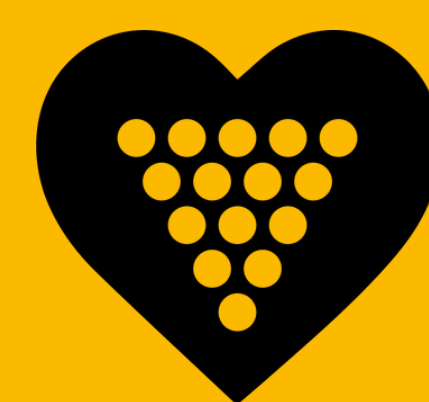


# Cornwall Community Foundation

## Brand guidelines

Thank you for everything that you do for communities in Cornwall. We are delighted that we were able to contribute to your fantastic work with a grant. To help celebrate your work and let others know about available funding we have created these branding guidelines.

Where possible, display the CCF logo on materials related to the funded project.



Don't manipulate the CCF logo e.g., by stretching, rotating, or redrawing it.

Use the following quote on project materials  
“This project is [funded/part funded] by Cornwall Community Foundation through [fund name].”



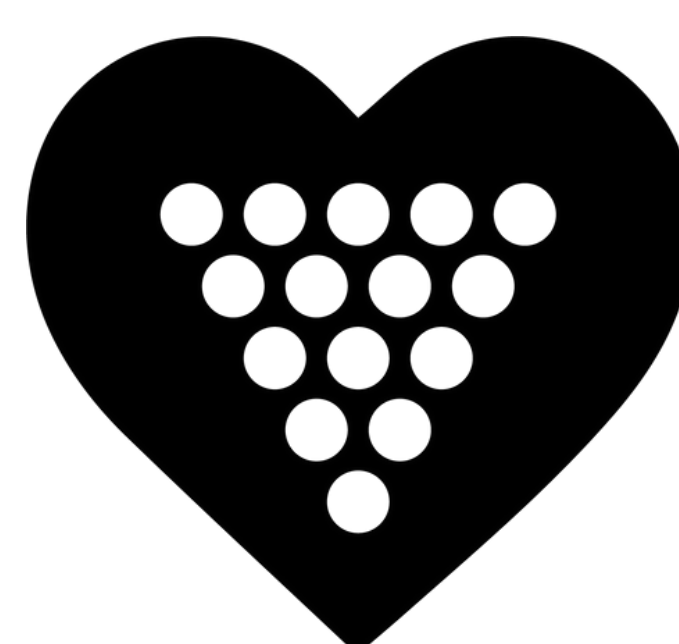
When talking about the funding project on social media, tag @cornwallcommunityfoundation

Request a plaque from our grants team to display so that you can celebrate our partnership.



Let us know about any press mentions and reference CCF in press release editor notes.

This outline should be used as a point of reference. Please read the full brand guidelines when promoting your funded project.



**Cornwall  
Community  
Foundation**

## Introduction

Cornwall Community Foundation has donated over £20 million in grants to 8,626 projects across Cornwall and the Isles of Scilly since 2003.

We believe in a positive life for all people in Cornwall and the Isles of Scilly, free from poverty and social isolation. To achieve this, we raise funds from individuals and businesses and distribute them to community and grassroots non-profit organisations who are changing people's lives across the region.

To help celebrate our partnership, promote the work of Cornwall Community Foundation and raise awareness of the support available, we've provided the following brand guidelines.

If you wish to display our logo somewhere not covered in these guidelines, please get in touch with our team.

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## Logos

When working on projects funded by the Cornwall Community Foundation, it's important to use the right logos in all project communications, materials and public documents.

If grants are awarded through a fundholder (for example, Cornish Lithium), they may provide their own brand guidelines. In this instance, please do your best to display the logos of both Cornwall Community Foundation and the fundholder. If you have any queries, please get in touch with the Foundation's Marketing Officer.

### CCF logo usage

When using the CCF logo, don't:

- Use any other colours or effects
- Add any other descriptions or taglines
- Place the logo on a busy background that will impact readability
- Place the logo on a dark background that will make it hard to see/read
- Rotate or distort the logo
- Use special effects to change the logo's appearance
- Try to recreate or redraw the logo



### CCF logo usage

When using the CCF logo alongside another logo, please visually scale the logos to appear similar in size. Make sure the logos don't overlap or intrude on each other and space them out well.

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## Digital and printed materials

As well as using CCF's logos, we ask that recipients make sure website and online or printed materials promoting Cornwall Community Foundation funded activities include a clear and prominent reference to the funding from the Foundation.

The following statement should be used in these materials: "This project is [funded/part funded] by Cornwall Community Foundation through [fund name]."

### Website

Where a website page has been created specifically for a project funded by Cornwall Community Foundation, we ask that the Cornwall Community Foundation logo is placed on the page.

The project/organisation receiving funding may also display Cornwall Community Foundation's logo elsewhere on their website as supporters of the organisation.

If details of the funded activities are published on the website, the Foundation's logo should be displayed alongside a clear and prominent reference to the funding as follows:

"This project is [funded/part funded] by Cornwall Community Foundation through [fund name]."

Where practical, project deliverers can also include a link to the Cornwall Community Foundation website ([www.cornwallcommunityfoundation.com](http://www.cornwallcommunityfoundation.com)). This may look like:

"Cornwall Community Foundation helps people across Cornwall and the Isles of Scilly by awarding small grants to grassroots organisations who are working to overcome the challenges of disadvantage, exclusion and poverty in their communities. Find out more at [www.cornwallcommunityfoundation.com](http://www.cornwallcommunityfoundation.com)"

#### Digital materials

Those awarded funding by Cornwall Community Foundation should make sure all digital/electronic materials relating to projects funded by the Foundation acknowledge and reference the funding received by displaying the Cornwall Community Foundation Logo.

Please also include a clear and prominent reference to the funding.

#### Printed materials

Printed materials related to the funded activities should include the Cornwall Community Foundation logo and a clear and prominent reference to the funding.

Printed materials include, but are not limited to: Advertisements for the project, leaflets, brochures, flyers and posters, case studies, exhibition banners and display panels, invitations, newsletters, and reports and papers

## Media and PR activities

Cornwall Community Foundation may choose to highlight your project when sharing funding updates. If this is the case, the grants team will ensure they have the correct permissions to share any stories and case studies. We will not share any photography without verbal or written permission from the organisation in question.

### Press activities

For any press activities around the funded project, please include a clear and prominent reference to the funding:

“[This project] has been awarded £[INSERT AMOUNT] by Cornwall Community Foundation through [awarding fund].”

Notes to editors must also include:

“Cornwall Community Foundation helps people across Cornwall and the Isles of Scilly by awarding small grants to grassroots organisations who are working to overcome the challenges of disadvantage, exclusion and poverty in their communities. Find out more at [www.cornwallcommunityfoundation.com](http://www.cornwallcommunityfoundation.com)”

Press releases supporting the funded project must also include the Cornwall Community Foundation logo.

### Social media

When describing or promoting projects supported by Cornwall Community Foundation funding, please tag Cornwall Community Foundation (@cornwallcommunityfoundation) and any relevant fundholder organisations.

Please note, funding must be approved before any media or PR activities concerning the funding begin.

### Plaques

Cornwall Community Foundation stocks printed plaques that read:

Funded by Cornwall Community  
Foundation.

Positive change for one and all.

[www.cornwallcommunityfoundation.com](http://www.cornwallcommunityfoundation.com)

Funded projects are encouraged to install one of these plaques in a location visible to the public, if appropriate. These plaques are provided at no additional cost. Get in touch with Cornwall Community Foundation team if you would like to request one.

