Our identity

The National Lottery Heritage Fund logos

All our logos are available in both portrait and landscape formats. Choose the format that works the best in the available space.

Always use logos supplied and never adapt or recreate them.

1. Full colour logo
This is our primary choice logo. Please note the crossed fingers icon has a white fill colour and this should always be a feature of our logo, even when using transparent background files.

1A. Full colour logo – landscape

1B. Full colour logo – portrait

The National Lottery Heritage Fund logos

2. Black and white logo
This is our secondary choice logo.
It should be used on darker backgrounds where legibility of the type is an issue. Always try the full colour version first.

Please note the crossed fingers icon has a white fill colour and this should always be a feature of our logo, even when using transparent background files.

2A. Black and white logo – landscape

2B. Black and white logo – portrait

The National Lottery Heritage Fund logos

3. Single colour logos
Our single colour logos are only to be used on occasions where colour is unavailable. Single colour logos are available in black and white and must not be recreated in any other colourway.

Please note the crossed fingers icon has a white fill colour and this should always be a feature of our logo, even when using transparent background files.

3A. Single colour logo black – landscape

3B. Single colour logo black – portrait

3C. Single colour logo white – landscape

3D. Single colour logo white – portrait

Logo usage

Minimum size
To protect the legibility of our logo in both print and digital formats, do not use them any smaller than these minimum sizes.

We have calculated the minimum size to ensure that we meet accessibility requirements across print and digital.
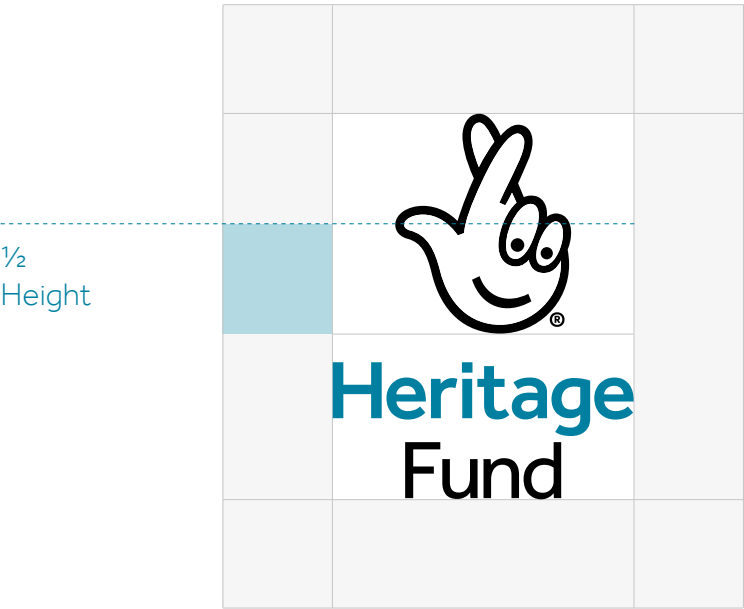
Clear space
To protect the integrity of our logo, ensure no text or other partner logos are used within the safe area around the logo. At minimum size this allows an exclusion zone of 7mm/20px around the logo.
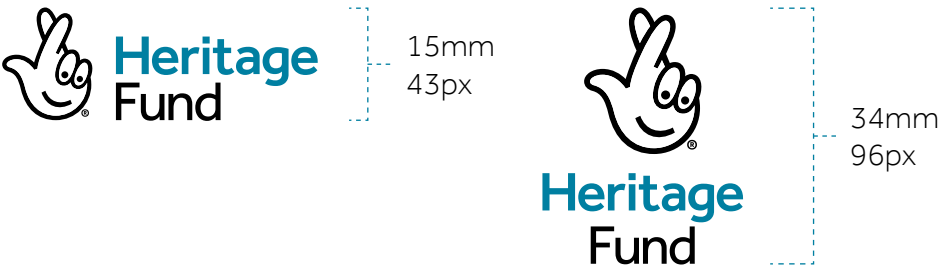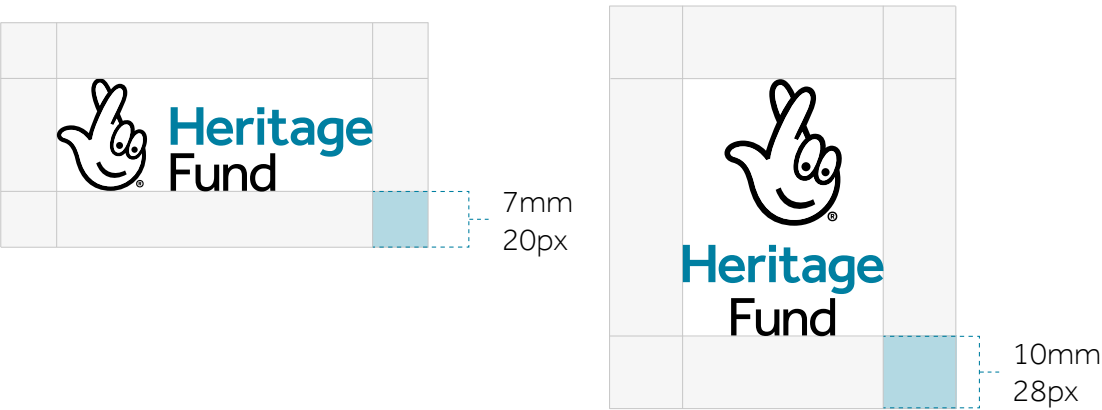
A. Clear space - landscape

½ Height

B. Clear space - portrait

½ Height

Minimum size - height

15mm
43px

34mm
96px

Minimum size - exclusive zone

7mm
20px

10mm
28px

Logo backgrounds

All our logos have been designed to work over different coloured and photographic backgrounds. In the first instance always try to use the full colour first-choice logo. But when legibility of the logo is an issue, revert to one of the alternative colour ways.

Correct usage


Incorrect usage

Logo positioning and margins

Our primary logo positioning is the top left or right on your communications.

The table below suggests logo sizes and the minimum distances the logo should be placed away from the edge of a page on different formats. This means that the logo has sufficient space around it and sits well on any format.

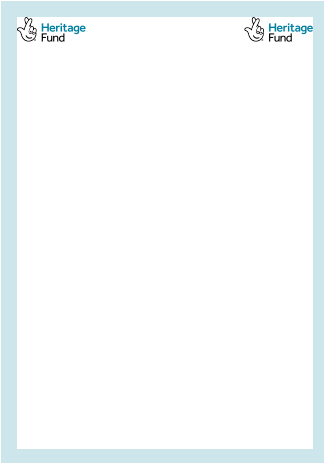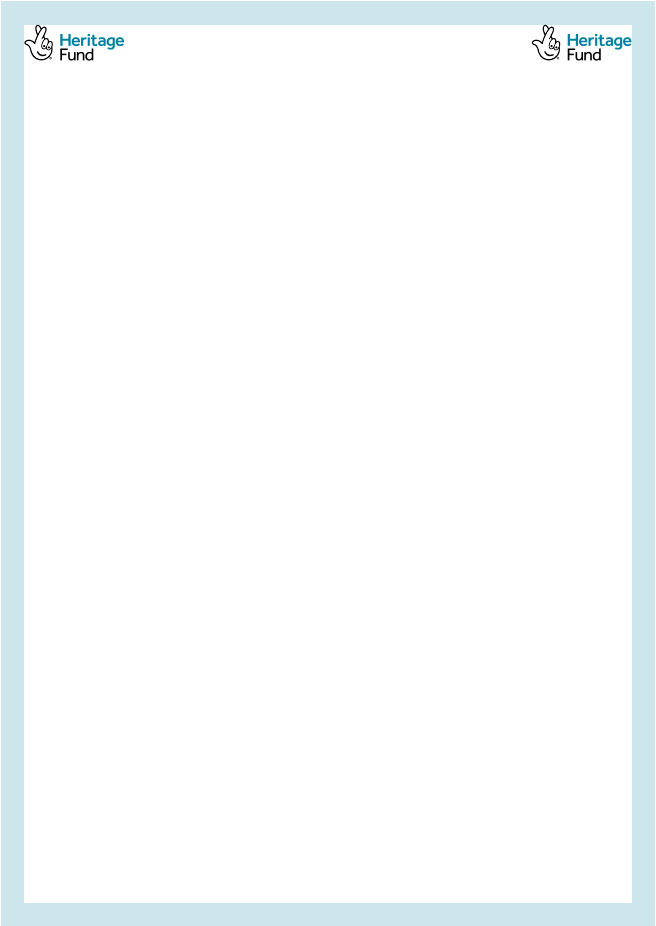| Format	Logo Size	Margin Size
DL	38mm wide	10mm
A5	38mm wide	10mm
A4	44mm wide	10mm
A3	54mm wide	12mm
A2	64mm wide	15mm

