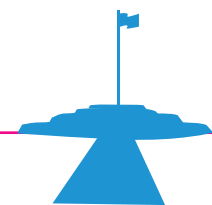




MANX LOTTERY TRUST GRANT SCHEME

ACKNOWLEDGING FUNDING





WHAT IS THE MANX LOTTERY TRUST?

The Manx Lottery Trust is an independent charitable trust set up in 2008, which provides grants to appropriate organisations for the benefit of people resident in the Isle of Man. It is a delegated partner of National Lottery Community Fund.

The Manx Lottery Trust grants scheme aims to bring about the following:

- people having better chances in life, with better access to training and development to improve their skills
- stronger communities, with more active citizens working together to tackle their problems
- improved rural and urban environments, which communities are better able to access and enjoy, and
- healthier and more active people and communities.

One of the conditions of accepting assistance from the National Lottery Community Fund and the Manx Lottery Trust is that you use the beneficiary logo to acknowledge our support.

We have written this booklet to help you do that, by giving you guidelines on how to use the lock-up of both our logos on a wide range of materials. This is one piece of artwork called the beneficiary logo throughout this guide.

By receiving and accepting our support you have made a commitment to using our beneficiary logo where you can. We also explain where you must use it and how to do so. Through your use of this logo we can let the public know where lottery money is going in their community.

BENEFICIARY LOGOS

The logo we have created for you to use to acknowledge your grant is called the beneficiary logo.

It is made up of the National Lottery Community Fund's beneficiary logo locked to the Manx Lottery Trust's logo, to show that they managed the funding of your award. Together these form one piece of artwork.



BENEFICIARY LOGO COLOURS

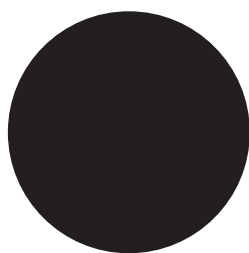
The National Lottery Community Fund colours are black and pink.

The Manx Lottery Trust logo is three colours (including white). These both must remain in the colours shown. We have supplied artwork in cmyk colour to keep your print costs down.

We have provided RGB colour references for on-screen use, for example PowerPoint or your website.

Please use the logo in colour if you can. If there is some restriction, for example limited colour printing, then you can use the logo in black only or reversed-out of a solid block of colour.

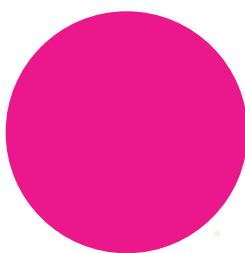
Remember, printing in dark colours means people can see a white reversed-out logo clearer than they could on lighter colours. It is only possible to open the reversed-out (white) artwork in design software, such as Illustrator or Photoshop. It can't be opened in Word suite.



