

# VETERAN EMPLOYMENT CAMPAIGN



**FORMER ARMED FORCES.  
SKILLS THAT TAKE YOU FURTHER.**



01. INTRODUCTION

02. THE CAMPAIGN

03. CAMPAIGN MATERIALS

- 03.01 Introduction
- 03.02 Op Ascend logo

04. CAMPAIGN ASSETS FOR AN EMPLOYER AUDIENCE

- 04.01 Narrative
- 04.02 Key visuals
- 04.03 Email copy
- 04.04 Email signature
- 04.05 Social media posts
- 04.06 A4 poster
- 04.07 Website banner
- 04.08 Long & short-form copy

05. CAMPAIGN ASSETS FOR A VETERAN AUDIENCE

- 05.01 Narrative
- 05.02 Hero key visuals
- 05.03 A4 poster
- 05.04 Social media posts
- 05.05 Email signature
- 05.06 Website banner
- 05.07 Long & short-form copy





# 01. INTRODUCTION



The purpose of this new pilot campaign aimed at veterans and businesses (employers) is to encourage better, and more varied, employment prospects for veterans – ultimately shifting public perception by challenging negative stereotypes of veterans held by some people and promoting the incredible skills they have.

Despite an increasing number of employers hiring veterans in recent years,

**HALF OF VETERANS  
HAVE TROUBLE FINDING  
THE RIGHT ROLE  
IN CIVVY STREET.**

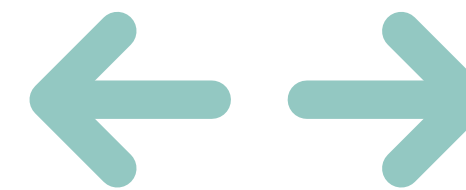


# THE PROBLEM

**Even though employable skills and experience gained in the armed forces are just as (if not more) valuable as any gained in Civvy Street, time in the armed forces is not considered as relevant nor as valuable as civilian work experience.**

2 in 3 UK armed forces veterans don't feel proud of the skills they acquired, and many struggle to translate their skills and experiences to a civilian employment setting.

Additionally, 42% feel that employers don't make full use of their skills and experience meaning some are potentially missing out on £6 – 14k in additional earnings potential.



At the same time, while UK employers see hiring veterans as a business doing a good thing, not enough take action to employ them because they don't fully understand the experience and skills they bring to the workforce.



### STRATEGY

**Get** veterans who want more rewarding career opportunities and employers who are struggling to plug skills gaps, yet not considering veterans as ideal candidates,

**to** rethink the value of an armed forces background

**by** proving that civilian work experience isn't just gained in the civilian world,

**thereby** putting veterans on a fair playing field for better, and more varied, employment opportunities.





# 02. THE CAMPAIGN



Campaign name

**FORMER ARMED FORCES.  
SKILLS THAT TAKE YOU FURTHER.**



### Campaign message for Veterans Audience

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**FORMER ARMED FORCES.  
SKILLS THAT TAKE  
YOU FURTHER.**

### Campaign message for Employer Audience

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**FORMER ARMED FORCES.  
SKILLS THAT TAKE  
YOUR BUSINESS FURTHER.**



### THE IDEA

When it comes to finding a job in Civvy Street, we'll show **veterans** that the experiences, training and skills they've gained in the armed forces can take them further than they ever thought possible.

And we'll show **potential employers** that hiring veterans means bringing in exceptional leadership, resilience, and problem-solving skills that can help take their business further.





# 03. CAMPAIGN MATERIALS



We encourage you to support the campaign by sharing the materials in this toolkit across your internal and external channels, to raise awareness of career support for veterans or promote veteran skills to employers and encourage them to recruit veterans. Assets range from key visuals and short/long-form copy that can be adapted to suit different requirements to complete materials such as social posts, posters and email signatures.

Simply navigate to the relevant materials using this contents page, take a look at usage guidance and click the download button to get the high-res version of the asset to use.

The campaign idea, language and materials have been tested with both veterans and employers to sense check what works best to inspire and prompt action.

