HM Government of the United Kingdom
of Great Britain and Northern Ireland

Branding Manual

Funded by
UK Government

Contents

Introduction

The 'Funded by UK Government' and 'UK Government' logos detailed in this guidance have been designed to help the citizen quickly identify government backed work.

The 'Funded by UK Government' logo is for use by third party organisations in receipt of UK government funds.

This guide details how the logos should be used consistently to provide effective and efficient communications.

When to use

The 'Funded by UK Government' logo has been developed to show where UK Government funding has been used.

If the UK Government's monetary contribution is 10%- 49% of the total costs of the project the branding and logo must be used (see fig 3).

If the UK Government's monetary contribution matches 50% of the total costs, the logo will be placed in a partner location (see fig 2).

If the UK Government's monetary contribution exceeds 50% of the total costs, the logo must be placed in dominant locations (see fig 1).

This includes and is not limited to:
• Advertisements and press releases
• Plaques and signs

If you have any concerns about using the branding, please contact the cabinet office (details can be found at the end this document) or the public sector contacts specified in your grant or contract.

Funded by UK Government

Dominant branding

Fig 1

Funded by UK Government

Partner branding

Fig 2

Secondary branding

Funded by UK Government

Fig 3

Logo

To ensure that the Funded by the UK Government logo is used correctly please follow the next few pages within this manual.

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.

If needed please use the version (C,D) in Wales and version (E,F) in Scotland.
Each version of the logo is available in colour (CMYK), black and white. Always use the logo artwork provided.

A. Primary version

B. Stacked version

E. Scottish version

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C. Welsh version

Wedi ei ariannu gan
Llywodraeth y DU

D. Duel version

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Wedi ei ariannu gan
Llywodraeth y DU

E. Scottish version stacked

Funded by UK Government

C. Welsh version stacked

Wedi ei ariannu gan Llywodraeth y DU

D. Duel version stacked

Funded by UK Government
Wedi ei ariannu gan Llywodraeth y DU

Exclusion zone & minimum size

To ensure the integrity of our logos at all times please ensure the exclusion zone and minimum size are adhered to.

The exclusion zone allows for a clear area around the logo at all times ensuring its clarity. This area is defined consistently by leaving an area the height (x) of the crest, around the logo.

This is the minimum clear area needed around the logo and usually there would be a larger clear area around the logo.

To protect the legibility of the logo the minimum size it should be used at is 10mm high (y). Whenever possible use the logo larger than the minimum size.

X

X

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Y   Funded by
     UK Government

Logo Placement
Spacing between partner brands

The following guidance shows when there is a line up of partners how to place the branding.

When creating a line up, lead with the funded by UK Government logo, as shown in the image. Use the width of measurement x as clear space between logos in a line up.

Visually scale the logos to appear similar in size, compensate for designs which may be stacked or aligned differently.

x   x

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Fonts

The typeface is Helvetica Neue selected for accessibility, it provides a contemporary balance to the traditional values of the crest.

The Helvetica Neue family is flexible with a wide range of weights which is essential when creating a wide range of applications.

Helvetica Neue 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 ()!@£$%&

Helvetica Neue 25 Ultra Light
Helvetica Neue 35 Thin
Helvetica Neue 45 Light*
Helvetica Neue 55 Regular
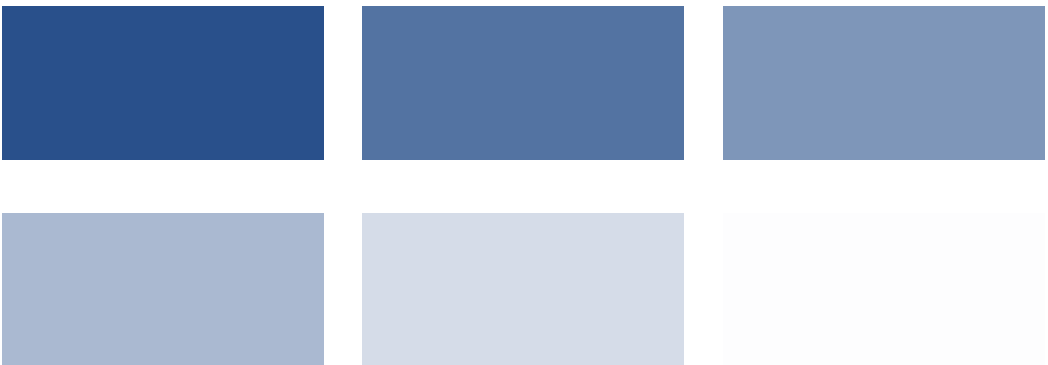**Helvetica Neue 65 Medium**
Helvetica Neue 75 Bold

Alignment - type alignment should be ranged left.

