

Brand Guidelines

Revised September 2023



BRAND GUIDELINES

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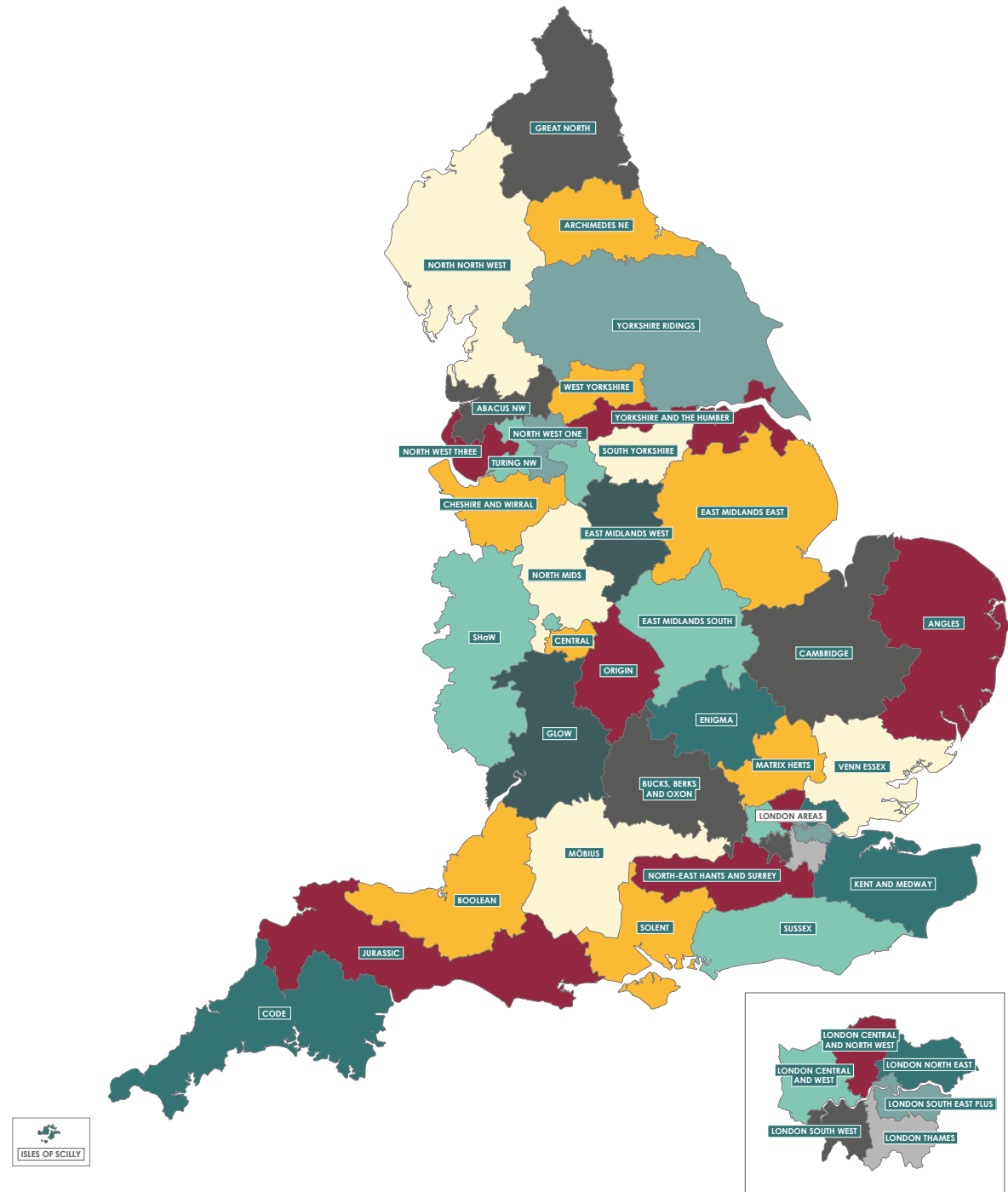
BRAND GUIDELINES

01 BACKGROUND TO THE MATHS HUBS PROGRAMME

The core purpose of the Maths Hubs Programme, coordinated by the NCETM, is to help schools and colleges lead improvement in mathematics education in England. Maths Hubs seek to harness all the maths leadership and expertise within an area, to develop and spread excellent practice, for the benefit of all pupils and students. They are part of the wider development of school-led system leadership in England.

