

Local Improvement Scheme

Guidelines for acknowledging funding from Nottinghamshire County Council

Congratulations on your Local Improvement Scheme (LIS) award from Nottinghamshire County Council.

This document is for all recipients of funding awarded by Nottinghamshire County Council and is intended to complement Section 7 of your LIS Agreement by providing guidance on how to appropriately acknowledge the LIS funding contribution in publicity and promotional materials, including printed materials, websites and social media.

Why acknowledgement is important

By accepting your grant award, you have made a commitment to publicly acknowledge the financial contribution from Nottinghamshire County Council. You will need to do this by featuring the Council's logo on all relevant information, marketing and publicity materials in a way which is proportionate to the amount and type of funding you have received from Nottinghamshire County Council.

Acknowledgement is important because it helps to inform local residents how Nottinghamshire County Council is using taxpayers' money to support local organisations. It also reflects the Council's ambition to put local people at the heart of everything it does, and to enable the growth of vibrant and supportive communities.

Terms and conditions for acknowledging funding

The following terms and conditions set out information about the use of the Nottinghamshire County Council logo and what your responsibilities are in using them.

You will need to acknowledge your grant award appropriately and comply with Nottinghamshire County Council's Brand Guidelines.

The version of our logo should be the version prefixed by the wording 'supported by'. Examples are shown on the next page.

Guidelines for appropriate acknowledgement

a) Our logo

To recognise Nottinghamshire County Council's funding contribution, the 'supported by' or 'funded' version of our logo should be used as per below. This can be used in colour or black and white.

supported by



supported by



For print purposes, our colour logo is Pantone reference 361 or the CMYK reference is C69, M0, Y100, K0.

Copies of our logo are available upon request from marketing.team@nottscc.gov.uk.

b) Minimum size of our logo

Our logo must be clearly visible and conform to our minimum size requirement which is no smaller than 40mm wide. If there is insufficient space to include a logo, please use the following text instead: Funded by Nottinghamshire County Council.

c) Where to use our logo

Our logo should be used on any relevant channel you use to communicate with your members and the general public. This could include press releases, websites, leaflets, event banners, signs and social media.

d) Approval of logo use

When creating your own templates or designs using the Council's logo for the first time, please send a draft version to the Council's marketing team by emailing marketing.team@nottscc.gov.uk. This will enable us to check correct use of the logo and provide further advice to ensure effective communication.

e) Publications and printed material

The Nottinghamshire County Council logo with the words 'supported by', should be included when producing any form of promotional or publicity materials such as posters, press releases, leaflets, brochures and annual reports.

f) Media releases and events

Please complete and submit the ['Notification of Project Publicity' online form](#) at least 4 weeks before any proposed publicity to allow time for the NCC Communications and Marketing Team to:

- confirm if a County Councillor can attend the event (or to provide a County Councillor quote).
- liaise with you to prepare materials for the media.

Please note that the NCC Communications and Marketing team will make any required contact with the media on your behalf. Please do not:

- contact any journalists or media organisations in the meantime.
- finalise any media releases / event arrangements / issue invites until details are confirmed by the County Council.

If you arrange or host an event which has been funded or part funded by Nottinghamshire County Council, our logo should be used proportionately on any publicity materials and on any promotional material available at the event.

g) Advertising

If advertising your project or recruiting for staff or services which we have funded, you are likely to need to include the Nottinghamshire County Council logo on any adverts.

h) Website and social media

If your project has a website our logo should be present, to recognise the Council's support. This may be on the homepage or in another area of the site, depending on the amount and significance of the funding received. Please ensure that it is large enough to be legible on screen. The JPEG or GIF formats of our logo should be used and are available by email from marketing.team@nottscc.gov.uk.

We encourage LIS-funded organisations to make best use of social media by taking photos and video footage of publicity events to post on social media such as Twitter, Instagram and Facebook. Where possible, a representative from The Council's Communications and Marketing Team will attend these publicity events.

Tips for taking photos

- ✓ Keep it simple – close up shots often work best, so don't stand too far back!
- ✓ If you are taking a photo of a large group, make sure everyone's face can be seen. Consider taking the shot from a raised angle so everyone is looking up.
- ✓ Is there a prop or sign you could use to help bring the photo to life?
- ✓ Take several photos in both landscape and portrait, as the latter often works best for social media use.

Tips for taking video clips

- ✓ Record it in landscape.
- ✓ A smart phone is fine, you don't need expensive equipment.
- ✓ Keep it short; 15-20 seconds is the ideal length.
- ✓ Capture a comment from someone describing how the funding has made a difference to the organisation.
- ✓ Have something visual in the background which will further tell the story of how the funding has benefitted the organisation and local community.
- ✓ Make sure the person looks at you and not at the camera.

If you use social media to promote your project, remember to follow and tag Nottinghamshire County Council with **#NottsLIS** and **#NottsTalentedAthletes**:



@nottsc



@nottscountycouncil



@nottinghamshire

Remember to:

- ✓ Get written permission to share the image / video on social media and the local press from the people in the photo / video. If children are included, you will need to get written permission from their parent or guardian.
- ✓ State that the project receives financial support from Nottinghamshire County Council.
- ✓ Send publicity photos, video footage and information to your local Parish Council to request publication in their newsletter.
- ✓ Email us links to any publicity that you produce and share online. Our Communications and Marketing Team can also give you some hints and tips to help with making the most of social media.

In the meantime, we wish you and your organisation all the best and look forward to seeing how the funding is helping make a real difference to the local community.