Colour
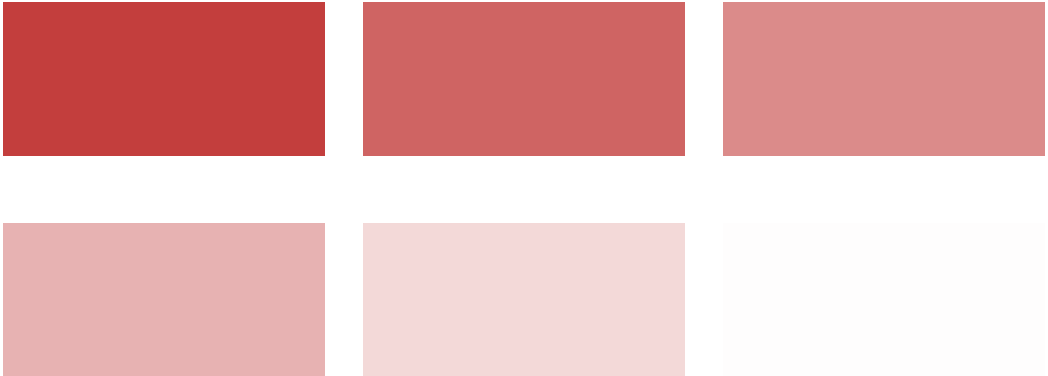
Red
C22 M97 Y89 K13
R175 G41 B46
#af292e

Blue
C100 M87 Y23 K9
R32 G62 B122
#203e7a

Plaques

For infrastructure projects, after completion of project, the beneficiary shall put up a permanent plaque or billboard of significant size at a location readily visible to the public for each project. All plaques must be produced and funded by the beneficiary 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.

Print

All printed documents and publications produced by beneficiaries of funded projects must acknowledge and reference the funding received in accordance with the UK Government publicity guidelines.

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
- Out of Home (e.g. billboards)

Digital

The logo can appear on either the homepage or separate page(s) within the website. 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 logo. This extends to a variety of materials including, but not restricted to:

- All social media assets
- E-newsletters
- Presentation slides
- Press notices
- Email footers and signatures
- Any other audio visual material

Media and PR

A cost-effective way to promote projects is through the local media and trade press. It is good practice to develop press releases for the launch of the project, and subsequently to announce key milestones and achievements. In some circumstances, relevant Government departments may produce a press release.

All press releases relating to projects supported by funding must include:
1. A text reference to the funding provided by the UK Government and a proof point.
2. The funded by UK Government logo.
3. Quotes to show the support for the project from the Department may also be available for significant announcements – please contact the Cabinet Office (details can be found at the end this document) or the public sector contacts specified in your grant or contract.

Conferences

Conferences, seminars, exhibitions and events are an ideal way to promote a project supported by Funded by UK Government logo. 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 UK Government logo.

For funded projects, fund beneficiaries should notify the Cabinet Office about the event in order to give them a chance to attend and/or provide advice on the look and feel of project exhibition stands. All beneficiaries, delivery partners and sub-contractors must ensure that they have provisions in place to notify those taking part in activities associated with the project about the support from the UK Government at the start of their activity. Ways to achieve this include:

- Mention during induction sessions as part of a training course
- Note UK Government support in any contracts or paperwork given to participants
- State UK Government funding support in internal newsletters and bulletins
- Provide the participant with a leaflet explaining what this project is
- Ensure that plaques and posters are used in line with the guidance
- Use of the Funded by UK Government logo on publications and electronic media, in line with the guidance

Contact

If you need a branding exemption or have any questions, please contact:

branding@cabinetoffice.gov.uk

We will also be happy to provide any artwork files or more information on the logos and their application.

UK Government