



# PRESS RELEASE

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## **Advanced Technologies Centre gets a new identity ahead of official opening**

Tameside College will officially open its Advanced Technologies Centre on Friday 19<sup>th</sup> May with an exciting new brand and logo that will reflect the new centre's specialism in science, technology, engineering and maths (STEM).

The new Advanced Technologies Centre is key to the college's plan to develop apprenticeships and higher education in STEM. With two thirds of advanced manufacturing employers concentrated in south and east Manchester, the new centre will support increased demand for higher level skills in the engineering sector and the additional 170,000 people needed to contribute an extra £27 billion to the UK economy every year from 2022.

Bridget Hines, graphic designer at Tameside College and creator of the new branding, said:

"The Advanced Technologies Centre is an iconic structure so it's important that we have branding that is as instantly recognisable as the building will be for years to come. We've incorporated its unique shape into the new logo and strapline, 'Passion for Ideas' using colours from our Vision Tameside logo to tie the brands together. The new design has a simple yet elegant aesthetic that will remain timeless for the generations of students that will come through the college in the future."

**For more information, please contact Melissa Jones on 0161 908 6698 or [Melissa.Jones@tameside.ac.uk](mailto:Melissa.Jones@tameside.ac.uk)**

The new centre now completes the first phase of the 'Vision Tameside' redevelopment project, which will bring greater economic prosperity and transform learning and skills in Tameside by offering students the opportunity to study specialist STEM subjects closer to home.

For more information on the course offering at the Advanced Technologies Centre please call Tameside College on: 0161 908 6789 or visit: [www.tameside.ac.uk](http://www.tameside.ac.uk).

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