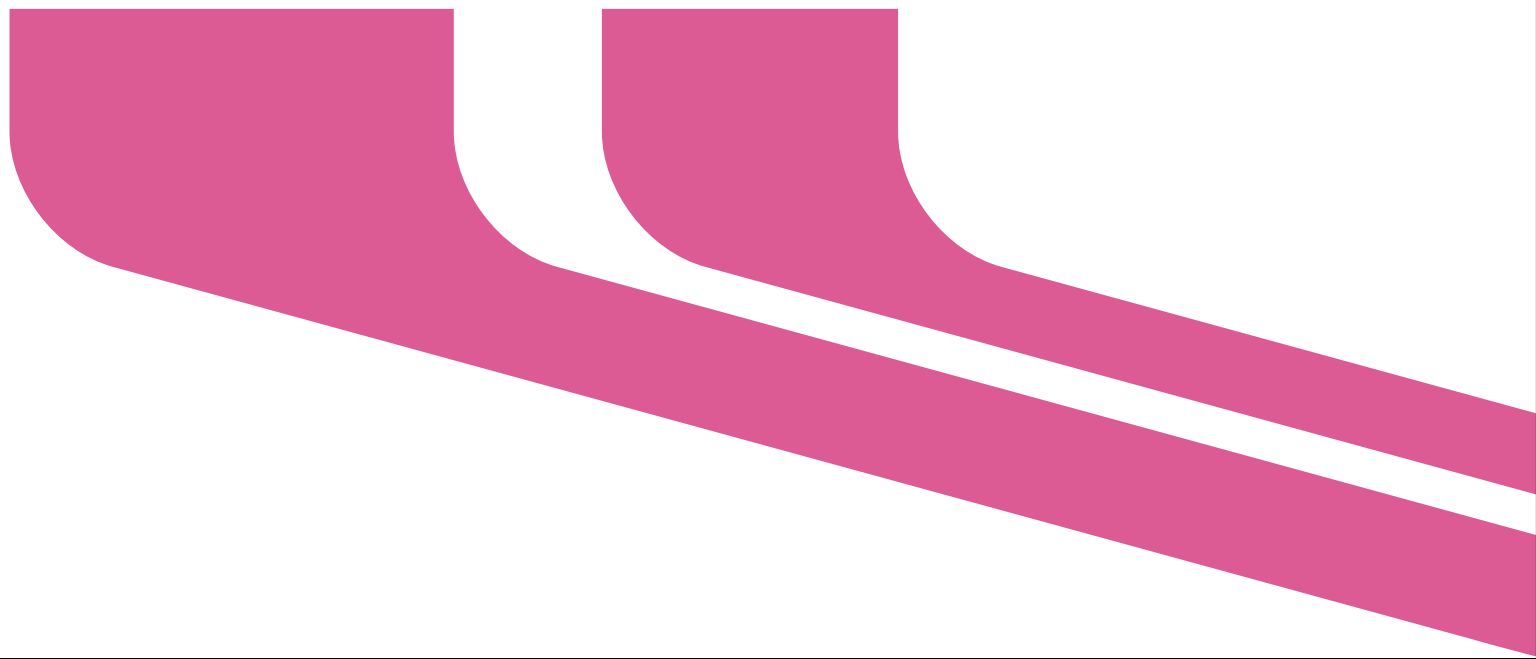


Big is brighter  
Our logo



## Information for readers

<b>When was it published?</b>	July 2004
<b>Need more information?</b>	The easiest way to find out more is to go to: <a href="http://www.biglotteryfund.org.uk">www.biglotteryfund.org.uk</a> Or call 0845 4 10 20 30
<b>Reference</b>	BLF-BP04
<b>Copyright</b>	© Big Lottery Fund, July 2004
<b>Further copies available by quoting the references given above:</b>	Big Lottery Fund PO Box 214 Preston PR1 3GJ
<b>We provide publications in several formats</b>	Also available on request in Braille, audio cassette, large print and in Welsh and community languages
<b>We care about the environment</b>	The Big Lottery Fund seeks to minimise its negative environmental impact and only uses paper from sustainable sources
<b>Our equal opportunities commitment</b>	The Big Lottery Fund is committed to valuing diversity and promoting equality of opportunity, both as a grant maker and employer. The Big Lottery Fund will aim to adopt an inclusive approach to ensure grant applicants and recipients, stakeholders, job applicants and employees are treated fairly. It is the responsibility of all staff and Board members to uphold and implement our equality policy
<b>The legal bit</b>	Big Lottery Fund is the joint operating name of the New Opportunities Fund and the National Lottery Charities Board (which made grants under the name of the Community Fund)



Awarding funds from

**The National Lottery™**

# Congratulations on becoming a Big Lottery Fund grant recipient

This booklet is to help you comply with one of the conditions of your grant – to publicly acknowledge your award. This might seem daunting but really it is about using our logo where you can and mentioning us in your publicity material. Only projects that have received a grant from us can use our logo. Through your use of it we hope to encourage other organisations to apply for funding and to let the public know where and how Lottery money is being spent in their community.

By receiving and accepting your award, you have made a commitment to using our logo. It doesn't matter how much you have received or the nature of your project, we hope you will use it widely and regard it as visual recognition of your success.

