers for Schools** programmes.

Being the largest provider of in-person and remote placements means your students can **get high-quality work experience with 100s of prominent employers** – as well as inspirational talks and informative career talks with influential professionals – from anywhere across the country to demystify careers, build self-belief and **open doors to opportunities** that were previously closed.

Plus, our dedicated education team will support you with expert placement planning and **safeguarding advice**.

Right now, over half of state-educated students finish their education with no work experience. We believe that all young people from all social backgrounds deserve equality of opportunity and that when they get it, as is evident from our reported measurable benefits, we successfully **nurture their career** and shift socioeconomic outlooks.

Are you ready to secure opportunities for your students? Get started at **futuresforall.org**

Brand Boilerplate

Young People

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Find bright Futures For All students like you.

We know it's not easy to imagine what you could be in the future and harder still to get the chances you deserve. **We believe every young person should have the opportunity to succeed** and get on in your professional life based on your talents and abilities – not where you live, where you go to school, or the occupation of your parents, carers or guardians.

Our UK-wide charity exists to provide 11-19-year-olds from state schools and colleges like yours with fair and free access to our **Work Experience** and **Speakers for Schools** programmes.

You'll find amazing **in-person and remote placements with 100s of prominent employers**, as well as inspirational talks and informative career talks with high-achieving professionals, **from anywhere across the country...** Setting you up to get an understanding of careers, gain skills, build self-belief, get work ready and bring your ambitions to life.

Are you ready to grasp exciting opportunities?
Get started at **futuresforall.org**

Brand Boilerplate

Parents, Carers & Guardians

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Help find bright Futures For All children.

We know it's not easy for children like those in your care to imagine what they could be in the future and harder still to get the chances they deserve. **We believe every young person should have the opportunity to succeed** and get on in their professional life based on their talents and abilities – not where they live, where they go to school, or your occupation.

As the **UK's leading social mobility charity**, we exist to provide 11-19-year-olds from state schools and colleges with fair and free access to our **Work Experience** and **Speakers for Schools** programmes.

With your encouragement, they will find amazing **in-person and remote placements with 100s of prominent employers** – as well as inspirational talks and informative career talks with high-achieving professionals – **from anywhere across the country...** Setting them up to get an understanding of careers, gain skills, build self-belief, get work ready and bring their ambitions to life.

Are you ready to help them grasp exciting opportunities? Get started at **futuresforall.org**

Brand Boilerplate

Policy Makers

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Support social mobility to ensure Futures For All.

We believe a secure and successful future should be determined by ability, not where you were born, went to school or the occupation of your parents, carers or guardians. That **talent is everywhere** right across this country, but **opportunity is not**.

As the **UK's leading social mobility charity**, we are dedicated to levelling the playing field for all young people from state schools and colleges by providing fully funded access to our **Work Experience** and **Speakers for Schools** programmes.

Everything we do is **informed by the evidence of our research** and underpinned by a **relentless focus on impact**, demonstrated by the measurable benefits reported from our programmes. Through benchmarking, quality assurance, external reviews and consulting our in-house Youth Council – we strive to **nurture and offer the very best support to students from all social backgrounds**.

But to achieve our mission and see transformational change at a community and system level – we need supporters from every corner of the country, as well as from Westminster, advocating for social mobility and the right to work experience for all.

Are you ready to support social mobility?

Get started at **futuresforall.org**



Brand Boilerplate Speakers

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Share your story to inspire Futures For All.

As the **UK's leading social mobility charity**, we are dedicated to levelling the playing field for all young people from state schools and colleges by providing fully funded access to our **Speakers for Schools** programme – with **inspirational talks from high-profile and influential professionals** like you.

We offer both **in-person and online inspirational and career talks** to share life lessons, advice, and insights into a speaker's own career journey and their sector – which demystifies careers, builds self-belief, and helps students to imagine what they could be in the future and succeed.

Our talks act as a natural pathway to our **high-quality Work Experience** programme, with many of our speakers **opening doors to placement opportunities** that were previously closed. Our **relentless focus on impact** is evident by the measurable benefits reported from all our programmes, of which you would be a vital part.

Are you ready to join our network of over 1,500 speakers? Get started at **futuresforall.org**



Get set to be

FUTURE
MAKERS
