

HOW TO ACKNOWLEDGE YOUR GRANT

A guide for grantees

February 2014



LOTTERY FUNDED

CONGRATULATIONS ON RECEIVING A HERITAGE LOTTERY FUND GRANT!

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Designed and produced by Matthew Fairweather.

Download this publication from www.hlf.org.uk/acknowledgement

By accepting your grant from us you have made a commitment to acknowledge our support publicly. You must do this for the duration of your grant contract.

It doesn't matter how much you have received or what the nature of your project is. You must acknowledge your funding from the Heritage Lottery Fund (HLF) in all your promotional work – including at development stage – by displaying our acknowledgement logo. This helps people see how National Lottery players' money is being spent and the contribution it makes towards saving our heritage for the future.

Start planning your acknowledgement as soon as you receive a grant. This booklet includes guidance on where and how to use the logo. It also gives ideas for acknowledging our funding in public-relations and other promotional activity.

You can download this guidance and the logo from www.hlf.org.uk/acknowledgement

If you need help or have any questions about how to acknowledge your grant, please contact your monitor or grants officer.

Start planning your acknowledgement as soon as you receive a grant.

Start planning your acknowledgement

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Fill out this form to order free acknowledgement materials.		

WHERE TO USE THE LOGO

Acknowledging your grant publicly means that signs showing our logo must be visible in public areas, both during your project and after completion.

Be creative! We want you to use our logo imaginatively and in the best ways suitable for your project.

We also provide some free-of-charge materials showing our logo. You can order these quickly and easily through the grant-application portal* or via www.hlf.org.uk/acknowledgement.

The sizes of all items are listed on the order form.

*For projects awarded a grant after April 2008

→ Prominent use of our logo near a museum entrance





Be creative!
Use our logo
imaginatively
and in the best
ways suitable for
your project.



Supported by

The National Lottery
through the Heritage Lottery Fund



SIGNAGE

Plaques and signs

Plaques and other permanent signs are a good way of acknowledging your grant for the long term. We would like you to display plaques showing our logo at every main customer entrance and exit, and at every HLF-funded facility and exhibition. We provide two kinds of **free-of-charge Perspex® plaques** – landscape and compact.

You could design your own plaques, waymarkers, keystones and other signs using wood, stone, metal, glass or any other materials.

Where you want your signage to be part of a building – for example a carving of the acknowledgement logo into a wall or an etching of it on a glass door – it's more cost-effective to plan this early. Your architect could help by designing signs, suggesting positions and coming up with new ideas.



↑ The logo used on a keystone...



↑ ...and on glass.



↑ Free compact plaque



↑ Free landscape plaque



↑ Free construction site board at a building-restoration project



↑ The logo used on a grantee's construction hoarding



↑ Free construction site board on a railway carriage during restoration

Construction site boards

If you are undertaking physical works as part of your project – for example building restoration, nature conservation, large-scale landscape and townscape work, or physical works in parks* – large site boards featuring our acknowledgement logo should be displayed while the work is taking place. Once the work is completed they should be replaced by permanent signage acknowledging our funding.

You could create your own site boards, for example if you need to acknowledge our support alongside that of other organisations. We also provide **free-of-charge construction site boards**, featuring our logo only.

Site boards must be situated at site entrances, exits and at other points where they are clearly visible to the public. If your contractor takes responsibility for this, please ensure that they have your project reference number when ordering acknowledgement materials on your behalf.

Use large site boards while work is taking place, then replace them with permanent signage.

*Parks in England funded under the Parks for People grant programme display a logo different from the one you can see in this booklet. Visit www.hlf.org.uk/ParksAcknowledgement for details.

Other types of sign

Plaques and construction site boards may not be suitable for some projects. In such cases you should consider other types of signage – for example **free-standing signs, banners** or **stickers**. Be creative and use our logo to produce signage appropriate for your project.

You can also order **free-of-charge materials** from us, such as **self-adhesive banners**. These are versatile and can be used in many different ways – for example to provide background acknowledgement while physical works, exhibitions, workshops or other activities are happening. They can be tied to fencing and adhered to boards, and they are easy to store and transport.

We also provide **free-of-charge stickers** for use in various ways, including on equipment purchased with HLF funding and on noticeboards.

