



# HOW TO ACKNOWLEDGE YOUR GRANT

A GUIDE FOR  
RECIPIENTS

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23



# **Congratulations on receiving a Grant from Littlehampton Town Council**



We're pleased to be able to support your project or activity and look forward to hearing more about how your grant is used.

As a local government organisation, it's important that our spending is transparent and that the public know where their money goes. We publish our grant spending online, but also ask that grant recipients promote Littlehampton Town Council's support of their projects.

This guide will help you acknowledge our support in your future publicity activities.

# Acknowledging our Support

By accepting your grant from us you have made a commitment to acknowledge our support publicly. You must do this for the duration of your grant agreement.

It doesn't matter how much you have received or what the nature of your project is.

You must acknowledge your funding from Littlehampton Town Council in all your promotional work – including at development stage – by displaying our acknowledgement logo. This helps people see how tax-payers' money is being spent and the contribution it makes towards local causes.

Start planning your acknowledgement as soon as you receive a grant. This booklet includes guidance on where and how to use the logo. It also gives ideas for acknowledging our funding in public relations and other promotional activity.

You can download this guidance and the logo from [www.littlehampton-tc.gov.uk/acknowledgement](http://www.littlehampton-tc.gov.uk/acknowledgement)

If you need help or have any questions about how to acknowledge your grant, please contact the Community Resources Officer.



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# In Writing

**When writing about your project or organisation, we ask you to include the phrase “supported with grant funding from Littlehampton Town Council”.**

**This should be included in most places where you’re talking specifically about the project or organisation for which funding has been awarded. This may include:**



Websites - a link to [www.littlehampton-tc.gov.uk](http://www.littlehampton-tc.gov.uk) (either on a project specific page, or in your website’s footer if your grant application was for general operating costs)



Social Media - see next section



Press releases sent to local and regional newspapers, magazines and radio stations



At events you host that relates to an activity we funded. It can be in a speech or in presentations. You may want to invite a Town Council representative, usually the Mayor



Leaflets, posters, banners and other printed materials

Where grant funding has been received from other organisations, it is acceptable to include Littlehampton Town Council in a list of supporters. Generally, this should be ordered from largest to smallest by the value of funding provided.

# On Social Media

**As more and more organisations have an online presence, we would like to see our funding acknowledged online too by featuring our logo, mentioning Littlehampton Town Council in narrative text, referring to @littlehamptontc and so on.**



You should mention our grant funding in social media posts on any social media platforms your organisation uses. We recognise it is not practical for every post to include reference to our support, but ask that you:

- Share at least one post on each social media channel you use on receipt of your grant funding, acknowledging the council's support (example wording below, and image resources included in this pack)
- Include Littlehampton Town Council in any posts that mention the funding of your project or organisation
- Always tag our official Facebook account (@littlehamptontc) in any posts where you are including reference to our funding

See below for example wording for social media posts acknowledging Littlehampton Town Council's grant funding. You can use any of these examples, or come up with something original:

**"We're delighted to have received a grant from Littlehampton Town Council to support [name of organisation or project]. The funding will help us to [insert purpose of grant]."**

**"Exciting news – we've been awarded a grant of £#### from Littlehampton Town Council to support [name of organisation or project]"**

# Social Media Resources

Posts can include any of the social media graphics provided, or your own project or organisation photos/media.



Facebook Visual



Instagram Visual

# Using our Logo

**Acknowledging your grant publicly helps spread the message that Littlehampton Town Council supports the local community and raises awareness of the Grant Aid Scheme to other organisations.**



Grant recipients must only use the 'supported by' logo and it should be included on:

- Organisation or project websites
- Printed materials, including leaflets, banners and posters
- Project or organisation media including promotional films/advertising
- Advertising related to the activity funded by the grant.

## **Signage**

You could use our logo for plaques, information boards, exhibition stands and displays.

Be creative! We want you to use our logo imaginatively and in the best ways suitable for your organisation.

## **Promotional Materials and Publications**

Include our logo on any form of promotional and printed materials relating to the activity/equipment funded by the grant, for example:

- leaflets and brochures
- printed and electronic newsletters
- posters and postcards
- guidebooks
- annual reports
- uniform, sports kit

# How to use our logo

We have included high resolution image files. The standard version of the logo is full colour. This should be used in most cases. We have also supplied:

- Full colour logo - use on a white/light background
- Black logo - use on light colour backgrounds, when the overall style of the media doesn't lend itself to a full colour version (for example, in a design with limited colours, or alongside other organisation's logos in a single colour scheme)
- Full colour logo with white outline - use in colour backgrounds
- White logo - use on a colour background when a design has one colour scheme

**Full Colour Logo**



**Black Logo**



**Full Colour Logo with white outline**



**White Logo**



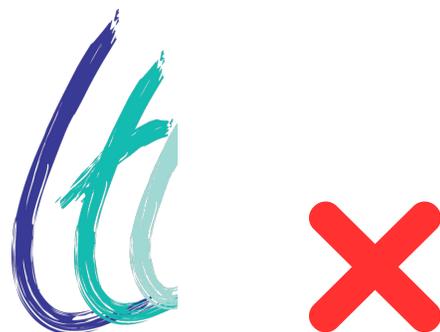
# How to not use our logo

There are some rules as to how our logo should be used:

- Use the official 'supported by' logo, not any other versions of the Town Council Logo



- Keep the full logo image - do not crop or edit any part of it



- Ensure the logo remains at the correct proportions - do not squash, stretch or distort it

There are some rules as to how our logo should be used:

- Chose the most appropriate logo option from the versions supplied – do not recolour



- Do not apply effects to the logo, for example shadows or 3D effects



- Use the logo on a background which ensures the text can be easily read. Avoid busy or complicated backgrounds, for example a busy photograph. If necessary, create an area of your design with a single colour background to place the logo on
- Do not use the logo at a size so small that it cannot be easily read – the logo 'Littlehampton Town Council' text should never be smaller than any accompanying text at size 10pt
- Ensure you leave a suitable margin around the logo
- Keep the logo to a consistent size with any other project funders or supporters

# Photographs

**For grants that help to fund events, community infrastructure or resources, it may be possible for us to arrange a photo opportunity to help promote your success and the council's support.**



We may be able to offer additional support with press releases and promotional activities.

Examples of the sorts of projects that might lend themselves to this sort of promotion could include:

- Installation, opening or refurbishment of community infrastructure, like community or outdoor spaces, flower planters or defibrillators.
- Launch events for projects and services, like food or clothing banks, community kitchens.
- One-off celebratory events for major occasions.

Any promotional activity involving current town councillors must be approved by the council's Communications and Marketing Manager in advance.

# Further Support

The Communications and Marketing Manager should be consulted on promotional activities that fall outside this guide, especially press releases and promotional material using our logo.

We may also be able to offer marketing advice and promotional support such as promoting an event on our digital communication channels.

We are here to help, so please do get in touch if you are unsure of anything.

You can contact the Communications and Marketing Manager, Sofia Chittenden via email [schittenden@littlehampton-tc.gov.uk](mailto:schittenden@littlehampton-tc.gov.uk) or by phone **01903 732063**.