Nature Towns and Cities grant acknowledgement requirements

07/07/2025

See all updates

These guidelines should be used by any project receiving a Nature Towns and Cities strategic initiative grant.

About Nature Towns and Cities

Nature Towns and Cities is a partnership initiative between Natural England, the National Trust and The National Lottery Heritage Fund. Projects funded by The National Lottery Heritage Fund as part of Nature Towns and Cities must acknowledge our support publicly.

Acknowledging your grant

Projects receiving funding from the Heritage Fund as part of Nature Towns and Cities should use the logo lock-up to acknowledge their grant.

Acknowledgement must be bilingual for any projects in Wales.

Acknowledgement should be applied to all promotional activity, branding and materials relating to the project including:

- 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: Facebook, Instagram, Twitter/X, TikTok, YouTube, LinkedIn
- 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, tender documents

- Signage for buildings, structures or outside spaces: including corporate signage temporary and permanent, wayfinding signage, funders boards, plaques, window stickers, flags and banners, doormats

- Funding of staff or placements: job descriptions or job adverts, staff uniforms

Acknowledge your funding with the Nature Towns and Cities lock-up

The logo lock-up should be displayed prominently by all projects funded by us.

Available in full colour, white, and black, the stamp can work across a range of design formats. Print (eps) and digital (png) versions of the logo lock-up are available.

The logo lock-up is also available in Welsh. Every project delivered in Wales?must?display the bilingual Welsh and English logo lock-up.

The following sections on this page highlight some key things for you to consider when using the logo lock-up.

Download our Nature Towns and Cities lock-up:

ZIP
View Nature Towns and Cities English logo lock-up (.zip) as ZIP(1.64 MB)
Nature Towns and Cities English logo lock-up

ZIP
View Nature Towns and Cities Welsh logo lock-up (.zip) as ZIP(2.18 MB)
Nature Towns and Cities Welsh logo lock-up

Colour

The logo lock-up must only be reproduced in full colour, white or black.

Logo misuse

You must not redraw or alter the logo lock-up. Do not stretch it or crop it to fit into a small space.

Note regarding eps files

EPS files and white versions of the logo lock-up may not be viewable in your web browser. Right click and select 'save target as' to download the image and launch in your image editing package.

For help with acknowledgement and approvals please email brand@heritagefund.org.uk