The 40 Maths Hubs serve the whole of England. Each Maths Hub is open to working with any state-funded schools and colleges, from Early Years providers to post-16 institutions, in the geographical area that it covers. Each Maths Hub is made up of a partnership of schools, colleges and other organisations working together to provide support for maths teaching in a particular region of England.

In coordinating the Maths Hubs Programme, the NCETM seeks to provide support and guidance to all hubs and their teams. These brand guidelines are designed to be used by the Hub Leadership and Management Team, including project managers/hub coordinators. Hubs are also strongly advised to share them with LLME including Work Group Leads.



BRAND GUIDELINES

02 VALUES AND TONE OF VOICE

Values guide what we do.

They are the principles that underpin all that we say, the words and images we use and the approach we take.

Whilst a number of words could aptly describe us, a few stand above the rest. It's these that we hold closely.

An NCETM team survey as well as feedback from a selection of maths professionals determined 'respectful', 'credible' and 'thought provoking' to be the most fitting descriptors to our work.

Core values

Respectful

...of the profession, but not inauthentic.



Credible

...as in respected, but not overly serious or heavily authoritative.



Thought provoking

...as in engaging, but not revolutionary.



Some other words to describe us

Thorough, Valid, Credible, Helpful, Inspiring, Dynamic, Focused, Motivational, Pioneering, Trustworthy, Respectful, Honest, Understanding, Celebratory, Practical, Mature, Safe, Calm, Engaging. Harmonious, Polished, Stylish, Light, Bright.

BRAND GUIDELINES

03 INDIVIDUAL HUB

MAIN LOGO

Main

This should be used where possible, always against a white background.

- ✓ White background
- ✓ Use the supplied EPS file for print work and the JPEG and PNG for web based use
- ✓ Maintain a safe negative space around the logo (i.e do not position too close to text or other images)
- ✗ Do not overlay onto a colour visible within the logo
- ✗ Do not distort or modify in any way
- ✗ Do not use the logo smaller than 30mm in width for print work, or smaller than 180 pixels wide on screen
- ✗ Do not combine any part of the brand with any other logo or brand

Please see **Copyright and Ownership** for advice and guidelines surrounding ownership and copyright.

Main



Additional



BRAND GUIDELINES

04 INDIVIDUAL HUB ADDITIONAL LOGO

Additional

A single colour version of the logo may be used if single colour printing is required. Judgement should be made on which option is preferable to achieve maximum contrast.

- ✓ White background
- ✓ Use the supplied EPS file for print work and the JPEG and PNG for web based use
- ✓ Maintain a safe negative space around the logo (i.e do not position too close to text or other images)
- ✗ Do not overlay onto a colour visible within the logo
- ✗ Do not distort or modify in any way
- ✗ Do not use the logo smaller than 30mm in width for print work, or smaller than 180 pixels wide on screen
- ✗ Do not combine any part of the brand with any other logo or brand

Please see **Copyright and Ownership** for advice and guidelines surrounding ownership and copyright.

Main



Additional



BRAND GUIDELINES

05 SUPPLEMENTARY HUB LOGOS

All Maths Hubs are provided, at the start of each academic year, with two sets of supplementary logos: those to share with their LLME, and those to share with engaged schools and other organisations.

It is important that these are only given to people and organisations approved by the hub, and that they are kept up to date; they have the academic year on the logo.

More details about these logos and how to use them is available in the Communications folder in Knowledge Base.

- ✓ Share logos with LLME and schools taking part in Work Groups each year
- ✓ **Share the guidance with LLME and schools so they know where/when to use the logo**
- ✓ Keep the logos updated by sharing new ones each academic year
- ✓ **Encourage schools and LLME to use them on websites and email signatures respectively**
- ✗ Do not modify or distort the logos
- ✗ **Do not keep files once they are out of date**
- ✗ Do not distribute logos to anyone other than current LLME or schools/organisations engaged with the hub



LLME



BRAND GUIDELINES

06 WORKING WITH THE NCETM LOGO

Main

This is to be used on each hub's own website, and should also be used on relevant printed materials.

- ✓ White background
- ✓ **Use the supplied EPS file for print work and the JPEG and PNG for web based use**
- ✓ Maintain a safe negative space around the logo (i.e do not position too close to text or other images)
- ✗ Do not use the standard NCETM logo as this is for NCETM usage only
- ✗ **Do not distort or modify in any way**
- ✗ Do not use the logo smaller than 30mm in width for print work, or smaller than 180 pixels wide on screen

Additional

A single colour version of the logo may be used if single colour printing is required. Judgement should be made on which option is preferable to achieve maximum contrast.

