

Acknowledgement toolkit

How to acknowledge and celebrate your grant from The National Lottery Heritage Fund



Version 1.0



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Introduction

We are The National Lottery Heritage Fund. Our vision is for heritage to be valued, cared for and sustained for everyone, now and in the future. We believe in the power of heritage to ignite the imagination, offer joy and inspiration and to build pride in place and connection to the past.

As the largest funder for the UK's heritage, we distribute National Lottery grants from £10,000 to £10million and over. To be awarded a grant from The National Lottery Heritage Fund is a cause for celebration. It is not only a moment when all your ideas and plans can start to become a reality, but also a recognition that your project will make a decisive difference for people, places and communities.

Acknowledging your grant from the Heritage Fund is an important part of your project. It's your opportunity to credit our support and thank National Lottery players, without whom our funding would not be possible. Acknowledging your grant will show the impact that National Lottery players have and enable us to continue to support projects – just like yours – in the future.

Planning your acknowledgement

Every recipient of a Heritage Fund grant needs to acknowledge our support publicly. All acknowledgements should be prominent, with the level of prominence proportionate to the size of grant. For example, a large project receiving £1m in support will need a higher level of acknowledgement than a smaller one receiving £10,000. Please bear in mind that every project is different so not everything in this toolkit will be relevant to you.

It's best to have acknowledgement planned in from the start. Thinking about it early in the process and allocating an appropriate budget will help you to acknowledge your funding in ways that not only meet our requirements but are also tailored and suitable for your project. We asked you to budget for acknowledgement and promotional activity in the 'Publicity and promotions' cost heading in the project costs section of your application.

We hope you'll find everything you need to plan your acknowledgement included in this toolkit. Still have questions? Just reach out to us and we'll be happy to help, email brand@heritagefund.org.uk

£10,000 – £250,000 Projects

Our grid below shows where you should be acknowledging our funding. Every project is different and not everything on the list will be relevant to every project.

Activity associated with project	Acknowledgement statement	Acknowledgement stamp	Heritage Fund quote	Heritage Fund 'About us' statement /notes to editors	Heritage Fund article	Heritage Fund interview	Heritage Fund representative attends launch	Naming of a new space
PR activity: for example; grant announcements, launch or milestone press releases, interviews, speeches	✓	✓	✓	✓		✓		
Digital: for example; websites, intranets, videos and blogs, presentations, educational materials, newsletters	✓	✓	✓	✓	✓			
Social media channels: acknowledgement of funding in posts on social media channels for example; Facebook, Instagram, Twitter/X, TikTok, YouTube, LinkedIn, etc	✓	✓						
Launch, opening, or milestone events, anniversary events: material including: invitations, tickets, speeches, badges, posters, signage, press releases, interviews with the media, promotional gifts, uniforms, branded clothing, lighting, gobos, presentations, videos, cakes etc	✓	✓	✓	✓			✓	
Advertising: newspaper, out of home, TV or radio advertising		✓						
Printed materials: for example; posters, flyers, brochures, tickets, invitations and banners, maps, postcards	✓	✓						
Corporate materials: annual reports, impact reports	✓	✓	✓					
Signage for buildings, structures or outside spaces: including corporate signage temporary and permanent, wayfinding signage, funders boards, plaques, window stickers, flags and banners, doormats	✓	✓						
Museum or library exhibits: exhibitions or artefact displays, interpretation panels, narrative, guides/maps, tickets and related materials including out of home, newspaper or digital advertising campaigns	✓	✓						
Branded giveaways: clothing, stickers on equipment etc		✓						
Funding of staff or placements: job descriptions or job adverts, staff uniforms	✓	✓						

£250,000 – £10million Projects

Our grid below shows where you should be acknowledging our funding. Every project is different and not everything on the list will be relevant to every project.

Activity associated with project	Acknowledgement statement	Acknowledgement stamp	Heritage Fund quote	Heritage Fund 'About us' statement /notes to editors	Heritage Fund article	Heritage Fund interview	Heritage Fund representative attends launch	Naming of a new space
PR activity: for example; grant announcements, launch or milestone press releases, interviews, speeches	✓	✓	✓	✓		✓		
Digital: for example; websites, intranets, videos and blogs, presentations, educational materials, newsletters	✓	✓	✓	✓	✓	✓		
Social media channels: acknowledgement of funding in posts on social media channels such: Facebook, Instagram, Twitter/X, TikTok, YouTube LinkedIn, etc	✓	✓				✓		
Launch, opening, or milestone events, anniversary events: material including invitations, tickets, speeches, badges, posters, signage, press releases, interviews with the media, promotional gifts, uniforms, branded clothing, lighting gobos, presentations, videos, cakes	✓	✓	✓	✓		✓	✓	
Advertising: newspaper, out of home, TV or radio advertising		✓						
Printed materials: for example; posters, flyers, brochures, tickets, invitations and banners, maps, postcards	✓	✓						
Corporate materials: annual reports, impact reports	✓	✓	✓		✓			
Signage for buildings, structures or outside spaces: including corporate signage temporary and permanent, wayfinding signage, funders boards, plaques, window stickers, flags and banners, doormats	✓	✓						
Museum or library exhibits: exhibitions or artefact displays, narrative, guides/ maps, tickets and related materials including out of home, newspaper or digital advertising campaigns	✓	✓						
Branded giveaways: clothing, stickers on equipment		✓						
Funding of staff or placements: job descriptions or job adverts, staff uniforms	✓	✓						
Consider the naming of a space in recognition of your grant *funding over £1m								✓
Senior Heritage Fund representative plays a lead role in the opening ceremony (if majority funder) *CEO/Chair for projects over £5m							✓	

For grants over £250,000

For grants over £250,000

- We expect the grantee to provide a logo hierarchy for sign off to show how our acknowledgement stamp will be used in relation to other funders' logos.
- We require, at an early stage of development, visuals to show how our acknowledgement stamp will be used on all promotional activity, branding and materials relating to the project.
- We also expect to see a communications plan that covers the project from initiation to completion.

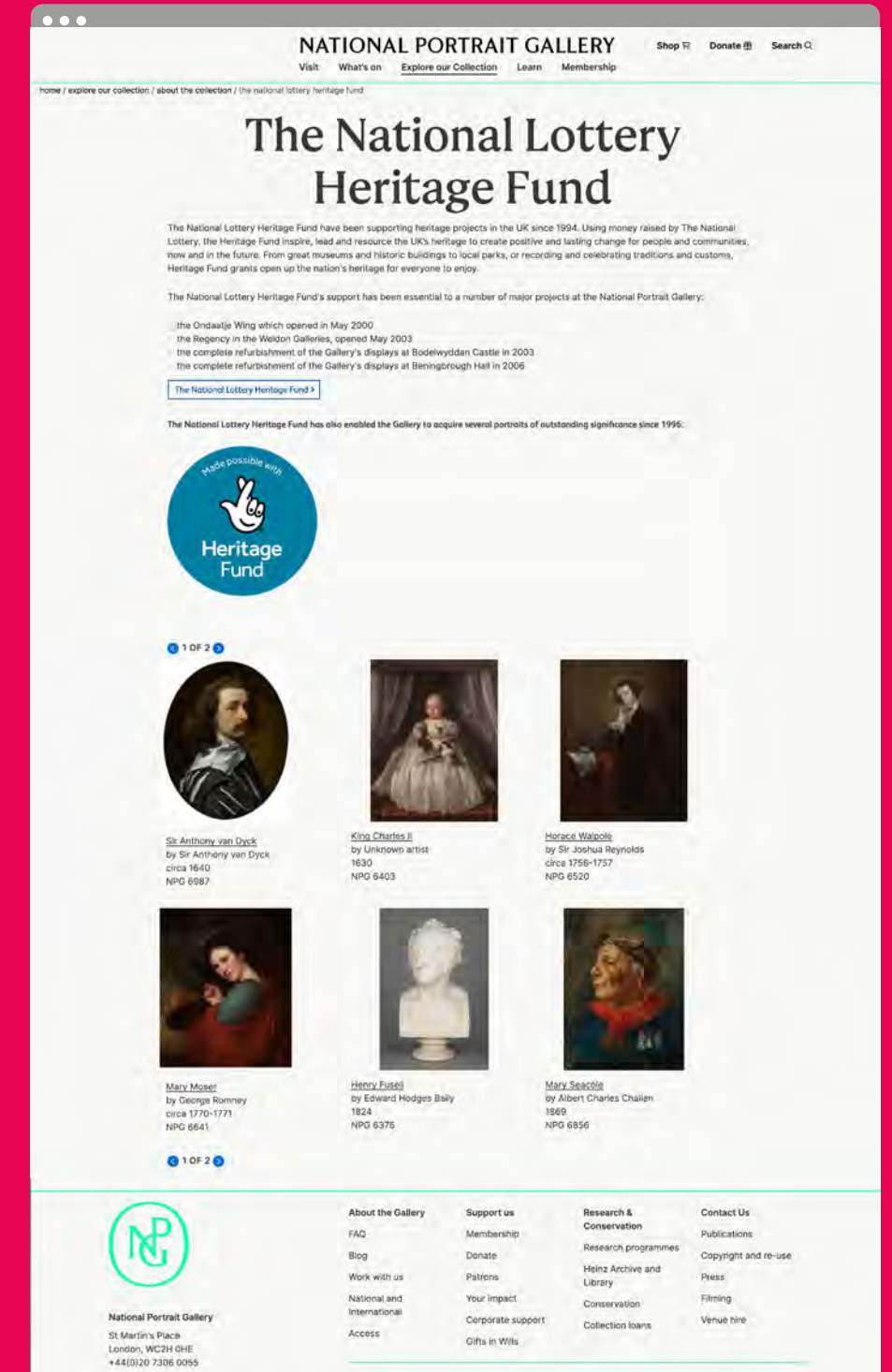
These should be sent to both your Heritage Fund Marketing and Communications Manager and Investment Manager.

