GOOD GROWTH
CORNWALL & ISLES OF SCILLY
SHARED PROSPERITY FUND

UK Shared Prosperity Fund

Branding and Publicity

V15
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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 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

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Introduction

Cornwall and the Isles of Scilly (CIoS) have been awarded £184 million from the UK Government's Shared Prosperity Fund (SPF) to boost sustainable growth locally. There are three SPF investment 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 SPF.

Cornwall Council has been chosen by Government as the Lead Authority. As part of this role Cornwall Council will issue funding agreements to successful bidders and will undertake monitoring and assurance activity. Compliance of this policy will form part of the terms of funding agreements which will be issued to Recipients.

These terms in this document 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 SPF. **The consequences of non-compliance may lead to the repayment of funding.**

UK Shared Prosperity Fund

To promote and publicise the activities and impact of SPF, the Government has published information on branding and publicity requirements which are available here: https://www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus/uk-shared-prosperity-fund-2025-26-additional-information#uk-shared-prosperity-fund-branding-and-publicity

Cornwall and Isles of Scilly Good Growth Programme

SPF activity and investment in Cornwall and the Isles of Scilly is promoted through the Good Growth Programme. The Good Growth website (https://ciosgoodgrowth.com) features opportunities for funding as well as the investments made locally through SPF.

Logos

To ensure a consistent visual identity project deliverers must ensure that the required logos are used 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 as well as any preparatory activity linked to the funding.

Logo position and size shall be appropriate to the scale of the material or document being used.

The preference is for all logos to be used on a white background. Where the logos may clash with a dark background, reversed or mono versions can be used instead.

Project deliverers will be sent the logos by the Good Growth Communications Officer, including individual files and logo strips. Logos can also be downloaded from the Good Growth website.

The following four logos must be used, in this order:

1. Funded by UK Government
2. Cornwall Council
3. Council of the Isles of Scilly
4. Good Growth

1. Funded by UK Government

Funded by
UK Government (A)

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.

2. Cornwall Council

- 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.

3. Council of the Isles of Scilly

- The UK Shared Prosperity Fund is being delivered locally as a Joint Committee between Cornwall Council and the Council of the Isles of Scilly.
- The Council of the Isles of Scilly logo should therefore be used alongside the Funded by UK Government, Cornwall Council and Good Growth logos in all communications material relating to SPF activity. This applies even if a project is not delivering activity on the Isles of Scilly.

- The Council of the Isles of Scilly logo should be proportional to the size of other logos with clear space between the logos.

4. Good Growth

- The Good Growth 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.
- The minimum width for the Good Growth logo should be:
  Print: 40mm
  Digital: 100px

Digital and Printed Materials

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

The funding statement should be used on all digital and printed materials:
This project is [funded/part-funded] by the UK Government through the UK Shared Prosperity Fund. Cornwall Council is responsible for managing projects funded by the UK Shared Prosperity Fund through the Cornwall and the Isles of Scilly Good Growth Programme.

Please discuss with us first if the above funding statement cannot be formatted to fit your digital or printed materials.

Shortened version if the above statement cannot be formatted to fit your digital and printed materials:

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

Websites

Recipients must provide details of their project, the four mandatory logos and funding statement on either a project-specific, or an existing website.

- **Where a website has been developed by the Recipient specifically for a funded project**, then all four mandatory logos and funding statement 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 four mandatory logos and funding statement must be placed on a project-specific page.

  This does not preclude Recipients from also placing the logos on their homepage, if they feel this is appropriate. Logos should be visible when landing on all digital devices such as a desktop/mobile/tablet.

Where practical, project deliverers should include the following text, in addition to the funding statement:

The UK Shared Prosperity Fund proactively supports delivery of the UK-government's five national missions: pushing power out to communities everywhere, with a specific focus to help kickstart economic growth and promoting opportunities in all parts of the UK.
For more information, visit https://www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus

The above should be in place, and evidence submitted with a live URL to the Good Growth team, by the end of the first claim period.

Other Digital Materials

In addition to the requirements in relation to websites, project deliverers should ensure that all other digital and electronic materials relating to funded projects display the four mandatory logos and funding statement.

This extends to a variety of materials including, but not restricted to:
- Social media assets
- E-newsletters
- Presentation slides
- Press notices
- Email footers and signatures
- Any other audio-visual material.

Printed Material

All printed materials related to funded activities should include all four mandatory logos and the funding statement.

