

RECOGNITION MARKS

General guidelines

June 2025



Communicating your commitment to Opening Doors

Congratulations on becoming an Opening Doors employer and committing to taking action to make your recruitment process more inclusive.

Your organisation will be added to the [list of Opening Doors employers](#) at the end of the month, when the list is updated.

In addition to being listed on BITC's website, you may wish to communicate your commitment in other ways:

Internally

Please consider sharing the commitments you have made when signing up to the campaign with your employees, through internal intranets, newsletters or noticeboards. You may wish to use the following text about the campaign:

[Company name] has signed up to Business in the Community's Opening Doors campaign because we agree that to reach the most diverse and untapped talent, we need to make changes to the way we recruit. By becoming an Opening Doors employer, our business has committed to:

- [Commitment one]
- [Commitment two]
- Commitment three]

Find out more about the [Opening Doors campaign](#)

Externally

X/Twitter

We are proud to join @BITC's Opening Doors campaign, making changes to our recruitment process to help make 2 million jobs more inclusive. Find out more about the campaign and how your business can join us: <https://www.bitc.org.uk/openingdoors/>



LinkedIn

We are proud to join @Business in the Community's Opening Doors campaign, making changes to our recruitment process to help make 2 million jobs more inclusive. Find out more about the campaign and how your business can join us:

<https://www.bitc.org.uk/openingdoors/>

Press release

[Company name] has signed up to Business in the Community's Opening Doors campaign, joining a growing number of businesses that are changing the way they recruit.

The current labour market presents a challenge and opportunity for businesses. There are a record number of hard-to-fill vacancies and more than 3 million who want to work but who are struggling to access the jobs market. [Company name] is committed to inclusive recruitment and hiring diverse and untapped talent.

[Paragraph to include existing or previous action taken on inclusive recruitment]

To build on this progress so far, [Company name] has become an Opening Doors employer. Business in the Community's [Opening Doors campaign](#) seeks to make 2 million jobs more inclusive by calling on employers to make changes to the way they recruit.

Images

Please use the Opening Doors supporter image alongside your communications. You can add your own logo to the image if you wish.

Contact:

If you would like to discuss communications opportunities (including requesting a quote from our Campaign Director) please email openingdoors@bitc.org.uk

Opening Doors Employer Recognition Mark Usage Guidelines

Opening Doors is Business in the Community's (BITC) flagship inclusive recruitment campaign. Open to all employers, and free to join, we have an ambition to make 2 million jobs more accessible to diverse talent by supporting employers to make changes to the way they recruit.

As an Opening Doors Employer, committed to making jobs more accessible, we ask you to commit to at least three actions, which then allows you to use the Opening Doors employer logo. To see the full list of actions please visit: bitc.org.uk/opening-doors.

The guidelines below are designed to help you get the most out of being an Opening Doors employer.

Purpose of the Logo

The Opening Doors signatory logo is a mark of participation and commitment to the values and objectives of the campaign. It is intended to be used by approved signatories to publicly demonstrate their support.

Who May Use the Logo

Only confirmed signatories of the Opening Doors campaign are authorised to use the signatory logo.

Acceptable Uses

The logo may be used in:

1. Company websites
2. Email signatures (with appropriate size)
3. Promotional materials (e.g., brochures, reports)
4. Press releases related to the campaign
5. Social media posts referencing campaign commitment.

Unacceptable Uses

The logo **may NOT be used**:

- In any way that implies endorsement of products or services.
- As part of a company's own logo or brand identity.
- In a misleading or derogatory context.
- On political materials.
- After withdrawing or being removed as a signatory.

Logo Variants

The logo is available in the following formats:

- Full-colour (for light backgrounds)
- Png

Clear Space & Minimum Size

Maintain clear space equal to the height of the logo icon on all sides.

- Minimum width for digital use: 75 px
- Minimum width for print use: 20 mm

Do Not Alter the Logo

Do not:

- Stretch, crop, recolour, or distort the logo
- Add effects like drop shadows or outlines
- Rotate or change the proportions

Termination of Use

Signatories must cease all use of the logo immediately if:

- They are no longer part of the programme
- They are found to have violated these guidelines

RECOGNITION MARKS

Recognition marks are used to identify individuals who play a key role at BITC. The identifier is set to the bottom of the logo as detailed below.

Clear space

The clear space must be respected when using the logo. The clear space is equal to half the height of the logo.

Minimum size

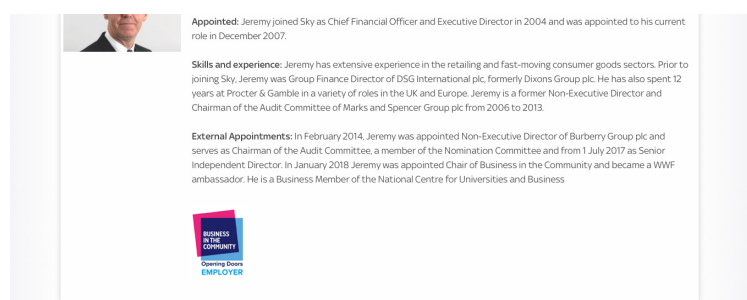
The logo should not be less than 20 mm or 75pixels in height.



Digital applications

The recognition mark can be used with the member's biography to raise awareness of their involvement with BITC.

The minimum height of the logo is 75 pixels.



Acquiring the mark

The recognition marks must only be created by the BITC team. They are available on request from helpdesk-design@bitc.org.uk

Minimum size



**FOR FURTHER
SUPPORT USING
OUR BRAND**

Email:

helpdesk-design@bitc.org.uk



Business in the Community

Business in the Community is the UK's largest and most influential responsible business network dedicated to building a fairer and greener world together, supported by His Majesty the King for over 40 years. We inspire, engage and challenge purposeful leaders to take practical action to mobilise their collective strength as a force for good in society.

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Business in the Community is a registered charity in England and Wales (297716) and Scotland (SC046226). Company