



ALBA | CHRUTHACHAIL

## ACCREDITATION GUIDELINES

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



# Creative Scotland is the national leader for Scotland's arts, screen and creative industries. Creative Scotland supports talented people and ideas, distributing monies from the Scottish Government and the National Lottery.

## **Why should I credit the funding I am given?**

The grant you have received is funded by the public, so they need to know how and where this money has been used. It also recognises that the work has been considered worthy of support.

By accepting, you have made a commitment to acknowledge our support publicly. You should do this by featuring our logo or Lottery logo, on all of your related 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.

Cover image: *Light Test* from the making of *Island Drift*, an NVA photographic commission by Creative Scotland in partnership with the Loch Lomond and the Trossachs National Park. Photograph courtesy of NVA, lead artist James Johnson and photographer Alan McAteer.

# Credit and Logo

## When should I credit the support?

It is an absolute condition of grants to individuals and organisations receiving funding from Creative Scotland and/or the National Lottery that they must acknowledge this support on every possible occasion.

The following list is not exhaustive, but if you have received funding from Creative Scotland and/or the National Lottery, you should accredit this on any of the following:

- Advertisements • Annual reports • Banners
- Books • Brochures • Catalogues
- CD/DVD sleeves • Educational materials
- Event branding • Film credits • Flyers
- Information boards • Invitations
- Job advertisements • Leaflets • Maps
- Newsletters • Plans • Posters • Presentations
- Press releases • Programmes
- Reports • Stationery • Tickets
- Websites and other electronic/online media

## Which logo should I be using?

The logo you use depends on the source of support – and this will be indicated in the grant offer letter you've received. This offer letter may also contain special conditions relating to publicity.

This booklet gives guidelines for general use of the credit logos for Creative Scotland, and the National Lottery Common Brand. There is also guidance on using these logos for specific projects, such as books and screen projects. Please seek advice from the Marketing Team at Creative Scotland if you are unsure.

The logos are downloadable from our website at the following address:

[www.creativescotland.com/logocredit](http://www.creativescotland.com/logocredit)



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### The Creative Scotland logo

Use this logo, to show that you have benefited from Scottish Government funding through Creative Scotland.



### National Lottery Common Brand logo

This logo helps people recognise where lottery funding has gone and to show which projects have been supported by the National Lottery through Creative Scotland.



LOTTERY FUNDED

### The National Lottery High Impact logo

This logo is used for lottery funding, when the logo has to be very large or very small in size.

# A simple guide

## The Simple Guide to Logo use

The logos are downloadable from our website at the following address:

[www.creativescotland.com/logocredit](http://www.creativescotland.com/logocredit)

When being used as a funding acknowledgement it is important that you always give the relevant credit logo a high degree of prominence. (The prominence and placing of the credit logo should reflect the size of the grant: the larger the grant, the more prominent the credit should be). If you are in any doubt, please contact us.

## Logo use for all printed materials

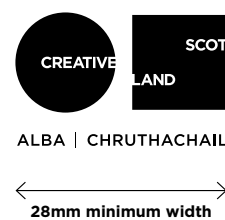
### Resolution:

300dpi

### Size:

The minimum size for the logo is demonstrated here. It is measured at 28mm. The minimum size is based on legibility and the logo should not appear any smaller than represented here. The words and symbols must always be used in the proportions, spacing and typeface shown.

A range of logo sizes have been defined to ensure that the Creative Scotland pictogram is reproduced consistently across a wide range of standard paper sizes.



28mm width **minimum** size

- A6, A5 35mm width
- A4 40mm width
- A3 40mm width
- A2 60mm width
- A1 100mm width
- A0 150mm width

If a size/format is selected out-with one of the standard 'A' sizes outlined below (e.g. billboard advertising or large scale exhibition signage) it is left up to the discretion of the designer to use the logo at an appropriate size, this should complement the design whilst not compromising legibility.