How to acknowledge your grant

Please note this toolkit should be used by projects acknowledging National Lottery funding only. We have separate guidance for projects which have been awarded non- Lottery funding, for more details email brand@heritagefund.org.uk

Websites and intranets

- If we are the majority funder for the project, our preferred location for our acknowledgement stamp is a standalone position at the top of the home page of the project website.
- If we are one of many funders, our preference is for other funder logos and our acknowledgement stamp to be shown in order of size of grant given.
- Our '[About the Heritage Fund](#)' statement should be included along with our [acknowledgement statement](#) and a link to the Heritage Fund website.
- A quote can be provided for the page if required. Please contact both your Heritage Fund [Marketing and Communications Manager](#) and [Investment Manager](#).
- In circumstances where adding our acknowledgement stamp to the homepage is not possible it can be added to a funders or partners webpage. Our '[About the Heritage Fund](#)' statement should be included, along with our acknowledgement statement and a link to our website.
- If the project is mentioned on third party websites, then our funding of the project should be referenced.



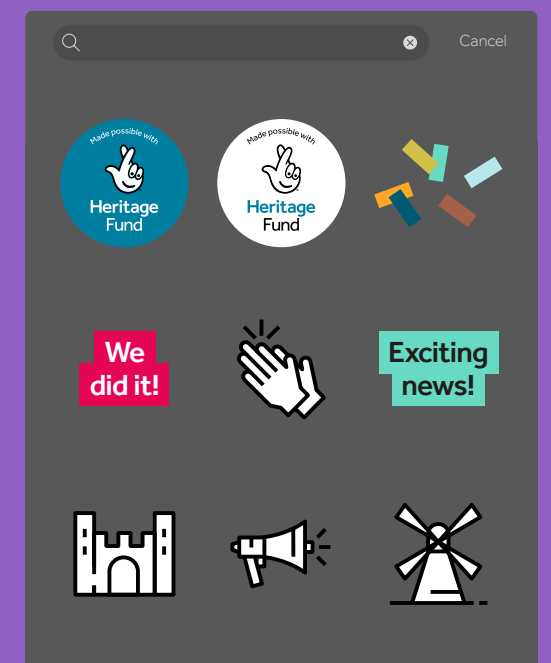
Videos, blogs and presentations

- Our acknowledgement stamp and 'Thanks to National Lottery players' should be used on introductory or end slides.
- If we are the majority funder for the project, our preferred location for our acknowledgement stamp is a standalone position.
- If we are one of many funders, our preference is for other funder logos and our acknowledgement stamp to be shown in order of size of grant given.
- Acknowledgement of your grant should be mentioned in the script.
- Interview with the CEO, Chair or senior member of the Heritage Fund should be considered for grants over £5million. Please contact your Marketing and Communications Manager for further information.



Social media

- A post on social media acknowledging your funding should be shared after your grant has been awarded.
- Posts should reference The National Lottery Heritage Fund and thank National Lottery players.
- Please follow and tag @HeritageFundUK and/or your local Heritage Fund Twitter/X account, and use the hashtags #NationalLottery #HeritageFund.
- Our acknowledgement stamp should be shown on profiles and posts on Facebook, Instagram, LinkedIn, Twitter/X, Tik Tok and other social media channels as required.
- If we are the majority funder of the project, our preferred location for our acknowledgement stamp is a standalone position on social media assets. If we are one of many funders our preference is for other funders logos and our acknowledgement stamp to be shown in order of size of grant given.
- We have created editable social media templates.
- [Download social media assets.](#)

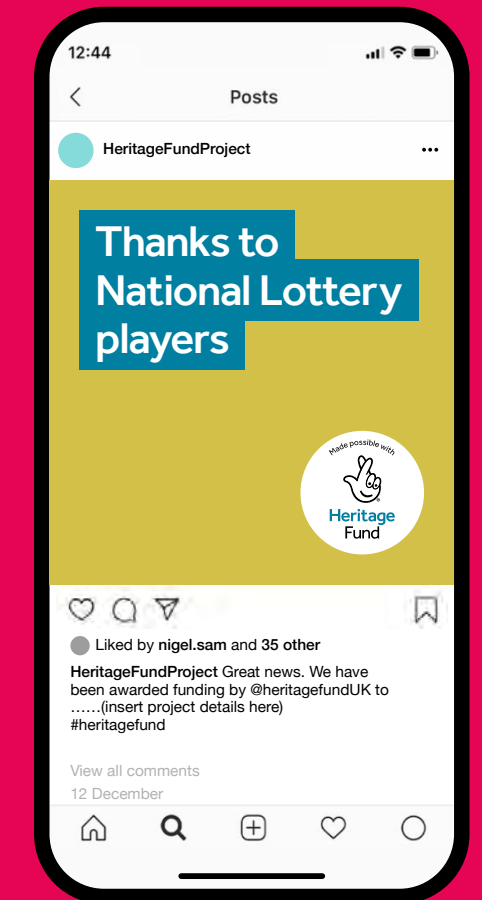
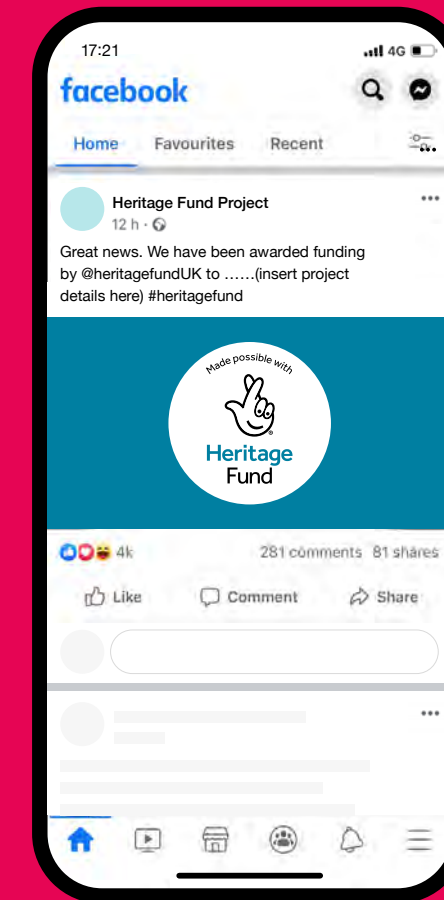


Social media

Please take part in our key social media moments throughout the year as a way to acknowledge your grant. This could include:

- **#HeritageTreasures day** on 11 January is when you can highlight your heritage treasures of all kinds.
- **#HeritagelsOpen** on 21 June and throughout summer is when you can share your summer events and openings.
- **#ThanksToYou** crossed-finger selfie day in November is when you can say a big thanks to National Lottery players.
- You can also feature in our weekly Instagram project reshare by tagging us on Instagram.

To find out about opportunities to get involved on social media [sign up to our mailing list](#).



Printed materials

- acknowledgement of our funding should be highly visible on all printed material related to the project.
- If we are the majority funder for the project, our preferred location for our acknowledgement stamp is a standalone position, away from other funder logos at the top left or top right of any material.
- If we are one of many funders our preference is for other funder logos and our acknowledgement stamp to be shown in order of size of grant given.
- We would expect you to create materials that are in line with our sustainability requirements. These include using environmentally friendly/ recycled materials and using a Forest Stewardship Council (FSC) accredited supplier where possible.
- [Our environmental sustainability guidance.](#)



Public relations

- **Acknowledgement of our funding should be included in press releases that announce:**
 - development phase funding
 - delivery phase funding
 - key milestones
 - launch/opening events
- Press releases created and issued jointly, should include a quote from a Heritage Fund representative.
- Our funding should be referenced in interviews with the media.
- [Download press release templates.](#)
- For Heritage Fund quotes and the sign off of all press releases please contact both your Heritage Fund [Marketing and Communications Manager](#) and Investment Manager.
- Our approved wording for notes to editors should be included in all press releases. See the [Notes to editors](#) section of this toolkit.
- Our funding should also be referenced in future anniversary or celebratory events.
- Guidance on how to talk about The National Lottery Heritage Fund is included in the [Writing our name](#) section of this toolkit.