We have tried to make our guidelines flexible to suit the large range of projects that will receive funding from us. Enclosed, you will find a CD containing the artwork in a range of formats, and an order form that will allow you to obtain grant acknowledgment items free of charge. In addition, the recipient area of our web site has advice and ideas to help you. If you feel that none of the available materials are suitable for your project, please contact the Marketing team at [marketing@biglotteryfund.org.uk](mailto:marketing@biglotteryfund.org.uk)

## Which version?

Our logo comes in three colour options. You can use whichever one best suits you. Or you can use all three (just not at the same time). However, if none of these colours suit you, then please use the black and white version. Do not reinterpret the mark in your own colour scheme.

There is also a white reversed-out version which you should use when putting the mark on a solid area of colour. Remember printing in dark colours means people can see a white reversed out logo clearer than they could on lighter colours.

Printers match colour by using Pantone references. These references give the 'recipe' for accurately reproducing colour. The Pantone references for Big Lottery Fund colours are:

**Pantone 801** C:100 M:0 Y:0 K:0  
R:0 G:160 B:198

**Pantone 813** C:0 M:100 Y:0 K:0  
R:240 G:2 B:127

**Pantone 814** C:40 M:70 Y:0 K:0  
R:19 G:0 B:124

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## Clear space

Our mark must be clearly seen, so we ask you to ensure that a space of at least half X height is left clear.

## Not too small

So the mark is readable and recognisable it should not be reproduced any smaller than 20mm on printed material and 70 pixels online, excluding the required clear space. The minimum size online logo is available on the CD.

## Leave it!

Do not alter the mark in any way. By receiving your award you have committed to using it, regardless of how much you received or the nature of your project.

Please do not stretch the mark, or crop it to fit into a small space.

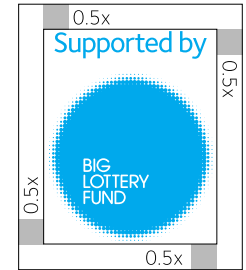
## File formats

The mark is supplied in a variety of file formats. Use the correct format for your purpose:

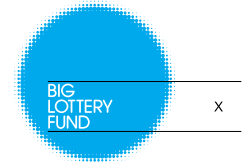
Signage	EPS
Merchandise	EPS
Print stationery	EPS
Online	GIF
Powerpoint	JPG
Electronic templates	JPG

For professional printing the mark is provided in two colour formats. Pantone (PMS), where special inks are used, and four colour process (CMYK) for digital printing and where special inks are not available.