It's your responsibility to obtain the legal approval or permission you need to display permanent signage. This can include planning permission, listed-building consent and faculty consent.



↑ Free banner used while physical works are taking place



↑ Free sticker



↑ Permanent banner at a museum's main entrance

↘ The logo used on roller banners

Where to use the logo



↑ Information board showing the acknowledgement logo

More ideas for signage

Plaques and other signs are often the most effective way to acknowledge our funding. In addition to these, you should also consider using our logo on:

- ↘ funder and information boards
- ↘ exhibition stands and displays
- ↘ labels

ONLINE AND SOCIAL MEDIA

As more and more HLF-funded projects have an online presence, we expect to see our funding acknowledged online too, including:

➤ on **grantee websites and blogs** – ideally by placing our logo on the home page and linking it to the HLF website (www.hlf.org.uk)

➤ on **third-party websites and blogs** mentioning an HLF-funded project

➤ in **social media** – by featuring our logo (e.g., on Facebook, Pinterest and Flickr pages, in YouTube and Vimeo videos), mentioning the Heritage Lottery Fund in narrative text, referring to @heritagelottery (Twitter), and so on

➤ in mobile-phone and tablet **apps**



Our logo should appear in a range of places, including your own website, videos, apps, third-party sites and social media.



PROMOTIONAL MATERIAL AND PUBLICATIONS

Include our logo on any form of **promotional and printed materials** relating to your project, for example:

- leaflets and brochures
- printed and electronic newsletters
- maps and posters
- postcards
- educational materials
- guidebooks
- annual reports
- emails and electronic cards

Press releases about HLF-funded work must also bear our logo, as well as acknowledging our support in the text (see *How to announce your grant to the media* on www.hlf.org.uk/GrantHolders for more information).

You might also decide to add our logo to your **stationery**. Please use the logo according to the minimum-size requirements set out on page 18.



Check our minimum-size requirements when using the logo (page 18).

ADVERTISING

Use our logo whenever you advertise your project or a job vacancy funded by us.

We can help you decide how best to acknowledge your grant. Contact your grants officer to discuss your ideas.



↑ A poster advertising an exhibition supported by HLF





↑ Balloons featuring our logo and (right) free badges →

EVENTS

Your HLF grant must be acknowledged at any event that relates to an activity we have funded.

Plaques and other signage showing our logo are an obvious way to acknowledge support. Use the logo in **presentations** and on **invitations, programmes, brochures** and other **promotional materials** as well.

We provide **free-of-charge badges** which can be worn by participants in project activities or at promotional events.



You need to get our approval before your designs are finalised. To ensure quick sign-off, give your grants officer plenty of notice before sending the artwork.

↗ The logo on a brochure



[illegible]

☐ Websites





Europe 1600 – 1800 galleries

Behind these hoardings we are creating sumptuous new galleries devoted to art and design in Europe from 1600 – 1800. They will open in winter 2014.

These galleries are part of FuturePlan, the V&A's programme of restoration, refurbishment and redevelopment. To find out more visit www.vam.ac.uk/futureplan

This project is supported by the National Lottery through the Heritage Lottery Fund



LOTTERY FUNDED

We expect to see our logo used in a variety of places. Make sure you explore different routes for acknowledgement.

FUTUREPLAN · FUTUREPLAN · FUTUREPLAN

BEYOND THE LOGO

Where it's not possible to use our logo, make sure high-impact visual acknowledgement is still in place.

You can use the wording **Supported by the National Lottery through the Heritage Lottery Fund**, or, where space is limited, **Supported by the Heritage Lottery Fund**.

In addition to acknowledging your HLF grant award visually, don't forget that there are a lot of other ways in which you can and should be acknowledging our support.

You can use the words 'Heritage Lottery Fund' to acknowledge our support in a high-impact visual way.



↑ Funding acknowledgement using the words 'Heritage Lottery Fund'

MEDIA AND PUBLIC-RELATIONS ACTIVITY

Newspaper, radio, television and online coverage is an essential part of promoting your project and acknowledging your grant. Not only does it let people know about your success, it also brings to their attention how National Lottery players' money is spent. There is a wealth of information on achieving this under *How to announce your grant to the media*, on www.hlf.org.uk/GrantHolders

➤ You must **get in touch with your grants officer or the HLF press office** and get their agreement before you give an interview, make a public statement or issue a press release about work that we have funded.

