Grant acknowledgement

show

LOTTERY FUNDED

Congratulations on becoming a Big Lottery Fund grant recipient!

One of the requirements in your grant contract is that you publicly acknowledge your funding from the Big Lottery Fund, no matter how much you have received or the nature of your project. We have produced this guide to show you how to use our beneficiary logo. We want you to use it widely and regard it as visual recognition of your success.

BIG LOTTERY FUND

LOTTERY FUNDED

Through your use of this logo we can let people know where Lottery money is going in their community and support the aims of the National Lottery – to raise money for good causes. By promoting your funding you can reach the people who need your services and showcase the great work you are doing with our funding.

When writing these guidelines we have tried to be flexible enough to suit the large range of projects that receive funding from us. The Funding area of our website has advice and ideas to help you, including an order form for **free grant acknowledgement materials such as plaques and stickers.**

You can contact us for support and advice but ultimately you are responsible for ensuring that your grant is acknowledged.

This booklet may seem to be about strict rules. Don't be put off. If you need anything clarified or any advice, we are here to help you.

COLOUR

LOTTERY FUNDED

LOTTERY FUNDED

BLACK

LOTTERY FUNDED

LOTTERY FUNDED

Beneficiary logo

The logos displayed to the left (in four variations) show how the beneficiary logo must be used.

It is important that the logo is reproduced only as shown. Do not rotate, crop, recolour, exclude or alter any part of it. This logo has been specially created to show both the **source of your funding** (us) and **how it was raised** (through the National Lottery).

Projects in Wales must use the bilingual version of these logos. Information about these is in the Welsh bilingual version of this guide and on our website.

The artwork files can be downloaded from the Funding area of our website. Please only use these original files.

Impact and clarity

When deciding which logo you are using choose one which is the most legible for all users, especially people who may have a visual impairment.

To ensure it is readable it must be no smaller than the minimum size and use the correct file so it is not fuzzy or distorted. Do not place the logo on an image or patterned background and make sure there is enough contrast between the logo and background. It is important the logo is clear and legible so people can see we funded you.

Colour

Our logo comes in two colour versions, with the Big Lottery Fund logo in either pink or blue. You can use whichever colour you prefer but we would like you to use it in full colour where you can.

The beneficiary logo is also available in black only or reversed-out (this is white artwork on a clear layer to use on a dark background) if these suit your requirements better. The reversed out version is only available as an EPS file and this cannot be used in word software – you need a design software to use this.

Below are true colour references to ensure correct colour matching for print (CMYK breakdown of our JPEG files) and online (RGB for our GIF files).
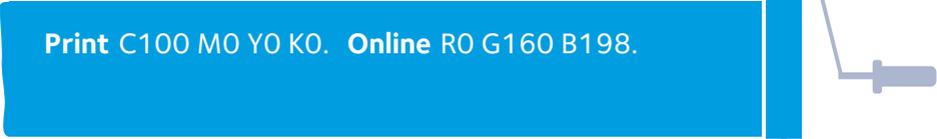
Big Lottery Fund – **Pink**

Print C0 M100 Y0 K0. **Online** R240 G2 B127.

Big Lottery Fund – **Blue**

Print C100 M0 Y0 K0. **Online** R0 G160 B198.

14mm

LOTTERY FUNDED

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Minimum size
You need to ensure our beneficiary logo is no smaller than minimum size (height of 14mm) so it is readable and that you use the correct file so it doesn't look fuzzy or distorted. These all reduce its impact and make it hard for people to see that we've funded you.

Exclusion zone
An exclusion zone is the clear space around the beneficiary logo to make sure it is visible. This means no type, images or lines sitting below or too close to it. Please leave a space half the height of the crossed fingers on all sides of the logo, as shown below.

File formats
The logo is supplied in a variety of formats. Use the correct format for your purpose.

