

Brand guidelines

Logo, colour & typography guidelines for
Education Partnership North East and its sub-brands.

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Introduction

Education Partnership North East (abbreviated as 'EPNE') is a multi-award-winning college group focused on 'place'.

We are a dynamic partnership between Sunderland College, Northumberland College, and Hartlepool Sixth Form College, with campuses located throughout the region. The group also includes EPNE Training, our adult skills training service.

These guidelines have been created to help you understand the EPNE and college brands, and how they should be used.

They will ensure consistency across all offline and online communication and marketing materials, helping build awareness of EPNE and strengthen our reputation as one of the leading college groups in the country.



Audience & messaging

The target audiences for EPNE and its sub-brands are school leavers, parents/carers/guardians, adult learners (including Higher Education), apprentices, businesses, governing bodies, and the local community.

Our brand messaging is centred around three pillars: academic excellence, career-focus, and outstanding experience. This messaging and the tone of voice we use should be consistent across all communications and marketing materials.



Typography

Founders Grotesk

ABCDEFGHIJKL
EducationFGHI
JKLMNOPPartnership
QRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

0123456789
@÷£+/#%&!''

Primary typeface

Our primary typeface is Founders Grotesk.

We use this for all headings across online and offline media. The typeface was chosen for its chunky, attention grabbing appearance.

To keep consistency, we use only the **Medium weight**.

When Founders Grotesk is unavailable, **Arial** should be used.

Founders Grotesk usage

Tracking

When using Founders Grotesk, do not manipulate the tracking unless absolutely necessary. Ideally the tracking value should be 0.

If you need to negatively track a word or line, the limit is -15. If positively tracking, the limit is +5.

Negatively tracked is difficult to read. (-25)

Positively tracked looks too gappy. (+25)

Ligatures

When using Founders Grotesk, do not use ligatures.

Affect, file – ligatures off (correct)

Affect, file – ligatures on (incorrect)

Hyphenation

When using Founders Grotesk, do not split a word with a hyphen when it doesn't fit on the line.

Capitalisation

Never use Founders Grotesk in **ALL CAPS**.

Caption style headlines

When using Founders Grotesk in a caption-style headline (with a box behind it), leave an even space all the way around the text so the box isn't tight to the text but also isn't dwarfing the text.

When using an angled caption-style headline, it should always be angled at 4°, angled upwards to the right (more about angled headlines on page 30). **Please do not guess the angle or do this by eye.**

Be true, be you. ✓

Be true, be you. ✗

Be true, be you. ✗

Be true, be you. ✗

Be true, be you. ✗

Quicksand

ABCDEFGHIJKL
EducationFGHI

JKLMNOP
Partnership

QRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

0123456789
@÷£+/#%&!”

Secondary typeface

Our secondary typeface is Quicksand.

We use Quicksand for all body copy. We do not use Quicksand for headlines or any other large text (e.g pull quotes, large stats). For large text we use Founders Grotesk.

For body copy we use Regular.
For subheadings we use Bold.

The Design team have the creative license to use other weights of this font depending on the format/medium of the task assigned.

Quicksand is available for free on Google Fonts. It is also an Adobe Font, for those who have a subscription.

Link to download from Google Fonts:
fonts.google.com/specimen/Quicksand

Quicksand usage

Tracking

When using Quicksand, do not manipulate the tracking unless absolutely necessary. Ideally the tracking value should be 0.

If you need to negatively track a word or line, the limit is -15. If positively tracking, the limit is +5.

Negatively tracked is difficult to read. (-25)

Positively tracked looks too gappy. (+25)

Leading

When using Quicksand, do not manipulate the leading (horizontal space between lines). Keep the leading value set to ‘auto’, where it looks best.

Hyphenation

When using Quicksand, do not split a word with a hyphen when it doesn’t fit on the line.

Capitalisation

Quicksand can be ALL CAPS if needed but not as a first resort.

Point size (font size)

When using Quicksand in print, please use a minimum point size of 8.5pt. Anything under this may be unreadable.

The only exception is for smallprint T&Cs and stat disclaimers.

When using Quicksand digitally, please always test the design out at full size in all formats to ensure readability.



Unlock your potential at Hartlepool Sixth Form College

Hartlepool Sixth Form College, the top-performing specialist sixth form in the North East*, is the number one choice for nearly 1,000 students and offers a wide range of A-Levels, T Levels and technical courses.

Be true, be you
Studying with us means experiencing a new level of independence, discovering a self-belief for who you want to be, and getting excited about your future.

You will find Hartlepool Sixth Form is a more relaxed, mature environment, where students are treated as adults and individuals. You will be inspired and motivated every day as you learn, explore and develop with us.

In between classes you can meet friends in our campus café, relax in our outdoor spaces, or participate in one of our youth activities and clubs – there is always something to enjoy on our vibrant campus.

We are proud of our diverse student community and embrace an inclusive, welcoming culture where students have the freedom to be themselves. You will meet lots of new people from different backgrounds, with their own unique ambitions and views, who together bring energy, passion and talent.

An innovative place to learn
Students thrive in our state-of-the-art environments that replicate real world settings such as science labs; engineering, robotics and automation workshops; theatre and studios; a world-class 360-degree immersive learning suite; a simulated health and care hub; elite sports facilities; and so much more.

Our expert teaching staff are subject specialists and industry professionals who are highly qualified and passionate about helping you unlock your potential.

We've got your back
If you need any help or support during your time with us, we're always there to help. We can provide a range of support and wellbeing services such as careers guidance, counselling, financial support and Self, Society and Skills sessions at our Future Ready Hubs.

Leading the way in the student achievement
Our students have achieved grades that have opened doors to their future ambitions, with many receiving from some of the country's leading universities. Others have progressed onto higher-level apprenticeships or embarked on new careers.



“We are the number one choice for nearly 1,000 students.”

Your next step
Academic or technical, we have the right route for you. We host a series of events and activities throughout the year to give school leavers a taste of studying at Hartlepool Sixth Form College.

From open events, where you can meet our teaching staff, fellow students and explore our amazing facilities, to 'Step-up' events which give you the opportunity to experience a day in the life of a Hartlepool Sixth Form College student, there is no better way to explore everything we have to offer.

We are now accepting applications from 2025 school leavers. Scan the QR code or visit our website for more information.
hartlepoolsixth.ac.uk



We have a 100% pass rate in A-Level subjects*

Including Business, Computing, Economics, English Literature, Film Studies and Further Mathematics.

*Hartlepool Sixth Form College student achievement rates 16-18 year olds, 2023-24

*NARs 2024

Logos

EPNE logo

This the logo that is used to represent the overall group as its own entity.

It can also be used as an accompaniment to each college logo.

Education
Partnership
North East

EPNE logo

Exclusion zone, placement and sizing

In order for our logo to always be clear and stand out, we have defined an exclusion zone, in which no other graphic element should enter.

The height of 'X' has been defined by the capital 'E' in 'Education' and 'P' in 'Partnership' within the logo.

As a rule the logo should never be touching the edge of the piece it is on. The minimum margin that should be used is 10px for digital applications and 8mm for print.



We have defined a minimum size for the partnership logo to ensure it is always legible:



Sunderland College logo

We have used the capital 'S' in 'Sunderland' to create a large bespoke 'S' that houses the name of the college.

When the large 'S' and the name of the college come together they create the college's unique logo.



Sunderland College logo

Exclusion zone, placement and sizing

In order for our logo to always be clear and stand out, we have defined an exclusion zone, in which no other graphic element should enter.

The height of 'X' has been defined by the capital 'S' in 'Sunderland' and 'C' in 'College' within the logo.

As a rule the logo should never be touching the edge of the piece it is on. The minimum margin that should be used is 10px for digital applications and 8mm for print.



We have defined a minimum size for the logo to ensure it is always legible:



Northumberland College logo

We have used the capital 'N' in 'Northumberland' to create a large bespoke 'N' that houses the name of the college.

