

CENTRES FOR EXCELLENCE IN MATHS BRAND GUIDELINES; DELIVERY PARTNERS AND CENTRES

VERSION 1.0

UNDERPINNING EXCELLENCE

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01

INTRODUCTION

BRAND EXPRESSION WELCOME

These branding guidelines are specifically created for Delivery Partners and the 21 Centres and are designed to supplement the Education and Training Foundation (ETF) master brand guidelines which can be downloaded from the ETF website.

The aim of these guidelines is to ensure there is a consistent written description and visual identity for the Centres for Excellence in Maths programme.

Delivery Partners should use the ETF brand, whilst the **Centres** themselves can use their own branding, they should use the “ETF: Centres for Excellence in Maths” logo as this links their activity to the national programme.

Through these guidelines, we empower our partners to:

- reference ETF brand effectively and correctly
- create clear and effective marketing materials.

For branding sign-off, questions not covered and support, please contact:

CHARLEY FRANCIS

CHARLOTTE.FRANCIS@ETFFOUNDATION.CO.UK

BRAND EXPRESSION

ABOUT / KEY DESCRIPTIONS

The Centres for Excellence in Maths programme is a three-year national initiative funded by the Department for Education (DfE) and managed on its behalf by the Education and Training Foundation (ETF).

The programme

To deliver the Centres for Excellence in Maths programme, the ETF are utilising selected expert partners bringing years of Post-16 experience and extensive maths expertise. To deliver the programme's aims, the ETF and partners are working closely, collegiately and in conjunction with the Centres.

Relationship between ETF and partners to be included in the text of

any communications: [Delivery Partner] is working in partnership with the Education and Training Foundation to deliver this programme.

Naming Convention: The "brand name" will be "**Centres for Excellence in Maths**".

The written acronym will be "CfEM" or verbally 'The Centres programme'.

02

ETF BRAND SUMMARY GUIDELINES

BRAND EXPRESSION

OUR TYPEFACES

For details on specific typeface usage, please refer to example visuals on pages 21 and 22 of the master [brand guidelines](#).

NB: When it is not possible to purchase **Flama Condensed**, please use Arial.

Primary typeface

We should aim to use our primary typeface **Flama Condensed** in upper case in the graphic device but sentence case elsewhere. All weight of Flama Condensed should be left aligned and used to add emphasis and a sense of hierarchy. The minimum recommended size to use Flama Condensed 10pt.

FLAMA CONDENSED can be purchased from Village font, vllg.com

FLAMA CONDENSED BOLD

ABCDEF123456!@#\$
abcdef123456!@#\$

FLAMA CONDENSED BASIC

ABCDEF123456!@#\$
abcdef123456!@#\$

FLAMA CONDENSED BOOK

ABCDEF123456!@#\$
abcdef123456!@#\$

Supporting typeface

Roboto should be used for body copy. It should be set in sentence case and aligned left. Use different weight to add emphasis and a sense of hierarchy to communications. Body copy should be set at 10pt with a leading of 13pt.

Roboto can be downloaded from fonts.google.com

Roboto bold

ABCDEF123456!@#\$
abcdef123456!@#\$

Roboto bold Italic

ABCDEF123456!@#\$
abcdef123456!@#\$

Roboto Light

ABCDEF123456!@#\$
abcdef123456!@#\$

Roboto Light Italic

ABCDEF123456!@#\$
abcdef123456!@#\$

System typeface

Arial should only be used in instances where our primary and supporting typefaces are **not** available. Arial should be left aligned, with different weights used to add emphasis and create a sense of hierarchy in communications. Body copy should be set at 10pt with a leading of 13pt.

Arial bold

ABCDEF123456!@#\$
abcdef123456!@#\$

Arial bold Italic

ABCDEF123456!@#\$
abcdef123456!@#\$

Arial Regular

ABCDEF123456!@#\$
abcdef123456!@#\$

Arial Italic

ABCDEF123456!@#\$
abcdef123456!@#\$

BRAND EXPRESSION

SUGGESTED TYPEFACES SIZE

A range of type-sizes and leading values have been suggested. Final sizes should be chosen at the discretion of the designer based on final content and intended use.

FRONT PAGE TITLE

**FLAMA CONDENSED
BOLD 50 / 45 PT**

PAGE TITLES

**FLAMA CONDENSED BOLD
20 / 21 PT**
**WE SHOULD AIM TO USE OUR
PRIMARY TYPEFACE FLAMA
CONDENSED IN UPPER CASE
IN THE GRAPHIC DEVICE**
but sentence case elsewhere.

