



National College for
Teaching & Leadership

NCTL commissioned programmes

Marketing & branding guidelines

October 2014

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Changes to marketing and branding guidance

NCTL supports the move to a school-led system, in which leadership development is designed, delivered and led by schools rather than Government. As this work progresses over the next 12 months, the guidance within this document will be subject to change.

NCTL will inform Providers of all amendments at the time of change.

Introduction

The following guidelines cover the roles and responsibilities of the National College for Teaching & Leadership and the Provider in terms of marketing and branding for a commissioned programme.

Background

As an executive agency of the Department for Education, NCTL uses the same style of branding as that of the Department. The brand identity is our official signature, so it's important to use this in the correct way on all communications. The brand features the Royal Coat of Arms to indicate our status as part of Government.

This set of guidelines has been developed in order to protect the NCTL brand and to aid the development of new commercial relationships. Where appropriate, the NCTL logo can be used by our partners to indicate a funding or contractual arrangement, or some other occasion when we are directly involved or share responsibility for delivery.

The extent of the endorsement should be accurately reflected in how the logo is used. For example, text may be used alongside to make clear that a particular initiative is 'supported by' or 'funded by', and so on.

Branding

Providers must use the NCTL logo on the front cover of all material produced in relation to a commissioned programme. Text may be used alongside to make clear that a particular programme is 'supported by' or 'in partnership with', and so on.

The logo should never be altered in any way (for example, separated or recreated) and must be clearly visible on all applications. An exclusion zone must be applied around the logo, which helps to ensure maximum clarity and prevents other visual elements intruding into this space.

Logo



National College for
Teaching & Leadership

The following guidelines set out some basic dos and don'ts for using the logo in the right way.

Exclusion zone – It is important to allow space around the logo, so that it is clearly visible on all applications. This is called the exclusion zone. The exclusion zone is a distance equivalent to the width of the Royal Coat of Arms around the identity. This is the

minimum clearance; whenever possible, leave more space around the identity than the exclusion zone.

Minimum size – Please ensure that the minimum size of the logo is 30mm tall. The minimum size required for online use is 125 pixels high.

Maximum size – The logo should not be stretched or altered in any way.

Artwork – always use the master artwork provided when reproducing the logo. Never distort or change the logo in any way and always ensure that the logo sits on a background that allows good contrast and legibility.

Permission – only use this logo if you have been given permission by NCTL to do so.

Marketing plans

Once the Provider has developed their marketing strategy for the programme, NCTL would like to see a copy of this. When submitting plans to the NCTL contract manager please include, as a minimum, the following categories and information:

- objectives
- target market/s
- strategy/approach
- marketing activity table

The Provider's marketing activity table should contain a list of all planned marketing initiatives and include the following fields:

- activity type
- description
- audience
- timings

All marketing and communications plans will require final approval from NCTL and the Department for Education. It is recommended that marketing activity is low or no cost and any expenditure will require clearance from NCTL. Please note that any spend over £100K requires additional clearance by the Cabinet Office.

Media relations

The responsibility for media relations will be split between NCTL and the Provider as follows:

Proactive media – including the issuing of press releases to national, regional or trade press in relation to programme activity will be the responsibility of the Provider. However, the Provider must send all press releases to the DfE press office for review and approval at least 3 days in advance of issue. All issued press releases should contain a footnote detailing the relationship between the NCTL and the Provider. (NCTL will provide this footnote).

Reactive media – any calls or enquiries from journalists unrelated to the planned proactive media work, especially those relating to sensitive issues, should be flagged with the NCTL press office and contract manager office to discuss an appropriate response.

Website

NCTL is featured on the GOV.UK website which is not used to publish programme related content. NCTL does not have a separate website.

Corporate communications – promoting commissioned programmes

Following the Government spending review, there are strict controls on marketing and communications spend. This means that NCTL is unable to spend any public money on the promotion of its programmes, without prior approval. However there are a number of no-cost ways in which the College can support the promotion of programmes, including:

- A range of monthly e-newsletters that are sent to targeted audiences, including Teaching Schools, the School Direct community, Local and National Leaders of Education and Governors.
- Downloadable factsheets that can be mailed electronically and used at events.
- Case studies from past participants.
- Web pages.

Contact details

If you have any queries regarding the promotion of your programme, please contact the NCTL contract manager.

Monitoring and review

NCTL believes that the review process is essential to strengthen and develop our relationship with the successful Provider.

When it comes to marketing, the Provider will create innovative strategies which will increase engagement and ultimately, maximise programme participation.

To ensure that NCTL can accurately monitor marketing activity, the review process will generally involve the following steps.

- Annual marketing plans should be submitted to NCTL's contract manager by 1 August each year, with any additions or amendments being communicated at the time of change.

- At the end of each term, the Provider should provide the contract manager with a sample of the promotional material produced.
- All press releases to be sent to the NCTL's press office at least 72 hours in advance of issue for review.
- NCTL will commit to reviewing and responding to the Provider's submissions within three working days from receipt of email. If the Provider does not hear back from the NCTL within the given time period, they are able to assume approval.