



Learn
Something
New
Everyday

**WEST MIDLANDS COMBINED AUTHORITY
BRAND GUIDELINES FOR PROVIDERS**

OVERVIEW

We are delighted to welcome you aboard as one of our valued partners to deliver exceptional learning to residents in the West Midlands.

This guide provides you with the necessary information to elevate your brand and enhance your outreach. Our toolkit has been carefully curated to provide you with guidance on incorporating our logo into your website, printed materials, and social media assets, ensuring a strong and positive partnership.

We strongly believe in collaboration and collective impact. As a testament to our commitment to this partnership and as a condition of us providing funding, we require you to prominently display our logo on your platforms, signifying your affiliation with the West Midlands Combined Authority.

We understand that each training provider may also need to feature other logos based on the specific programs you deliver. We have also provided relevant logo assets within this toolkit, enabling you to showcase your involvement in these projects.

We're on hand to help with any questions or support you need to include our logo in your materials.

Contact:
marketing@wmca.org.uk

WHERE TO USE OUR LOGO



Website:

Our West Midlands Combined Authority logo must be included on any web page which mentions or advertises courses that we provide funding for.

This includes individual course pages. You should use the logo alongside the following text: 'This course is funded by the West Midlands Combined Authority' This should be hyperlinked to <https://www.wmca.org.uk>

Printed material:

Our logo should be included next to your logo on all printed materials such as flyers, banners and posters.

Social media:

It is not a requirement to include a logo on all social media posts - as we know that it will affect the performance of organic content. But if you are including other logos, perhaps in a paid campaign or an infographic, please use our logo. We also encourage you to tag us in any posts talking about your funded courses or successful student stories as we can share and engage with these posts.

Facebook: @westmidlandsca

Twitter: @WestMids_CA

Instagram: @westmids_ca

LinkedIn: @westmidsca

Our brand guidelines can be found [here](#)

Our logos can be found [here](#)



WHERE TO USE OUR LOGO



Skills Bootcamps

If you are advertising Skills Bootcamp courses in particular, you will also be required to meet the Department for Education brand guidelines as well as ours.

The logos and brand guidelines for Skills Bootcamps can be found [here](#)

Press releases

If you would like to issue a press release about your new contract you will need to send your draft and seek approval from our media team. If you would also like to request a quote please also contact our media team media@wmca.org.uk.

If you have included our logo on any materials, please send it to marketing@wmca.org.uk for approval.

Things to remember...

- Include our logo on course pages which are funded by us
- Tag us on your social media channels
- Contact our media team before issuing a press release
- Use our logo on videos and any paid social media
- Use other logos from Gov when relevant
- We are available if you need support with anything in this document



OTHER WAYS TO SUPPORT



Case Studies

Can you help us celebrate the power of personal growth and help inspire other learners?

If so, we would love to hear your learner's success story and their journey. We have set up a simple form so that these can be submitted online. We will then use their story to create engaging content which will be shared from our channels to promote future courses.

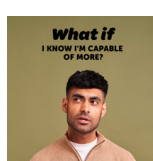
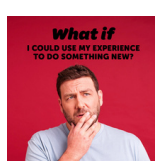
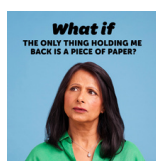
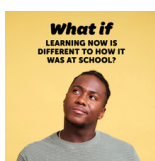
Submit their learning story [here](#)

Know How

We have recently launched our 'Know How' campaign. This is aimed at overcoming barriers for adult education. This campaign is directing residents to a wide range of courses and encouraging them to visit NCS to find a course.

You can support us with this campaign by sharing our assets on your channels.

All assets can be found [here](#)



EXAMPLES

Logo Lockup

West Midlands Combined Authority

thrive at work

Construction Gateway

Your logo here

Your logo here

West Midlands Combined Authority

SKILLS BOOTCAMPS

Funded by
Department for Education

SKILLS FOR LIFE

Retrofit skills bootcamps

to help equip existing engineers and others with the skills and knowledge to install green technologies.

SKILLS FOR LIFE

West Midlands Combined Authority

Are you looking to start work?

Do you need help to find employment, or training?

Find Your Future is here to help with that and much more!

To find out more or join Find your Future:

Email: findyourfuture@shaw-trust.org.uk or call us on 0121 262 3960.

Or visit: shawtrust.org.uk/find-your-future/

shaw trust

European Union European Social Fund

HM Government

SKILLS FOR LIFE

Multiply

Want to improve your maths?

Free maths and numeracy courses to transform your everyday life – from budgeting to improving your potential at work.

West Midlands Combined Authority