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UK Government



**Business@**  
gwynedd.llyw.cymru



# **Cyngor Gwynedd Recharge Grant Publicity Guidelines**



You have received a grant from the Cyngor Gwynedd Recharge Grant Fund. This fund is jointly funded by Cyngor Gwynedd, the Nuclear Decommissioning Authority/ Nuclear Restoration Services 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:



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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, Nuclear Decommissioning Authority/ Nuclear Restoration Services and the UKSPF is to be included as follows:

'This project is part-funded by the UK Government through the UK Shared Prosperity Fund, part funded by the Nuclear Decommissioning Authority/ Nuclear Restoration Services and part-funded by Cyngor Gwynedd.'



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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, NDA Socio-economic funding website, 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

#NDAGovUK

#NRServicesUK

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

### **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.

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