If you have any questions on any of the campaign materials provided, including how to use them properly, please contact [People-OVAComms@mod.gov.uk](mailto:People-OVAComms@mod.gov.uk).

# Contents of Materials

Op Ascend logo

## CAMPAIGN ASSETS FOR AN EMPLOYER AUDIENCE

- Narrative
- Key visuals
- Email copy
- Email signature
- Social media posts
- A4 poster
- Website banner
- Long & short-form copy

## CAMPAIGN ASSETS FOR A VETERAN AUDIENCE

- Narrative
- Key visuals
- A4 poster
- Social media posts
- Email signature
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- Long & short-form copy



OP ASCEND LOGO

The Op ASCEND logo is available in two colour ways (primary & secondary) to suit various background colours and campaign imagery. Both versions are available in CMYK and Optimised RGB for screen use.

When working with the logo you should only use original digital graphic files. Never redraw our logo, change it in any way or attempt to create it yourself. It is important that you use the Op ASCEND logo correctly and consistently across all uses.

Exclusion zone:

The minimum exclusion zone around the Op ASCEND should be equal to the full height of the ‘O’, from the word ‘Op’ in the identifier, on all sides.

Printed & Digital Media:

The Op ASCEND logo can be positioned in any corner on printed materials.

Print Size Guide (Logo height)

- A2 - 18mm
- A3 - 15mm
- A4 - 10mm
- A5 - 8mm
- A6 - 6mm

Digital Size Guide (Logo height)

- Desktop - 30px
- Tablet - 20px
- Mobile - 15px

Primary Logo



Secondary Logo



Download





**04.CAMPAIGN ASSETS**  
**FOR AN EMPLOYER AUDIENCE**



### NARRATIVE

The manifesto sets the tone and the ambition for the campaign and its objectives. It can be used as a guide for describing Op ASCEND in press releases, in internal communications or to inform email communications.

What people learn in the armed forces is invaluable to any employer.

Communication skills.

The ability to organise.

Professionalism. Resilience. Leadership.

These are the qualities that make great employees.

Not content to just fill a role, but there to help drive your team forward.

To tackle challenges you didn't even see coming.

So, if you have the chance to employ someone who's served in the armed forces, know that their experience can help take your business further. Beyond limits. Beyond expectations.

This isn't just another hire – it's so much more than that.

Because when you see what they bring,  
you'll see there's no one better for the job.

**FORMER ARMED FORCES. SKILLS THAT TAKE YOUR BUSINESS FURTHER.**



KEY VISUALS

Here are the selected and approved hero image/headline combinations for employer-focused uses, used to inform the design of all visual campaign assets, including posters, social posts, OOH, event materials, web and email assets.

You may require more or less copy in support of the images, depending on their purpose and location.



