



**AWARDS
FOR ALL
SCOTLAND**

GRANT

ACKNOWLEDGEMENT

Congratulations on becoming an Awards for All Scotland grant recipient...

One of the conditions of your grant agreement is that you acknowledge your award publicly. We have written this booklet to help you do that, by giving you guidelines on how to use our beneficiary logo.

By receiving and accepting the award you have made a commitment to using our logo. It doesn't matter how much you received or the nature of your project. We want you to use it widely and regard it as visual recognition of your success.

This booklet shows the different ways you can use the beneficiary logo. The 'grantholders' section of the website has the logo in a range of formats. Go to www.awardsforall.org.uk

Beneficiary logos



Colours

We'd like you to use our logo in colour where possible.

Printers match colour by using the Pantone matching system (PMS). These references give the 'recipe' so printers can reproduce colours accurately. The Pantone references for beneficiary logo colours are on the right. You should note that each Pantone colour will add an extra plate to the printing process, which may add to the cost.

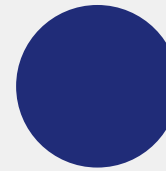
If the job you are printing is four-colour process (CMYK) you can use the CMYK formulas shown to simulate the Pantone colours, with no additional cost.

RGB colour references are only for on-screen use, for example PowerPoint or your website.

Please try to use the master logo in colour if you can. If there is some restriction, for example limited colour printing, then you can use the logo in black only or reversed-out of a solid block of colour.

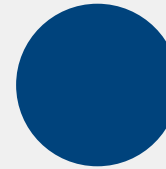
Remember, printing in dark colours means people can see a white reversed-out logo clearer than they could on lighter colours.

Beneficiary logo colours



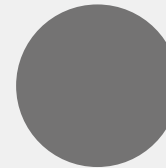
National Lottery Logo and Text

Pantone 2747
C100 M90 Y0 K20
R29 G31 B119



Scotland

Pantone 541
C100 M61 Y0 K45
R15 G69 B121



Awards for All Text

Pantone Cool Grey 11
C0 M0 Y0 K68
R115 G114 B114



White

C0 M0 Y0 K0
R255 G255 B255

Logo use

The logo has been specially created so please don't redraw or alter it at all. Please do not stretch the logo, or cut it up (crop it) to fit into a small space. The examples on the right-hand page are to show you how misusing the logo can affect its impact.

Ten rules for success

Please remember to make sure the logotype is:

- 1 Always in its correct colours
- 2 Never rotated
- 3 Never distorted
- 4 Never recreated in a different typeface
- 5 Never used with a different strapline
- 6 Never used with any of the elements altered
- 7 Shown with enough contrast between it and background
- 8 Used with the elements in the right size and the right place
- 9 Never separated from the distributor logo
- 10 Always protected by the exclusion zone



Minimum Size

See below for the minimum size you should use for the logo. To make sure the logo is clear and easy to read, please ensure it is at least 18mm in height.



Exclusion Zone

We have defined an exclusion zone or 'clear zone' around the logo to protect it from other graphic elements like type, image boxes or lines. Leave clear space half the width of the crossed fingers on all sides of the logo.



Production

File formats

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

Signs	EPS
Merchandise	EPS
Print stationery	EPS
Online	GIF
PowerPoint	JPG
Electronic templates	JPG

For professional printing the logo is provided in two colour formats. Pantone (PMS), where special inks are used, and four-colour process (CMYK) for digital printing and where special inks are not available.

These file formats are also available at www.awardsforall.org.uk
Please do not download the logo from any other source.

Logo sizes

When using our logo on printed material please make sure it can be clearly seen by following the guides below for size of reproduction

Up to and including A4 – 18mm

Up to and including A3 – 28mm

Up to and including A2 – 40mm

Logo Partnerships

Many of our recipients will get funding from other sources and may have to juggle the expectations of all their funders to acknowledge their contribution. We are sympathetic to this but if Awards for All Scotland is the greatest funder across your project we expect our beneficiary logo to have the greatest prominence.

Where other organisations contribute more than us we understand you may have to manage their expectation and our logo will be diminished. However it can never be omitted altogether as its use is a condition of your grant.



Where to use the beneficiary logo

All people who come to visit your project, take part in your activities or use your services must be able to see that it was funded by the National Lottery through Awards for All Scotland. The following section gives more information on where we expect to see you using the beneficiary logo in order to comply with your grant agreement.

Signage

Plaques

If your award is over £2,000 and you have permanent premises, we would like you to display a plaque where visitors can see it. If you cannot display a plaque we can supply a certificate which is less permanent.