Correct usage
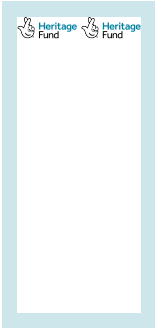
DL size
99x210mm
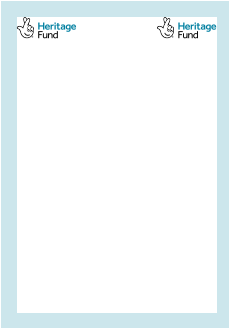
A5 size
148x210mm

A4 size
210x297mm

A3 size
297x420mm

A2 size
420x594mm

Logo common mistakes

Here are some examples of things to avoid when using our logo.

Common mistakes

Don't use any other colour or colour effect.

Don't add any other descriptors or taglines.

Don't place the logo on a busy background that will affect legibility.

Don't place the Full colour logo on a background which provides poor contrast.

Don't rotate or distort.

Don't use outlines.

Don't use a drop shadow or any other special effects.

Don't place the white logo on a background which provides poor contrast.

Don't encroach on the logo's minimum clear space.

Don't try to recreate or to redraw the logo.

Don't change the colour or 'box up' the logo within a holding device.

Don't place the black logo on a background which provides poor contrast.
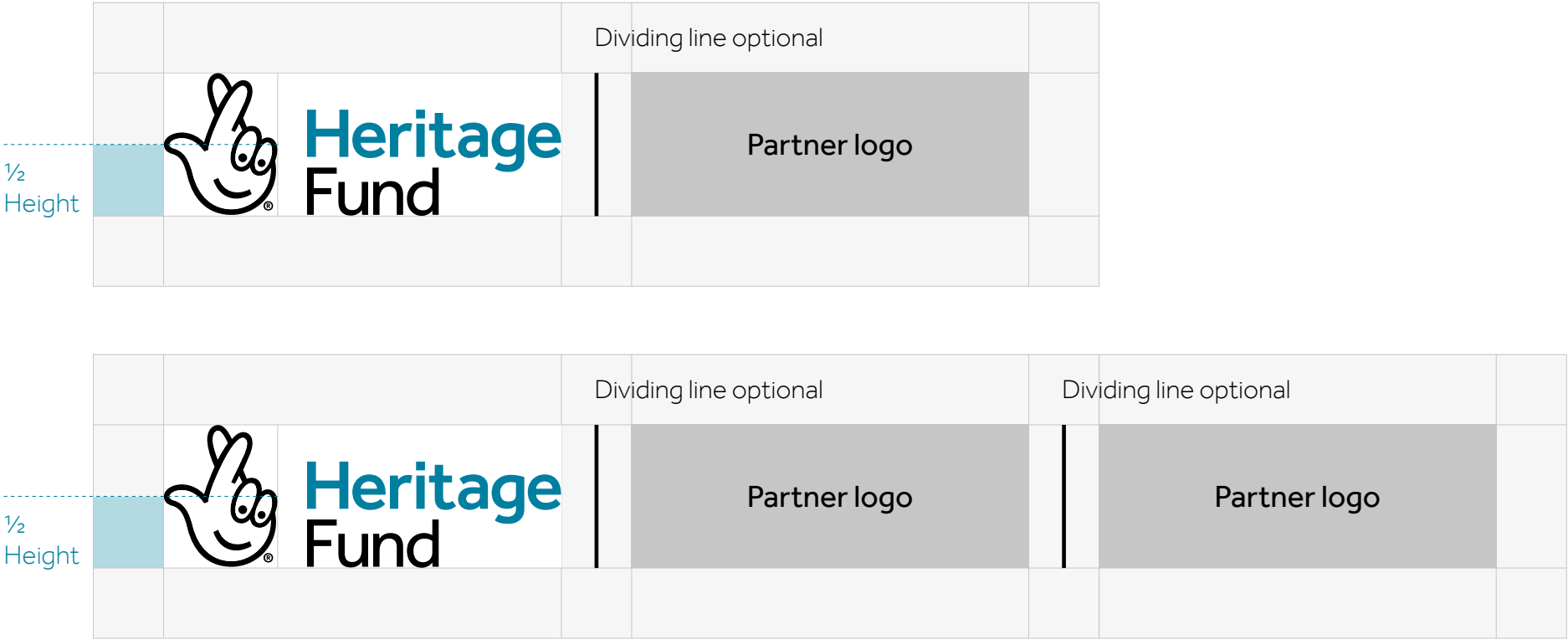
Logo in partnership

Sometimes The National Lottery Heritage Fund enters into special relationships with one or more organisations who either provide additional funding or will help to deliver community activity using the money awarded to them.

On these occasions we will use a lock-up (multiple logos in a fixed position) to show and describe the nature of the partnership. These logo lock-ups should be used by grant holders to acknowledge the funding.

When The National Lottery Heritage Fund lead in these relationships, the lock-up should always start with our logo on the left-hand side.

An optional vertical line can be added to the partnership lock-ups to differentiate between the different partner relationships.

Main Logo - partnerships

Logo in partnership

When The National Lottery Heritage Fund are not leading the project and are one of many funders or partners then one of our single colour logos can be used – but always use the primary colour logo whenever it is possible. Choose the logo version that maximises the available space.

The logo of the project lead should appear first. If we are the lead funder of this project, then our logo should appear next, directly under the 'Supported by' line. Other funders and partners should then follow. Please speak to your The National Lottery Heritage Fund contact about size and scale.

A vertical line can be used to show the difference between funders and project partners and provide structure to the partnership lock ups.

Logos may be stacked in rows if required as shown in Example 2.

Remember to retain the clear space areas around our logo.

