

ALBA | CHRUTHACHAIL

Accreditation Guidelines

How to acknowledge support
from Creative Scotland and
The National Lottery.

Contents

04	Credit and Logo	Why should I credit the funding I am given?
		How should I acknowledge my funding? Which logo should I be using? Can I just use a text credit? Creative Scotland's logos:
05	A simple guide	Logo on printed materials Exclusion zone Positioning Static logo use for web, screen and digital Animated logo for web/screen Colour logo Use of logo with content
07	Logo misuse	
08	Partnering our brand	
		Joint/Multiple branding
09	Building Projects	On site during construction On site after completion Materials and design of signage Legal and planning permissions
10	Marketing and Publicity	Publicity News releases Launch Published materials Other areas of application Books CDs and audio productions Digital releases/downloads Spin-offs Research

Cover image: Edinburgh International
Childrens Festival - *Superfan*.
Photo: Brian Hartley

Creative Scotland is the public body that supports the arts, screen and creative industries across all parts of Scotland on behalf of everyone who lives, works or visits here.

We distribute funding from the Scottish Government and The National Lottery.

Why should I credit the funding I am given?

More than ever, it's vital that we all take every opportunity to demonstrate the value and benefits of art and creativity, and the impact of public funding for Scotland's creative and cultural sectors.

The grant you have received from Creative Scotland is made possible with public funds from The National Lottery and Scottish Government. It's important that the public know how and where this money is used.

By accepting your funding, you have made a commitment to acknowledge our support publicly. You should do this by featuring the relevant logo on all of your information, marketing and publicity materials.

A project may not be considered complete and payments could be delayed or withheld unless the correct acknowledgement has been made.

Credit and Logo

How should I acknowledge my funding?

Individuals and organisations in receipt of funding should acknowledge their funding on every possible occasion.

Our logo (or text credit) should be included **on all your related information, marketing and publicity materials.**

These materials could include digital advertisements, CD sleeves, reports, record sleeves, books, event branding, invitations, newsletters, posters/flyers, presentations, press releases, social media posts and websites.

This list is not exhaustive and if you have any queries, email marketing@creativescotland.com.

Which logo should I be using?

The appropriate logo will depend on the source of your funding, which will be noted in your funding agreement.

Can I just use a text credit?

Where possible, you should always use our logo to credit your funding.

However, if you are unable to use a logo, due to the format or space, you may use a text-only credit. Please see **page 9** for more information.

Creative Scotland's logos:



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Creative Scotland Logo

This logo should be used when you have received funding from the Scottish Government through Creative Scotland.



LOTTERY FUNDED

Creative Scotland National Lottery Logo

This logo should be used when you have received funding from the National Lottery through Creative Scotland.



Creative Scotland and National Lottery Animated Logos

For use on films and videos.

A simple guide

When using our logo, it is important that it has a high degree of prominence. It should be legible on your materials and appropriately scaled.


Logo on printed materials

Resolution: 300dpi

Size: The minimum size for the logo is demonstrated below at 28mm width - it should not appear any smaller than this.

The words and symbols must always be used in the proportions, spacing and typeface shown.

Please refer to the defined logo sizes to ensure that the logo is reproduced consistently across all standard paper sizes

	28mm width minimum size											
	<table border="0"> <tr> <td>A6, A5</td> <td>35mm / 100px width</td> </tr> <tr> <td>A4</td> <td>40mm / 115px width</td> </tr> <tr> <td>A3</td> <td>40mm / 115px width</td> </tr> <tr> <td>A2</td> <td>60mm / 170px width</td> </tr> <tr> <td>A1</td> <td>100mm / 285px width</td> </tr> <tr> <td>A0</td> <td>150mm / 425px width</td> </tr> </table>	A6, A5	35mm / 100px width	A4	40mm / 115px width	A3	40mm / 115px width	A2	60mm / 170px width	A1	100mm / 285px width	A0
A6, A5	35mm / 100px width											
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A3	40mm / 115px width											
A2	60mm / 170px width											
A1	100mm / 285px width											
A0	150mm / 425px width											

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← 28mm or 80px minimum width →