When the large 'N' and the name of the college come together they create the college's unique logo.



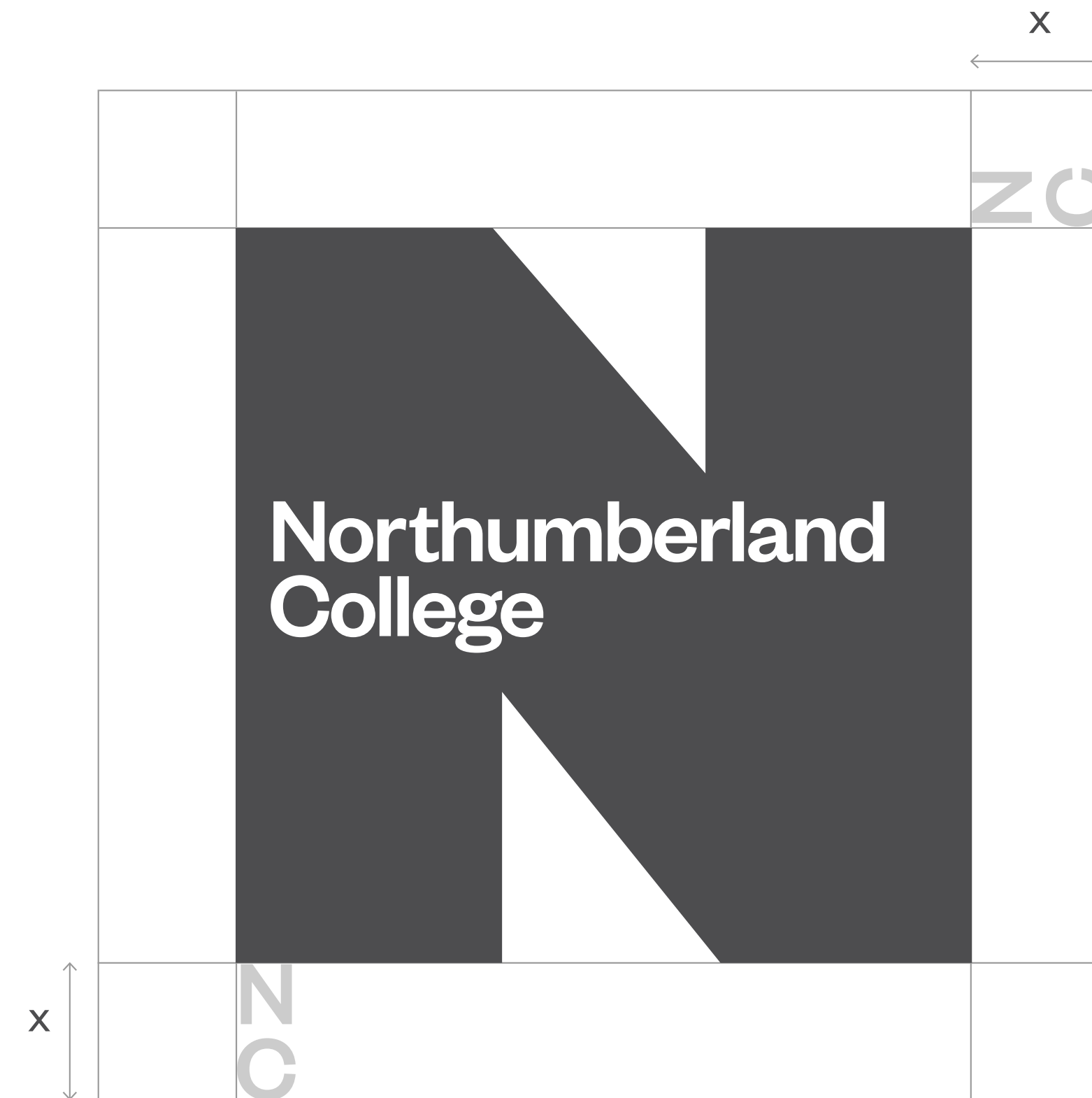
Northumberland College logo

Exclusion zone, placement and sizing

In order for our logo to always be clear and stand out, we have defined an exclusion zone, in which no other graphic element should enter.

The height of 'X' has been defined by the capital 'N' in 'Northumberland' and 'C' in 'College' within the logo.

As a rule the logo should never be touching the edge of the piece it is on. The minimum margin that should be used is 10px for digital applications and 8mm for print.



We have defined a minimum size for the logo to ensure it is always legible:

	Print	20mm
	Digital	80px

Hartlepool Sixth Form College logo

We have used the capital 'H' in 'Hartlepool' to create a large bespoke 'H' that houses the name of the college. The '6' relates to 'Sixth Form'.

When the large 'H', '6' and the name of the college come together they create the college's unique logo.



Hartlepool Sixth Form College logo

Exclusion zone, placement and sizing

In order for our logo to always be clear and stand out, we have defined an exclusion zone, in which no other graphic element should enter.

The height of 'X' has been defined by the capital 'S' in 'Sixth' and 'C' in 'College' within the logo.

As a rule the logo should never be touching the edge of the piece it is on. The minimum margin that should be used is 10px for digital applications and 8mm for print.



We have defined a minimum size for the logo to ensure it is always legible:



Logo lockups

When multiple logos are necessary, there are certain ways these must be presented.

The order of the college logos must always be Sunderland College, Northumberland College then Hartlepool Sixth Form College. When using logo combinations, please use mono (dark grey) or white logos.

Spacing between all elements:

The height of 'X' has been defined by the 'E' of 'Education' in the EPNE logo.



Context of use:

EPNE is the main focus, but has association with colleges:



Context of use:

Colleges are the main focus, but has association with EPNE:



Context of use:

All three colleges:



Logo lockups

When multiple logos are necessary, there are certain ways these must be presented.

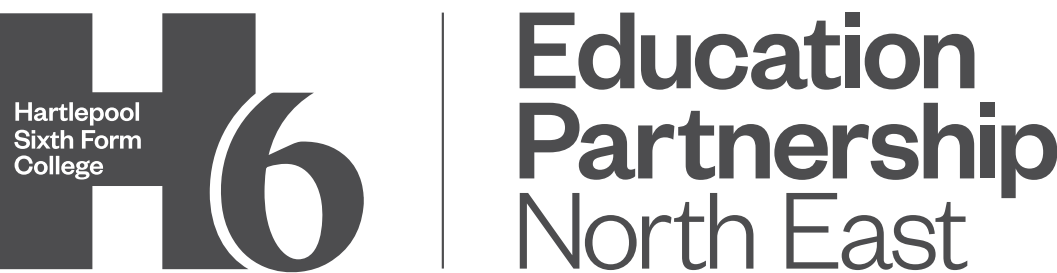
The order of the college logos must always be Sunderland College, Northumberland College then Hartlepool Sixth Form College. When using logo combinations, please use tertiary colour (dark grey) or white logos.

Spacing between all elements:

The height of ‘X’ has been defined by the ‘E’ of ‘Education’ in the EPNE logo.



Context of use:
College focused,
association with EPNE



Context of use:
EPNE focused, association
with a college



Logo misuse

The rules outlined in these guidelines ensure we always look the way that we should and keep consistency across all of our brand executions. The following are some examples of what not to do with our logos.



Do not distort

Our logos orientations should be retained when they are being scaled to different sizes.



Do not rotate

Our logos' axis should be retained. They like to be upright and not on the side or on a tilt.



Do not alter

The way the logos look should always be consistent. Don't move elements around.



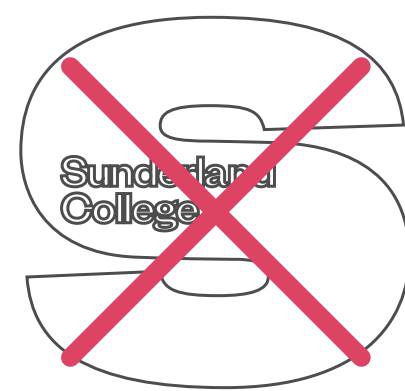
Do not separate

Keep the logos as one object, do not create differentiation with colour.