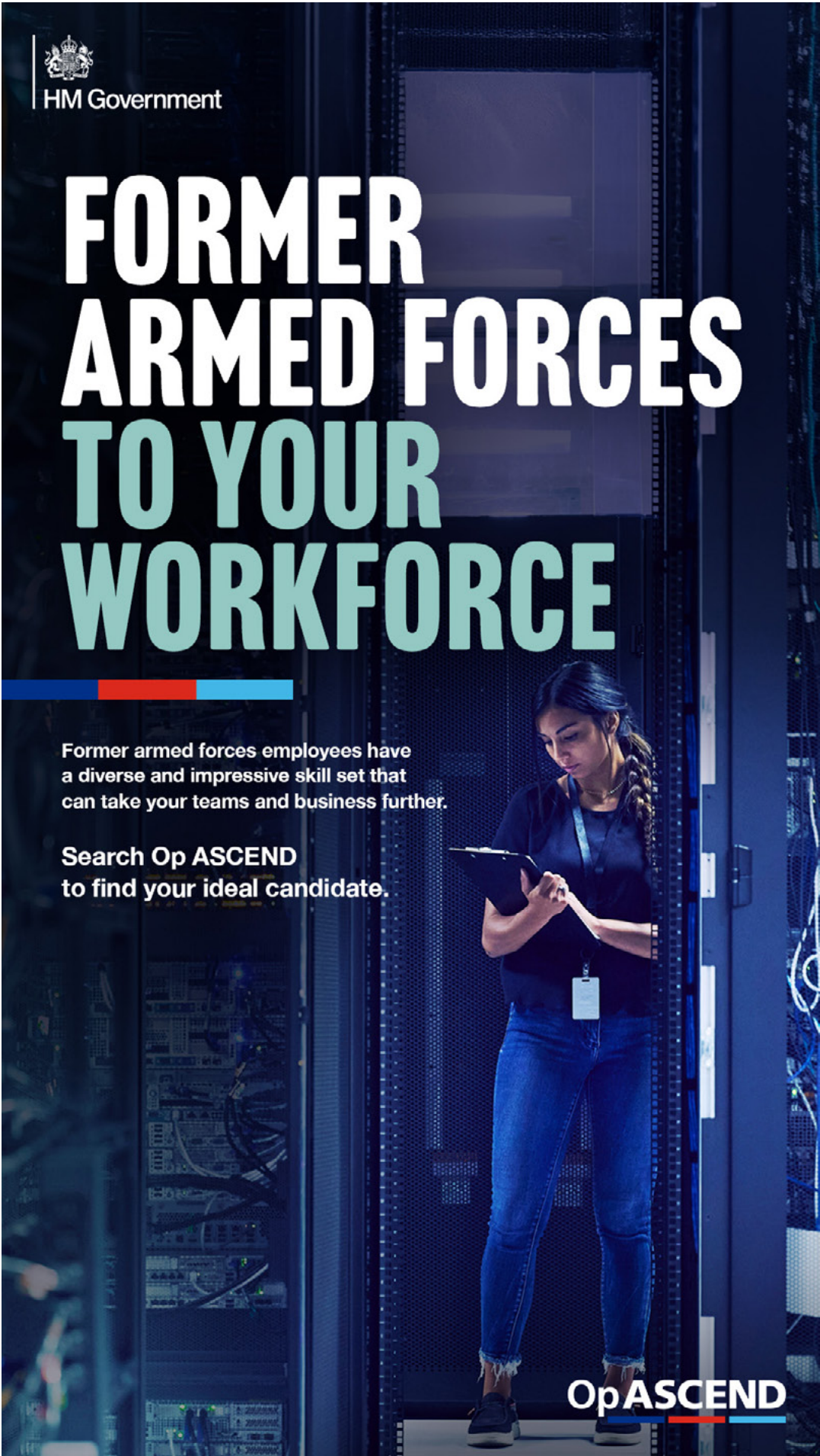
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EMAIL COPY

Here is an example piece of email communication to be sent to employers and businesses promoting Op ASCEND and its value to participating organisations.

We recommend and encourage personalising these communications with sector-specific language and statistics, where possible, to ensure their relevance and appeal.

EMAIL TO EMPLOYERS

**Subject: Struggling to Find the Right Talent? Here’s a Free Solution.**

Finding skilled, reliable employees is tough, but Op ASCEND makes it easy.

As a free government-backed service, Op ASCEND connects you with highly qualified candidates who’ve served in the armed forces and are ready to hit the ground running. No costly training, no uncertainty, just experienced professionals who bring leadership, creative problem-solving and resilience to your team from day one.

92% of former service personnel hold professionally recognised qualifications in areas like technology, engineering, education, healthcare and professional services [or insert relevant sectors if targeting the email to specific businesses], but it’s their drive, discipline and attention to detail that sets them apart. Their training has prepared them to adapt, their professionalism is unwavering and their diverse skill set has given them the ability to tackle any challenge head-on.

So skip the hiring headaches and tap into an outstanding talent pool of highly skilled professionals.

[Sign up to Op ASCEND](#) and discover how a former member of the armed forces can help drive your business forward.



EMAIL SIGNATURE

This email signature banner is available to any Government employees or partner organisations who wish to show their support for Op ASCEND.

We recommend that you hyperlink the email signature to this webpage: <https://careersafterservice.campaign.gov.uk/>

Supplied as .jpgs.