We have a limited number of plaques available and can provide them free of charge. You can get one by completing the order form on our website. You need to note that they are generic, which means they only carry our beneficiary logo.

Other ideas

Signs, including plaques, are the most obvious form of grant acknowledgement but there are other ideas too, for example:

- Inclusion on funder boards
- Vinyl logos affixed to glass and wall
- Banners

Websites

If your project has a website, our logo must appear on the home page. Please ensure that the logo is used large enough to be legible on screen. You should use the GIF or JPEG format logos.

We would also like you to include a link to our site, so more people know who we are and how they can apply for funding.

Advertising

When advertising a position funded by Awards for All Scotland, our logo must feature in the ad. If the cost of advertising space will not allow you to include our logo in a size that is legible, the following text can be used instead:

Funded by Awards for All Scotland.

Publications and printed material

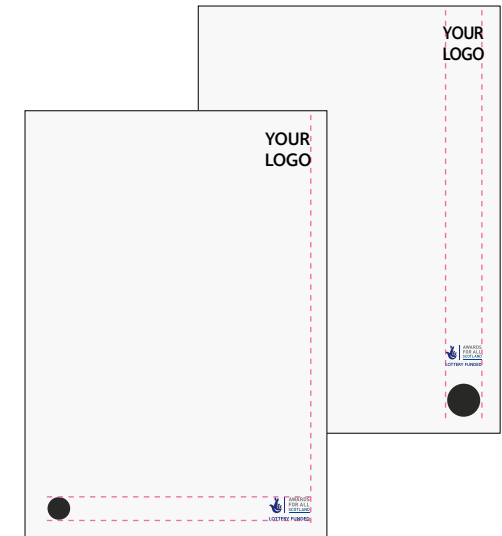
All grant recipients must acknowledge the support of Awards for All Scotland when producing any form of promotional or publicity material, including press releases, leaflets, posters, brochures and annual reports. Our logo must be easily visible on all publications – and conform to our minimum size guidance (page 6).

You may decide to add our logo to your stationery. There are two ways you can do this. You can incorporate the logo into your electronic letter templates, or you can have our logo printed on your letterhead.

All press releases about your work funded by the Lottery should carry our logo. Further information on this is in the publicity guidance document and on our website.

Vehicles

Projects purchasing a vehicle with a grant must display the beneficiary logo on both sides of the vehicle. We supply permanent self-adhesive stickers for affixing to your vehicle.



Acknowledging revenue funding

Where we have funded the provision of services, such as advice and support, you need to think more creatively as to how you will acknowledge your grant.

If you don't have a permanent facility that you can put our plaque on, you could use the beneficiary logo on publicity items. Our logo should feature on your website, application or guidance materials, any publicity literature, recruitment advertisements, opening or launch events and press releases. Guidance on this is on pages 8–9 of this booklet.

Events

Your Big Lottery Fund grant must be acknowledged at any event you host, particularly where there will be media representation.

There are a number of ways you can make use of the logo and our team is always willing to offer advice.

Monitoring & compliance

We will use these guidelines when monitoring your grant and will look for appropriate visual recognition of our grant when assessing the progress of your project. This is part of our compliance monitoring procedure, as outlined in your agreement. Occasionally our staff may also contact your project to check for compliance.

You can contact the branding team at:

Branding Team
Big Lottery Fund
1 Plough Place
London EC4A 1DE
Tel: 020 7211 1728
Fax: 020 7211 1754

branding@biglotteryfund.org.uk

www.biglotteryfund.org.uk/granholders

Checklist

To help you ensure you have acknowledged your grant adequately here is a list of places we expect to see our logo used to acknowledge funding:

- | | |
|---|---|
| <input type="checkbox"/> Advertisements | <input type="checkbox"/> Posters |
| <input type="checkbox"/> Booklets | <input type="checkbox"/> Presentations |
| <input type="checkbox"/> Educational material | <input type="checkbox"/> Press releases |
| <input type="checkbox"/> Flyers | <input type="checkbox"/> Programmes |
| <input type="checkbox"/> Invitations | <input type="checkbox"/> Publicity leaflets |
| <input type="checkbox"/> Information boards | <input type="checkbox"/> Site boards |
| <input type="checkbox"/> Job adverts | <input type="checkbox"/> Stationery |
| <input type="checkbox"/> Newsletters | <input type="checkbox"/> Websites |
| <input type="checkbox"/> Plaques | |