Green Recovery Challenge Fund logos and acknowledgement requirements



Department for Environment Food & Rural Affairs

The National Lottery Heritage Fund

Environment Agency

NATURAL ENGLAND

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As part of your Green Recovery Challenge 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.

Attachment	Size
FILE View Black logo EPS - landscape as FILE(4.07 MB)	4.07 MB
PNG View Black logo PNG - landscape as PNG(62.45 KB)	62.45 KB
FILE View Black logo EPS - square as FILE(5.42 MB)	5.42 MB
PNG View Black logo PNG - square as PNG(53.54 KB)	53.54 KB
FILE View Colour logo EPS - landscape as FILE(5.52 MB)	5.52 MB
PNG View Colour logo PNG - landscape as PNG(62.84 KB)	62.84 KB

Attachment	Size
FILE View Colour logo EPS - square as FILE(6.79 MB)	6.79 MB
PNG View Colour logo PNG - square as PNG(55.3 KB)	55.3 KB
FILE View White logo EPS - landscape as FILE(5.47 MB)	5.47 MB
PNG View White logo PNG - landscape as PNG(52 KB)	52 KB

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 Green Recovery Challenge 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, the Environment Agency and Forestry Commission.

Using our logo

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

Logo artwork

The Green Recovery Challenge 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.

There are two versions of the Green Recovery Challenge Fund logo lock-up: landscape and stacked. Your content and layout will determine which logo lock-up to use. The logo lock-up should never be altered.

Where possible, please use the landscape logo lock-up.

Print (eps) and screen (png) versions of each 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, the minimum size the landscape logo lock-up should appear is 108mm in print and 306px on screen.

The stacked logo lock-up 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 Environment Agency logo.

The same rules apply to both the landscape and the stacked versions of the logo.

Colour

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

When placing the logo on a white background, use the full colour logo lock-up. If using a one-colour print, use the black version of the logo.

When placing the logo on dark-coloured backgrounds, always use the white version of the logo.

The logo must only be reproduced in black, white or the full colour version on these pages. 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

@DefraGovUK

@HeritageFundUK

Instagram and Facebook

@DefraGovUK

@HeritageFundUK

LinkedIn

@DefraGovUK

@NationalLotteryHeritageFund

Our hashtags

#GreenRecoveryChallengeFund

#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.