



National Heritage
Memorial Fund

Acknowledgement toolkit

How to acknowledge and celebrate your grant from
the National Heritage Memorial Fund



The castle repairs
were funded by the
National Heritage
Memorial Fund.
With thanks to the
UK government.

Funded by



National Heritage
Memorial Fund



Funded by
UK Government

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Introduction

As a funder of last resort, the National Heritage Memorial Fund exists to save the UK's most exceptional heritage. We're building a growing public collection that belongs to everyone and serves as a memorial to those who have given their lives for the UK.

Our work is funded by the UK government and together we've awarded grants to save some of our most loved heritage. From paintings, archives and industrial landscapes to historic artefacts, houses and ships – heritage that could have been lost forever.

Acknowledging your grant from the Memorial Fund is an important part of your award. It's your opportunity to credit both the Memorial Fund and the UK government, without whom our funding would not be possible.

Planning your acknowledgement

Every recipient of a grant needs to acknowledge both the Memorial Fund and the UK government. All acknowledgements should be prominent, with the level of prominence proportionate to the size of the grant. Please bear in mind that every project is different so not everything in this toolkit will be relevant to you.

It's best to have acknowledgement planned in from the start. Thinking about it early in the process will help you to acknowledge your funding in ways that not only meet our requirements but are also tailored and suitable.

We hope you'll find everything you need to plan your acknowledgement included in this toolkit. Still have questions? Just reach out to us and we'll be happy to help, email acknowledgement@memorialfund.org.uk

Acknowledging your grant

Our grid below shows where you should acknowledge our funding. Every project is different and not everything on the list will be relevant to you.

Activity associated with the award	Memorial Fund acknowledgement statement	Memorial Fund acknowledgement logo	Funded by UK Government logo	Funded by UK government wording	Memorial Fund quote	Memorial Fund about us and notes to editors	Memorial Fund article	Memorial Fund interview	Senior Memorial Fund representative attends launch
PR activity: for example; grant announcements, launch or milestone press releases, interviews, speeches	✓	✓	✓	✓	✓	✓	✓	✓	✓
Digital: for example; websites, intranets, videos and blogs, presentations, educational materials, newsletters	✓	✓	✓	✓	✓				
Social media channels: acknowledgement of funding in posts on social media channels: Facebook, Instagram, TikTok, YouTube, Linkedin, etc	✓	✓	✓	✓					
Launch, opening or milestone events, anniversary events: material including invitations, tickets, speeches, badges, posters, signage, press releases, interviews with the media, branded clothing, lighting gobos, presentations, videos, cakes	✓	✓	✓	✓	✓			✓	✓
Museum or library exhibits: exhibitions or artefact displays, interpretation panels, narrative, guides/maps, tickets and related materials including out of home, newspaper or digital advertising campaigns	✓	✓	✓	✓					
Printed materials: for example; posters, flyers, brochures, tickets, invitations and banners, maps, postcards	✓	✓	✓	✓					
Corporate materials: annual reports, impact reports, tender documents	✓	✓	✓	✓	✓				
Signage for buildings, structures or outside spaces: including corporate signage temporary and permanent, wayfinding signage, funders boards, plaques, window stickers, flags and banners, doormats	✓	✓	✓	✓					

Acknowledging your grant

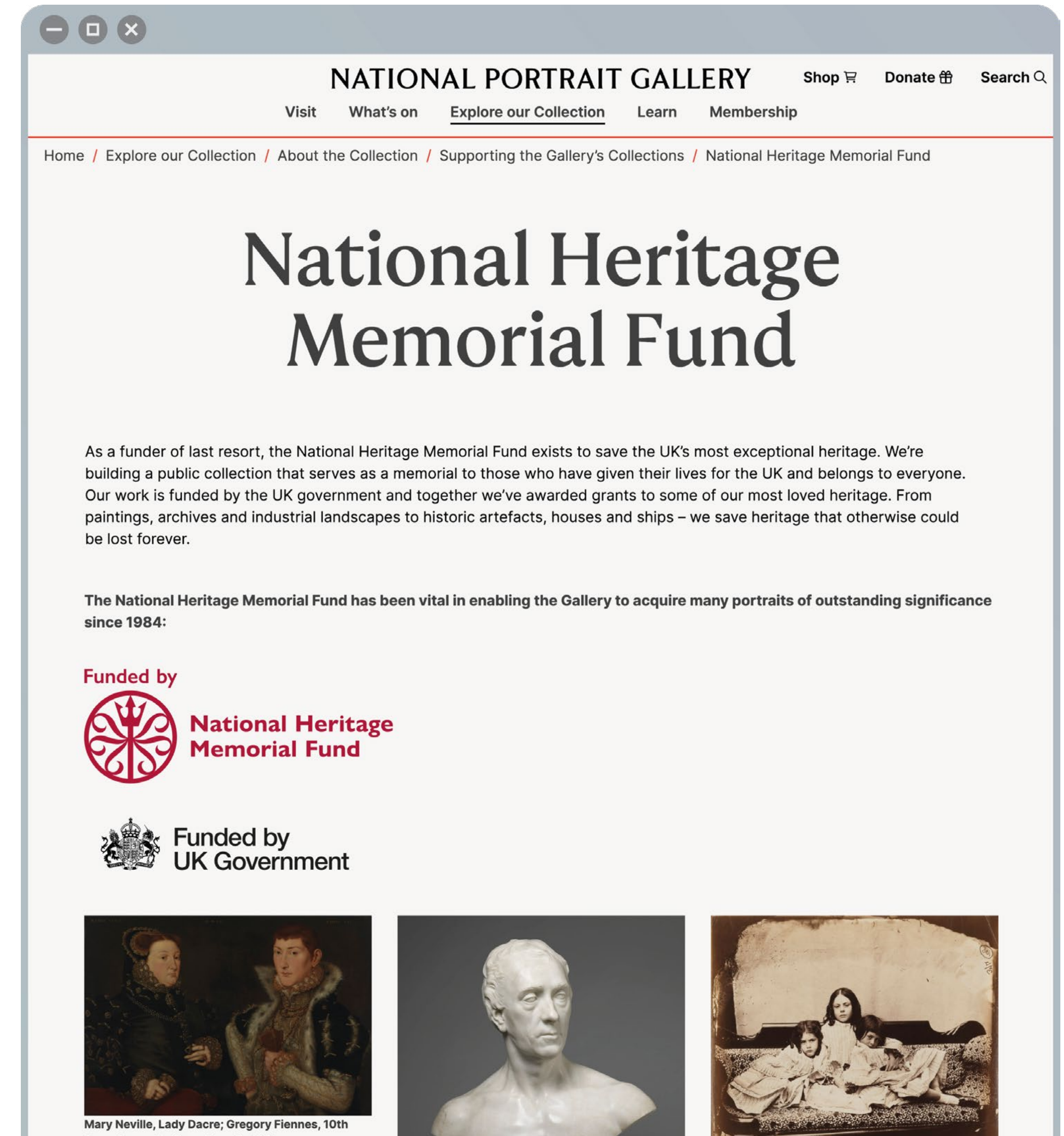
- We expect the grantee to provide a logo hierarchy for sign off to show how our acknowledgement logo and the Funded by UK Government logo will be used in relation to other funders' logos.
- We require, at an early stage of development, visuals to show how our acknowledgement logo and the Funded by UK Government logo will be used on all promotional activity, branding and materials relating to the award.
- We also expect to see a communications plan that covers the award from initiation to completion.