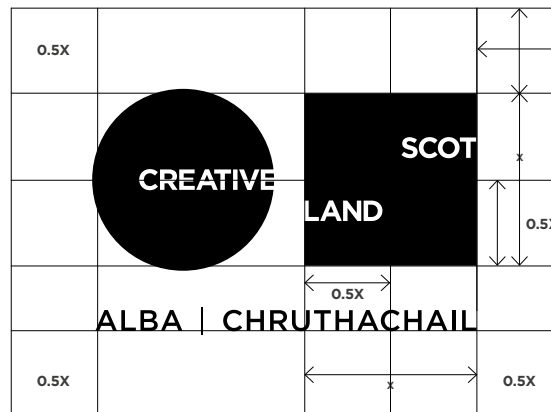
If a size selected is out with one of the standard sizes outlined (e.g large scale exhibition signage) it is at the discretion of the designer to use the logo at an appropriate size.

This should complement the design whilst not compromising legibility.

Exclusion zone

The exclusion zone protects the logo from other graphic elements like type, image, boxes or lines. No text or graphic elements should encroach on this area.

The protective space around the logo is defined in a simple way: half the width of the square symbol should be the clear zone.

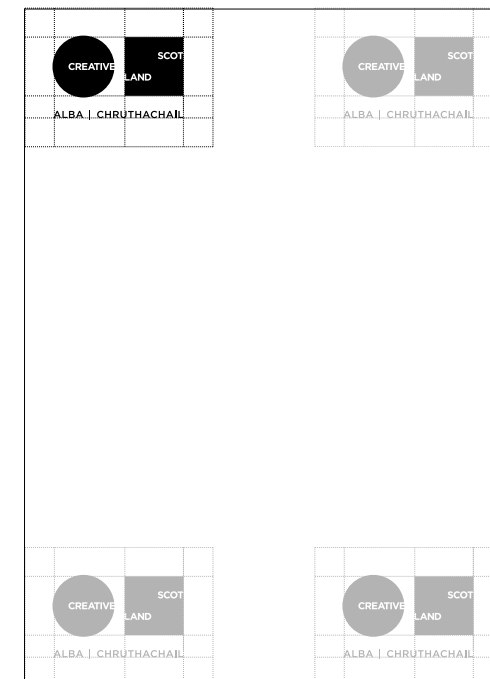


Positioning

Where possible, our logos should be positioned in one of the four corners of a design layout. The position should adhere to our exclusion zone.

The logo should be positioned at least the distance of the exclusion zone from the edge of the page.

If you need to display one or more logos in a line-up, make sure they are aligned and reflect the funding hierarchy. Where Creative Scotland is the primary funder, the logo should be the most prominent and appear first.



A simple guide

Static logo use for web, screen and digital

Resolution: 72dpi

Please note: editing software may require higher resolution images for film.

The minimum size for the logo is detailed on the previous page and is measured at 28mm / 80px width. It should not appear any smaller than this and the words and symbols must always be used in the proportions, spacing and typeface shown.

Animated logo for web/screen

For projects that involve producing film, video or moving image, the Creative Scotland or Creative Scotland National Lottery Animated Logo can be used.

You can download this logo from our website:

<https://assets.creativescotland.com/link/animated-logos>

Colour logo

Our logos should appear in black against a white/pale background or in white against a black/dark background.

There may be occasions where the logo needs to be produced in an alternative colour. On this occasion, it is possible to use the logo in our palette of colours.

For more information, contact the Marketing Team.



Use the appropriate logo in Video content.

Logo misuse

When using any of our logos, ensure you:

1. Always use the correct colours (as the artwork has been set up) or black, or reversed (in white)
2. Never rotate the logo
3. Never distort (stretch or compress)
4. Never re-create in a different typeface
5. Never use with any additional strapline(s)
6. Use with the elements in the right place
7. Show enough contrast between it and the background
8. Always protect with the exclusion zone
9. Always use a high resolution logo for print (not a 72dpi web version)



Always show enough contrast between the logo and the background



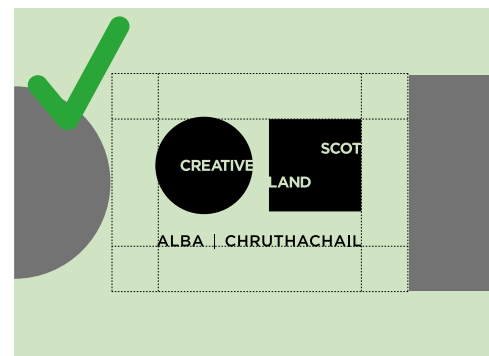
Never use with any additional strapline(s)



