

Black Country Impact

House style and compliance templates

Revision: 9 May 2016



This project is receiving up to £34 million of funding made up of £17 million European Social Fund and £17 million Youth Employment Initiative, plus match funding of up to £8m from the Big Lottery Fund and funding from partners

Preface

IMPORTANT **Branding and publicity compliance requirements**

It is essential that **all** beneficiaries of the Black Country Impact project comply with the attached house style.

Simplicity, keeping the brand clean

Beneficiaries, including delivery partners, should **not deviate** from the Black Country Impact house style or incorporate further logos and straplines. By keeping things simple we will ensure we are meeting the compliance requirements of our funders.

The Black Country Impact logo has been developed to raise the profile and brand of the project, as such delivery partner logos should not appear on documentation for this project. The Black Country Impact logo is the combined presence of all partners within the project, giving prominence to the project over and beyond any individual partner.

Compliance

The requirements outlined in this document form part of the terms and contractual provisions placed on beneficiaries, delivery partners and all sub-contractors that are involved in any operation which is part of the Black Country Impact project. As part of this, beneficiaries **must also** ensure these requirements are met by organisations and roles that provide match funding for this project. The consequence of non-compliance may lead to financial repayment of funding.

It is important to note that delivery partners **are responsible** for ensuring their contractors comply with funder requirements.

This document should be used in conjunction with the Marketing and Communications Strategy for Black Country Impact and funder compliance regulations, which can be found at:

- **England 2014 to 2020 European Structural and Investment Funds Growth Programme, European Regional Development Fund and European Social Fund Branding and Publicity Requirements (October 2015)**

Specifically, the Black Country Impact project **must comply** with the European Social Fund and Youth Employment Initiative regulations within the linked document.

Details are available at:

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/470206/ESIF_Publicity_Requirements_v2_221015.pdf

- **Big Lottery Fund branding and publicity requirements**

The Black Country Impact project receives match funding from the Big Lottery Fund and as such **must also comply** with branding and publicity requirements detailed by the funder.

Details are available within the:

Show – Grant acknowledgement requirements booklet

<https://www.biglotteryfund.org.uk/funding/funding-guidance/managing-your-funding/grant-acknowledgement-and-logos>

Tell – Publicity guidance booklet

<https://www.biglotteryfund.org.uk/funding/funding-guidance/managing-your-funding/help-with-publicity>

Who to contact for assistance

If you wish to discuss any aspect of the Black Country Impact House Style contact the Regional Marketing and Communications Manager for Black Country Impact by emailing jason.whyley@dudley.gov.uk or calling 01384 817847.

Advice and guidance is also available from Black Country Technical Assistance by visiting <http://www.bcta.org.uk/>

1. Branding colours

Below are the specific branding colour references that must be used when producing Black Country Impact materials. With specific reference to the below logos, there can be no deviation from the colour references detailed below.

If you have queries contact the Regional Marketing and Communications Manager for Black Country Impact.



Colour	Printed materials	Online materials
Blue:	Pantone Reflex Blue	R0; G51; B153 Hexadecimal: 003399
Yellow:	Pantone Yellow	R255; G204; B0 Hexadecimal: FFCC00
Dark Blue:	C100; M90; Y0; K20	R29; G31; B119
Light Blue:	C100; M0; Y0; K0	R0; G160; B198
Red:	Pantone 1795c	R211; G34; B42 Hexadecimal: d2232a

2. The Black Country Impact branding strip

For use on all publications and documents used internally and externally by the Black Country Impact project.



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3. The Black Country Impact compliance posters for beneficiaries

Black Country Impact beneficiaries must display at least one poster with information about the project at a location readily visible to the public (minimum size of A3)

There are two available options.



The Black Country Impact programme addresses the barriers faced by unemployed individuals aged 15-29 years, supporting them to secure positive outcomes including employment, apprenticeships, training and further education. Our individualised approach and alternative delivery structures provides flexible personalised learning and support that addresses the range of different personal and skills needs of young adults. Access to trusted advice and support, working alongside partners including housing, health, transport and employers to ensure individuals have the best possible opportunity to overcome the range of barriers they face, and to ensure they effectively participate, achieve a positive outcome and remain engaged. This project is receiving up to £34 million of funding made up of £17 million European Social Fund and £17 million Youth Employment Initiative, plus match funding of up to £8m from Big Lottery Fund.

It is part-funded by the European Social Fund and Youth Employment Initiative with match funding from the Big Lottery Fund and partners



European Union
European
Social Fund



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LOTTERY FUNDED



European Union
European
Social Fund

4. The Black Country Impact presentation template

All presentations produced in relation to the Black Country Impact need to be on the following template.

