

Communications guide for organisations receiving London Councils funding



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Conditions of funding

London Councils and the organisations it funds are partners motivated by a common aim – the provision of key services for the benefit of Londoners.

As a condition of our funding we require an acknowledgement designed to raise awareness of the work we and the local borough council are funding. It is also vital that local communities are aware which organisations are funding services provided by the voluntary and community sector.

In return for acknowledging our funding we can help publicise your project in a number of ways.

The acknowledgement of our funding should include:

- **our logo on literature related to the funded project and, wherever possible reference to our website address www.londoncouncils.gov.uk/grants**
- **our logo on your website with a link to www.londoncouncils.gov.uk/grants**
- **some short text about our work (see 'approved text' below)**
- **a poster (provided by us) displayed in a public area.**

Failure to comply with these requirements could result in the withdrawal of your funding from London Councils.

Use of the London Councils logo

The logo should be used on all literature about the project or organisation including press releases and marketing materials. You are not required to use the logo on headed paper or compliment slips.

The London Councils logo should be used in colour if the document concerned is in colour.



COLOUR LOGO IMAGE

If the document is in black and white - and using a colour logo will involve additional cost - you should then use the black and white version.



B&W LOGO IMAGE

If you are printing in a limited number of colours the logo may be used in any single colour, or simply reversed out in white only.



REVERSED OUT LOGO IMAGE

For a copy of the London Councils logo, please contact karen.frost@londoncouncils.gov.uk, (020 7934 9627) quoting the name of your grants officer. Alternatively, ask your grants officer directly.

Approved text

You should use the following text to describe London Councils funding of your organisation or project wherever possible:

“London Councils is committed to fighting for more resources for London and getting the best possible deal for London’s 33 councils. London Councils has a website about its grants service. To read about our grants funding and the work of some of the 300 groups we support please visit www.londoncouncils.gov.uk/grants”

Use of the London Councils website address

The website www.londoncouncils.gov.uk/grants should be referenced wherever possible, for instance:

- in all job advertisements for posts funded by a London Councils grant
- on any advertised specifications for tenders
- on website(s) about the funded project or organisation. These should feature London Councils’ logo with a link to www.londoncouncils.gov.uk/grants. The ‘alt’ tab should use the ‘approved text’.

Display of London Councils poster

Organisations funded by London Councils should ensure that the London Councils poster is displayed prominently wherever visitors will see it. If your organisation does not provide building-based services, you should ensure that the poster is put up in a prominent place in your office.

If you believe you should be exempt from these requirements concerning either use of the logo or the poster you should speak to your grants officer. If a variation is agreed a letter of confirmation will be issued. Further copies of the poster can be obtained from your London Councils grants officer.

How we can help you publicise your event or your news stories

You can add events or your news stories to our website news section or the online events diary and let others know what is going on in your organisation.

Visit www.londoncouncils.gov.uk/grants for more information.

Marketing materials

If you are holding an event and are interested in borrowing either a pop-up display banner, copies of the poster or some of our leaflets, please contact your grants officer.

Media and case studies

We welcome any fresh case studies that illustrate how our funding impacts on people’s lives. We would use these case studies on the website (see current examples at www.londoncouncils.gov.uk/grants/casestudies) and potentially in our press releases or in our publications. Please contact emma.stewart@londoncouncils.gov.uk (020 7934 9754) if you have a case study you would like to provide.

If you are doing any media work around one of our funded projects, please mention that the project receives London Councils funding and also include our logo and the ‘approved text’ in your press releases.

Forward your press releases and/or media coverage related to our funding to noella.bellocastro@londoncouncils.gov.uk (020 7934 9842).