Do not overlap

Do not overlap any of the logos or put any graphic elements over them.



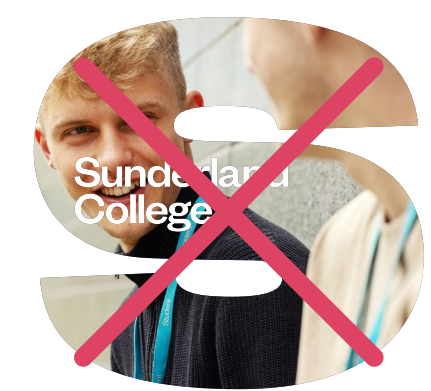
Do not outline

Our logos should always be seen as a solid object and should not be outlined.



Do not use the wrong colours

Use only the brand colours associated with the specific logo/brand or white.



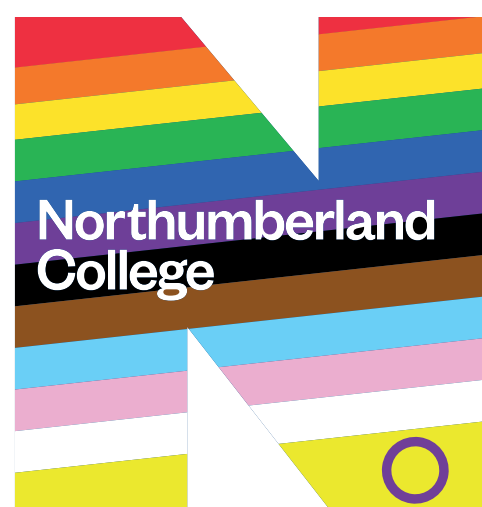
Do not use image

Our logos should be a statement. Images should not be contained within them.

Logo exceptions

There are a limited number of approved exceptions to our guidelines surrounding the manipulation of our logos:

- **Readability of inner text:** When our logos are used over a background where the inner text is not readable, we can fill the space behind with **white** or **tertiary grey** (see right for examples). From 2025 you will see this used more frequently for visibility.
- **Pride:** we use these logos to show support for the LGBTQIA+ community.



Logo exceptions

- **EPNE Training** has a standalone logo. This logo is under review and subject to change from 2025 onwards.
- **Northumberland College Zoo at Kirkley Hall** has its own logo made up of six variations in a streamlined colour palette (updated 2025). These logos support the zoo's identity and help recognition specifically due to the local competition.
- The **Sunderland College Sports Academy** logo incorporates the Sunderland College 'S' in a format that enables it to be identifiable on sports kits and other collateral, whilst allowing all sports teams within the college to sit underneath one, all-encompassing sub-brand.



Sunderland College
Sports Academy

Special usage (small spaces)

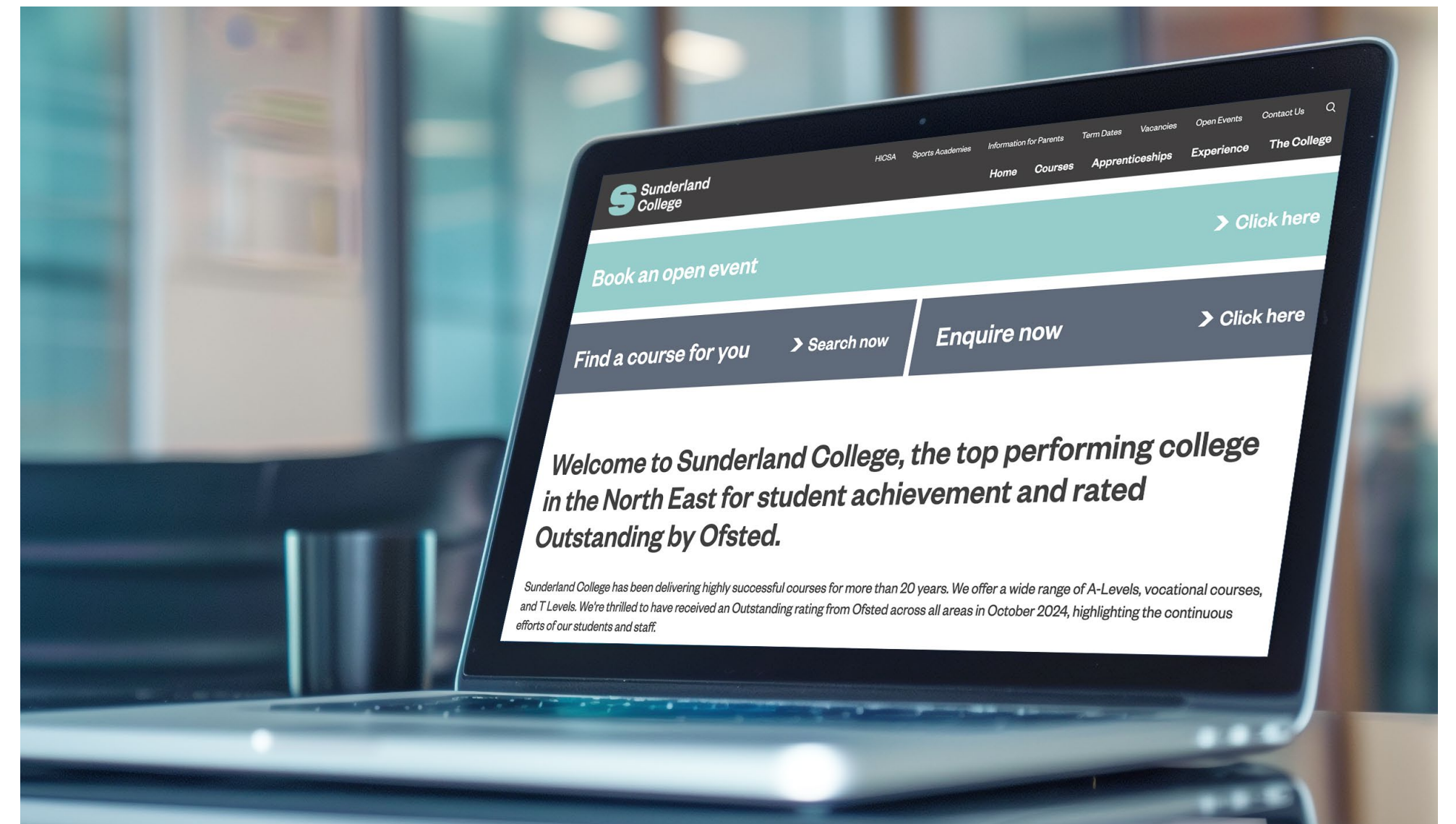
There may be instances where a special use version of our logos are required. Use it when our logos need to fit within a small landscape space e.g the neck strap of a lanyard, a pen, or on the header of a website.

Use of these logos must be approved by Marketing. They are not readily available on SharePoint for general use.

S Sunderland
College

N Northumberland
College

H6 Hartlepool Sixth
Form College



Colours

Colour palette

Primary colours

<div>Sunderland College</div> <div>C 40 M 0 Y 20 K 0 R 150 G 213 B 210 #96D5D2</div>	<div>Northumberland College</div> <div>C 5 M 25 Y 15 K 0 R 237 G 197 B 196 #EDC5C4</div>	<div>Hartlepool Sixth Form College</div> <div>C 24 M 35 Y 0 K 0 R 191 G 167 B 208 #BFA7D0</div>	<div>EPNE</div> <div>C 64 M 45 Y 0 K 0 R 101 G 131 B 194 #6583C2</div>
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Each college has two colours assigned to it and we must only use these colours, plus the optional tertiary grey, when creating marketing material for each college.

