

Climate Challenge Fund

Summary Guide

Branding and Promotional Requirements
for Climate Challenge Fund Grant Recipients

April 2020

Contents

1. Introduction	3
2. Online content	4
2.a Websites	4
2.b Social media	4
2.c Videos	5
3. Promotional material	6
3.a Posters	6
3.b Flyers	6
3.c Other promotional materials	7
3.d Press release	8
4. Recruitment	9
5. Logos and positioning	10
6. Retention of materials and tracking progress	10
7. Additional support	11

1. Introduction

Climate Challenge Fund (CCF) Grant Recipients must acknowledge receipt of CCF funding on their website and in other promotional and recruitment materials that are produced using CCF funds. This should include correct use of the Greener Scotland and Climate Challenge Fund logos, plus additional explanatory text and weblinks where appropriate.

In addition, Grant Recipients must retain copies of all materials produced in case of any queries from their CCF Development Officer at Keep Scotland Beautiful.

To assist CCF Grant Recipients in meeting branding and promotional requirements we have produced this step-by-step guide Summary Guide. **Grant Recipients should ensure that they read this Summary Guide before producing any online or printed material for their CCF project.**

The Summary Guide also highlights further resources available to support Grant Recipients, such as pre-set downloadable logos and correctly branded templates for promotional materials and press releases as well as additional support from the CCF Marketing Officer and training sessions.

In the event of any queries regarding CCF branding and promotion, Grant Recipients should contact their CCF Development Officer at Keep Scotland Beautiful in the first instance. The Summary Guide also outlines additional support available from the CCF Marketing Officer.

2. Online content

2.a. Websites

CCF Grant Recipients should include a summary of their CCF project on their website, including the total amount of funding awarded and a link to the CCF website, www.keepsotlandbeautiful.org/ccf.

CCF Grant Recipients should display the Climate Challenge Fund and Greener Scotland logos on their website. The logos should be clearly visible when landing on webpages that refer to CCF funded activities and should be given equal prominence to other logos on the page.

The CCF and Greener Scotland logos are available to download in RGB format set to the minimum dimensions required:

www.keepsotlandbeautiful.org/ccfbrandingsupport

Please do not reduce the sizing, or change the colour or format of the logos and leave at least double the height of the S of the Greener Scotland logo around the edge of the logos.



CCF Grant Recipients should outline their website address that contains information about their CCF project in their CCF Startup Report.

2.b. Social media

CCF Grant Recipients that create a social media feed specifically for their CCF project should include a summary of their project and a link to the CCF website where appropriate, www.keepsotlandbeautiful.org/ccf

CCF Grant Recipients should also tag the relevant CCF social media feeds when undertaking social media activity.

Facebook: [ClimateChallengeFund](https://www.facebook.com/ClimateChallengeFund)

Twitter: [@CCFScot](https://twitter.com/CCFScot)

Grant Recipients should outline their social media feeds that contain information about their CCF project in their CCF Startup Report.

Hashtags:

We use several hashtags on Facebook and Twitter for the CCF. Main hashtags are outlined below, but more will be introduced throughout the year for specific events such as the Awards and Gathering.

#ClimateChallengeFund - for anything involving CCF activities

#CarbonLiteracy - for Carbon Literacy Training

#CCFToolkit - for CCF Toolkit training sessions

Grant Recipients should also tag Scottish Government social media channels where possible:

Twitter: [@ScotGovClimate](https://twitter.com/ScotGovClimate)

Scottish Climate Change Community Facebook Group :

This is an interactive forum administered by Keep Scotland Beautiful for everyone interested in building low carbon communities in Scotland to learn, share and be inspired.

Request to join the group at <https://tinyurl.com/rajd6s>

2.c. Videos

CCF Grant recipients should display the Climate Challenge Fund and Greener Scotland logos in videos they produce with CCF funds.

The Climate Challenge Fund and Greener Scotland logos should be clearly visible in video title screens. The logos should be given equal prominence to other logos featured in the video. The Climate Challenge Fund and Greener Scotland logos are available to download in RGB format set to the minimum dimensions required:

www.keeptoscotlandbeautiful.org/ccfbrandingsupport

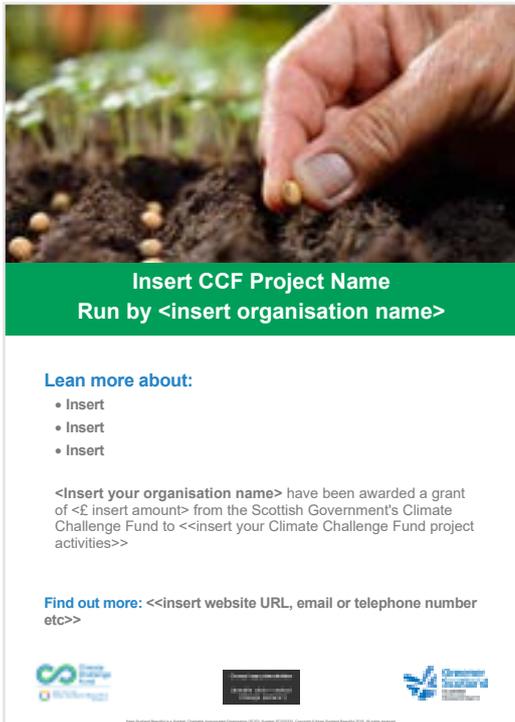
Please do not reduce the sizing, or amend the colour or format of the logos and leave at least double the height of the S of the Greener Scotland logo around the edge of the logos.

Example of logos used in an introductory screen for a video:



3. Promotional material

Correctly branded editable templates for an A3 poster and A4 flyer are available for CCF Grant Recipients via the CCF website www.keepsotlandbeautiful.org/ccfbrandingsupport



A3 poster template example

3.a. A3 poster

Poster templates include a choice of images suitable for your theme of project, with space for you to personalise with information about your project, contact details and a logo.

This poster should be displayed in a location visible to the public.

A blank template featuring logos is also available.

3.b. A4 flyer

Flyer templates include a choice of images and space for you to personalise with information about your project, contact details and a logo.

A blank template featuring logos is also available.



A4 flyer template example



The images supplied in the A3 Poster and A4 flyer templates must not be used outwith the templates supplied.

3.c. Other promotional materials

For other promotional materials CCF Grant Recipients may wish to produce they should display the Climate Challenge Fund and Greener Scotland logos.

As per the templates for the A3 Poster and A4 flyer outlined previously, these logos should appear at the bottom of the material with the Greener Scotland logo to the bottom right-hand side.

Where space allows CCF Grant Recipients should also include text summarising that funding has been awarded through the Scottish Government's Climate Challenge Fund.

CCF Grant Recipients should keep details of each item of material they produce in case their Development Officer at Keep Scotland Beautiful has any queries.

Examples of promotional materials:

- Posters, leaflets, booklets, flyers.
- Letterheads, compliment slips, participant records, attendance sheets, certificates, business cards.
- Banners and pop-up stands (logos may appear at the top of these items when appropriate.)
- Pens, pencils, mugs, key rings, bags, clothing.

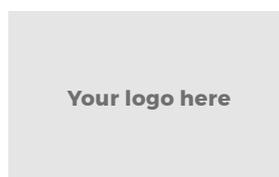
For promotional items that are smaller than A5 in size the 'Scotland' in Greener Scotland should measure a minimum of 16mm.

We have correctly sized logos available for download. The Climate Challenge Fund and Greener Scotland logos are available to download as a CMYK format logo strip set to the correct sizes for A1, A2, A3, A4 and A5 promotional items:

www.keepsotlandbeautiful.org/ccfbrandingsupport

Please do not amend the sizing, colour or format of the logo strip and leave at least double the height of the S of the Greener Scotland logo around the edge of the logos. Please use the full width of the logo strip.

Branding example



3.d. Press releases

CCF Grant Recipients should acknowledge the funding received from the Scottish Government's Climate Challenge Fund in press releases and other articles.

We have produced template press releases for CCF Grant Recipients to download that contain all the relevant text and notes to editors. These include:

- Announcing the award of CCF funding.
- Publicising events that your project may run.
- Holding a Climate Conversation.

The templates are available to download at:

www.keepsotlandbeautiful.org/ccfbrandingsupport

Grant Recipients that wish to write their own press releases or articles should ensure that they directly reference activities that are funded through the Scottish Government's Climate Challenge Fund in the main body of the text. Grant Recipients should also include the below text, either in the main body of text or in the 'Notes to editors' section of a press release.

The Climate Challenge Fund (CCF) is a Scottish Government grant programme managed by environmental charity Keep Scotland Beautiful. The CCF provides funding and support to help community-led organisations in Scotland tackle climate change through projects that reduce local carbon emissions. . Over 1,150 projects across all 32 local authorities have been awarded CCF grants for activities involving energy efficiency, sustainable travel, local food and resource efficiency. Total CCF funding since 2008 has exceeded £111 million.

Find out more at www.keepsotlandbeautiful.org/ccf

Keep Scotland Beautiful will be pleased to provide a quote to support press releases produced by Grant Recipients. Grant Recipients should keep copies of all press releases they issue relating to their CCF project in case their CCF Development Officer at Keep Scotland Beautiful has any queries.

