

UKCES Investment Funds Publicity Guidelines

Introduction

This guide has been produced to help organisations who are receiving co-investment from the UK Commission for Employment and Skills through the Growth and Innovation Fund (GIF) and or the Employer Investment Fund (EIF) to meet the publicity guidelines.

You **must** promote the funding on all publicity materials associated with the programme of work during the term of your investment agreement.

Aim of publicity requirements

To highlight the role of the Growth and Innovation Fund or Employer Investment Fund in supporting initiatives that increase the contribution skills make to enterprise, jobs and growth.

Investment branding

The following have been developed for use on GIF or EIF materials:



Where it is not appropriate for a logo to appear the following wording must be included instead:

'This [please insert 'project' / 'programme' / 'specific name' of the work as appropriate] has received co-investment from the UK Commission for Employment and Skills through [please insert either the Growth and Innovation Fund or the Employer Investment Fund].'

Logo specifications

The logo is available via the UK Commission for Employment and Skills website

EIF Jpeg : <http://www.ukces.org.uk/assets/bispartners/ukces/images/logos/eif.jpeg>

GIF Jpeg : <http://www.ukces.org.uk/assets/bispartners/ukces/images/logos/gif.jpeg>

If at all possible the logo should be placed on a white background. It should not be encased with an outline.

If you need an alternative format please email: website@ukces.org.uk

Using the logo

1. Publications e.g. booklets, newsletters, leaflets

- Clear indication either on the title page (or cover dependant on your existing in-house style guidelines) of the UK Commission for Employment and Skills co-investment through the relevant Investment Fund.
- The logo must also be used in the publication

2. Press notices

- As a minimum the above wording should be included within your standard boiler plate. You may wish to go into further detail about the nature of the co-investment, if so, provided the investment from the UK Commission for Employment and Skills is clear you do not need to use the exact phrasing as above.
- You should also include the logo if you issue press notices/releases on a branded template alongside any other logos.

3. Electronic information e.g. websites, e-newsletters, audio-visual material

- The same principles for publications should be applied.
- For websites in particular the contribution of the Fund must be recognised along with the inclusion of the logo. Hyperlink(s) to the content on <http://www.ukces.org.uk/ourwork/investment> should be included.

4. Events

- Conferences, exhibitions, seminars must display the logo as part of any presentation and on any documents and display stands.

5. With partner logos

- You may use the UKCES GIF or EIF logo with your own or partner logos.
- Equal prominence should be given to both logos.
- You need to ensure the logos are displayed tidily and our preference is for a horizontal placement, but this can be adapted to fit with existing in-house guidelines.