



Scottish **Arts** Council

# Credit Kit

Guidelines for acknowledgement of  
Scottish Arts Council and National Lottery funding

The Scottish Arts Council champions the arts for Scotland. It is Scotland's leading funding body for the arts, distributing money from the **Scottish Executive** and the **National Lottery**.

# Why should I credit the funding I am given?

The Scottish Arts Council receives and distributes funding from the Scottish Executive and from the National Lottery. The grant you have received is funded by the public, so they need to know how and where this money has been used.

## The Scottish Arts Council credit logo

The Scottish Arts Council champions the arts for Scotland. When you use our credit logo (below), it demonstrates that you have benefited from Scottish Executive funding through the Scottish Arts Council, and that the people of Scotland are proud to support your work.



## The National Lottery Common Brand Logo

There is also a special Good Causes credit logo which uses the National Lottery crossed-fingers symbol ('the National Lottery Common Brand Logo') to help people recognise where lottery funding has gone and to show which projects have been supported by the National Lottery through the Scottish Arts Council.



Please help us celebrate the high quality and diversity of Scottish arts and culture by using the correct logos.

## The relevant credit logos

It is an absolute condition of grant to individuals and organisations receiving funding from the Scottish Arts Council and/or the National Lottery through the Scottish Arts Council that they must acknowledge this support on every possible occasion. The source of grant funding will be indicated in the grant offer letter, which may also contain special conditions relating to publicity.

This booklet gives guidelines for general use of the credit logos for the Scottish Arts Council and the National Lottery Common Brand. There is also guidance on using these logos for specific projects, such as books and buildings. Please seek advice from your lead officer or from the Scottish Arts Council's Help Desk if you are uncertain.

The logos are provided on a CD enclosed with this booklet. If it is missing, or if you need extra copies, please contact the Help Desk. Logos are also downloadable from our website.

### **Scottish Arts Council**

12 Manor Place

Edinburgh EH3 7DD

**Help Desk** 0845 603 6000 (local rate)

**Facsimile** 0131 225 9833

**Email** [help.desk@scottisharts.org.uk](mailto:help.desk@scottisharts.org.uk)

**Website** [www.scottisharts.org.uk](http://www.scottisharts.org.uk)

**Important: a project may not be considered complete, and payments could be delayed or withheld unless the correct acknowledgement has been made.**

## 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 Scottish Arts Council grants for core funding and projects is: *Supported by the Scottish Arts Council*. The correct phraseology for acknowledgement of National Lottery grants is: *Supported by the National Lottery through the Scottish Arts Council*.

## 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 the Scottish Arts Council and/or the National Lottery through the Scottish Arts Council. 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 a Scottish Arts Council Communications Officer who will supply a quote for inclusion.

## Launch

Proposals and suggested dates for the formal launch or opening ceremony of any funded building or project or event should be discussed in advance with the lead officer. Adequate notice should be given. A member of the Scottish Arts Council staff or a Committee member 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 funding should be made in any speeches at the opening. Plaques are available from the Scottish Arts Council.

## Published material

Funding 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 areas of application

Guidelines for certain kinds of projects are outlined below. However, a wide range of arts projects is supported by the Scottish Arts Council and by the National Lottery through the Scottish Arts Council. This will lead to situations where further guidance on using the relevant logo will be required. In these instances, recipients of funding should contact their lead officer or the Scottish Arts Council's Help Desk to discuss the best way to proceed.

### 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 the Scottish Arts Council towards the writing/publication\* of this title.*

or

*The writer/playwright/publisher\* acknowledges support from the National Lottery through the Scottish Arts Council towards the writing/publication\* of this title.*

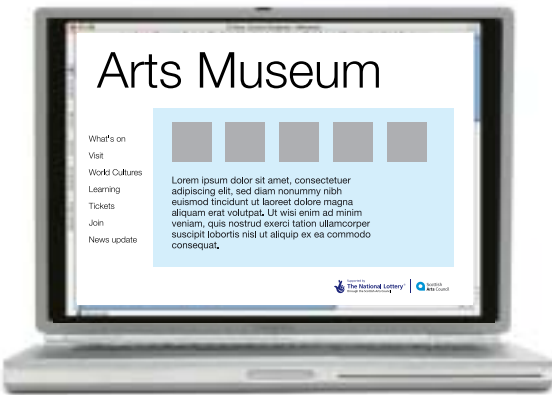
(\* Please delete as appropriate)

Where the funding 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 the Scottish Arts Council.

### Websites

The Scottish Arts Council credit logo and/or 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 crossed fingers symbol within the National Lottery Common Brand Logo is at least 9mm in height so clarity is not lost.



## Radio/audio productions

Radio programmes should be credited with the announcement ‘supported by the Scottish Arts Council’ or ‘supported by the National Lottery through the Scottish Arts Council’. Audio productions (audio tapes, records, CDs) should bear the credit logo on the sleeve or liner notes.

## Spin-offs

You are free to exploit your Scottish Arts Council and/or National Lottery funded 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.

*Please note:* whether in the spoken word or in text the correct form is ‘the Scottish Arts Council’ and never ‘the SAC’ or ‘SAC’.

# The built environment

This section relates to acknowledgement of funding in any situation involving new or refurbished buildings, art in public places or open-air sites. The accreditation is a vital part of the conditions of the grant we give you. Accreditation will be referred to in your grant offer letter.