Signage for buildings, structures and external spaces

- Acknowledgement of our funding should be highly visible on all main signage related to the project.
- If we are the majority funder of the project our preferred location for our acknowledgement stamp is a standalone position, away from other funder logos.
- If we are one of many funders our preference is for other funder logos and our acknowledgement stamp to be shown in order of size of grant given.
- On funders boards if we are the majority funder our preferred location for our acknowledgement stamp is a standalone position. If we are one of many funders then the acknowledgement logo can be used in order of the size of grant given.
- Signage should be placed in prominent locations at entrances (integrated into the fabric of the building if possible), on gate entry signs, opening hours signs, entry window ticket desks and in other prominent locations where it will be visible to visitors.
- Signage should not be obstructed and must be produced at a size that is visible to pedestrians or motorists as appropriate.



- For capital works projects (restoration, nature conservation, townscape) large site boards/hoardings featuring acknowledgement should be displayed while work is taking place.
- The signage should be in place within 30 days of the start of the project, (temporary signage if appropriate) and permanent within 30 days of completion for the lifetime of the project, or in perpetuity if a permanent space.
- The recipient is responsible for ensuring that signs are made from appropriate durable materials, using environmentally sustainable materials where possible, and are displayed in a format best suited to the site. They should be maintained in good condition for the duration of the project or in perpetuity for permanent structures, spaces etc.
- Proposed signage with detail of location/photos to be sent to both your [Heritage Fund Marketing and Communications Manager](#) and [Investment Manager](#) for approval.
- We would expect you to create materials that are in line with our sustainability requirements. These include using environmentally friendly/recycled materials and building acknowledgement into existing areas (for example etching into glass windows, engraving into metal and wood).
- If at any time you need to replace signage please make sure you use our most up-to-date stamp or logo.



Launch, celebration and anniversary events

- acknowledgement of our funding should be highly visible at opening, launch or celebration events and referenced in speeches.
- Acknowledgement stamp, statement, quotes etc should be included in all promotional activity, event materials and branding related to the opening/launch.
- If we are the majority funder we require a standalone position, away from other funder's logos. Our preferred position for our acknowledgement stamp is the top left or top right of any material.
- If we are one of many funders our preference is for logos to be shown in order of the size of grant given.
- For grants over £1million, a Heritage Fund representative should play a major role in the launch event and in interviews with the media.
- Acknowledgement of funding should be referenced in future anniversary/celebration events.



Exhibitions, exhibits, displays and artefacts

- Our acknowledgement stamp should be highly visible at the entrance to the exhibition space, on interpretation boards, and at the point of display of the artefact or exhibit.
- It should also be used in tour narrative, guides/maps, tickets and related materials.
- The acknowledgement stamp must be used in advertising relating to the project including out of home, newspaper or digital advertising campaigns.



Promotional materials

If you are producing promotional materials as a planned part of your project:

- Our acknowledgement stamp should be highly visible on all items.
- When producing promotional materials please consider using sustainable materials and production methods that minimise the impact on the environment.
- [Our environmental sustainability guidance.](#)
- We want the materials you design to use our acknowledgement stamp imaginatively and in ways suitable for your project. Some past examples include the stamp used on seed packets, bags of traditionally milled flour, and tea bag packets.



Branded clothing/uniforms for staff and volunteers

If you are producing uniforms or branded clothing as a planned part of your project:

- Our acknowledgement stamp should be included on the front and/or back of branded clothing. It should also be included on caps/hats for volunteers or staff.
- When producing branded clothing please consider using sustainable materials and production methods that minimise the impact on the environment.
- [Our environmental sustainability guidance.](#)
- If our funding has been used to purchase equipment for example, laptops, consider creating an acknowledgement stamp sticker to add to equipment.

Funding staff or training posts

acknowledgement stamp and statement should be included:

- in job descriptions
- in adverts for funded staff or training posts



Photography

- As part of your grant progress report, you will need to submit images of your project. We also require images for use on our website and to provide to the media. We are looking for the very best images to illustrate the positive and lasting change your project has created for people, communities and heritage.
- We are looking for well executed photos that have good composition and tell a story. We are particularly looking for photography that is full of life – rich with colour, energy, character and most importantly people. Contact your [Marketing and Communications Manager](#) for more detail.
- Please send images of your project to your [Marketing and Communications Manager](#) and brand@heritagefund.org.uk Please include the relevant image permissions and credits. If we use your image we will credit your project.

Image captions and credits (clockwise from top left):

Big City Butterfly © Chris O'Donovan

The National Lottery Heritage Fund Gallery at the National Portrait Gallery, London © Dave Parry

Porchester Castle, Hampshire © Sadé Elufowoju/ National Youth Theatre

Acknowledgement toolkit



Creation of a new space

Creation of a new space – over £1million

If your grant includes the creation of a new space – such as a new gallery, wing, visitor centre, education room or external space such as a garden or walkway – we would like you to consider acknowledgement of our funding in the naming of this space. We have a naming approval group that assess each proposal on a case by case basis. Please contact your Marketing and Communications Manager to discuss your approach. If approved you will be asked to provide a visualisation of how the naming and acknowledgement will be applied in the space.

If your proposal is approved, you will need to include the following:

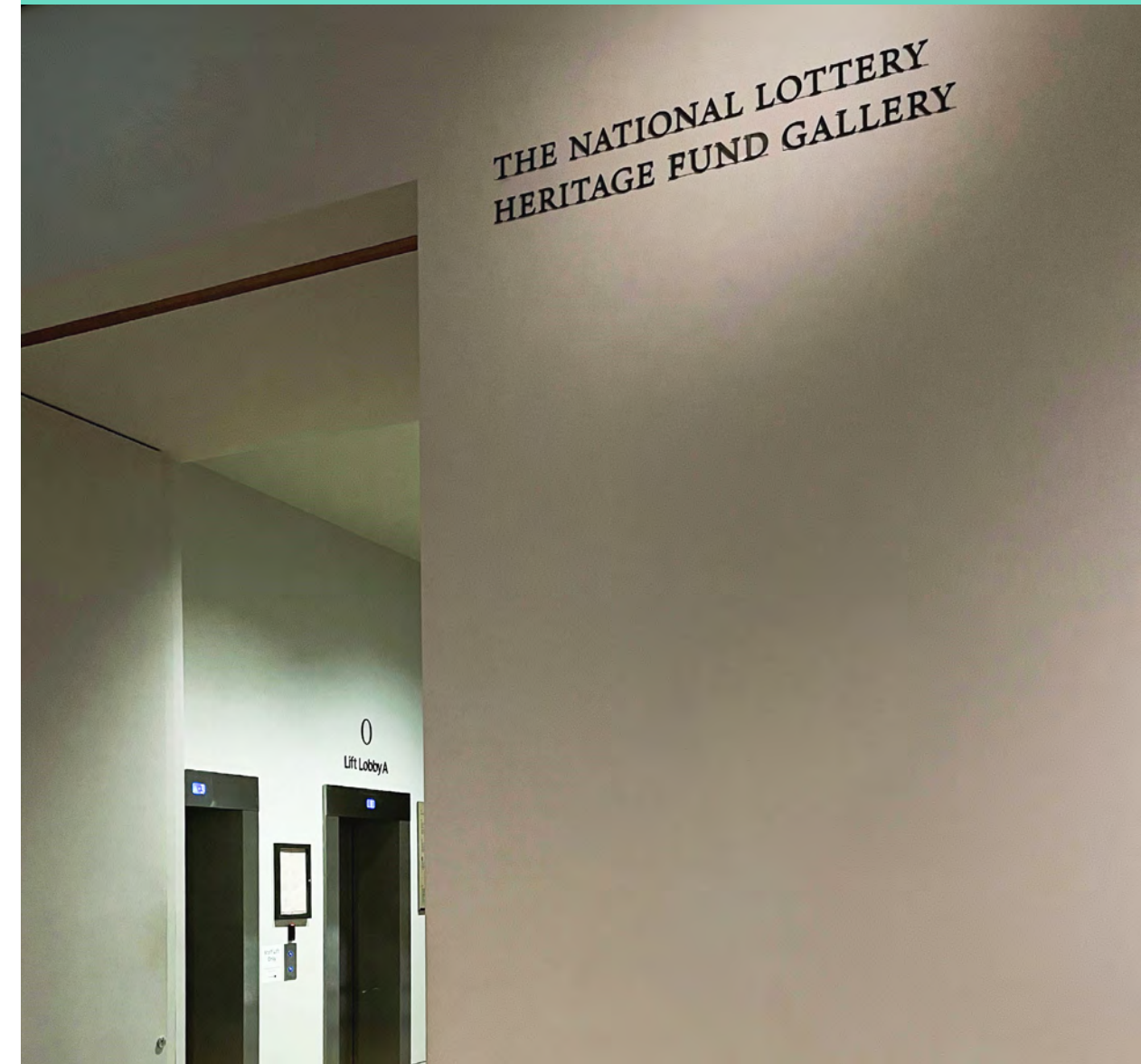
- You will be asked to provide a visualisation of how the naming and acknowledgement will be applied in the space.
- The name when shown in text should not be shortened in any way and should be highly visible in a standalone position at the entrance to space.
- When the name is written in text in the space, it can be shown in the typeface convention used across the rest of your building/space. If no convention is in place the Heritage Fund typeface, Effra, should be used.
- A separate plaque with the Heritage Fund acknowledgement stamp is also required within the space.
- The name should be included in all promotional material and activity, event materials and advertising relating to the space along with our acknowledgement stamp which should be used as directed in this acknowledgement toolkit.

