

community  
assets

## **Congratulations on receiving a grant from our Community Assets programme.**

When you signed your grant contract with us you agreed that you would publicly acknowledge your award. Displaying our logo will show the people who use your building that you have received funding from the Office of the Third Sector, via the Big Lottery Fund. Only projects that have been awarded a Community Assets grant are eligible to use this logo, which we call the beneficiary logo. This leaflet gives you advice on how and where it must be used.

Funded by



**HM Government**

Delivered by



You must use the beneficiary logo wherever you can. We will provide each project with a plaque and a vinyl banner. You must also use the logo where you can on any materials you produce, such as posters or leaflets and include it on your website.

## Logo artwork

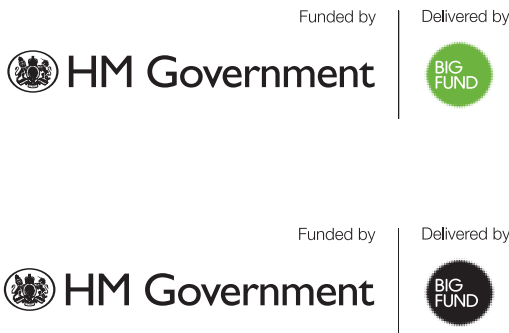
We have put the artwork for the beneficiary logo on our website. The logo is made up of two pieces of artwork locked together with some text. All these elements together form the logo and have to be used exactly as they are – you cannot alter or remove any part of it. If you cannot access this, email the branding team at [branding@biglotteryfund.org.uk](mailto:branding@biglotteryfund.org.uk) and they will help you.

## Which version?

The beneficiary logo is available in full colour and black and white. We prefer you to use the full colour version when you can but if this be would more expensive, you can use the black and white version. It is available in JPEG, EPS and GIF formats. There is advice on where to use it below. Please do not use the beneficiary logo in different colours from the ones specified.

There is also a white version (see back page). This is the version you should use if you want to put the logo on a solid area of colour. Remember printing in dark colours means people can see a white reversed out logo more clearly. To use the reversed out version you need to have design software installed on your computer and it can't be opened in normal word processing packages.

## Horizontal versions



Minimum size 70mm wide



## Vertical version



Minimum size 50mm wide



## **Not too small**

So the mark is readable and recognisable it should not be reproduced any smaller than the minimum size shown opposite on printed material. If you are going to use it on your website please make sure it is large enough for the names of the supporting organisations to be clearly legible.

## **Where to use it**

With building projects public acknowledgement means, most simply, that there must be some form of signage in place in a public area. But you can also use the beneficiary logo more widely. We would like you to include it on any publicity you generate about your Community Assets grant, including advertising, leaflets and your website.

## **Plaques**

We will provide one plaque per site free of charge. But please note: they only feature our logo. If you want something that acknowledges your other funders and your own organisation you will need to produce this yourself using the logo

## **Positioning**

Whatever kind of sign you have it must be easily visible to everyone using the building. It should not be obscured or put in an area not seen by the public – such as in an office.

## **Other types of signage**

Plaques are a cost-effective form of permanently acknowledging your grant and are suitable for most buildings. However, for some projects they won't work, and in these cases you will need to consider other types of signage, for example a free-standing board in your reception area. If people need to be directed to your building, perhaps because it is part of a complex, like a school, then you can use our logo on signage directing them to the Community Assets project. This is something that you will need to discuss with the people who own your building and your architect.

## **During construction**

While your facilities are being refurbished, you must have some form of temporary signage in place with our logo on it. Most of the time your contractor will take responsibility for producing these, as they will want to put signage up with their own company name and contact details on it. If they do not incorporate our logo you could use one of the vinyl banners we can supply free of charge.

If you are responsible for producing hoardings yourself then you can access the artwork from the recipient page on our website. Use the EPS format.

Funded by



HM Government

Delivered by



## Events

If you have an opening event, especially if your local press are coming to it, please read the publicity guidelines document on our website [www.biglotteryfund.org.uk/community](http://www.biglotteryfund.org.uk/community) assets we can offer support and loan you items for your event.

## Queries

If you have any questions, email the branding team at [branding@biglotteryfund.org.uk](mailto:branding@biglotteryfund.org.uk)