



# Branding Guidelines

Document date: June 2022



*Together, pursuing life in all its fullness*

<b>Version</b>	<b>Date</b>	<b>Author</b>	<b>Changes</b>
V1	June 2022	Louise Beale	Initial Issue

<b>Review frequency</b>	3 years
<b>Review date</b>	June 2025
<b>Ratified by</b>	Trust Leadership Team
<b>Date of ratification</b>	20 <sup>th</sup> June 2022
<b>Lead/owner</b>	Head of Operation and Compliance
<b>Target audience</b>	Directors, Trust Leadership Team, AGC members, all staff
<b>Document reference</b>	POL-GV07

The electronic version is the definitive version of this document.

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## 1.0 Introduction

These guidelines have been developed to ensure that The Diocese of Coventry Multi Academy Trust has a strong brand and consistent identity that is evident across the organisation.

Everyone has a part to play in doing this, and to help with this the trust has developed branding guidelines. The guidelines include how to use the trust logo, colours, fonts and branded elements to help you to represent our brand consistently so that we can retain our Trust identity whilst maintaining the identity of the individual schools.

If you have any questions at all please contact the Trust Operations team at [Ops@covmat.org](mailto:Ops@covmat.org).

## 2.0 Strapline

The trust strapline is based on John 10,10 and comes from our core mission to build a better future for all within our academies, who in turn will positively impact their communities.

**Together, pursuing life in all it's fullness**

The strapline can be used outside of our logo and can be used alongside academy straplines, or academy straplines can be used in isolation.

## 3.0 Fonts

Letters, documents and policies should be produced using Arial, and we recommend a minimum of 11pt for legibility. *Italic*, **bold** and **bold italic** versions of the font can be used.

## 4.0 Letterheads

Academy letterheads must include the following footer:



Part of the Diocese of Coventry Multi Academy Trust  
An exempt charity and a company limited by guarantee, registered in England and Wales No 8422015.  
Registered Office: c/o St James CofE Academy, Barbridge Road, Bulkington, Bedworth, CV12 9PF

## 5.0 Logos

The trust logo can be used in isolation, or alongside other logos, but must always include the text unless specifically authorised by the Trust Leadership Team, and must not be re-proportioned..



The full colour logo is the preferred version to be used across all materials and printed communications. The greyscale version should be used when reproduction is available only in black and white. The logo can also be used as white on a background colour where appropriate (for example on the academy websites).

The logo must always be represented in the correct colours as follows:

	Hex: #d31145 RGB: rgba(211,17,69,255)
	Hex: #f16f91 RGB: rgba(241,111,145,255)
	Hex: #f9cbd8 RGB: rgba(249,203,216,255)

The logo must never be overlapped with graphics, text, photographs or illustrations.

**The trust logo must be used alongside the academy logo on academy branded elements such as academy headed paper, posters, leaflets and email signatures etc.**

## 6.0 Email Signatures

There is a set design for email signatures that must be used by all staff across the trust to ensure a professional and consistent approach. This includes font and colour.

### 6.1 Academy Staff Email Signatures:

The format of academy staff email signatures must be as follows:

Kind regards,

**Name**

**Role title**

**Academy Name**

**Academy Address**

Telephone: **Academy phone number**

Email: **Email address**

Website: **Academy Website**

Whilst you may receive this email outside normal working hours, I do not expect you to respond or action outside of your own working hours.

The Diocese of Coventry Multi Academy Trust is an education charity and a company limited by guarantee, registered in England and Wales No 8422015. Registered Office: c/o St James CofE Academy, Barbridge Road, Bulkington, Bedworth, CV12 9PF.

**Confidentiality:** This communication contains information which is confidential and may also be privileged. It is for the exclusive use of the intended recipient(s). If you are not the intended recipient(s), please note that any distribution, copying or use of this communication or the information in it is strictly prohibited. If you have received this communication in error, please notify the sender immediately and then destroy any copies of it. Although we have taken steps to ensure that this e-mail and attachments are free from any virus we do not accept any liability for losses or damages that you may suffer as a result of your receipt of this email including but not limited to computer service or system failure, access delays or interruption, data non-delivery or mis-delivery, computer viruses or other harmful components

### 6.2 Central Team Staff Email Signatures:

The format of central team staff email signatures must be as follows:

Kind regards,

**Name**

**Role title**

The Diocese of Coventry Multi Academy Trust  
C/O St James CofE Academy,  
Barbridge Road, Bulkington,  
Bedworth, CV12 9PF

Telephone: 01788 42290\* *(star to be replaced with digit for the relevant department)*

Mobile: **Trust mobile number**

Email: **email address**

Website: [www.covmat.org](http://www.covmat.org)

Follow us on Twitter: [www.twitter.com/CoventryMAT](https://www.twitter.com/CoventryMAT)

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## 7.0 Policies

### 7.1 Trust Wide Policies

From summer 2021, new and updated/re-issued trust wide policies and documents will use the following template:



Trust-wide policies must be issued through the central Operations Team to ensure the following:

- Version control and entering on policy registers
- Compliance processes such as appropriate website publication
- Communication processes for policy issue are followed

### 7.2 Academy Policies

All new and updated/re-issued academy issued policies must include the following:

✓ Include a title page or header including the following:

- trust logo alongside the academy logo
- academy name
- policy title
- document date

✓ Include a version control table as follows:

Version	Date	Author	Changes

Review Date:

✓ Include a footer of the following format (Arial 9pt):

Document name

version number and date

Page Number

✓ Be of a consistent format and use font Arial is in section 4.0 above.