EPNE has only one colour, with the option to use the tertiary grey

Secondary colours

<div></div> <div>C 63 M 47 Y 36 K 8 R 104 G 118 B 134 #687686</div>	<div></div> <div>C 51 M 14 Y 54 K 0 R 142 G 181 B 139 #8EB48A</div>	<div></div> <div>C 0 M 68 Y 31 K 0 R 242 G 118 B 134 #F27586</div>
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Tertiary colour for all

<div></div> <div>C 0 M 0 Y 0 K 85 R 74 G 74 B 73 #4A4949</div>
--

Each logo can be used white on a coloured background, providing the background colour is on-brand.

Do not transfer the colours between colleges, for example, Hartlepool lilac cannot be used on any marketing materials for Northumberland College.

Colour palette (logos)

Primary colour

Education
Partnership
North East



Secondary colour



Tertiary colour

Education
Partnership
North East



White

Education
Partnership
North East



Increased visibility



When used as standalone logos, each logo may only be used in the colours shown here.

Always use the primary colour as the first option. If the logo isn't legible, use secondary, tertiary or white. If the inner words aren't legible, they can be filled in with tertiary grey for increased visibility (on large screens for example).

Do not alter the colour of the logo to be different from the brand colours.

Colour palette (typography)

All body copy must be tertiary grey, or white if appearing against a dark background.

Do not vary from grey or white.

If certain words/phrases in body copy need to **stand out from the page**, these specific words may be changed to a heavier weight and the colour changed to the brand colour most relevant to the copy.

Headlines can be either tertiary grey or the colour most relevant to the copy.

EPNE example

Outstanding practice and high expectations

The most important thing for teachers and practitioners to do is to have **high expectations for all students**. This means not labelling students (as “bright”, “strugglers”, “ADHD” or “autistic”), as this can lead to lower expectations in both teacher and student. Rather it is important to see all students as learners who can make leaps of growth in their learning.

Great teachers are passionate about helping students learn. They forge strong relationships with their students and need to be very clear with them about the content and goals of their learning.

The aim is to make student learning as visible as possible.

Sunderland College example

Outstanding practice and high expectations

The most important thing for teachers and practitioners to do is to have **high expectations for all students**. This means not labelling students (as “bright”, “strugglers”, “ADHD” or “autistic”), as this can lead to lower expectations in both teacher and student. Rather it is important to see all students as learners who can make leaps of growth in their learning.

Great teachers are passionate about helping students learn. They forge strong relationships with their students and need to be very clear with them about the content and goals of their learning.

The aim is to make student learning as visible as possible.

Design elements & examples

Design elements

Textured paper backgrounds

You can use textured backgrounds to make designs look less 'flat'. We often marry textures up with a colour overlay.

Chevrons

Good to use large to signify direction, or small as bullet points or alongside a call to action (CTA). We use them pointing right or upwards to signify direction and positivity.

Bursts

Quirky way to highlight a graphic or piece of text. Most often used on QR codes or in infographics. Ensure that the 'ends' of the bursts are always rounded and not square.

Image cut outs with white outlines

When we cut out photos of students we use a choppy cut (not hairline), and always use a white stroke to outline. When using a number of cut outs together, ensure white outlines are the same width.



Design elements

Caption-style headlines

We use Founders Grotesk Medium headlines which sit in a caption-style coloured box. Leave an even space all the way around the text so the box isn't too tight to the text but also isn't dwarfing the text.

Headlines can either be on one or two decks depending on the space, format and context of the message.

When headlines are two decks, the boxes should be different colours and there should not be a gap between them. Where the sentence carries onto another deck, do not capitalise the first word of the second deck.

Caption-style headlines should never be three or more decks.

When using an angled caption-style headline, it should always be angled at 4°, angled upwards to the right. **Please do not guess the angle or do this by eye.**



Be true, be you

Be true, be you

Be true

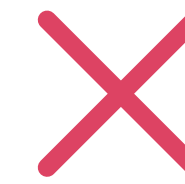
be you

Unlock your

potential

Freedom to

be yourself



Be true, be you

Be true, be you

Be true

Be you

Be true, be you

Unlock your potential

at Northumberland

College

Be true

Be you

Freedom to

Be yourself

Design examples (print)

S

Sunderland College

Access to Higher Education

sunderlandcollege.ac.uk

H6

Hartlepool Sixth Form College

95%

overall pass rate for T Levels*

Find the T Level for you at Hartlepool Sixth Form College

Apply now.

hartlepoolsixth.ac.uk

*Student Achievement Rates 2023-24

Creative Arts

100%

overall achievement rate in technical courses including Creative Media Practice.

Creative, Digital & Computing offers a dynamic range of programmes designed to ignite your creativity and technological prowess.

Explore Performing Arts, Music, and Media, or explore Photography, Visual and Digital Arts. You can immerse yourself in cutting-edge fields like Games, VFX, and Animation, or harness the power of computing and esports.

Our state-of-the-art facilities and outstanding faculty provide an inspiring environment to develop your skills and launch your career in the vibrant world of digital and creative industries.

This subject area fosters an inspiring environment for you to develop your talents and pursue innovative careers. Whether you're drawn to the stage, screen, digital canvas, or virtual arenas, our faculty equips you with the knowledge and experience to excel in the fast-evolving creative and digital industries.

COURSES AVAILABLE

> T Level Media (Foundation)

> Digital Media: Film School

> T Level Media, Broadcast & Production (Content Creation)

> Visual Art

> Music (Performance & Technology)

> Creative Media Practice

> Creative Media Skills

OUR FACILITIES

You will have access to industry standard software and state of the art facilities including our Media House, equipped with recording studios and photography studios, our outstanding Arts Academy with photography, music and dance studios, and 200-seat Theatre Eighteen.

EMPLOYER LINKS

We have several links to industry, such as the BBC, Northern Studios, Sunderland Empire, Ubisoft, Sunderland Software City, The Fire Station Sunderland and NextGen Skills Academy to give you an outstanding learning experience and the skills and knowledge you need.

WHAT DO OUR STUDENTS SAY?

"I wanted a creative route to studying, so I really loved the practical approach the course offered."

Grace, Performance (Theatre, Voice and Movement) Student

CREATIVE ARTS

> Performing & Production Arts Industry Skills

> Performing Arts Practice (Theatre, Voice & Movement)

> Performance Arts Practice (Musical Theatre)

> Art & Design Practice (Fine Art & Design/ Graphic Design/Photography)

> Music Industry Skills

FUTURE CAREERS COULD INCLUDE

> Photographer

> Audio-visual and broadcasting equipment operator

> Arts officer

> Producer

> Director

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H6

Hartlepool Sixth Form College

STEM & Digital Academy

hartlepoolsixth.ac.uk

N

Northumberland College

Veterinary

northumberland.ac.uk

H6

Hartlepool Sixth Form College

Be true, be you.

You are invited to unlock your potential at Hartlepool Sixth Form College!

Who we are

Hartlepool Sixth Form College is the top performing sixth form* in the North East and Tees Valley. Offering a wide range of A-Levels, T Levels and technical qualifications, we are the number one choice for almost 800 students.

Our campus is an innovative place to learn with specialist staff and state-of-the-art facilities. With a welcoming, inspiring and supportive environment where everyone matters, our students have the freedom to be themselves, and get excited about their future.

Where you can find us

We are located on Blakelock Road on the site of the former Brinkburn Grammar School, a short distance from Hartlepool town centre.

*Department for Education National Achievement Rate Tables, 2023-24

Advanced Manufacturing Engineering & Construction Industries Skills Centre

• Digital classrooms, virtual reality environments and a 360-degree immersive suite.

• A centre of excellence for electrical, mechanical, robotics and automation, automotive, green transport, construction, housing, retrofit and wider renewable technologies.

College Block

• Digital classrooms, virtual reality environments and a 360-degree immersive suite.

• Simulated hospital ward and science labs.

• Business, tourism, and hospitality training facilities.

• Technical training suites.

• Hub for young people and adults with SEND - the first of its kind in Ashington.

Revolutionising education & skills in Northumberland

In 2026 we will move our award-winning provision at Ashington Campus to a Purpose-built net zero campus at Wansbeck Business Park.

