



# Shetland Community Programme

## Publicity Guidelines

Acknowledging support for your project or event is important because it lets people know your project or event is part of the Highland 2007 celebrations. Grant support may be recognised in a number of ways and, while the following is not exhaustive, it is an indication of the minimum acceptable level of acknowledgment. If in doubt, contact Alison Bell at Highland 2007 on 01463 702007 for more information.

Important: a project or event may not be considered complete, and payments could be delayed or withheld, unless the correct acknowledgement has been made.

### 1 Acknowledging Highland 2007

It is a condition of the grant that Highland 2007, Shetland Islands Council and Shetland Enterprise be clearly acknowledged in all publicity material associated with your project, either by using the appropriate logos and/or by reference to the funders in associated printed text.

#### 1.1 Wording

As a minimum, you should acknowledge Highland 2007 support by use of the following phrase in publicity material: "This project has been supported by Highland 2007, Shetland Islands Council and Shetland Enterprise" or "This event has been supported by Highland 2007, Shetland Islands Council and Shetland Enterprise".

#### 1.2 Logo

Where possible, in addition to the wording above, the Highland 2007, Shetland Islands Council and Shetland Enterprise logos should also be incorporated into publicity material. For a copy of the Highland 2007 logo in a suitable format, please email [logo@highland2007.com](mailto:logo@highland2007.com), download it from the Highland 2007 website at [www.highland2007.com/logo](http://www.highland2007.com/logo), or contact Karen at Dynam on 01463 233692. Both Shetland Islands Council and Shetland Enterprise logos should be used. These are available on request. Each logo should be of similar size and proportion.

### 2 Use of the logo and/or wording

2.1 Press releases and/or advertorials should incorporate the form of wording as described in section 1.1. The involvement of Highland 2007 should be clearly stated and a copy of all press releases forwarded to Highland 2007.

2.2 Promotional material should incorporate the form of wording, together with the logo, as described in sections 1.1 and 1.2. Examples of promotional materials would include adverts, leaflets, programmes, brochures, posters, newsletters, web sites, etc.

2.3 Signs and plaques should incorporate the form of wording, together with the logo, as described in sections 1.1 and 1.2. Where appropriate, during any construction phase a temporary site sign must be displayed indicating the support of the funding partners. On completion of the project, a permanent plaque must be displayed in a prominent place acknowledging funding contributions, where appropriate.

2.4 Events and representation at events: where possible, support from the funding partners should be acknowledged with a sign, clearly displaying the logos. Funding partners would welcome the opportunity to have representation at the formal launch, opening ceremony or event connected to a funded project or event. Invitations to guests should make it clear that the project has been supported by the funding partners either by means of the appropriate logo or a reference in the text.

### 3 Highland 2007 promotion of your project or event

Specific events and projects may be used to show others the successes and benefits of Highland 2007. By accepting the grant you agree to co-operate with Highland 2007 to provide information, promotional material and photographs for this purpose.