National Lottery
Community Fund
Logo and Text - Black

K100

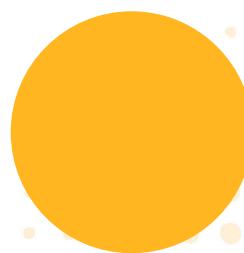
R29 G29 B27



National Lottery
Community Fund
Text - Pink

C100 M0 Y0 K0

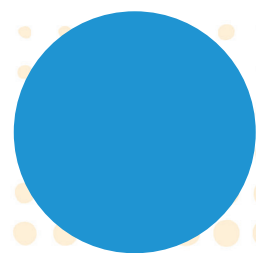
R0 G160 B198



Manx Lottery Trust
Yellow

C0 M35 Y93 K0

R243 G182 B50



Manx Lottery Trust
Blue

C77 M28 Y0 K0

R84 G145 B206



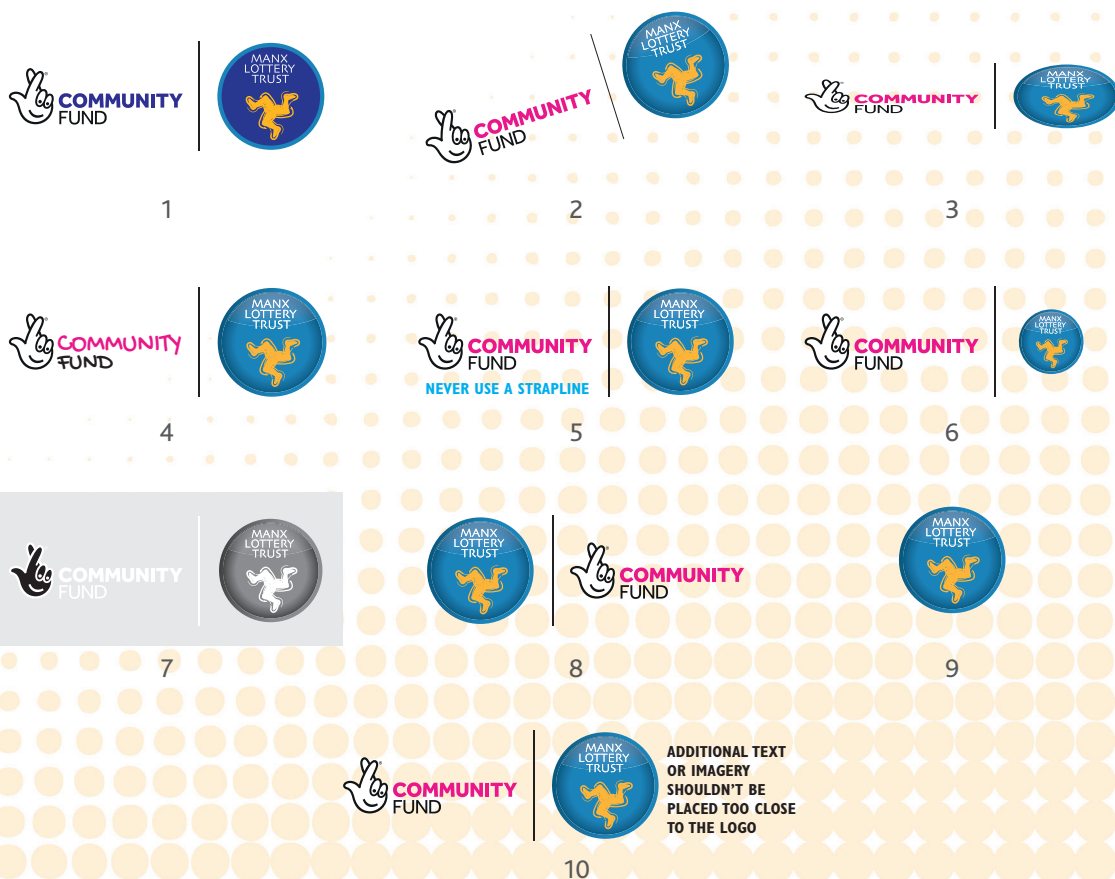
LOGO USE

The logo has been specially created so please don't redraw or alter it at all. Please do not stretch the logo, or cut it up (crop it) to fit into a small space. The examples below are to show you how misusing the logo can affect its impact.

TEN RULES FOR SUCCESS

Please remember to make sure the logotype is:

- 1 Always in its correct colours
- 2 Never rotated
- 3 Never distorted
- 4 Never recreated in a different typeface
- 5 Never used with a different strapline
- 6 Never used with any of the elements altered
- 7 Shown with enough contrast between it and background
- 8 Used with the elements in the right size and the right place
- 9 Never separated from the distributor logo
- 10 Always protected by the exclusion zone



MINIMUM SIZE

See below for the minimum size you should use for the beneficiary logo. To make sure the logo is clear and easy to read, please ensure it is at least 20mm in height



EXCLUSION ZONE

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



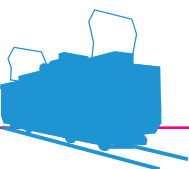
PRODUCTION

File formats

The logo is supplied in a variety of file formats. Use the correct format for your purpose.

Signs	EPS
Print stationery	EPS
Online	PNG
PowerPoint	JPG
Electronic templates	JPG

These file formats are available from the Manx Lottery Trust contact details on the last page. Please do not download the logo from any other source.