- ✓ White background
- ✓ **Use the supplied EPS file for print work and the JPEG and PNG for web based use**
- ✓ Maintain a safe negative space around the logo (i.e do not position too close to text or other images)
- ✗ Do not use the standard NCETM logo alongside individual hub logo
- ✗ **Do not distort or modify in any way**
- ✗ Do not use the logo smaller than 30mm in width for print work, or smaller than 180 pixels wide on screen



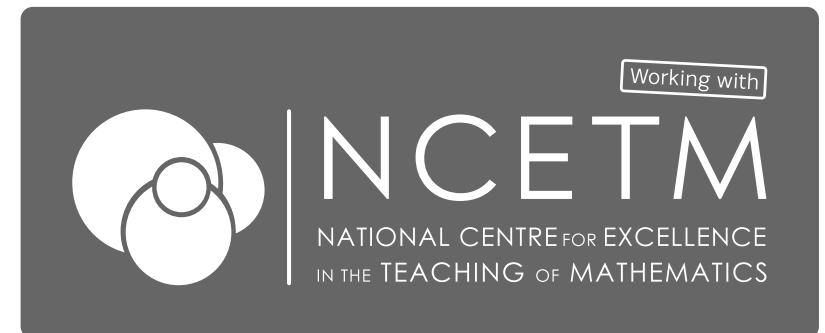
Main – working with

Working with

Additional – working with



Working with



Working with

BRAND GUIDELINES

07 OLD BRANDING

In summer 2020, new logos (including a new colour palette) were launched for the NCETM and Maths Hubs, including for individual hubs. There should no longer be any old logos used anywhere online, in print, or in any other circumstance.

This includes old PD Lead logos and old CPD Standard logos. New PD Lead logos are shared with each newly accredited cohort, and the CPD Standard no longer exists so the logo is entirely defunct. Please check all templates, marketing materials, email signatures etc. and delete any that feature old branding.

Maths Hubs are responsible for keeping their branding up to date and for using the correct logos. Hubs will be asked to remove any old versions of their own logos or others that feature old branding.

- ✓ Check all logos used on templates, websites, social media, marketing materials etc. and permanently delete old ones
- ✓ **Ask LLME to do the same**
- ✓ Contact the NCETM Comms Team if you need new copies of your hub logo (EPS, PNG or JPEG)
- ✗ Do not print, publish or share anything featuring old branding
- ✗ **Do not allow LLME or other organisations to use any old branding**
- ✗ Do not keep electronic copies of old logos or templates

New NCETM logo



New individual Maths Hubs logo



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08 COPYRIGHT AND OWNERSHIP

General advice

To guard against improper use of the NCETM and Maths Hubs brand, it's important to follow strict guidelines.

- ✗ Do not use the logo or brand elements in a way that implies endorsement or sponsorship of any kind
- ✗ Do not use in any way that could infringe on the trademark, copyright or other proprietary rights of any party
- ✗ Do not send out spam communications using the logo
- ✗ Do not allow anyone outside the hub to use the hub's own logo without the hub's permission
- ✗ Do not combine any part of the brand with any other logo or brand i.e. do not take the emblem element of the Maths Hubs logo to use in other settings
- ✗ Do not create individual hub logos other than those provided by the NCETM featuring the hub's name



BRAND GUIDELINES

09 TYPEFACE

Primary

Century Gothic in Bold is used to deliver headlines with a high impact.

As general guidance:

✓ Headlines, bold and lowercase

✗ All caps to avoid wrong tone of voice

Secondary

Muli in Bold is used for subheadings to compliment the headline typeface.

As general guidance:

✓ Subheaders, bold and lowercase

✗ All caps to avoid wrong tone of voice where possible

Muli in Light is used for website copy and should be used for all body text. Where not possible, Arial can be substituted.

