**Moray Council Branding and Publicity Guidelines for UKSPF Projects**

**QUICK SUMMARY**

* The two logos above must be used on ALL communication materials.
* All digital materials must include the phrase “This project is [funded/part-funded] by the UK Government through the UK Shared Prosperity Fund.”
* Other phrases and logos are recommended but not essential (see below).
* Must use #UKSPF for all social media platforms.
* There are more detailed rules for press releases (see below).
* Keep copies of all publicity and branding for future audit purposes.
* The UKSPF branding and logos must be clear and prominent.

**INTRODUCTION**

The guidelines apply to all partners who are delivering projects in Moray, either partly or fully funded by the UK Shared Prosperity Fund. All communication materials and public facing documents related to funded activity, including all digital and print publicity, must comply. Please note that branding and publicity must be clear and prominent.

**USE OF LOGOS**

You must use the following two logos on all communication materials (be sure to use the Scottish version of the “Funded by UK Government” logo – as below – with the unicorn on the left).





You may also add other project logos as appropriate, for example:

**DIGITAL MATERIALS (INCLUDING WEBSITES AND SOCIAL MEDIA)**

Essential: All digital materials must include the logos and the phrase: ‘This project is [funded/part-funded] by the UK Government through the UK Shared Prosperity Fund’.

Recommended where practicable: a link to the [UK Shared Prosperity Fund Website](https://www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus)

Recommended phrase where practicable: “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>”.

**PRESS RELEASES**

In addition to logos, all press releases must contain:

1. A link to the [UK Shared Prosperity Fund website](https://www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus)
2. The following phrase: ‘[This project/Name of project] has received £ [INSERT AMOUNT] from the UK Government through the UK Shared Prosperity Fund’.
3. **A note to editors as follows:**

‘[The UK Shared Prosperity Fund](https://www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus) 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.’

**SOCIAL MEDIA**

When describing or promoting funded activities on social media such as Twitter, Facebook etc., the following hashtag (#) should be used #UKSPF.

**Further information and support**

Evidence of compliance with branding and publicity guidance must be kept by the project deliverer for monitoring and audit purposes.

Please contact [alan.macbeth@](mailto:alan.macbeth@)moray.gov.uk for support with branding and communications materials.

This guidance is subject to update and change.

July 2023