If you require any further guidance, please contact brand@heritagefund.org.uk

Our preferred naming approach is:

The National Lottery Heritage Fund Gallery*

*Gallery can be replaced with Wing, Visitor Centre, Education Room, Garden, Walkway etc.



How to talk about your grant

How to write our name

The National Lottery Heritage Fund

In titles and headlines you should always use **The National Lottery Heritage Fund** in full. We always use an uppercase 'T' on 'The' when our name is used in full.

Where our name is used a number of times an abbreviated form can be used **'Heritage Fund'** but not in titles or headlines. If the sentence structure requires use of 'the' ahead of our abbreviated name, it should be a lowercase 't' on 'the'.

The abbreviations TNLHF and NLHF must not be used.

Our acknowledgement statements

This statement should be used to acknowledge the funding of your project by The National Lottery Heritage Fund.

English language version

Using money raised by National Lottery players, The National Lottery Heritage Fund supports projects that connect people and communities with the UK's heritage. [Name of project] is made possible with The National Lottery Heritage Fund. Thanks to National Lottery players, we have been able to [short description of project].

Shortened version

[Name of project] is made possible with The National Lottery Heritage Fund. Thanks to National Lottery players, we have been able to [short description of project].

Our acknowledgement statements – additional languages

This statement should be used to acknowledge the funding of your project by The National Lottery Heritage Fund.

Welsh language version

Gan ddefnyddio arian a godir gan chwaraewyr y Loteri Genedlaethol, mae Cronfa Treftadaeth y Loteri Genedlaethol yn cefnogi prosiectau sy'n cysylltu pobl a chymunedau â threftadaeth y DU. Gwnaed [enw'r prosiect] yn bosibl gan Gronfa Treftadaeth y Loteri Genedlaethol. Diolch i chwaraewyr y Loteri Genedlaethol, rydym wedi gallu [disgrifiad byr o'r prosiect].

Shortened version

Gwnaed [enw'r prosiect] yn bosibl gan Gronfa Treftadaeth y Loteri Genedlaethol. Diolch i chwaraewyr y Loteri Genedlaethol, rydym wedi gallu [disgrifiad byr o'r prosiect].

Scottish Gaelic language version

Le airgead bho iomairtichean a' Chrannchuir Nàiseanta, tha Maoin Dualchas a' Chrannchair Nàiseanta a' toirt taic do phròiseactan a cheanglas daoine is coimhearsnachdan ri dualchas na Rìoghachd Aonaichte. Gabhaidh [ainm a' phròiseict] a thoirt gu buil le Maoin Dualchas a' Chrannchuir Nàiseanta. Air sgàth iomairtichean a' Chrannchuir Nàiseanta, fhuair sinn air [tuairisgeul beag den phròiseact].

Shortened version

Gabhaidh [ainm a' phròiseict] a thoirt gu buil le Maoin Dualchas a' Chrannchuir Nàiseanta. Air sgàth iomairtichean a' Chrannchuir Nàiseanta, fhuair sinn air [tuairisgeul beag den phròiseact].

About us statement

This standard introduction should be used on websites to describe the organisation in more detail. This should link to heritagefund.org.uk

English language version

The National Lottery Heritage Fund is the largest funder for the UK's heritage. Using money raised by National Lottery players we support projects that connect people and communities to heritage. Our vision is for heritage to be valued, cared for and sustained for everyone, now and in the future. From historic buildings, our industrial legacy and the natural environment, to collections, traditions, stories and more. Heritage can be anything from the past that people value and want to pass on to future generations. We believe in the power of heritage to ignite the imagination, offer joy and inspiration, and to build pride in place and connection to the past.

Welsh language version

Cronfa Treftadaeth y Loteri Genedlaethol yw'r ariannwr mwyaf o dreftadaeth y DU. Gan ddefnyddio arian a godir gan chwaraewyr y Loteri Genedlaethol rydym yn cefnogi prosiectau sy'n cysylltu pobl a chymunedau â threftadaeth. Ein gweledigaeth yw gwerthfawrogi a gofalu am dreftadaeth a'i chynnal ar gyfer pawb, nawr ac yn y dyfodol. O adeiladau hanesyddol, ein hetifeddiaeth ddiwydiannol a'r amgylchedd naturiol, i gasgliadau, traddodiadau, straeon a mwy. Gall treftadaeth fod yn unrhyw beth o'r gorffennol y mae pobl yn ei werthfawrogi ac eisiau ei drosglwyddo i genedlaethau'r dyfodol. Credwn mewn nerth treftadaeth i danio'r dychymyg, cynnig llawenydd ac ysbrydoliaeth, ac i ennyn balchder mewn lle a chysylltiad â'r gorffennol.

Scottish Gaelic language version

Aithris Mar Deidhinn Is e Maoin Dualchas a' Chrannchuir Nàiseanta am maoinichear as motha de dhualchas na RA. Le airgead bho iomairtichean a' Chrannchuir Nàiseanta, tha sinn a' toirt taic do phròiseactan a cheanglas daoine is coimhearsnachdan ri dualchas. Is e ar lèirsinn gun tèid luach a chur ann, cùram a ghabhail dheth agus gun cùmar suas dualchas airson a' mhòr-shluaigh, an-dràsta agus san àm ri teachd. Bho thogalaichean eachdraidheil, ar dìleab gnìomhachais agus an àrainneachd nàdarra, gu cruinneachaidhean, nòsan, sgeulachdan is barrachd. 'S e a th' ann an dualchas ach nì sam bith bhon t-seann aimsir air an cuir daoine luach agus a bu mhiann leotha sìneadh a-nuas gu ginealaichean ri teachd. Tha sinn a' creidsinn gu bheil comas aig dualchas air cumhachd inntinn a spreigeadh, tlachd is misneachd a thoirt, agus moit às an sgìre is dàimh ris an t-seann aimsir a thogail.

Notes to editors

This statement should be included as notes to editors in all press releases relating to your project.

About [name of your organisation]

[Insert information about your organisation]

About The National Lottery Heritage Fund

Our vision is for heritage to be valued, cared for and sustained for everyone, now and in the future. That's why as the largest funder for the UK's heritage we are dedicated to supporting projects that connect people and communities to heritage, as set out in our strategic plan, Heritage 2033. Heritage can be anything from the past that people value and want to pass on to future generations. We believe in the power of heritage to ignite the imagination, offer joy and inspiration, and to build pride in place and connection to the past.

Over the next 10 years, we aim to invest £3.6billion raised for good causes by National Lottery players to make a decisive difference for people, places and communities.

[heritagefund.org.uk](https://www.heritagefund.org.uk)

Follow @HeritageFundUK on Twitter/X, Facebook and Instagram and use #NationalLottery #HeritageFund

Notes to editors – additional languages

The statement should be included as notes to editors in all press releases relating to your project.

Welsh language version

Ynghylch [enw eich sefydliad]

[Rhowch wybodaeth am eich sefydliad]

Ynghylch Cronfa Treftadaeth y Loteri Genedlaethol

Ein gweledigaeth yw gwerthfawrogi a gofalu am dreftadaeth a'i chynnal ar gyfer pawb, nawr ac yn y dyfodol. Dyna pam, fel yr ariannwr mwyaf o dreftadaeth y DU, yr ydym yn ymroddedig i gefnogi prosiectau sy'n cysylltu pobl a chymunedau â threftadaeth, fel y nodir yn ein cynllun strategol, Treftadaeth 2033. Gall treftadaeth fod yn unrhyw beth o'r gorffennol y mae pobl yn ei werthfawrogi ac eisiau ei drosglwyddo i genedlaethau'r dyfodol. Credwn mewn nerth treftadaeth i danio'r dychymyg, cynnig llawenydd ac ysbrydoliaeth, ac i ennyn balchder mewn lle a chysylltiad â'r gorffennol.