Supported by the Department for Education (DfE), the campus will offer state-of-the-art academic and technical facilities aligned to local, regional, and national skills priorities.

Featuring three buildings, the transformative project will create an immersive industry experience for thousands of learners and revolutionise the education and skills landscape.

Careers, Information, Advice & Guidance Centre

• Future Ready Skills Hub.

• Student welfare services.

• Auditorium.

• Campus cafe and dining facilities.

Northumberland College

Advance Northumberland

Department for Education

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Academies & Pathways

Our exclusive Academies each have several pathways, so you can follow a bespoke programme of study that is tailored to your future ambitions, whether that is progressing to university or into employment.

When choosing what to study, it's important to consider subjects that link, cross over or complement each other, or ones that are required by universities. We recommend you have at least 5 GCSEs at grades 4-9 to apply for courses within one of our Academies.

Creative & Culture Academy

Creative Arts

A-Levels: Art & Design; Games Design; Animation & VFX (NextGen); Skills for the Creative Industries (Games Design)

Performing Arts

Creative Music Production; Music; Performing Arts

Media & Film

A-Levels: Film Studies; Media Studies

T Levels: Media, Broadcast & Production

Health, Education & Childcare Academy

Health

T Levels: Adult Nursing; Health & Science (Foundation);

Social Care

Health & Social Care

Education

T Levels: Education & Childcare (Early Years Educator); Education & Early Years (Foundation)

Sports Science Academy

Sports Scientist

A-Levels: Biology; Physical Education; Psychology

Sports Coaching & Fitness

Sport & Exercise Science; Sport Coaching; Sport

Humanities & Social Sciences Academy

Social Sciences

A-Levels: Economics; Politics; Psychology; Sociology; Criminology; Transition to A-Levels (GCSE Package)

Humanities

A-Levels: English Language; English Literature; Geography; History; Politics

Legal, Finance & Accounting

A-Levels: Law; Criminology

T Levels: Legal Services; Accounting

Business & Entrepreneurship

A-Levels: Business Studies; Economics; Business (Foundation)

A-Levels: Media Studies

Marketing & Communication

A-Levels: Media Studies

STEM & Digital Academy

Medicine, Dentistry & Health Science

A-Levels: Biology; Chemistry; Maths; Physics

T Levels: Laboratory Science

Digital & Computing

A-Levels: Computer Science

T Levels: Digital Production, Design & Development

Animal Care & Management (Science)

T Levels: Animal Care & Management

Maths, Physics & Engineering

A-Levels: Further Maths; Maths; Physics

T Levels: Engineering; Engineering (Foundation)

How to apply

1

Do your research: Find the right course for you. What subjects are your favourites, which do you enjoy the most and what is your dream career? If you are undecided, visit one of our open events where you can speak to our expert information, Advice and Guidance teams.

2

Apply: It's easy to apply for a course. You can apply online at hartlepoolsixth.ac.uk or in person at an open event.

3

Accept your offer: After you've applied, you will receive a conditional offer which will be subject to you achieving the entry requirements of your course.

4

Keep in touch: We will keep in touch with relevant updates and events, including invites to our experience events and step-up events to help you prepare for your course before enrolling.

5

GCSE results day: If you don't get the results you need for your course or have changed your mind about what you want to study, get in touch with us or visit one of our enrolment events and we will help you decide on your next steps.

6

Enrol: You will enrol over the summer and receive all your start of term information, including your induction timetable, and arrange any support that you may need.

7

Your future begins now! The start of term is where the excitement really begins. We can't wait to welcome you on campus!

Scan here to apply

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Campus life

There are many opportunities for you to thrive, explore, develop, and learn at Sunderland College, but some days you may just want to enjoy campus life between your classes, meet your friends and relax in one of our cafes and outdoor areas, or take part in one of our youth activities and clubs.

Food & drink

Grab a bite to eat and catch up with your friends. We have several eating areas around our campuses offering a wide variety of healthy and nutritional meals, sandwiches, drinks and snacks. All students, regardless of income, will have access to a free breakfast if needed.

> Campus Cafés (Bede and City campuses)

A large variety of delicious hot and cold food is available throughout the day in our Campus Cafés, offering regular meal deals and theme days with many international dishes for you to try. Our Juice Bars also serve a range of healthy smoothies, shakes, sandwiches and snacks.

> Starbucks (Bede Campus)

Situated in the Arts Academy, Starbucks is one of our most popular spaces on campus. As well as serving all your Starbucks favourites, you can also purchase sandwiches, paninis, snacks, cold drinks and much more.

Throughout 2024-25 we will be opening additional catering facilities at Bede campus including a new café, providing more options for our students to choose from.

Details of opening times are published on the Student Life intranet with weekly menus and any new offers. The College currently operates a cash and contactless payment system.

All our food and drink outlets have a 5-star food hygiene rating!

Enrichment

We are committed to providing an environment where students can grow and develop by offering a wide range of wellbeing activities across our campuses. Join in volunteering and social action projects with the Duke of Edinburgh Award, National Citizenship Service and Good for Me, Good for FE, one of our college clubs and societies or take part in weekly themed events.

IT support

We have many computers with an extensive range of software, available for students to use on a drop-in basis. Students are expected to improve their awareness of, and skills in, information technology (IT). There are many staff who can support you in your use of IT. The College has campus-wide Wi-Fi, which enables students to access the internet and complete their college work using their own, or college, devices.

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Future Ready Hubs

Our Future Ready Hubs will help you find all the resources you need for your studies, including study support such as developing your research skills, exam preparation and help with referencing alongside printing, photocopying and scanning facilities.

We also have books, eBooks, journals, DVDs and a range of online resources, including your course textbooks.

All resources are free to borrow, we just ask that they are returned in good condition by their due date.

Our Future Ready Hubs also offer a range of support and wellbeing services (see pages 26-27).

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Design examples (print)



Enrol now to secure your place.

hartlepoolsixth.ac.uk

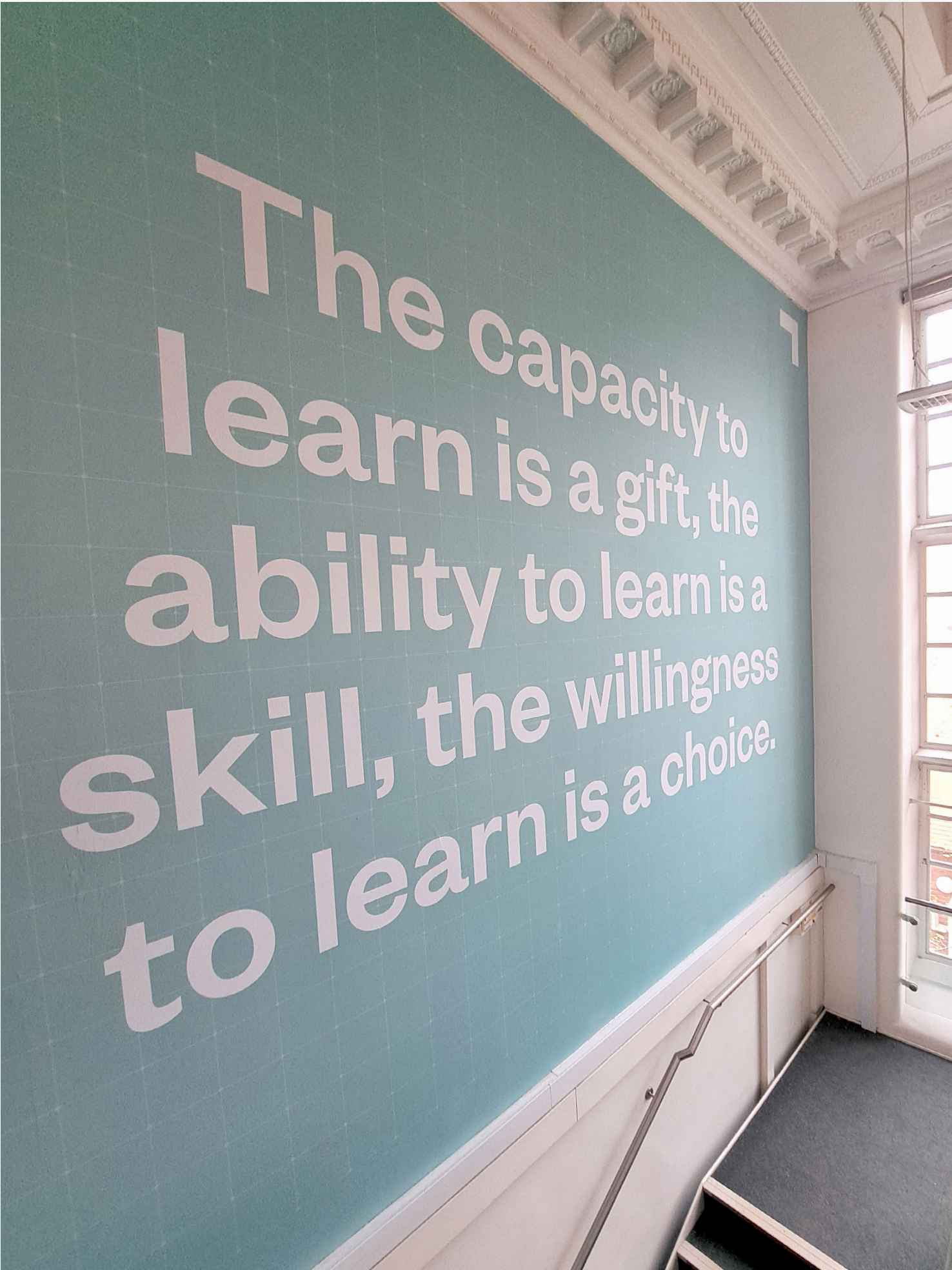
Enrol today.





