

Before you read on...

This document applies to all businesses that have signed up to the North of Tyne Combined Authority's (NTCA) Good Work Pledge. If you are a NTCA funded organisation please see the specific guidance for the fund supporting you.

Please contact the communications team at NTCA before you start your initial communications work, social media activity or use of our branding related to your Good Work Pledge affiliation. 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 reflects our role in the region. 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 are benefitting from the Good Work Pledge 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 your business as a result. Giving opportunities to members of your team to tell their story is the most successful approach to Good Work Pledge comms and the approach we recommend.

We actively seek case studies from businesses to celebrate achievements and impact. Case studies require people'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

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. **Good Work Pledge should always be referenced in full, not abbreviated.**

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) [Insert business name] has been awarded the Good Work Pledge [Standard/Advanced] by the North of Tyne Combined Authority
- b) [Insert business name] is working towards the Good Work Pledge [Standard/Advanced] by the North of Tyne Combined Authority

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.

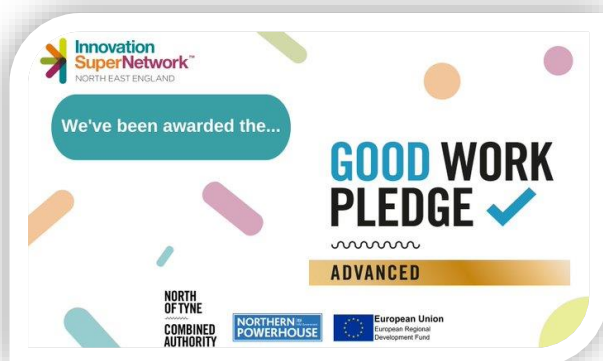
When and how to use our logo



The size can be changed but the height/width ratio should not be. Our logos should never be squashed.

We expect our logo will be included on your website and any print or digital media associated with your business.

The [NTCA logo is available here](#) and the Good Work Pledge by emailing goodwork@northoftyne-ca.gov.uk



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.

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. [Please see Good Work Pledge suggested social media posts.](#)



There are a selection of infographic designs available for use on social media, these are available by emailing goodwork@northoftyne-ca.gov.uk

Tags for social media:

Twitter	@NorthTyneCA
Facebook for tagging	@NorthTyneCA
Facebook page	https://www.facebook.com/NorthTyneCA/
LinkedIn for tagging	@North of Tyne Combined Authority
LinkedIn page	https://www.linkedin.com/company/north-of-tyne-combined-authority/
#Hashtag format	#NTCA #GoodWorkPledge

Press releases, newsletters, and website articles

You should reference NTCA within the first three paragraphs of a press release, newsletter piece or website article. [All press releases should follow the Good Work Pledge standard template available on our website and only use pre-authorised quotes.](#) Please use the standard descriptors outlined above.

Broadcast media, including radio, television, and podcasts

You should reference NTCA at least once in any interviews given by your spokespeople about the Good Work Pledge.

Accessibility and Inclusion

NTCA expect Good Work Pledge businesses to follow best practice guidance for accessibility in all documents and comms using our logo and branding.

Other media, large-scale and outdoor comms

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.](#)