



# UK Shared Prosperity Fund Branding and Publicity

V3.0

Delivered by



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## Introduction

Cornwall and the Isles of Scilly (CioS) have been awarded £132 million from the UK Government's Shared Prosperity Fund (SPF) to deliver a three-year investment programme to boost sustainable growth locally. This forms part of the government's levelling up agenda, the SPF plan, and invests in three priorities:

- Communities and place;
- Support for local businesses;
- People and skills.

It is important that grant recipients, project partners, beneficiaries, participants, and the public across the UK are aware that support is being provided to Cornwall and the Isles of Scilly through the UK Shared Prosperity Fund.

To help promote and publicise the activities and impact of the UK Shared Prosperity Fund, the Government has published information on the branding and publicity requirements which are available here: <https://www.gov.uk/guidance/uk-shared-prosperity-fund-branding-and-publicity-6>

The guidance below should be followed by anyone developing and delivering projects funded by the UK Shared Prosperity Fund (UK SPF).

Cornwall Council has been chosen by Government as the Lead Authority. As part of this role Cornwall Council will be issuing agreements to successful bidders once funding has been agreed by the UK Government, and then undertake monitoring and assurance activity. Compliance will form part of the terms of funding agreements which will be issued to Recipients. These terms are contractual provisions, and the provisions should be passed by Recipients on to all sub-contractors and project partners involved in any activity which is funded or part funded by UK SPF. The consequences of non-compliance may lead to the repayment of funding.

To help promote the SPF investment in Cornwall and the Isles of Scilly a new website and Good Growth branding has been launched. The Good Growth Fund website (<https://ciosgoodgrowth.com>) will feature the opportunities for funding as well as the investment made locally through the CioS Shared Prosperity Fund.

## Logos

All project deliverers must ensure that the appropriate logos are used prominently in all communications materials and public facing documents relating to project activity funded by UK SPF. This includes print and publications, through to digital and electronic materials, as well as any preparatory activity. Their position and size shall be appropriate to the scale of the material or document being used.

The following logos must be used:

- HM Government
- Levelling Up
- Cornwall Council
- Good Growth

## HM Government



### HM Government

The HM Government logo shall be at least the same size, measured in height or width, as the biggest of the other logos:

- The logo must not be stretched, squashed, broken up or reproduced in different colours.
- When resizing the logo, it must stay in proportion (aspect ratio) and must not become distorted.
- Pixelation or blurring of the logo resulting from the use of an incorrect format/insufficient resolution must be avoided.

Please see further guidance on the Government Identity System [here](#).

## Levelling Up



The Levelling Up logo shall be used alongside the HM Government Logo and be at least the same size, measured in height or width.

- The logo must not be stretched, squashed, broken up or reproduced in different colours.
- When resizing the logo, it must stay in proportion and must not become distorted.
- Pixelation or blurring of the logo resulting from the use of an incorrect format/insufficient resolution must be avoided.

For further information please see the UKSPF guidance:

<https://www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus/uk-shared-prosperity-fund-prospectus#the-funds-parameters>.

## Cornwall Council



The Cornwall Council logo must never be adjusted or be modified in any way. The logo should sit on a white background whenever possible. When the logo may clash with a dark background a reversed or mono version of the logo can be made available by emailing: [designandprint@cornwall.gov.uk](mailto:designandprint@cornwall.gov.uk).

To ensure legibility, the Cornwall Council logo should never be smaller than 40mm wide. The logo should appear no smaller than 150pixels wide for digital use. The Cornwall Council logo should be proportional to the size of other logos with clear space between the logos.

Cornwall Council brand guidelines are available on request to: [goodgrowth@cornwall.gov.uk](mailto:goodgrowth@cornwall.gov.uk).

## Good Growth



The logo has been carefully designed to highlight the location of Cornwall and Isles of Scilly within the UK. It shows development and growth and depicts the three core stands of investment within the programme.

Brand guidelines for the Cornwall and Isles of Scilly Shared Prosperity Fund have been developed by Cornwall Council and are available on request to: [goodgrowth@cornwall.gov.uk](mailto:goodgrowth@cornwall.gov.uk).

## Website and Materials

Alongside use of the required logos, Recipients must also ensure that websites, and online or printed materials, promoting SPF funded activities, include a clear and prominent reference to the funding from UK SPF.

The following must be used: **“This project is [funded/part-funded] by the UK Government through the UK Shared Prosperity Fund. Cornwall Council has been chosen by Government as a Lead Authority for the fund and is responsible for monitoring the progress of projects funded through the UK Shared Prosperity Fund in Cornwall and the Isles of Scilly.”**

### Website

Where a website has been developed specifically for a project funded by the UK SPF, the mandatory logos must be placed on the homepage.