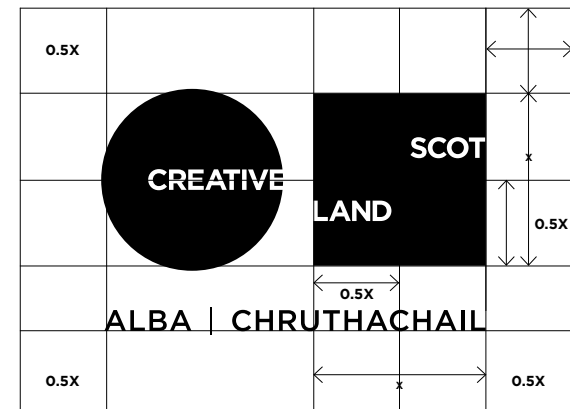
## Positioning

Wherever possible our logos should be positioned in any of the four corners of a design layout. 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, please make sure they are exactly aligned and reflective of the funding hierarchy. For example, where Creative Scotland is the primary funder, the logo should be the most prominent and should appear first in a line up of logos, and adhere to our exclusion zone guidelines.

## Exclusion zone

We have defined an exclusion zone to protect the logo from other graphic elements like type, image and boxes or lines. No text or graphic elements should encroach into 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. This is illustrated below.



# A simple guide

## **Static Logo use for web/screen/digital**

**Resolution:**  
72dpi

(Please note: editing software may require higher resolution images for film). The minimum size for the logo is demonstrated on the previous page. It is measured at 28mm. The minimum size is based on legibility and the logo should not appear any smaller than represented here. The words and symbols must always be used in the proportions, spacing and typeface shown.

## **Animated Logo for web/screen**

An animated logo for digital and screen usage is under development. Please contact us for details. For screen usage, you should use a reversed version of our logo.

## **Colour Logo**

The Creative Scotland logo and National Lottery logo should appear in black against a white or pale background or in white against a black or dark background. There may be occasions where for practical reasons (such as the project being printed in a single colour), that the logo needs to be produced in an alternative colour. On these occasions it is possible to use the logo in one of our palette of colours – for more details please contact the Marketing Team at Creative Scotland.

## **Use of Logo with content**

It is possible to use the Creative Scotland logo to showcase particular content. The content that appears within the marque must be carefully considered – it must not affect the legibility of the words for instance. If you are interested in using the Creative Scotland logo in this way, please contact our Marketing Team who will work closely with you to create a bespoke iteration for your project. (Please note: It is not possible, at this time, to use this version of our logo for National Lottery funded projects).

# Logo misuse

## Logo misuse for both Creative Scotland and National Lottery logos

The logo should always appear in a horizontal format. Do not stretch or compress the logo. You should always try to use the logo and not just words like 'this project is supported by Creative Scotland'. There are exceptions to this rule (e.g. in book publishing, see page 9).

1. Always use the correct colours (as the artwork has been set up) or black, or reversed out 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 a strapline
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



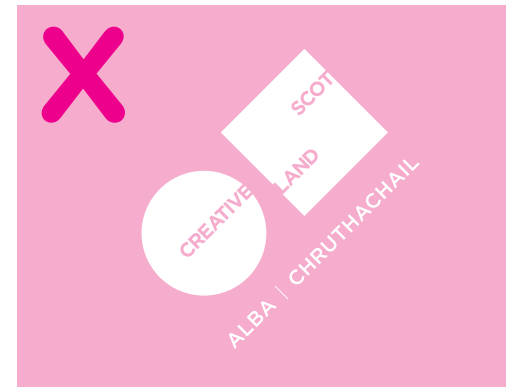
Never use with a strapline



Never distort the logo by compressing or stretching it



Never distort the logo by compressing or stretching it



Never rotate the logo

# Partnering our brand

## The National Lottery High Impact Logo

The high impact format shown on this page is to be used for times when you need to make a big impact. These tend to be when the logo needs to be at very large or very small sizes. For example, you might need to produce hoardings for a building or put the logo on a badge or pen. Another use could be when the logo will be moving, for example on a television picture.