BODYCOPY

Roboto 10 / 13pt

Roboto light / *Light Italic* / **Bold** / *Bold Italic*

should be used for body copy. It should be set in sentence case and aligned left. Use different weight to add emphasis and a sense of hierarchy to communications.



QUOTES

**Flama Condensed Basic
18 / 18 pt**

QUOTE SOURCE

FLAMA CONDENSED BASIC UPPER CASE
12 / 13pt

SOURCES

Roboto Light 7 / 9pt

BRAND EXPRESSION

COLOUR PALETTE OVERVIEW

Our colour palette is confident and vibrant. These can be used across all our brand communications.

Please note: The colours displayed here may not accurately match to the actual colour printed on paper.

Print setup guidance

For print setup guidance please refer to pages 24 and 25 in the ETF master [brand guidelines](#).

Colour for print use

The colours shown below are for print only. Litho and digital printing should both use the CMYK values outlined here. **Avoid using tints of our colours.**

CMYK 0 90 65 0 PANTONE 199 U	CMYK 0 30 100 0 PANTONE 7549 U	CMYK 100 15 0 0 PANTONE PRO BLUE U
CMYK 80 0 70 0 PANTONE 2418 U	CMYK 30 100 0 0 PANTONE 277 U	CMYK 0 0 0 100 PANTONE BLACK 6

In special instances – usually where the print is limited to only one or two colours – the Pantone versions of the colours can be used. (Pantone colours should only be used when litho printing).

Colour for on-screen use

The colour values shown here should be used for any on-screen communications – web, email, Microsoft PowerPoint and Word. **Avoid using tints of our colours.**

RGB 229 28 65 HEX #E51C41	RGB 253 185 19 HEX #FDB913	RGB 0 113 248 HEX #0071FB
RGB 0 160 104 HEX #00A068	RGB 190 0 100 HEX #BE0064	RGB 0 0 0 HEX #000000

BRAND EXPRESSION

PHOTOGRAPHY

Our imagery has a reportage style. It should show a mix of people in different scenarios. Creating authentic, diverse and engaging imagery.

You can access our image library [here](#).

When choosing photography it is important that the imagery:

- features maths delivery in action where possible
- where possible features real people (not models) in real situations
- shows ethnic and gender diversity amongst teachers and learners
- features people looking interested, engaged and motivated
- document people in a learning or training environment to give context.

For more detailed on specific usage, please refer to examples in our master [brand guidelines](#).



BRAND EXPRESSION

tone of voice

The tone of voice used across all **Delivery Partner** communications should be open and engaging, authoritative but not arrogant.

Avoid jargon. Write in short, clear sentences.
Always write with the reader in mind.

OPEN

CONFIDENT

CLEAR

EXPERT

03

CENTRES FOR EXCELLENCE IN MATHS GUIDELINES (DELIVERY PARTNERS)

BRAND EXPRESSION

ETF & CENTRE FOR EXCELLENCE IN MATHS (CfEM) LOGO

Positioning

In all partner communications our ETF and Centres for Excellence in Maths (CfEM) logo must be positioned alongside each other and when possible placed in the upper top left corner.

Clear space and sizing

The 'X' height changes proportionally according to the size of the logo but it is always determined by the height of the 'bar' as shown to the right.



BRAND EXPRESSION

ETF & CfEM LOGO

Logo placement and alignment

Please ensure that the ETF & CfEM logo and your logo are scaled correctly so that they have equal visual weight, whilst ensuring that the clear space around the logos is consistent.

The ETF & CfEM logo lock-up must sit top left of the piece and your logo should be placed opposite on the right hand side.

Left Alignment

The ETF & CfEM logo aligns to the top left.



Equal visual weight between the logos

Right Alignment

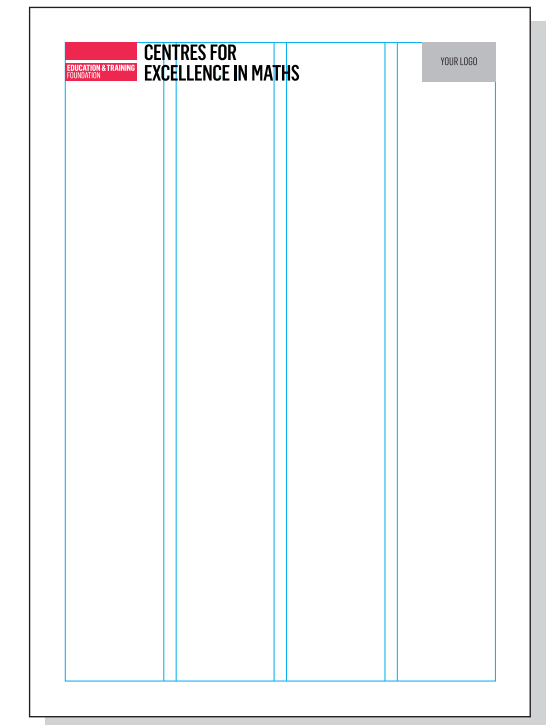
Your logo aligns to the top right.