Where the Lead Applicant or delivery partner is placing details of the funded project on a website, which is not exclusively for the project, (for example its own website) the mandatory logos must be placed on the main project specific page. This does not preclude the applicant from also placing the logos on the homepage, where they feel this is appropriate.

Where details of funded activities are published on a website, the mandatory logos must be displayed alongside a clear and prominent reference to the funding as follows:

**“This project is [funded/part-funded] by the UK Government through the UK Shared Prosperity Fund.”**

Where practical, project deliverers should also include a link to the UK Shared Prosperity Fund webpage (<https://www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus>) and the following text:

**“The UK Shared Prosperity Fund is a central pillar of the UK Government’s Levelling Up agenda and provides £2.6 billion of funding for local investment by March 2025. The Fund aims to improve pride in place and increase life chances across the UK by investing in communities and place, supporting local business, and people and skills. For more information, visit <https://www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus>”.**

### Digital Materials

Recipients of funding should ensure that all digital/electronic materials, including relevant email footers, relating to projects funded by UK SPF acknowledge and reference the funding received by displaying the mandatory logos and include clear and prominent reference to the funding.

## Printed Material

Printed materials related to the funded activities should include the mandatory logos and a clear and prominent reference to the fund.

Any document which is used for the public or for project participants, including any attendance or other certification, shall include a statement to show the project was supported by UK SPF.

## Media and PR Activities

Media and PR activities should be considered for the launch of any projects and, subsequently, to announce key milestones and achievements.

Cornwall Council should be notified - a minimum of two weeks in advance - of the issue of a press release, or any planned media and PR activities related to a funded project by UK SPF.

Cornwall Council should be provided with an opportunity to include a quote(s) as part of any press release to acknowledge its support as a Lead Authority. Projects should seek written approval from Cornwall Council before issuing any press release or PR activities, by emailing: [goodgrowth@cornwall.gov.uk](mailto:goodgrowth@cornwall.gov.uk).

Additionally, Recipients should provide Cornwall Council with good news stories and positive case studies related to UK SPF funded activities when relevant and requested, to help promote the impact of the funding.

Press releases must include a clear and prominent reference to the UK Shared Prosperity Fund, in the main body of the press release.

**“[This project/Name of project] has received £[INSERT AMOUNT] from the UK Government through the UK Shared Prosperity Fund.”**

Notes to editors must also be used, as follows:

**The UK Shared Prosperity Fund is a central pillar of the UK Government’s Levelling Up agenda and provides £2.6 billion of funding for local investment by March 2025. The Fund aims to improve pride in place and increase life chances across the UK by investing in communities and place, supporting local business, and people and skills. For more information, visit <https://www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus>.**

## All press releases relating to activities supported by the UK SPF must include:

- A text reference to the UK Shared Prosperity Fund in the main body of the release
- The 'notes to editors'
- The UK Government Logo
- Levelling Up Logo
- Cornwall Council Logo
- Good Growth Logo

## Social Media

When describing or promoting the Fund or projects supported, the following hashtags should be used:

**#UKSPF #CIOSGOODGROWTH**

Please note that the funding must be approved, and funding agreement signed for the project, before any media or PR activities to publicise the project, start.

Any social media or PR activities relating to a project funded by UK SPF will be shareable/re-tweetable by UK Government allowing others to follow Fund activities.

## Plaque

All projects must also install a plaque of significant size at a location readily visible to the public, bearing the appropriate logos, project name and the text.

**'This project is [funded/part-funded] by the UK Government through the UK Shared Prosperity Fund.'**

Applicants should note that co-branding is only permitted with Cornwall Council or funders.

## Events, Conferences, and Workshops

All materials and documents produced for an event in advance, on the day and after the event, including; invitations, tickets, press releases, exhibition stands, and presentation slides, should acknowledge and reference the funding received by displaying the mandatory logos.

## Informing Partners and Participants

During the delivery of their project, the Recipient should inform the participant(s) and members of the public about the support obtained from the UK Shared Prosperity Fund by:

- Placing at least one poster with information about the project (minimum size A3), including the mandatory logos and mentioning the financial support from the UK Government, at a location readily visible to the public, such as the entrance area of a building.
- Inform those taking part of the UK Shared Prosperity Fund
- Any document, relating to the implementation of an operation which is used for the public or for participants, including any attendance or other certificate, shall include a statement to the effect that the project was supported by the UK Government through the UK Shared Prosperity Fund
- All recipients, delivery partners and sub-contractors should ensure that they have provisions in place to notify those taking part in activities associated with the project about the support received from Government through the UK Shared Prosperity Fund at the start of their activity. This can be achieved in the following ways (list is non exhaustive):
  - Mention during induction sessions as part of a training course;
  - Note the support in any contracts or paperwork given to participants;
  - State the support in internal newsletters and bulletins;
  - Ensure that plaques and posters are used.