These should be sent to acknowledgement@memorialfund.org.uk

How to acknowledge your grant

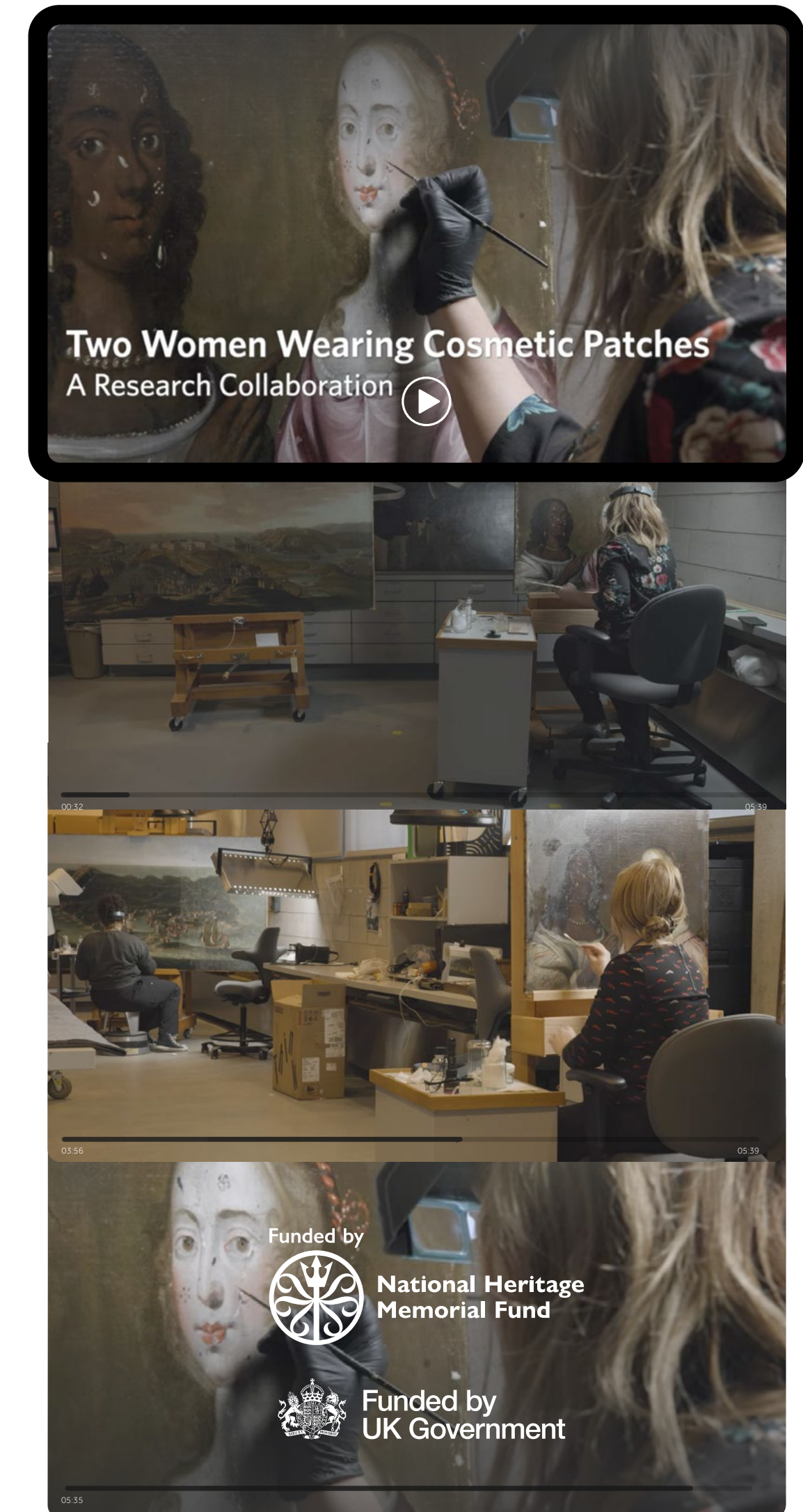
Websites and intranets

- If we are the majority funder, our preferred placement for both our acknowledgement logo and Funded by UK Government logo is in a standalone position at the top of your website's home page.
- If there are multiple funders, we would prefer all funder logos – including our acknowledgement logo and the Funded by UK Government logo – to be displayed in order of the size of the grant.
- If placing our acknowledgement logo and the Funded by UK Government logo on the home page is not possible, they can be added to a funders or partners webpage.
- Our about us statement should be included alongside the acknowledgement statement with a link to the Memorial Fund website.
- We can provide a quote for the page if needed. Please contact acknowledgement@memorialfund.org.uk.
- If the award is mentioned on third-party websites, our funding contribution should also be acknowledged.



Videos, blogs and presentations

- Our acknowledgement logo and the Funded by UK Government logo should be included on slides and end frames.
- If we are the majority funder, our preferred placement for our acknowledgement logo and the Funded by UK Government logo is in a standalone position.
- If there are multiple funders, we would prefer all funder logos – including our acknowledgement logo and the Funded by UK Government logo – to be shown in order of the size of grant.
- Our acknowledgement statement should be included in media interviews, podcasts and video for all grants over £1m.
- An interview with the CEO, Chair, or another senior member of the Memorial Fund team should be considered. Please contact acknowledgement@memorialfund.org.uk for more information.



