

Acknowledging and celebrating your grant

Ideas and inspiration guide



Version 1.0

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Acknowledging and celebrating your grant

We are The National Lottery Heritage fund. Our role is to create positive and lasting change for people and communities now and in the future; by inspiring, leading and resourcing the UK's heritage.

As the largest dedicated funder of heritage in the UK, we distribute National Lottery grants from £3,000 to £5million and over, funding projects that sustain and transform the UK's heritage.

To be awarded a grant from The National Lottery 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 recognition that your project will make a vital and positive change to lives and communities across the country.

So let's celebrate your funding in style with this guide to Acknowledging and Celebrating Your Grant – packed full of ideas and inspiration to help you raise awareness of your project, credit our support and thank the players of The National Lottery, showing the impact their support is making.

Made possible stamps and logos

Our 'Made Possible' stamp

Our 'Made Possible' stamp should be displayed prominently by all projects funded by The National Lottery Heritage Fund, along with the message 'Thanks to National Lottery players'. Its simple round design makes it easy to incorporate within your project and your communications. It works well at both small or large scale. We call it a stamp, but it could be used as a window graphic, a floor vinyl, a wood carving or a cake.

Available in white, teal and black, the stamp can work across a variety of design formats including print, digital and environmental and can be used to create both temporary or permanent acknowledgement solutions. The stamp can be produced in ink, in pixels, in flowers, in cotton, in stone... so be creative. Just make sure that all materials used are environmentally friendly and adhere to our sustainability standards (see page 40).



Acknowledgement

'Made Possible' stamp

It is important for grant recipients to correctly acknowledge the funding they have received and celebrate all the things that have been made possible through your National Lottery Heritage Fund grant. To make this as easy as possible, we have created a round stamp design which can be applied to communications in a variety of creative and exciting ways. This is available in white, teal and black.

Option 1A – white



Option 1B – bright teal



Acknowledgement

Black single colour

This version should be used for single colour print or for a template when creating the 'Made Possible' stamp out of materials such as wood etchings, or debossing metals.

Option 1C – black single colour

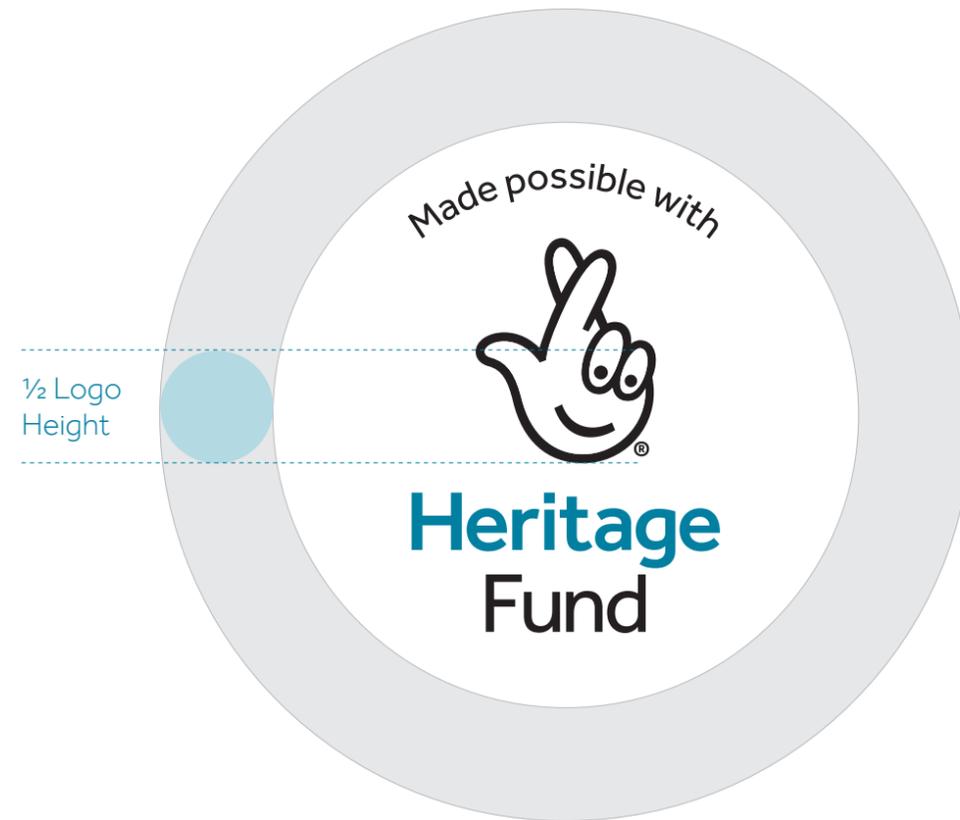


Acknowledgement usage

Minimum size and clear space

Please use the minimum size and clear space area specified.

Acknowledgement stamp 1 - clear space



Minimum size - height



Minimum size - exclusive zone



Acknowledgement

Bilingual

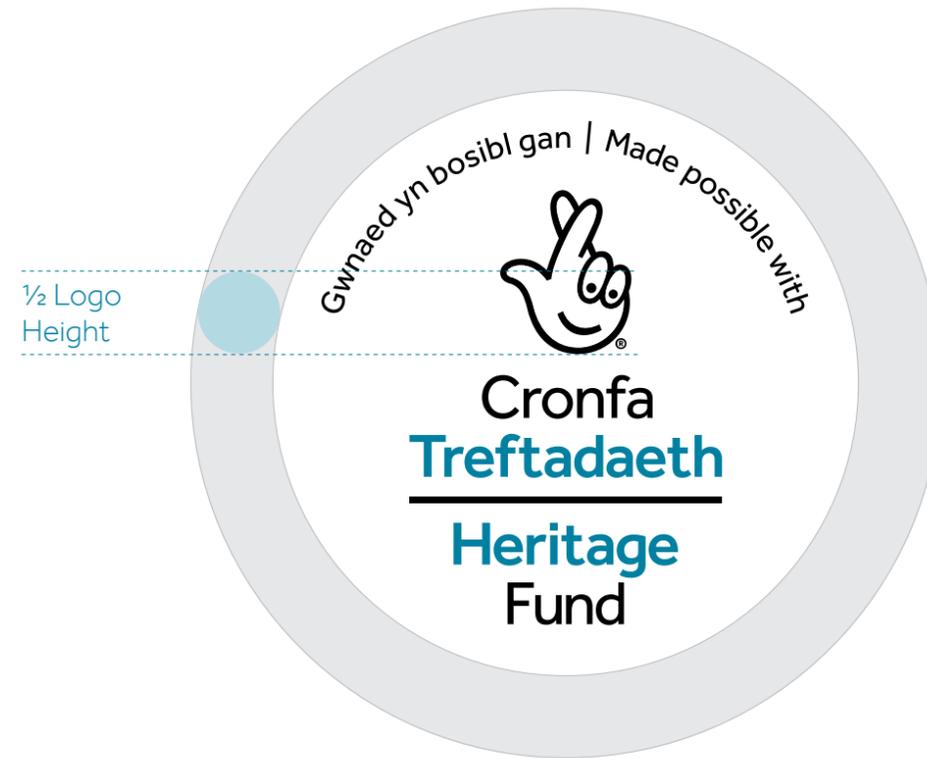
All versions and formats of our acknowledgement stamp are available in additional languages

Please use the minimum size and clear space area specified.

A. Welsh

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

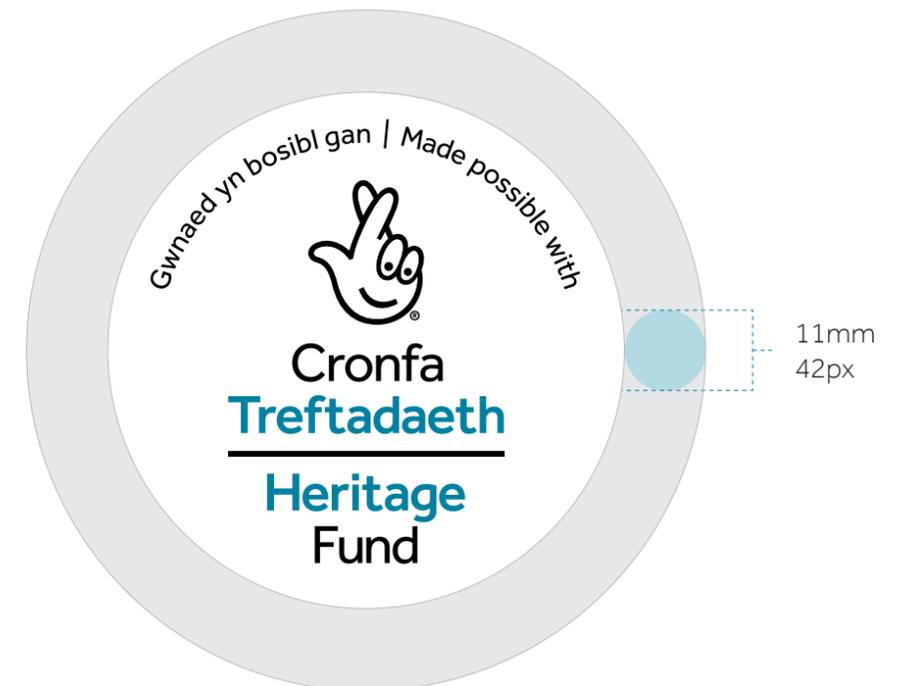
A. Welsh - Acknowledgement stamp 1 - clear space



Minimum size - height



Minimum size - exclusive zone



Acknowledgement

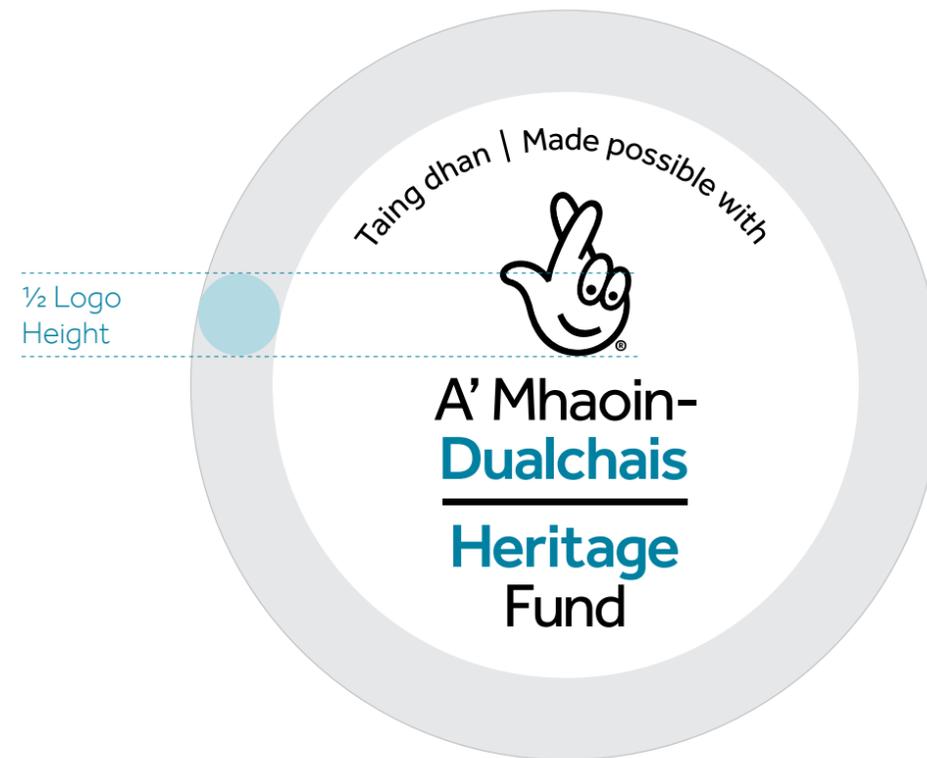
Bilingual

All versions and formats of our acknowledgement stamp are available in additional languages.