Brand guidelines

Example 1

Example 2

Bilingual logos

Bilingual
All versions and formats of our logo are available in Welsh, Scottish Gaelic, Irish, Ulster Scots and Cornish. Please note the bilingual versions of our logos have individual minimum sizes and clear space areas to reflect the different word lengths.
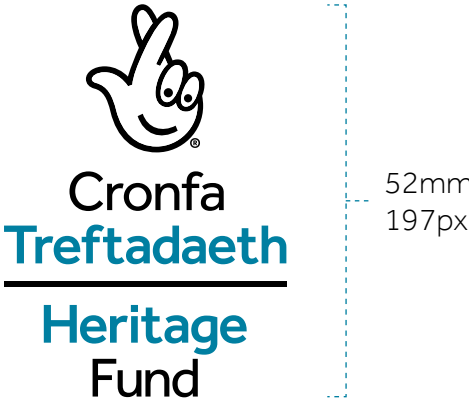
1. Welsh bilingual logo
A bilingual version of our logo must be used on all communications in Wales. Black and white versions of these logos are also available.
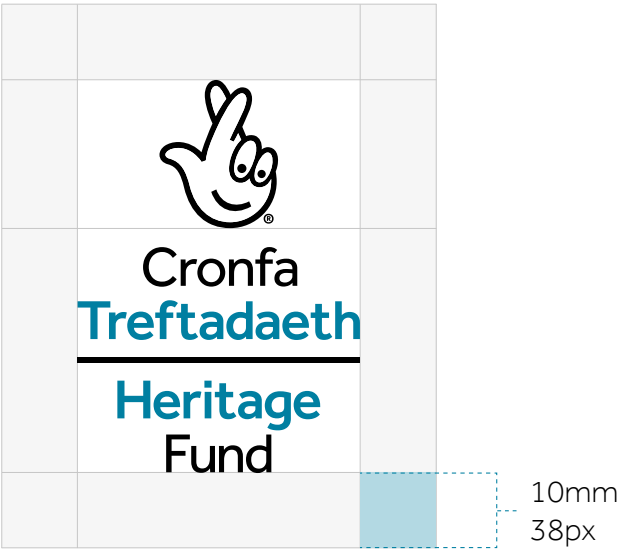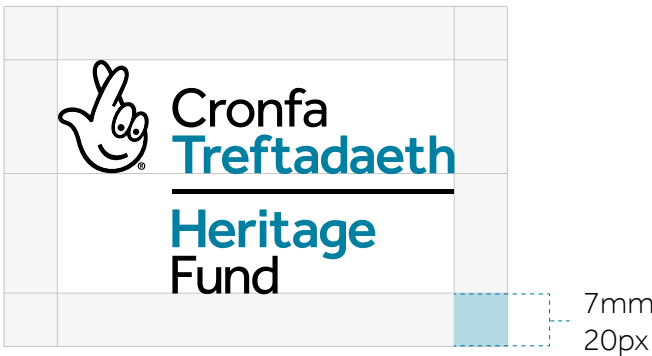
Welsh bilingual logo - portrait / landscape

Minimum size - height

31mm
117px

52mm
197px

Minimum size - exclusive zone

7mm
20px

10mm
38px

Bilingual logos

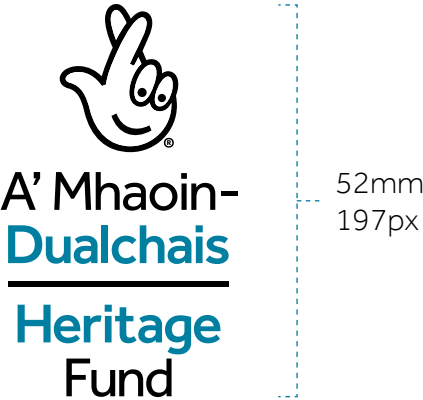**2. Additional bilingual logos**
We have four additional bilingual logo options for use where required. Black and white versions of these logos are also available.
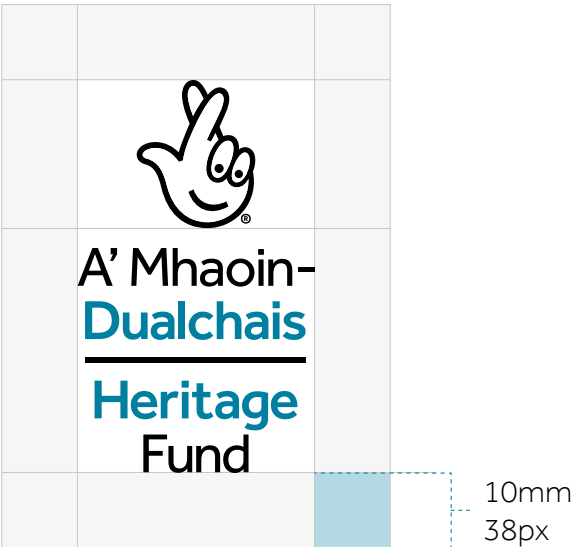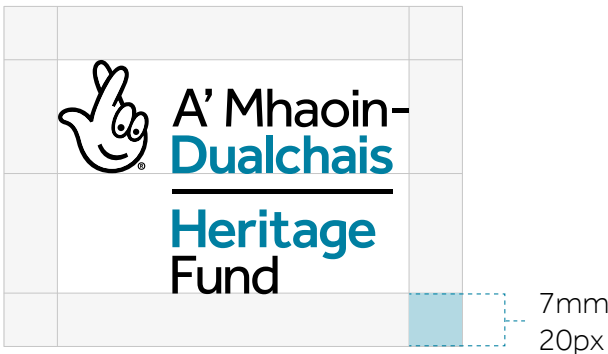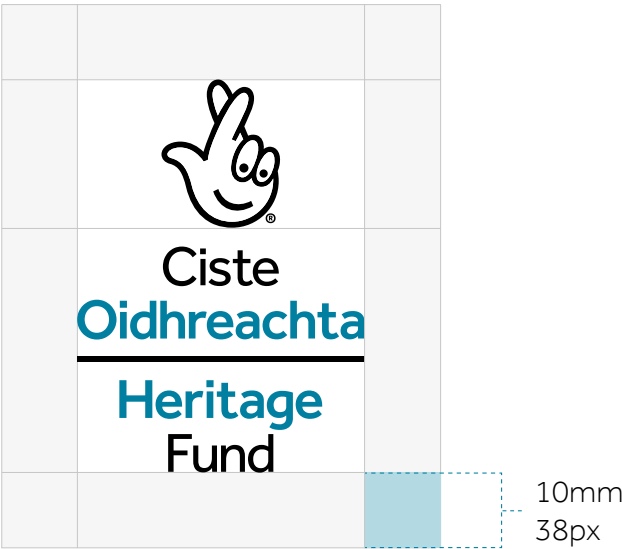
A. Scottish Gaelic
B. Irish
C. Ulster Scots
D. Cornish

A. Scottish Gaelic - portrait / landscape

A' Mhaoin-**Dualchais**
Heritage Fund

A' Mhaoin-**Dualchais**
Heritage Fund

Minimum size - height

A' Mhaoin-**Dualchais** **Heritage** Fund — 31mm / 117px

A' Mhaoin-**Dualchais** **Heritage** Fund — 52mm / 197px

Minimum size - exclusive zone

7mm / 20px

10mm / 38px
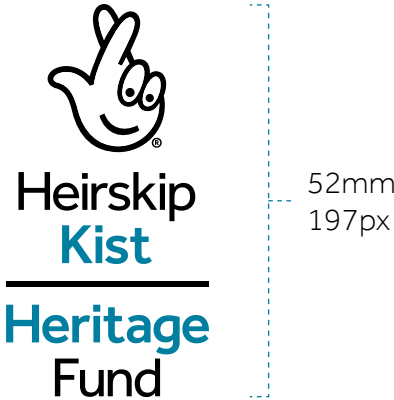
Bilingual logos

2. Additional bilingual logos
We have four additional bilingual logo options for use where required. Black and white versions of these logos are also available.
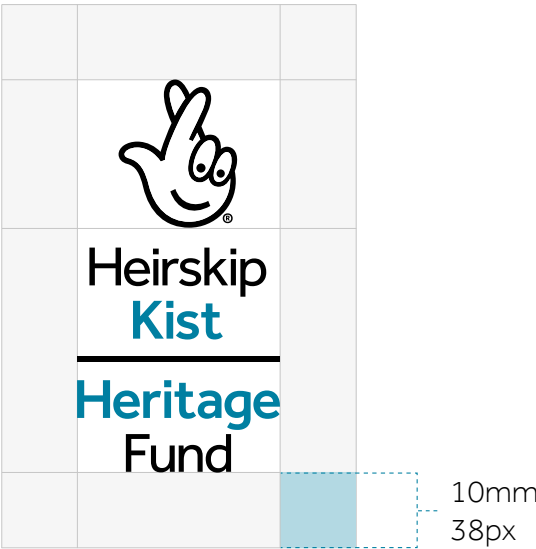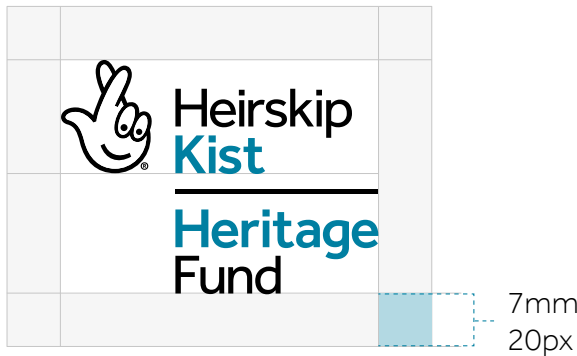
A. Scottish Gaelic
B. Irish
C. Ulster Scots
D. Cornish

B. Irish - portrait / landscape

Minimum size - height

31mm
117px

52mm
197px

Minimum size - exclusive zone

7mm
20px

10mm
38px

Bilingual logos

2. Additional bilingual logos
We have four additional bilingual logo options for use where required. Black and white versions of these logos are also available.

