

SHAPE YOUR WORLD

Marketing and branding
toolkit for partners,
stakeholders and
ambassadors



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WHAT IS MINERALS MATTER?

Minerals Matter is the mineral products industry's approach to inspiring people into considering a career within the sector and addressing associated industry challenges such as apprenticeship provision, standards and education.

We aim to amplify industry voice and develop closer relationships with stakeholders and government to address priorities around skills, standards, succession, diversity, and inclusion.

But we can't do that without collaboration from all parts of the industry. That's where you as employers and strategic partners come in. We ask you to adopt the Minerals Matter brand and get involved with us, helping to promote the industry's essential contribution to the economy.

With your support and involvement, we will drive change, raise awareness of the industry, and get people excited about rewarding careers in the minerals industry.

Facilitated by the Mineral Products Qualifications Council (MPQC) for the sector, we work with a range of partners, industry bodies, employers, national and independent operators, education and training providers, local authorities, local enterprise partners (LEPs) and government agencies.

Shape Your World

The strapline, Shape Your World, is central to the Minerals Matter brand. It helps us communicate to people and resonate with their aspirations, to make a difference in the world. The mineral products sector literally does shape the world around us. At the same time, it has an impact on the challenges people care about – the environment, sustainability, diversity and inclusion. Research shows that this appeals to young people who will be a target demographic of Minerals Matter.

FOUR PILLARS FOR SUCCESS

Minerals Matter has four pillars, which cover how we will address the succession and recruitment challenges the industry faces:



The **Standards** pillar will focus on raising standards within the sector. This includes developing the national occupational standards, re-establishing a standard-setting organisation, producing a competency framework and ensuring training and assessment meet the highest standards.

The **Education** pillar will examine the industry's skills gaps and develop new qualifications and pathways to address the gaps. This pillar will also define and promote excellence and ensure training and education routes can deliver this.

The **Partnerships** pillar will ensure that the qualifications are delivered through high quality, approved training providers and that suitable provision is available UK-wide. It will also establish networks and 'quality marking' for providers and seek out those who offer specialist training.

The **Careers** pillar will establish strategic partnerships with education and career services to attract future talent. It will enable opportunities to support employer encounters across all phases of education, to champion the diverse range of opportunities available.

WHY WE NEED YOUR HELP

We cannot address the industry challenges alone.

We need your help to amplify the incredible opportunities and encourage collaboration across the industry, so that together we can develop future talent to sustain our industry and achieve a greater impact.

This toolkit has been designed to help you with that.

Collectively as an industry, we can increase visibility, develop and enhance career pathways and, most importantly, inspire the next generation.

As a valued partner to Minerals Matter, you will play a fundamental role in helping us deliver meaningful opportunities nationally, locally and at a strategic level.

How you can benefit

By supporting Minerals Matter, you will be able to:

- Help address the critical and universal risk factors in the sector
- Support pathways into the industry and nurture future talent pipelines
- Develop your existing workforce's skills and productivity
- Enhance your strategic partnerships, build your local and national networks and strong working relationships
- Strengthen your recruitment and retention practices
- Enhance your contribution to society and make a positive impact.

As well as playing your part, your involvement also provides continuous professional development (CPD) opportunities for you.

Please make use of this toolkit and the templates we provide to help you with this vital work.

Get others involved

We'd encourage you also to raise awareness of Minerals Matter within your own organisation, perhaps as part of your corporate social responsibility (CSR) programme, for example. The more people who know about what we're doing, the more we can encourage collaboration and make Minerals Matter a success for your business.

WHY WE NEED YOUR HELP

Ways to get involved

Whether working as part of your organisation or on your own, you can support Minerals Matter in many ways:

- Adopt the Minerals Matter brand along with your own organisation.
- Become a Minerals Matter ambassador to support career-related learning. Encourage other staff to join you either in ambassador or strategic roles too.
- Connect your employer's skills or talent lead with the Minerals Matter team. It's vitally important for the industry to connect and share best practice.
- Volunteer with the [Careers & Enterprise Company](#) in your region, as an Enterprise Adviser or Cornerstone Employer, and work strategically with local partners, schools and colleges.
- Become a [Minerals Matter STEM Ambassador](#) by signing up to the national network adding Minerals Matter under the skills and qualifications tab to join the scheme.
- Join a Minerals Matter working group to connect with industry colleagues and support key priorities and developments.
- Share best practice, case studies and resources with us, so we can add them to the Minerals Matter website and promote them across the industry. We can help support your activities and together help strengthen the message.
- Share our news across your organisation, in your newsletters and on your social media etc. Help us spread the word!
- Consider opportunities for CPD for education staff such as a teacher placement, or ways to host them within your organisation e.g. meetings, staff inset days, apprentice for the day etc.

You may have other ideas too. Please feel free to share these with us, as they may benefit other partners and ambassadors.

Contact us at info@minerals-matter.co.uk to share your ideas or if you've any questions.

