



LOTTERY FUNDED



**Building
Change
Trust**

Recognising our support

What is the Building Change Trust?

In November 2008, the Big Lottery Fund (BIG) launched the Building Change Trust (BCT) – a £10 million investment that will help develop and shape the future of Northern Ireland's voluntary and community sector.

The Trust is governed by a new company, the Building Change Trust Ltd which is managed by an independent Board of Directors.

The Community Foundation for Northern Ireland has been contracted for an initial five year period to administer the Trust on behalf of the Directors.

The £10 million will be both invested and spent in full by the 31 December 2018.

The Trust anticipates a total Trust fund of £12.1 million with approximately £10.5 million available to support the community and voluntary sector.

A group of organisations developed the

business plan which was accepted by BIG for development and operation of the Trust:

- The Community Foundation for Northern Ireland
- Community Evaluation Northern Ireland
- Rural Community Network
- Volunteer Development Agency
- Business in the Community (NI)

Five focus areas underpin the work of the Trust:

- Underpinning community development
- Promoting volunteering
- Supporting partnership
- Skills development
- Infrastructure support

The Trust will support three integrated components of delivery:

- Direct support
- Transformative grants
- A Loan Fund

One of the conditions of accepting assistance from the Building Change Trust is that you use the beneficiary logo to acknowledge our support.

We have written this booklet to help you do that, by giving you guidelines on how to use the BCT beneficiary logo on a wide range of materials.

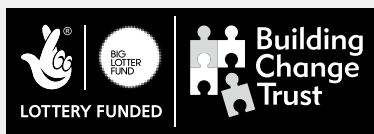
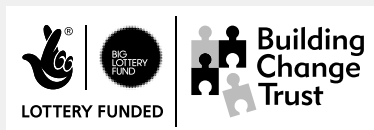
The beneficiary logo is made up of BIG's standard beneficiary logo and the BCT's logo locked together to create one piece of artwork in a range of colours and formats. In some sections of this booklet we refer to acknowledging the Big Lottery Fund or lottery funding, this is because this is the source of the funding you have received. However, the only logo you need to use is the BCT beneficiary logo shown in this booklet.

By receiving and accepting support from the BCT you have made a commitment to using our logo. This may seem daunting but really it's about using the beneficiary logo where you can and we also explain where you must use it and how to do so. Through your use of this logo we can let the public know where lottery money is going in their community and encourage other organisations to apply for funding too.



Beneficiary logos

The logo we have created for you to use to acknowledge your grant is called the beneficiary logo. It is made up of the Big Lottery Fund's existing beneficiary logo locked to the Building Change Trust's logo, to show that they managed the funding of your award. Together these form one piece of artwork.



Colours

The Big Lottery Fund logo comes in two colour options, pink and blue. You may decide just to use one, or you can use both (although not at the same time).

The Building Change Trust logo is four colours and must remain in the colours shown. Due to the large number of colours we advise you to print in CMYK.

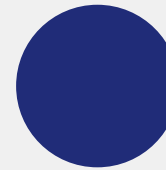
If the job you are printing is four-colour process (CMYK) you can use the CMYK formulas shown to simulate the Pantone colours, with no additional cost.

RGB colour references are only for on-screen use, for example PowerPoint or your website.

Please try to use the master logo in colour if you can. If there is some restriction, for example limited colour printing, then you can use the logo in black only or reversed-out of a solid block of colour.

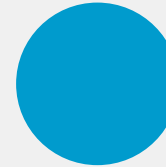
Remember, printing in dark colours means people can see a white reversed-out logo clearer than they could on lighter colours.