Where a trust-wide policy template is issued, this must be used for the basis of the academy policy, and only the **yellow highlighted text** should be altered, unless further specific instructions are given in the template document or at time of issue.

## 8.0 Websites

All of our academy websites in the trust are of a consistent design with a consistent site layout and certain standard pages.

The academy website menu structure is very specific and pages **MUST NOT** be moved or removed as it is important that all pages will be in the same place on all the websites throughout the Trust. If you want to add a page, please talk to the central Operations Team first.

The content of following pages is standard across the trust and should not be edited without consultation with the central Operations Team:

- Accessibility Plan
- Admissions
- Attendance
- Equality Objectives
- Exclusion Arrangements
- Internet Safety
- Safeguarding
- SEND
- British Values

Policies must only be uploaded to the **Academy Policies** and not to other website pages. This is so that we ensure consistency and version control. Trust wide policies are added by the central team to a page which is linked automatically from academy policy pages and therefore trust wide policies must not be added to academy policy pages.

When an academy joins the trust, the central team will work with academy staff to personalise the design to the academy in relation to certain aspects such as:

- colour scheme (based on the Academy logo and school uniform colour)
- the format of the 'values' tabs
- whether to include a strapline in the banner
- what social media links are included
- whether to include a 'buttons' menu along the bottom (and if this includes quick links)
- whether a scrolling banner is included along the bottom
- photography

## 9.0 Presentations

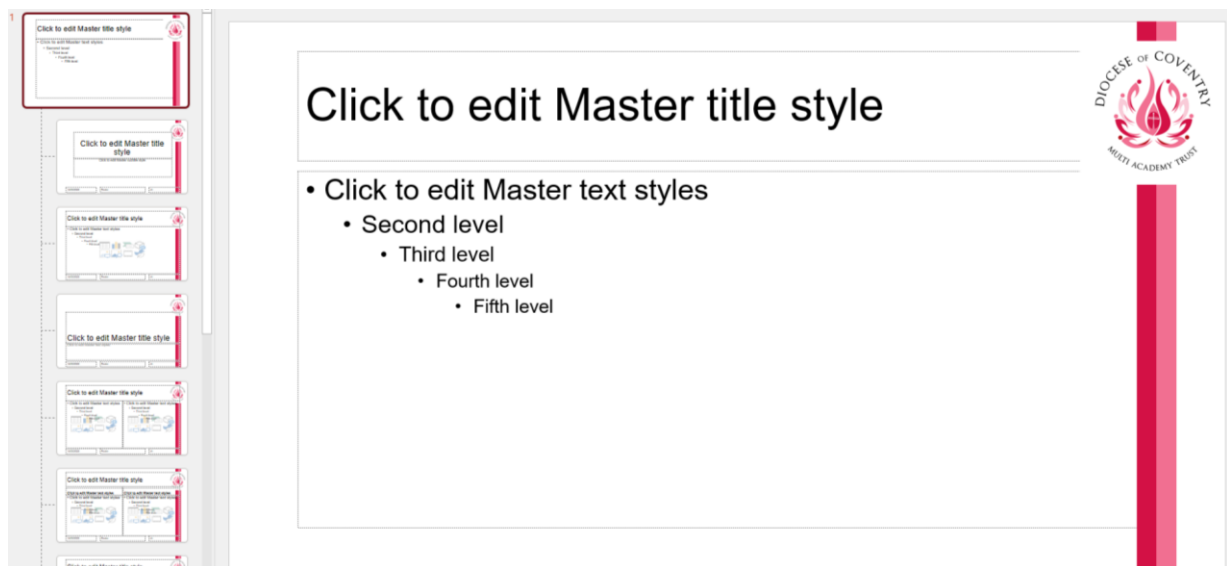
### 9.1 Academy Presentations

Academy presentation slides must include the Trust logo alongside the academy logo.

### 9.2 Central Team Presentations

Central Team presentations must use the Trust presentation slide format as shown here and available from the central folders at:

*Central/Central Office Admin/MAT Logos/DMAT Powerpoint template*



## 10.0 Prospectus

The Trust have a partner for creation of digital prospectus' for academies. Please contact the central Operations team for details.

Please note that Trust information needs to be included in academy prospectus', again please contact the central team for details.