Social media

- A social media post acknowledging your funding should be shared when your grant is awarded.
- Captions should reference the National Heritage Memorial Fund and the UK government. An easy way to do this is by including our [acknowledgement statement](#) in your social media captions.
- Please follow and tag **@NationalHeritageMemorialFund** **@dcmsgovuk** and use the hashtag **#MemorialFund**.
- Where possible our acknowledgement logo and the Funded by UK Government logo should be included on social media assets.
- You can also be featured in our weekly Instagram reshare by tagging us on Instagram.
- To find out about opportunities to get involved on social media, sign up to our mailing list.
- [Sign up to our newsletter mailing list.](#)



Printed materials

- Acknowledgement of our funding should be clearly visible on all printed materials related to the award.
- If we are the majority funder, our preferred placement for our acknowledgement stamp and the Funded by UK Government logo is in a standalone position, separate from other funder logos.
- If there are multiple funders, our preference is for all funder logos – including our acknowledgement logo and the Funded by UK Government logo – to be shown in order of the size of the grant.
- We expect you to create materials that meet our sustainability requirements. This includes using environmentally friendly or recycled materials and using a Forest Stewardship Council (FSC) – accredited supplier where possible.
- [Read our environmental sustainability guidance.](#)



Media and public relations

- Acknowledgement of our funding should be included in press releases that publicise:
 - funding announcements
 - key milestones
 - launch/opening events
- UK government funding is referenced in the Memorial Fund notes to editors so please make sure this is included in your press release. See the notes to editors section of this toolkit.
- Press releases created and issued jointly should include a quote from a Memorial Fund representative.
- For Memorial Fund quotes and press release sign off please contact acknowledgement@memorialfund.org.uk.
- Our funding should be referenced in interviews with the media. Please include our acknowledgement statement.
- Download press release templates.
- Guidance on how to talk about your grant is included in the how to talk about your grant section of this toolkit.

Restricted period

Restricted Period is the time before any election when arm's length bodies, and those working in the public sector, need to observe rules that aim to ensure public money is not used in a way to affect the outcome of elections – this mainly relates to publicity.

We are an arm's length body and a UK wide organisation, so even if there are no elections taking place in a specific location, we need to take care about making announcements that might impact elections elsewhere. This could be in relation to visits, announcements and communication activities which have a particular local dimension and which could have an impact on elections.

What does this mean for you?

Restricted Period means that we may be limited in the way that we can support an awards publicity during this time. We may not be able to contribute a quote in a grantee's press release or appear on a platform with politicians or candidates at events promoting openings and funding.

Restricted Period is not an exact science and there may be occasions where we can support an awards publicity depending on where the election is taking place and the type of funding awarded. We may request publicity happens before or after the restricted period, particularly with significant awards and where we are the majority funder.

Contact acknowledgement@memorialfund.org.uk for more information.

Artefacts, exhibitions, exhibits and displays

- Our acknowledgement logo and the Funded by UK Government logo should be highly visible at the entrance to the exhibition space, on interpretation boards and at the point of display of the artefact or exhibit.
- The logos should also be used in tour narratives, guides/maps, tickets and related materials.
- The logos must be used in advertising relating to the award including out of home, newspaper or digital advertising campaigns.
- Where space is limited and only the Memorial Fund acknowledgement logo can be used the acknowledgement statement should be included which references UK government funding.

Portrait of Mai

Supported by the National Heritage Memorial Fund and UK government funding.



Signage for buildings, structures and external spaces

- Our acknowledgement logo and the Funded by UK Government logo should be highly visible on all main signage related to the award.
- If we are the majority funder our preferred location for our acknowledgement logo and the Funded by UK Government logo is a standalone position, away from other funder logos.
- If there are multiple funders our preference is for other funders logos and our acknowledgement logo to be shown in order of size of grant.
- On funders boards if we are the majority funder our preferred location for our acknowledgement logo and the Funded by UK Government logo is a standalone position. If there are multiple funders, then our acknowledgement logo and Funded by UK Government logo can be used in order of the size of grant. Our acknowledgement statement can be included on signage.
- Our acknowledgement logo and the Funded by UK Government logo should be placed in prominent locations at entrances (integrated into the fabric of the building if possible), on gate entry signs, opening hours signs, entry window ticket desks and in other prominent locations where it will be visible to visitors.
- Signage should not be obstructed and must be produced at a size that is visible to pedestrians or motorists as appropriate.



Signage for buildings, structures and external spaces

- For capital works projects, large site boards or hoardings featuring our acknowledgement logo and the Funded by UK Government logo should be displayed while work is taking place.
- Signage should be installed within 30 days of the start of the project (temporary signage may be used if appropriate). Permanent signage should be in place within 30 days of completion and remain for the lifetime of the project – or in perpetuity if it is a permanent space.
- You are responsible for ensuring that signs are made from durable and appropriate materials, using environmentally sustainable or recycled materials where possible and displayed in a format suited to the site. They should be maintained in good condition for the duration of the project or in perpetuity for permanent structures and spaces.
- The acknowledgement statement may also be included on signage.
- Proposed signage with detail of location/photos to be sent to acknowledgement@memorialfund.org.uk
- We expect you to create materials that comply with our sustainability requirements. This includes using environmentally friendly or recycled materials and integrating acknowledgement into existing structures where possible (for example, etching onto glass, or engraving into metal or wood).
- If you need to replace signage at any time, please ensure you use our most up-to-date logo.



Launch, celebration and anniversary events

- Our acknowledgement logo and the Funded by UK Government logo should be highly visible at opening, launch or celebration events and referenced in speeches.
- Our acknowledgement logo and the Funded by UK Government logo, acknowledgement statement should be included in all promotional activity, event materials and branding related to the opening/launch.
- If we are the majority funder, our acknowledgement logo and the Funded by UK Government logo should be placed in a standalone position, away from other funder's logos.
- If there are multiple funders our preference is for logos to be shown in order of the size of grant.
- A Memorial Fund representative should play a major role in the launch event and in interviews with the media when we are a significant funder.
- Acknowledgement should be referenced in future anniversary and celebration events when we are a significant funder..



Photography

- You will need to share images of your project with us for use on our website, social media and to provide to the press/media. Images should be good quality and high resolution.
- You will be responsible for providing the relevant image permissions and credits. When we use your image, we will credit you.
- We're looking for well executed photos that have good composition and tell a story. We are particularly looking for photography captures the outstanding nature of the heritage that we save as well as capturing the people caring for, conserving and interacting with the heritage. Contact acknowledgement@memorialfund.org.uk for more detail.
- Please send images to acknowledgement@memorialfund.org.uk



How to talk about your grant

How to use our name

National Heritage Memorial Fund

In titles, headings and in the first mention in speeches and interviews you should always use our full name:

National Heritage Memorial Fund

Where our name is used a number of times an abbreviated form can be used **‘Memorial Fund’** but not in titles or headlines. If the sentence structure requires use of ‘the’ ahead of our abbreviated name, it should be a lowercase ‘t’ on ‘the’.

The abbreviation NHMF must not be used as people can find this hard to understand.

Our acknowledgement statements

This statement should be used to acknowledge the Memorial Fund and the UK government.

Please refer to the grid on [page 5](#) for more information on when to include acknowledgement statements.

Long

The National Heritage Memorial Fund exists to save the UK's most exceptional heritage. Thanks to the Memorial Fund and with support from the UK government we have been able to [short description of project].