LOGO PARTNERSHIPS

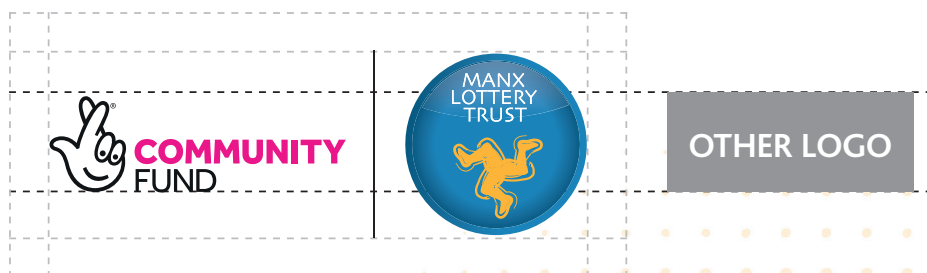
You get funding from other sources and have to juggle the expectations of all your funders to acknowledge their contribution. We are sympathetic to this but if we are the greatest funder of your project we expect our beneficiary logo to have the greatest prominence.

Where other organisations contribute more than us we understand you may have to manage their expectation and our logo will be diminished. However it can never be omitted altogether as its use is a condition of your grant.

If you have difficulties managing this requirement contact Manx Lottery Trust for advice.

If you are working with other organisations who have given you other types of support it is understandable you and the sponsor will want to recognise their help but you must manage this in such a way so as not to imply they have funded your project.

If you have received funding from a joint funded programme you should follow the dual branding layout diagram (below). Please make sure the logo you are adding is the same size as the beneficiary logo. It should never be taller than the crossed fingers symbol.





WHERE TO USE THE MANX LOTTERY TRUST BENEFICIARY LOGO

All people who come to visit your project, take part in your activities or use your services must be able to see that it was funded by the National Lottery Community Fund through the Manx Lottery Trust and the following section gives more information on where we expect to see you using the beneficiary logo in order to comply with your grant contract.

PUBLICATIONS AND PRINTED MATERIAL

All grant recipients must acknowledge the support of National Lottery Community Fund when producing any form of promotional or publicity material, including press releases, leaflets, posters, brochures and annual reports. Our beneficiary logo must be easily visible on all publications – and conform to our minimum size guidance (page 5).

You may decide to add our logo to your stationery. There are two ways you can do this. You can incorporate the logo into your electronic letter templates, or you can have our logo printed on your letterhead.

All press releases about your work funded by the Lottery should carry our logo. Note that our logo should appear on them for the lifetime of the funding, not just for grant announcements.

WEBSITES

If your project has a website, our logo must appear on the home page. Please ensure that the logo is large enough to be legible on screen. You should use the GIF or JPEG format logos.

We would also like you to include a link to our site, so more people know who we are.

ADVERTISING

When advertising anything to do with your Lottery funded project, our logo must feature in the ad. If the cost of advertising space will not allow you to include our logo in a size that is legible, the following text can be used instead:

Funded by the National Lottery Community Fund through Manx Lottery Trust.

If you do have space to include the logo you should not replace it with the text. Any other advertising that relates to the part of your project funded by us should also include our logo or this text.