Minimum size: Always make sure the logo is clear and easy to read, please check the size allows for this.



**LOTTERY FUNDED**

## Joint branding/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 National Lottery 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 National Lottery logo on a permanent sign in a prominent place. As a minimum requirement, we expect you to display the National Lottery 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 National Lottery 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 National Lottery 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 National Lottery 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.



# Publicity

## **Publicity**

Acknowledgement of the grant for your organisation or project should be given prominence in all publicity, by means of the appropriate credit logo. If this is impossible we will accept a reference in the text. The correct phraseology for acknowledgement of Creative Scotland grants for core funding and projects is:

### **Supported by Creative Scotland**

The correct phraseology for acknowledgement of National Lottery grants is:

### **Supported by the National Lottery through Creative Scotland.**

## **News releases**

Each news release (prepared at any stage, from the announcement of the grant award to final launch, unveiling, etc) should clearly state that the project has been supported by Creative Scotland and/or the National Lottery through Creative Scotland. It should give the source, the amount and the date of the award in a prominent position in the main body of the text. Prior to its issue, each release should be sent for approval to the Creative Scotland Communications Team (e: [media.office@creativescotland.com](mailto:media.office@creativescotland.com)) who will supply a quote for inclusion.

## **Launch**

Proposals and suggested dates for the formal launch or opening ceremony of any funded project or event should be discussed in advance with the lead officer. Adequate notice should be given. A member of the Creative Scotland staff should be invited to attend. Invitations to guests should make it clear how the project has been supported either by means of the appropriate logo or a reference in the text. Acknowledgement of support should be made in any speeches at the opening.

## **Published material**

Support of any kind should be given prominence in any promotional material associated with the project, either by means of the appropriate logo or a reference in the text. This includes leaflets, brochures, programmes, posters, notices, display and exhibition materials, websites and advertising.

Advertisements to promote the funded project (or to recruit staff 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 applications

## Other areas of application

Guidelines for certain kinds of projects are outlined in this document. However, a wide range of arts projects are supported by Creative Scotland and by the National Lottery through Creative Scotland. This will 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 must 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.**

(\*Please 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).

Bursaries to writers and playwrights are awarded on condition that the proposed work, or any other work begun, developed or completed during the bursary period, will carry this same acknowledgement. The bursary holder is required to bring this condition to the publisher's attention, and to forward a complimentary copy of the book to Creative Scotland.

## Websites

The Creative Scotland logo and/or the National Lottery Common Brand Logo should be prominent on your website, for example on the homepage. The logo can appear as an endorsement at the bottom or top of the screen. Please check the width of the logo is at least 28mm wide so clarity is not lost.

## CDs and audio productions

A logo must be used on the external back cover of all CDs 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.

## Feasibility studies/research

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

# Available logos

[www.creativescotland.com/logocredit](http://www.creativescotland.com/logocredit)



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Creative Scotland logo mono

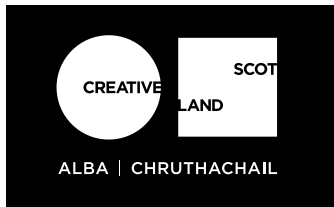


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Lottery High Impact mono



Lottery logo mono



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Creative Scotland logo mono reversed



LOTTERY FUNDED

Lottery High Impact mono reversed



Lottery logo mono reversed

## Contact details

For further information or clarification on any aspect of the use of the Creative Scotland logo or the National Lottery logo, please contact

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Creative Scotland  
2-4 Waverley Gate  
Edinburgh  
EH1 3EG

T: 0330 333 2000

E: [marketing@creativescotland.com](mailto:marketing@creativescotland.com)

W: [www.creativescotland.com/logocredit](http://www.creativescotland.com/logocredit)