## 01 INTRODUCTION
- Welcome
- About / Key descriptions

## 02 ETF BRAND SUMMARY GUIDELINES
- Our typefaces
- Typeface sizes
- Colour palette
- Photography
- Tone of voice

## 03 CENTRES FOR EXCELLENCE IN MATHS GUIDELINES (DELIVERY PARTNERS)
- Positioning and clear space
- Logo placement and alignment
- Logo colourways
- Delivery Partners and DfE logo-bar
- Brand experience – Print
- Brand experience – Email
- Brand experience – Powerpoint

## 04 CENTRES FOR EXCELLENCE IN MATHS GUIDELINES (CENTRES)
- Centres logo placement
INTRODUCTION
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.
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 is 10pt. *Flama Condensed* can be purchased from Village font, [vllg.com](http://vllg.com).

**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](http://fonts.google.com).

**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.

For details on specific typeface usage, please refer to example visuals on pages 21 and 22 of the master *brand guidelines*.

[Ed T F] | CENTRES FOR EXCELLENCE IN MATHS | BRAND GUIDELINES | DELIVERY PARTNERS AND CENTRES | VERSION 1.0 | 07
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.

**BRAND EXPRESSION**
**SUGGESTED TYPEFACES SIZE**

**PAGE TITLES**
**FLAMA CONDENSED BOLD**
20 / 21 PT
WE SHOULD AIM TO USE OUR PRIMARY TYPEFACE FLAMA CONDENSED IN UPPER CASE 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
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.

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.

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).
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.
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.

Minimum 25mm
**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.

**Right Alignment**
Your logo aligns to the top right.

**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.

- **Equal visual weight between the logos**

- **Unequal visual weight between the logos**
## 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).
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.”
BRAND EXPERIENCE
PRINT

Letterhead example

Brochure examples

Order forms

Offender learning resources from the Education and Training Foundation
You can download a wide variety of resources to support offender learning.
Get in touch with the team via the contact form on the website.
FREE RESOURCES ORDER TODAY!

TRAINING NEEDS IN THE FURTHER EDUCATION SECTOR
An independent and comprehensive report of survey-based research into the training needs people who work in the further education sector. The report was commissioned by ET Foundation and implemented by BMG Research.

TEACHING AND TRAINING IN OFFENDER LEARNING
Resources to support you
ETFoundation.co.uk

OUR PARTNERS
FINANCED BY
Working in partnership with the Education and Training Foundation to deliver this programme.

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

EDUCATION & TRAINING FOUNDATION CENTRES FOR EXCELLENCE IN MATHS BRAND GUIDELINES; DELIVERY PARTNERS AND CENTRES
VERSION 1.0
BRAND EXPERIENCE

EMAIL

Welcome,

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For further course information, please contact 0800 83 1830 or email@etfoundation.co.uk

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Deadline for GTLA improving learning progress approaching

The Association of Colleges is running ETF workshops exploiting effective practices in developing Outstanding Teaching, Learning and Assessment in response to the Pupil Premium Plan.

Functional Skills reform postcard – how the changes will affect you

The ETF has shared a new DfE postcard explaining the reformed Functional Skills qualifications that will come into effect in September 2019.

NEWS FROM THE SECTOR

Look at SEND through neurodiversity lens, new blog urges

Thinking about conditions such as autism and dyslexia just as special educational needs may prevent teachers from understanding the learning potential, a new blog at the ETF website argues.

Award for SET Conference

The inaugural Society for Education and Training awards, held in Birmingham in November.
BRAND EXPERIENCE

POWERPOINT

Powerpoint example
CENTRES FOR EXCELLENCE IN MATHS GUIDELINES (CENTRES)
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.