As general guidance:

✓ Body copy, light and lowercase

✗ All caps to avoid wrong tone of voice where possible

Primary

Century Gothic | Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

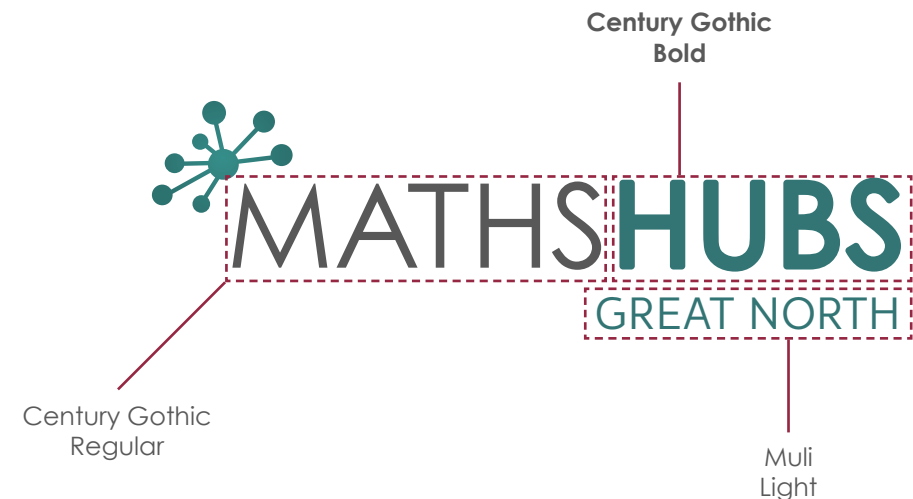
Secondary

Muli | Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Muli | Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



BRAND GUIDELINES

10 COLOURS

Primary

These colours largely derive from the four circles that make up the NCETM logo and help to build brand awareness and familiarity.

- ✓ Use as first choice of colours
- ✗ Do not increase the gradient scale
- ✗ Do not distort in any way

Secondary

These colours offer a flexible palette for which contrast can be achieved.

- ✓ Use to support primary colours to increase visual impact
- ✗ Caution is required when considering typing with Selective Yellow or Cornsilk. It needs to be accessible

RGB R89 G89 B89 CMYK C59 Y49 Y48 K41 HEX #595958 Pantone 425 C	RGB R52 G117 B116 CMYK C78 Y33 Y49 K20 HEX #347574 Pantone 7475 C	RGB R63 G91 B92 CMYK C73 Y44 Y50 K38 HEX #3f5b5c Pantone 5477 C	RGB R130 G198 B180 CMYK C53 Y1 Y36 K0 HEX #82c6b4 Pantone 564 C	RGB R123 G165 B163 CMYK C56 Y21 Y35 K4 HEX #7ba5a3 Pantone 5493 C
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Davys Grey

Myrtle Green

Dark Slate Gray

Middle Blue Green

Cadet Blue

Primary

RGB R151 G39 B66 CMYK C27 Y93 Y54 K27 HEX #972742 Pantone 7420 C	RGB R251 G186 B51 CMYK C0 Y31 Y85 K0 HEX #fbba33 Pantone 136 C	RGB R251 G245 B212 CMYK C3 Y2 Y23 K0 HEX #Fbf5d4 Pantone P 2-1 C	RGB R255 G255 B255 CMYK C0 Y0 Y0 K0 HEX #ffffff
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Big Dip Oruby

Selective Yellow

Cornsilk

White

Secondary



BRAND GUIDELINES

11 RELATIONSHIPS WITH OTHER ORGANISATIONS

Maths Hubs are funded by the DfE and coordinated by the NCETM. As a general rule, hubs should remain impartial and not endorse, or appear to endorse, other organisations, especially commercial organisations. A Maths Hub is its own entity, and is not synonymous with the Hub Lead, the Lead School/College/Trust, or any other individual or organisation. For example, the Lead School/Trust shouldn't use the term 'our Maths Hub' in an exclusive way. Any school in the hub region might also use that term.

- ✓ Hubs may speak to the press, but are strongly encouraged to contact the NCETM Senior Comms Manager first if contacted by the press, especially if government policy is concerned
- ✓ **Hubs should make it clear that they are a partnership led by a Lead School/College/Trust, but not that the hub is part of the Lead School/College/Trust. The Lead School/College/Trust is the maths system leader enabling the partnership to do its work**
- ✗ Hubs may not offer an opinion on government policy of any kind
- ✗ **Do not use the branding of the Lead School/College/Trust on Maths Hubs materials, as this can create confusing double messaging**
- ✗ In external communications and conversations, underplay the role of the Lead School/College/Trust so that people understand the hub area served and the network/partnerships, rather than the role of one institution
- ✗ **Do not promote other commercial organisations in a way which suggests that the Maths Hub endorses them or encourages schools to work with them. Mentioning a company (that echoes the values and approaches of the NCETM and Maths Hubs) in a newsletter or on a website is acceptable, but this should be balanced and not favour one particular organisation**
- ✗ Do not agree to share or promote another organisation via any marketing materials, even if they are working with the hub