Medium

[Name of project] is funded by the National Heritage Memorial Fund. Thanks to UK government support, we have been able to [short description of project].

Short

Supported by the National Heritage Memorial Fund and UK government funding.

Our acknowledgement statements – Welsh

This statement should be used to acknowledge the Memorial Fund and the UK government.

Please refer to the grid on [page 5](#) for more information on when to include acknowledgement statements.

Long

Mae Cronfa Goffa'r Dreftadaeth Genedlaethol yn bodoli i achub treftadaeth fwyaf eithriadol y Deyrnas Unedig. Diolch i'r Gronfa Goffa a gyda chefnogaeth gan lywodraeth y Deyrnas Unedig rydym wedi llwyddo i [disgrifiad byr o'r prosiect].

Medium

Mae [enw'r prosiect] yn cael ei ariannu gan Gronfa Goffa'r Dreftadaeth Genedlaethol. Diolch i gefnogaeth gan lywodraeth y Deyrnas Unedig, rydym wedi llwyddo i [disgrifiad byr o'r prosiect].

Short

Wedi'i gefnogi gan Gronfa Goffa'r Dreftadaeth Genedlaethol a chyllid gan lywodraeth y Deyrnas Unedig.

About us statement

This standard introduction should be used on websites to describe the organisation in more detail. This should link to memorialfund.org.uk

English

As a funder of last resort, the National Heritage Memorial Fund exists to save the UK's most exceptional heritage. Our work is funded by the UK government. Together, we're building a growing public collection that belongs to everyone and serves as a memorial to those who have given their lives for the UK.

Welsh

Fel ariannwr dewis olaf, mae Cronfa Goffa'r Dreftadaeth Genedlaethol yn bodoli i achub treftadaeth fwyaf eithriadol y Deyrnas Unedig. Mae ein gwaith yn cael ei ariannu gan lywodraeth y Deyrnas Unedig. Gyda'n gilydd, rydym yn adeiladu casgliad cyhoeddus cynyddol sy'n eiddo i bawb ac yn gwasanaethu fel cofeb i'r rhai sydd wedi rhoi eu bywydau dros y Deyrnas Unedig.

Notes to editors

This statement should be included as notes to editors in all press releases relating to your award.

English

As a funder of last resort, the National Heritage Memorial Fund exists to save the UK's most exceptional heritage. We're building a public collection that serves as a memorial to those who have given their lives for the UK and belongs to everyone. Our work is funded by the UK government and together we've awarded grants to some of our most loved heritage. From paintings, archives and industrial landscapes to historic artefacts, houses and ships – we save heritage that otherwise could be lost forever. This includes Joshua Reynolds' Portrait of Mai, Skokholm Island, George Orwell's early archive, the mill village of New Lanark and a group of seven historic motorcycles that represent Northern Ireland's road racing tradition.

MemorialFund.org.uk
@NationalHeritageMemorialFund
#MemorialFund

Welsh

Fel ariannwr dewis olaf, mae Cronfa Goffa'r Dreftadaeth Genedlaethol yn bodoli i achub treftadaeth fwyaf eithriadol y Deyrnas Unedig. Rydym yn adeiladu casgliad cyhoeddus sy'n gwasanaethu fel cofeb i'r rhai sydd wedi rhoi eu bywydau dros y Deyrnas Unedig ac sy'n eiddo i bawb. Mae ein gwaith yn cael ei ariannu gan lywodraeth y Deyrnas Unedig a gyda'n gilydd rydym wedi dyfarnu grantiau i rai o'n treftadaeth fwyaf hoff annwyl. O baentiadau, archifau a thirweddau diwydiannol i arteffactau hanesyddol, tai a llongau – rydym yn achub treftadaeth a allai fel arall gael ei cholli am byth. Mae hyn yn cynnwys Portread o Mai gan Joshua Reynolds, Ynys Skokholm, archif gynnar George Orwell, pentref melin New Lanark a grwp o saith beic modur hanesyddol sy'n cynrychioli traddodiad rasio ffyrdd Gogledd Iwerddon.

MemorialFund.org.uk
@NationalHeritageMemorialFund
#MemorialFund

Example social media posts

English

We're delighted to announce **[INSERT MONEY AMOUNT]** support from **@NationalHeritageMemorialFund** and **@dcmsgovuk** for our **[INSERT PROJECT TITLE]** which will **[INSERT WHAT PROJECT WILL ACHIEVE]**. **#MemorialFund**

Welsh

Mae'n bleser gennym gyhoeddi cefnogaeth o **[NODWCH SWM YR ARIAN]** gan **@NationalHeritageMemorialFund** a **@dcmsgovuk** ar gyfer ein prosiect **[NODWCH TEITL Y PROSIECT]** a fydd yn **[NODWCH BETH FYDD Y PROSIECT YN EI GYFLAWNI]**. **#MemorialFund**

Memorial Fund acknowledgement logo

Memorial Fund acknowledgement logo

Our acknowledgement logo is available in red, white and black.

The red acknowledgement logo is our preferred option.

