Species Survival Fund logos and acknowledgement requirements

08/02/2024

See all updates

As part of your Species Survival Fund grant, you must acknowledge your funding through press releases, on social media and by displaying our partnership logo. The information on this page will help you to do this.

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ZIP Gweld Species Survival Fund logos as ZIP(1.63 MB)	1.63 MB

If you are referencing your grant in narrative (in press releases, or on your website), please use the following lines:

This project is funded by the Government's Species Survival Fund. The fund was developed by Defra and its Arm's-Length Bodies. It is being delivered by The National Lottery Heritage Fund in partnership with Natural England and the Environment Agency.

Using our logo

You can download our logo and use it anywhere where people can clearly see it.

Logo artwork

The Species Survival Fund is supported using public funds and delivered by The National Lottery Heritage Fund in partnership with Natural England and the Environment Agency. When using our logo, please use it in its entirety to ensure this funding and delivery relationship is maintained.

Print (eps) and screen (png) versions of the logo are available.

Large acknowledgement

For larger acknowledgement materials (for example on outdoor interpretation panels) please make sure the logo is big enough to be clearly visible from a distance of five metres.

Minimum size

The minimum size refers to the whole width of the logo lock-up. To make sure the logo lock-up is clear and legible it should never appear smaller than a width of 73mm in print and 207px on screen.

Exclusion zone

The exclusion zone ensures the logo is not compromised by other elements and helps it stand out. The following is a minimum clearance area. Whenever possible, leave more space around the logo than the exclusion zone. The height and width of the clear space is set by the width of the emblem in the UK Government logo.

Colour

Your background colour will dictate which version of the logo lock-up you use.

If you require black and white versions of the logo lock-up please email brand@heritagefund.org.uk.

The logo must only be reproduced in black, white or the full colour version. Do not use any other colour.

Sharing on social media

If possible and where space allows, please tag Defra and The National Lottery Heritage Fund in your posts.

Twitter/X

@DefraGovUK

@HeritageFundUK

Instagram and Facebook

@DefraGovUK

@HeritageFundUK

LinkedIn

@Department for Environment, Food and Rural Affairs

@NationalLotteryHeritageFund

Our hashtags

#SpeciesSurvivalFund

#TogetherForOurPlanet

Photos

Using great pictures will give your posts the best chance of gaining attention. Use anything that shows the value of the great work you do.