

# Shetland Charitable Trust

## How to Acknowledge Your Grant

### A guide for grantees

**By accepting a grant from Shetland Charitable Trust you have made a commitment to acknowledge the Trust's support publicly.**



### Introduction

It is a condition of your grant that you publicly acknowledge the funding from Shetland Charitable Trust in all of your promotional work. This helps people see how the Trust's money is being spent and the contribution that it makes towards improving the quality of life for the people of Shetland.

The following guidelines suggest some ways in which Trust support should be acknowledged, but we would encourage you to find other ways of making a high-impact acknowledgement of the Trust's funding.

The "Funded by Shetland Charitable Trust" logo is available from the Trust as graphics files in a variety of sizes and formats suitable for inclusion in printed material or the production of signs or other material.

### Notes

These guidelines are intended to indicate ways in which the Trust normally expects grantees to acknowledge Trust funding; they are not intended to be interpreted as a

rigid set of rules. Where a grantee can demonstrate that it would be difficult or unduly expensive for them to implement a particular suggestion we are willing to be flexible, but will expect you to find alternative means of effectively acknowledging the Trust's funding.

We accept that it may take time for you to fully implement these guidelines. For example, we do not expect you to dispose of already printed materials that do not bear the Trust's logo, but we will expect the logo to be included whenever new material is printed.

## Signs

**Signs showing the “Funded by Shetland Charitable Trust” logo should be visible in public areas of your buildings.**

Signs showing our logo should be clearly displayed at every main public entrance and exit of your buildings, and anywhere else that Trust-funded activities take place. Signs should also be displayed on vehicles used to deliver Trust-funded services, and temporary signs or banners should be displayed where Trust-funded activities are delivered on an occasional or temporary basis.

## Online and Social Media

Trust funding should be acknowledged online, including:

- ◆ On your website; ideally by placing the “Funded by Shetland Charitable Trust” logo on your organisation's home page and linking it to the Trust's website, and by mentioning the Trust's funding in the text.
- ◆ In social media; by featuring the “Funded by Shetland Charitable Trust” logo and by mentioning the Trust's funding in the text.

## Publications and Promotional Material

Trust funding should be acknowledged by including the “Funded by Shetland Charitable Trust” logo on promotional and printed material and by acknowledging our support in the text.

This should include (but not be limited to):

- ◆ leaflets and brochures
- ◆ printed and electronic newsletters
- ◆ posters

- ◆ educational materials
- ◆ interpretative panels
- ◆ guidebooks
- ◆ annual reports
- ◆ printed stationary
- ◆ adverts

## Events

Trust funding should be acknowledged at any event that relates to an activity that the Trust has funded.

Signs or banners showing the “Funded by Shetland Charitable Trust” logo should be displayed at events, and the logo should be used on invitations, programmes, brochures and other promotional materials.

## Press Releases, Media and Public Relations

Press releases about Trust-funded services or activities should bear the “Funded by Shetland Charitable Trust” logo, as well as acknowledging Trust support in the text.

You should acknowledge your SCT grant in speeches, presentations and where possible in interviews.

## How to Use the Logo

Please use the “Funded by Shetland Charitable Trust” logo exactly as it is provided. The minimum height of the logo is 10 mm and the width should be proportionate to the height.

Please do not redraw or alter our logo. Don't stretch it, change its the shape, crop it, or change the font. The logo must be displayed in SCT green (CMYK: 90 21 60 65, RGB: 38 92 80, Pantone 330C) or black on a light background, or in white on a solid dark background. Do not use the logo in any other colour.

The size of the logo should be proportionate to the size of the materials you are producing to ensure that it is clear and easy to read. For example:

- ◆ **A5:** 10mm high.
- ◆ **A4:** 14 mm high

- ◆ **A3:** 24 mm high
- ◆ **A2:** 36 mm high, and so on.

Signs should be large enough to be clearly visible and legible from a normal viewing distance.

## **Monitoring**

Trust staff will monitor the public acknowledgement of Trust funding by grantees and may ask you to make additional efforts to do so.