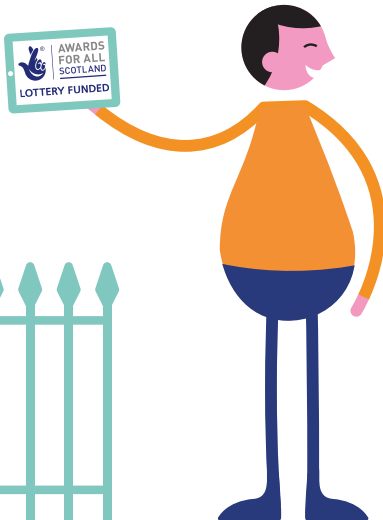


AWARDS FOR ALL SCOTLAND

Celebrate Your Award!

Grant acknowledgement guidelines



Congratulations getting a grant from Awards for All Scotland!

One of the requirements in your grant contract is that you let people know you have received funding from the National Lottery. We have produced this booklet to help you do that, by giving you guidelines on how to use our beneficiary logo. We want you to use it widely and regard it as visual recognition of your success.



**AWARDS
FOR ALL
SCOTLAND**

LOTTERY FUNDED



Through your use of this logo we can let people know where Lottery money is going in their community and support the aims of the National Lottery – to raise money for good causes. By promoting your funding you can also encourage other groups to apply for funding too.

If you need anything clarified or any advice, we are here to help you.

COLOUR



BLACK



Beneficiary logo

This logo has been specially created for grant acknowledgement so please follow the rules for correct use. It is important that it is used as shown, do not alter or exclude any part of it or rotate or crop it.

Colour

The logo comes in full colour black and white. We prefer you to use it in colour but if this is expensive, for example in a print advertisement, black and white is fine. The beneficiary logo is also available in reversed-out (this is white artwork on a clear layer to use on a dark background) if these suit your design better. The reversed out version is only available as an EPS file and this cannot be used in Word packages – you need design software to use this.

Impact and clarity

When choosing which format you want to use please ensure you go for the one which is most legible for all users, especially people who may have visual impairment. For this reason we ask that you don't place the logo on a background that is textured or over a photograph and ensure you have enough contrast between the logo artwork and background.

You need to ensure it is no smaller than minimum size (see next page) so it is readable and use the correct file so it doesn't look fuzzy or distorted. These all reduce its impact and make it hard for people to see that we've funded you.

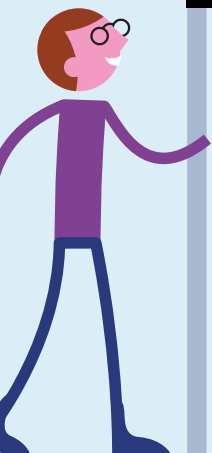
The artwork files can be downloaded from our website. Please only use these original files. If need help let us know.

Navy blue

Pantone 2747 C100 M90 Y0 K20. R29 G31 B119.

Awards for All – Grey

Pantone Cool Grey 11 C0 M0 Y0 K68. R115 G114 B255.





Minimum size

To make sure the logo is clear and easy to read, it needs to be no smaller than 18mm high when it is printed.



Exclusion zone

An exclusion zone is the clear space around the beneficiary logo to make sure it is visible. This means no type, images or lines sitting below or too close to it. Please leave a space half the height of the crossed fingers on all sides of the logo, as shown below.



File formats

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

Size on large items

Although we have stipulated minimum sizes, if you are printing large items such as posters we expect the logo to be used large enough not to be lost.

Below is a guide on sizing for larger items:

Up to and including A4	18mm
Up to and including A3	24mm
Up to and including A2	36mm

Where to use the beneficiary logo

Everybody who visits your project, takes part in your activities or uses your services must be able to see that it was funded by the National Lottery through Awards for All Scotland. The following section gives more detailed information on where we expect to see you using the beneficiary logo. However, this isn't exhaustive and you may have ideas of your own, more suited to your project. The important thing is to let people know about your funding.

Signage

A good way to promote your grant is to display a completed copy of the Grantholder Certificate, which can be found on the Awards for All webpage.

Signs, including plaques, are another obvious form of grant acknowledgement but there are other ideas too, for example:

- Inclusion on further boards
- Vinyl logos affixed to glass and wall
- Banners



Online

If you use social media to promote your project, follow the Big Lottery Fund or sportScotland on Twitter [@BigScotland](#) or [@sportscotland](#)

You can also like our Facebook pages:
www.facebook.com/biglotteryfundscotland
www.facebook.com/nationalagencyforsport

Publications and printed material

Our logo must be included when producing any form of promotional or publicity materials, including posters, press releases, leaflets and annual reports which relates to our grant.

All press releases about your work funded by Awards for all should also include our logo.

Advertising

If advertising your project, or recruiting for staff or services which we have funded, you need to include our logo.

If the cost of advertising space will not allow you to include the logo in a size that is clearly legible, the following text can be used instead:

Funded by Awards for All Scotland.

Events

Your grant must be acknowledged at any event you host.





Acknowledging revenue funding

Where we have funded the provision of our services, such as advice and support, you need to think more creatively as to how you will acknowledge your grant.

You should use the logo on all your publicity items. It should feature on your website, application or guidance materials, publicity literature, recruitment advertisements, at any events that you host and on press releases.

We have produced some poster templates and a certificate to help you acknowledge your funding. These can be downloaded from our website.

Monitoring and compliance

Because we manage Lottery proceeds, which is public money, we are required to report on how our funded projects are acknowledging their funding. Your funding manager and the branding team will check you are doing this so it is important to contact the branding team if you have any problems doing this.

To help you ensure you have acknowledged your grant adequately, below is a list of places we expect to see our logo used. You may have ideas of your own and we'd love to see any innovative uses of our logo if you have them.

Checklist

- Advertisements
- Booklets
- Educational material
- Flyers
- Invitations
- Information boards
- Programmes
- Publicity leaflets
- Site boards
- Social media
- Stationery
- Websites
- Job adverts
- Newsletters
- Plaques
- Posters
- Presentations
- Press

Contact us

The branding team are here to help you.
If you need anything give us a call.

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