A. Scottish Gaelic
B. Irish
C. Ulster Scots
D. Cornish

C. Ulster Scots - portrait / landscape

Minimum size - height

31mm
117px

52mm
197px

Minimum size - exclusive zone

7mm
20px

10mm
38px

Bilingual logos

2. Additional bilingual logos
We have four additional bilingual logo options for use where required. Black and white versions of these logos are also available.
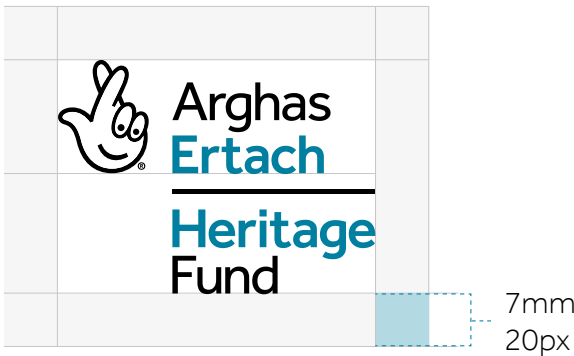
A. Scottish Gaelic
B. Irish
C. Ulster Scots
D. Cornish

D. Cornish - portrait / landscape

Minimum size - height

31mm
117px

52mm
197px

Minimum size - exclusive zone

7mm
20px

10mm
38px
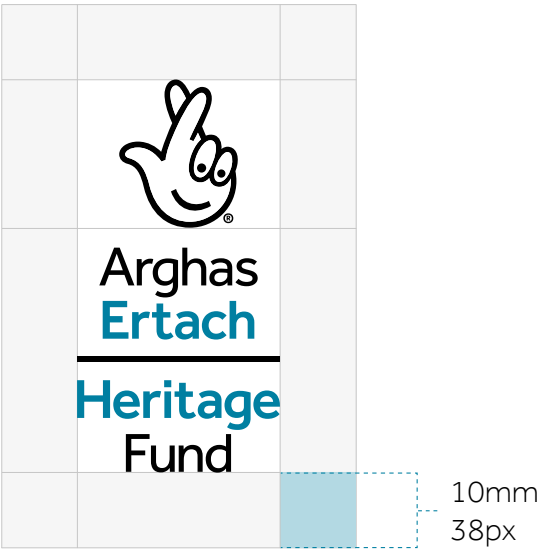
The Heritage Fund logo

There are occasions where our funding does not come from The National Lottery. In these circumstances, we refer to ourselves as The Heritage Fund and we use this alternative version of the logo which does not feature the crossed fingers icon. The logo is available in a landscape format and is available in full colour, black and white and in bilingual formats.

Please use the minimum size and clear space area specified.

The Heritage Fund logo

Heritage
Fund

Minimum size - height

Heritage
Fund   11mm
                31px

Minimum size - exclusive zone

Heritage
Fund   5mm
                20px
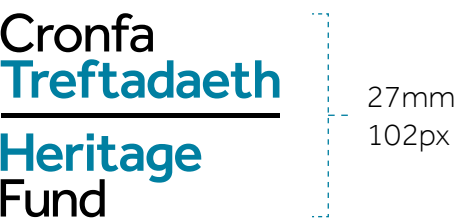
The Heritage Fund logo

All versions and formats of our Heritage Fund logo are available in Welsh, Scottish Gaelic, Irish, Ulster Scots and Cornish. Please note the bilingual versions of our logos have individual minimum sizes and clear space areas to reflect the different word lengths.

A. Welsh
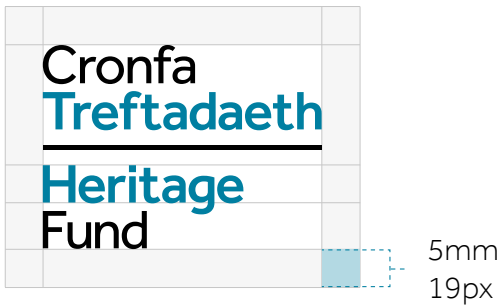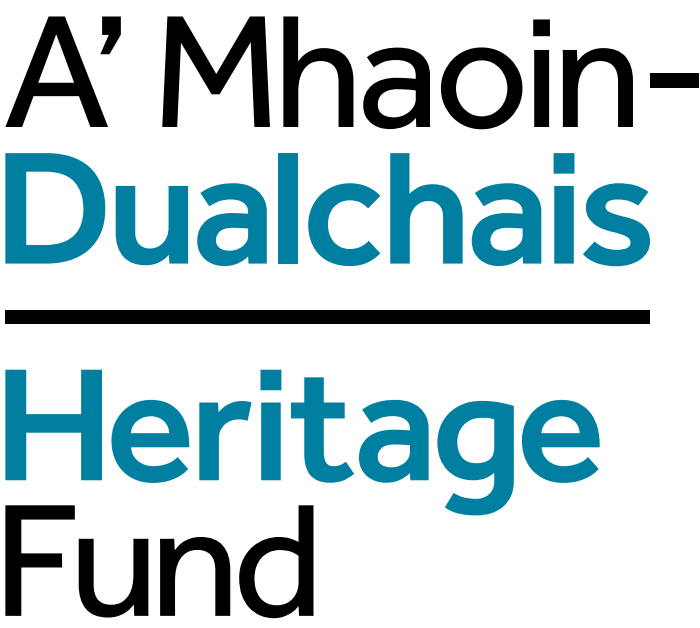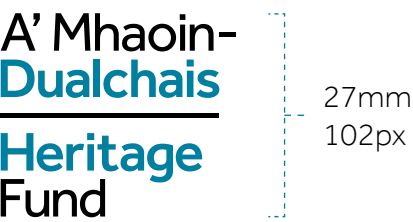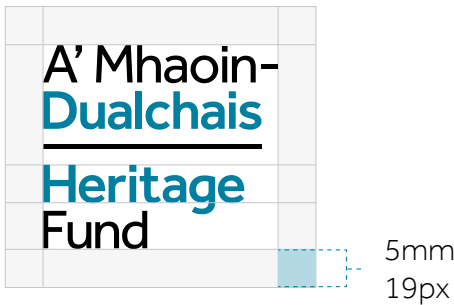B. Scottish Gaelic
C. Irish
D. Ulster Scots
E. Cornish

A. Welsh - Heritage Fund logo

Cronfa
Treftadaeth
Heritage
Fund

Minimum size - height

27mm
102px

Minimum size - exclusive zone

5mm
19px

The Heritage Fund logo

All versions and formats of our Heritage Fund logo are available in Welsh, Scottish Gaelic, Irish, Ulster Scots and Cornish. Please note the bilingual versions of our logos have individual minimum sizes and clear space areas to reflect the different word lengths.