➤ You should acknowledge your grant in any press coverage **throughout the life of your grant contract** with us, not just at the time of announcing the grant or when the project has been completed.

➤ After the announcement of your grant, you should **keep your grants officer or the HLF press office informed** of any further press activities. This can include writing articles, giving interviews or publishing press releases that refer to important stages in your project, such as start-of-work ceremonies, plantings or other milestones.

Acknowledge your grant verbally in speeches, presentations, radio and TV interviews.

➤ You must also let us know if your project is nominated for, or wins, any **awards**. Acknowledge our support in any speeches, interviews or press releases relating to the award.

We may be able to provide extra support and help in creating newsworthy events and ideas, so please get in touch.

ONLINE AND SOCIAL MEDIA

Don't forget to mention our support on your website or blog, linking back to our website (www.hlf.org.uk) where possible. You can say that your project is **'supported by the National Lottery through the Heritage Lottery Fund'**, or, where space is limited, **'Supported by the Heritage Lottery Fund'**.

We are on **Twitter**, so please use our main Twitter handle, **@heritagelottery**, or that of your local HLF team (e.g. @HLFNorthEast) to acknowledge our support.

RECOGNITION AT EVENTS AND OPENINGS

You must acknowledge your HLF grant **at any event** you host which relates to an activity we have funded.

➤ As well as using our logo on printed publicity materials and presentations, your HLF grant should also be acknowledged **verbally in any speeches and presentations**, or when you explain what your project has achieved.

➤ You must let us know when your event or opening is taking place and **invite our representatives to attend**. You can discuss whom best to invite with your grants officer. We would be happy to make sure that our VIP guests make appropriate supportive speeches and add to your publicity in whatever way they can.

Planning ahead together is the best way to make sure that both you and HLF are happy with the outcome of launch events and other celebrations of your award. Please keep in touch with us about these opportunities.



HOW TO USE THE LOGO

The acknowledgement logo comes in two versions: **landscape** and **compact**. They are both made up of the National Lottery 'crossed-fingers' symbol and the HLF logo displayed together. The relationship between the crossed-fingers symbol and HLF logo is fixed in both versions, as shown below.

Please use the logos exactly like this. You are welcome to choose which logo best suits your purposes. Welsh/English and Scottish Gaelic/English bilingual versions of the logos are also available.

MINIMUM SIZES

The minimum height of the landscape logo version is 10mm and that of the compact logo version 12mm.

The width of the logo should be proportionate to the height, and the logo should not appear distorted.

The size at which the logo is used must be proportionate to the size of the materials you are producing, to make sure it's clear and easy to read. For example:

A5

10mm in height (landscape)
12mm in height (compact)

A4

14mm in height (landscape)
18mm in height (compact)

A3

24mm in height (landscape)
28mm in height (compact)

A2

36mm in height (landscape)
40mm in height (compact)

and so on.

For larger acknowledgement materials – for example on the side of a building – please use the logo big enough to be clearly **visible from a distance of five metres**.



↑ Compact logo

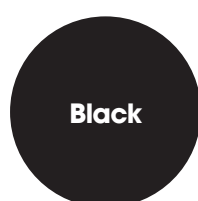


↑ Landscape logo

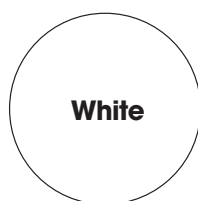
**You can download
the logo from
[www.hlf.org.uk/
acknowledgement](http://www.hlf.org.uk/acknowledgement)**



PANTONE	2747
CMYK	100 90 20 0
RGB	20 61 141



PANTONE	-
CMYK	0 0 0 100
RGB	0 0 0



PANTONE	-
CMYK	0 0 0 0
RGB	255 255 255



COLOUR

Both versions of the logo must only be reproduced in black, white or the HLF blue (Pantone 2747).

Please try to use the logo in full colour if you can. Alternatively, you can use it in black on a light background or in white, reversed out of a dark, solid colour.

Please don't use the logo in pink, gold, grey or any other colour not specified here.



Examples of incorrect colour usage

EXCLUSION ZONE

We have defined an exclusion zone to protect the logo from other graphic elements such as type, image boxes or lines. Leave clear space half the height of the crossed-fingers symbol on all sides of the logo.



