

Grant Acknowledgement Guidelines

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1. Introduction

It is a condition of your grant that you publicly acknowledge the funding from Shetland Charitable Trust in your promotional work, as appropriate and practical. 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.

These guidelines are intended to indicate ways in which the Trust normally expects grantees to acknowledge Trust funding. However, 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. Although, it would be appreciated, if you could find alternative means of effectively acknowledging the Trust's funding.

2. The Logo

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 materials or the production of signs.

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



3. Signs

Signs showing the "Funded by Shetland Charitable Trust" logo should be visible in public areas of your buildings and wherever else appropriate.

4. Online

Trust funding should be acknowledged online, including:

- ◆ On your website
- ◆ On social media

5. 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, where appropriate.

This should include (but not be limited to):

- ◆ leaflets and brochures
- ◆ promotional signs and banners
- ◆ printed and electronic newsletters
- ◆ posters
- ◆ educational materials
- ◆ interpretative panels
- ◆ guidebooks
- ◆ annual reports
- ◆ printed stationery
- ◆ adverts

6. 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 where appropriate.

7. Monitoring

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

8. Contact Details

If you have any questions, please contact us by email.

Email: grants@shetlandcharitabletrust.co.uk