Dros y 10 mlynedd nesaf, rydym yn bwriadu buddsoddi £3.6 biliwn a godir ar gyfer achosion da gan chwaraewyr y Loteri Genedlaethol i wneud gwahaniaeth go iawn i bobl, lleoedd a chymunedau.

heritagefund.org.uk/cy

Dilynwch @HeritageFundUK ar Twitter/X, Facebook ac Instagram a defnyddiwch #LoteriGenedlaethol #CronfaTreftadaeth

Scottish Gaelic language version

Mu dheidhinn [ainm do bhuidhne]

[Cuir a-steach fiosrachadh mun bhuidhinn agad]

Mu Mhaoin Dualchas a' Chrannchuir Nàiseanta

Is e ar lèirsinn gun tèid luach a chur ann, cùram a ghabhail dheth agus gun cùmar suas dualchas airson a' mhòr-shluaigh, an-dràsta agus san àm ri teachd. Sin as adhbhar gu bheil sinne, mar am maoinichear dualchais as motha san RA, dian air taic a thoirt do phròiseactan a tha a' fuaigheal dhaoine is choimhearsnachdan ri dualchas, mar a chuir sinn an cèill nar plana ro-innleachdail, Heritage 2033. 'S e a th' ann an dualchas ach nì sam bith bhon t-seann aimsir air an cuir daoine luach agus a bu mhiann leotha sìneadh a-nuas gu ginealaichean ri teachd. Tha sinn a' creidsinn gu bheil comas aig dualchas air cumhachd inntinn a spreigeadh, tlachd is misneachd a thoirt, agus moit às an sgìre is dàimh ris an t-seann aimsir a thogail.

Thairis air na 10 bliadhna ri thighinn, tha dùil againn £3.6 billean bho iomairtichean a' Chrannchuir Nàiseanta a thasgadh ann an adhbharan matha airson dhaoine, sgìrean agus choimhearsnachdan.

heritagefund.org.uk

Lean @HeritageFundUK air Twitter/X, Facebook is Instagram, agus cleachd #NationalLottery #HeritageFund

Example social media posts

Example post one:

We're thrilled to announce (INSERT MONEY AMOUNT) support from @HeritageFundUK for our (INSERT PROJECT TITLE) project which will (INSERT WHAT PROJECT WILL ACHIEVE). A huge thanks to #NationalLottery players! #HeritageFund

Example post two:

Project update! This week we (INSERT RECENT ACTIVITY). Thanks to the #NationalLottery #HeritageFund for your vital support. @HeritageFundUK

Example post three:

This week our (INSERT PROJECT NAME) comes to an end. We have (INSERT WHAT ACHIEVED). A big thank you to The #NationalLottery #HeritageFund @HeritageFundUK and the players for making this possible!

Welsh version

Postiad enghreifftiol un:

Rydym wrth ein boddau i gyhoeddi cefnogaeth (NODWCH SWM YR ARIAN) gan @HeritageFundCYM ar gyfer ein prosiect (NODWCH TEITL Y PROSIECT) a fydd yn (NODWCH BETH FYDD Y PROSIECT YN EI GYFLAWNI). Diolch yn fawr iawn i chwaraewyr y

#LoteriGenedlaethol! #CronfaTreftadaeth

Postiad enghreifftiol dau:

Diweddariad prosiect! Yr wythnos hon fe wnaethom (NODWCH Y GWEITHGAREDD DIWEDDARAF). Diolch i'r

#LoteriGenedlaethol #CronfaTreftadaeth am eich cefnogaeth hollbwysig. @HeritageFundUK

Postiad enghreifftiol tri:

Yr wythnos hon mae (NODWCH ENW'R PROSIECT) yn dod i ben. Rydyn ni wedi (NODWCH YR HYN A GYFLAWNWD). Diolch yn fawr iawn i'r

#LoteriGenedlaethol #CronfaTreftadaeth @HeritageFundUK a'r chwaraewyr am wneud hyn yn bosib!

Scottish Gaelic version

A' chiad eisimpleir de shanas:

Is mòr ar toileachas foillseachadh gun d'fhuair sinn (CUIR AN T-SUIM AIRGID ANN) bho @HeritageFundUK airson ar pròiseict (TIOTAL A' PHRÒISEICT) a bhios (BUIL A' PHRÒISEICT). Taing mhòr dha-rìribh do dh'iomairtichean #NationalLottery! #HeritageFund

An dàrna eisimpleir de shanas:

Naidheachd às ùr mun phròiseact! An t-seachdain sa, bha sinn (A' GHNÌOMHACHD AS ÙIRE). Ar taing do #NationalLottery #HeritageFund airson ur taic riatanaich. @HeritageFundUK

An treas eisimpleir de shanas:

An t-seachdain sa, bidh ar pròiseact (AINM A' PHRÒISEICT) a' tighinn gu crìch. Tha sinn air (CUIR NA CHAIDH A THOIRT GU BUIL). Taing mhòr do #NationalLottery #HeritageFund @HeritageFundUK agus do na h-ìomairtichean airson seo a thoirt gu buill!

How to use our acknowledgement stamp

How to use our acknowledgement stamp

- Our acknowledgement stamp must be used to acknowledge funding from The National Lottery Heritage Fund.
- Our stamps cannot be altered or changed in any way and must be used as outlined in this toolkit.
- Please ensure you have downloaded the latest versions of our acknowledgement stamps.
- [Download our acknowledgement stamp](#)
- When using our acknowledgement stamp, please also include the text 'Thanks to National Lottery players' where possible.
- If it is not possible to use the acknowledgement stamp within a logo lock-up, a secondary option is available. See the acknowledgement logo section on [page 45](#).
- The National Lottery Heritage Fund corporate logo cannot be used for acknowledgement purposes.



Which acknowledgement stamp to use

Our acknowledgement stamp is available in teal, white and black.

The teal and white acknowledgement stamps are our preferred options.

Option 1A – white



Option 1B – bright teal



Which acknowledgement stamp to use

Black single colour

If you are unable to use the teal or white versions, you can use the black acknowledgement stamp.

This stamp is available with the crossed fingers infilled in white and as an outline only. The outline version should be used in exceptional circumstances only; for engraving, embroidery or mono printing.

Please contact brand@heritagefund.org.uk for further advice.

Option 1C – black single colour



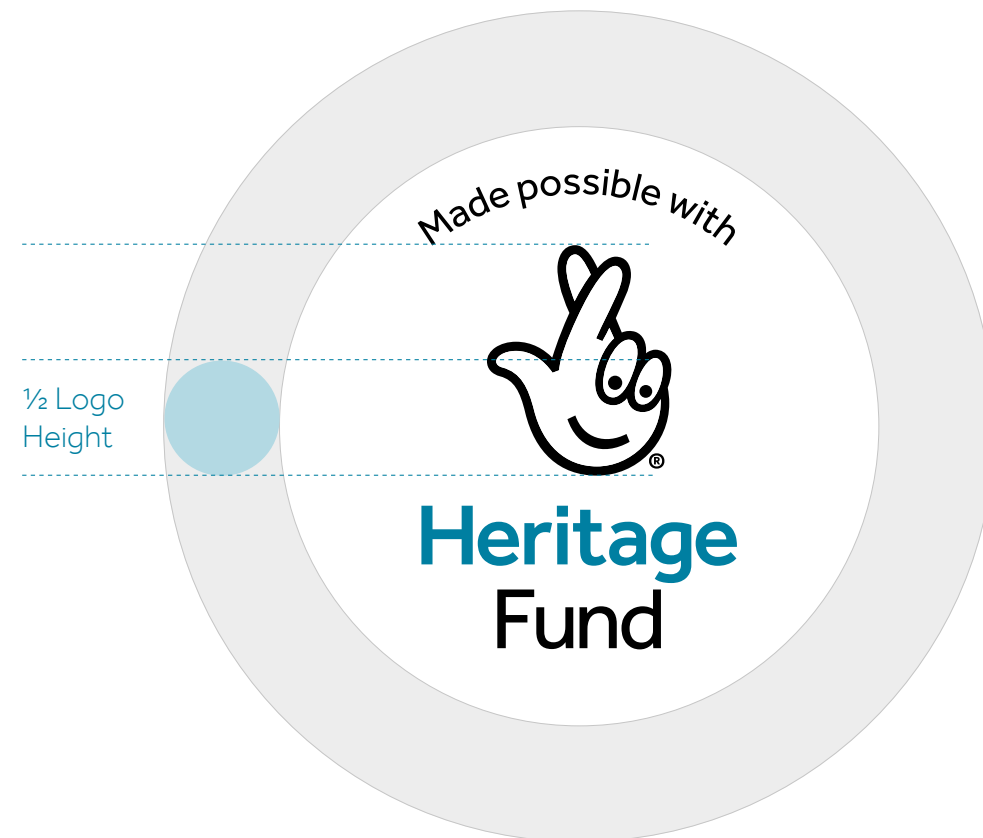
Minimum size and clear space

The size at which the acknowledgement stamp is used must be proportionate to the size of the material you are producing, to make sure it's clear, prominent and easy to read. For larger acknowledgement materials – for example on the side of a building – please make sure the logo is big enough for all text to be clearly visible from a distance of at least 5 metres.

The English language acknowledgement stamp should not be shown any smaller than 51mm.

Please use clear space around the stamp of at least half the height of the crossed fingers as shown.