Please use the minimum size and clear space area specified.

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

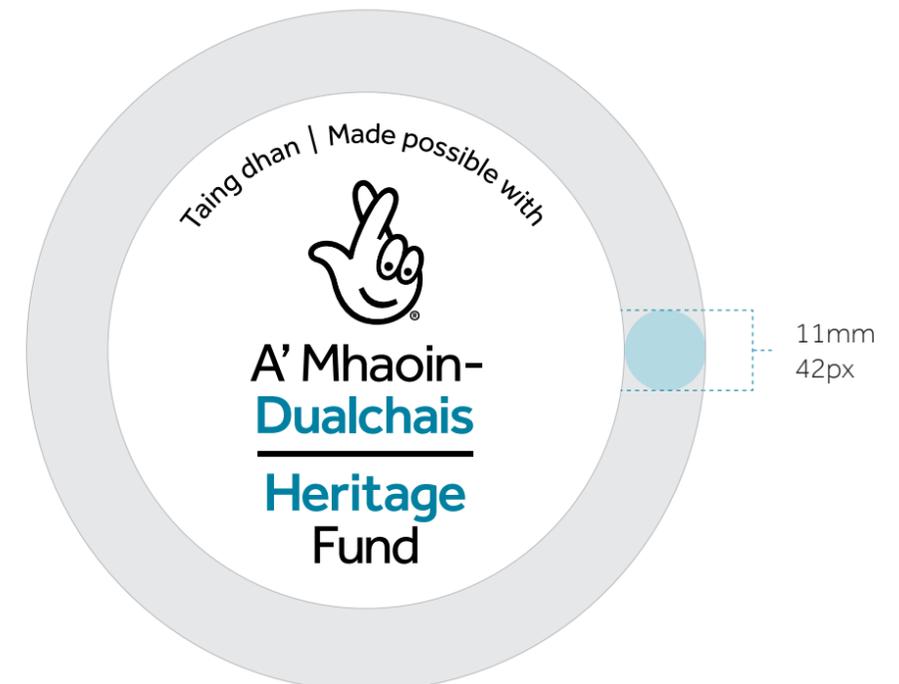
B. Scottish Gaelic - Acknowledgement stamp 1 - clear space



Minimum size - height



Minimum size - exclusive zone



Acknowledgement

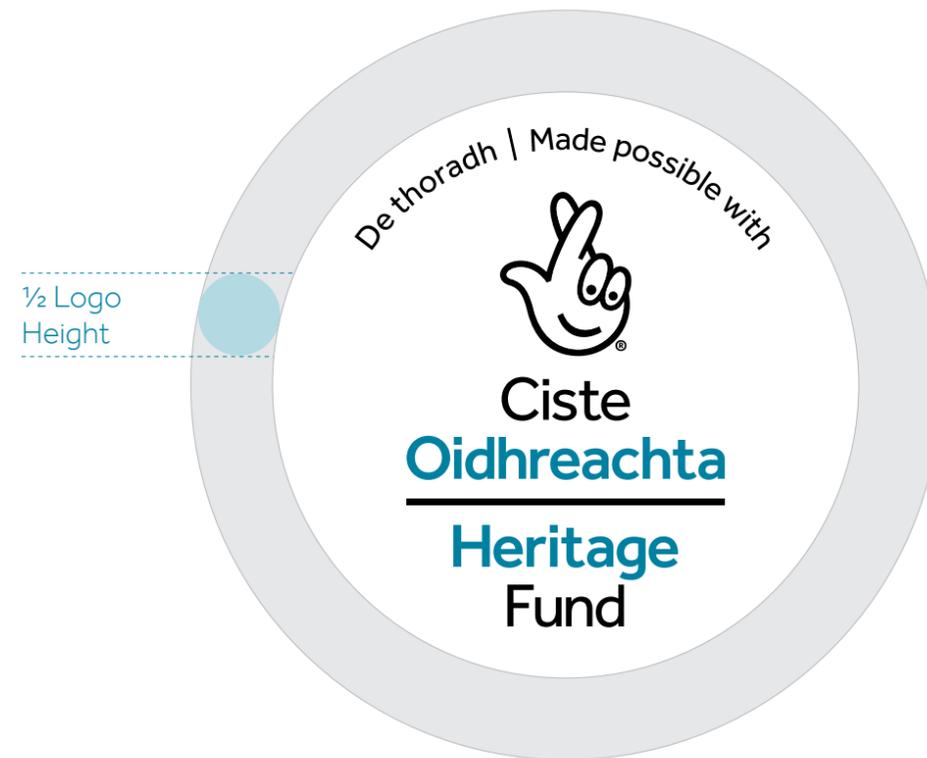
Bilingual

All versions and formats of our acknowledgement stamp are available in additional languages.

Please use the minimum size and clear space area specified.

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

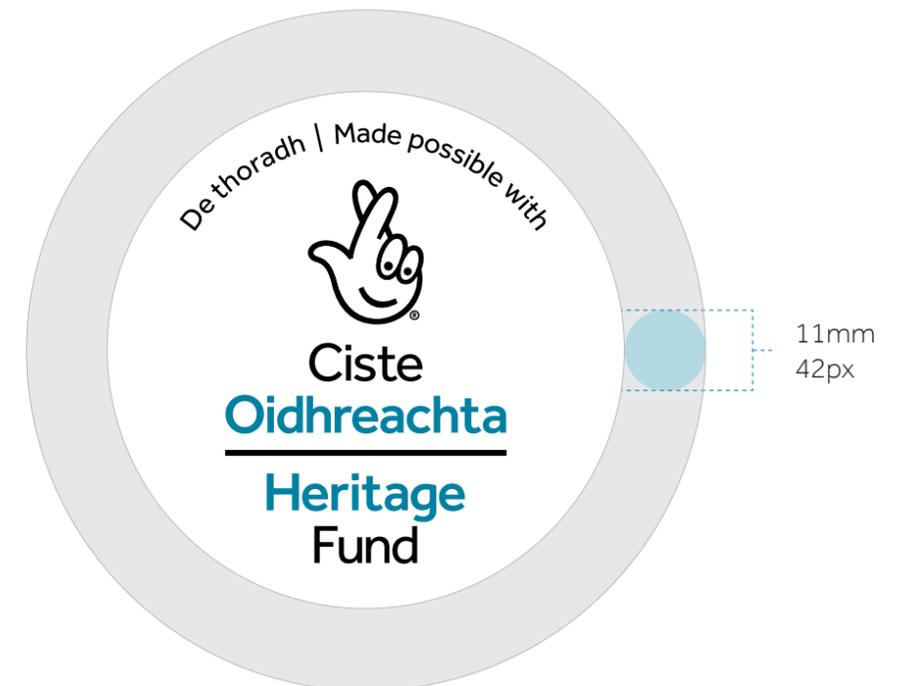
C. Irish - Acknowledgement stamp 1 - clear space



Minimum size - height



Minimum size - exclusive zone



Acknowledgement

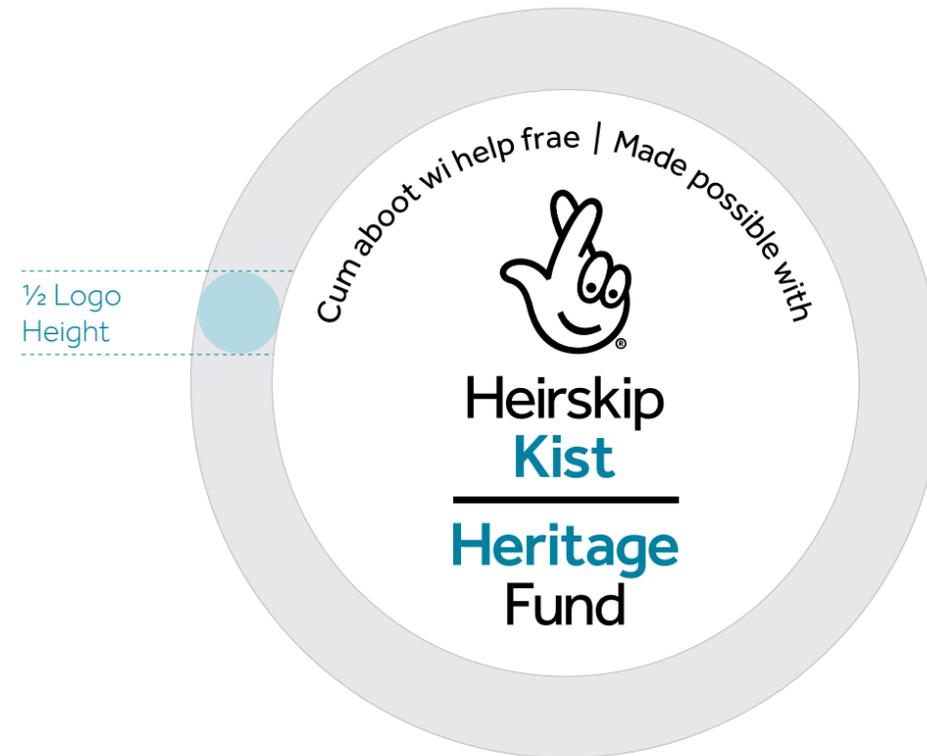
Bilingual

All versions and formats of our acknowledgement stamp are available in additional languages.

Please use the minimum size and clear space area specified.

