



Credit mark

Guidelines for funding recipients

**August 2007**

Funding stream logos:

- Egremont Regeneration Partnership works to regenerate the Egremont area using money from:
  - Copeland Council
  - West Lakes Renaissance
  - European Regional Development Fund
  - North West Regional Development Agency
  - Arts Council of Great Britain
  - British Nuclear Group

If your project has received funding from these sources you should use the Regeneration Partnership funding mark and also the appropriate logo from the original funding source for each individual project. This helps the Partnership to create maximum support and awareness for all the regeneration work taking shape in Egremont.

funding mark

Please use our mark as large as possible on all your published material

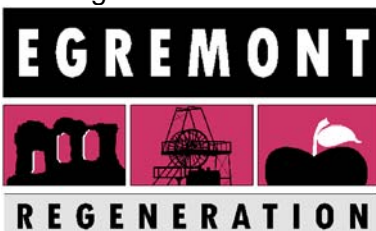
Funding mark 10 cm



Funding mark 3cm



Funding mark 5cm



On light background



On dark background



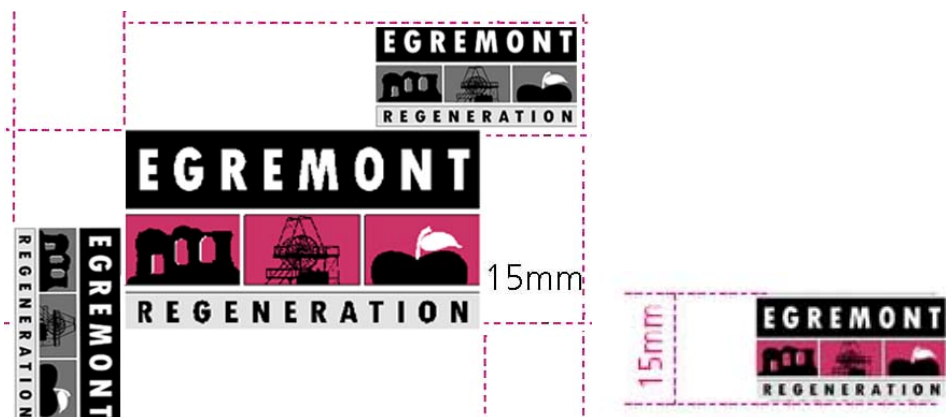
—⚡— = Continuation of page

The Egremont Regeneration Partnership logo and funding mark must be reproduced from the artwork supplied or downloaded and never redrawn, modified or enclosed in a box. It must give due recognition to the support you receive from us. The mark will still be secondary to your own identity.

The mark must be easy to read at an ordinary viewing distance and should only be applied in full colour, black on white or vice versa and never in any other colour.

Funding mark exclusion zone

Funding mark minimum size



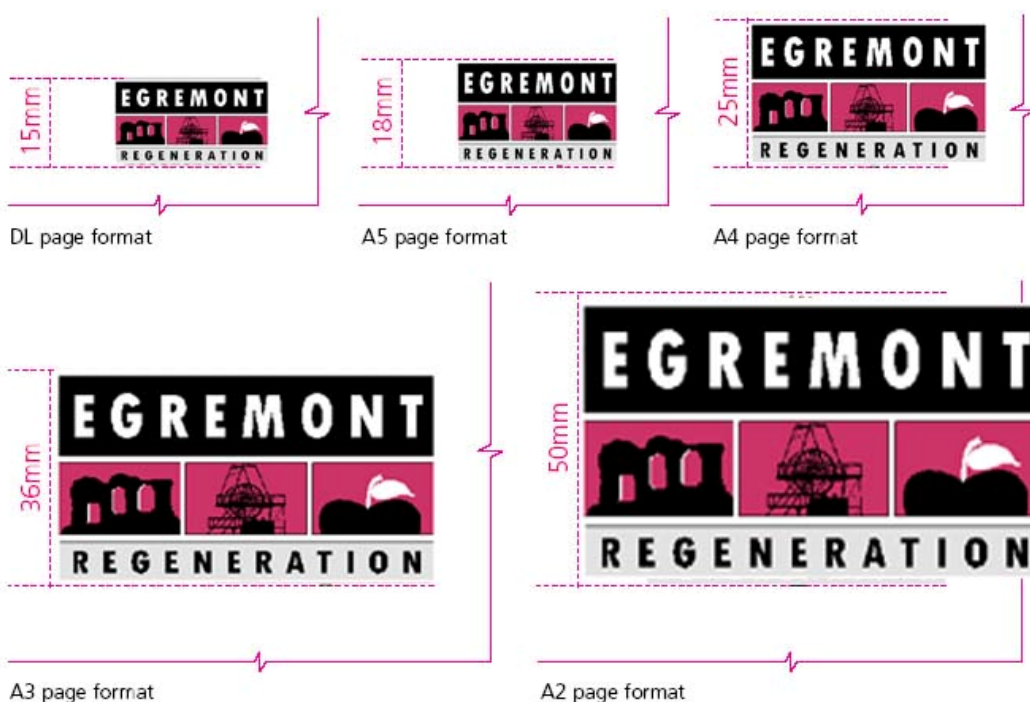
The exclusion zone (indicated by the dotted line) is the minimum area around the funding mark that must remain clear of typography or any other graphic device, including details within a photographic background. The formula for the exclusion zone is shown above and applies to all sizes of funding mark reproduction.

The words FUNDED BY, PARTNERED BY or SUPPORTED BY should be added across the top of the marc indicating the nature of the support provided.

We have set a minimum size for our mark, so it can be easily read and recognised. We have also created recommended sizes for standard page formats, detailed below.



Funding mark minimum size is for exceptional circumstances, if the logo needs to be at very small sizes. Wherever possible our mark should be positioned in any of the four corners of a design layout. The logo should be positioned at least the distance of the exclusion zone from the edge of the page. Shown below are recommended logotype sizes, developed for standard page formats.



Where possible use our mark on your stationery, press materials and such things as admission tickets, raffle tickets, or vehicles. Always use the mark on special stationery or press paper arising from the funded or partnered activity, on all literature produced for the funded project and any advertising you produce to promote the funded project or activity. The mark may be omitted from very small advertisements.

Websites that communicate details of the funded activity should include our mark or include the appropriate mark with its funding stream. Wherever possible this should be positioned in a prominent position.

Visual media should acknowledge funding using the appropriate funding mark or the line 'funded by (the name of the appropriate funding stream through Egremont Regeneration Partnership'.

Sound media should use the phrase 'This production is supported by funding from (the name of the appropriate funding stream) through Egremont Regeneration Partnership'.

Awards for capital projects such as building works or the installation of equipment, must acknowledge funding through the use of site boards and plaques.

Site boards should be prominently displayed as soon as a building project commences.

A permanent plaque should be placed in a prominent position in the entrance or main public area of every completed funded building project or where capital funds have been used to install equipment or make alterations.

If you are unsure about how to use the mark, please contact the Marketing Officer at the Regeneration Office.

Egremont Regeneration Partnership reserves the right to approve the usage of the funding mark.

Logos

Go to [www.virtualegremont.co.uk/regenerationlogos](http://www.virtualegremont.co.uk/regenerationlogos) to download the appropriate mark

Contact the Marketing Officer, Egremont Regeneration Partnership,  
80 Main Street, Egremont, Copeland, Cumbria, CA22 2DJ  
Telephone 01946 825546  
Email: [asnape@copelandbc.gov.uk](mailto:asnape@copelandbc.gov.uk)