

Marketing and Branding Guidance for providers delivering WYCC/ESF projects

July 2021

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Introduction

This guidance has been produced by the West Yorkshire Consortium of Colleges for marketing teams within the contracted training providers working to promote projects supported by funds secured from the European Structural and Investment Funds (ESIF) by WYCC.

Projects covered by these guidelines:

- Higher Performing Workplaces
- Collaborative Apprenticeships

1. Approval Process

Please send all designs in DRAFT to marketing@westyorkshirecolleges.ac.uk for approval. Approval and/or feedback will be provided within **10 working days**.

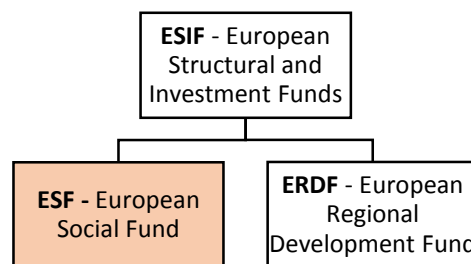
2. ESF Branding Guidance (summary)

In addition to this document, WYCC advises that you read the [European Social Fund Branding and Publicity Requirements](#) in full.

However, below are the key points from the document that you must adhere to, **but is not a comprehensive guide**.

2.1 General points about the ESF logo

The WYCC Higher Performing Workplaces and Collaborative Apprenticeships contracts receive funds from the European Social Fund (ESF) which is part of the European Structural Investment Fund (ESIF).



WYCC requires that the beneficiaries (contracted providers) use the **ESF logo in all cases** relating to these contracts.

If your organisation receives European Regional Development Fund (ERDF) funding as well, then you should use the ESIF logo on company-wide communication channels such as your website (see ESIF guidance for full details).

How to use the ESF logo:

- Full colour logos to be used on websites and as a preferred option, on all publicity.
- Monochrome logo can be used where justifiable.
- European Union should not be abbreviated to EU.
- Only one version of the ESF Logo should be used in a single piece of publicity material or project documentation, however, all versions of the Logo can be used alongside those of other funding partners provided the Logo is at least as large as the biggest of the other funding partner logos.
- ESF colours – Pantone Reflex Blue (100% process cyan and 80% process magenta) and Pantone Yellow (100% process yellow)
- Web colours – web palette Blue RGB 0/51/153 and Yellow RGB 255/204/0 (see ESIF guidance for more details)
- If used on a coloured background, put a white border around the rectangle which should be 1/25th of the height of the rectangle.
- Minimum acceptable sizes:
 - Landscape version width 40mm
 - Portrait version height 25mm

- Background should be uncluttered and ESF logo should be clear.
- The logo should have a suitable clearance zone around all edges and should not be placed directly against a document edge.
- Do not stretch or tilt the logo.
- [Download ESF logos](#)

2.2 Posters

At least one poster, a minimum of A3 size, should be displayed to the public at each of the places of project delivery. For example at reception, or the entrance to a building.

[Poster templates](#) are available in the **Members Area** of the WYCC website.

2.3 Print and publications

As well as displaying the logo, all public documents require a statement about the support from the ESF funds.

A comprehensive list of example publications can be found on page 21 of the [European Union guidelines](#) but includes reports and papers, certificates, media releases, case studies, brochures, job adverts.

You can use the following wording across all documents to adhere to this:

The Higher Performing Workplaces/Collaborative Apprenticeships (delete as appropriate) project is managed by the West Yorkshire Consortium of Colleges (WYCC) and funded by the European Social Fund (ESF).

Small promotional items such as pens will only require the European emblem plus the words European Union.

2.4 Website and electronic communications

You must have a web page on your website which includes

- ESF logo in full colour (visible without scrolling)
- Project aims
- Description of operation (project activities)
- Wording on funding support:

The Higher Performing Workplaces/Collaborative Apprenticeships (delete as appropriate) project is managed by the West Yorkshire Consortium of Colleges and funded by the European Social Fund (ESF).