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

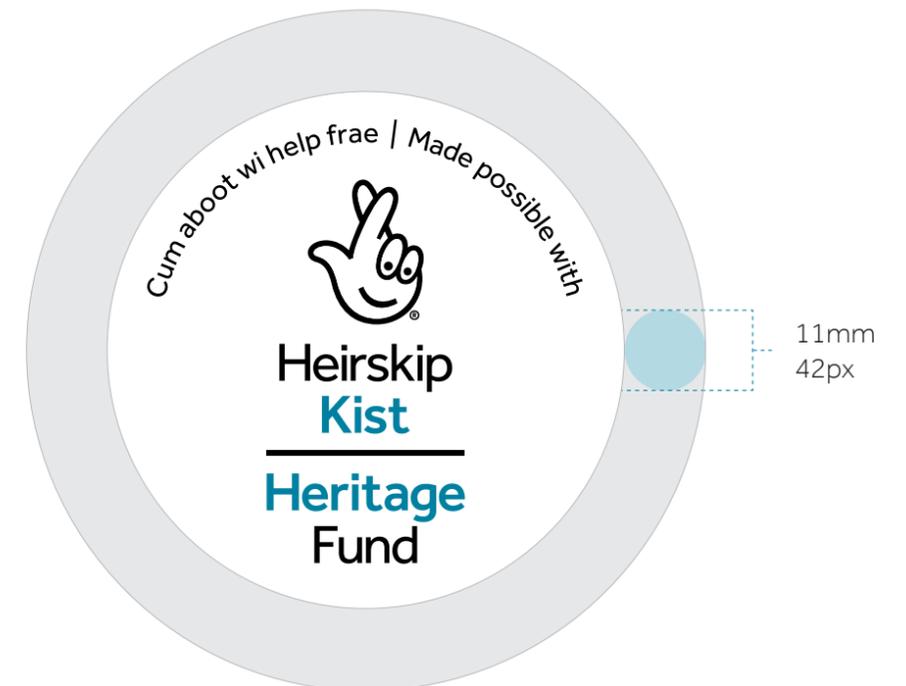
D. Ulster Scots - Acknowledgement stamp 1 - clear space



Minimum size - height



Minimum size - exclusive zone



Acknowledgement

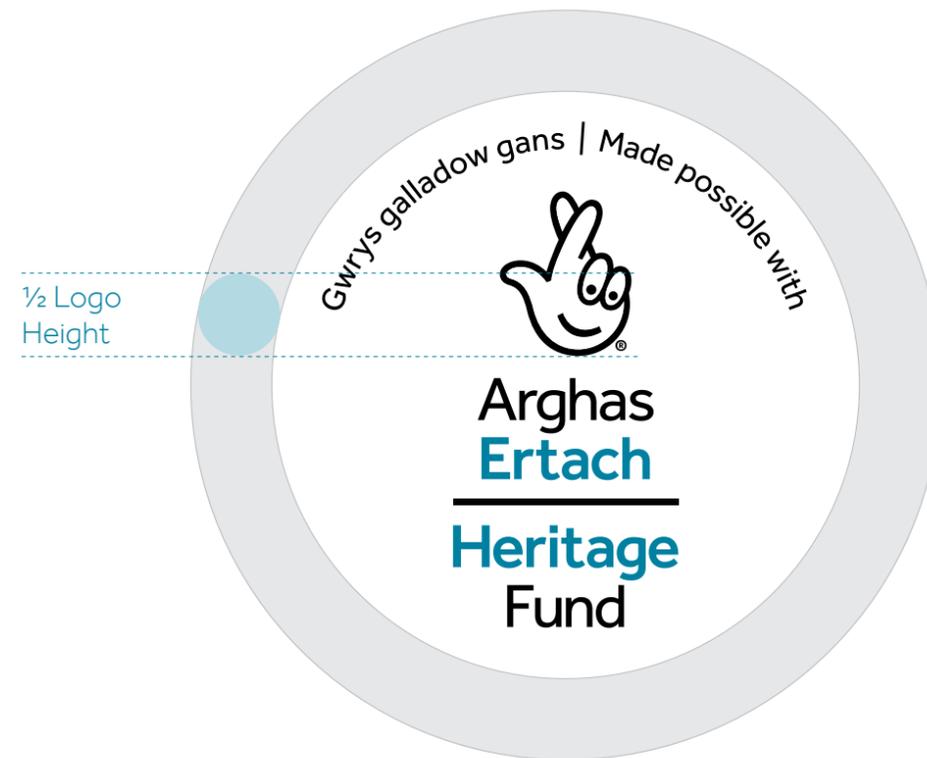
Bilingual

All versions and formats of our acknowledgement stamp are available in additional languages.

Please use the minimum size and clear space area specified.

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

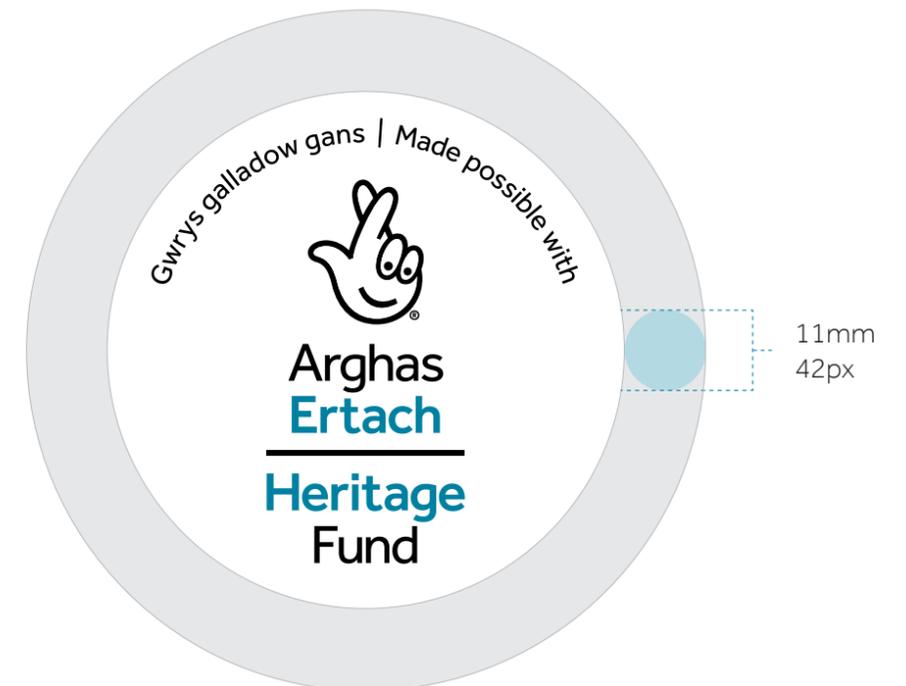
E. Cornish - Acknowledgement stamp 1 - clear space



Minimum size - height



Minimum size - exclusive zone



Acknowledgement

Small/special use stamp

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 due to small size and/or the use of non-standard materials such as fabrics, metal or wood.

Option 2A – white



Option 2B – bright teal



Acknowledgement

Black single colour

This version should be used for single colour print or for a template when creating the 'Made Possible' stamp out of materials such as wood etchings, or debossing metals.

Option 2C – black single colour

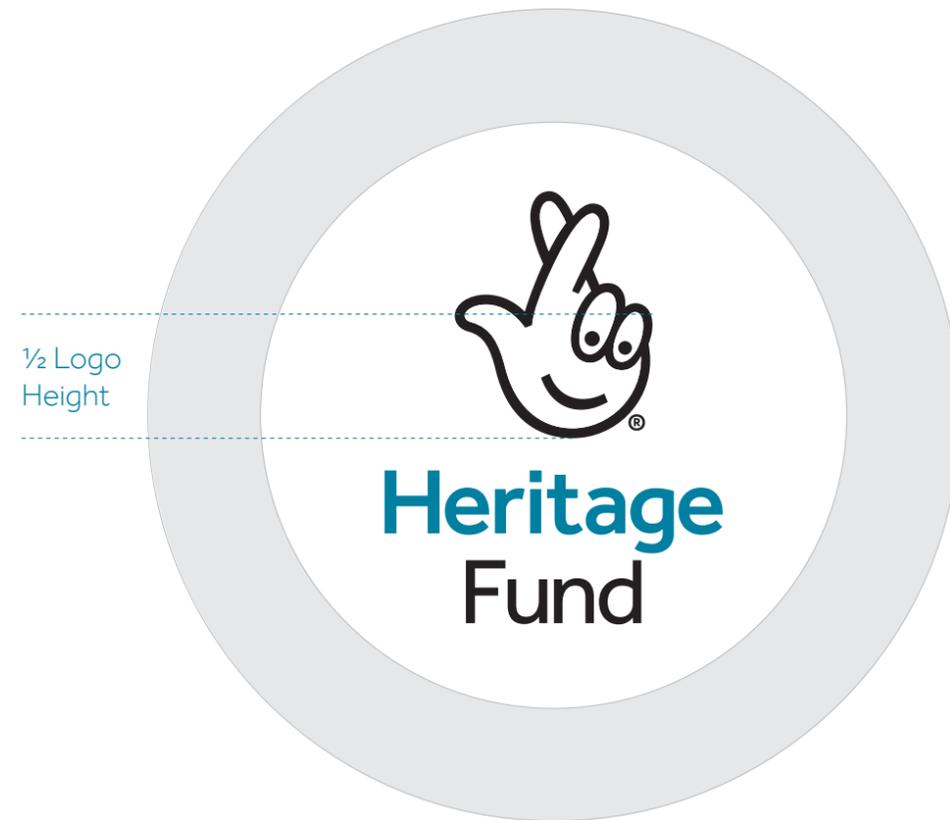


Acknowledgement usage

Minimum size and clear space

Please use the minimum size and clear space area specified.