BRAND GUIDELINES

12 STYLE GUIDE

There are various words and phrases that are written in a particular way by the NCETM, and which hubs should aim to emulate, particularly in external communications. This helps cement consistency across the network, and ensures that the professional development offered by hubs is synonymous with high quality. For a copy of the full style guide, contact the NCETM Communications Team.

Use	Don't use	Rationale/amplification
Cohort 2	cohort 2	Capitalise when referring to a cohort of people receiving NCETM training, not a general group.
Cohort Lead	Cohort lead, cohort lead	Capitalise both words when referring to someone leading a programme
CPD, continuing professional development	Cpd, continuous professional development, PD	PD is not a well-known term in the education world.
headteacher	Headteacher, head teacher	Capitalisation is not required for this role unless used directly after someone's name as a title.
hub, hubs	Hub, Hubs	When referencing hubs and not Maths Hubs, capitalisation is not required.
Lead School/College/Trust (of a Maths Hub)	Lead school, lead school	Capitalised because it's a title.
Mastery Advocate	Mastery advocate, mastery advocate	Capitalise both words as it is a title.
Maths Hubs	Maths hubs, maths hubs, Hubs	Maths Hub is a title – both words always capitalised.
Maths Hub Lead	Maths Hub lead	A title.
Maths Hubs Network	Maths Hubs network	A title.
Maths Hubs Programme	Maths Hubs programme	A title.
maths lead	Maths Lead	A generic description of a role in a school.
mastery	Mastery	No capital required unless part of a programme title.
Mastery Specialist	mastery specialist, Mastery specialist	A title.
MHPod	MH Pod, MHPOD	Only for use within the NCETM/hubs.
the NCETM	NCETM	The NCETM is a singular entity (followed by 'is', not 'are').
NCP23-05, NCP23-14	NCP 23 05, NCP23/14	No gaps, one short hyphen.
post-16	Post-16, post 16	
Primary Mastery Specialist	Primary mastery specialist, primary mastery specialist	A title, all words capitalised.
pupils, students, children	Learners	Primary and below: use 'children' or 'pupils' Secondary and above: use 'students' Cross-phase: use 'pupils'.
ready-to-progress	ready to progress	Always hyphenated.
Reception	reception, R year, R Year	Capitalised (like Year 1 etc.)
Secondary Mastery Specialist	Secondary mastery specialist, secondary mastery specialist	A title, all words capitalised.
teaching for mastery	Teaching for Mastery, TfM, maths mastery	Lower case for all words unless used in a title.
Teaching for Mastery Lead	Mastery Lead	A title.
Teaching for Mastery Programme	teaching for mastery programme, Teaching for Mastery programme	A title.
Work Group	work group, workgroup, Workgroup, Work group	Two words, both capitalised.
Work Group Lead	Work Group lead	A title.
Year 1, Year 9	Y1, Y 1, year 1, year one, Yr1, Yr 1	Numeral always written as a digit, not a word.

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13 SOCIAL MEDIA

Maths Hubs should have a presence on social media. Whilst all social media platforms have advantages and disadvantages, hubs should aim to use social media to engage, inspire and educate followers about the hub's work.