Red logo

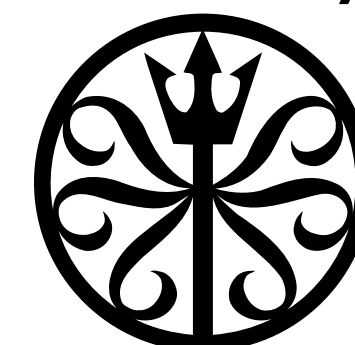
Funded by



**National Heritage
Memorial Fund**

Black logo

Funded by



**National Heritage
Memorial Fund**

White logo

Funded by



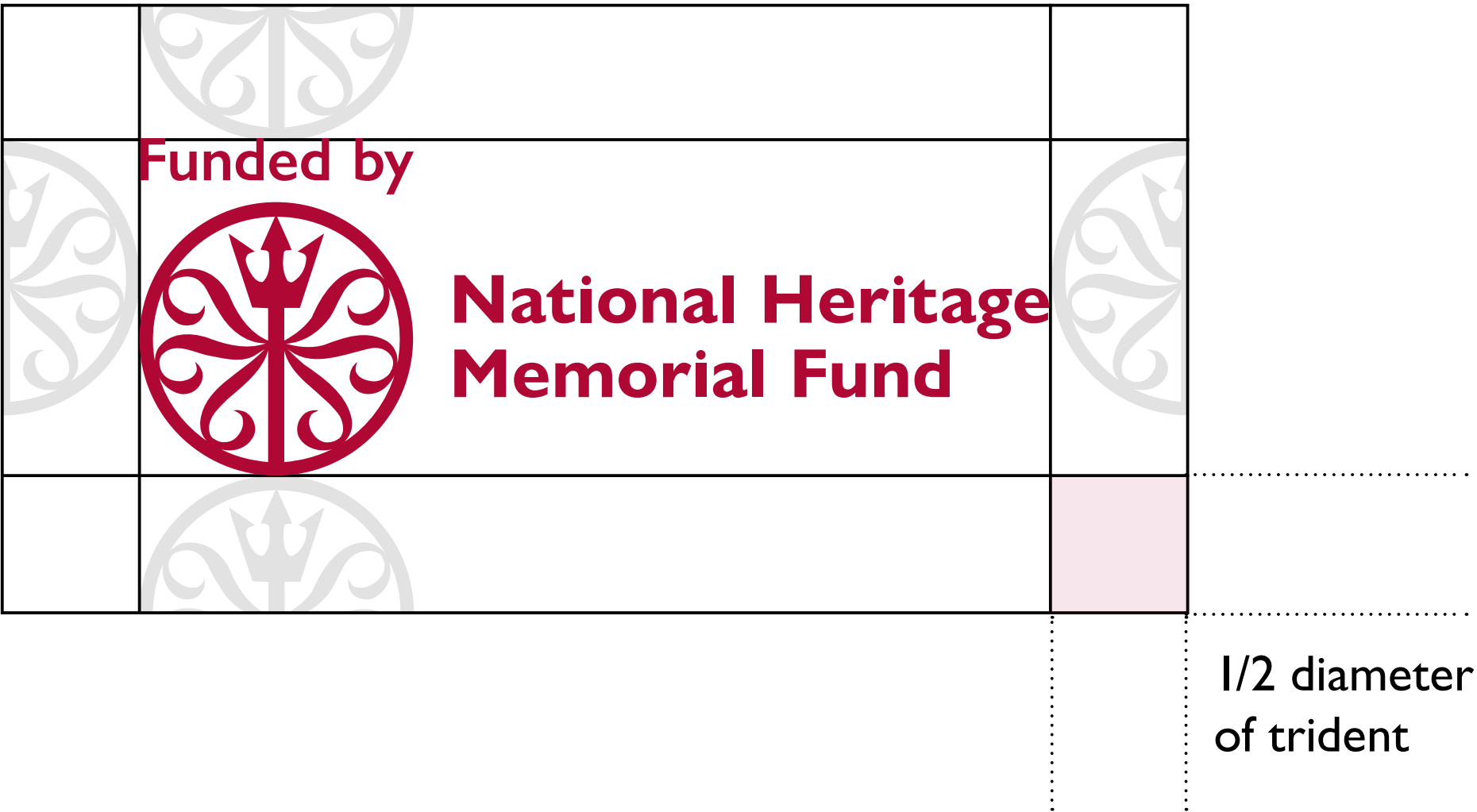
**National Heritage
Memorial Fund**

Minimum size and clear space

The size of the acknowledgement logo must be proportionate to the material you are producing, so that it remains clear, prominent and easy to read. For larger acknowledgement materials – for example, signage on the side of a building – please ensure the logo is large enough for all text to be clearly visible from at least 5 metres away.

The English language acknowledgement logo must not be shown smaller than 15mm high.

Clear space



Minimum size



Memorial Fund acknowledgement logo usage

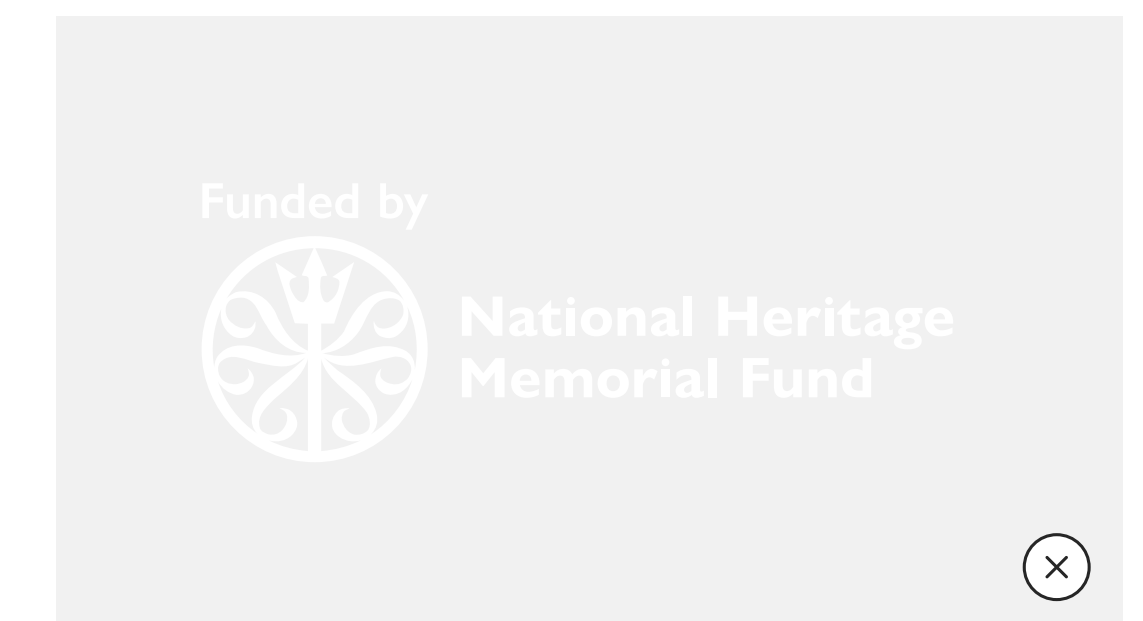
Our logo has been designed to work over different coloured and photographic backgrounds. Please ensure you are using the acknowledgement logo correctly, including making sure:

- there is the correct amount of space around the logo
- the appearance of the logo is not altered in any way
- the 'Funded by' text is legible
- there is enough contrast between the stamp and the background

Correct usage



Incorrect usage



Welsh and English bilingual acknowledgement logo

Our bilingual Welsh and English acknowledgement logo is available in red, white and black.

Every award delivered in Wales must display the bilingual Welsh and English language logo.

Red logo

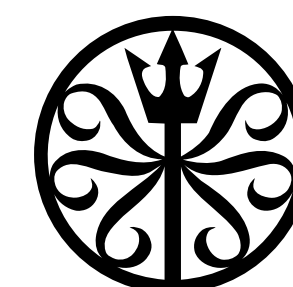
Ariennir gan
Funded by



**Cronfa Goffa'r
Dreftadaeth Genedlaethol**
**National Heritage
Memorial Fund**

Black logo

Ariennir gan
Funded by



**Cronfa Goffa'r
Dreftadaeth Genedlaethol**
**National Heritage
Memorial Fund**

White logo

Ariennir gan
Funded by



**Cronfa Goffa'r
Dreftadaeth Genedlaethol**
**National Heritage
Memorial Fund**

Welsh and English bilingual acknowledgement logo

The size of the Welsh bilingual acknowledgement logo must be proportionate to the material you are producing, so that it remains clear, prominent and easy to read. For larger acknowledgement materials – for example, signage on the side of a building – please ensure the logo is large enough for all text to be clearly visible from at least 5 metres away.

