

# How to acknowledge your grant

This document provides summary guidance about how you must acknowledge the funding you have received from the National Lottery Heritage Fund.

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## Before you start:

- All grant holders must acknowledge our support publicly. They must do this for the duration of the grant contract.
- Start planning your acknowledgement as soon as you receive a grant.
- If your project takes place in Wales you will need to use bilingual branding
- If you have any queries, contact your investment officer

## Where to use the logo

Acknowledging your grant publicly means that signs showing our logo must be visible in public areas, both during your project and after completion.

Be creative! We want you to use our logo imaginatively and in the best ways suitable for your project.

**We can provide some free-of-charge materials showing our logo.**

## Signage

### Plaques and signs

Plaques and other permanent signs are a good way of acknowledging your grant for the long term.

**We can provide two kinds of free-of-charge Perspex® plaques – landscape and compact.**

We require you to display plaques showing our logo at every main customer entrance and exit and every facility and exhibition funded by the National Lottery Heritage Fund.

Where you want your signage to be part of a building – for example a carving of the acknowledgement logo into a wall or an etching of it on a glass door – it's more cost-effective to plan this early; your architect can help.

## Construction site boards

Large site boards featuring our acknowledgement logo should be displayed during physical works, for example during:

- building restoration
- nature conservation
- large-scale landscape and townscape work
- physical works in parks

Once the work is completed they should be replaced by permanent signage acknowledging our funding.

We can provide free-of-charge construction site boards. You could create your own site boards, for example if you need to acknowledge our support alongside that of other organisations.

Site boards must be situated at site entrances, exits and at other points where they are clearly visible to the public. If your contractor takes responsibility for this, please ensure that they have your project reference number when ordering acknowledgement materials on your behalf.

## Other types of sign

Other signs may be more appropriate to your project such as free-standing signs, banners or stickers. Be creative and use our logo to produce signage appropriate for your project.

**We can provide free-of-charge materials such as self-adhesive banners.** They can be tied to fencing and adhered to boards, and they are easy to store and transport.

These can be used in many different ways – for example to provide background acknowledgement during physical works, exhibitions, workshops or other activities.

**We can also provide free-of-charge stickers.**

## Online and social media

Where possible, we expect to see our funding acknowledged online, including:

- on grantee websites and blogs, ideally by placing our logo on the homepage and linking it to our [website](#)
- on third-party websites and blogs mentioning a project funded by the National Lottery Heritage Fund
- on social media – by featuring our logo (eg on Facebook, Instagram and Twitter profiles and posts, in YouTube and Vimeo videos), mentioning the National Lottery Heritage Fund in narrative text. Please refer to [@HeritageFundUK](#) and/or your local Heritage Fund Twitter account, using [#NationalLotteryHeritageFund](#)
- in mobile phone and tablet apps

# Where to use the logo

## Promotional material and publications

Grantees must include our logo on any form of promotional and printed materials relating to their project, for example:

- leaflets and brochures
- printed and electronic newsletters
- maps and posters
- postcards
- educational materials
- guidebooks
- annual reports
- emails and electronic cards

Press releases about work funded by the National Lottery Heritage Fund must also bear our logo, as well as acknowledging our support in the text.

## Advertising

Use our logo whenever you advertise your project or a job vacancy funded by us.

## Events

Your National Lottery Heritage Fund grant must be acknowledged at any event that relates to an activity we have funded.

Our logo could be used on:

- plaques and other signage
- presentations
- invitations
- programmes
- brochures
- other promotional materials

**We can provide free-of-charge badges.**

## How to use the logo

There are three versions of our logo:

- Full colour
- White – to be used on dark-coloured backgrounds
- Black – to be used wherever full colour is not possible

Print and screen versions of each logo are available.

Always use logos supplied and never adapt or recreate them.

**Minimum sizes:** The logo must not be shown any smaller than the minimum sizes of 38mm x 14mm (print) and 108px x 40px (screen).

## Monitoring use of the logo

When assessing the progress of your project, we will look for appropriate visual recognition of your grant.

Visitors from the National Lottery Heritage Fund or the Department for Digital, Culture, Media and Sport (DCMS) will expect to see acknowledgement of our funding in place and may bring up the issue with you if clear, visible acknowledgement is not on display.

## Beyond the logo

Where it's not possible to use our logo, make sure high-impact visual acknowledgement is still in place.

Use the wording **Supported by The National Lottery Heritage Fund**, or, where space is limited, **Supported by The National Lottery**.

## Media and public relations

Newspaper, radio, television and online coverage is an essential part of promoting your project and acknowledging your grant. Not only does it let people know about your success, it also brings to their attention how National Lottery players' money is spent.

You should acknowledge your grant in any press coverage for the duration of the grant contract, not just at the time of announcing the grant or when the project has been completed.

Before initiating or taking part in any promotion about work we have funded, you must get in touch with your investment officer or the National Lottery Heritage Fund press office. Keep them informed of any further press activities.

You must also let us know if your project is nominated for, or wins, any awards. Acknowledge our support in any speeches, interviews or press releases relating to the award.

We may be able to provide extra support and help, so please get in touch.

## Online and social media

Don't forget to mention our support on your website or blog, linking back to our [website](#) where possible.

Use the wording **Supported by The National Lottery Heritage Fund**, or, where space is limited, **Supported by The National Lottery**.

When using Twitter, please use the hashtag #NationalLotteryHeritageFund.

## **Events**

Planning ahead together is the best way to make sure that both you and the National Lottery Heritage Fund are happy with the outcome of launch events and other celebrations of your award. Please keep in touch with us about these opportunities.

You must acknowledge your National Lottery Heritage Fund grant at any event you host which relates to an activity we have funded.

- As well as using our logo on printed publicity materials and presentations, your grant should also be acknowledged verbally in any speeches and presentations, or when you explain what your project has achieved
- Please let us know when your event or opening is taking place and invite our representatives to attend. You can discuss whom best to invite with your investment officer. We expect our VIP guests to make appropriate supportive speeches and add to your publicity in whatever way they can