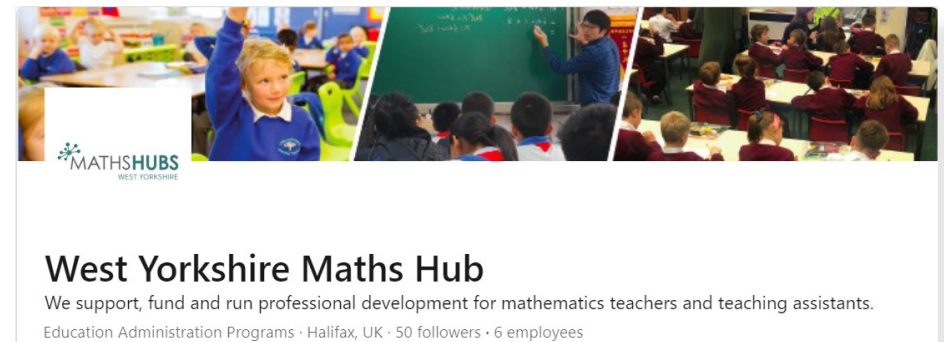
- ✓ Ideally, on a social media platform such as Twitter (X), a hub's name should be the full name, and the handle should also include the hub name and 'Maths Hub' e.g. Venn Essex Maths Hub; @VennMathsHub
- ✓ **The bio for a hub should summarise the hub's work, and the areas served**
- ✓ Hubs may repost content from other organisations, but make it clear that this does not imply endorsement
- ✓ **Posts should always be professional and appropriate**
- ✓ Twitter remains one of the most successful platforms for engagement with NCETM/Maths Hubs activity, but Facebook, LinkedIn, Instagram and YouTube are also used successfully by several hubs
- ✓ **Versions of hub logos that fit social media profiles are available on Knowledge Base**
- ✗ Although social media is designed to be just that, hubs should avoid getting into online 'back-and-forth' with other organisations. Whilst the individuals behind the organisations may intend friendly exchange, this is not always obvious to an outsider
- ✗ **In a social media name and handle, avoid reference to the Lead School/College/Trust, Hub Lead, or any other aspects of the hub that may change**
- ✗ Do not give the location of the Lead School/College/Trust as the location of the hub
- ✗ **Minimise posting, and especially replying to comments, outside working hours, and do not post anything late at night**



Working with schools across Bolton, Tameside, Trafford, Salford, Warrington and High Peak to raise achievement and promote the power and beauty of mathematics.

📍 North West, England 🌐 mathshubsturingnw.co.uk 📅 Joined May 2015

309 Following 1,719 Followers

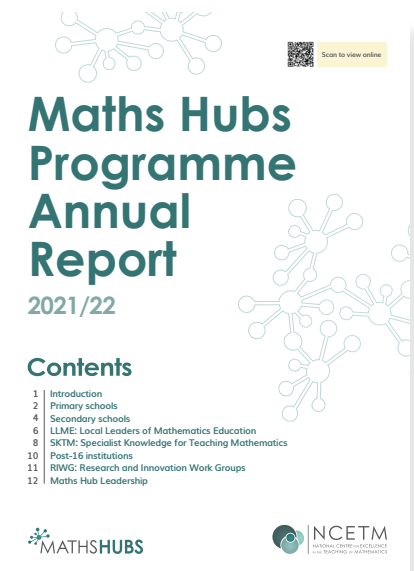


BRAND GUIDELINES

14 CENTRALLY PRODUCED MARKETING MATERIALS

A range of centrally designed marketing materials are provided for hubs by the NCETM, and hubs are also encouraged to create their own bespoke materials (see Hub collateral). For any requests or advice, contact the NCETM Communications Team.

- ✓ A catalogue featuring all the NCPs is produced and shared with hubs annually in May. Using this, hubs can create individual flyers for projects, and phase-specific versions of the catalogue
- ✓ For a printed version or for proofreading, please send the hub copy of the catalogue to the NCETM Comms Team (the catalogue provided is not set up for professional printing)
- ✓ Other marketing materials for NCPs include an editable flyer for RIWGs, an A3 poster of all NCPs, a secondary-specific flyer, and a generic flyer about the NCETM and Maths Hubs
- ✓ An annual report for the Maths Hubs Programme is produced around the start of each academic year, and made available on the NCETM website
- ✓ Each hub has been provided with a generic pull-up banner, which can be used for conferences or similar events. For the artwork for a hub-specific version, please contact the Comms Team
- ✓ Maps of hub areas are available, and hubs are strongly encouraged to use these on their websites. They can be found on Knowledge Base in the Communications folder
- ✓ Certificates of participation are provided both centrally and for hubs to distribute. For LLME programmes (e.g. PD Lead, Mastery Specialist), certificates are sent out via the NCETM Operations Team. For Work Groups and SKTM programmes, hubs can adapt generic certificates which are available on Knowledge Base
- ✗ The NCETM does not hold a supply of printed versions of flyers etc. Hubs wanting flyers or copies of other marketing materials should speak to the Comms Team about the best way to get these



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15 HUB COLLATERAL

Hubs are encouraged to develop their own range of marketing collateral, if they wish, but equally there is no expectation to do so. If hubs wish to produce items such as branded pens, notebooks, lanyards, postcards and other collateral, we recommend researching a reputable and reliable company. Contact the Comms Team if you have any questions, or need particular copies of your logo.

