



Brand Toolkit

How to acknowledge your grant



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artscouncil-ni.org

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Introduction

With government and National Lottery investment in the arts continuing to decline, it is vital that we raise awareness amongst the public, media and politicians of the benefits of funding the arts.

Your work is the best advertisement of the good use to which the public's money is being put.

The Arts Council logo / National Lottery logo tells the public that their money is supporting your work.

That is why it is important for you to acknowledge your grant properly.

How to acknowledge your grant

It is a condition of accepting your grant that you acknowledge your funding with the appropriate Arts Council logo (see page 10).

However, there is much more we could all be doing to promote the benefits of public and National Lottery investment in the arts.

Here are some suggestions:

For larger arts organisations we have a minimum ask:

- The relevant 'Principal Funder' logo is applied to all marketing and promotional materials, including your website.
- Your printed programmes are approved by the Arts Council in advance of print/publication.
- Your seasonal event and festival programmes are approved by the Arts Council in advance of print/publication.
- Your press releases and publicity opportunities include a quote or an interview opportunity for a member of the Arts Council.
- Venues and events ensure there is a strong branding presence, through signage or pop-up display stands
- An Arts Council representative is invited to significant events and launches and asked to endorse your project or event.

What else you should do

Launch events

- Acknowledge your funders in your project leader's speech.
- Display an Arts Council pop-up banner (available free from the Arts Council).
- Offer a speaking opportunity to an Arts Council representative.
- Offer a photo opportunity to an Arts Council representative.

Event programmes

If you are producing an exhibition or event programme in association with your project, please consider the *overall* profile given to the Arts Council in relation to that of other funders / sponsors / partners — does it reflect the level of support given by your principal funders?

- Prominent logos.
- Foreword by the Arts Council.
- Advertising space.
- Acknowledgement of the impact of your funding.

Press releases*

Newspapers will not include funders' logos in their articles, so please include a sentence in the *main body* of your press release acknowledging your grant, eg:

- 'Supported by the National Lottery through the Arts Council of Northern Ireland'; or 'Supported by the Arts Council of Northern Ireland'.
- Please contact the Arts Council for a quote endorsing your project.

Press and broadcast media interviews*

Always acknowledge your funders.

- Verbally use the line: "We are supported by the National Lottery through the Arts Council of Northern Ireland"; or "We are supported by the Arts Council of Northern Ireland".
- If you are arranging media interviews, try to include an Arts Council representative.

*Media Toolkit

A Media Toolkit offering guidance on contacting your local media, preparing press releases and social media, is available on request.

Use of logos

It is a condition of accepting your grant that you acknowledge your funding with the appropriate logo.

Where to use our logos

You should include the logo on **all** promotional materials associated with your grant, including:

- websites (home page)
- digital marketing, social media profiles and digital content
- leaflets
- posters
- billboards
- banners
- display panels
- headed paper
- tickets*
- adverts*

*It may not always be possible to include the logos on very small printed materials. On such occasions the logo may, with the permission of the Arts Council, be replaced by the line, 'Supported by the Arts Council of Northern Ireland' or 'Supported by the National Lottery through the Arts Council of Northern Ireland' (depending on your funding source).

Which logo to use

Your **Letter of Offer** will tell you the source of your funding, which will be one of the following:

- National Lottery
- Exchequer
- Exchequer and National Lottery (Annually Funded Organisations)

If we are your principal funder, use the 'Principal Funder' version of the logo.

Our logos are identified in the Key on page 10.

Downloading our logos

We have included only the most commonly requested logos on the main funding page, www.artscouncil-ni.org/funding/logos-branding. If you require the logo in a different file format, this will be available to download by following the links.

The ones you will most commonly require are:

.jpg This is the logo you will generally use if you are placing the logo yourself. Use the high resolution version for printed material and the low resolution version for web and digital platforms.

.eps This is the logo your designer will require for all uses.

Size/positioning of logos

Rule of thumb:

- Logos must be prominent and clearly visible.
- Size and positioning of logos should reflect the size of the grant in relation to other funders. Far left, top or bottom, is the preferred option.

Brand guidelines

Full guidelines on the use of the Arts Council and the National Lottery logos are available at: www.artscouncil-ni.org/funding/logos-branding.

The National Lottery Digital Toolkit is available at: <http://nationallotterytoolkit.artscouncil-ni.org>

Key to logos

Are we your principal funder?

National Lottery



or



Exchequer



or



Exchequer and National Lottery (Annually Funded Organisations)



Contact us

If you require any further guidance on using Arts Council logos, please contact the Communications Department.

Telephone numbers and email addresses are available on the Arts Council website www.artscouncil-ni.org/about-us

Alternative formats of this publication may be available on request.