Everyone is welcome

because everyone matters.



Design examples (screen)



Hartlepool
Sixth Form
College

Change the world and
create a new future

Study science, digital or maths
this September.

> Apply now.



Feeling a bit unsure about
your course choice?

You may be able to SWITCH to a different course. Please speak to your tutor or attend our drop-in sessions in our Future Ready Hubs with our Careers Guidance Team from 16 September until 17 October. No booking is required.

Scan for more information >





Hartlepool
Sixth Form
College



91%

overall pass rate
for A-Levels

Student Achievement Rates 2022-23

Study your A-Levels
with us in September.

>>>> Apply now.

Set yourself
up for success

Study at Sunderland College
this September.

> Apply now.



Unsure about
your course choice?

You may be able to SWITCH to a different course here at Sunderland College.

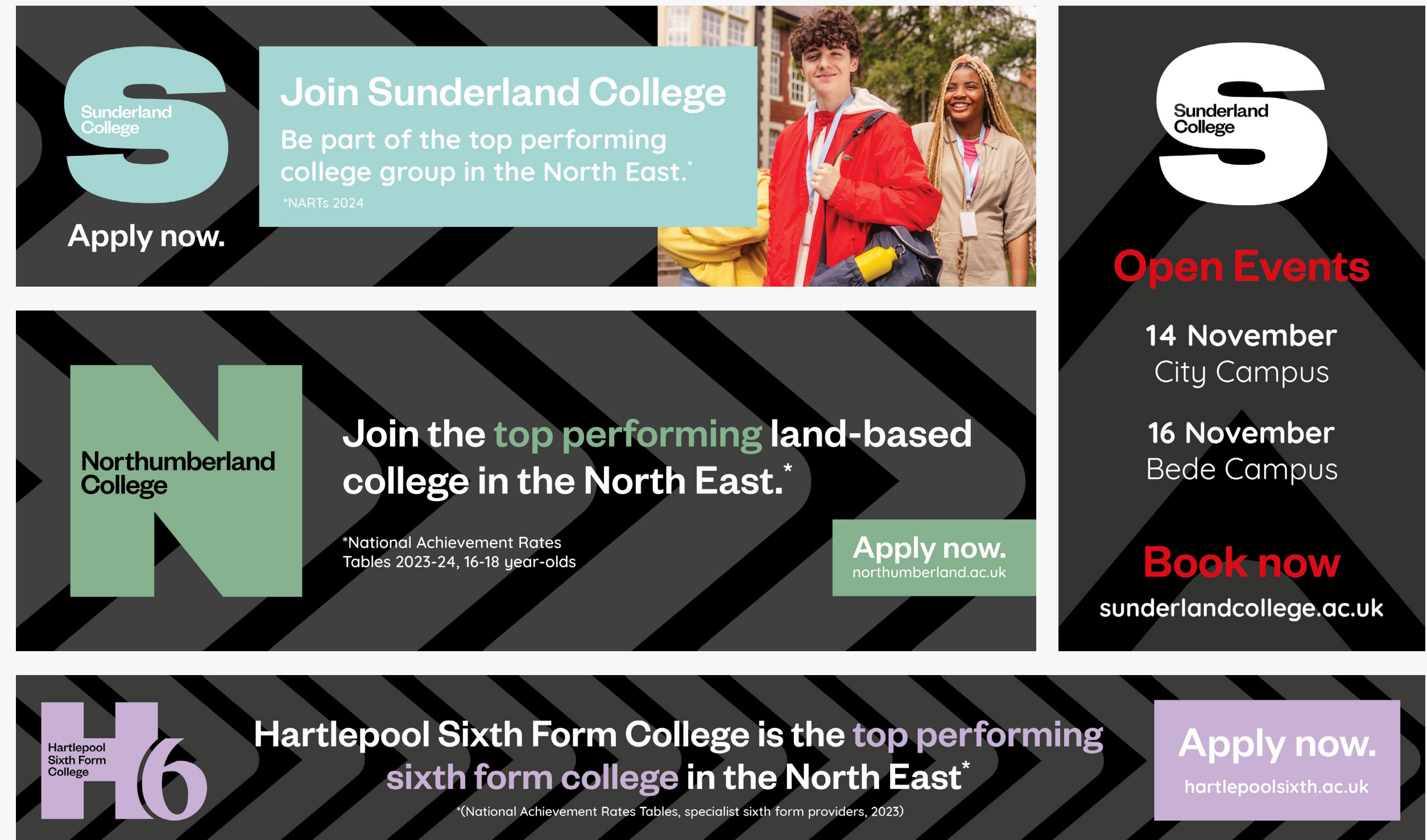
Design examples (bespoke)

We use an alternative design treatment for bespoke, out-of-home marketing materials for a mass audience (not targeted).

We use this bespoke design for special projects such as partnerships or themed events.

We retain the colour palette associated with the college but only as a secondary colour. The dominant colours are tertiary grey and black.

Depending on the location and message, we may introduce colours not featured in our brand guidelines (for example, Sunderland AFC-related marketing activity uses red to tie in with the team's brand colours).