Signs	EPS
Merchandise	EPS
Print stationery	EPS or JPEG
Promotional materials	EPS or JPEG
Online	GIF or JPEG
PowerPoint	JPEG
Electronic templates	JPEG

Size on large items
Although we have stipulated minimum sizes, if you are printing large items such as posters we expect the logo to be used large enough not to be lost. Below is a guide on sizing for larger items:

Up to and including A4	14mm
Up to and including A3	24mm
Up to and including A2	36mm

36mm

14mm

Acknowledging partnerships

Many of our recipients get funding from other sources and will have to juggle the expectations of all their funders to acknowledge their contributions. If Big Lottery Fund is the largest funder across your project or portfolio of projects, we expect to have the greatest prominence.

Where other organisations contribute more, we understand you will have to manage their expectations and our logo may be less prominent. It can never be omitted altogether as its use is a condition of your grant.

If you have difficulties managing the expectations of your funders, contact us and we can give some advice.

If you are working with other organisations who have given you other types of support, for example sponsoring an event you are hosting, providing staff or expertise, supplying resources or items for your project to use, we understand you and the sponsor will want to recognise their help but you must manage this in such a way so as not to imply they have funded your project. If you need advice or help with this contact the branding team.

Where to use the beneficiary logo

Everybody who visits your project, takes part in your activities or uses your services must be able to see that it was funded by the National Lottery through the Big Lottery Fund. The following section gives more detailed information on where we expect to see you using the beneficiary logo. However, this isn't exhaustive and you may have ideas of your own, more suited to your project. The important thing is to let people know about your funding.