A. Welsh
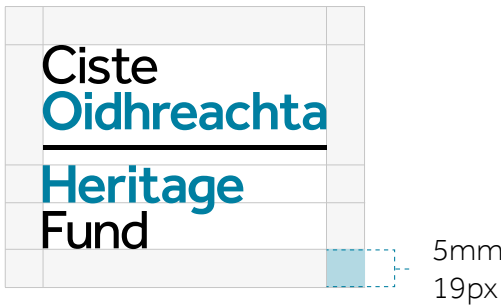**B. Scottish Gaelic**
C. Irish
D. Ulster Scots
E. Cornish

B. Scottish Gaelic - Heritage Fund logo

A' Mhaoin-Dualchais

Heritage Fund

Minimum size - height

A' Mhaoin-Dualchais
Heritage Fund

27mm
102px

Minimum size - exclusive zone

A' Mhaoin-Dualchais
Heritage Fund

5mm
19px

The Heritage Fund logo

All versions and formats of our Heritage Fund logo are available in Welsh, Scottish Gaelic, Irish, Ulster Scots and Cornish. Please note the bilingual versions of our logos have individual minimum sizes and clear space areas to reflect the different word lengths.

A. Welsh
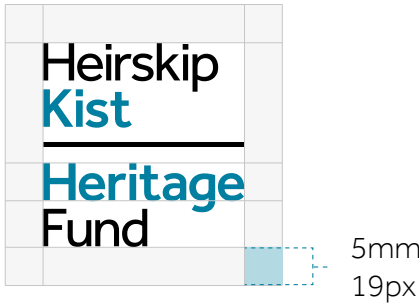B. Scottish Gaelic
C. Irish
D. Ulster Scots
E. Cornish

C. Irish - Heritage Fund logo

Ciste Oidhreachta

Heritage Fund

Minimum size - height

Ciste **Oidhreachta**

Heritage Fund

27mm
102px

Minimum size - exclusive zone

Ciste **Oidhreachta**

Heritage Fund

5mm
19px

The Heritage Fund logo

All versions and formats of our Heritage Fund logo are available in Welsh, Scottish Gaelic, Irish, Ulster Scots and Cornish. Please note the bilingual versions of our logos have individual minimum sizes and clear space areas to reflect the different word lengths.

A. Welsh
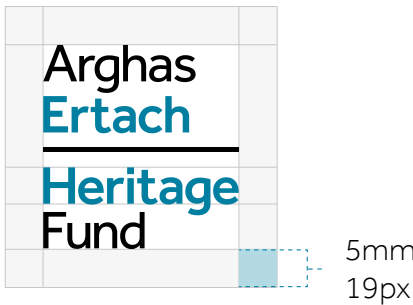B. Scottish Gaelic
C. Irish
D. Ulster Scots
E. Cornish

D. Ulster Scots - Heritage Fund logo

Heirskip
Kist

Heritage
Fund

Minimum size - height

Heirskip
Kist

Heritage
Fund

27mm
102px

Minimum size - exclusive zone

Heirskip
Kist

Heritage
Fund

5mm
19px

The Heritage Fund logo

All versions and formats of our Heritage Fund logo are available in Welsh, Scottish Gaelic, Irish, Ulster Scots and Cornish. Please note the bilingual versions of our logos have individual minimum sizes and clear space areas to reflect the different word lengths.

A. Welsh
B. Scottish Gaelic
C. Irish
D. Ulster Scots
E. Cornish

E. Cornish - Heritage Fund logo

Arghas
Ertach
—
Heritage
Fund

Minimum size - height

Arghas
Ertach
Heritage
Fund
27mm
102px

Minimum size - exclusive zone

Arghas
Ertach
Heritage
Fund
5mm
19px

The Heritage Fund logo

Working in partnership
You will usually see The Heritage Fund logo sitting alongside the logos of organisations that are providing the funds we are distributing. Individual lock-ups will need to be created on a case-by-case basis.

A lock-up (multiple logos which have a fixed position) will be required to reflect and describe the nature of the partnership and should be used by grant holders to acknowledge the funding.

When The Heritage Fund lead in these relationships, the lock-up should always start with our logo on the left hand side.

An optional vertical line can be added to the partnership lock-ups to differentiate between the different partner relationships.

The Heritage Fund Logo - partnership
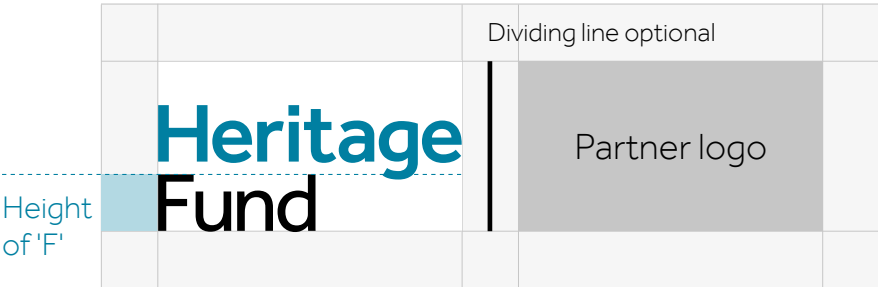
The Heritage Fund Logo - partnership example

Acknowledgement

'Made Possible' stamp
It is important for grant recipients to correctly acknowledge the funding they have received and celebrate all the things that have been made possible through our support. To make this as easy as possible we have created a round stamp design which can be applied to communications in a variety of creative and exciting ways. This is available in white, teal and black.

Please see our guide to **'Acknowledging and celebrating your grant'** for further information on using this stamp.

Option 1A – white

Option 1B – bright teal

Acknowledgement

Black single colour
This version should be used for single colour print or for a template when creating the 'Made Possible' stamp out of materials such as wood etchings, or debossing metals.

Please see our guide to **'Acknowledging and celebrating your grant'** for further information on using this stamp.

Option 1C – black single colour

Acknowledgement usage

Minimum size and clear space
Please use the minimum size
and clear space area specified.

Acknowledgement stamp 1 - clear space

½ Logo
Height

Minimum size - height

51mm
198px

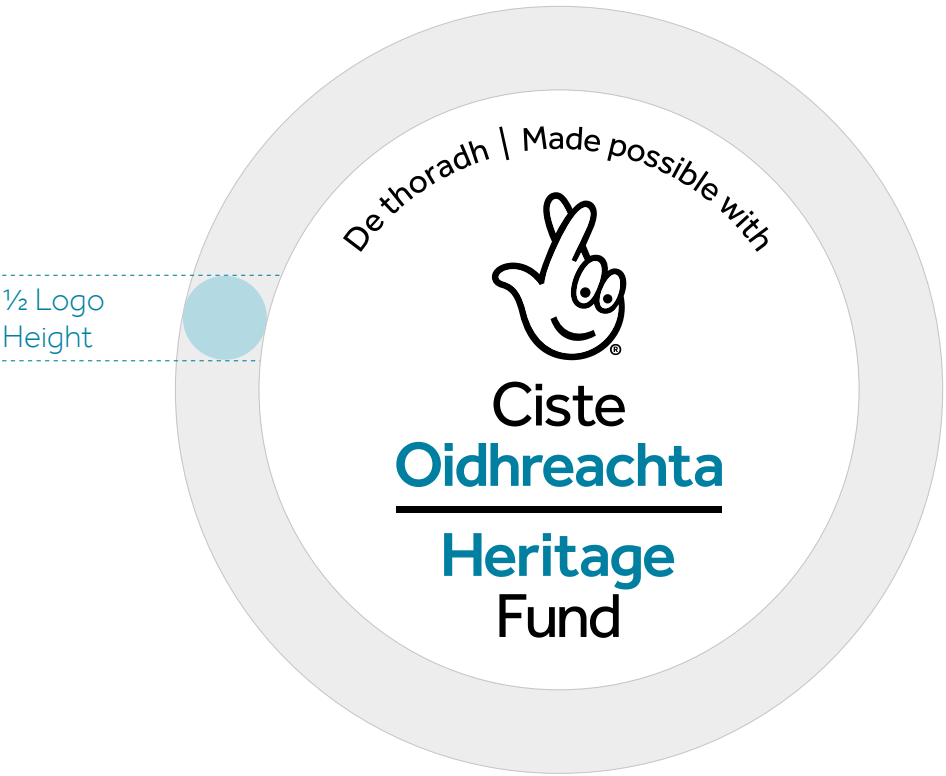Minimum size - exclusive zone

10mm
38px

Acknowledgement

Bilingual
All versions and formats of our
acknowledgement stamp
are available in additional languages.