These file formats are also available at [www.biglotteryfund.org.uk/recipient](http://www.biglotteryfund.org.uk/recipient). Please do not download the mark from any other source.



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## Ways of using the mark

### Capital build or refurbishment projects

With capital build projects, public acknowledgement simply means that there must be some form of permanent signage in place in a public area.

### Working with your architect

The most cost effective and attractive way to incorporate our logo into your project is to work with your architect. They can design signage, suggest positions and come up with new ideas. If this work is done at construction stage then the cost of including the logo is often much lower than doing it following completion. Acknowledgement that is integral to your building is also more durable and can blend with the style of the building – as opposed to adding generic items at completion.

## Plaques

For large capital build projects the fund has a range of ‘high end’ plaques. These are produced in limestone and brushed stainless steel. We can provide these items free of charge, but you need to note that they are generic – which means they only feature our logo. If you want a plaque or a sign to have your logo or name you’ll need to produce it yourself.

### Other types of signage

Plaques are a very cost effective form of permanently acknowledging your grant and are suitable for most buildings. However, for some projects they won’t work – for example MUGA (multi-use games area) pitches. In these cases you will need to consider other types of signage, for example free-standing. If users need to be directed to your facility, perhaps because it is part of a larger one, such as a hospital or school, then you can use our logo on signs directing them to your Big Lottery Fund funded project. Again, this is something that you will need to work on with the host facility and your architect.

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## Site boards and hoardings

All building or ground work funded by the Fund must feature our logo prominently on all sides visible to the public.

While your facilities are under construction or redevelopment it is essential that you have some form of temporary signage in place with our logo on it. Most of the time your contractor will take responsibility for this as they will want to put signage up with their own company name and contact details on it. If they don't incorporate the funded mark you could affix a 120x100 cm sticker on the hoarding. We provide this free of charge. These must go up as soon as work begins on your project. Boards must be easily visible to the public and they must be kept unobscured.

If you are responsible for producing hoardings yourself then you can access the artwork from the CD – in EPS format – in this pack.





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## Other ideas for buildings

Signage, including plaques, is the most obvious form of grant acknowledgement but there are other ideas too, for example:

- Basketball backboards with the funded mark on them
- Flooring – such as laser cut vinyl, carpet and welcome mats (note you should consider the lifespan of these items)
- Etched glass (bearing in mind replacement costs)
- Banners
- Seating
- Murals

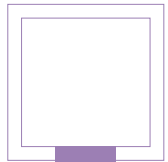
When coming up with ideas, longevity and maintenance are the key points to consider.



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## Publications and printed material

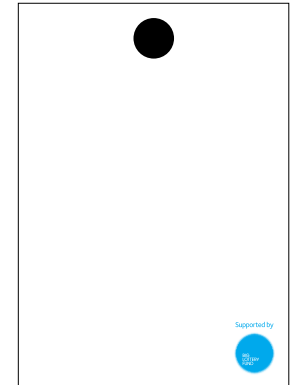
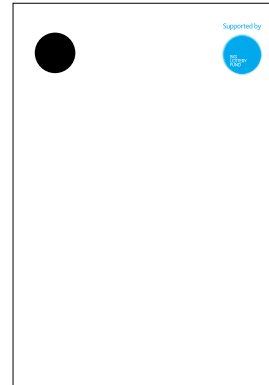
All grant recipients should acknowledge the support of the Big Lottery Fund when producing any form of promotional or publicity material, including press releases, leaflets, posters, brochures and annual reports. Our logo must be easily visible on all publications – and conform to the minimum size.

## Stationery

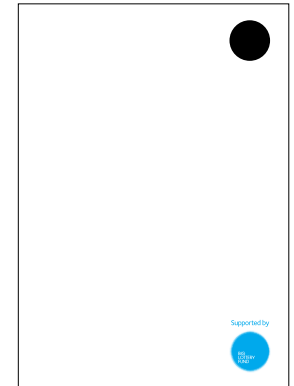
You may decide to add our logo to your stationery. There are two ways you can do this. You can incorporate the logo into your electronic letter templates, or you can have our logo printed on your letterhead.