Email Signature



Download



SOCIAL MEDIA POSTS

Social assets are image-led with supporting copy supplied.

Across different social platforms the recommended length for in-image copy and accompanying copy may change. Please refer to these guidelines to ensure that you are posting with the correct specifications.

All assets have been checked for accessibility compliance.

We recommend that you hyperlink the social media posts to this webpage: <https://careersafterservice.campaign.gov.uk/>

Supplied as .jpgs.

1x1 – Meta



Post copy

Former armed forces employees have a diverse and impressive skill set that can take your teams and business further.

Tap into an outstanding talent pool for free and find ideal candidates for your organisation with Op ASCEND.

Download



SOCIAL MEDIA POSTS

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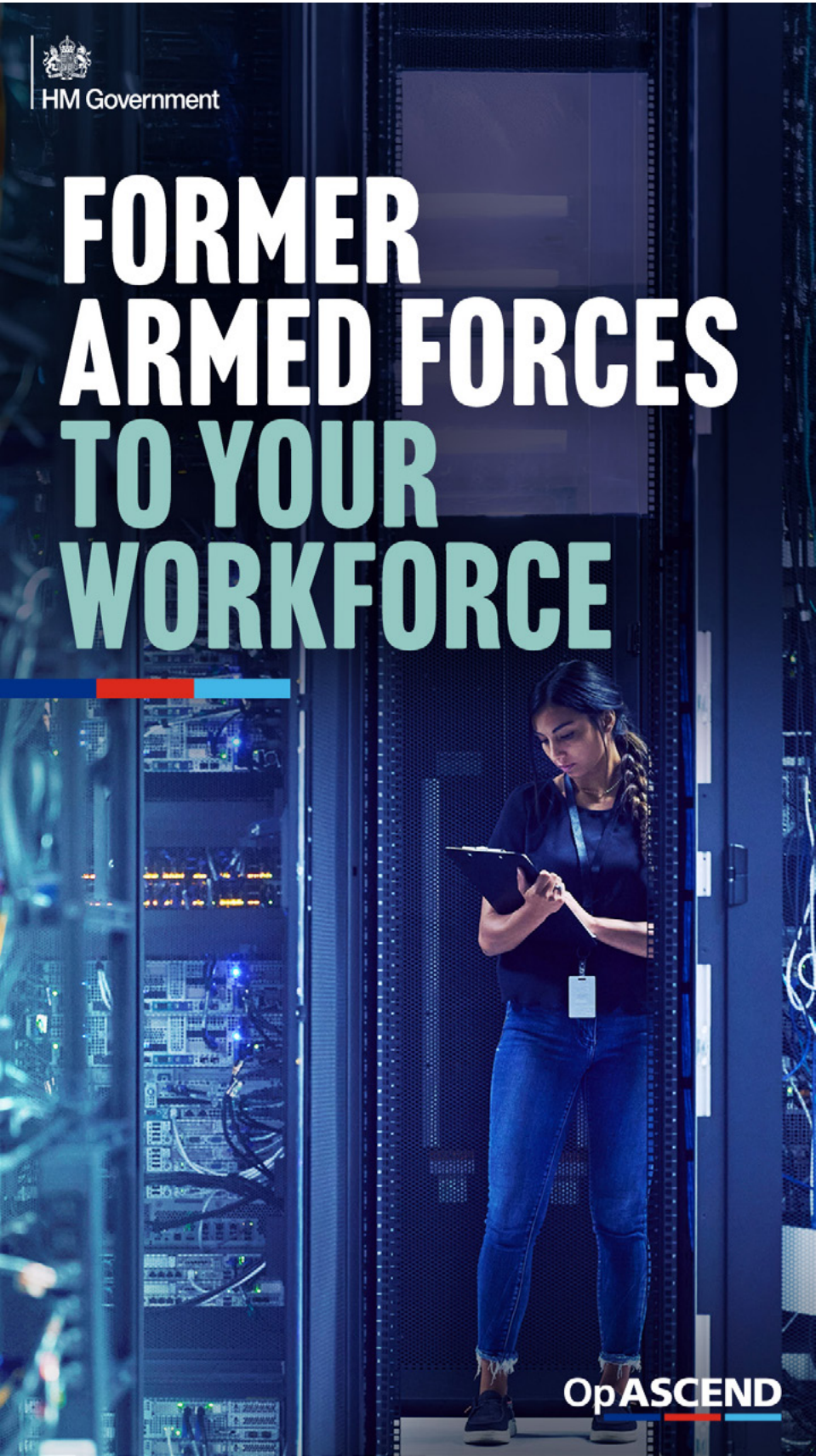
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9x16 – Meta