Acknowledgement stamp 2 - clear space



Minimum size - height



Minimum size - exclusive zone



Acknowledgement usage

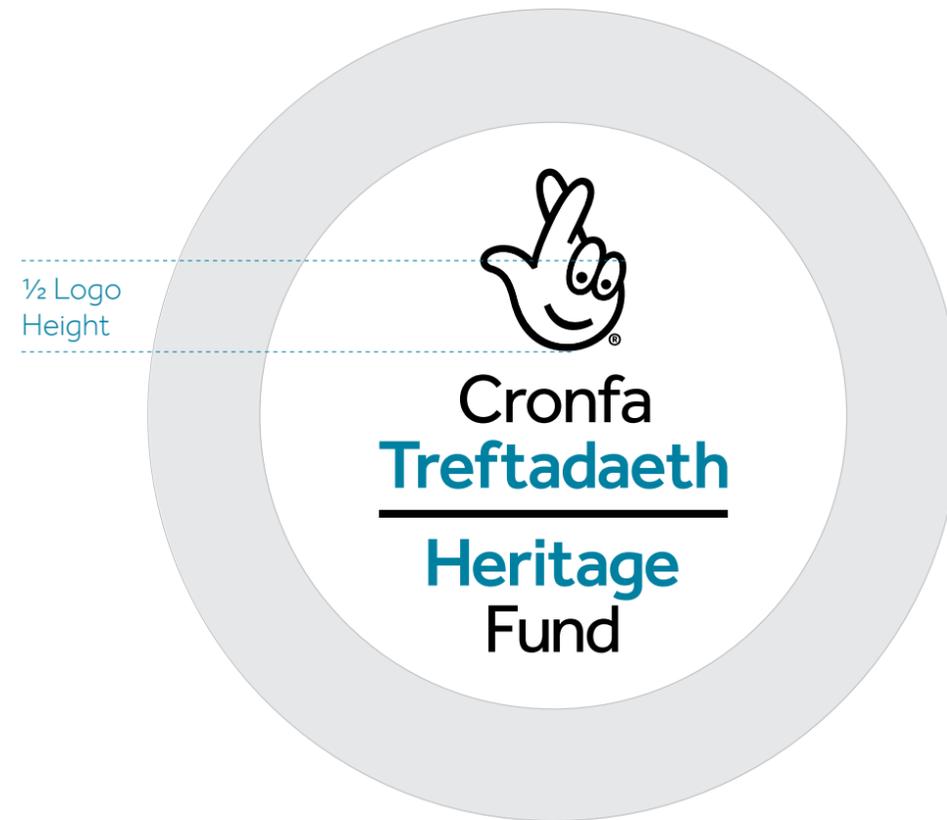
Bilingual small/special use stamp

All versions and formats of our acknowledgement stamp are available in additional languages.

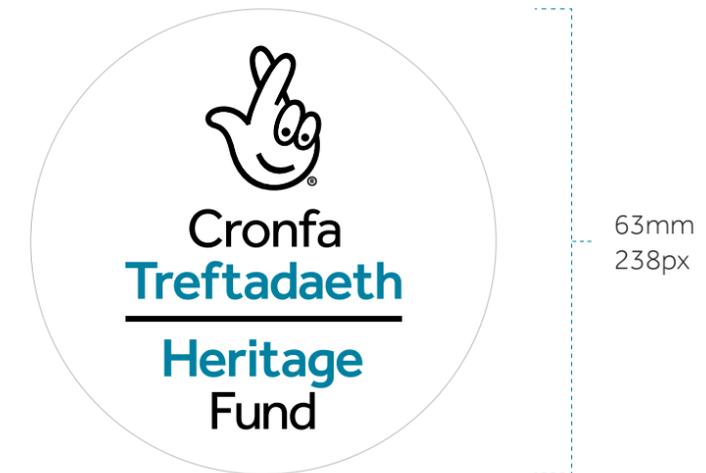
Please use the minimum size and clear space area specified.

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

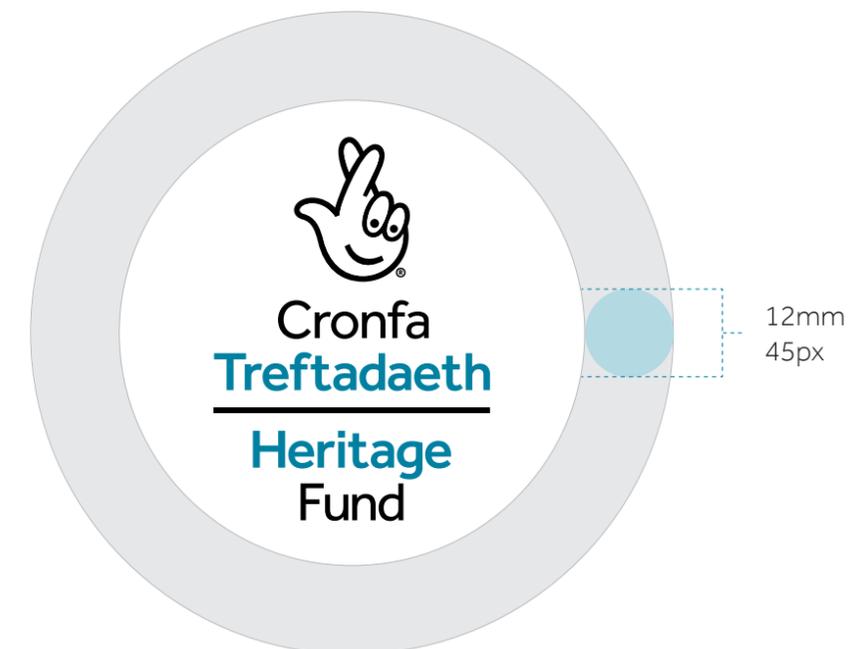
A. Welsh - Acknowledgement stamp 2 - clear space



Minimum size - height



Minimum size - exclusive zone



Acknowledgement usage

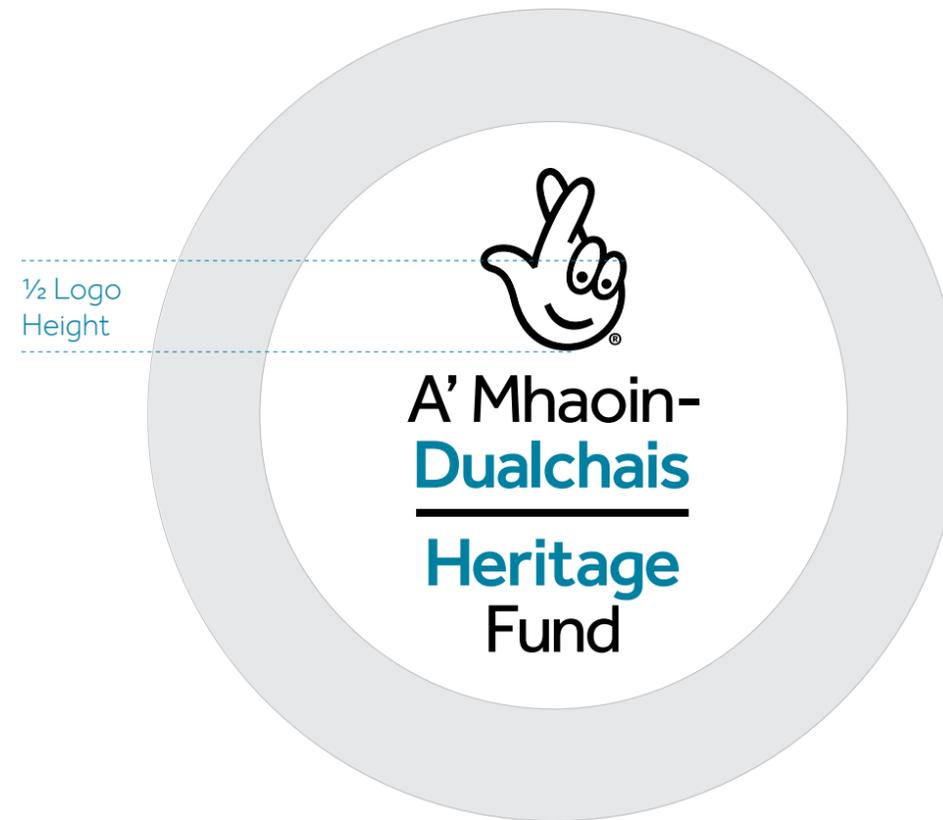
Bilingual small/special use stamp

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Please use the minimum size and clear space area specified.

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

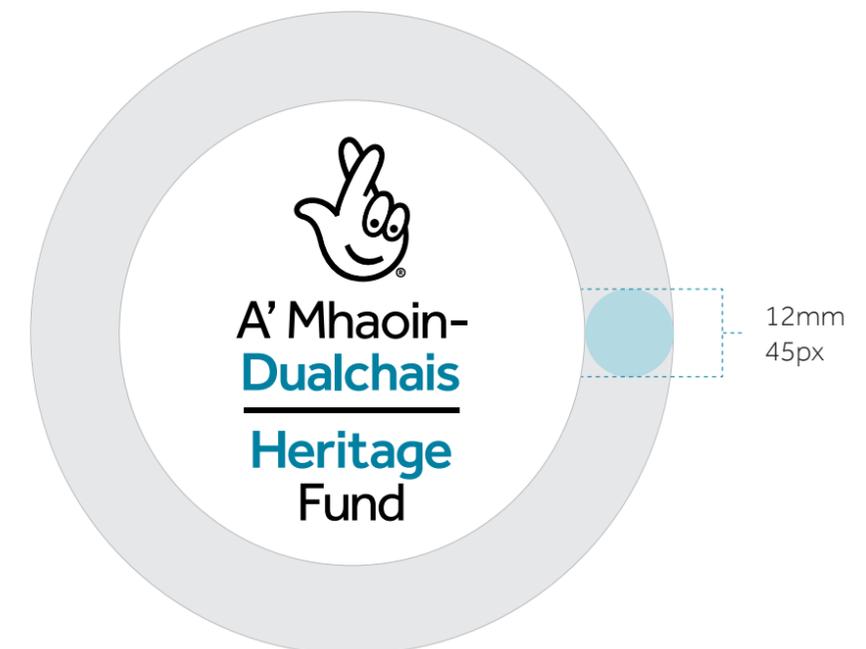
B. Scottish Gaelic - Acknowledgement stamp 2 - clear space



Minimum size - height



Minimum size - exclusive zone



Acknowledgement usage

Bilingual small/special use stamp

All versions and formats of our acknowledgement stamp are available in additional languages.

Please use the minimum size and clear space area specified.