HOW TO USE THIS TOOLKIT

We've put together this toolkit to help create a united, collective approach to future skills needs.

Whether you're working with strategic partners, or inspiring young people, adopting the Minerals Matter brand will help to amplify our industry voice and visibility.

This toolkit will help you create your own marketing materials in support of your Minerals Matter activities, so that we are all sharing information with a consistent look, feel and voice. It is to supplement not replace your own marketing materials.

What's included in the toolkit

As well as logos and brand colours, we've also included several design assets and templates that you can use or adapt. We've included guidance on how to use them and given examples to show you how you can tailor them for different uses.

TYPOGRAPHY

DISPLAY/HEADINGS FONT

The **Plus Jakarta Sans Bold** font is to be used for titles and gives prominence and focus on these in its bold weight. Main headings are often all uppercase and subheads use sentence case.

BODY COPY FONT

The **Nunito Sans** Family is the core Minerals Matter font suite for all body text. A variation of weights can be used across all items, for both print and web.

Light weight is used for body text, regular for introductions and bold for emphasis text.

SYSTEM FONT

Futura should be used when the only library available is 'system fonts', for example, in the case of an email template or basic text document.

Plus Jakarta Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

Nunito Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

Futura Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

Nunito Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

COLOURS

COLOUR THEORY

Colour is one of the strongest visual signals we have. It is important that our colours are displayed as consistently as possible and so the colour breakdowns in this guide should be followed at all times.

MM PURPLE

C96 M100 Y25 K14
R54 G38 B101
PANTONE 669C
HEX 362665

MM MID PURPLE

C56 M59 Y15 K8
R127 G107 B152
PANTONE 667C
HEX 7F6B98

MM LIGHT PURPLE

C28 M30 Y8 K4
R188 G177 B202
PANTONE 5295C
HEX BCB1CA

MM GREEN

C61 M4 Y100 K0
R116 G178 B44
PANTONE 368C
HEX 74B22C

MM MID GREEN

C36 M2 Y59 K0
R182 G209 B134
PANTONE 578C
HEX B6D186

MM LIGHT GREEN

C7 M0 Y12 K0
R241 G246 B233
PANTONE 7485C
HEX F1F6E9

MM SLATE GREY

C66 M58 Y56 K62
R59 G57 B56
PANTONE BLACK 7C
HEX 3B3938

MM NEUTRAL

C4 M3 Y4 K0
R247 G246 B245
PANTONE 663C
HEX F7F6F5

LOGO

MASTER LOGO

This version is considered the 'master logo' and should be used on the majority of brand collateral.

EXCLUSION

Always maintain adequate breathing space surrounding the logo. Keep it clear of any other graphics. Ideally, use the width of the 'M' from the word 'Matter' for reference.

MINIMUM

This logo has been designed to be printed **at a minimum size of 30mm wide to retain legibility.**

EXCLUSION



MINIMUM



LOGO

ALTERNATE LOGOS

These are landscape lock ups and reversed out logos which can be used on flat colour or dark images with little contrast.



LOGO

ALTERNATE LOGOS

The "roundel" logo is to be used only in situations where space is of a premium.



LOGO

RESTRICTIONS

In order to ensure brand consistency across all items, please do not use the logo on flat colours outside of what is listed in the colour section of this guide.

Do not skew or distort the aspect ratio of the original logo.

Do not alter the typeface of the brand name in the logo.

Do not alter the placement of the brand symbol in the logo.

DO NOT



TEMPLATE ASSETS

All of the following templates and graphics can be downloaded. Click [here](#) to access all the templates or see the individual links next to each one.

Minerals Matter logo files



MASTER LOGO



REVERSE LOGO



ONE COLOUR LOGO

EMAIL SIGNATURE

You can use this graphic underneath your own company's email signature.

Please include alt text on the graphic for accessibility (to describe what it is) and link from the image to the Minerals Matter website: www.minerals-matter.co.uk.

Include the hashtags [#MineralsMatter](#) and [#ShapeYourWorld](#) in alt text and any other text you use to accompany the graphic.

Download the email signature graphic [here](#).



SOCIAL MEDIA TEMPLATES

For use on Twitter, LinkedIn, Facebook and Instagram, these are editable so you can include your own branding on them.

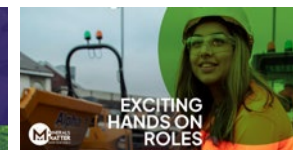
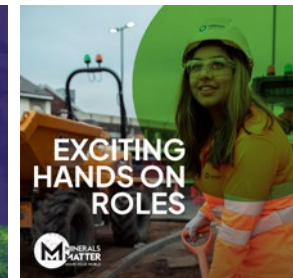
Template A – this is for you to share your partnership with Minerals Matter and talk about activities you have planned. Add your logo where indicated.

Template B – this is for you to share about careers and roles, to help inspire young people into the industry. Please customise it with your own images, featuring your own branding and messages.

Template C – the text here is fully customisable, so you can add your own text, whether these are inspirational quotes or testimonials from people working in your company / the wider industry. You can add your logo too.