Please ensure that you include your Development Officer and the CCF Marketing Officer (tim.mullens@keepsotlandbeautiful.org) on the distribution list when you issue a press release so that they can be promoted on the CCF website and social media.

4. Recruitment

CCF Grant Recipients should state in adverts, job descriptions and contracts when an employment position is funded by the Scottish Government's Climate Challenge Fund.

Suggested text:

- This position is funded through the Scottish Government's Climate Challenge Fund.
- The CCF and Greener Scotland logos should appear at the bottom of the advert with the Greener Scotland logo to the bottom right-hand side.

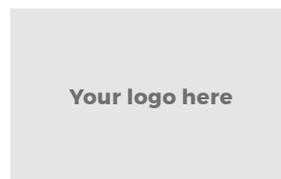
The Climate Challenge Fund and Greener Scotland logos are available to download as a CMYK logo strip set to the correct sizes for A1, A2, A3, A4 and A5print adverts. They are also available in RGB format for online adverts.

www.keepsotlandbeautiful.org/ccfbrandingsupport

Please do not amend the sizing, colour or format of the logo strip and leave at least double the height of the S of the Greener Scotland logo around the edge of the logos. Please us the full width of the logo strip.

Grant Recipients must retain copies of materials produced in case of any queries from their CCF Development Officer at Keep Scotland Beautiful.

Branding example

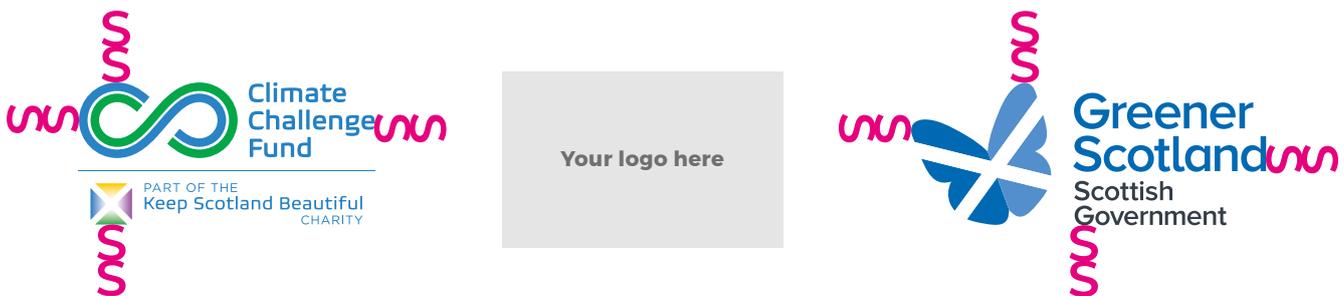


5. Logo sizing and positioning

For each item of online or printed material that CCF Grant Recipients produce, they should refer to the appropriate section of this guide and follow any specific requirements regarding positioning of logos.

More general logo sizing and positioning advice is outlined:

- Please do not amend the sizing, colour or format of the CCF or Greener Scotland logos or logo strips downloaded.
- For print materials please download the logo strip suitable to your size of document (e.g. A4 logo strip for A4 document) and use the full width of the logo strip across the document.
- Always leave at least double the height of the S of the Greener Scotland logo around the edge of the logos.



6. Retention of materials and tracking progress

Grant Recipients should keep a copy of each item of material they produce in case their Development Officer at Keep Scotland Beautiful has any queries.

To assist Grant Recipients to produce correctly branded materials, they will be asked to complete a Branding and promotional requirements checklist in their CCF Startup Report.

7. Additional support

In the event of queries regarding CCF branding and promotion, Grant Recipients should contact their CCF Development Officer at Keep Scotland Beautiful in the first instance. Additional support is available from CCF Marketing Officer, Tim Mullens: 01786 468245, tim.mullens@keepsotlandbeautiful.org

Due the coronavirus pandemic our physical training sessions will not take place. These sessions usually cover branding and promotional requirements and how to develop a more effective plan to promote your project and improve engagement.

All grant recipients will be contacted reagrding alternative online support, including a webinar training session.



We support the Sustainable Development Goals.

Keep Scotland Beautiful is the charity that works with organisations and communities to help people to reduce carbon emissions, improve local areas and adapt to the impacts of climate change. It's part of our work to make Scotland clean, green and sustainable.



T: 01786 471333 E: ccfenquiries@keepscotlandbeautiful.org

 [facebook.com/ClimateChallengeFund](https://www.facebook.com/ClimateChallengeFund)  [@CCFScot](https://twitter.com/CCFScot)

www.keepscotlandbeautiful.org/ccf

