



Pathway to Board

Your Toolkit



Overview

Five housing associations from across the Cardiff and surrounding areas have joined together to create a programme aimed at black, Asian and minority ethnic individuals, that will support them to be Board ready. The project partnership will address the lack of ethnic diversity on Boards in and outside the housing sector.

The Pathway to Board project is a continuous professional development opportunity designed to better equip individuals from minority ethnic communities who want to contribute to the leadership of an organisation, particularly the housing sector. The aim of the project is to provide both practical and theoretical perspective through training in the classroom and observation of board meetings. It will provide individuals with the opportunity to influence and change how organisations make decisions that affect our Welsh communities and will hopefully be part of a movement to change the face of leadership across Wales.

This 'Stakeholder Toolkit' has been created to provide you with all the information you need and contains a range of assets, templates, and guidance on sharing the messages.

In partnership with:



Share the Project and help to shine Board rooms across Wales

One of the easiest ways for you to share messages and spread the word is via your social media channels.

You can share any of the assets or links provided in the toolkit with your online audiences on your own social media channels, or by directly sharing the posts we publish on the Pathway to Board Social Media Page

Twitter handle: **@Board_Member_PW**

Hashtags **#DiverseBoardsAreBetter #BeBoardReady**

We have included some social media friendly images for you to use in your posts as part of the toolkit along with some suggested content,

The project page url is:

www.taffhousing.co.uk/pathway_to_board-academy/

and is the first point of information for all queries, questions, or interest about the project and will include key achievements as the project develops.



The Kit



Social Media Assets

We have created digital-friendly images in a variety of sizes for you to use to accompany your social media posts.

How do I use this?

For use across a range of social media platforms, the toolkit contains images ready to use on Twitter only

Social Media Posts

To accompany the images, we have written some sample text for social media posts.

How do I use this?

You can use the content as it is, amend for your audience, or feel free to create your own content. The brand guidelines are included to support you to develop your own content.

Sharing Guidelines

As well as the above basic guidance, we have written a press release and text you may wish to use in newsletters or other communication



Pathway to Board

Brand Guidelines



Typography

Headers:

Impact

Small Headers:

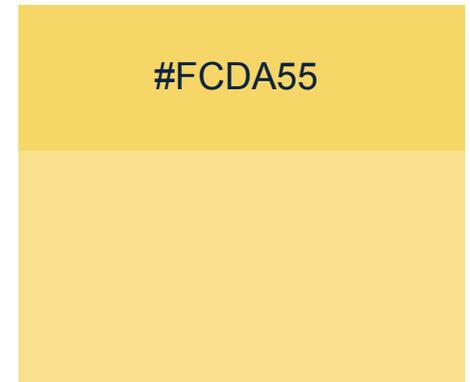
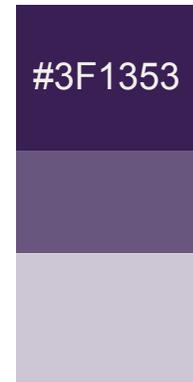
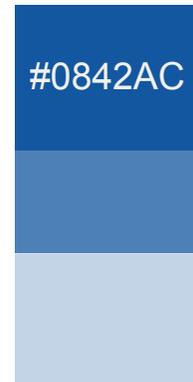
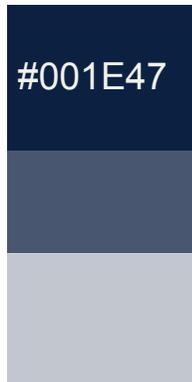
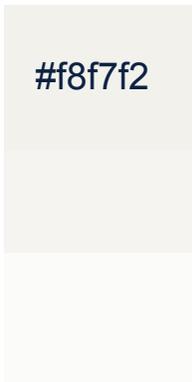
Arial Bold

Body:

Arial

Colours

Accent



#f8f7f2

#001E47

#93AD37

#1AA6b6

#0842AC

#3F1353

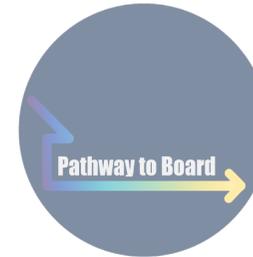
#FCDA55

How to use the logo



Correct Use

Plenty of space around the logo
Not distorted in anyway
Good contrast between logo and the background
Text is clear to read



- Ensure the logo is 100% solid
- Ensure good contrast between the logo and the background
- Do not alter the colour of the logo



- Do not tilt, squish or squash
- Do not stretch the logo or warp



- Do not tilt crop the logo
- Ensure there is plenty of space around the logo

Logo Variations

Main logo



Line



Black



White



Understand the logo

Gradient

Inclusive of all colours of founding members
Supports idea of movement and journey



Arrow

Progression, moving forward, journey, guide

Ending Yellow

Positive colour indicating happiness, optimism and confidence

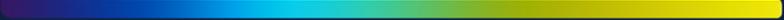
Circle

Notions of toality and wholeness
Typically used to show unity and collaboration
No limit

House outline

Honours the founding member project aim.
Connotes safety, foundation and warmth.
Remains incomplete/partial to reflect the non-restrictive element of the project

Key Messages



We're working to address the lack of ethnic diversity on Boards across Wales by supporting Black, Asian and minority ethnic individuals to become Board ready.

Studies undertaken in Wales and England show Boards lack diversity. The project is here to help change that!

Diverse Boards make better Boards. The project is working to change the face of leadership across Wales.

Our Pathway to Board project aims to increase ethnic diversity on Boards across Wales. Working together with some fantastic organisations, the project will support black, Asian and minority ethnic individuals to become Board ready.

The project supports potential and recognises change needs to happen at the top

The aim of the project is to tap into the skills of ethnically diverse individuals across diverse field of employment and academia to join a board and to use their skills and knowledge to influence how decisions are made in the boardroom. As part of the cohort, you are paving the way how the housing sector or other sectors make decisions that impact on Black, Asian and Minority Ethnic communities. This is a unique opportunity to change the status-quo and this project will allow you to be part of an environment where future policies will be formulated and to have the opportunity to contribute by making sure those policies and decisions are not detrimental to how ethnically diverse communities served.