

WYCC Digital Innovation LSIF Branding Guide

Requirement:

The **Funded by UK Government** logo is required on *all* documentation and marketing material. Please use the logo as outlined in the Funded by UK Government Branding Manual available on [WYCC Members Area](#).



Funded by UK Government

Requested as part of the collaborative agreement:

Use the WYCC CO Digital Innovation logo across all published materials.
Full project version



Or, sub project version



All logos are available on the [Members Area](#) of the WYCC website.
Please use full colour logos on white backgrounds and whiteout versions on coloured backgrounds.

Requested as part of the collaborative agreement:

Where size and format allows, include wording: *“Part of a collaboration with West Yorkshire Colleges”*

LSIF

The DfE’s Local Skills Improvement Fund (LSIF) should be referenced in press releases, website copy and articles.

Social media tags

#LSIF #DigitalInnovation @wyccolleges

Website

A central website for the all the Digital Innovation project information will be available on www.westyorkshirecolleges.co.uk and can be referenced where needed.

Colour

The colour used on the central Digital Innovation website will be **WYCC Blue**
Pantone: 306C RGB: 0 178 227 HEX/HTML: 00B2E3 CMYK: 71 9 2 0

Approval and invoicing

Please send marketing material to Lucy Davies for a branding check before proceeding to print/publication.

Please let Lucy Davies know details of the marketing spend, to remain within the project budget.

Please work with your college project-lead to ensure that all invoices meet the requirements to claim the funding (as per the claims workbook).

All invoices must be dated **before 31 March 2024**.

If in doubt, please check with Lucy Davies or Joanna Barthorpe at WYCC.

Lucy.davies@westyorkshirecolleges.ac.uk Marketing and Comms Lead

Joanna.barthorpe@westyorkshirecolleges.ac.uk Claims Lead