- Results, when available (eg - include links to case studies)

The ESF logo must appear on your website in full colour.

For websites that are not set up solely for the ESF funded projects, (such as college or business websites) it is **optional but preferred** for the ESF logo to appear on the homepage.

The ESF logo or reference to ESF funds should be included in social media posts (#ESF as a minimum).

The ESF logo should be included in the email signatures of those involved in the projects.

The ESF logo should be included in presentations about the projects.

2.5 Media releases and PR

Media releases should include

1. ESF logo
2. Text reference within the main body of the release about the ESF funding
3. Standard text in notes to editors

Notes to editors:

The Higher Performing Workplaces (£1.5million)/ Collaborative Apprenticeships (£3.2million) project has received / is receiving up to £[INSERT AMOUNT] of funding from the European Social Fund as part of the 2014-2020 European Structural and Investment Funds Growth Programme in England. The Department for Work and Pensions is the Managing Authority for the England European Social Fund programme. Established by the European Union, the European Social Fund helps local areas stimulate their economic development by investing in projects which will support skills development, employment and job creation, social inclusion and local community regenerations. For more information visit <https://www.gov.uk/european-growth-funding>.

2.6 Events

All event material generated for ESF project-based events should include the ESF logo. For example tickets, stands and presentations.

2.7 Participants

All communication with participants should include the ESF logo and a text reference about the activity being funded by ESF.

2.8 Advertisements

Advertisements about the projects, including job adverts should reference ESF funds and include the ESF logo.

3 WYCC guidance

3.1 Logos

Please include the WYCC contract logo relevant to your contract on all published items including your dedicated web page (eg WYCC Higher Performing Workplaces, WYCC Collaborative Apprenticeships). All logos are available in the [Members Area](#) of the website.

Guidance: please use full colour on a white background, white out/colour on a black background and white out on a coloured background.

Each contract type has a sub logo which is available to use in communication and promotion about the training providers' offer within the projects (course promotion etc) including on the training provider's website.



We have also made a combined logo set of the individual logos with the ESF logo alongside which are available on the [Members Area](#) for example:



If you choose to use a design that complements the WYCC colour palette, the pantones are:

Orange

R255 G130 B0

Pantone ref: 151 C

Pink

R234 G96 B167

Pantone ref: 225 U

Black

R39 G37 B31

Pantone: Process Black C

You should include your company logo and, with permission, partner logos (eg employers).

3.2 Design - approval

Design any marketing and promotional items in a style that you feel is effective in reaching the target audience and send to WYCC for approval before publishing (see section 1). Email to marketing@westyorkshirecolleges.ac.uk

3.3 Websites – include a webpage about the project

Training providers contracted under the **Higher Performing Workplaces or Collaborative** contracts should include a web page about the project on your company website and include the content about the relevant project from Appendix 1.

Website checklist:

Dedicated project page with project information (appendix 1)	
ESF logo (on dedicated page)	
WYCC sub logo and/or WYCC logo (on dedicated page)	

(Content and Guidance - Appendix 1)

3.4 Social Media - Hashtags

Please use hashtags to reference the contract in all tweets about the activities.

#CollabApprenticeships or #HigherPerformingWorkplaces and #ESF

Please mention @WYCColleges in all tweets about the activities.

4 WYCC Members Area – collateral for you

Key contacts at your organisation will be granted log in details for the **Members Area** of the [WYCC website](#). You should request log in details for your marketing representative who can find all of the resources referred to in this document in the **Members Area**.