Name of presentation
Date



This project is receiving up to £34 million of funding made up of £17 million European Social Fund and £17 million Youth Employment Initiative, plus match funding of up to £8m from the Big Lottery Fund and funding from partners

Running order of the presentation

- Enter details



This project is receiving up to £34 million of funding made up of £17 million European Social Fund and £17 million Youth Employment Initiative, plus match funding of up to £8m from the Big Lottery Fund and funding from partners

Presenter

Presenter's job title



This project is receiving up to £34 million of funding made up of £17 million European Social Fund and £17 million Youth Employment Initiative, plus match funding of up to £8m from the Big Lottery Fund and funding from partners

Subject

- Bullets



This project is receiving up to £34 million of funding made up of £17 million European Social Fund and £17 million Youth Employment Initiative, plus match funding of up to £8m from the Big Lottery Fund and funding from partners

The story so far

- Who's been involved
- Key points from consultation



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Summary of key messages for delegates to take away (and share)



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Key messages

- Details



This project is receiving up to £34 million of funding made up of £17 million European Social Fund and £17 million Youth Employment Initiative, plus match funding of up to £8m from the Big Lottery Fund and funding from partners

Close

Thank you for attending this
Black Country Impact presentation

Contact details for more information



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5. The Black Country Impact press release template

All Black Country Impact press releases need to be produced on the following template.



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PRESS RELEASE

Headline [Replace with your own]

Main body copy (including somewhere a reference to the support the project has received from the European Social Fund (ESF), Youth Employment Initiative (YEI) and match funding from the Big Lottery Fund). This template is for use by the Core Local Accountable Body and Delivery Partners. To ensure compliance with funders this template must be used when issuing **any** press releases in relation to the Black Country Impact.

Ends

Notes to editor

Any additional notes for editor.

In this section the following statements are to be included:

1. **European Social Fund – Youth Employment Initiative**

(Mandatory inclusion – ESF/YEI requirement)

The project is receiving up to £34 million of funding from the European Social Fund and Youth Employment Initiative as part of the 2014-2020 European Structural and Investment Funds Growth Programme in England. The Department for Work and Pensions (and London intermediate body Greater London Authority) is the Managing Authority for the England European Social Fund programme. Established by the European Union, European Social Fund helps local areas stimulate their economic development by investing in projects which will support skills development, employment and job creation, social inclusion and local community regenerations. For more information visit <https://www.gov.uk/european-growth-funding>



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PRESS RELEASE

2. **Black Country Impact project partners and overall funding allocation**

(Mandatory inclusion – BC Impact requirement)

The Black Country Impact is made up of five partners, Dudley Council, Sandwell Council, Walsall Council, Wolverhampton Council and Black Country Talent Match (Wolverhampton Voluntary Sector Council project funded by the Big Lottery Fund). The specific breakdown of funding for the Black Country Impact project is made up of £17 million Youth Employment Initiative funding, £17 million European Social Fund and £17 million of match funding from the five Black Country Partners (which also includes £8 million of match funds from the Big Lottery Fund). This brings the total value of Black Country Impact project to £51 million, with a completion date for activity of 31 July 2018.

3. **Big Lottery Fund – match funders of the Black Country Impact project**

(Mandatory inclusion – Big Lottery Fund requirement)

The Big Lottery Fund supports the aspirations of people who want to make life better for their communities across the UK. The Big Lottery Fund is responsible for giving out 40% of the money raised by the National Lottery and invests over £650 million a year in projects big and small in health, education, environment and charitable purposes. Since June 2004 the Big Lottery Fund has awarded over £8 billion to projects that change the lives of millions of people. Every year the Big Lottery Fund funds 13,000 small local projects tackling big social problems like poor mental health and homelessness. Since the National Lottery began in 1994, £34 billion has been raised and more than 450,000 grants awarded.

4. **What is the Black Country Impact**

(Optional if already covered in the body of the press release)

The Black Country Impact programme addresses the barriers faced by unemployed



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PRESS RELEASE

individuals aged 15-29 years, supporting them to secure positive outcomes including employment, apprenticeships, training and further education. Our individualised approach and alternative delivery structures provides flexible personalised learning and support that addresses the range of different personal and skills needs of young adults. Access to trusted advice and support, working alongside partners including housing, health, transport and employers to ensure individuals have the best possible opportunity to overcome the range of barriers they face, and to ensure they effectively participate, achieve a positive outcome and remain engaged.

For more information contact: Your local communications contact for the Black Country Impact (Name, job title, email and telephone number)

Also,

Jason Whyley, Acting Regional Marketing and Communications Manager, Black Country Impact,
jason.whyley@dudley.gov.uk 01384 817847

Note:

*It is important that **all** press releases are sent to the Acting Regional Marketing and Communications Managers **prior** to release. Press releases **must** be retained for audit purposes and to build the projects evidence base.*

6. The Back Country Impact document and publication template

All Black Country Impact documents and publications need to be produced on the following template.



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7. Black Country Impact email signatures

When to use the Black Country Impact signature

Those working for the Black Country Impact project, be it full time, part time or part time match, it is mandatory for the below email signature to be used in conjunction with **all Black Country Impact correspondence** via email.

When not to use the Black Country Impact signature

This signature should only be used when corresponding in relation to the Black Country Impact project, any correspondence that is **not part of the work of the Black Country Impact project** should not use the following signature.

Internal and external email signature signoff

Simply copy and paste the following into your email:

[Insert name]

[Insert job title]

Black Country Impact

[Insert address]

[Insert contact details]

[Insert web address and social media – when available]

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8. Posting Black Country Impact social media messages and updates

It is mandatory for the below branding strip to be attached to **all** social media posts that refer to the Black Country Impact.

Simply copy and paste the following into your social media posts. You may need to upload the below banner into some social media platforms:

When an accompanying statement is used, use the following:

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