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

C. Irish - Acknowledgement stamp 2 - clear space



Minimum size - height



Minimum size - exclusive zone



Acknowledgement usage

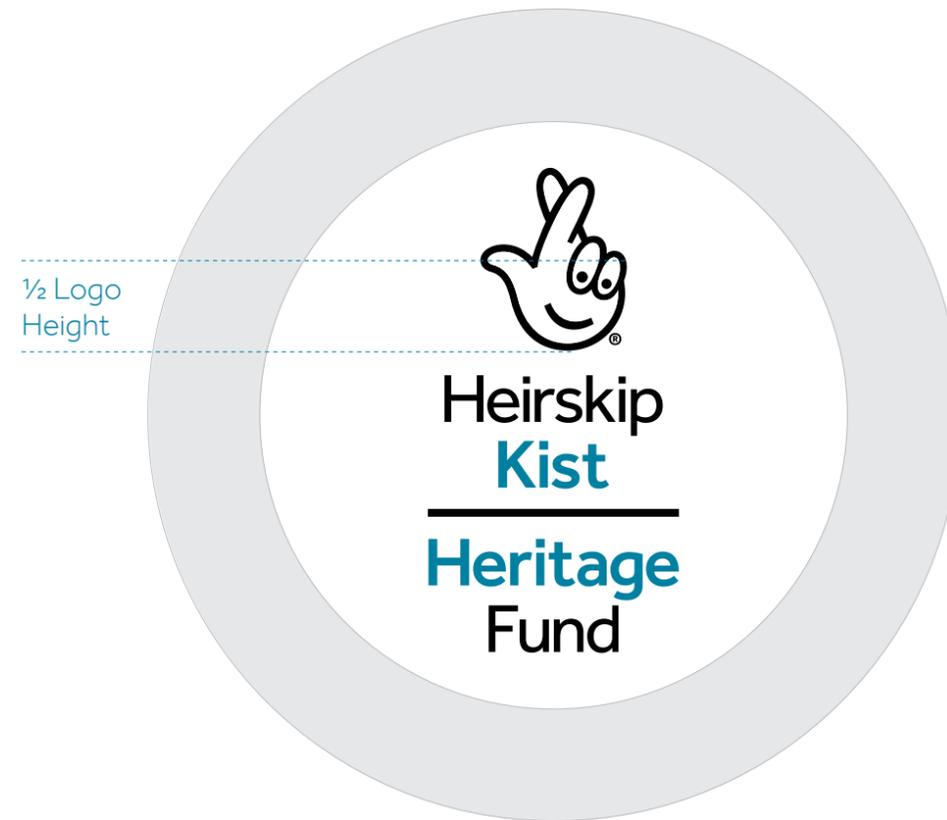
Bilingual small/special use stamp

All versions and formats of our acknowledgement stamp are available in additional languages.

Please use the minimum size and clear space area specified.

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

D. Ulster Scots - Acknowledgement stamp 2 - clear space



Minimum size - height



Minimum size - exclusive zone



Acknowledgement usage

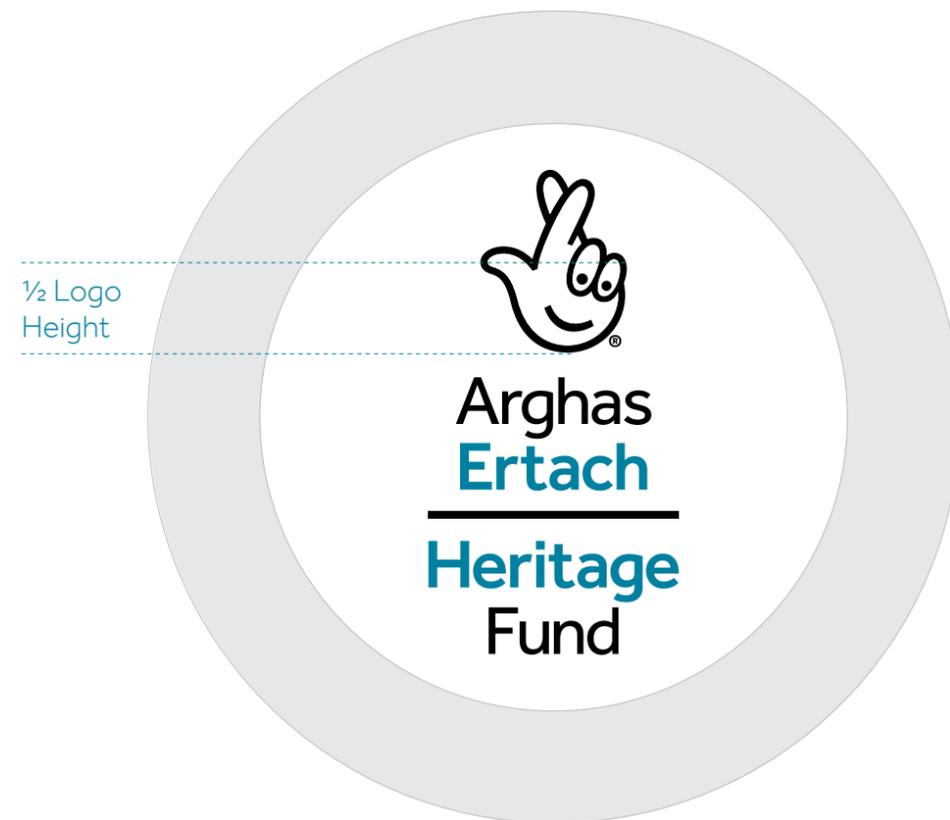
Bilingual small/special use stamp

All versions and formats of our acknowledgement stamp are available in additional languages.

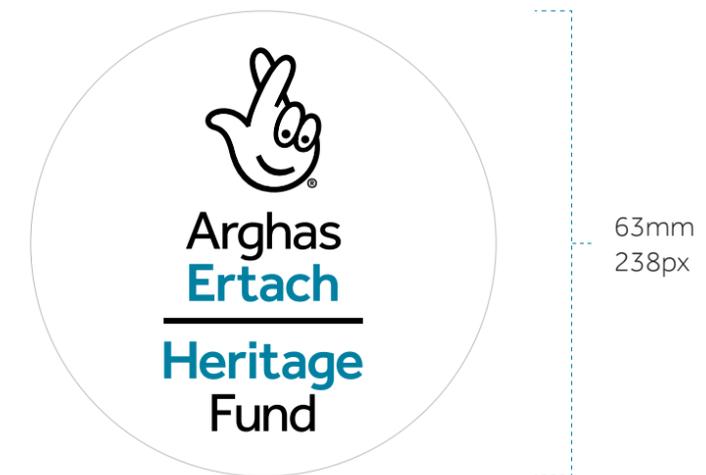
Please use the minimum size and clear space area specified.

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

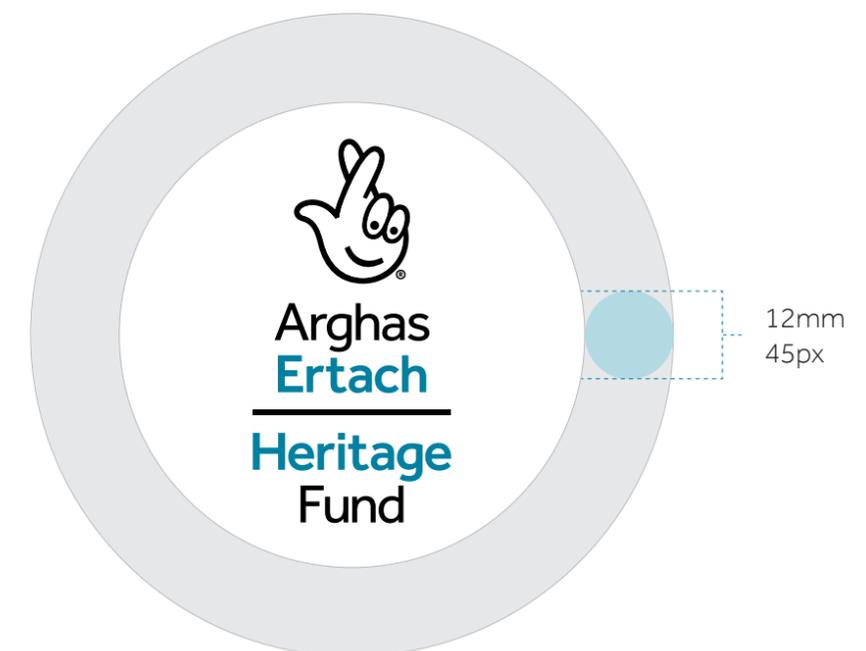
E. Cornish - Acknowledgement stamp 2 - clear space



Minimum size - height



Minimum size - exclusive zone



Acknowledgement

'Made Possible' logo

When size, space or format limitations make using the 'Made Possible' stamp too difficult or illegible, then an alternative 'Made Possible' logo is available. This is a back-up option and should be used as a last resort.

This logo is available in this primary colour way, as well as black and white. It is also available in bilingual formats.

Please use the minimum size and clear space area specified.

'Made Possible' logo - clear space



Minimum size - height



Minimum size - exclusive zone



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- A. Welsh
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- E. Cornish

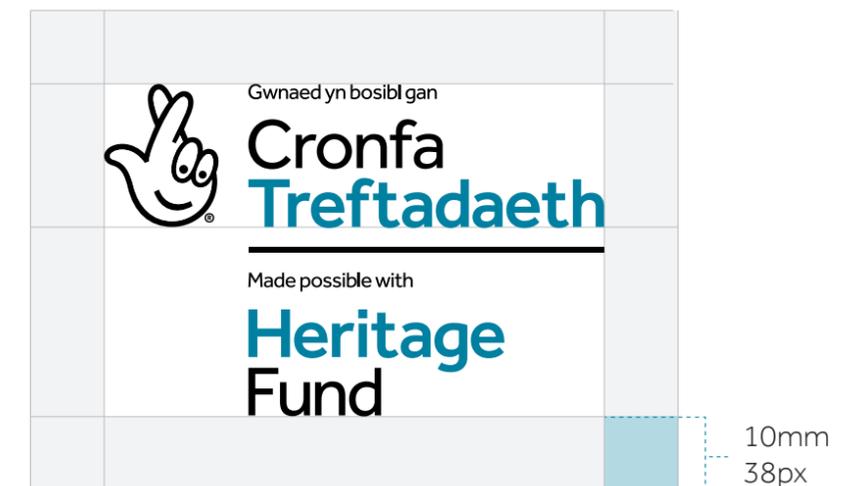
A. Welsh - 'Made Possible' logo - clear space



Minimum size - height



Minimum size - exclusive zone



Acknowledgement

'Made Possible' logo

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

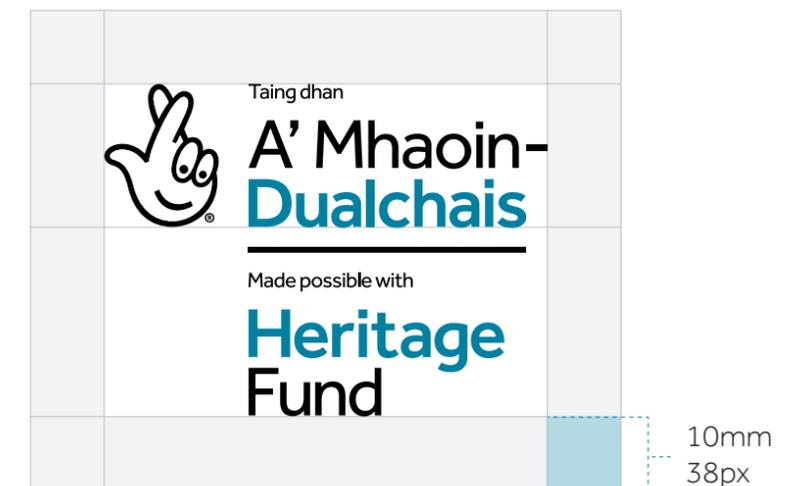
B. Scottish Gaelic - 'Made Possible' logo - clear space



Minimum size - height



Minimum size - exclusive zone



Acknowledgement

'Made Possible' logo

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Please use the minimum size and clear space area specified.