Please use the minimum size
and clear space area specified.

A. Welsh
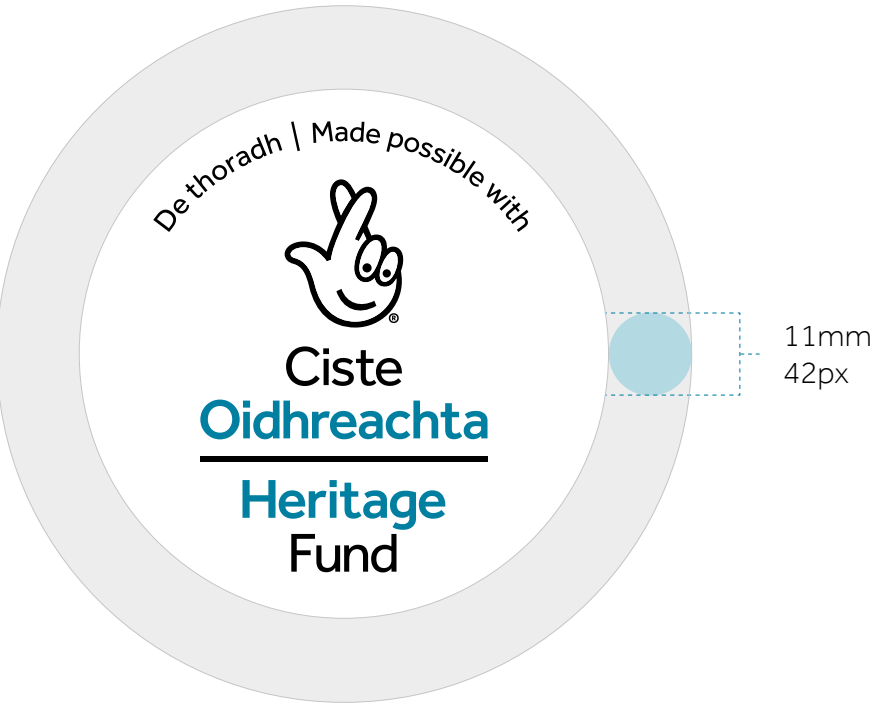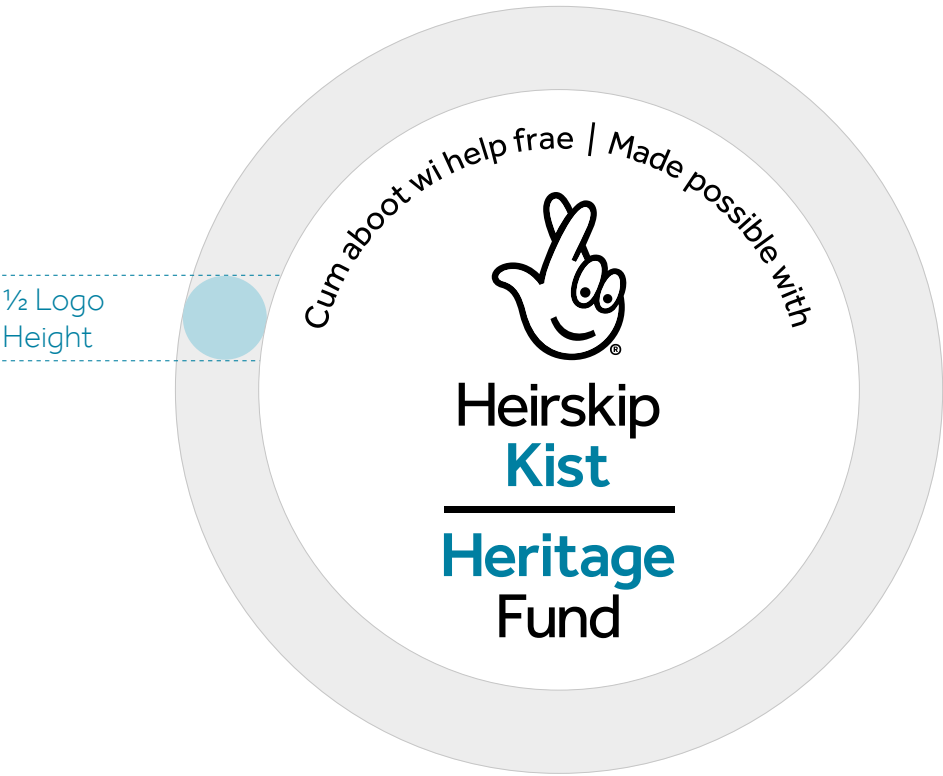B. Scottish Gaelic
C. Irish
D. Ulster Scots
E. Cornish

A. Welsh - Acknowledgement stamp 1 - clear space

½ Logo
Height

Minimum size - height

70mm
265px

Minimum size - exclusive zone

11mm
42px

Acknowledgement

Bilingual
All versions and formats of our
acknowledgement stamp
are available in additional languages.

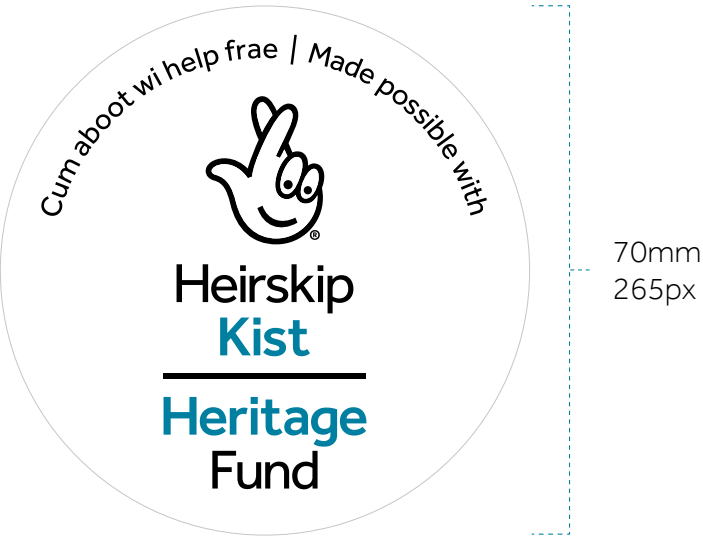Please use the minimum size
and clear space area specified.