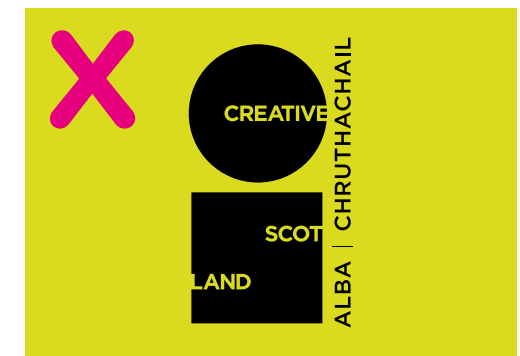
Never distort the logo by compressing or stretching it



Never rotate the logo



Always protect the exclusion zone



Use with the elements in the correct places

Partnering our brand

Joint/Multiple branding

We can give advice on the most effective use of the credit logo in any given situation; this is especially important where all funding partners for a project will need to receive suitable acknowledgement.

If support comes from both Creative Scotland's Scottish Government funds and from the the National Lottery, then both the Creative Scotland logo and the National Lottery Logo must be used as acknowledgement.

If you need to show that other organisations are also funding your project, this diagram will help you get the relationship between the logos right.

Please make sure the logo you are adding is the same size as the Creative Scotland logo. It should never be taller than the Creative Scotland logo.

Please send us an example of the proposed logo for approval prior to use.



Please make sure the logo you are adding is the same size as the Creative Scotland logo.

Building Projects

On site during construction

While building, construction or renovation work is taking place you must acknowledge our support clearly, displaying the appropriate logo on all signboards and/or hoardings as soon as work begins.

These signboards must be clearly visible to the public, and sited at entrances and exits and on any hoardings and scaffolding that is in place.

On site after completion

When the building, construction or renovation work is completed, we expect you to display the appropriate logo on a permanent sign in a prominent place.

As a minimum requirement, we expect you to display the logo at every main entrance and exit to your building or site. It should not be obscured and should be put in an area where the public can see it. It should also be kept free of vandalism and graffiti. You also need to display the logo at your main ticket office, public reception desk or information point. The most cost-effective and attractive way to plan your use of the logo is by working with your architects at an early stage of the project. They can design signage and suggest positions that are appropriate for the building/site.

Materials and design of signage

We are happy for you to produce your own signage as long as it meets the minimum requirements as set out in these guidelines.

You may use any material for the logo that complements the design of your building. You might choose for example to create it in perspex, metal, concrete, glass, stone, vinyl or wood. You may choose to use a sign or plaque, or to etch the logo into the glass or the building fabric, flooring or seats.

In these cases of bespoke logo usage, please contact us to discuss and agree your plans before you commission the work.

Legal and planning permissions

For any acknowledgement that you display, it is your responsibility to seek and obtain any required legal approval or permission, such as planning permission, listed building consent, or other heritage permission.

Marketing and Publicity

Publicity

Acknowledgement of the funding you have received should be given prominence in all publicity by using the appropriate logo and/or text credit.

If you are unable to use a logo, due to the format or space, you should use a text-only credit.

The correct way to acknowledge Scottish Government funding through Creative Scotland is: **“Supported by Creative Scotland”**

The correct way to acknowledge National Lottery funding through Creative Scotland is: **“Supported by the National Lottery through Creative Scotland.”**

News releases

Each news release (prepared at any stage, from the announcement of the funding to final launch, event or exhibition etc) should clearly state that the project has been supported by Creative Scotland and/or the National Lottery through Creative Scotland.

The funding should be accurately referenced within the body of the news release and the correct logo should be used. It should give the funding source, the amount and date awarded. The Creative Scotland boilerplate should also be added to the notes to editor’s section.

Prior to issuing, each news release should be sent for approval to the Creative Scotland Media and PR Team by emailing media.office@creativescotland.com who may supply a quote for inclusion, if appropriate.

Launch

All event invitations should make it clear how the project has been supported either by means of the appropriate logo or a reference in the text.

A member of the Creative Scotland staff should be invited to attend.

Acknowledgement of support should be made in any speeches at the opening.

Published materials

The funding should be acknowledged within any promotional material associated with the project, by using the logo or a text-only credit. This includes leaflets, brochures, programmes, posters, display and exhibition materials, websites, social media posts and advertising.