Acknowledgement stamp – clear space



Minimum size – height



Minimum size – exclusive zone

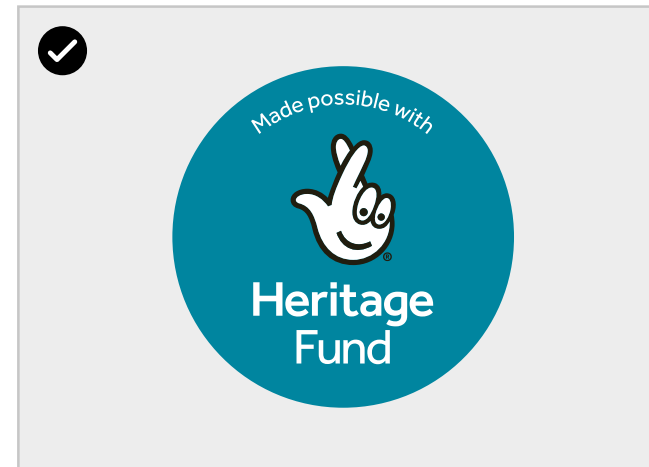


Acknowledgement stamp usage

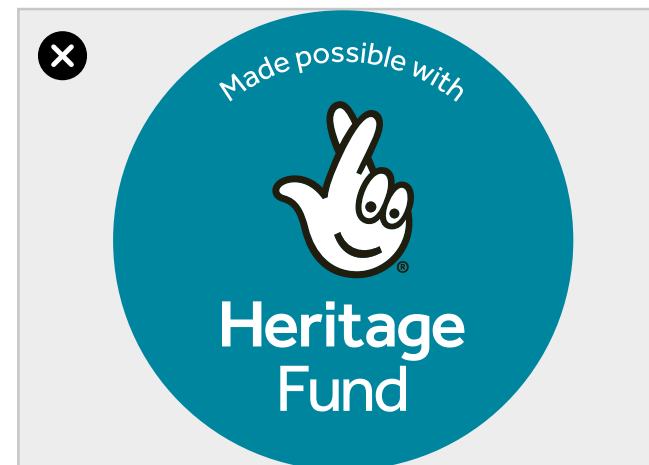
Our stamp has been designed to work over different coloured and photographic backgrounds. Please ensure you are using the acknowledgement stamp correctly, including making sure:

- there is the correct amount of space around the stamp
- the appearance of the stamp is not altered in any way
- the crossed fingers are infilled in white
- the 'Made possible by' text is legible
- there is enough contrast between the stamp and the background

Correct usage



Incorrect usage



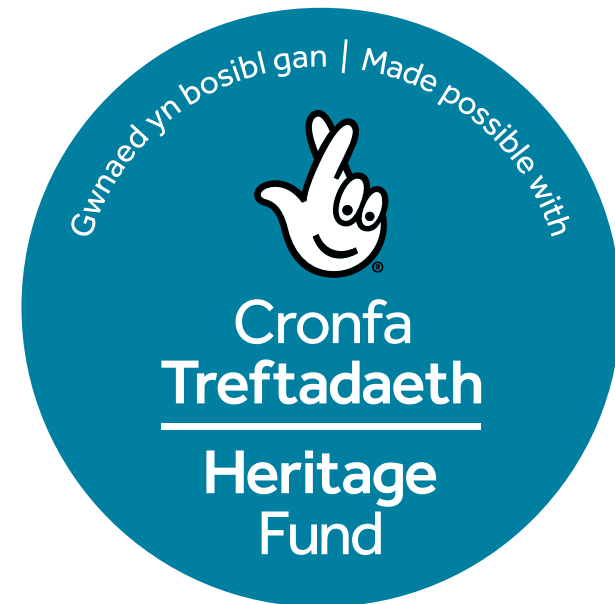
Bilingual stamps

Our acknowledgement stamp is available in teal, white and black in the following languages:

- A. Welsh
- B. Scottish Gaelic
- C. Scots
- D. Irish
- E. Ulster Scots
- F. Cornish

Please note: every project delivered in Wales must display the bilingual Welsh and English language stamp.

A. Welsh



B. Scottish Gaelic



C. Scots



D. Irish



E. Ulster Scots



F. Cornish



Bilingual stamp

Minimum sizes and exclusion zones

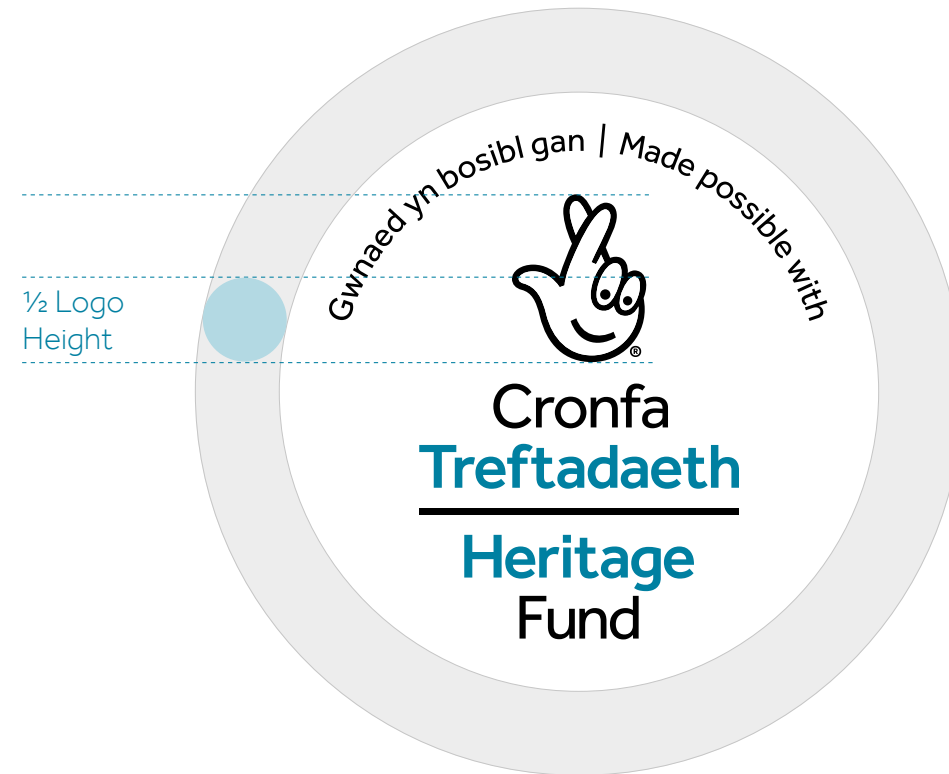
The size at which the acknowledgement stamp is used must be proportionate to the size of the material you are producing, to make sure it's clear, prominent and easy to read. For larger acknowledgement materials – for example on the side of a building – please make sure the acknowledgement stamp is big enough for all text to be clearly visible from a distance of at least 5 metres.

The bilingual acknowledgement stamp should not be shown any smaller than 70mm. Please use clear space around the stamp of at least half the height of the crossed fingers as shown.

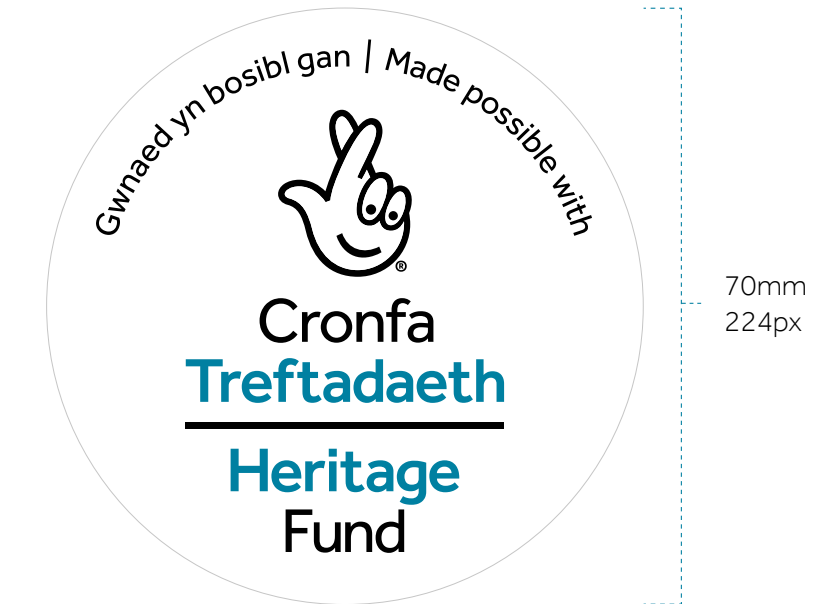
Using the stamp

Both the English language and our bilingual stamps in teal, white or black. No other colour is permitted.