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

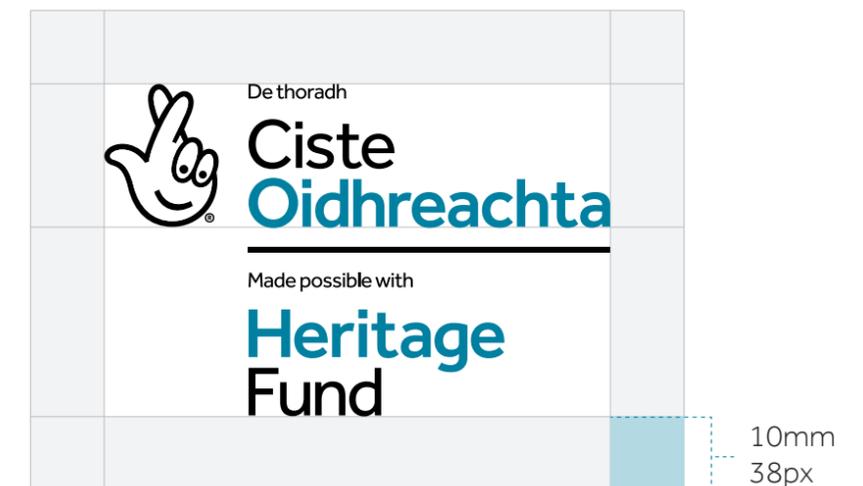
C. Irish - 'Made Possible' logo - clear space



Minimum size - height



Minimum size - exclusive zone



Acknowledgement

'Made Possible' logo

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

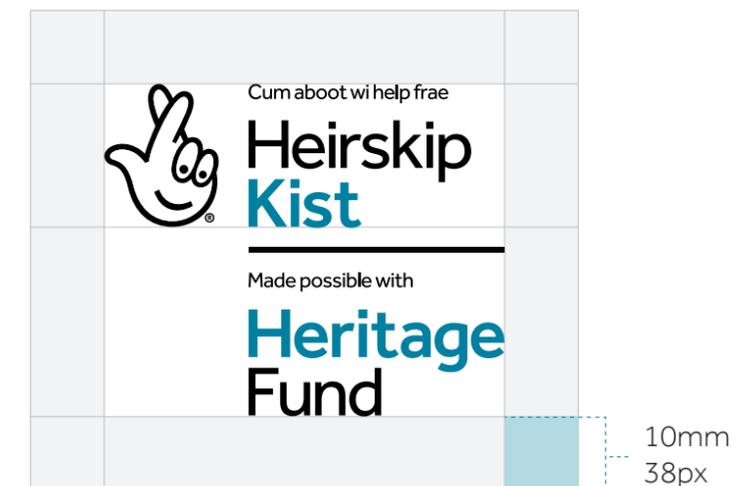
D. Ulster Scots - 'Made Possible' logo - clear space



Minimum size - height



Minimum size - exclusive zone



Acknowledgement

'Made Possible' logo

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Please use the minimum size and clear space area specified.

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

E. Cornish - 'Made Possible' logo - clear space



Minimum size - height



Minimum size - exclusive zone



Your acknowledgement journey

Celebrating and acknowledging your grant is not a tick in the box at the end of the project. It's something to consider from the moment you receive your grant right through to your project launch, and beyond.

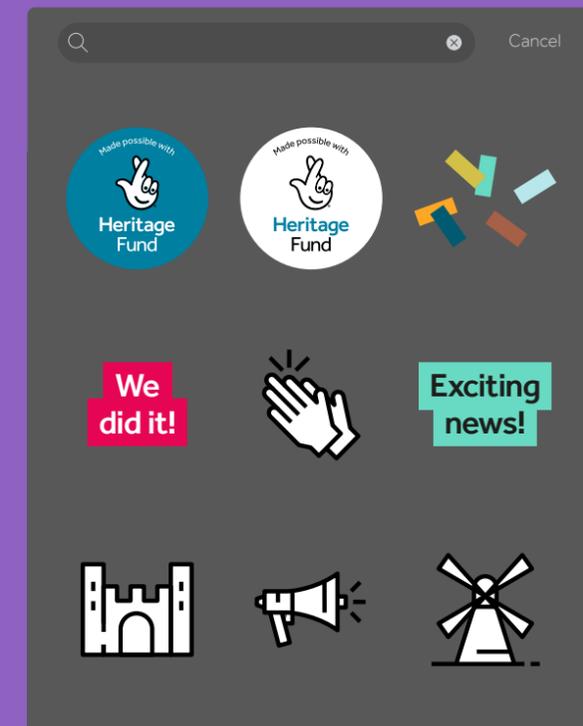
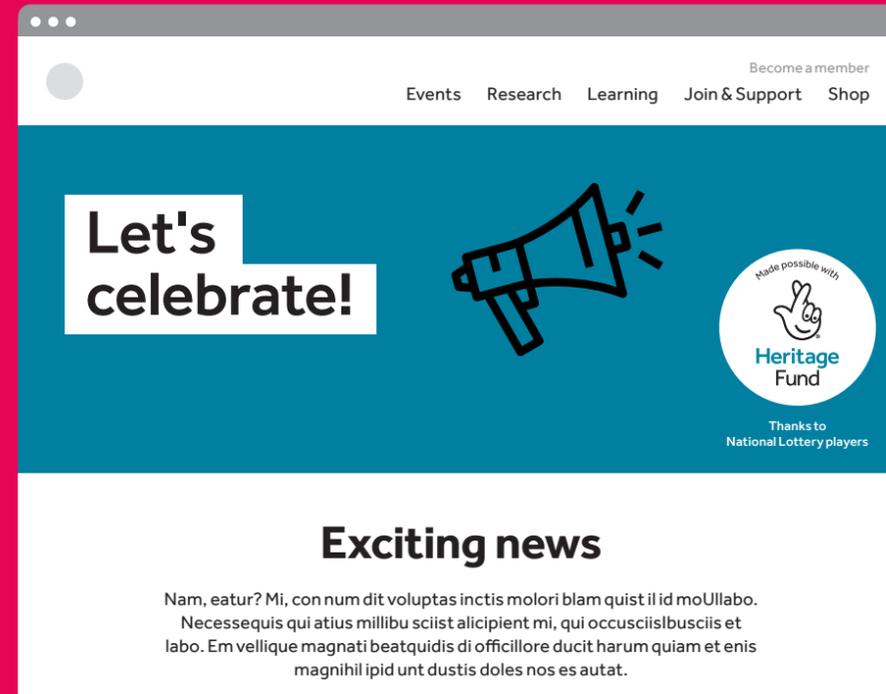
Your acknowledgement journey

Step 1 You did it!

After all the planning and hard work you receive the grant you have been waiting for. So it's time to share the good news. Whether you share it on your Instagram stories, on a cake, in the local newspaper or your blog, spread the word about your funding and your exciting plans.

GIF stickers are available here for use on your social stories and don't forget to tag us on social media @HeritageFundUK

Acknowledgement



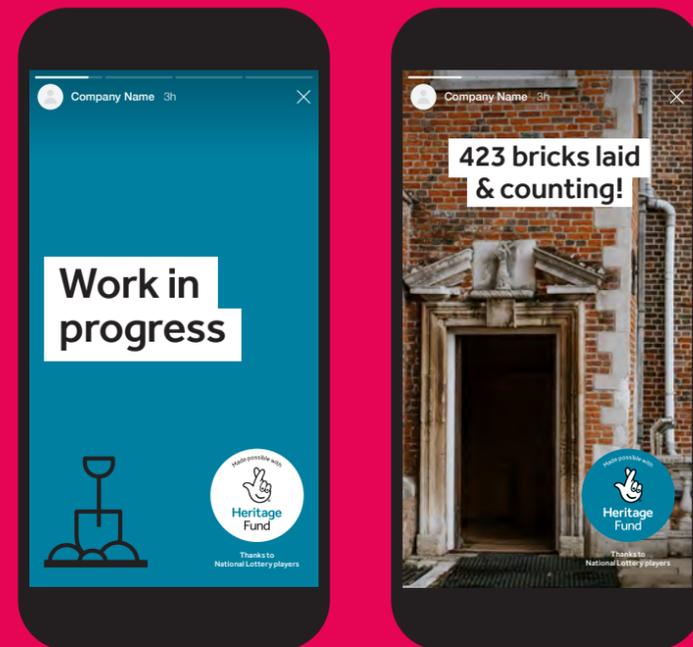
Step 2: Work in progress

We know projects don't launch over night. Some of the projects we fund are years in the making. So keep people updated. Look for opportunities to keep your project at the front of people's minds. For building or construction projects, hoardings and banners are a great place for our 'Made Possible' stamp. For digital or social, consider project countdowns or totalisers to keep people updated on your progress.

You could even document the process of the project, through time lapse videos or project vlogs. Always remember to use the acknowledgment badge as a credit at the beginning or end of your videos.

Also, consider acknowledgement as a key part of your project planning. For building projects this means liaising with architects and designers to incorporate acknowledgment into the development of the project. This could involve embedding the badge within walls or floors or creating a 3D installation or interpretation panelling.