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1x1 – LinkedIn – In-feed



Headline

The forces take you further



Post copy

Former armed forces employees have a diverse and impressive skill set that can take your teams and business further.

Tap into an outstanding talent pool for free and find ideal candidates for your organisation with Op ASCEND.

Download



A4 POSTER

Posters in standard A-size formats promote the campaign and offer basic information with CTAs and directions to where employers can find out more.

Supplied as .pdfs.

A4 Poster



Download



DIGITAL BANNER

The website banner will drive awareness of Op ASCEND among employers and should be placed prominently on key web pages, such as the homepage or relevant sub pages. Try to ensure the banner remains visible, uncluttered and retains clear space around it for maximum impact.

The examples on this page are for both clickable and unclickable banners.

We recommend that for the clickable banner that you hyperlink to this webpage:  
<https://careersafterservice.campaign.gov.uk/>

Supplied as .jpgs.

Digital Banner – 2000 x 600 (this banner is to be used when a clickable link is included)



Digital Banner – 2000 x 600 (this banner is for use when the banner will not have a click-through link)



Download



LONG & SHORT-FORM COPY

Certain channels of communication will need to use more explanatory copy than is in our ads – for example on websites, in emails or leaflets. For these instances we have created both a short-form and long-form blurb that can be used to provide more information about the campaign and the ask of our audiences.

Short-form:

Brief and to the point by design, the short-form copy edit is to be used on most posters, OOH assets and social posts where assets are required to make a strong visual impact, with less copy to avoid distracting from the key elements.

E.g. social post copy, print/digital OOH, press

Long-form:

The long-form copy edit can be used in more targeted uses that may be less reliant on making an immediate visual impact, and where there is sufficient space and dwell time to include more information and context about the campaign and its value to employers.

E.g. Targeted emails, long-form copy ads, direct mail

Long-Form Copy

Former UK armed forces employees have the skills and experience needed to take your teams and business further.

Their professionalism, resilience, organisation and leadership skills learned and honed in service are invaluable to organisations like yours looking to optimise your workforce and deliver great results.

Op ASCEND’s specialist advisers will provide you with free guidance and match you with the ideal candidates for your business, sourced from an outstanding talent pool of former UK armed forces employees.

Sign up to Op ASCEND today.

Short-Form Copy

Former armed forces employees have a diverse and impressive skill set that can take your teams and business further.

Tap into an outstanding talent pool for free and find ideal candidates for your organisation with Op ASCEND.





# **05.CAMPAIGN ASSETS** **FOR A VETERAN AUDIENCE**



### NARRATIVE

The manifesto sets the tone and the ambition for the campaign and its objectives. It can be used as a guide for describing Op ASCEND in press releases, in internal communications or to inform email communications.

If you've previously served in armed forces and are searching for new and rewarding career opportunities, the skills you've learned in the forces are invaluable to any employer.

Your professionalism. Your resilience.

Your ability to organise and your attention to detail.

These are the qualities that employers are looking for.

Not just to fill a role, but to drive their teams further.

To tackle the challenges they didn't even see coming.

So as you start your next chapter,

know that what you've gained in the armed forces can take you further than you ever imagined.

Beyond limits. Beyond expectations.

This isn't just your next step – it's your launchpad to new opportunities.

Because when employers see what you bring, they'll see there's no one better for the job.

**FORMER ARMED FORCES. SKILLS THAT TAKE YOUR BUSINESS FURTHER.**



KEY VISUALS

Here are the selected and approved hero image/headline combinations for veteran-focused uses, used to inform the design of all visual campaign assets, including posters, social posts, OOH, event materials, web and email assets.