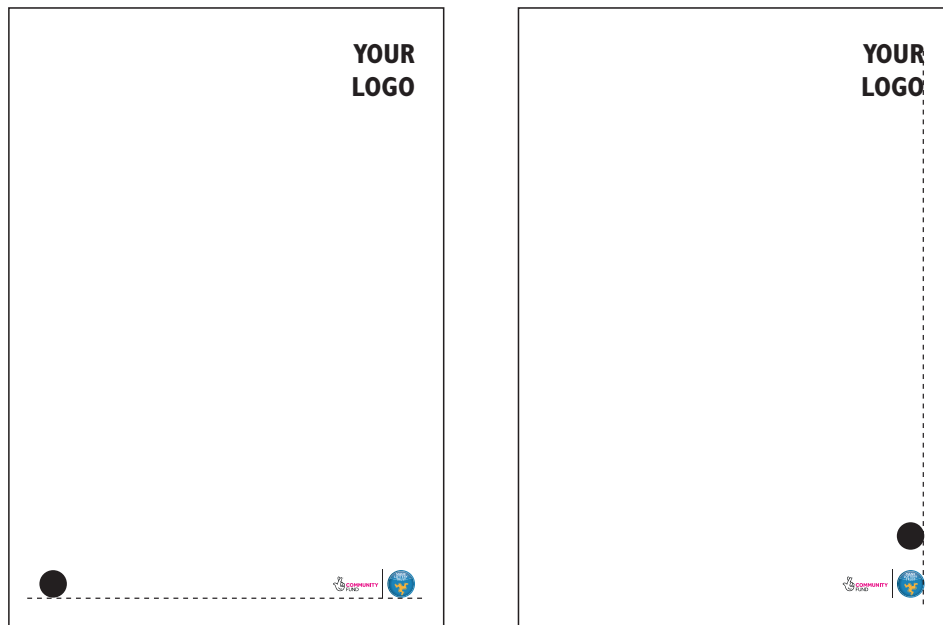
Please do not use our logo below the minimum size in newspaper advertisements as it becomes illegible.

EVENTS

Your grant must be acknowledged at any event you host, particularly where there will be media representation.

STATIONERY AND PRESS RELEASES

We prefer you to place our logo on the right of the page. If you need to show one or more non-beneficiary logo together with the beneficiary logo on a publication, please make sure they are all the same size and exactly aligned. See below for examples.



OTHER CONSIDERATIONS

Cost

The cost of acknowledging your grant support should be built into your project costs. Any expense undertaken should be proportional to the size of your grant.

Duration

However you choose to acknowledge your grant, it must be able to last the life of your project. Bear in mind potential replacement costs due to wear and vandalism.

MONITORING & COMPLIANCE

We will look for appropriate visual recognition of our grant when assessing the progress of your project. This is part of our compliance monitoring procedure, as outlined in your contract. Occasionally the brand team may also contact you to check for compliance.

The 'Crossed Fingers' artwork is owned by the Gambling Commission. They are responsible for licensing and regulating the National Lottery. All Lottery Distributors are licensed to use the beneficiary logo and they ensure that their grant recipients use it to acknowledge Lottery funding. This is a generic logo with no link to the lottery games or commercial lottery operator. You are not approving the gaming side of the National Lottery by displaying the beneficiary logo, you are simply promoting the lottery funding which goes to good causes all around the UK and improving public awareness of the great things funded by the National Lottery.

If you receive support from us, you are required to use the National Lottery beneficiary logo to acknowledge and celebrate your grant and you must keep to this guidance, or any future version. This permission is personal to you and you may not transfer any of your rights to another person or organisation.

We may share information about your project with the Commission to enable it to monitor your compliance with this requirement and to take appropriate action should you breach its terms.

We have the right to end your permission to use the beneficiary logo:

- **if our own permission from the Commission terminates;**
- **if you do not comply with the Guidelines;**
- **if your grant is withdrawn, suspended or terminated**

If this permission ends, you must stop using the beneficiary logo immediately.

CHECKLIST

To help you ensure you have acknowledged your grant adequately here is a list of places we expect to see our logo used to acknowledge funding:

- | | | |
|---|---|---|
| <input type="checkbox"/> Advertisements | <input type="checkbox"/> Booklets | <input type="checkbox"/> Educational Material |
| <input type="checkbox"/> Flyers | <input type="checkbox"/> Invitations | <input type="checkbox"/> Information Boards |
| <input type="checkbox"/> Job adverts | <input type="checkbox"/> Newsletters | <input type="checkbox"/> Posters |
| <input type="checkbox"/> Presentations | <input type="checkbox"/> Press releases | <input type="checkbox"/> Programmes |
| <input type="checkbox"/> Publicity leaflets | <input type="checkbox"/> Stationery | <input type="checkbox"/> Websites |

Further information on the work of the Manx Lottery Trust can be obtained from:

Manx Lottery Trust, The Stamp Room, Second Floor, Bourne Concourse, Ramsey, Isle of Man, IM8 1JJ

Telephone: 0800 047 0036

Email: grants@mlt.org.im

Website: www.mlt.org.im



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