

Want to [re]boot your career?



[re]boot branding and communications guidance

The following communications toolkit is for colleagues, partners and stakeholders to promote the FutureGoals [re]boot campaign.

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1. Approval Process

Whereas the LEP has provided campaign collateral to support your marketing activity, if you design any separate communications please send any 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, we advise 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.

General points about the ESF logo and logo lockups

The [re]boot contract receives 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 this contract.

To help you meet the ESIF guidance, you will find a variety of 'Logo lockup' files in the [Members Area](#) of the WYCC website. This is a combined file that includes [re]boot, LEP, WYCA and ESF logos and should be used on all project-related documents. **This lock up file should be used in all cases**

where the ESF logo is required.

General notes on using 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.
- ESF logo should be used in a prominent position and be equal in size to the largest other logo on the same promotional item/document.
- 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

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.

The poster template is available in the [Members Area](#) of the WYCC website.

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.

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

Website and electronic communications (see section 3 for details)

You must have a project-specific web page on your website.

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.

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

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

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

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 [re]boot project is receiving up to £1.5 million 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>.

Events

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

Participants

All communication with participants should include the ESF logo and a text

reference about the activity being funded by ESF.

Advertisements

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

3. LEP guidance

When introducing [re]boot please use the following text:

[re]boot FREE short courses are funded by Leeds City Region Enterprise Partnership (LEP) and the European Social Fund (ESF) to help people over the age of 18 to gain new skills and qualifications to either up-skill in their current role or change career. Delivered by Leeds Trinity University and West Yorkshire Consortium of Colleges on behalf of the LEP, the courses are available in construction, digital, manufacturing and engineering and creative industries. [re]boot courses are available to those living in Bradford, Calderdale, Craven, Harrogate, Kirklees, Leeds, Selby, Wakefield or York districts and are free of charge to all participants. For course details please visit futuregoals.co.uk/reboot

Training provider website page

Your website should have a dedicated [re]boot landing page.

You must include:

- [re]boot web banner that includes (provided on the [Members Area](#)) This will ensure that the ESF logo is visible in full colour, without scrolling (on this dedicated page, not necessary on your homepage), it includes the WYCC, [re]boot, LEP and WYCA logos.
- Description of operation (project activities) This is information about your project or courses that are deliverable under the contract you have been awarded (introduction copy available above)
- Wording on funding support:
[re]boot is funded by The Leeds City Region Enterprise Partnership (LEP) and the European Social Fund (ESF).
- Results, when available (include links to case studies)
- Contact information for individuals to make an enquiry directly to your college about your courses.
- A link to the FutureGoals website www.futuregoals.co.uk/reboot
- Your own photography can be used, however the provided campaign artwork should not be altered.

When describing a [re]boot course:

Below are suggested ways to introduce or describe a [re]boot course depending on what the course is and who the course is for.

- This course is designed for those employed or self-employed looking to improve their career options by gaining skills employers are looking for.

- This course is suitable for employed or economically inactive graduates who are underused or underutilised in the workplace and are looking to gain additional skills to improve their employment options.
- This course is suitable for graduates who are underused or underutilised in the workplace and are looking to gain additional skills to improve their employment options.
- This course is useful for those returning to work after an absence and may need to top up on their technical skills.
- This course is useful for those returning to work after an absence and may need to top up on their digital skills.
- This course is co-designed and endorsed by (Insert employer name).
- Particularly suitable for adults, employed, self-employed or economically inactive looking to gain additional digital skills required in the modern workplace.
- Suitable for adults with a Level 2 qualification and looking to upskill to a Level 3.
- Suitable for adults with a Level 3 qualification and looking to upskill to a Level 4.
- This course is designed for adults, employed, self-employed or economically inactive to gain a technical skill to improve their career options.

Suggested social media messaging:

Below is suggested messaging to be used across your social media channels.

Please include [re]boot within the text and use #futuregoals on all social media posts.

These can be adapted to fit with the course(s) you wish to promote.

- Do you want to [re]boot your career? We have a range of short [re]boot courses to help you develop the skills employers want. Find out more at futuregoals.co.uk/reboot #futuregoals
- Have you thought about adding a new or technical skill to your CV? We have a range of [re]boot courses available. Find a course in digital/creative/manufacturing and engineering/construction at (insert course URL) #futuregoals
- Stuck in the gig economy? Maybe it's time for a career that's more permanent. Join a free [re]boot course in construction/creative/digital/manufacturing and engineering to find a job you love. Find out more at futuregoals.co.uk/reboot #futuregoals
- Are you a graduate and not using your skills and qualifications to the max? Find a [re]boot course to give your skills a boost and help you into employment #futuregoals
- Bored of your job and considering a career change? We have many short

A project delivered by:

[re]boot courses to improve your career options and give you new skills. Find out more at futuregoals.co.uk/reboot (or insert course URL) #futuregoals

- Returning to work after an absence? Build your confidence and boost your skills with a free short [re]boot course. Learn more at futuregoals.co.uk/reboot #futuregoals

LEP social media handles

Please tag @LeedsCityRegion into any social media posts.

4. Campaign collateral

These will be provided separately to this document and will be electronically available on the WYCC [Members Area](#) of the website.

- A3 posters printed for distribution to delivery partners and accessible, public places
- A5 empty belly leaflet designed for you to add in course content or promotional messages and can be sent as PDF by email
- Pull Up banners, one banner provided for each college or university will be delivered to you.
- Web banners designed to your required specifications
- Social media graphics provided for LinkedIn, Facebook and Twitter
- Logo 'lock up' including FutureGoals [re]boot, LEP, West Yorkshire Combined Authority and ESF
- Photography can be used in addition to the social media graphics.

5. Evidence tracking

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