'Crossed fingers' exclusion zone illustration



Compact logo exclusion zone example



Landscape logo exclusion zone example

DUAL ACKNOWLEDGEMENT

Sometimes you might need to show that other organisations are associated with your project. This diagram will help you get the relationship between the logos right. Please try to include all logos at approximately the same size and in line.

If you need to show the logos of your funders in a list and we have made the greatest contribution, our logo should appear at the top.



Relationship of compact logo with other logos, using an exclusion zone



Relationship of landscape logo with other logos, using an exclusion zone

Compact logo misuse examples



Correct use



Do not compress



Do not re-colour



Do not rotate

Landscape logo misuse examples



Correct use



Do not change the typeface



Do not decrease past the minimum size



Always use the logo whole and don't crop elements out

LOGO MISUSE

Please don't redraw or alter our logo. Don't stretch or cut it up (crop it) to fit into a small space. For example, if dropping a logo into a Word document, please resize it by clicking on and dragging the corners and not the sides of the logo box.

← These examples show how misusing the logo can affect its impact

MONITORING USE OF THE LOGO

When assessing the progress of your project, we will look for appropriate visual recognition of your grant. This is part of our monitoring procedure.

Visitors from HLF or the Department for Culture, Media and Sport (DCMS) will expect to see acknowledgement of our funding in place and may bring up the issue with you if clear, visible acknowledgement is not on display. Please note, the two versions of the acknowledgement logo are made up of the National Lottery 'crossed-fingers' symbol and the HLF logo displayed together, as shown in 'How to use the logo'. The version of the 'crossed-fingers' symbol we use in the logo is called the Beneficiary logo. The National Lottery Commission (NLC) owns a number of trademarks for its 'crossed-fingers' symbol and the words 'The National Lottery', including the Beneficiary logo.

This is a generic logo with no link to the Lottery games or commercial Lottery operator. You are not approving the commercial side of the National Lottery by displaying the Beneficiary logo, you are simply promoting the Lottery funding which goes to good causes all around the UK. Other 'good cause' Lottery distributors are asking their grant recipients to use a similar joint acknowledgement including

the Beneficiary logo, to improve public awareness of the great things funded through the National Lottery.

If you receive a grant from us, you must acknowledge our funding. You should do this by using the acknowledgement logo. You are given permission to use the National Lottery Beneficiary logo as part of the acknowledgement logo to acknowledge and celebrate your award of National Lottery funding, but you must keep to this guidance, or any future version of this guidance, on how to use the logo. This permission is personal to you and you may not transfer any of your rights to another person.

We will share your details with the NLC so it can monitor and take appropriate action if you break any of the conditions of the guidelines when using the Beneficiary logo as part of the acknowledgement logo.

We will have the right to end your permission straightaway to use the Beneficiary logo if:

➤ our own permission from the NLC ends

➤ you do not keep to this guidance

➤ your grant from National Lottery funds is withdrawn, suspended or ended, or

➤ your use of the Beneficiary logo is (in the NLC's opinion) likely to harm the name or reputation of the National Lottery.

When this permission ends, you must stop using the acknowledgement logo immediately. If you need any help or have any questions about where you should include the logo, please contact your grants officer for advice.

ORDER FORM

You should order your free-of-charge Heritage Lottery Fund acknowledgement materials from our online grant-application portal.

You can also order them on www.hlf.org.uk/acknowledgement

Please only use a hard-copy form if you don't have access to either of these.

Your organisation

Project title

Project reference number

Delivery address

Postcode

Contact number

Email address

Date

d

d

m

m

y

y

y

y

	QTY	Official Use
Construction site board (60cm x 245cm – blue logo on white)		
Self-adhesive banner (75cm x 135cm – white logo on blue)		
Landscape plaque (13cm x 60cm – blue logo on Perspex®)		
Compact plaque (25cm x 45cm – blue logo on Perspex®)		
Large sticker (22.5cm x 45cm – white logo on blue)		
Small sticker (5cm x 10cm – white logo on blue)		
Badge (4.5cm – white logo on blue)	Max. 50	

Please return this form to:

Information Team, Heritage Lottery Fund, 7 Holbein Place, London SW1W 8NR

For general enquiries:

Phone 020 7591 6042

Web www.hlf.org.uk



Please allow 15 working days for delivery.

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