The Welsh bilingual acknowledgement logo must not be shown smaller than 20mm high.

Clear space



Minimum size



Funded by UK Government logo

Funded by UK Government logo

English



**Funded by
UK Government**

Welsh bilingual logo



**Wedi ei ariannu gan
Llywodraeth y DU**

**Funded by
UK Government**

Scottish



**Funded by
UK Government**

Funded by UK Government logo

Exclusion zone and minimum size

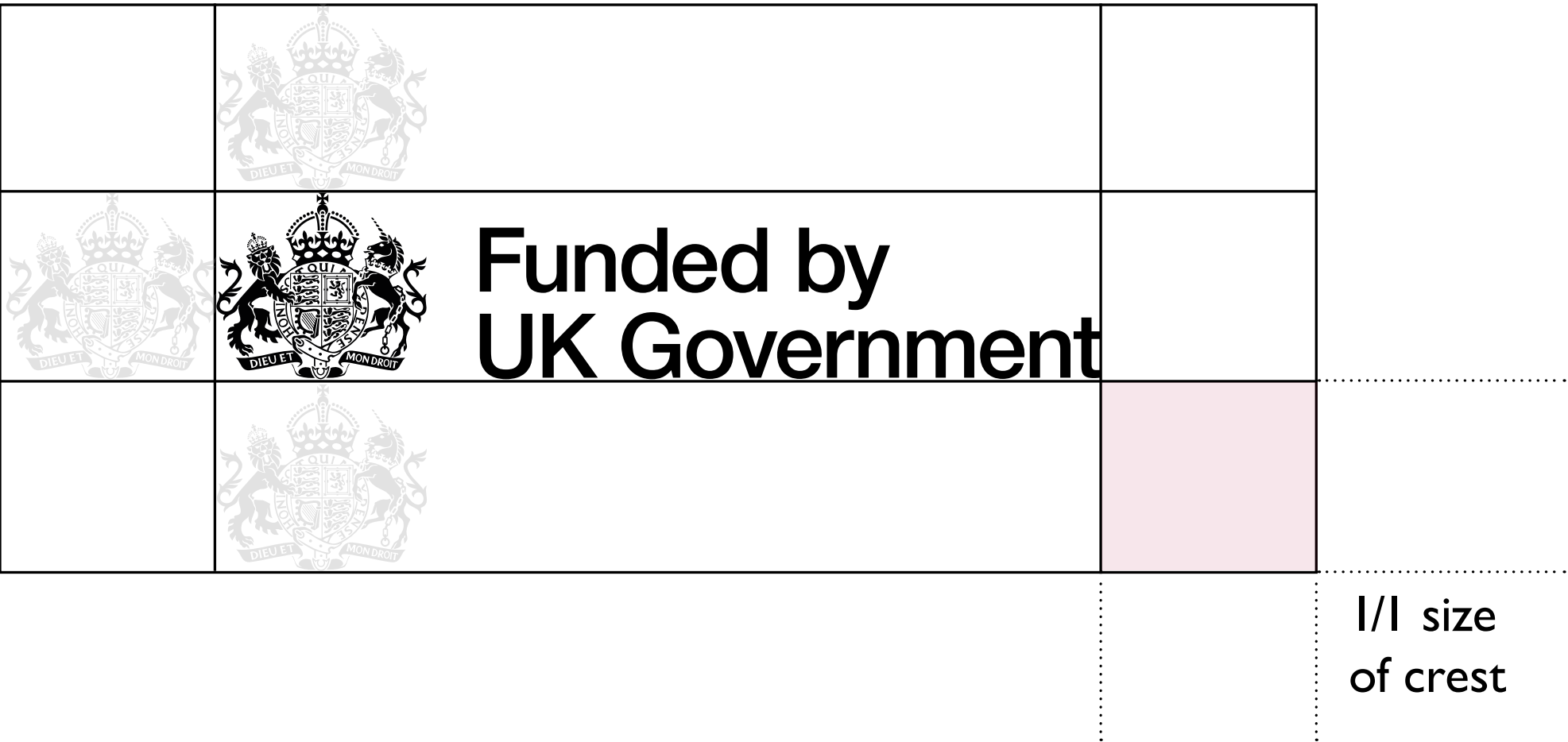
To ensure the integrity of the Funded by UK Government logos at all times please ensure the exclusion zone and minimum size are adhered to.

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 of the crest, around the logo.

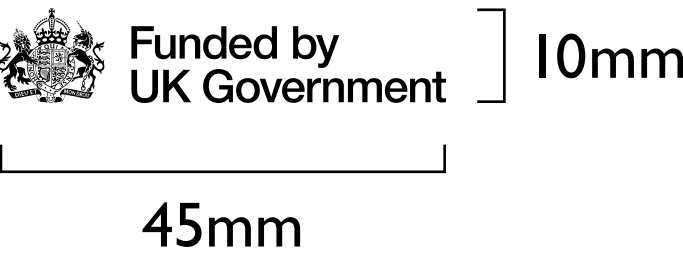
This is the minimum clear area needed around the logo and usually there would be a larger clear area around the logo.

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

Clear space



Minimum size



Acknowledgement logo lock-up

Acknowledgement logo lock-up

We have created logo lock-ups to make it easier for you to acknowledge both the Memorial Fund and UK government.