The headline messaging changes from the employer-focused assets to reflect the broad range of opportunities potentially available to veterans.

Different uses will require more or less copy in support of the images, depending on their purpose and location.



Download

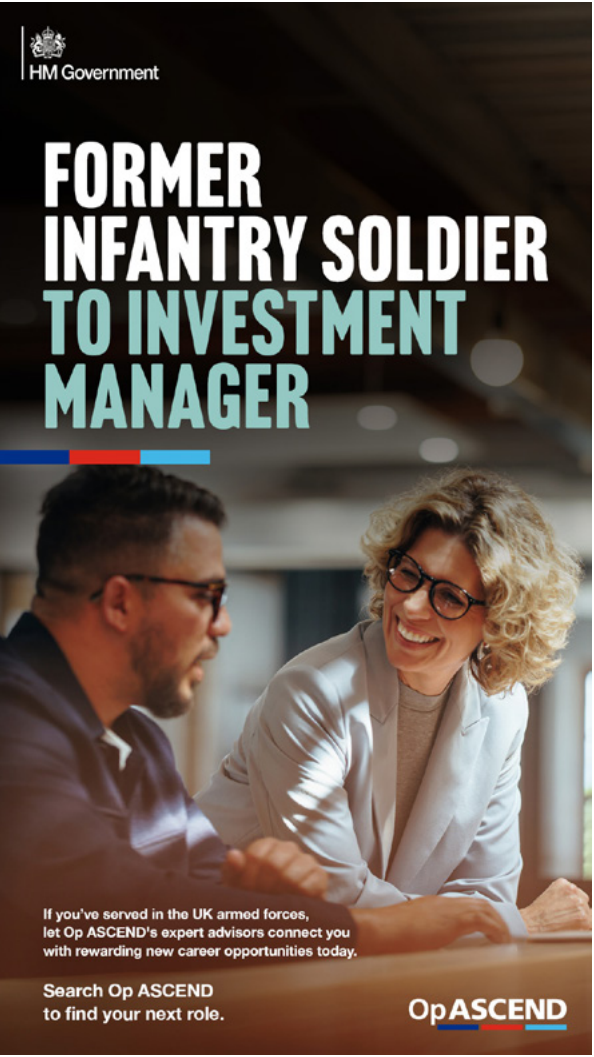
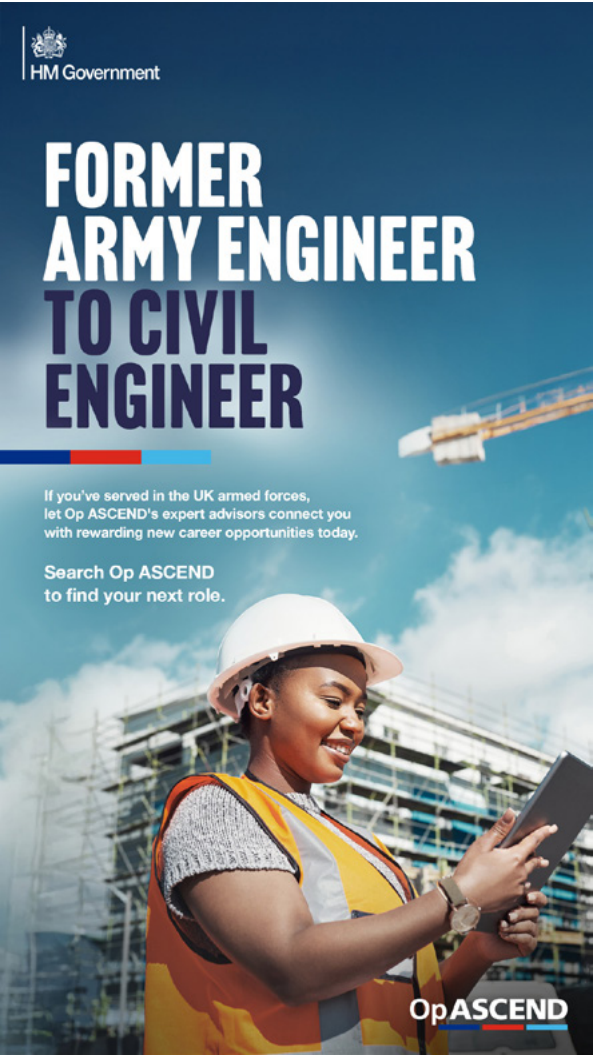
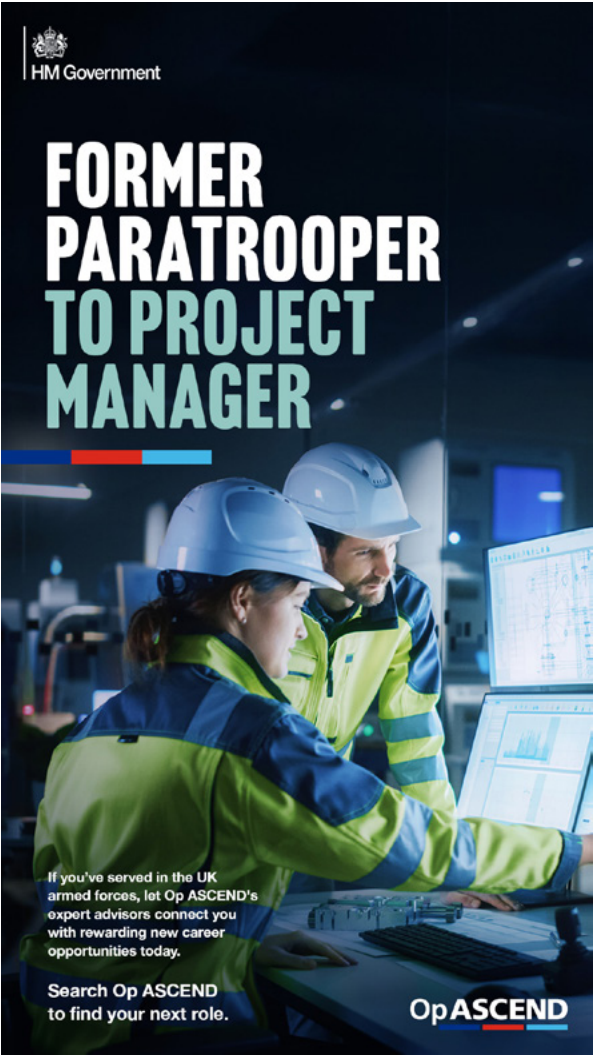
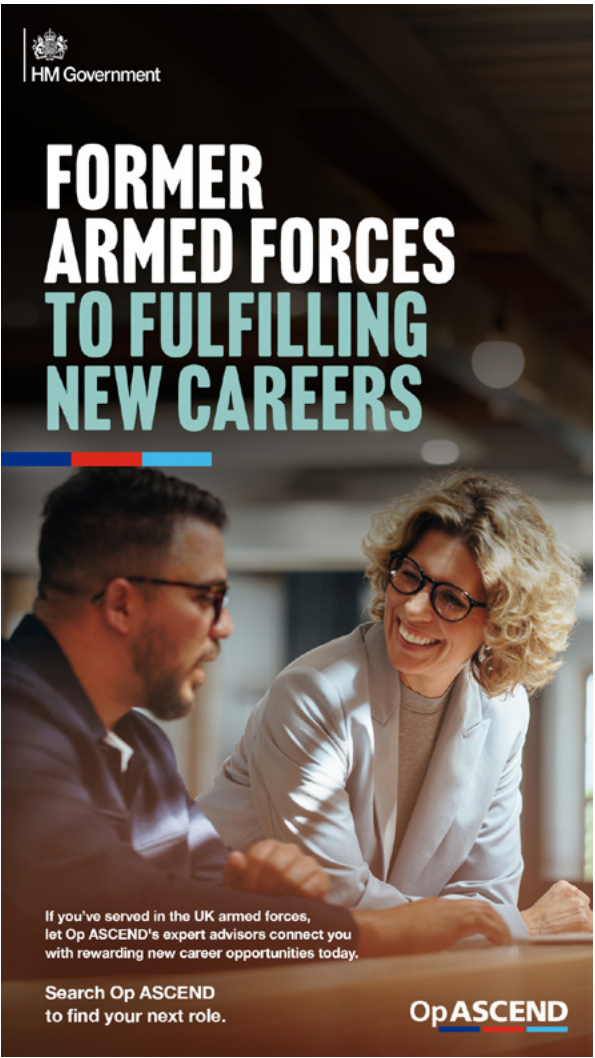