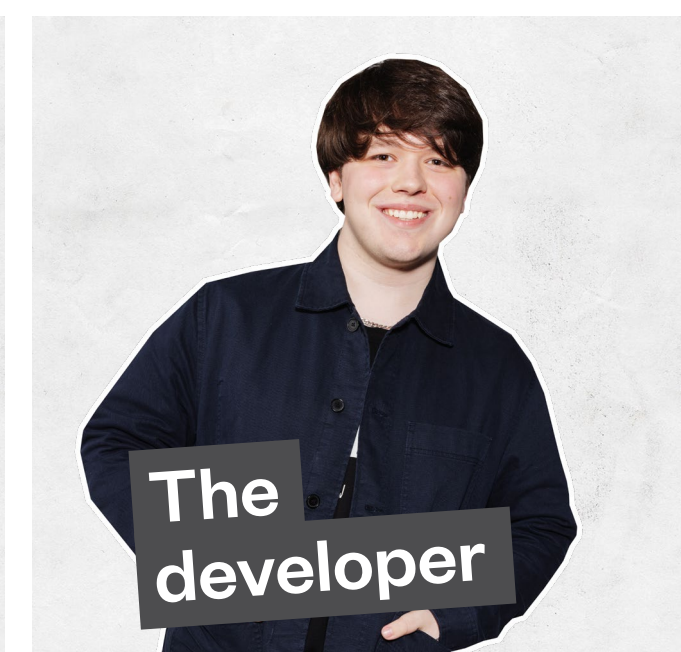
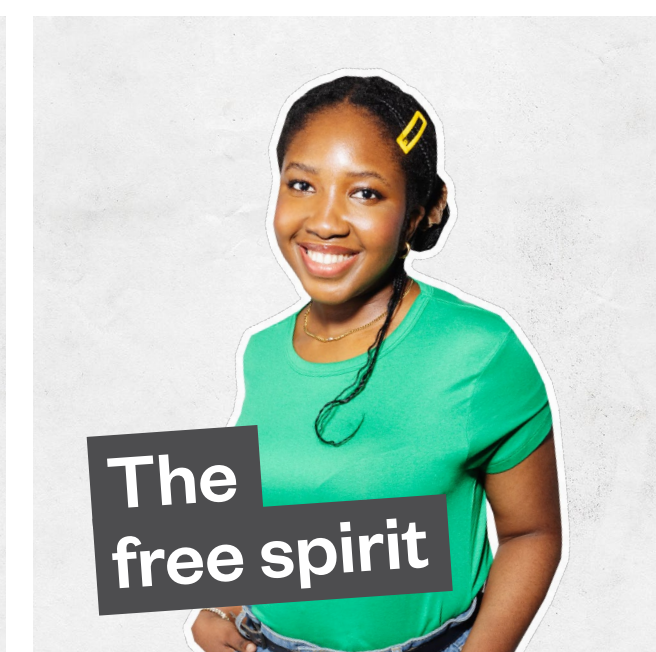
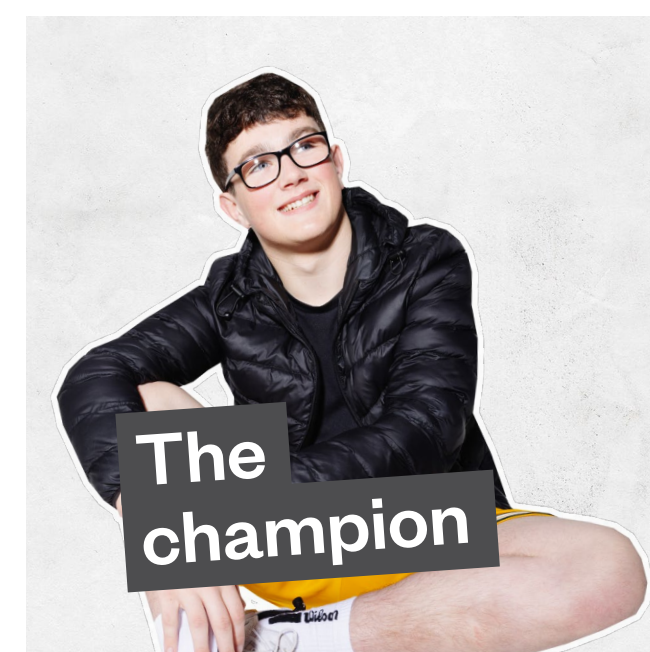
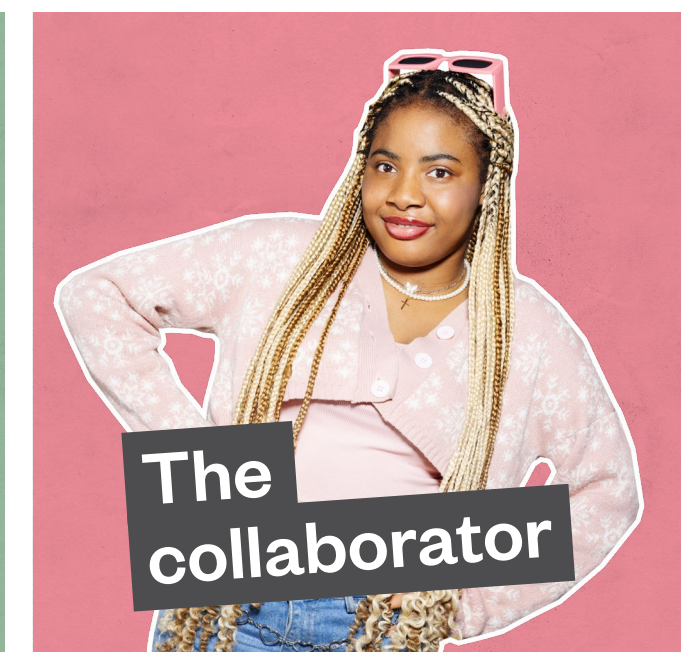
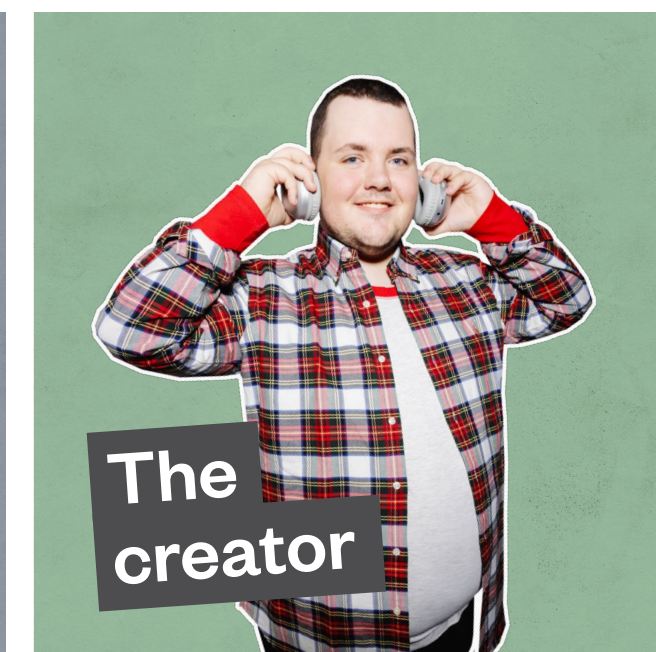
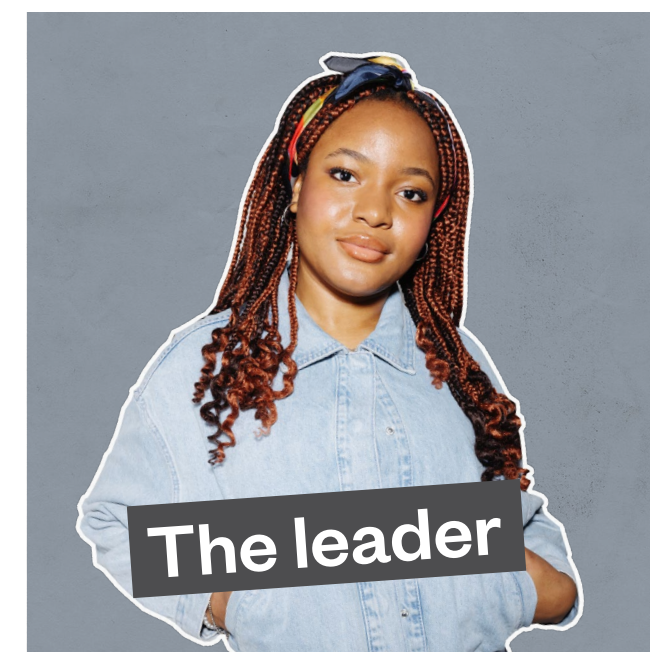
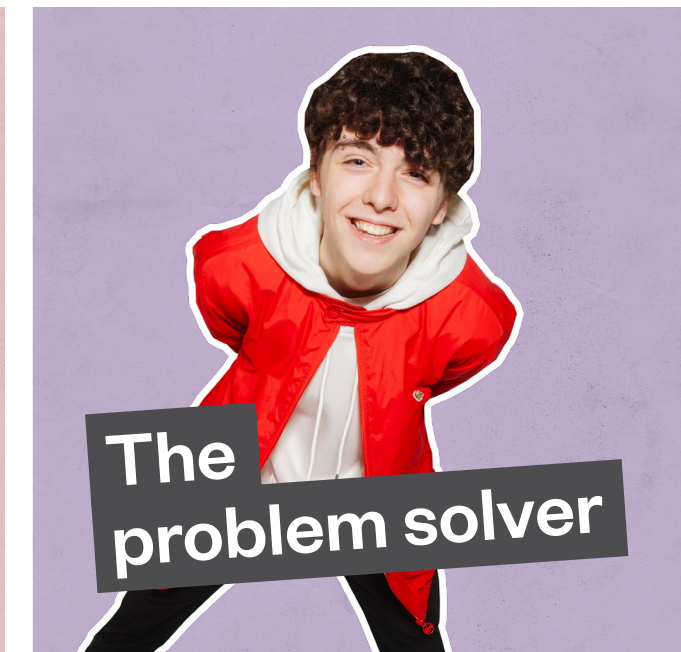
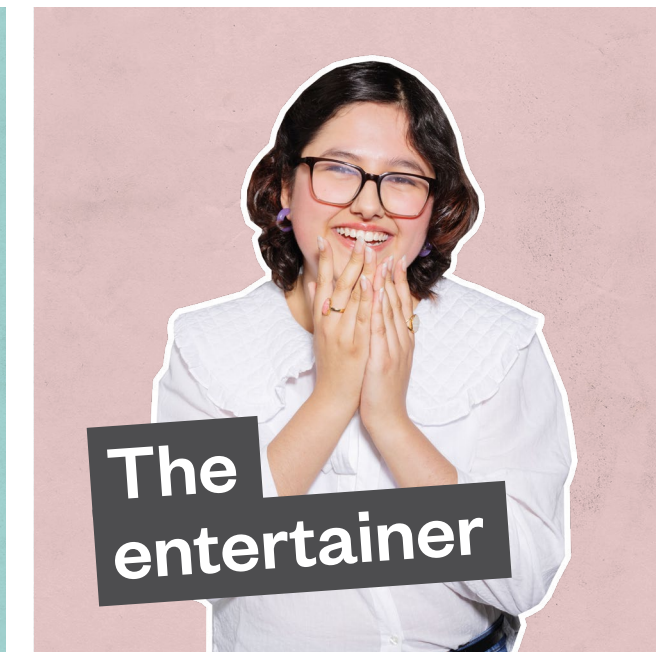
Campaign background

