



# UK Shared Prosperity Fund

# Branding and Publicity

**V10.0**

January 2024

The guidance in this document should be followed by anyone developing and delivering projects funded by UK SPF.

If you are a recipient of funding through one of the programmes listed below, you will also receive separate guidance related to that funding stream, which should be read in conjunction with this document:

- Community Levelling Up Programme
- Community Capacity Fund
- Growth Hub



Funded by  
UK Government



Council of the  
ISLES OF SCILLY



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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:

- Community 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 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 and publicise the activities and impact of the UK SPF, 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>

And here <https://www.gov.uk/government/publications/levelling-up-brand-guidelines-and-logos>

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 SPF.

## Logos

To ensure a consistent visual identity lead, local authorities and project deliverers must ensure that the Funded by UK Government and Powered by Levelling Up logo are used together and correctly, prominently and consistently in all communications materials and public-facing documents relating to funded activity.

This includes plaques and printed publications, through to digital and electronic materials. This includes any preparatory activity linked to the funding. Their position and size shall be appropriate to the scale of the material or document being used.

**The following logos must be used:**

- Funded by UK Government
- Cornwall Council
- Council of the Isles of Scilly
- Powered By Levelling Up
- Good Growth

Project deliverers will be sent a copy of each logo by the Good Growth Communications Officer, including individual files and logo strips.

### Funded by UK Government



**Funded by  
UK Government** (B)

The 'Funded by UK Government' logo has been developed to show where UK Government funding has been used. The logo shall be at least the same size, measured in height, as the biggest of the other logos:

- Whenever possible, use the primary version (A) of the logo.
- Where there is limited space, and it is not possible to use the primary version a secondary version (B) is available. This has been designed to be more compact.
- 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.
- To ensure the integrity of the logos at all times please ensure the exclusion zone, spacing and minimum size are adhered to.

For further guidance on the 'Funded by UK Government' logo, see the Branding Manual [here](#).

## 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: [goodgrowth@cornwall.gov.uk](mailto:goodgrowth@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.

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

## Council of the Isles of Scilly



The Council of the Isles of Scilly logo should be used alongside the Cornwall Council logo. The preference is for it to be used on a white background where possible. A reverse logo for use on darker colours, as well as full brand guidelines, is available on request from: [enquiries@scilly.gov.uk](mailto:enquiries@scilly.gov.uk)

## Powered By Levelling Up



All recipients of Levelling Up funding should use the Powered by Levelling Up logo on any marketing material. The Powered By Levelling Up logo shall be used alongside the Funded by 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/guidance/uk-shared-prosperity-fund-branding-and-publicity-6>

A logo for use on a coloured background is also available in the logo attachment sent by the Good Growth Team.

## 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).

## Digital and Printed 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 by the recipient for a funded project, then the Funded by UK Government and Powered by Levelling Up logos must be placed on the homepage.

Where the recipient is placing details of the funded project on a website, which is not exclusively for the project, for example its own website featuring non-UK government funded activities, the Funded by UK Government/Powered by Levelling Up logo must be placed on the main project-specific page.

This does not preclude the recipient from also placing the lock-up on the homepage if they feel this is appropriate. It is required that the logo should be visible when landing on all digital devices such as a desktop/mobile/tablet.

During the implementation of a project, recipients must provide on their website a short description of the project, including aims, results and highlights. This can appear on either the homepage or separate page(s) within the website.

Suggested wording:

**“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>”.**

In addition to the requirements in relation to websites, beneficiaries should ensure that all electronic materials relating to funded projects display the Funded by UK Government/Powered by Levelling Up logo.

This extends to a variety of materials including, but not restricted to:

- All social media assets for all social media channels
- E-newsletters
- Presentation slides
- Press notices
- Email footers and signatures
- Any other audio visual material – Animated end frames for social media can be found here.

## 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.

This extends to a variety of materials including, but not restricted to:

- General advertisements, job advertisements and notices
- Leaflets, brochures, flyers and posters
- Case studies
- Exhibition banners and display panels
- Invitations
- Business cards
- Promotional items
- Newsletters
- Stationery
- Letterheads and compliment slips



- Reports and papers
- Project documentation i.e. time sheets
- Procurement material
- Job descriptions
- Billboards

## Media and PR Activities

Cornwall Council will lead on announcements related to funding decisions and will decide whether to issue a press release once a grant funding agreement is in place. Projects should provide a quote to be included in the announcement if they are chosen.

Recipients of funding should also consider subsequent media and PR activities, including for the launch of any projects and to announce key milestones and achievements.

The Good Growth Team 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. Projects should seek written approval before issuing any press release or PR activities, by emailing: [goodgrowth@cornwall.gov.uk](mailto:goodgrowth@cornwall.gov.uk).

All press releases relating to projects supported by funding must include:

### 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
- Cornwall Council Logo
- Council of the Isles of Scilly Logo
- Powered By Levelling Up Logo
- Good Growth Logo

Press releases must also 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>.**

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 located in the Isles of Scilly should also include a quote from the relevant elected member.

Quotes to show the support for the project from the Department may also be available for significant announcements – beneficiaries should contact their local communications representative within the Department for Levelling Up, Housing and Communities.

Additionally, Recipients should provide the Good Growth team 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.

**Please note that there is a different process for media and PR activity related to projects receiving funding through the following programmes:**

- **Community Levelling Up Programme**
- **Community Capacity Fund**
- **Growth Hub**

If a beneficiary, delivery partner or sub-contractor is interviewed by the media (print, TV or radio), with the aim of producing a news story to promote the project, reference should be made to the funding provided by the UK government and Levelling Up.

## **Social Media**

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

**#UKSPF #CIOSGOODGROWTH #LevellingUp**

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.

## 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, must acknowledge the UK government funding received by displaying the Funded by UK Government/Powered by Levelling Up logo.

## Plaques and Billboards

No later than three months after completion of a project, the recipient shall put up a permanent plaque or billboard of significant size at a location readily visible to the public.

The plaque or billboard should use the relevant Funded by UK Government logo. The position of the logo should be in line with the level of funding. The plaque shall provide the name and main objective of the project and state it was Funded by UK government.

All plaques must be produced and funded by the recipient and should be of a significant size (at least 250x200mm as a minimum). The cost of producing the plaque should be considered when developing and planning the project.

For revenue projects, there should be a plaque created and displayed for the duration of the project, for example in the area of activity. If you are a delivery partner in receipt of SPF funding, you will also need to display a plaque or poster in a prominent position within your building, including the mandatory logos and mentioning the financial support from the UK Government. This should be led by the contracted organisation. Example text:

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

For infrastructure projects, we also encourage the use of temporary billboards while construction works are ongoing. Billboards should be of significant size at a location readily visible to the public and contain the same information as plaques (logos, project name and funding text).

All plaques and billboards must be produced and funded by the recipient. The cost of producing them should be considered when developing and planning the project.

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

## Informing Partners and Participants

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

- 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, billboards and posters are used