



Congratulations on receiving a grant from our *myplace* programme.

When you signed your grant contract with us you agreed that you would publicly acknowledge your award. Displaying our logo lock up will show people that you have received funding from the Department for Children, Schools and Families via the Big Lottery Fund. Only projects that have been awarded a **myplace** grant are eligible to use this logo lock up.

This leaflet gives you advice on how and where the logo lock up should be used.

A commitment from
The Children's Plan



The logo

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

Logo lock up artwork

We have put the artwork for the logo lock up on our website at www.biglotteryfund.org.uk/myplace

The logo lock up is made up of three pieces of artwork locked together. All these elements together form one piece of artwork and have to be used exactly as they are – you cannot alter or remove any part of it. To make it easier to use the logo lock up on a range of applications it is available in horizontal and stacked formats. Use whichever one is best for you. If you cannot access this artwork, email the branding team at branding@biglotteryfund.org.uk and we will help you.

Which version?

The logo lock up is available in full colour and black and white. We prefer you to use the full colour version when you can but if this isn't possible you can use the black and white version.

To ensure that our logo lock up is clear and legible please print it on a white or pale coloured background only. Do not use the logo lock up in different colours from those specified. Our colours are CMYK, which means that if you print in colour either from your own computer or commercially, the colour will be accurate.

The logo is available in JPEG, EPS and GIF formats. To open the EPS format you will need to have design software installed on your computer as it can't be opened in normal word processing packages.

Examples of the logo lock up

Vertical version at least 50mm wide



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Where to use it

Not too small

So the logo lock up is readable and recognisable it should be reproduced at least 18mm high on the horizontal version and at least 50mm wide on the stacked format logo 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 legible.

For building projects funded by the programme public acknowledgement means that there must be some form of signage in place in a public area. But you can also use the logo lock up more widely. We would like you to include it on any publicity you generate about your **myplace** grant, including advertising, leaflets and your website.

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.

Plaques

We will provide one plaque per site free of charge. But please note: it will only feature our logo lock up. If you want something that acknowledges any other funders and your own organisation, you will need to produce this yourself using the logo lock up artwork we provide. If you produce your own plaque, please send the branding team your artwork so we can check it for correct reproduction.

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 the site, perhaps because it is part of a complex, like a school, then you can use our logo lock up on signage directing them to your **myplace** project. This is something that you will need to discuss with the people who own your building and your architect.

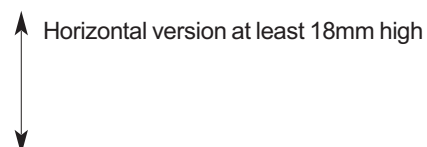
Banners

We will supply each project with a vinyl banner free of charge. These can be used at events or on perimeters during construction.

Site hoardings

While your facilities are being built or refurbished, you must have some form of temporary signage in place with our logo lock up on it. Your contractor may take responsibility for producing these, as they may want to put signage up with their own company name and contact details on it.

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.



On advertising

When you are doing publicity for your **myplace** project, or advertising anything relating to it (such as recruiting staff or suppliers) you need to include the logo lock up.

Press releases

Please include our logo lock up on press releases and include the following text in Notes to Editors:

The Big Lottery Fund distributes Lottery funding to health, education, environment and charitable causes across the UK. It also uses its expertise in grant-giving to distribute non-Lottery funding. BIG has been appointed to distribute £190 million of Government funding from DCSF to develop world-class youth facilities in England.

The Department for Children, Schools and Families aims to make this the best place in the world for our children and young people to grow up. Aiming High for young people: a 10 year strategy for positive activities set out the Government's vision for improving youth facilities. It set an ambition for new and improved places for young people to go in all areas of the country over the next 10 years. As part of this ambitious process, myplace is delivering Government investment in world class youth facilities driven by the active participation of young people and their views and needs.

Full details of the Big Lottery Fund's programmes and grant awards are available on the website: www.biglotteryfund.org.uk

You can also call the Big Lottery Fund public enquiries line: 0845 4 10 20 30.

Textphone: 0845 6 02 16 59.

Events

If you have an opening event, especially if your local press are coming to it, ensure you have branding in place and please let us know about it. Email us at: marketing@biglotteryfund.org.uk

Queries

If you have any questions, email the branding team at branding@biglotteryfund.org.uk