Please include alt text on each image for accessibility (to describe what it is).

Download the editable social media templates [here](#).



Template A

Template B

Template C

SOCIAL MEDIA POST EXAMPLES

Here are some example posts you can use for your own social media. Feel free to adapt them for your own audience or to suit a particular sector you are targeting.

Please tag Minerals Matter into your posts, so we can like and share them.

Our social media handles are:

Twitter: [@MineralsMatter](#)

LinkedIn: [Minerals-Matter](#)

And the hashtags we regularly use:

[#MineralsMatter](#)

[#ShapeYourWorld](#)

Be sure to include hashtags that are relevant to your audience, alongside those in the examples.

Twitter examples

- We're proud to be a partner of @MineralsMatter to inspire young people into a career in the minerals industry. Find out how you can get involved: [www.minerals-matter.co.uk](#). #MineralsMatter #ShapeYourWorld
- We're supporting @MineralsMatter to encourage more diversity and opportunities for young people within the minerals industry. #MineralsMatter #ShapeYourWorld
- We support @MineralsMatter in creating national occupational standards for the minerals industry. #MineralsMatter #ShapeYourWorld
- We are working with @MineralsMatter to contribute to a competency framework for operational roles in the minerals industry. #MineralsMatter #ShapeYourWorld
- We're proud to be working with @MineralsMatter on developing standards for (insert info here). #MineralsMatter #ShapeYourWorld
- We're supporting @MineralsMatter because... (insert your own text here) #MineralsMatter #ShapeYourWorld
- From making everyday products to finding solutions for global challenges, a career in the #minerals industry means you can help #ShapeYourWorld. Find out more: [www.minerals-matter.co.uk](#) @MineralsMatter #MineralsMatter
- Check out the @MineralsMatter website to learn about careers in the mineral products industry: [www.minerals-matter.co.uk](#) #MineralsMatter #ShapeYourWorld
- Skills shortages are a real problem in the minerals industry. We're working with @Minerals Matter to help address this. #MineralsMatter #ShapeYourWorld
- Building links between industry and higher/further education is vital to help @MineralsMatter develop suitable qualifications. #MineralsMatter #ShapeYourWorld
- I'm an ambassador for @MineralsMatter to help raise the profile of the minerals industry with young people.

SOCIAL MEDIA POST EXAMPLES

Facebook/LinkedIn examples

- We're working with Minerals Matter to demonstrate the vital work our sector is doing to answer net-zero, sustainability and biodiversity challenges. Find out how you can get involved: www.minerals-matter.co.uk. #MineralsMatter
- We're supporting Minerals Matter to encourage more diversity and opportunities for young people within the minerals industry. #ShapeYourWorld
- We support Minerals Matter in creating national occupational standards for the minerals industry. #MineralsMatter
- We are working with Minerals Matter to contribute to a competency framework for operational roles in the minerals industry. #ShapeYourWorld
- We're proud to be working with Minerals Matter on developing standards for (insert info here). #MineralsMatter #ShapeYourWorld
- We're supporting Minerals Matter because... (insert your own text here) #MineralsMatter
- From making everyday products used in your home and local area, through to finding solutions for global challenges, a career in the minerals industry means you can help shape the world around you. Find a career that will #ShapeYourWorld: www.minerals-matter.co.uk
- Check out the Minerals Matter website to learn about careers in the mineral products industry: www.minerals-matter.co.uk #MineralsMatter
- Skills shortages are a real problem in the minerals industry. We're working with Minerals Matter to help address this. #SkillsShortage
- Building links between industry and higher/further education is vital to help Minerals Matter develop suitable qualifications. We are helping by (insert info on what you're doing) #MineralsMatter
- I'm an ambassador for Minerals Matter to help raise the profile of the minerals industry with young people. #MineralsMatter

POSTERS AND FLYERS

There are poster templates and flyer examples in Dropbox, in different sizes. You can download them [here](#).

The templates are customisable, so you can add your own text and logo.

Use them for promoting Minerals Matter in your workplace, at events and meetings. You can also send flyers out to schools or to parents at careers events, for example.



Poster



Flyer

PRESENTATION TEMPLATES

We've included two PowerPoint presentations that you can use when you are giving talks or making presentations about Minerals Matter and your work with the sector:

1. A presentation template that includes key information about Minerals Matter – you can use this as it is or customise it with your own information as well.
2. A blank presentation template with Minerals Matter branding – for you to customise with your own branding and add your own information to.

You can add your own text, logos and graphics, as relevant to your talk.

Download the presentation templates [here](#).



Template 1



Template 2

FIND OUT MORE ABOUT MINERALS MATTER

www.minerals-matter.co.uk

Contact us

Email: info@minerals-matter.co.uk

Connect with us on social media

Twitter: [@MineralsMatter](https://twitter.com/MineralsMatter)

LinkedIn: [Minerals-Matter](https://www.linkedin.com/company/minerals-matter)

