



Spark and Transform Fund Publicity Guidelines



You have received a grant from the Spark or Transform Funds. These funds are jointly funded by Cyngor Gwynedd and the Gwynedd Shared Prosperity Fund.

In accepting the grant you commit to acknowledge this funding when implementing your project. This document sets out how you will be expected to do this.

Logos

You must use the following logo strip in all communication materials and public-facing documents relating to the funded activity:



This includes and is not limited to:

- Advertisements, job advertisements and press releases
- Plaques and signs
- Procurement materials, case studies, promotional items
- Electronic materials e.g., email footers, presentation slides

You may add your own logo, as long as you ensure equal sizing and spacing between each logo.

Digital materials including websites and social media

Digital channels can provide a quick way to reach audiences and promote your project. Where details of your project are published on a website, a clear and prominent reference to the funding from Cyngor Gwynedd and the UKSPF is to be included as follows:

'This project is part-funded by the UK Government through the UK Shared Prosperity Fund, and part-funded by Cyngor Gwynedd.'



Where you have developed specifically a website for your project, then you must display the logo strip on the homepage.

Where you are placing details of the project on a website, which is not exclusively for the project, e.g. your own website featuring other activities, the logo strip must be placed on the main project-specific page.

Where practical, you should also include a link to the UK Shared Prosperity Fund [webpage](#), and [Busnes@Gwynedd](#), along with the following text (which must also be used for notes to editors):

'The UK Shared Prosperity Fund is a central pillar of the UK government's Levelling Up agenda and provides £2.6 billion of funding for local investment by March 2025. The Fund aims to improve pride in place and increase life chances across the UK investing in communities and place, supporting local business, and people and skills. For more information, visit <https://www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus>'

When describing or promoting Fund activities on social media such as Twitter, the following hashtags (#) should be used .

#UKSPF

#CyngorGwynedd

#Busnes@Gwynedd

This will be re-tweetable by UK government and Cyngor Gwynedd allowing others to follow Fund activities.

For infrastructure projects, after completion of project, (no later than three months after completion) the beneficiary shall put up a permanent plaque or billboard of significant size at a location readily visible to the public for each project. All plaques must be produced and funded by the beneficiary and should be of a significant size (at least 250x200mm as a minimum). The cost of producing the plaque should be considered when developing and planning the project.



The plaque or billboard must incorporate the logo strip above to a sufficient size (generally the whole width of the plaque or billboard).

Press and media including press releases and notes to editors

A cost-effective way to promote Fund activities is through the media. It is good practice to develop press releases at the launch of activities, and subsequently to announce key milestones and achievements.

Press releases must include a clear and prominent reference to the UKSPF, in the main body of the press release as follows:

'[This project/Name of project] has received £ [INSERT AMOUNT] from the UK Government through the UK Shared Prosperity Fund'.

It is a requirement to also use set notes to editors in all media activities. The text to use has been provided above in the Digital Materials section.

You will be expected to submit copies of any marketing and publicity materials with your claim, together with a photograph of the plaque and should also be retained by the project deliverers for monitoring and audit purposes.

If you require the logo in another format, please contact the Gwynedd Business Support Team.

Please ensure that you keep the Gwynedd Business Support Team informed of any future publicity opportunities.



Busnes@
gwynedd.llyw.cymru