Be true, be you campaign

Our **Be true, be you** (BTBY) campaign celebrates individuality and reminds people that being unique is a strength, not something to hide. It aims to boost self-confidence by reassuring students they don't need to change to succeed, fostering self-worth and empowerment.

This inclusive message resonates with anyone who has felt pressure to conform or struggled with self-acceptance, offering a universal reminder that everyone can relate to, regardless of background or interests.

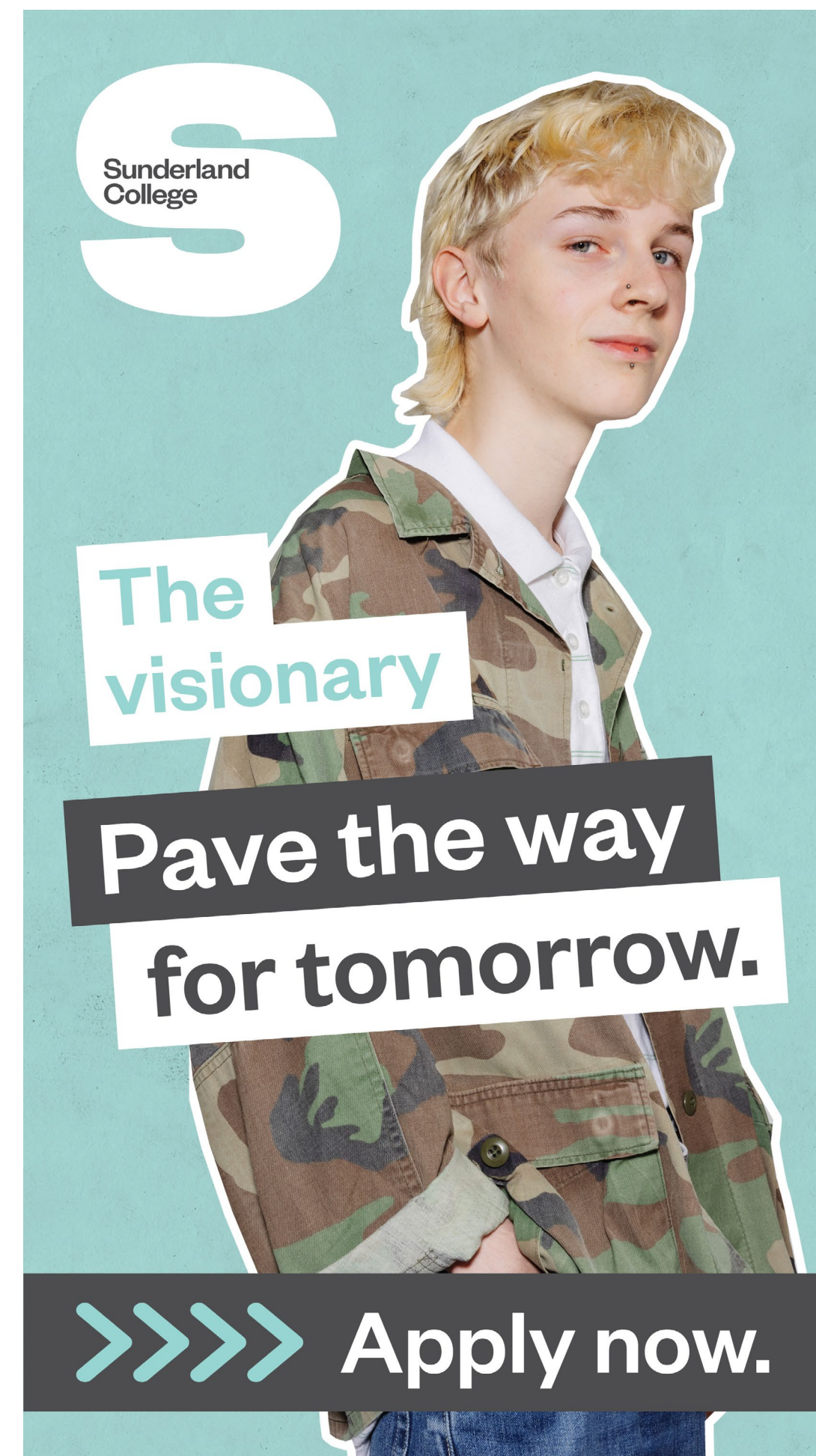
Our 22 BTBY student models have all been assigned a label such as “The leader” or “The free spirit” which they will carry for any BTBY campaign or artwork, only when their studio cut outs used. They have also been assigned a main college to represent.



Be true, be you campaign

Guidelines for using BTBY labels:

- Capital letter on “The” but not on the following word
- Labels should be presented as caption-style text
- If label is 6 letters or less, use only one line (see “The leader” example)
- If label is 7 letters or more use two lines. It should never go on 3 decks
- Ensure that, if using two lines of caption-style text, the caption boxes are the same colour
- Do not put a full stop after a label
- Do not mix and match labels and students
- Only select students can be assigned a label



Contact

These guidelines will be reviewed and updated annually by the Marketing team to ensure they remain relevant and up to date. Any updates will be communicated to relevant stakeholders accordingly.

For any questions about these guidelines, please contact the Marketing team at marketing@educationpartnershipne.ac.uk.