Stacked acknowledgement logo lock-up



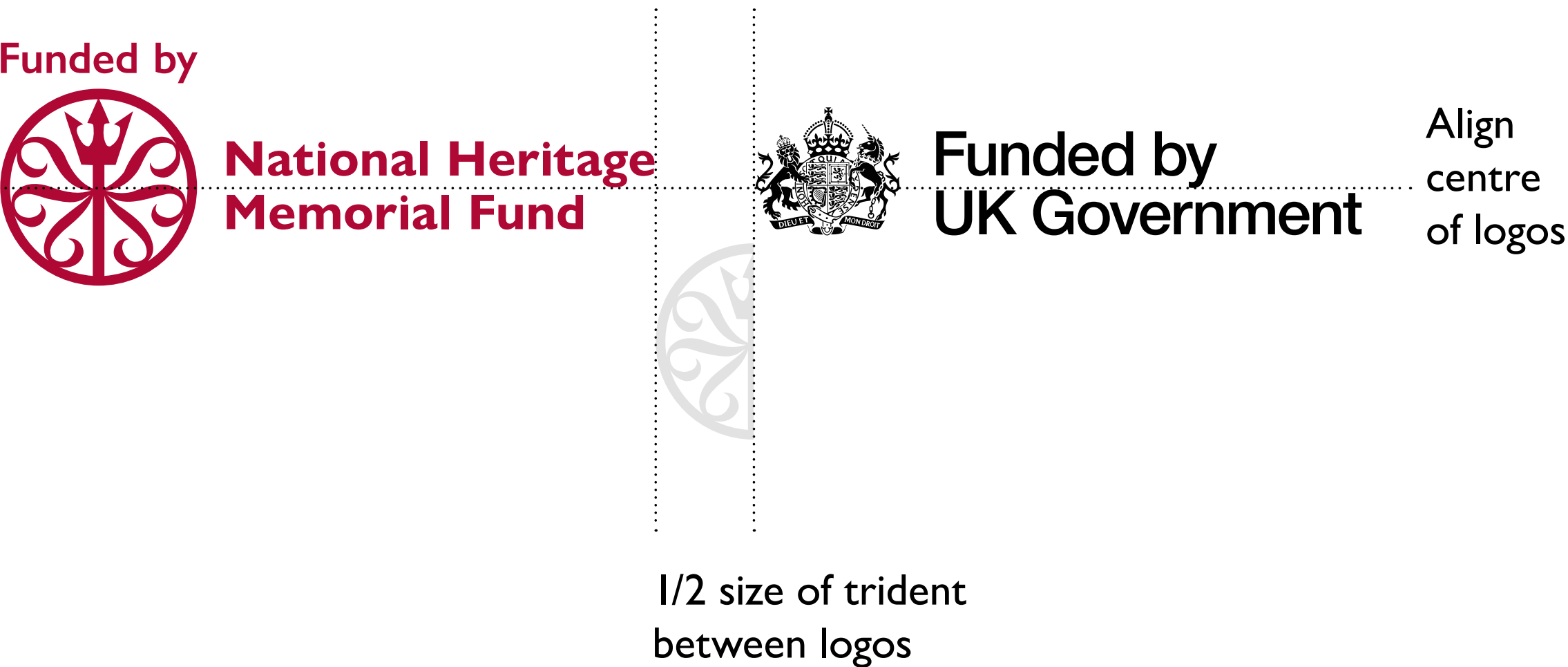
Minimum size



Acknowledgement logo lock-up

We have created logo lock-ups to make it easier for you to acknowledge both the Memorial Fund and UK government.

In-line acknowledgement logo lock-up



Minimum size



Acknowledgement logo lock-up

Our work is funded by the UK government. Where space allows you should include both the Memorial Fund acknowledgement logo and the Funded by UK Government logo in all promotional activity, branding and materials relating to your award. Where space is limited and the Funded by the UK Government logo cannot be used then the acknowledgement statement should always be included in the exhibit label text.

