

# BRANDING & COMMUNICATIONS GUIDELINES FOR ADULT EDUCATION BUDGET PROJECTS

July 2021

## Before you read on...

This document applies to all Adult Education Budget (AEB) providers that have received funding from the North of Tyne Combined Authority (NTCA). If you are funded through a different NTCA fund, please see the specific guidance for that fund.

Please contact the communications team at NTCA before you start a new piece of communications work, social media activity or use of our branding related to your AEB activity. We want to maximise the impact of your comms and we want to work with you to do that.

The most important thing to us is to create impactful communications that fairly reflect our role as a Combined Authority in receipt of a devolved Adult Education Budget. We are flexible on how this is done and want to work with you to represent NTCA and our branding in relevant and relatable ways.

## Telling the story

We find real people who have benefitted from an adult learning course are the best people to talk about it. They are more likely to resonate with our audiences and more people are likely to see, hear, and remember that this provision is available as a result. Giving opportunities to beneficiaries of AEB activity to tell their authentic story is likely to be the most successful approach to comms and is the approach we recommend.

We actively seek case studies from NTCA AEB providers to celebrate achievements and impact. Case studies require participant's consent prior to public use. We are happy to work with you to create quality case studies, so please get in touch.

Email: [communications@northoftyne-ca.gov.uk](mailto:communications@northoftyne-ca.gov.uk)

## **Getting our name right**

The first time we are mentioned in any communications we should be named in full as the 'North of Tyne Combined Authority'. After the first mention the only abbreviation you should use is NTCA. The first time you mention the Adult Education Budget please use the name in full, thereafter use the abbreviation AEB.

## **Describing our relationship with you when you need to describe it**

When describing your relationship with our organisation we must always be referred to in full. You have a choice of:

- a) This provision is funded by the North of Tyne Combined Authority Adult Education Budget
- b) This provision is part-funded by the North of Tyne Combined Authority Adult Education Budget
- c) This provision is supported by the North of Tyne Combined Authority Adult Education Budget

## **North of Tyne Combined Authority organisational descriptor**

The following NTCA descriptor should be used on your website, in your print documents and in press releases.

*The North of Tyne Combined Authority is a partnership of three local authorities: Newcastle City Council, North Tyneside Council, and Northumberland County Council and the North of Tyne Elected Mayor.*

*The North of Tyne Combined Authority has control of a devolved Adult Education Budget from Central Government. NTCA uses the devolved funds to boost the life chances and skills of people in Newcastle, North Tyneside, and Northumberland.*

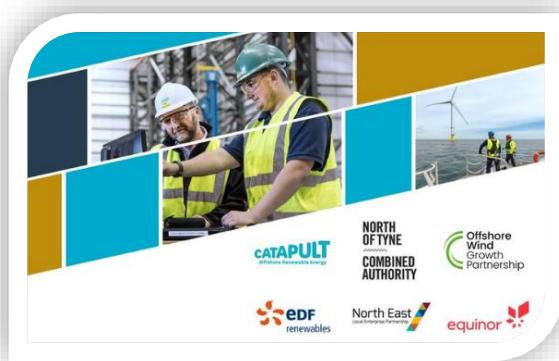
## When and how to use our logo

The NTCA logo used below is available on request from the comms team.



The size can be changed but the height/width ratio should not be – it should remain a square. Our logo should never be squashed.

We expect our logo will be included on your website and any print or digital media associated with work receiving funding. This may also include other forms of promotional materials (see other media below).



**You should use our logo whenever you use your logo.** Our logo should be equal or greater in size to yours and any other logos.



Our logo should always be black text with a white background. When the logo is used on an image or against a coloured backdrop it should remain in its white square.

## Using social media

We know that there isn't much space for text on social media, particularly on Twitter. We do not need a formal sentence in every post, but we do need some acknowledgement of our role in funding the project or programme in the post itself. Simply tagging us is not good enough.

## Examples of good practice on Twitter:

The image shows two separate tweets side-by-side. The first tweet is from @NTCouncilTeam, featuring a small logo of North Tyneside Council. The text discusses a Business Recovery Programme for businesses affected by COVID-19, mentioning The Dancers Pointe shop in Forest Hall. It includes a link: [bit.ly/3hxNtzU](https://bit.ly/3hxNtzU). The second tweet is from @NCLCarers, featuring a logo for 'Northumbrian Carers'. It discusses a partnership with @NorthTyneCA and @ntcarers, producing factsheets for carers to improve their employability and inform them about their rights. It includes a link: [#CarersRightsDay](https://bit.ly/3fGt38b).

### Tags for social media:

Twitter	@NorthTyneCA
Facebook for tagging	@NorthTyneCA
Facebook page	<a href="https://www.facebook.com/NorthTyneCA/">https://www.facebook.com/NorthTyneCA/</a>
LinkedIn for tagging	@North of Tyne Combined Authority
LinkedIn page	<a href="https://www.linkedin.com/company/north-of-tyne-combined-authority/">https://www.linkedin.com/company/north-of-tyne-combined-authority/</a>
#Hashtag format	#NTCAadulteducation

### Press releases, newsletters, and website articles

You should reference NTCA funding within the first three paragraphs of a press release, newsletter piece or website article. All press releases and PR campaigns must be signed off by the NTCA comms team prior to circulation. Please use the standard descriptors outlined above.

### Broadcast media, including radio, television, and podcasts

You should reference being funded by NTCA at least once in any interviews given by your spokespeople.

### Accessibility and Inclusion

NTCA expect all funded projects to follow best practice guidance for accessibility in the creation of all documents and comms using our logo and branding.

### Other media, large-scale and outdoor comms

Your project will require other forms of physical comms on site at your own expense. All large-scale comms must be approved by the comms team, see contact details on the first page. Please see the NTCA specification for large-scale and outdoor comms outlining the design requirements – <https://www.northoftyne-ca.gov.uk/support/business-guidance/>