Trees Call to Action Fund logos and acknowledgement requirements

See all updates

As part of your Trees Call to Action 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
JPG View Trees Call to Action Fund logo lockup colour jpg as JPG(320.26 KB)	320.26 KB
PNG View Trees Call to Action Fund logo lockup colour png as PNG(119.52 KB)	119.52 KB
FILE View Trees Call to Action Fund logo lockup colour EPS as FILE(1.6 MB)	1.6 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 Trees Call to Action Fund. The fund was developed by Defra in partnership with the Forestry Commission and is being delivered by the Heritage Fund.

Using our logo

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

Logo artwork

The Trees Call to Action is supported using public funds and delivered by the Heritage Fund in partnership with the Forestry Commission. When using our logo, please use it in its entirety to ensure this funding and delivery relationship is maintained.

The logo lock-up should never be altered.

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 logo lock-up should appear is 108mm in print and 306px 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 royal crest in the Defra logo.

Colour

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

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

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

@ForestryComm

Instagram and Facebook

@DefraGovUK

@HeritageFundUK

LinkedIn

@DefraGovUK

@NationalLotteryHeritageFund

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.