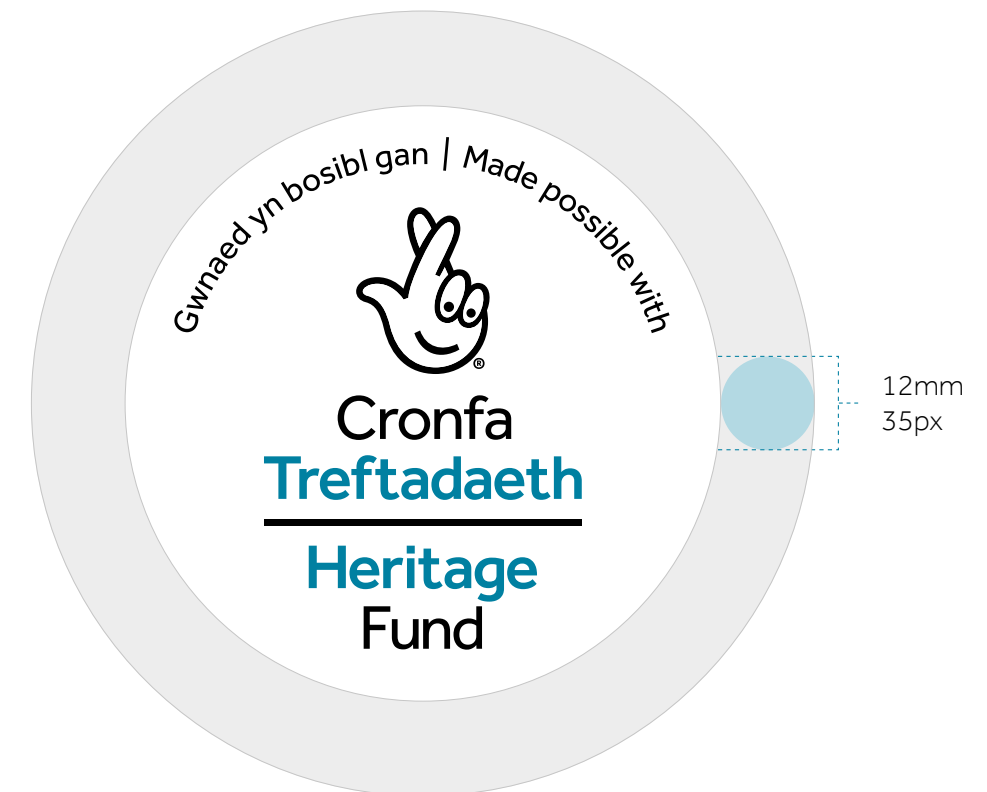
Bilingual stamps – clear space



Minimum size – height



Minimum size – exclusive zone



Special use stamp

Our special use acknowledgement stamp is available in teal, white and black.

The teal and white acknowledgement stamps are our preferred options.

This version of the stamp does not include the 'Made possible with' text. This is only to be used in exceptional circumstances when the text would otherwise become illegible. Contact brand@heritagefund.org.uk for approval to use and sign off.

Option 2A – white



Option 2B – bright teal



Special use stamp

Black single colour

If you are unable to use the teal or white versions, you can use the black special use acknowledgement stamp.

This stamp is available with the crossed fingers infilled in white and as an outline only. The outline version should be used in exceptional circumstances only; for engraving, embroidery or mono printing.

Please contact brand@heritagefund.org.uk for further advice.

Option 2C – black single colour



Special use stamp

Minimum size and clear space

The size at which the stamp is used must be proportionate to the size of the material you are producing, to make sure it's clear, prominent and easy to read.

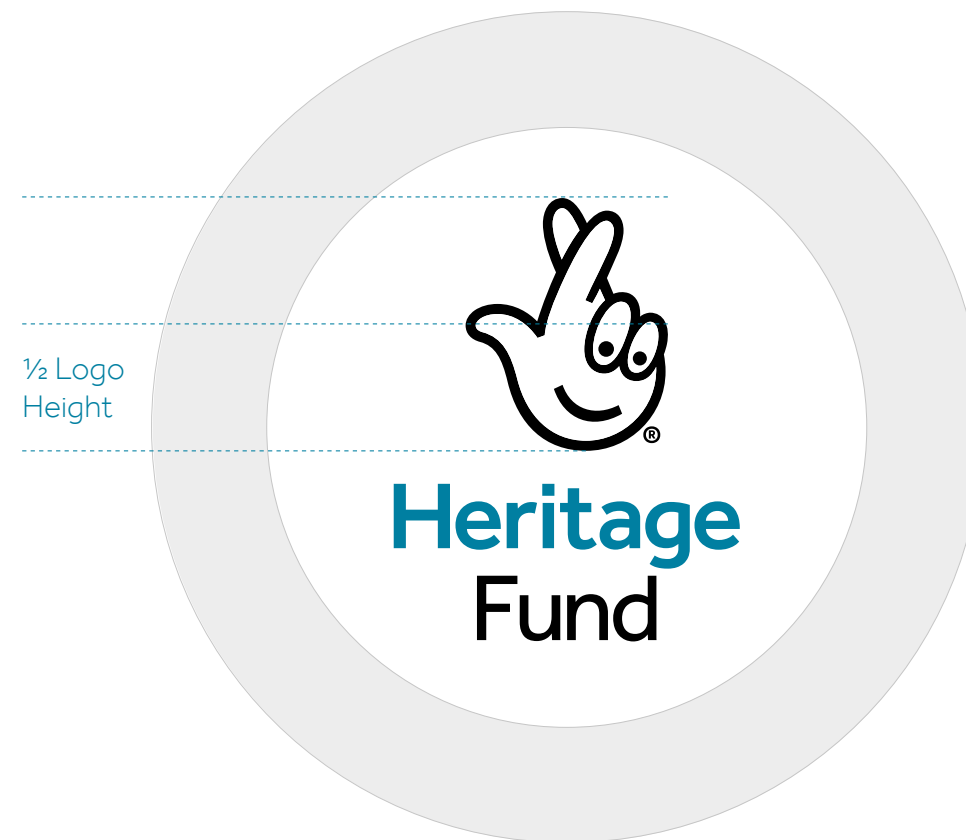
The English language special use acknowledgement stamp should not be shown any smaller than 26mm.

Please use clear space around the stamp of at least half the height of the crossed fingers as shown.

Using the special use stamp

Both the English language and our bilingual stamps must only be reproduced in teal, white or black. No other colour is permitted.

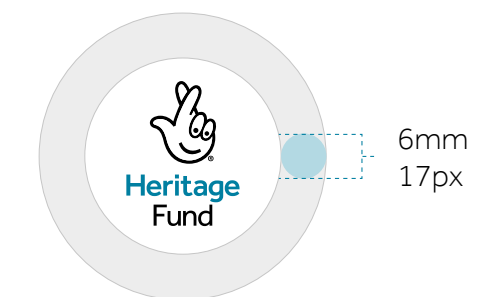
Special use stamp – clear space



Minimum size – height



Minimum size – exclusive zone



Bilingual special use stamps

Our special use acknowledgement stamp is available in teal, white and black in the following languages:

- A. Welsh
- B. Scottish Gaelic
- C. Scots
- D. Irish
- E. Ulster Scots
- F. Cornish

Please note: every project delivered in Wales must display the bilingual Welsh and English language logo.

A. Welsh



B. Scottish Gaelic



C. Scots



D. Irish



E. Ulster Scots



F. Cornish



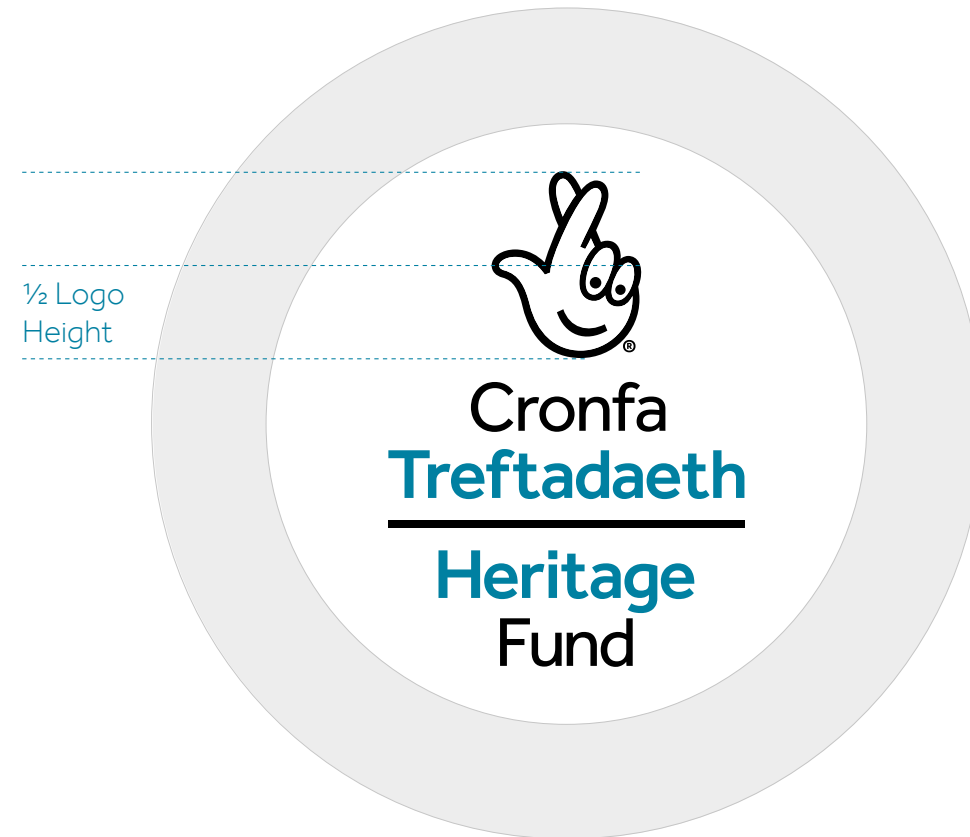
Bilingual special use stamp

The size at which the special use stamp is used must be proportionate to the size of the material you are producing, to make sure it's clear, prominent and easy to read.