Advertisements to promote the funded project or to recruit for it should include the correct logo. The logo may be omitted from very small advertisements only if including it would necessitate booking a larger space.

Other materials

Other areas of application

A wide range of projects are supported by Creative Scotland, and this can lead to situations where further guidance on using the relevant logo will be required. In these instances, please contact us.

Books

Where a logo is not used, any printed materials relating to the publication or promotion of a book should include this acknowledgement:

The writer/playwright/publisher* acknowledges support from Creative Scotland towards the writing/publication* of this title.

or

The writer/playwright/publisher* acknowledges support from the National Lottery through Creative Scotland towards the writing/publication* of this title.

(*Delete as appropriate)

Where the support is for commissioning or production costs, this acknowledgement should be shown on the verso of the title page of the book, or on a similarly convenient position (not on the cover).

Funding for writers and playwrights awarded on the condition that the proposed work, or any other work begun, developed or completed during the project, will carry this same acknowledgement. The fund recipient is required to bring this condition forward to the publisher's attention, and to forward a complimentary copy of the book/script to Creative Scotland.

CDs and audio productions

A logo must be used on the external back cover of all CDs/records produced – this includes promo CDs for press and PR as well as run-ons, re-releases and re-editions including those released in other territories around the world.

You may also include a text credit in the liner notes:

'This recording was supported by Creative Scotland' and/or **'This recording was supported by the National Lottery through Creative Scotland'**.

Radio programmes should be credited with the announcement **'Supported by Creative Scotland'** and/or **'supported by the National Lottery through Creative Scotland'**.

Digital releases/downloads

Credit should be given either with a logo within the cover art file or as a text credit: 'This recording was funded by Creative Scotland', and/or 'This recording was supported by the National Lottery through Creative Scotland', this should also be added to the file tags and metadata. If possible a Creative Scotland logo should be added to the artist and label website and digital store.

Spin-offs

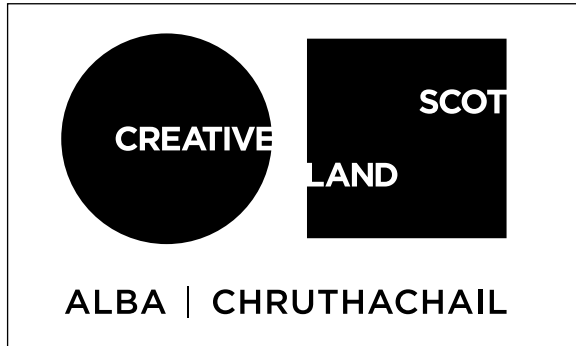
You are free to exploit your Creative Scotland and/or National Lottery supported work in whatever way you wish – including publication, film, broadcast, video, DVD, recording, computer, website or other electronic media – unless special grant conditions forbid this. Acknowledgement of our grant for the original work must also be made in any of these secondary or indirect products.

Research

Acknowledgement of funding should be contained in a prominent position within the completed document.

Our logos

You can download the logos from our website:
www.creativescotland.com/logocredit



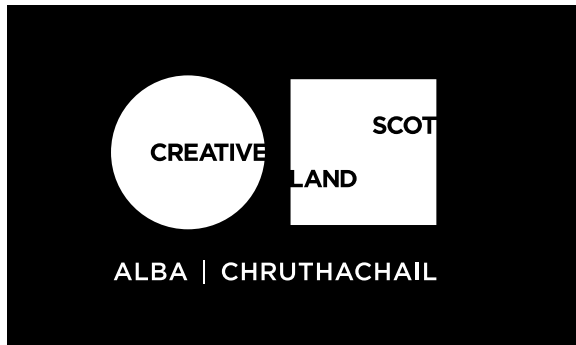
Creative Scotland Logo - Mono



Creative Scotland National Lottery logo - Mono



Creative Scotland National Lottery logo - Bilingual Mono



Creative Scotland Logo - Mono Reversed



Creative Scotland National Lottery Logo - Reversed Mono



Creative Scotland National Lottery Logo - Bilingual Reversed Mono

Contact details

For further information or clarification on any aspect of the use our logos, please contact Creative Scotland's Marketing Team.

E: marketing@creativescotland.com

W: www.creativescotland.com/logos