Unequal visual weight between the logos

Alignment placement example

The ETF & CfEM logo should, where possible, align to the top left and your logo align to the top right, whilst adhering to clear space and logo height rules.



BRAND EXPRESSION

ETF & CfEM LOGO

Colourways

Our ETF logo and CfEM logo does not have particular colours attributed to them and can be used in any of the ETF brand colours. Under no circumstances should any text or graphic other than a programme name be coupled with the ETF logo.

Primary logo

Our logo visually represents our core thought of underpinning excellence. A distinctive form that utilises colour to display our personality.

Avoid categorisation or repetitive use of just one logo colour.

Whilst our coloured logo can sit on both white and photographic backgrounds, our black logo can be placed on white, photographic or coloured backgrounds.

Secondary logo

In instances where the logo sits on a coloured or photographic background, the logo can be reversed out. Please note: When placing a white logo on a coloured background, always ensure that the text colour within the logo matches that of the **background** (as shown opposite).

Primary logo



**CENTRES FOR
EXCELLENCE IN MATHS**



**CENTRES FOR
EXCELLENCE IN MATHS**



**CENTRES FOR
EXCELLENCE IN MATHS**



**CENTRES FOR
EXCELLENCE IN MATHS**



**CENTRES FOR
EXCELLENCE IN MATHS**



**CENTRES FOR
EXCELLENCE IN MATHS**

Secondary logo



**CENTRES FOR
EXCELLENCE IN MATHS**



**CENTRES FOR
EXCELLENCE IN MATHS**



**CENTRES FOR
EXCELLENCE IN MATHS**



**CENTRES FOR
EXCELLENCE IN MATHS**



**CENTRES FOR
EXCELLENCE IN MATHS**



**CENTRES FOR
EXCELLENCE IN MATHS**

BRAND EXPRESSION

DELIVERY PARTNERS AND DfE LOGO-BAR

The **Delivery Partners** and centres logo-bar demonstrates the relationship between ETF and our **Delivery Partners**. When we co-brand, we're lending the credibility of ETF to our **Delivery Partners** and centres.

For larger pieces such as exhibition panels or when the **Delivery Partners** and centres are the key discussion piece to the page a stacked version can be used to make better use of the space.

Hierarchy is key and the position of the logo-bar must not conflict with the ETF and Key **Delivery Partner** logo in position or size. The logo-bar should be positioned near the bottom of any delivery partner communications.

The logo bar should fit within the established margin/guidelines set by the master logos above.

The Delivery Partner logo-bar is arranged alphabetically.

LOCK UP LOGO TEXT

The following text must sit below the Delivery Partner lock up:

"Working in partnership with the Education and Training Foundation to deliver this programme."

Delivery Partners and DfE logo-bar

OUR PARTNERS



FUNDED BY



Department
for Education

Working in partnership with the Education and Training Foundation to deliver this programme.

Example of footer placement on back cover of brochure

OUR PARTNERS



FUNDED BY



Department
for Education



Working in partnership with the Education and Training Foundation to deliver this programme.

THANK YOU

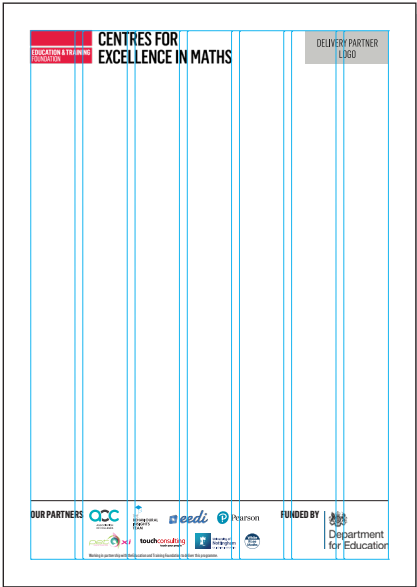
157-197 Buckingham Palace Road,
London SW1W 9SP