A. Welsh
B. Scottish Gaelic
C. Irish
D. Ulster Scots
E. Cornish

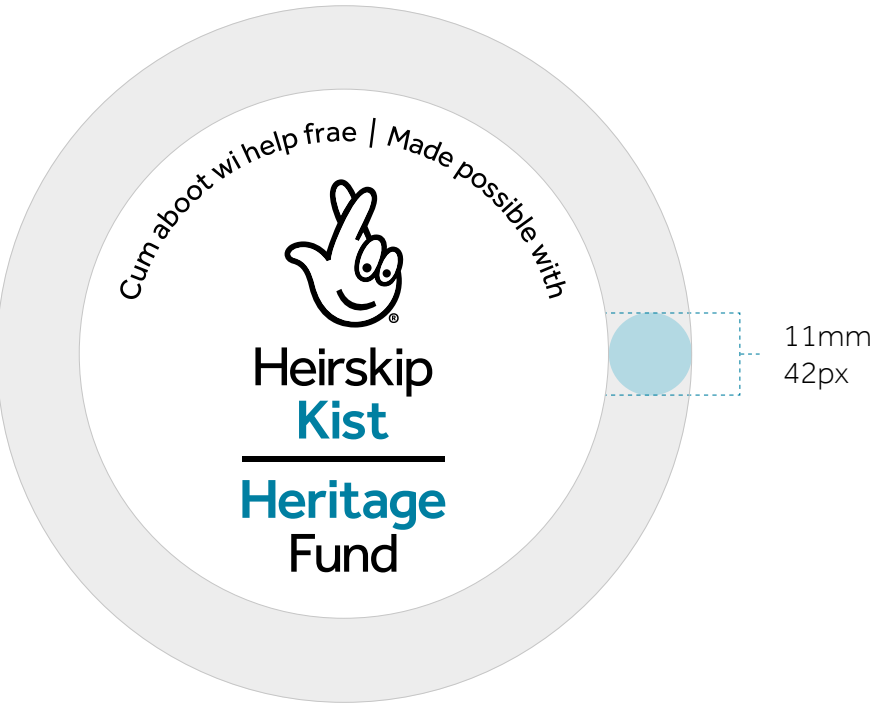B. Scottish Gaelic - Acknowledgement stamp 1 - clear space

½ Logo
Height

Minimum size - height

70mm
265px

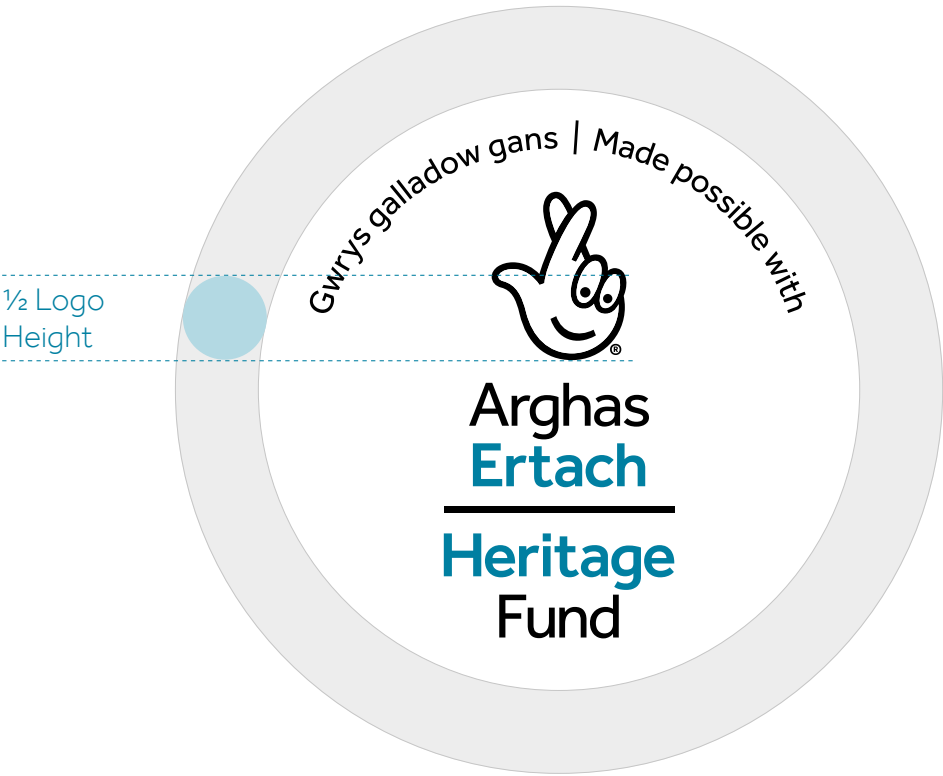Minimum size - exclusive zone

11mm
42px

Acknowledgement

Bilingual
All versions and formats of our
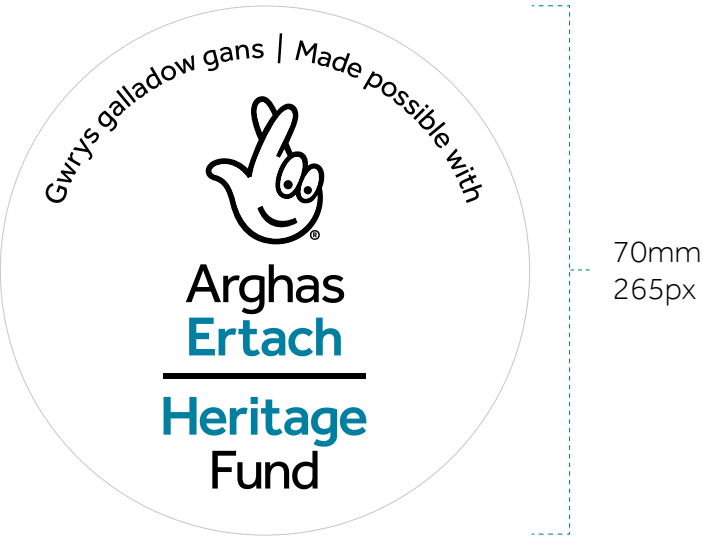acknowledgement stamp
are available in additional languages.

Please use the minimum size
and clear space area specified.

A. Welsh
B. Scottish Gaelic
C. Irish
D. Ulster Scots
E. Cornish

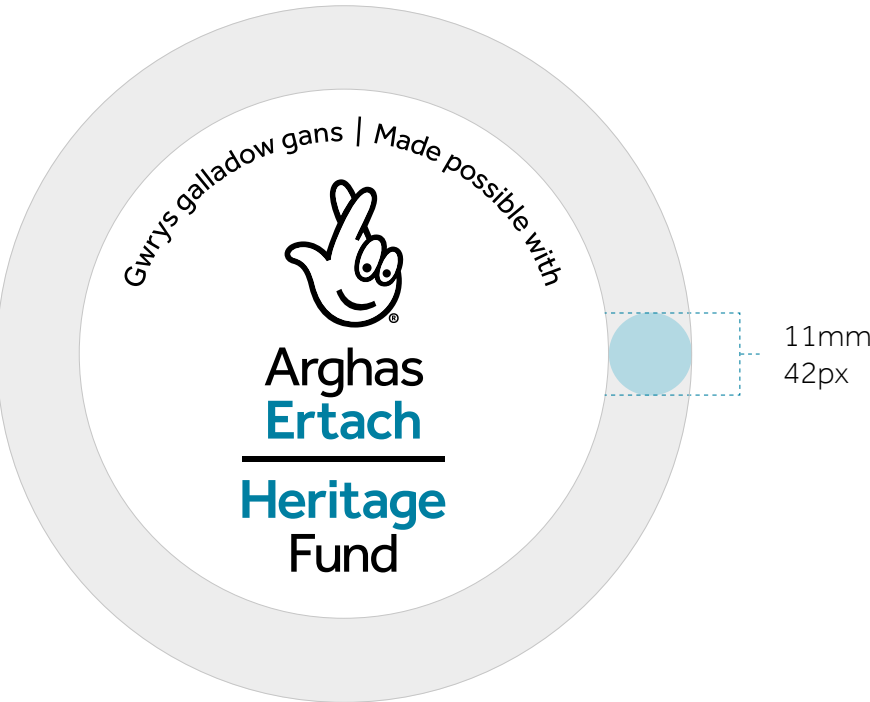C. Irish - Acknowledgement stamp 1 - clear space

½ Logo
Height

Minimum size - height

70mm
265px

Minimum size - exclusive zone

11mm
42px

Acknowledgement

Bilingual
All versions and formats of our
acknowledgement stamp
are available in additional languages.

