

'Working with' Maths Hub Logo – Guidance



The logo is to be used by schools during the year in which they are participating in (or leading) professional development provided by their local Maths Hub. At the discretion of the hub, it can be given to schools from the September of the academic year in which they are participating (they only need to be taking part in one project). It should only be used by the school during this academic year until the following August if they continue participation beyond the initial year, a new logo can be issued.

Schools can use the logo on their website or as an email footer. Other possible uses could include on a letterhead, social media, or print materials, but only if the hub agrees to this wider usage. The main intention of the logo is to sit on a school's website.

The logo is only available to schools (not universities or other organisations). A school with an LLME is entitled to use the logo. However, the LLME logo is entirely separate from the Working with logo; the Working with logo is for use by a school, and the LLME logo for an individual.

Maths Hubs may supply the logo to any school for an academic year, and should supply the guidelines below along with the logo. Schools with questions about the use of the logo should contact their local Maths Hub in the first instance, and the hub should contact the NCETM if they have any queries about logo usage.

When adding the logo to a website or email footer, please adhere to all of the NCETM logo conditions and guidance below. Please also ensure that, if it is sitting alongside other logos or content, it is used sympathetically and with care to balance any competing elements.

NCETM Working with logo conditions and guidance

The LLME email signature logo consists of five elements:

1. Working with
2. Maths Hubs emblem
3. Maths Hubs type
4. Maths Hubs name
5. Specified year

The five parts of the logo are always to be used together.

The logotype:

The letters of the logotype have been specially drawn and spaced and should never be typeset or recreated in any other way. Never change the arrangement or proportions of the logo and strapline. Always use the master artworks provided. Do not make any alterations to the logo.

Clear space:

To show the brand correctly, there must always be clear space around the logo. Clear space is the amount of space that must be kept clear of all other elements such as text, symbols or other graphics. This should be 6mm in all directions.



Minimum size:

The logotype width should never be used smaller than 50mm across.

The right to use the logo can be removed if the guidelines or use of the logo is found to be in breach of the above guidelines. If in any doubt about usage, please contact the NCETM.