Option A



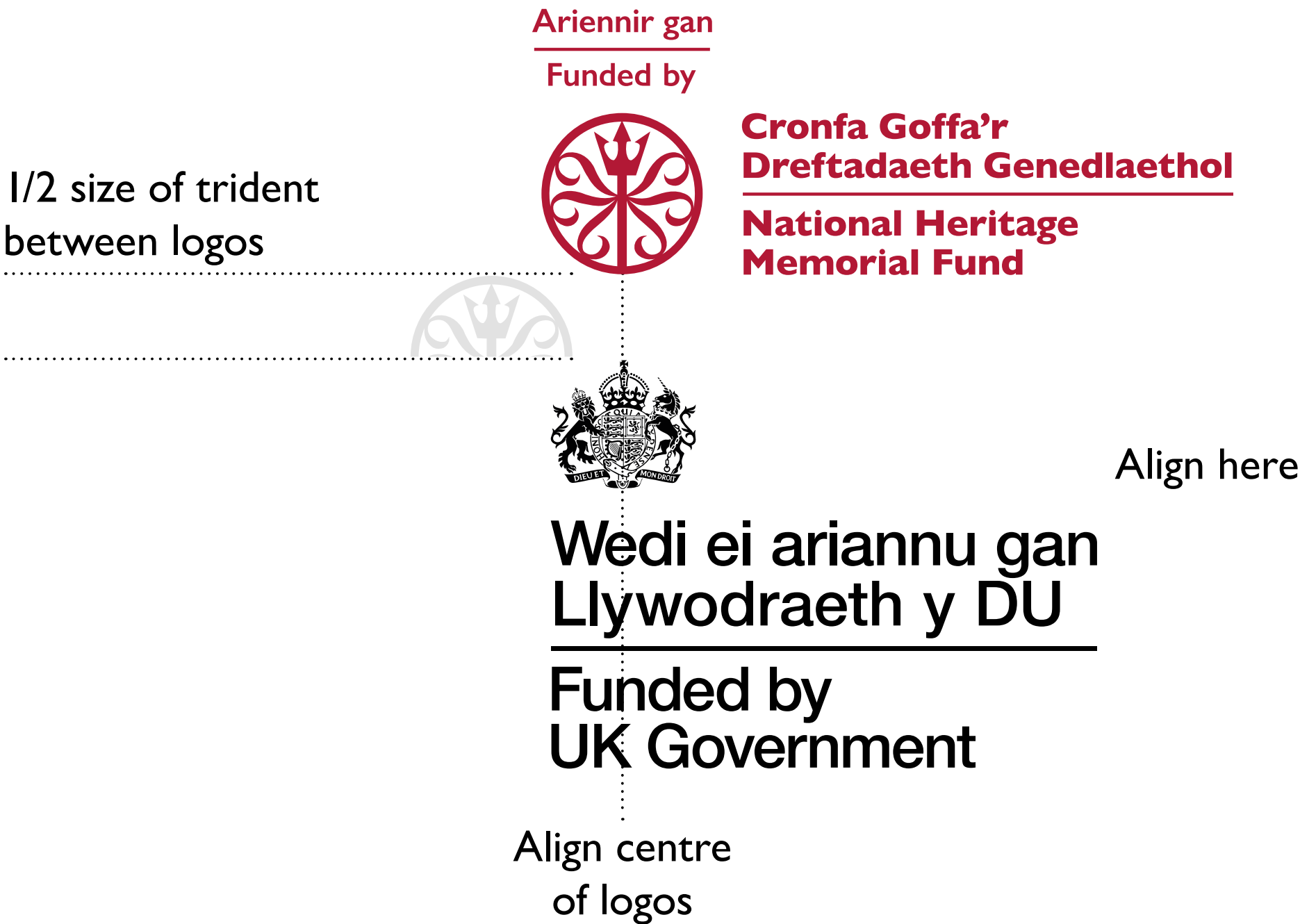
Option B



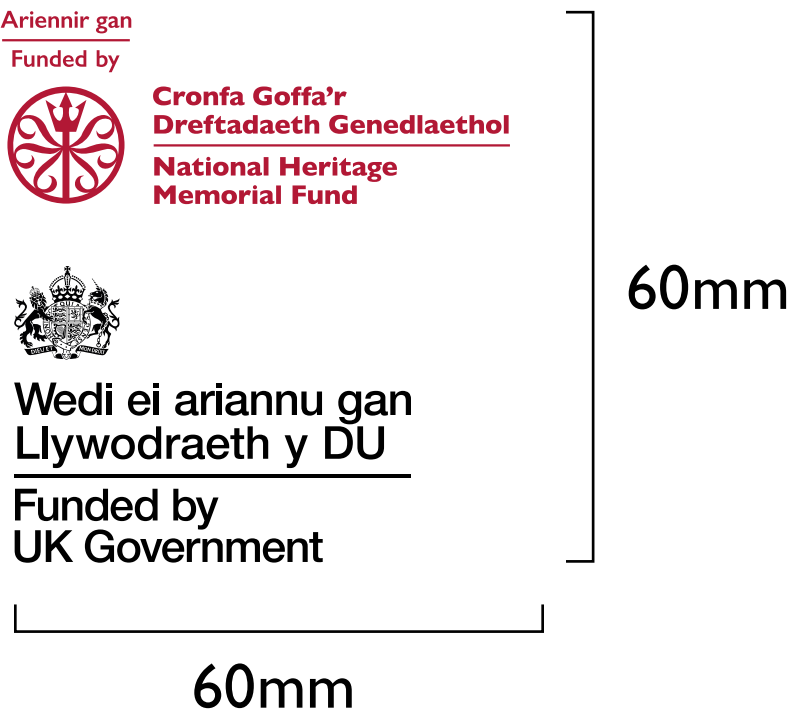
Acknowledgement logo lock-up

We have created logo lock-ups to make it easier for you to acknowledge both the Memorial Fund and UK government.

Welsh stacked acknowledgement logo lock-up



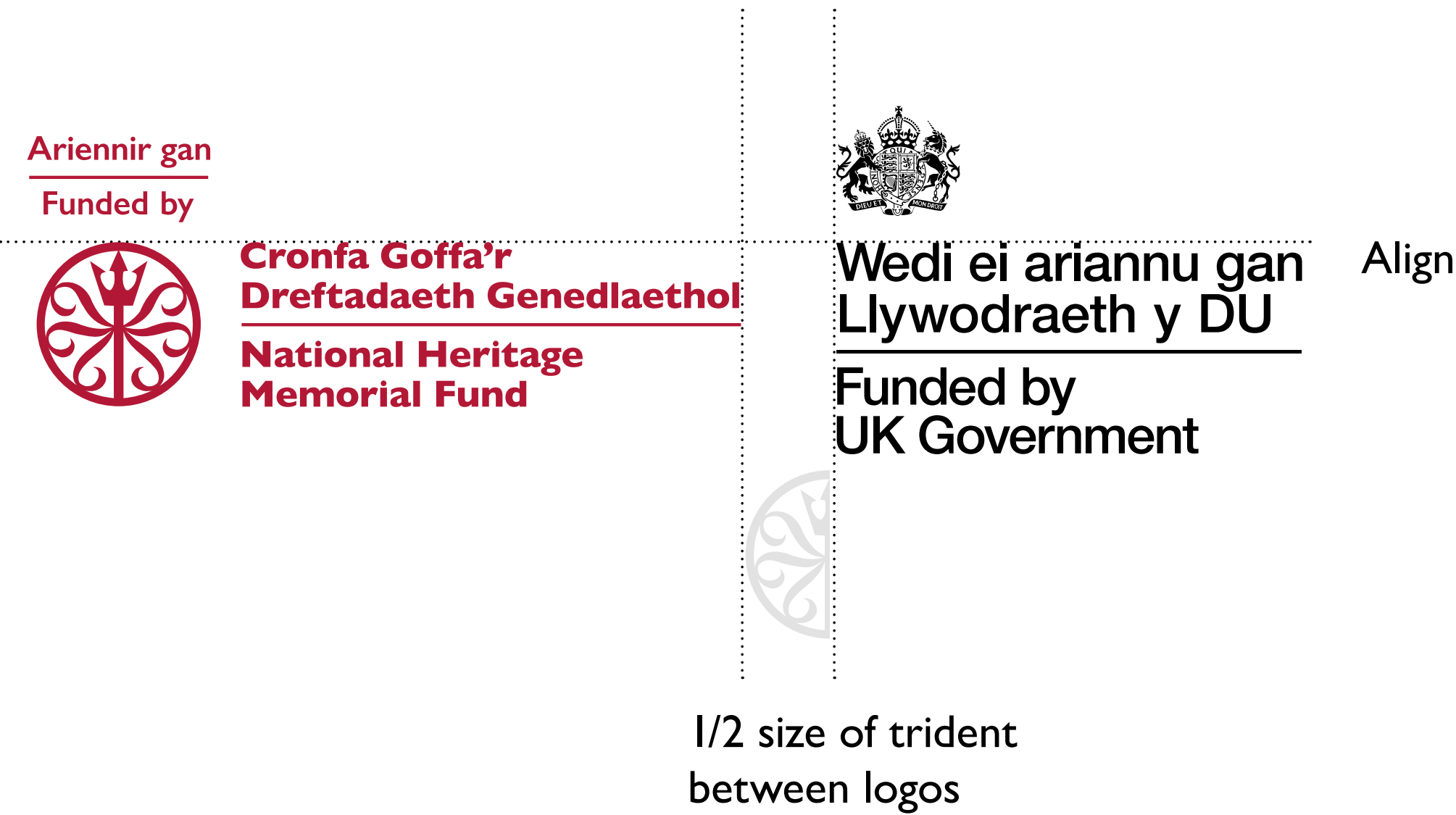
Minimum size



Acknowledgement logo lock-up

We have created logo lock-ups to make it easier for you to acknowledge both the Memorial Fund and UK government.

Welsh in-line acknowledgement logo lock-up



Minimum size



Acknowledgement sign off

All promotional activity, branding and materials featuring our acknowledgement logo should be sent to us for sign off. Please allow seven days for approval.

For queries regarding acknowledgement, email acknowledgement@memorialfund.org.uk

How we will assess if your acknowledgement meets our requirements:

- We will assess whether you have met the requirements outlined in this toolkit.
- Representatives from the Memorial Fund will expect to see acknowledgement in place and may bring up the issue with you if clear, visible acknowledgement is not on display.
- If acknowledgement logos have been applied incorrectly you may be asked to replace them.



**National Heritage
Memorial Fund**

For further information please visit our website
or email us.

memorialfund.org.uk

acknowledgement@memorialfund.org.uk