@BigLotteryFund

#biglottery

LOTTERY FUNDED
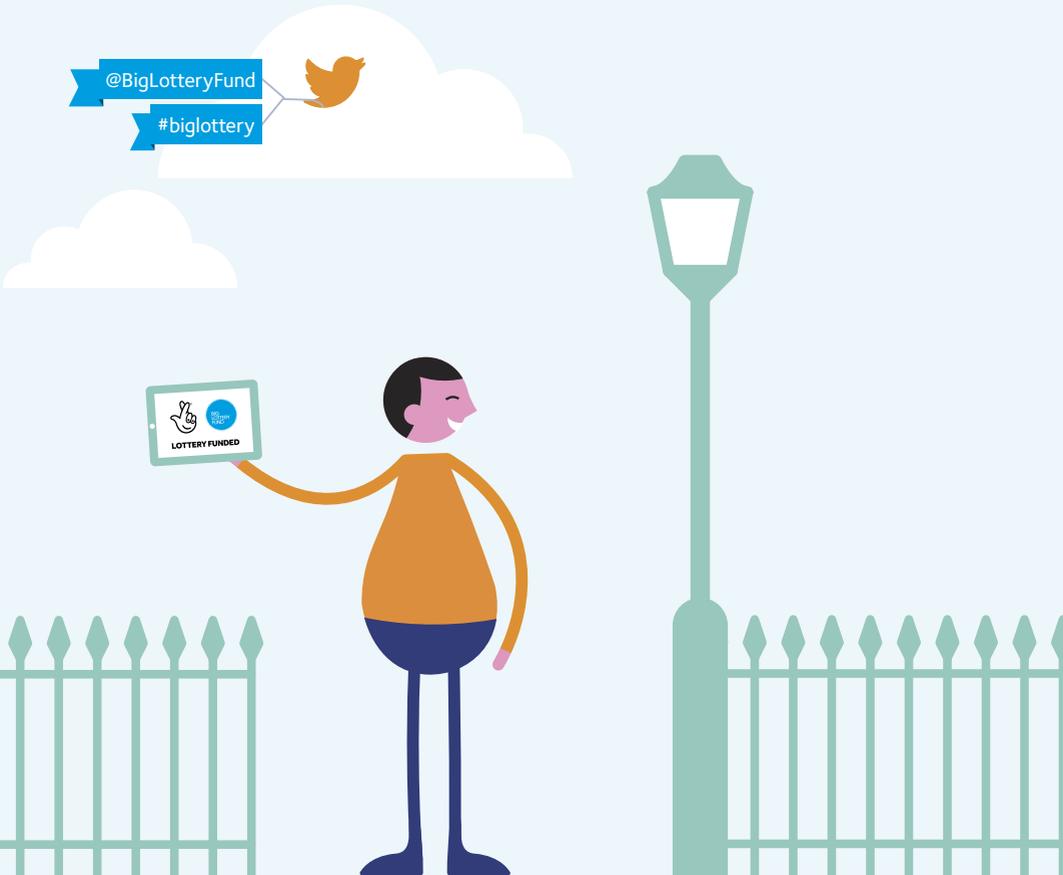
Signage and plaques

We would like you to display a plaque where visitors can see it.
We provide plaques free of charge and you can get one by completing
the order form on our website. Plaques only carry our logo so if you
want a plaque or sign to have your name or logo on it, you will need
to produce this yourself. Plaques or signs should not be obscured
or placed in an area not seen by your visitors – such as an office.

Site boards and hoardings

All building or ground work funded by us must feature our logo
prominently on all sides visible to the public. We expect this to be done
soon after the works have begun when hoardings go up. Your contractor
may take responsibility for this as they will want to put signs up with
their own name and contact details, so please ensure that you provide
them with our logo and they include it. We also have hoarding stickers
that can be used on site boards if your contractor doesn't produce
signage with our logo.

Other types of signs

For some projects a plaque wouldn't be suitable. In these cases you
can consider other types of signs, for example fence signs, equipment
plates, banner stands, flags or free standing signs. When coming up
with ideas, bear in mind longevity and maintenance. Check our website
to see if any of the other items we provide is suitable and call the
branding team if you need any advice.

Websites and social media

If your project has a website, our logo should appear on the
home page. Please ensure that it is large enough to be legible
on screen. The JPEG or GIF formats of our logo should be used.
If you use social media to promote your project, follow us on
Twitter **@BigLotteryFund** or use our **#biglottery** hash tag in
tweets which mention your funding so we can help celebrate
your success. You can also like our Facebook page:
www.facebook.com/biglotteryfund

For more information about using social media see the
Publicity guidance document on our website.

Publications and printed material

Our logo must be included when producing any form of promotional or publicity materials, including posters, press releases, leaflets, brochures and annual reports. You may decide to add our logo to your stationery by having it commercially printed or adding it to your templates. Our logo must be easily visible and conform to our minimum size requirements.

Press releases

All press releases about your work funded by Big Lottery Fund should also include our logo. Our website has some standard text that we would like you to include in the notes to editors section. Further information can be found in the Publicity guidance and our website has press release templates to help you.

Advertising

If advertising your project, or recruiting for staff or services which we have funded, you need to include our logo.

If the cost of advertising space will not allow you to include the logo in a size that is clearly legible, the following text can be used instead:

Funded by the National Lottery through the Big Lottery Fund.
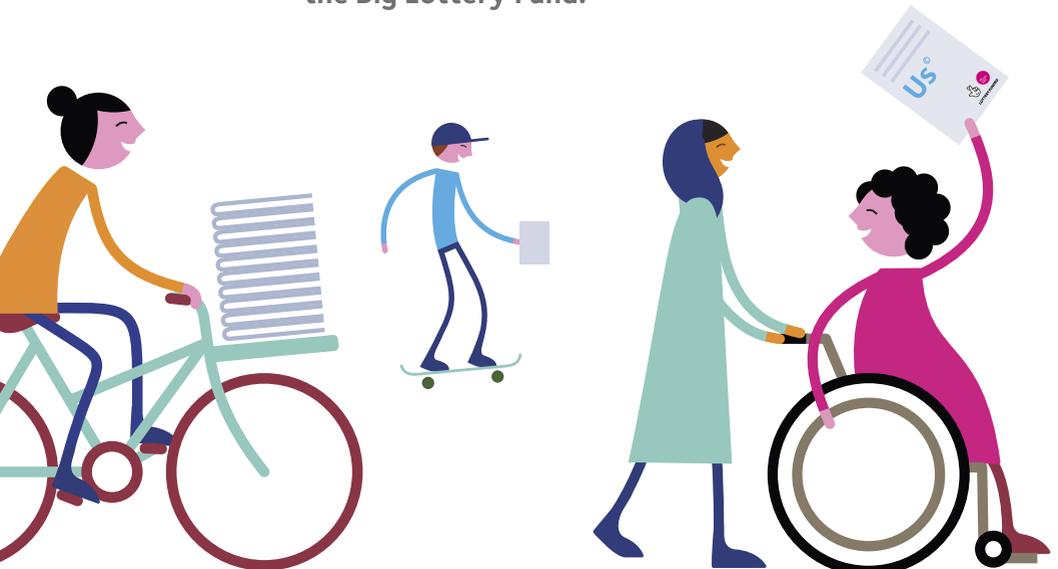
Vehicles