This extends to a variety of materials used for the public including, but not restricted to:
- General advertisements, job advertisements and notices
- Leaflets, brochures, flyers and posters
- Exhibition banners and display panels
- Invitations
- Promotional items
- Newsletters
- Stationery
- Letterheads and compliment slips
- Reports and papers
- Project documentation i.e. time sheets
- Procurement material
- Job descriptions
- Billboards

Plaques and Billboards

No later than three months after practical completion of a capital project, Recipients shall put up a permanent plaque of significant size (at least 250x200mm as a minimum) at a location readily visible to the public.

All plaques must include:

- Name of project
- Objective of project
- Funding statement

  This project was [funded/part-funded] by the UK Government through the UK Shared Prosperity Fund.
- Four mandatory logos – their position and size should be compliant with the guidelines set out on page 4

For infrastructure projects:

Temporary hoardings or billboards are required while construction works are ongoing. These should be in place within one month of works commencing.

Hoardings and billboards should be of significant size at a location readily visible to the public and contain the same information as plaques (project name and objective, funding statement and logos).

For revenue projects:

There should be a temporary plaque or poster 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 temporary plaque or poster in a prominent position within your building, including all the mandatory logos and mentioning the financial support from the UK Government. This should be led by the contracted organisation.

All plaques, billboards and temporary hoardings 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.

Media and PR Activity

Funding announcements and success stories

Cornwall Council and the Good Growth team will lead on announcements related to funding decisions and may decide to issue a press release once a grant funding agreement is in place.

Recipients should provide a quote to be included in the announcement if they are chosen and help facilitate photography requests.

Cornwall Council and the Good Growth team may issue subsequent strategic or themed press releases, including details of funded projects to highlight success stories.

Recipients should provide the Good Growth team with good news stories and positive case studies related to SPF funded activities when relevant and requested, to help promote the impact of the funding.

Project-led press releases

Recipients of funding should consider arranging subsequent media and PR activities, including for the launch of 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 other PR activity, by emailing: goodgrowth@cornwall.gov.uk.

Cornwall Council should be provided with an opportunity to include a quote(s) as part of any press release produced by the Recipient 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 support for the project from the Ministry may also be available for significant announcements – beneficiaries should contact their local communications representative within the Ministry for Housing, Communities and Local Government.

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 through the Shared Prosperity Fund.

Recipients are also obligated to notify the Good Growth Team - **as soon as possible** – should there be any negative news stories or media activity related to funded activity.

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

- A text reference to the UK Shared Prosperity Fund in the main body of the release: **[This project/Name of project] has received £[INSERT AMOUNT] from the UK Government through the UK Shared Prosperity Fund.**
- The 'notes to editors' (see below)
- Four mandatory logos

Notes to editors must be used, as follows:

UK Shared Prosperity Fund
The UK Shared Prosperity Fund proactively supports delivery of the UK-government's five national missions: pushing power out to communities everywhere, with a specific focus to help kickstart economic growth and promoting opportunities in all parts of the UK.
For more information, visit https://www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus

Cornwall and Isles of Scilly Good Growth Programme
The Good Growth Programme is managing the delivering of the UK Shared Prosperity Fund in Cornwall and Isles of Scilly. Cornwall Council has been chosen by Government as the lead authority for the fund which is being invested in accordance with the Good Growth SPF Investment Plan.
For more information, visit https://ciosgoodgrowth.com

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**

Social Media

Please note that funding must be approved, and funding agreement signed for the project, before any social media is issued to publicise the project.

The Good Growth Programme uses social media accounts on LinkedIn, Facebook and X to promote SPF and share good news stories related to funded activity.
LinkedIn: https://www.linkedin.com/company/cornwall-and-isles-of-scilly-good-growth/
Facebook: https://www.facebook.com/CIOSGoodGrowthFund/
X: @CIOSGoodGrowth

When sharing or promoting funded activity, Recipients should tag the Good Growth account and the following hashtags should be used:

#UKSPF #CIOSGOODGROWTH

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.

Beneficiaries should ensure that all digital / electronic materials relating to funded projects display mandatory logos and include a clear prominent reference to funding, including all social media assets for all social media channels.

Events, Conferences, and Workshops

Recipients should inform their assigned project lead and the Good Growth inbox GoodGrowth@cornwall.gov.uk – **a minimum of two weeks in advance** – of any important or milestone related events associated with a project funded by SPF.

If relevant, the Good Growth team will share invitations to events with members of the Economic Prosperity Board and local Cornwall Councillors.

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 funding received by displaying the mandatory logos and funding statement. Please see digital and print material guidance above.

Informing Participants, Partners and the Public

During the delivery of their project, the Recipient, delivery partners and sub-contractors should inform participants and members of the public about the support obtained from the UK Shared Prosperity Fund.

Provisions should be in place to notify those taking part in activities associated with the project 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.
- Any document which is used for the public or for participants, including any attendance or certification.