Beneficiary logo colours



National Lottery Logo and Text

C100 M90 Y0 K20
R29 G31 B119



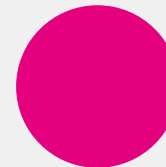
Big Lottery Fund Logo

C100 M0 Y0 K0
R0 G160 B198



Purple Jigsaw Pieces

C40 M80 Y0 K0
R147 G77 B147



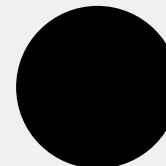
Pink Jigsaw Piece

C0 M100 Y0 K0
R240 G2 B127



Green Jigsaw Piece

C40 M0 Y80 K0
R182 G203 B92

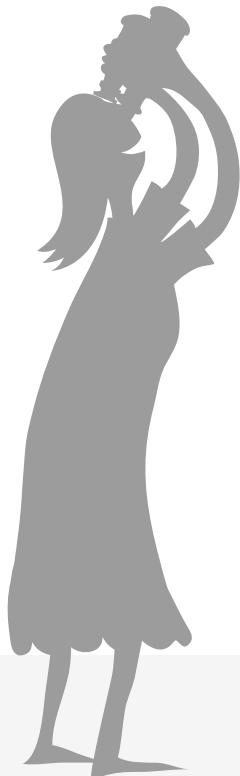


Black BCT Text

C0 M0 Y0 K100
R32 G32 B30

Logo use

The logo has been specially created so please don't redraw or alter it at all. Please do not stretch the logo, or cut it up (crop it) to fit into a small space. The examples on the right-hand page are to show you how misusing the logo can affect its impact.



Ten rules for success

Please remember to make sure the logotype is:

- 1 Always in its correct colours
- 2 Never rotated
- 3 Never distorted
- 4 Never recreated in a different typeface
- 5 Never used with a different strapline
- 6 Never used with any of the elements altered
- 7 Shown with enough contrast between it and background
- 8 Used with the elements in the right size and the right place
- 9 Never separated from the distributor logo
- 10 Always protected by the exclusion zone



Minimum Size

See below for the minimum size you should use for the beneficiary logo. To make sure the logo is clear and easy to read, please ensure it is at least 18mm in height.



Exclusion Zone

We have defined an exclusion zone or 'clear zone' around the logo to protect it from other graphic elements like type, image boxes or lines. Leave clear space half the width of the crossed fingers on all sides of the logo.



Production

File formats

The logo is supplied in a variety of file formats. Use the correct format for your purpose.

Signs	EPS
Print stationery	EPS
Online	GIF
PowerPoint	JPG
Electronic templates	JPG

These file formats are also available from the Building Change Trust contact details on the back page. Please do not download the logo from any other source.

Logo Partnerships

Some of our recipients will get funding from other sources and may have to juggle the expectations of all their funders to acknowledge their contribution. We are sympathetic to this but if BCT is the greatest funder across your project or portfolio of projects we expect our beneficiary logo to have the greatest prominence.

Where other organisations contribute more than us we understand you may have to manage their expectation and our logo will be diminished. However it can never be omitted altogether as its use is a condition of your grant.

If you have difficulties managing this requirement contact BCT and we can offer you some advice.

If you are working with other organisations who have given you other types of support it is understandable you and the sponsor will want to recognise their help but you must manage this in such a way so as not to imply they have funded your project.

If you have received funding from a joint funder programme or if you are producing acknowledgment material with your own logo, you should follow the dual branding layout diagram (below). Please make sure the logo you are adding is the same size as the beneficiary logo. It should never be taller than the crossed fingers symbol.



Where to use the Building Change Trust beneficiary logo

All people who come to visit your project, take part in your activities or use your services must be able to see that it was funded by the Big Lottery Fund through the Building Change Trust and the following section gives more information on where we expect to see you using the beneficiary logo in order to comply with your grant contract.



Websites

If your project has a website, our logo must appear on the home page. Please ensure that the logo is used large enough to be legible on screen. You should use the GIF or JPEG format logos.

We would also like you to include a link to our site, so more people know who we are.

Advertising

When advertising anything to do with your Lottery funded project, our logo must feature in the ad. If the cost of advertising space will not allow you to include our logo in a size that is legible, the following text can be used instead:

Funded by Big Lottery Fund through Building Change Trust.

If you do have space to include the logo you should not replace it with the text. Any other advertising that relates to the part of your project funded by us should also include our logo or this text.

Please do not use our logo below the minimum size in newspaper advertisements as it becomes illegible.

Events

Your Big Lottery Fund grant must be acknowledged at any event you host, particularly where there will be media representation.