Please note: the prominence of the Scottish Arts Council credit logo and/or National Lottery Common Brand logo should reflect the size of the grant. For example, we would expect our credit to be the largest if we are the main funder of the project.

## Projects under construction

You are required to display an accreditation of funding for all projects that involve construction work, buildings as well as public artworks. You will be provided with a free signboard 1.2x0.6 metres (4'x2'). Free PVC banners 3x1 metres (10'x3') are also available in vertical and horizontal format. Photographic evidence that a signboard or banner is being displayed must be supplied.

PVC banner (vertical)



PVC banner (horizontal)



Signboard





## Completed projects

Once a project has been completed, it is an absolute condition of grant that the recipient must install some form of acknowledgement of funding, with the prominence of the credit logo reflecting the size of the grant. For example, we would expect our credit to be the largest if we are the main funder of the project.

The credit logo can be printed on a plaque, engraved directly onto a suitable surface or produced in some other form such as tapestry. Please liaise with your lead officer prior to installation to agree an appropriate form of acknowledgement. The same principles of size and positioning apply to these situations as apply to publications, ie the visibility of the funding acknowledgement must always be paramount, yet also sympathetic to its immediate environment. Alternatively, where appropriate, free plaques are available from the Scottish Arts Council.

Acknowledgement of funding should also be included in any brochures, catalogues, publications and websites produced in connection with the project.

A credit in a building project should remain in the building for 25 years after the date of opening. The credit logo should appear in promotional material (see page 3) for a period of not less than five years.

## Art in public places

You are required to display an accreditation of funding for all projects that involve work done in a public place. You will be provided with a free signboard 1.2x0.6 metres (4'x2'). Free PVC banners 3x1 metres (10'x3') are also available in vertical and horizontal format from the Scottish Arts Council. Photographic evidence that a signboard or banner is being displayed must be supplied.

Artists' work in public places which has received funding must display the appropriate accreditation. This could take the form of a plaque or an in situ caption bearing the Scottish Arts Council credit logo and/or National Lottery Common Brand Logo.

Artists' work in public places must be credited for 15 years. The credit logo should appear in promotional material for a period of not less than five years.

## Equipment and vehicles

Equipment installed in a permanent location should be acknowledged in one of the ways detailed in the section ‘Completed projects’ above.

Acknowledgement of the funding of transportable equipment will be required in printed material and websites which are produced in relation to any event where the equipment will be utilised. Stickers are available free of charge for equipment, instrument cases etc. Vehicles should also bear the Scottish Arts Council credit logo and/or National Lottery Common Brand logo in the form of a vinyl sticker (available free from the Scottish Arts Council) or as part of customised livery.

Equipment must be credited for 10 years in the case of musical instruments, five years in the case of equipment and vehicles. The credit logo should appear in promotional material for a period of not less than five years.

## Non-standard usage

Please think about each application in turn. If there is room to use the standard version of the logo, please do. It should be fine for things like signage. You can also etch the logo onto glass or metal if you think that a printed logo is not appropriate.



## Size and typeface

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.

The **minimum** height of the credit logo is 9mm.



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

## Exclusion zone

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



# Colours

When using full colour our credit logo should appear in black and PMS 2925 blue. The National Lottery Common Brand Logo is in PMS 2747. In the case of a project with multiple funding partners, where the other partners have their logo in colour, the Scottish Arts Council credit logo and National Lottery Common Brand Logo should be in colour too.



PMS2925



Black



PMS2747



In other circumstances the complete Scottish Arts Council credit and/or Common Brand logos should always appear in black.



In the case of the reversed out version, whenever possible black should be used for the background.



We appreciate that, for reasons of economy or artistic impact, promotional material is often produced in two colours neither of which is black (eg red and yellow). In these instances, we advise you use the Scottish Arts Council credit and/or National Lottery Common Brand logos in the darker colour.

# Misuse

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 the Scottish Arts Council’. There are exceptions to this rule (eg in book publishing, see page 4).

1



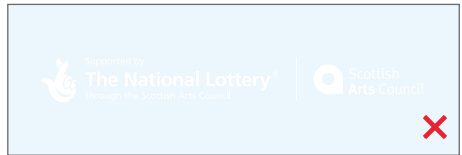
2



3



4



5



6



1. Always use the correct colours (see page 9) or black, or reversed out in white
2. Never rotate
3. Never distort
4. Show with enough contrast between the logo and the background
5. Always protect with the exclusion zone
6. Never separate from the Scottish Arts Council logo

**Please note the same rules apply for the Scottish Arts Council credit logo.**

# High impact format

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.



## LOTTERY FUNDED

### Minimum size

To make sure the logo is clear and easy to read, please check this format is at least 8mm in height.



# Joint 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.

## Dual branding

If money comes from both the Scottish Arts Council’s Scottish Executive funds and from the National Lottery, both the Scottish Arts Council credit logo and the National Lottery Common Brand Logo must be used as acknowledgement (as shown below).





## Multiple branding

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 Scottish Arts Council logo. It should never be taller than the crossed fingers symbol.



**Important: a project may not be considered complete, and payments could be delayed or withheld unless the correct acknowledgement has been made.**



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