020 3740 8280
enquiries@etfoundation.co.uk
ETFFOUNDATION.CO.UK

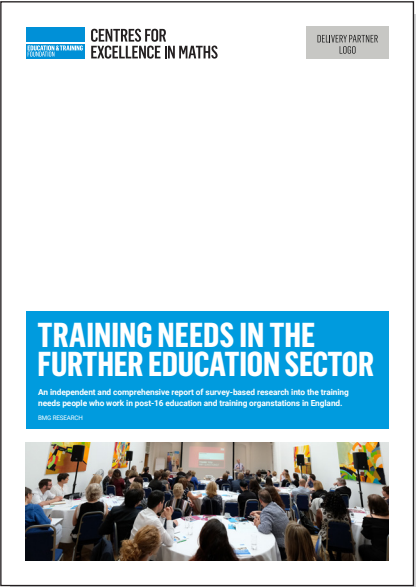
Company registration number
(England and Wales) 08540597.
Charity number: 1153859

BRAND EXPERIENCE PRINT

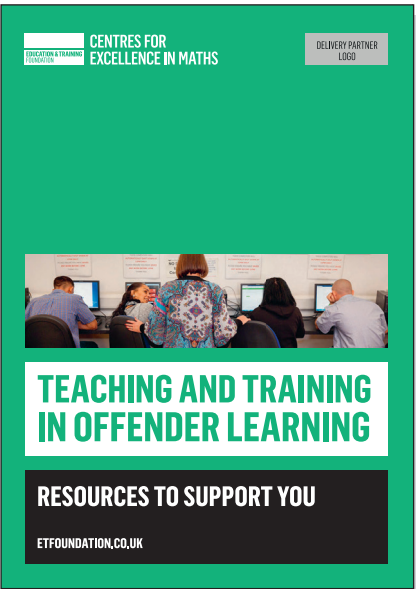
Letterhead example



Brochure examples



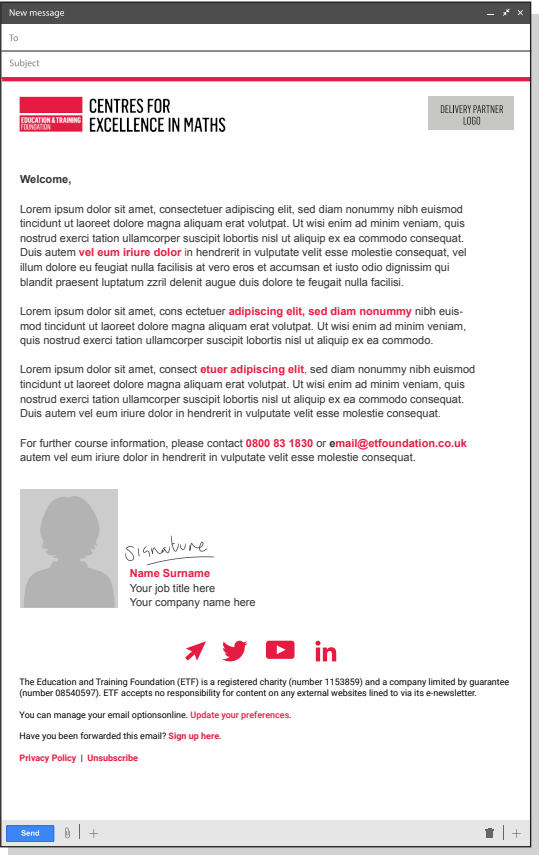
Order forms



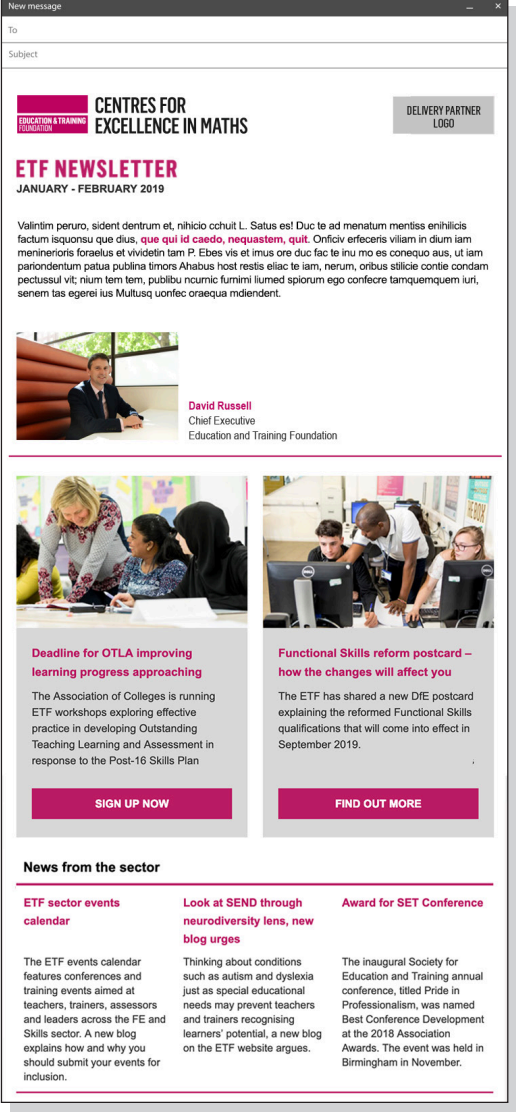
BRAND EXPERIENCE

EMAIL

Email example



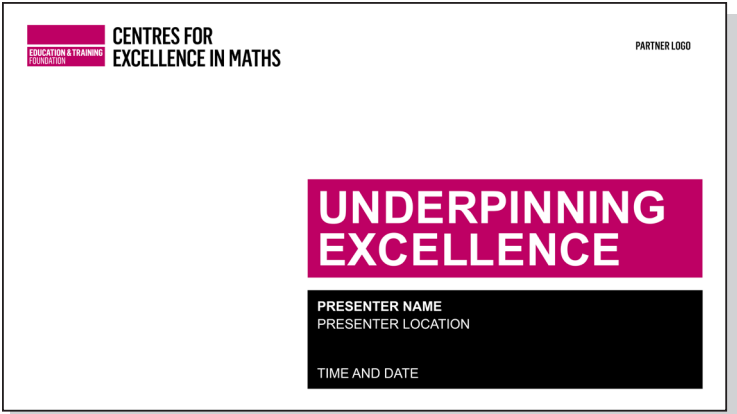
Email newsletter example



BRAND EXPERIENCE

POWERPOINT

Powerpoint example



04

CENTRES FOR EXCELLENCE IN MATHS GUIDELINES (CENTRES)

BRAND EXPRESSION