If you purchase a vehicle with your grant, then you must display the beneficiary logo where it can be easily read. We supply permanent self-adhesive vinyl stickers free of charge.

Equipment

We provide permanent vinyl stickers in a choice of colours and sizes for equipment purchased by us. These stickers should be displayed in a prominent position.

If it is not possible to affix a sticker on equipment, you should acknowledge our contribution by other means, for example a mention on your website or a nearby plaque.

Events

Your grant must be acknowledged at any event you host. There are a number of ways you can make use of the logo. The branding team can offer advice. You can find information on events in the Promoting your project guide in the funding area of our website.

Proportional acknowledgement

Acknowledgement should be proportional to the size of your award. For example, we would not expect a project getting £1,000 to mount a plaque in their reception and conversely equipment stickers alone are not adequate recognition for a project that has received over £100,000. If you are not sure if you have done enough, we are happy to give advice.

Duration

However you choose to acknowledge you grant, it must be for the life of your project. This will depend on the nature of your grant – if it funds services, it will be for the duration of the services we funded; if it is for a capital project, as long as that project exists in the form we funded. Please bear in mind replacement costs due to wear and vandalism. However, you can always order more free items regardless of how long ago you got a grant.

Monitoring and compliance

Because we manage Lottery proceeds, which is public money, we are required to report on how our funded projects are acknowledging their funding. Your funding manager and the branding team will check you are doing this so it is important to contact the branding team if you have any problems doing this.

To help you ensure you have acknowledged your grant adequately, below is a list of places we expect to see our logo used. You may have ideas of your own and we'd love to see any innovative uses of our logo if you have them. You can do this by sending us your pictures or posting them on a social media site.

Checklist

- ◯ Advertisements
- ◯ Booklets
- ◯ Educational material
- ◯ Flyers
- ◯ Invitations
- ◯ Information boards
- ◯ Programmes
- ◯ Publicity leaflets
- ◯ Site boards
- ◯ Social media
- ◯ Stationery
- ◯ Websites
- ◯ Job adverts
- ◯ Newsletters
- ◯ Plaques
- ◯ Posters
- ◯ Presentations
- ◯ Press releases

Contact us
The branding team are here to help you. If you need anything give us a call.

Branding Team, Big Lottery Fund
1 Plough Place, London EC4A 1DE
Tel: 020 7211 1728
Email: branding@biglotteryfund.org.uk

Further information
You can visit:
www.biglotteryfund.org.uk/funding
for more advice on publicising your
project, logo artwork and orderforms.

Show: Grant Acknowledgement booklet
Stock code: BIG-GAREQUIRE

Further copies available from:
Email: general.enquiries@biglotteryfund.org.uk
Phone: 0345 4 10 20 30
Text Relay: 18001 plus 0345 4 10 20 30
(for those with a hearing or speech impairment)
Website: www.biglotteryfund.org.uk

Accessibility
Please contact us to discuss any particular communications
needs you may have.

Our mission
We are committed to bringing real improvements to
communities and the lives of people most in need.

Our equality principles
Promoting accessibility; valuing cultural diversity; promoting
participation; promoting equality of opportunity; promoting
inclusive communities; reducing disadvantage and exclusion.
Please visit our website for more information.

We care about the environment
The Big Lottery Fund seeks to minimise its negative
environmental impact and only uses sustainable resources.

PLEASE
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