- ✓ Contact the NCETM if you need copies of your hub logo, including .eps and .ai files
- ✓ **If files are requested by a printer, share with us as much detail as possible about their request**
- ✓ Check design files before allowing a company to go ahead with printing to save receiving materials that are sub-par quality
- ✓ **Aim for any collateral to be simple and slick, with the hub logo as the main element**
- ✗ Do not amend or distort the hub logo for any collateral
- ✗ Do not use colours or designs outside the brand guidelines
- ✗ Do not use any items that feature old branding or logos



BRAND GUIDELINES

16 IMAGES AND PHOTOGRAPHY

Obtaining images to use on a hub website and in marketing materials can be challenging, particularly due to privacy and GDPR restrictions on obtaining photos of children. However, hubs are encouraged to gather a bank of images that they can use. For advice about obtaining permissions, including templates for consent, contact the Comms Team.

- ✓ Images should be high resolution for printing (300dpi preferable) whilst website usage can be lower (72 dpi preferable). Anything taken on a smart phone will be of sufficient quality for web but caution is required when using for print - you may need to limit how big you use this to ensure it doesn't pixelate
- ✓ **Aim to obtain images in the layout you use most regularly (landscape or portrait)**
- ✓ Keep images simple and free of clutter i.e. avoid busy backgrounds or messy tables
- ✓ **Seek written permission from anyone who is going to be photographed (both adults and children/parents of children)**
- ✓ If using images supplied by your Lead School/College/Trust, ensure you have seen evidence of written permission that they can be used by the hub
- ✗ Unfortunately there are no stock images that the NCETM can share with hubs. We recommend using free sites such as Pixabay or Unsplash
- ✗ **Check that images do not include any personal information such as pupil information on a noticeboard in a background**
- ✗ Do not use any images for which full permission has not been obtained
- ✗ **Do not reuse images from online sources e.g. Google unless they have a Creative Commons licence**