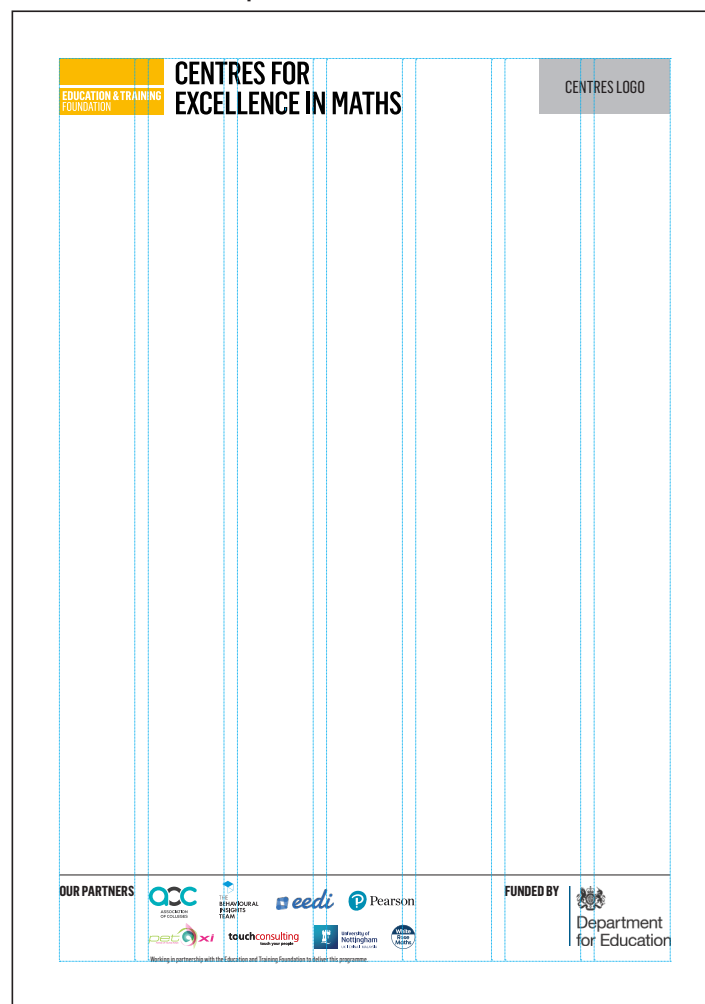
CENTRES LOGO PLACEMENT

Centres themselves can use their own branding, and, they can and are encouraged to use the “ETF: Centres for Excellence in Maths” logo on the top left or right as this links their activity to the national programme. The position of the “ETF: Centres for Excellence in Maths” is flexible so the position on the letterhead is just an example.

Please place where it is suitable with your own brand if it cannot go on the top.

Inclusion of the Department for Education logo and word lock up is also encouraged but **is also** optional.

Centres letterhead example



Optional