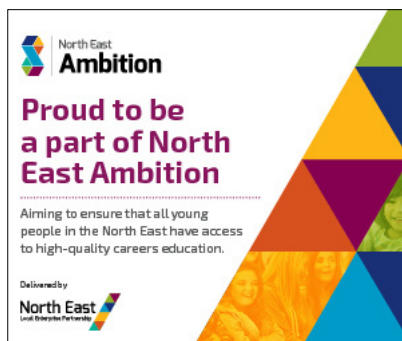


North East Ambition digital badge - usage guidance

We've created a number of digital badges to help our partners promote their involvement in North East Ambition. Partners can use these assets on their websites, email signature and social channels.

Please see below our guidance on how to display and use the digital badges effectively. For further information or assistance, please contact our Communications Adviser anja.swan@nelep.co.uk.



Website badge

We've produced a variety of website banners to allow partners to easily display the badge on a webpage. (The dimensions are: note dimensions) When uploading the badge, please add a link to www.northeastambition.co.uk. If you require a different size badge, please let us know.



Email signature

The badge can be used as part of your email signature to promote your involvement in North East Ambition. When uploading the badge, please add a link to www.northeastambition.co.uk. Instructions on how to update your email signature can be found [here](#).



Social media

The social media badge can be used when posting on your social channels about North East Ambition. Feel free to tag us on Twitter [@NorthEastLEP](https://twitter.com/NorthEastLEP), and please use the hashtags [#NorthEastAmbition](https://twitter.com/hashtag/NorthEastAmbition) and [#MoreandBetterJobs](https://twitter.com/hashtag/MoreandBetterJobs) to ensure we see and engage with your content.

For more information about North East Ambition- please visit our [website](http://www.northeastambition.co.uk).