Acknowledgement



Your acknowledgement journey

Step 3: Project launch

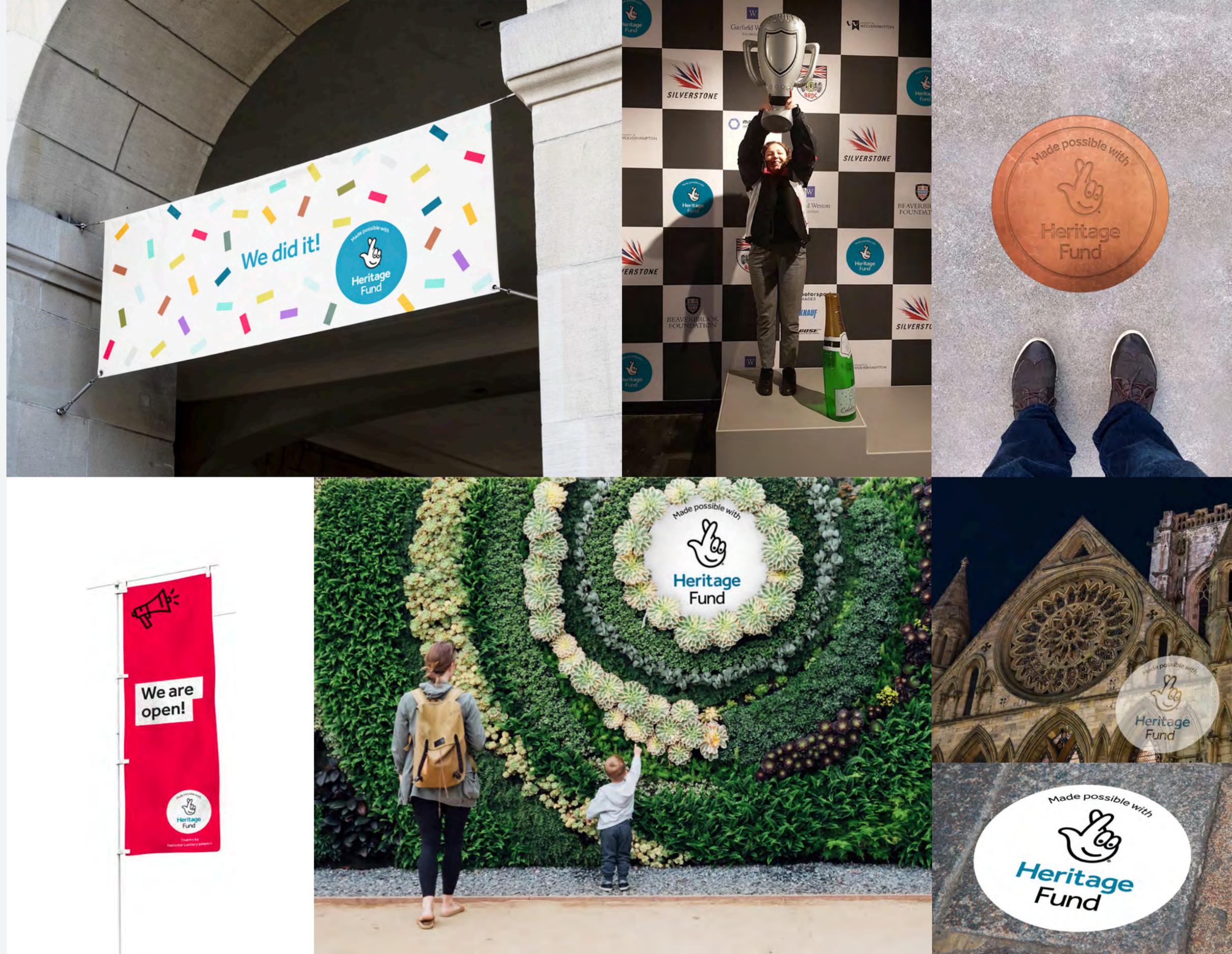
The big day is finally here and it's time to make some noise and share your project with the world.

The acknowledgement stamp is easy to incorporate within banners and decorative launch materials. Consider high impact temporary PR stunts such as light projections and floral displays. You could even create a photo wall as a backdrop to any publicity photographs.

Launch day is also a great time to unveil more permanent acknowledgment such as floor or wall plaques.

Whatever you choose to do, make sure you take plenty of photographs and share on your social channels.

Acknowledgement



Your acknowledgement journey

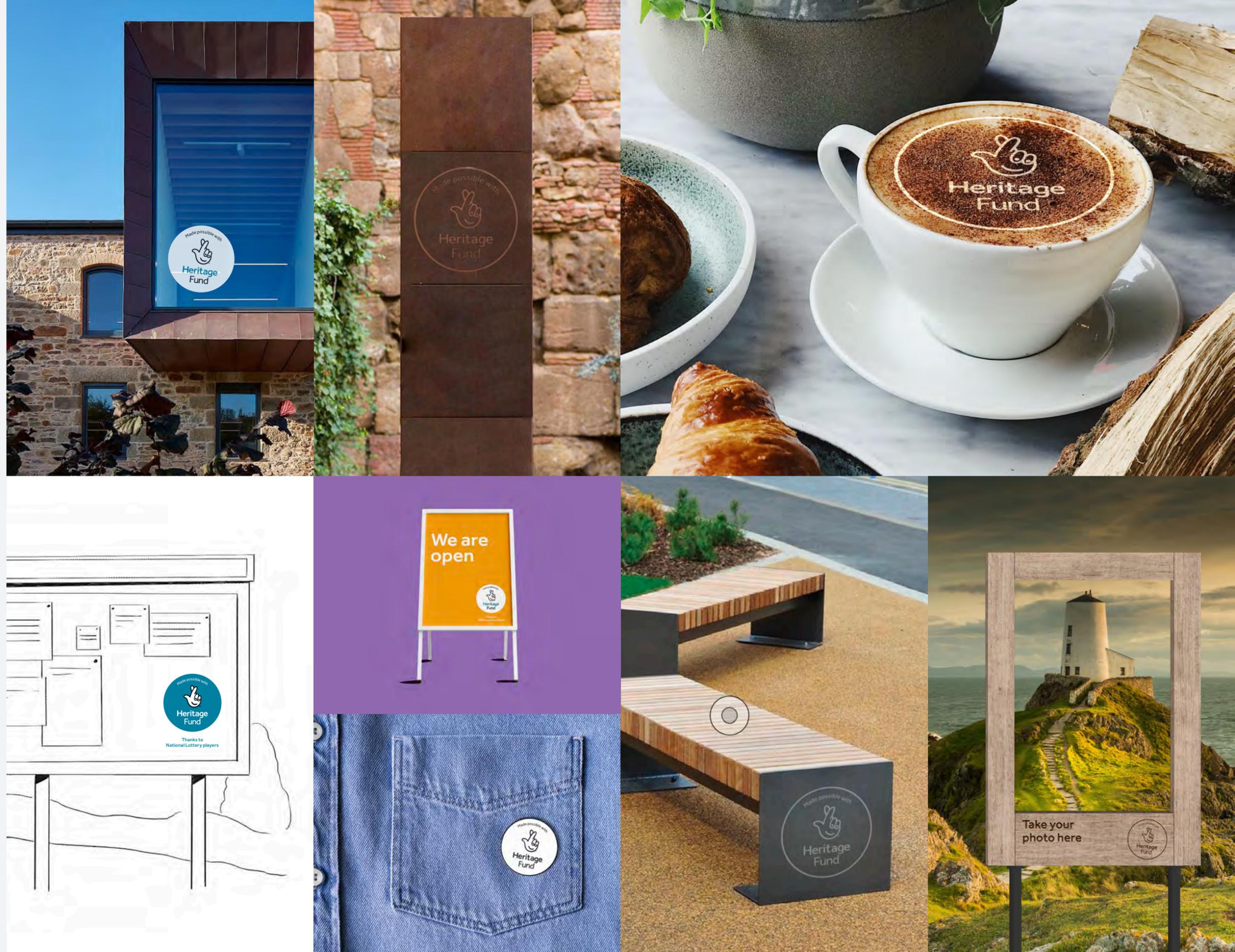
Step 4: And beyond...

We fund projects designed to create positive change for many years to come. Therefore it's important to continue to find ways to acknowledge the part National Lottery players have played in making your project happen.

This could involve simple acknowledgement stamps on everyday items such as cakes, uniforms and name badges or featuring the stamp on noticeboards or A boards.

And if your project includes built or natural heritage, consider more permanent ways to incorporate the stamp into the fabric of the building or to frame the view/experience.

Acknowledgement



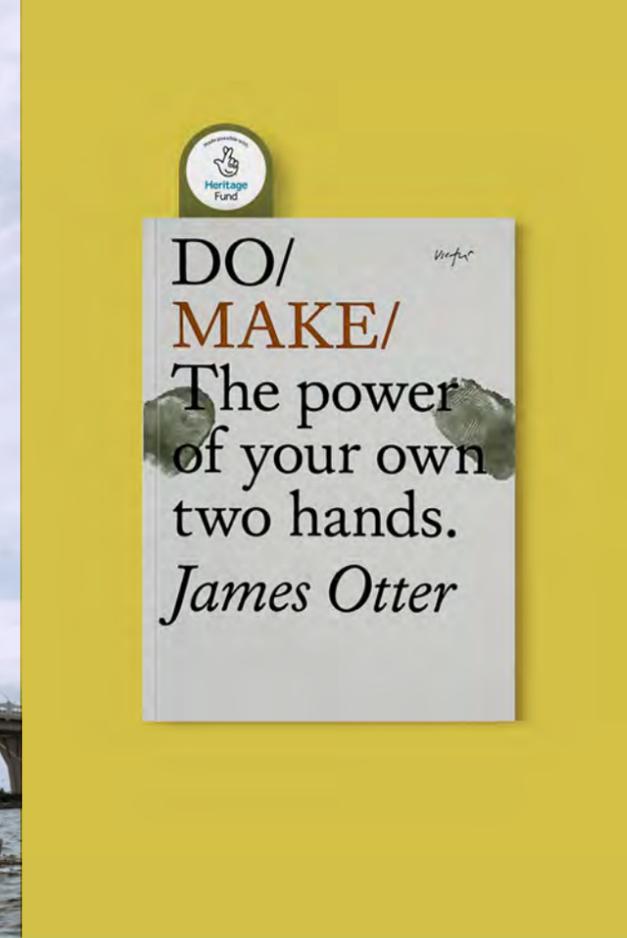
Ideas and inspiration

There are an endless number of creative and original ways to acknowledge your grant. The following pages provide some inspiration to help spark some ideas.

Ideas and inspiration

Types of heritage

We fund a diverse range of heritage projects, so consider ways to make your acknowledgement individual, relevant and appropriate to the specifics of your project.



Acknowledgement



Ideas and inspiration

Heritage crafts and skills

When relevant, consider using traditional heritage crafts, skills and materials to render the acknowledgement stamp and if the project has a physical product or shop, consider ways to acknowledge the grant on your labels, shop graphics and receipts.

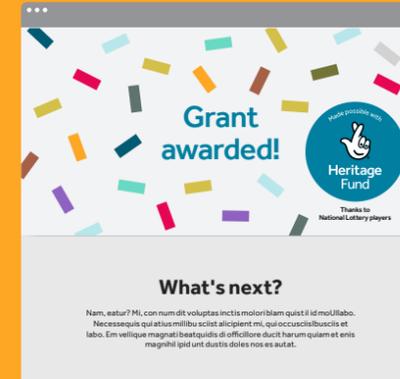
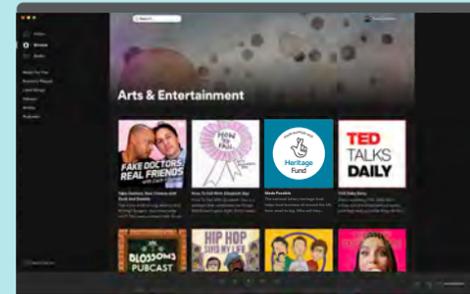


Acknowledgement

Ideas and inspiration

Digital and social

Digital formats and social media are the perfect way to spread the word about your project and the funding.