Pixelated



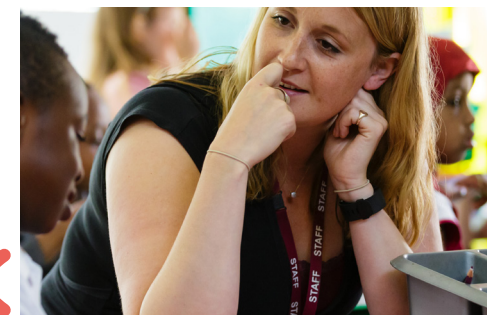
Filters or colour amendments



Stretched



Watermark



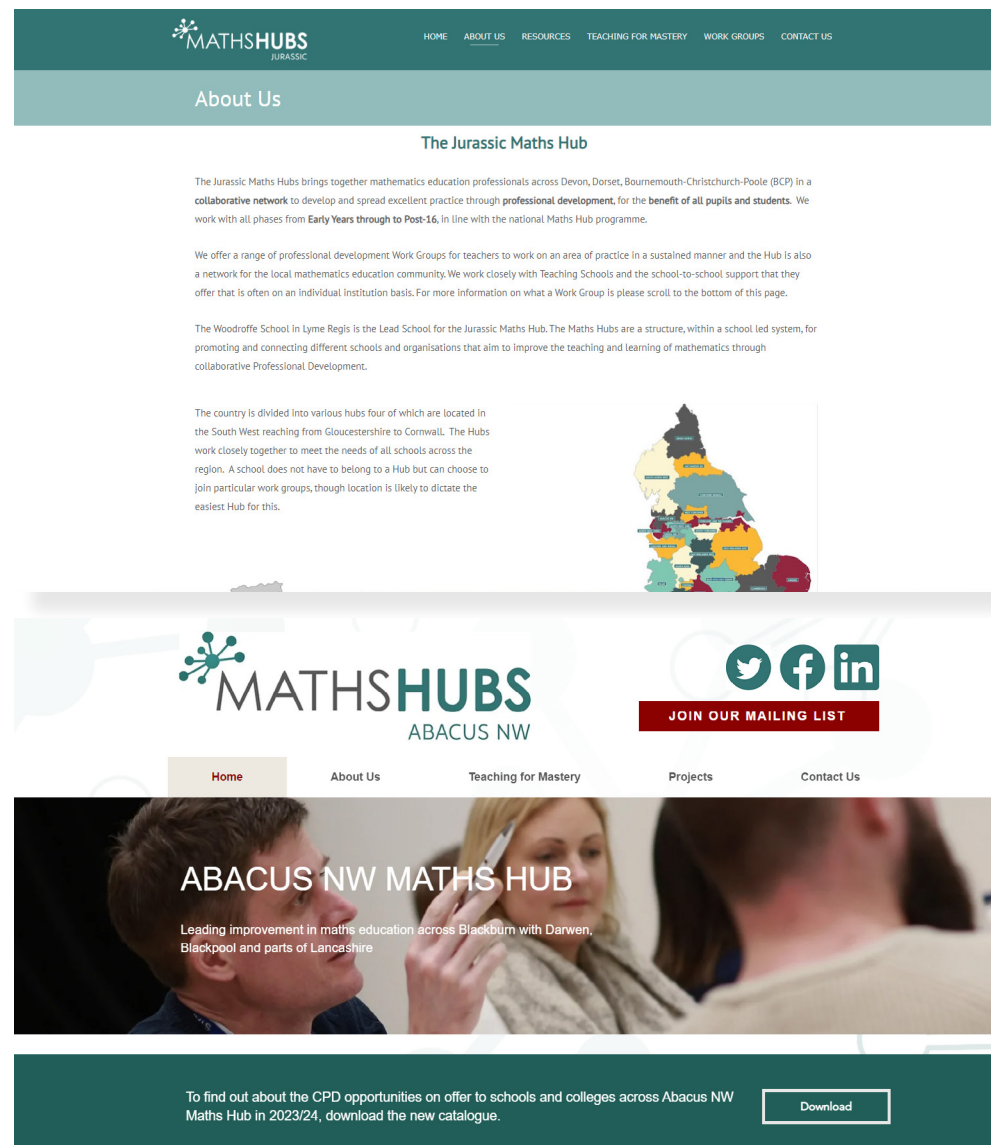
Overly cropped

BRAND GUIDELINES

17 HUB WEBSITES

All Maths Hubs should have a website which includes basic information such as what a Maths Hub is, the areas the hub serves, how to contact the hub and participate, and the projects available.

- ✓ A hub website should only include hub branding and use the Maths Hubs colour palette (see **Colours**), and not feature branding or brand colours of other organisations such as the Lead School/College/Trust
- ✓ **The website should have its own URL which includes the hub name**
- ✓ All hub websites should feature the 'Working with the NCETM' logo in an appropriate place
- ✓ **Standard text is available to explain the role of the Lead School/College/Trust, what a Work Group is, how to 'join' a hub, and what teaching for mastery is. Contact the Comms Team for copies**
- ✗ If at all possible, do not host the hub website within the website of the Lead School/College/Trust, or have sub-menu items that go to the Lead School/College/Trust website
- ✗ **Contact details on the website should be for the hub and not for the Lead School/College/Trust; this includes not having details of how to get to the Lead School/College/Trust as this causes confusion about where hub activity takes place**
- ✗ Hub websites should not feature the standard NCETM logo
- ✗ **A website may include the logo of the Lead School/College/Trust in an appropriate location, but it should not be as or more prominent than the hub logo**
- ✗ There is no approved suppliers list for hubs looking to outsource their website building or maintenance. However, hubs may wish to ask others in the MHL or MHC Basecamp Teams to find companies that have been particularly good



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18 NCETM SUPPORT

The NCETM Comms Team are all available to support hubs with any questions related to marketing materials, the NCP catalogue, websites, social media, developing a comms strategy, relationship management, design, and anything else comms-related. They have expertise in copy editing, proofreading, publishing, social media, strategy development, graphic design, video creation, copy writing, and more.

- ✓ A monthly comms update for hubs is sent out via the Maths Hubs Bulletin. It includes details of what has been published on the NCETM website, examples of great hub social media activity, and a range of tips and ideas
- ✓ The Comms Team are happy to check and answer questions related to any communications that hubs wish to send out, or any marketing materials. Don't hesitate to get in touch
- ✓ To contact the Comms Team, either email the Senior Comms Manager or use: info@ncetm.org.uk



Bethanie Goodliff
Senior Communications Manager



Rebecca Longworth
Communications Manager



Julia Thomson
Communications Manager



Andrew Young
Senior Web Administrator



Donna Cole
Publishing Manager



Liam Benson
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