The Big Lottery Fund logo should always be placed on the right-hand side of the page.

If your own logo appears on the left, place the Big Lottery Fund logo in the top right corner.



If your logo is in the centre or on the right of the page, place the Big Lottery Fund logo in the bottom right corner.



## Web sites

If your project has a web site our funded mark must appear on the home page. The minimum size of our mark should be 70 pixels across. We would also like you to include a link to our site, so more people know who we are and how they can apply for funding. You should use the GIF format logos on the enclosed CD.

## Advertising

When advertising a position funded by the Big Lottery Fund, our logo should feature in the ad, along with the following text: *This post was funded with proceeds from the National Lottery.*

Any other advertising that relates to the part of your project funded by us should also include our logo.

## **Vehicles**

Projects purchasing a vehicle with a Big Lottery Fund grant must display our logo on both sides of the vehicle. We supply permanent self-adhesive stickers in either clear or white vinyl to best suit your vehicle.

## **Equipment**

We provide permanent stickers in a range of colours and sizes for all equipment purchased by us. These stickers should be displayed in a prominent position.

In some instances it may not be appropriate to fix a sticker on equipment, in which case acknowledgement of our contribution should be made by other means. For example, a mention on your web site or a nearby plaque.

When a piece of equipment purchased by Big Lottery Fund is in excess of £20,000, a plaque should be mounted on a wall nearby.



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### **Visual recognition at events**

Your Big Lottery Fund grant must be acknowledged at any event you host, particularly where there will be media representation.

There are a number of ways you can make use of the mark and our Marketing Team is always willing to give advice. Further information on events can be found in the Publicity Guidelines booklet contained in your Next Big Steps pack and on the recipient area of our web site [www.biglotteryfund.org.uk](http://www.biglotteryfund.org.uk)

### **Cost**

The cost of acknowledging your grant should be built into your project costs. Some generic items can be supplied free of charge by the Fund.

Any expense undertaken should be proportional to the size of your grant.

### **Durability**

However you choose to acknowledge your grant it must be able to last the life of your project. Bear in mind potential replacement costs due to wear and vandalism.

### **Positioning**

All forms of acknowledgement must be easily visible to members of your community using the facility. It should not be obscured or put in an area not seen by the public – such as in an office.





### **Monitoring the use of the mark**

Our Operations staff have integrated these guidelines into their monitoring procedures and will look for appropriate visual recognition of our grant when assessing the progress of your project. This is part of our compliance monitoring procedure, as outlined in your contract.

### **Additional ideas and approaches**

This mark has been designed for your use and we encourage you to be creative as to how you use it. As our grant programmes have different characteristics, we will be sharing ideas and examples of branding on the recipient area of our web site, which will be updated on a regular basis. Look at [www.biglotteryfund.org.uk](http://www.biglotteryfund.org.uk)

### **Contact details**

If you need any help or have any questions about whether you should include our logo please contact us for advice.

Big Lottery Fund

1 Plough Place

London EC4A 1DE

T 020 7211 1800

F 020 7211 1754

[marketing@biglotteryfund.org.uk](mailto:marketing@biglotteryfund.org.uk)

We wish your project every success.



Artwork variations  
for Mac & PC  
Celfwaith amrywiol  
ar gyfer Mac & PC

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We're always open at  
[www.biglotteryfund.org.uk](http://www.biglotteryfund.org.uk)  
or give us a call on the  
Big advice line  
0845 4 10 20 30

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Big Lottery Fund  
1 Plough Place  
London EC4A 1DE  
T 020 7211 1800  
F 020 7211 1750  
 0845 039 0204  
[www.biglotteryfund.org.uk](http://www.biglotteryfund.org.uk)

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