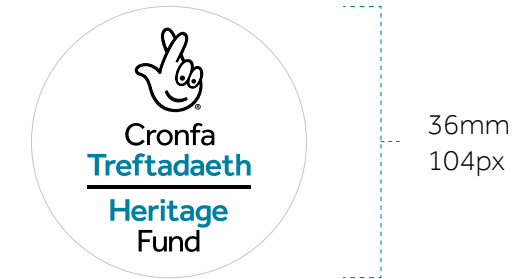
The bilingual language special use stamp should not be shown any smaller than 36mm.

Please use clear space around the stamp of at least half the height of the crossed fingers as shown.

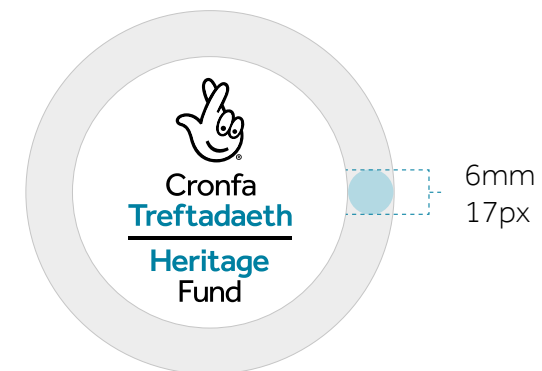
Bilingual – special use stamp – clear space



Minimum size – height



Minimum size – exclusive zone



Acknowledgement logo – landscape format

The acknowledgement logo should be used when it is not possible to use the acknowledgement stamp in your design. Please contact brand@heritagefund.org.uk for approval to use and sign off.

The acknowledgement logo is also for use when multiple logos are shown on materials such as funders boards. It can also be used in logo lockups where we are not the majority funder. Please contact brand@heritagefund.org.uk for approval.

Minimum sizes and exclusion zones are as shown. The size at which the logo is used must be proportionate to the size of the material you are producing, to make sure it's clear, prominent and easy to read.

Acknowledgement logo – clear space



Minimum size – height



Minimum size – exclusive zone



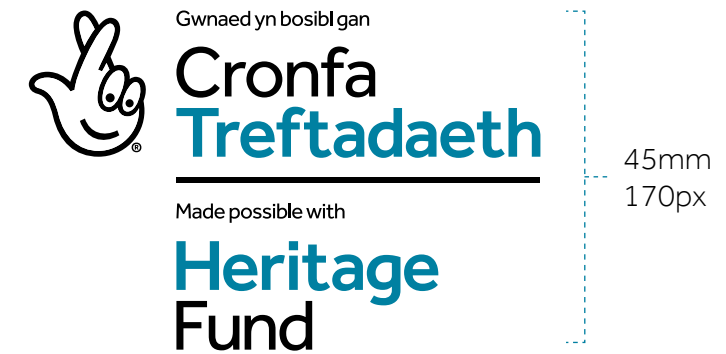
Bilingual acknowledgement logo

The acknowledgement logo is available in bilingual formats: Welsh, Scottish Gaelic, Scots, Irish, Ulster Scots and Cornish. Minimum sizes and exclusion zones for bilingual logos are all as shown.

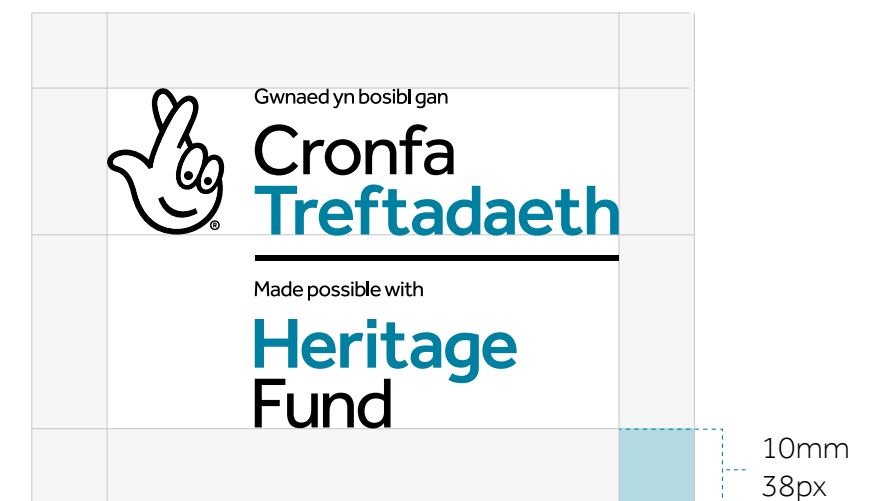
Bilingual – acknowledgement logo – clear space



Minimum size – height



Minimum size – exclusive zone



Which colours and file types to use

CMYK colour files are for use in printed materials, RGB colour files are for online, digital materials and PMS (Pantone) colour is for spot colour, high quality printing.

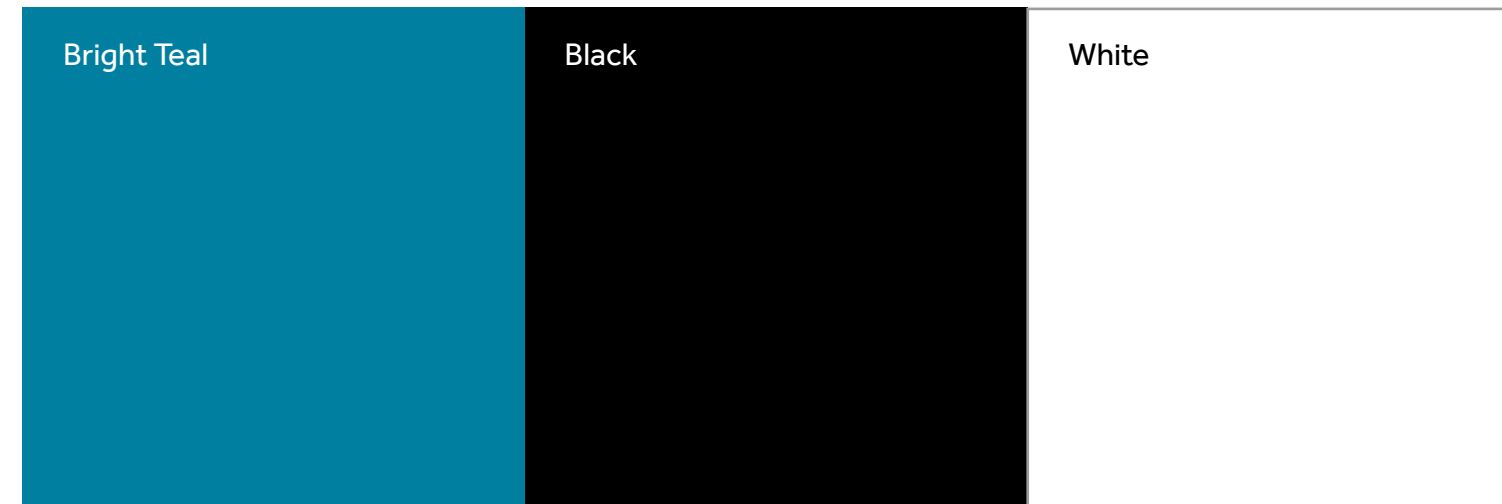
Which file types to use

PNG files can be used for most digital purposes for example, websites and blogs, presentations, social media. They are also useful if you need to add a logo on to a coloured background or on top of other images.

EPS files are used for printing. Your designer will need these files and they can only be opened in design programmes, for example Adobe Photoshop and Adobe InDesign.

JPEG files are only used if you don't have access to design software.

Primary colour palette



CMYK 100, 21, 28, 11
PMS 2390 C
RGB 0, 127, 161
HEX 007FA1

CMYK 0, 0, 30, 100
PMS Process Black C
RGB 0, 0, 0
HEX 000000

CMYK -
PMS -
RGB 255, 255, 255
HEX FFFFFFFF

Acknowledgement sign off

All promotional materials and branding featuring our acknowledgement stamp or acknowledgement logo should be sent to your Heritage Fund Marketing and Communications Manager and Investment Manager for sign off. Sign off must be obtained before production. Please allow 7 days for approval from the Heritage Fund.

For queries regarding acknowledgement, please email **brand@heritagefund.org.uk**

How we will assess if your acknowledgement meets our requirements:

- We will assess whether you have met the requirements outlined in this toolkit.
- Representatives from The National Lottery Heritage Fund 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.
- If our acknowledgement stamp or logo has been applied incorrectly you may be asked to replace it.