Acknowledgement



Acknowledgement toolkit assets

To get started there are a number of acknowledgement assets available to download or order.

These assets are available [here](#).

Acknowledgement toolkit assets

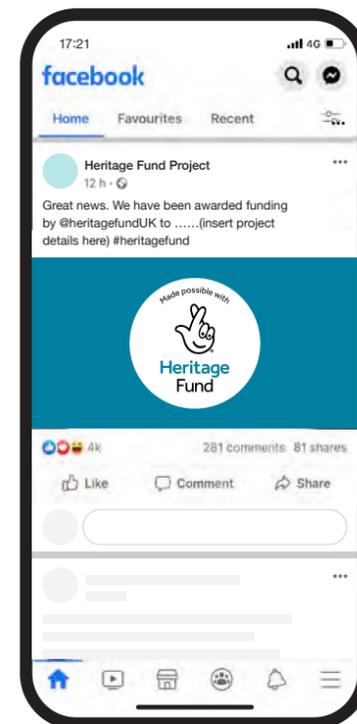
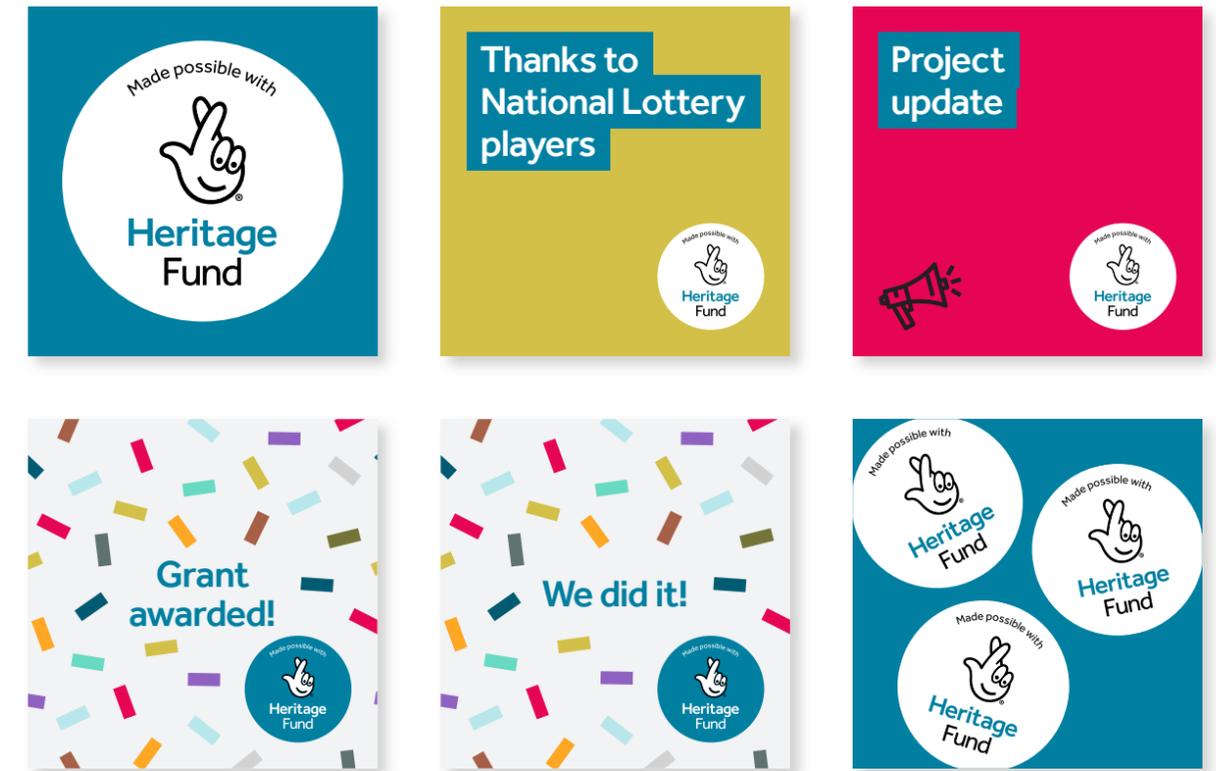
Digital and social assets

Digital acknowledgement assets are available for a variety of social media channels including Twitter, Facebook, Instagram, YouTube and TikTok.

Landscape social templates
Used on Twitter, Facebook and YouTube



Square social templates
Used on Twitter, Instagram and TikTok



Landscape social templates
Used on Twitter, Facebook and YouTube



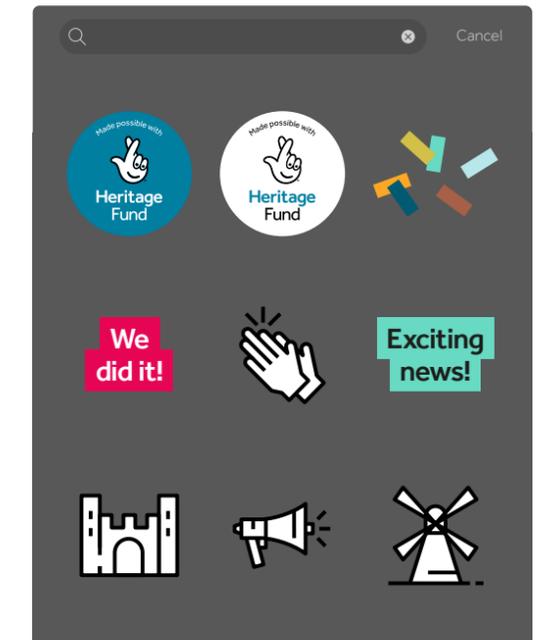
Square social templates
Used on Twitter, Instagram and TikTok



Story posts
Used on Instagram



Animated GIPHY stickers
Used on Instagram



Animated GIPHY stickers
Used on Instagram

Acknowledgement

Printed assets

These assets are available in the following languages:

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

Hoarding banner



Banner



Flag



Banner



Sustainability and production

Sustainability and production

Please consider the following points during production.

You can also see our environmental sustainability guidance for more information [here](#).

We expect the highest standards of environmental sustainability to be delivered by all the projects we fund.

We want all our projects to do their very best to help mitigate against and adapt to the effects of our changing climate and to help nature recover. Some things you should think about when creating acknowledgement materials:

- Use recycled and/or environmentally friendly materials such as FSC-certified paper.
- Use local suppliers.
- For permanent acknowledgement, consider building the acknowledgement into the fabric of your building (such as engravings, paintings, etchings etc) rather than installing a plastic plaque.

Print production accreditation

Forest Stewardship Council (FSC) accreditation

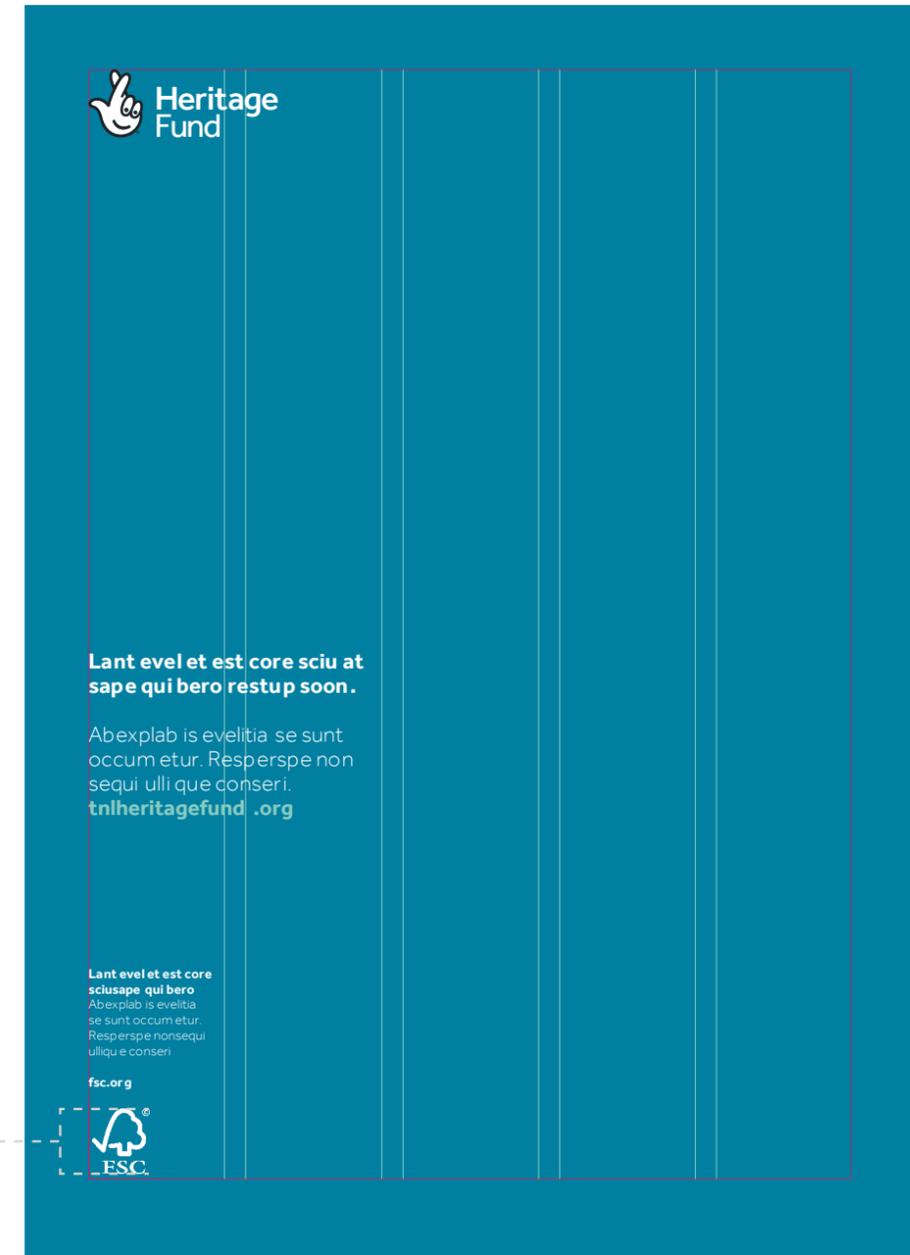
This can be used on printed publications where the printer holds the FSC chain of custody. The accreditation should appear on a document's outside or inside back cover. The printer will supply FSC artwork for an individual job and they will have their own unique certification number. The 'mixed sources' percentage will vary between papers.

The print accreditation should be used no smaller than 10mm in height.

FSC - logo



Back page example



No smaller than 10mm

For further information

For further information on The National Lottery Heritage Fund please visit our website or drop us an email.

heritagefund.org.uk
brand@heritagefund.org.uk