5 Evidence Tracking and Compliance – send final documents to WYCC

Please send final versions of all contract-related material to marketing@westyorkshirecolleges.ac.uk

Please name the file clearly with your company name, the project name abbreviated to HPW (Higher Performing Workplaces), Collaborative Apprenticeships (CA) type of promotion and date used. For example:

Training_Company_HPW_A5_Flyer_Feb_2020

This will be catalogued and used as evidence of the correct use of branding and promotional activity. This includes but is not limited to:

- All press releases related to the ESF projects
- Links to online media coverage generated from the projects
- Printed promotions (send as PDF if possible) including posters, flyers, advertisements (including job adverts), participant information/literature
- Electronic promotions including invites, advertisements (including job adverts), web banners, e-newsletters, presentation slides, videos, social media screenshots
- Link to the dedicated project website page(s) hosted on your site
- Photographs of ESF posters in reception/public areas in buildings used to host the delivery of the programmes
- Photographs of activities taking place including copies of written consent from those in the photos plus project title, date, venue, names and job titles/company where appropriate
- Radio advertisement scripts.

As part of your contract agreement with WYCC, **you are required to complete a case study on a regular basis (see contract agreement)**. The case study template is available in the **Members Area**.

6 WYCC Contact Information – help on hand

For all marketing enquiries please email: marketing@westyorkshirecolleges.ac.uk

WYCC Marketing and Communications Manager: Lucy Davies

Phone: 07773 338387

Please share all your stories with us on [Twitter](#) and [Linked In](#)

Appendix 1 - Website Content and Guidance

1. **Content for web** – choose relevant project information below to include on your dedicated webpage:

Collaborative Apprenticeships

The Collaborative Apprenticeships project aims to increase the quantity and quality of apprenticeships across the Leeds City Region.

Bradford College, Calderdale College, Luminare Education Group, Leeds College of Building, Shipley College and Wakefield College, Wakefield Council and the Textile Centre of Excellence will work in partnership with several local employers (including City of Bradford MDC) to deliver key pilot projects.

These pilot projects will test how to use the Levy within the region, along with testing new, 'wrap around' training and services for apprentices that will be funded by European Social Fund. This should enhance the apprenticeship experience and equip apprentices with the right skills to help businesses grow.

The project will support all sectors but will have a focus on the skills required to:

- enable the delivery of major capital/infrastructure schemes
- stimulate growth in the digital skills base for businesses in all sectors
- meet replacement demand in engineering and manufacturing
- support sustained growth in the health social care sector.

Collaborative Apprenticeships is managed by the West Yorkshire Consortium of Colleges and funded by the European Social Fund (ESF).

Find out more about [Collaborative Apprenticeships](#)

Higher Performing Workplaces

The WYCC Higher Performing Workplaces contract delivers packages of skills support to grow internal talent in SMEs.

Higher Performing Workplaces (HPW) will address the skills and productivity issues of employees in in sectors presenting the greatest opportunities for economic growth in Leeds City Region.

Higher Performing Workplaces aims to:

- Improve staff motivation, leadership, communication and teamwork;
- Increase staff retention;
- Enhance employee involvement and commitment to the company; and
- Ensure higher levels of financial performance by SME employers enhance and enable business strategy and operational planning to achieve growth.

Higher Performing Workplaces is managed by the West Yorkshire Consortium of Colleges and funded by the European Social Fund (ESF).

Find out more about [Higher Performing Workplaces](#)

2. Add information about WYCC:

About the West Yorkshire Consortium of Colleges (WYCC)

WYCC's vision is to seek funding, influence, support leadership and collaborate with businesses.

Working with the colleges and other partners, WYCC has secured over millions from the European Social Fund (ESF) to:

- provide new training and skills for those in low paid, low skilled work,
- help more people into higher level training,
- increase collaboration between businesses and training providers to improve the skills of the workforce.

3. Guidance for your web content

You must include:

- ESF logo in full colour and visible without scrolling (on this dedicated page, not necessary on your homepage)
- The WYCC logo or relevant WYCC project (sub) logo

You should add:

- Information about your project or courses that are deliverable under the contract you have been awarded.
- Contact information for employers to make an enquiry directly to your company.