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A4 POSTER

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Supplied as .pdfs.

A4 Poster



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1x1 – Meta Explore



**Post copy**

Served in the UK armed forces?  
Let Op ASCEND's specialist advisors  
connect you with rewarding new  
career opportunities today.



Download



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Meta – In-feed 1080 x1350



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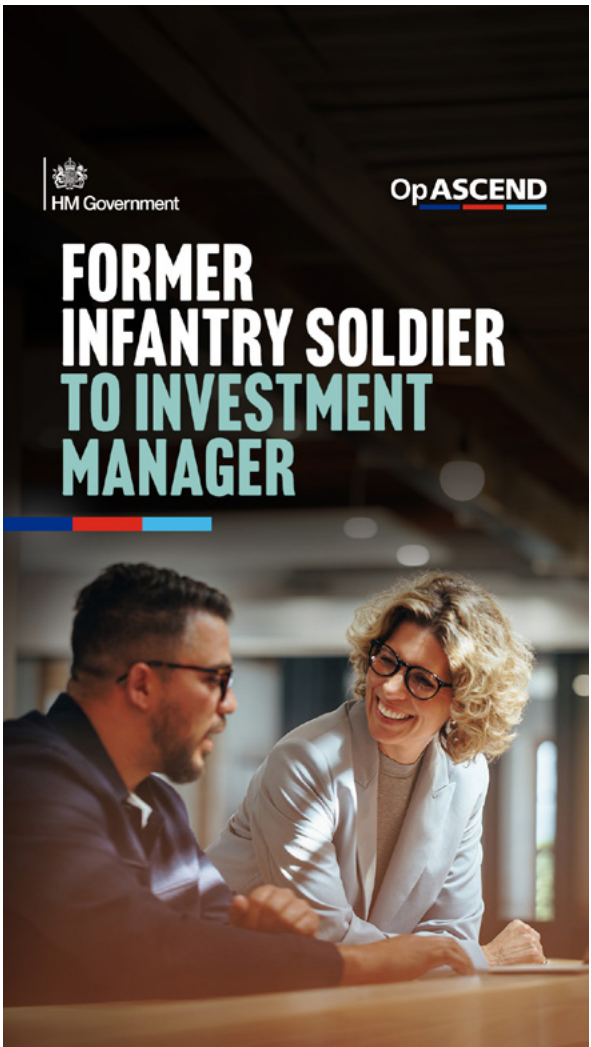
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Meta – Stories

Stories Safe Area



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Meta – Carousel



Post copy

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EMAIL SIGNATURE

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Email Signature



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DIGITAL BANNER

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Eg. Targeted emails, long-form copy ads, direct mail

Long-Form Copy

If you have served in the UK armed forces, your leadership skills, professionalism and resilience can open up a wide range of rewarding new roles.

Whether you’re looking to start a new career, or get further in your current one, employers in many different sectors are looking for candidates just like you to help drive their teams and businesses further.

Offering guidance and support through every step of the process, Op ASCEND is dedicated to helping you start your next chapter. You’ll be amazed at where your skills and experience can take you.

Let Op ASCEND’s specialist advisors connect you with rewarding new career opportunities today.

Short-Form Copy

Your skills as a former member of the UK armed forces are in high demand from employers.

You’ll be amazed at where your experience can take you.

Let Op ASCEND’s specialist advisors connect you with rewarding new career opportunities today.



# THANK YOU

For any queries on this campaign, or using the toolkit,  
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