Publications and printed material

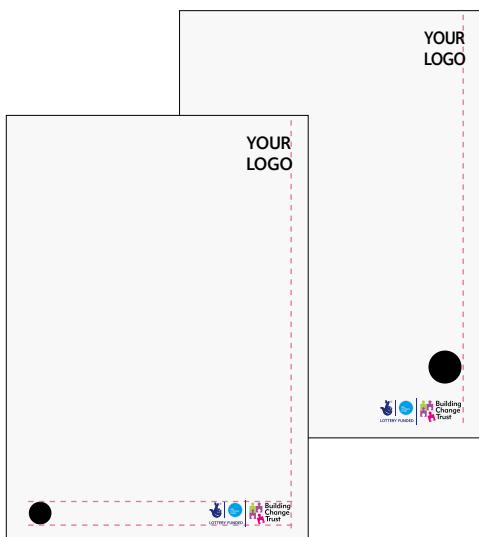
All grant recipients must acknowledge the support of Big Lottery Fund when producing any form of promotional or publicity material, including press releases, leaflets, posters, brochures and annual reports. Our logo must be easily visible on all publications – and conform to our minimum size guidance (page 6).

You may decide to add our logo to your stationery. There are two ways you can do this. You can incorporate the logo into your electronic letter templates, or you can have our logo printed on your letterhead.

All press releases about your work funded by the Lottery should carry our logo. Note that our logo should appear on them for the lifetime of the funding, not just for grant announcements. Further information on this is in the BCT publicity protocol document and on our website. Standard text for inclusion on press releases is in our publicity protocol document.

Stationery and press releases

We prefer you to place our logo on the right of the page. If you need to show one or more non-beneficiary logo together with the beneficiary logo on a publication, please make sure they are all the same size and exactly aligned. See below for examples.



Other considerations

Cost

The cost of acknowledging your BCT support should be built into your project costs. Any expense undertaken should be proportional to the size of your grant.

Duration

However you choose to acknowledge your grant, it must be able to last the life of your project. Bear in mind potential replacement costs due to wear and vandalism.



Monitoring & compliance

We will look for appropriate visual recognition of our grant when assessing the progress of your project. This is part of our compliance monitoring procedure, as outlined in your contract. Occasionally the brand team may also contact you to check for compliance.

The 'Crossed Fingers' artwork is owned by the National Lottery Commission. They are responsible for licensing and regulating the National Lottery. All Lottery Distributors are licensed to use the beneficiary logo and they ensure that their grant recipients use it to acknowledge Lottery funding. This is a generic logo with no link to the lottery games or commercial lottery operator. You are not approving the gaming side of the National Lottery by displaying the beneficiary logo, you are simply promoting the lottery funding which goes to good causes all around the UK and improving public awareness of the great things funded by the National Lottery.

If you receive support from us, you are required to use the National Lottery beneficiary logo to acknowledge and celebrate your grant and you must keep to this guidance, or any future version. This permission is personal to you and you may not transfer any of your rights to another person or organisation.

We may share information about your project with the Commission to enable it to monitor your compliance with this requirement and to take appropriate action should you breach its terms.

We have the right to end your permission to use the beneficiary logo:

- if our own permission from the Commission terminates;
- if you do not comply with the Guidelines;
- if your grant from the National Lottery funds is withdrawn, suspended or terminated

If this permission ends, you must stop using the beneficiary logo immediately.

Checklist

To help you ensure you have acknowledged your grant adequately here is a list of places we expect to see our logo used to acknowledge funding:

- | | |
|---|---|
| <input type="checkbox"/> Advertisements | <input type="checkbox"/> Posters |
| <input type="checkbox"/> Booklets | <input type="checkbox"/> Presentations |
| <input type="checkbox"/> Educational material | <input type="checkbox"/> Press releases |
| <input type="checkbox"/> Flyers | <input type="checkbox"/> Programmes |
| <input type="checkbox"/> Invitations | <input type="checkbox"/> Publicity leaflets |
| <input type="checkbox"/> Information boards | <input type="checkbox"/> Stationery |
| <input type="checkbox"/> Job adverts | <input type="checkbox"/> Websites |
| <input type="checkbox"/> Newsletters | |



Further information on the work of the Building Change Trust can be obtained from:

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Trust Administrator
Building Change Trust
Community House
City Link Business Park
6a Albert Street
Belfast
BT12 4HQ

Email: nmckinney@communityfoundationni.org
Tel: 028 9024 5927
Fax: 028 9032 9839

