



Community Spaces

**CHANGING
SPACES
ACKNOWLEDGING
YOUR GRANT
GUIDANCE NOTES**

Welcome

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Congratulations on receiving a Community Spaces grant from the Big Lottery Fund's Changing Spaces programme.

One of your grant conditions is to acknowledge your award publicly. These guidelines will help you to use the Big Lottery Fund and Groundwork UK logo on a wide range of materials and equipment and for event marketing.

When you accepted the award, you agreed that you would use these logos to publicise where the funding has come from. Using the logos will let the public know where and how National Lottery money is being spent in their community and who is supporting that work.

Groundwork UK will monitor how the logos are being used on a quarterly basis. Individual projects will be asked to supply examples of how logos have been used to ensure that the terms and conditions of grant are being met.

If you have any questions about these guidance notes please contact Nisha Viridi at Groundwork UK: nisha.virdi@groundwork.org.uk.

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Minimum size

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Logo

The high impact logo is shown below. Please use the logo exactly like this. As you have received funding via Groundwork UK please use this logo and not the standard logo. Please note all elements - crossed fingers, Big Lottery Fund logo and Lottery Funded text - form the entire logo.



Minimum size

To make sure the logo is clear and easy to read it must be at least 14mm in height.



Clear space

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Clear space

The clear space zone protects the logo from other graphic elements like type, image boxes or lines. Leave a clear space half the width of the crossed fingers on all sides of the logo.



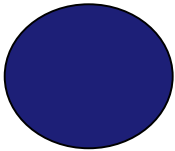
Colours

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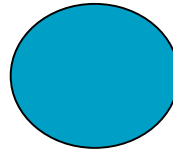
Colours

Use the logo in full colour if you can. If this is not possible then you can use the logo in black or reversed out of a solid colour in white.

Big Lottery Fund Beneficiary Logo

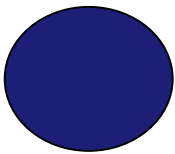


Pantone 2747 C100% M90% Y0% K20%

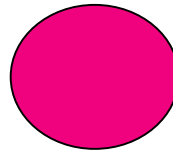


Pantone 801 C100% M0% Y0% K0%

OR

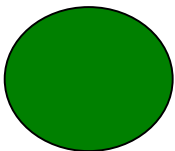


Pantone 2747 C100% M90% Y0% K20%



Pantone 813 C0% M100% Y0% K0%

Groundwork UK Logo



Pantone 354 C82% M0% Y90% K0%

Logo misuse

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Do not alter the logo in any way. Please remember the following:



1. The logo must always be in its correct colours (see page 6) or black, or reversed out in white.



2. The logo must not be placed on an angle.



3. The logo must not be distorted.



4. No part of the logo can be recreated using different typefaces.



5. The logo cannot carry a different strapline.



6. The logo can never be used with a different version of the Big Lottery Fund and crossed fingers logo.



7. The logo cannot be used with a low contrast between it and the background.



8. The logo must be used with the elements in the right place.



9. The logo cannot be separated from the Big Lottery Fund and crossed fingers logo.



10. The logo must always maintain the correct clear space.

How to use the logos

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The following pages will show you how to use our logos, which are available in a variety of file formats from the Community Spaces website.

Signs EPS
Merchandise EPS
Print stationery EPS
Online GIF
PowerPoint JPG

Use the correct format for your purpose. EPS files are for print usage and are suitable for use in design software. GIFs are for web use online, whilst JPEGs are low resolution images for use in screen applications such as Word and PowerPoint.

As you have received funding from the Community Spaces programme please use the Big Lottery Fund beneficiary logo and the Groundwork UK logo - both can be downloaded at: <http://www.community-spaces.org.uk/logos>

You must acknowledge the support of the Big Lottery Fund and Groundwork UK when producing any form of promotional or publicity material, including press releases, leaflets, posters, brochures and annual reports.

You may decide to add both logos to your stationery. There are two ways you can do this. You can incorporate the logos into your electronic letter templates, or you can have the logos printed on your letterhead. If your project has a website the logos must appear on the home page. We would also like you to include a link to both sites, so more people know who we are and how they can apply for funding.

Helpful tips to remember about the Big Lottery Fund beneficiary logo:

- the logo should be no smaller than the minimum size (14mm)
- the logo must have the minimum clear space around it
- the logo must be reproduced according to the colour guidelines
- do not change the logo in anyway
- for print the logo format should be EPS.

For complete guidance on how to use the Groundwork UK logo please go to page 12.

Using more than one logo

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As you have received funding through an award partner you will also need to include our logo along with the Big Lottery Fund beneficiary logo. Make sure they are all the same size and exactly aligned, as in the example below.

Sutton School
NEWSLETTER

**Lottery funding
for school
union group**

This is daisy text. It is intended to be read but have no meaning. As a simulation of actual copy using ordinary words with normal letter frequencies, it cannot deceive the eye or brain. Daisy text settings which use different languages or even gibberish to approximate text have inherent title advantages that they do not attract attention.

Words themselves, distorted, may be produced in a 10 typeface, at whatever size a font size is required. Paragraphs may be long or short. Lines can be produced to complete the line, as the basic copy is simply repeated. This is daisy text. It is intended to be read but have no meaning. As a simulation of actual copy using ordinary words with normal letter frequencies, it cannot deceive the eye or brain.

Daisy text settings which use other languages or even gibberish to approximate text have inherent advantages that they draw attention towards the message. Distortion may be produced in any typeface, of whatever size and format is required. Paragraphs may be long or short.

This is daisy text. It is intended to be read but have no meaning. As a simulation of actual copy using ordinary words with normal letter frequencies, it cannot deceive the eye or brain. Daisy text settings which use other languages or even gibberish.

GROUNDWORK
CHANGING PLACES
CHANGING LIVES

BIG LOTTERY FUND

LOTTERY FUNDED

These guidelines apply to all usage of the Groundwork logo.



The Groundwork logo should be placed in the top right or bottom left corner of any printed materials.

The Groundwork logo must always be reproduced from versions supplied by Groundwork UK or downloaded from <http://www.community-spaces.org.uk/logos>.

Using the Groundwork Logo



1. Under no circumstances should the Groundwork logo be altered from its original form.



2. The logo should never be distorted and should never have any other elements added to it or interfering with it.

It should never be used to form part of another logo.



3. No other logo or text should be placed within a 5mm square of the logo.

Colour



4. The logo should be used in Pantone 354 against a white background.



5. Reversed out of a colour, i.e. printed in white against a bold or dark colour - never a pale colour.



6. Printed in black against a white or pale coloured background



7. The logo should not be used in any other colour.

Size



8. The logo should never be used smaller than 20mm.

Strapline



9. The logo should always be used with the accompanying text: 'CHANGING PLACES, CHANGING LIVES'.

We rely on you to help us promote the work of Groundwork, Big Lottery Fund and the National Lottery. Please get in touch if you have any questions about using these guidelines or need more information.

You can contact Nisha Viridi at Groundwork at:
Nisha.Virdi@groundwork.org.uk

All logos can be downloaded from the Community Spaces website at:
<http://www.community-spaces.org.uk/logos>