Please use the minimum size
and clear space area specified.

A. Welsh
B. Scottish Gaelic
C. Irish
D. Ulster Scots
E. Cornish

D. Ulster Scots - Acknowledgement stamp 1 - clear space

½ Logo
Height

Minimum size - height

70mm
265px

Minimum size - exclusive zone

11mm
42px

Acknowledgement

Bilingual
All versions and formats of our
acknowledgement stamp
are available in additional languages.

Please use the minimum size
and clear space area specified.

A. Welsh
B. Scottish Gaelic
C. Irish
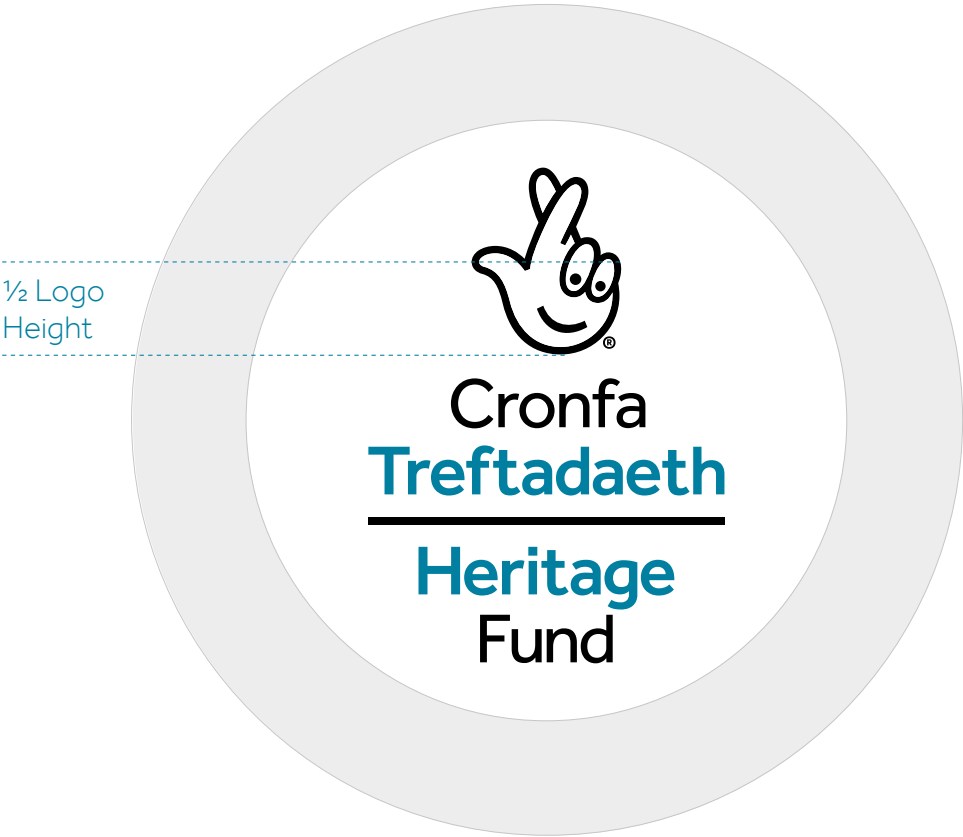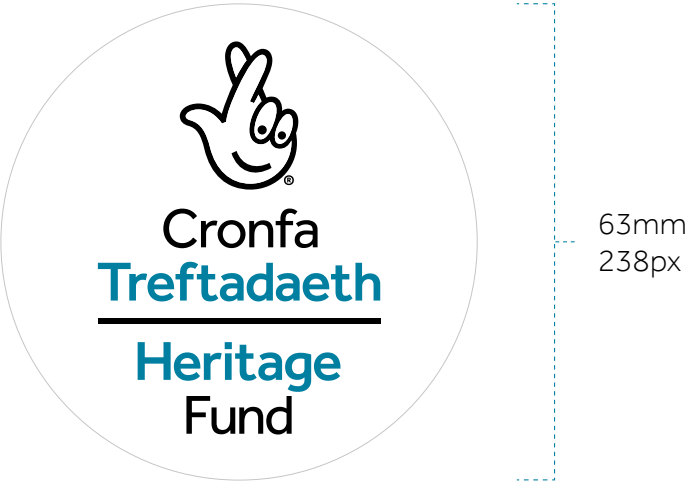D. Ulster Scots
E. Cornish

E. Cornish - Acknowledgement stamp 1 - clear space

½ Logo
Height

Minimum size - height

70mm
265px

Minimum size - exclusive zone

11mm
42px

Acknowledgement

Small/special use stamp
This version of the stamp does not include the 'Made possible with' text. This is only to be used in exceptional circumstances when the text would otherwise become illegible due to small size and/or the use of non-standard materials such as fabrics, metal or wood.

Option 2A – white

Option 2B – bright teal

Acknowledgement

Black single colour
This version should be used for single colour print or for a template when creating the 'Made Possible' stamp out of materials such as wood etchings, or debossing metals.

Option 2C – black single colour

Acknowledgement usage

Minimum size and clear space
Please use the minimum size
and clear space area specified.

Acknowledgement stamp 2 - clear space

½ Logo
Height

Minimum size - height

46mm
174px

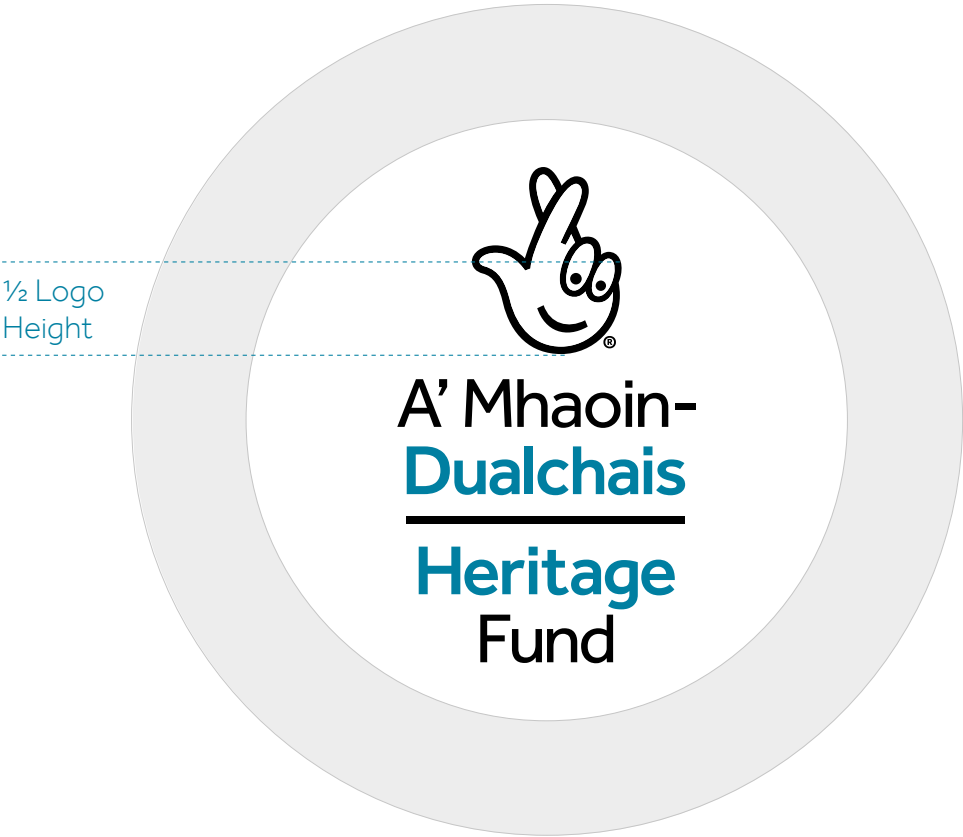Minimum size - exclusive zone
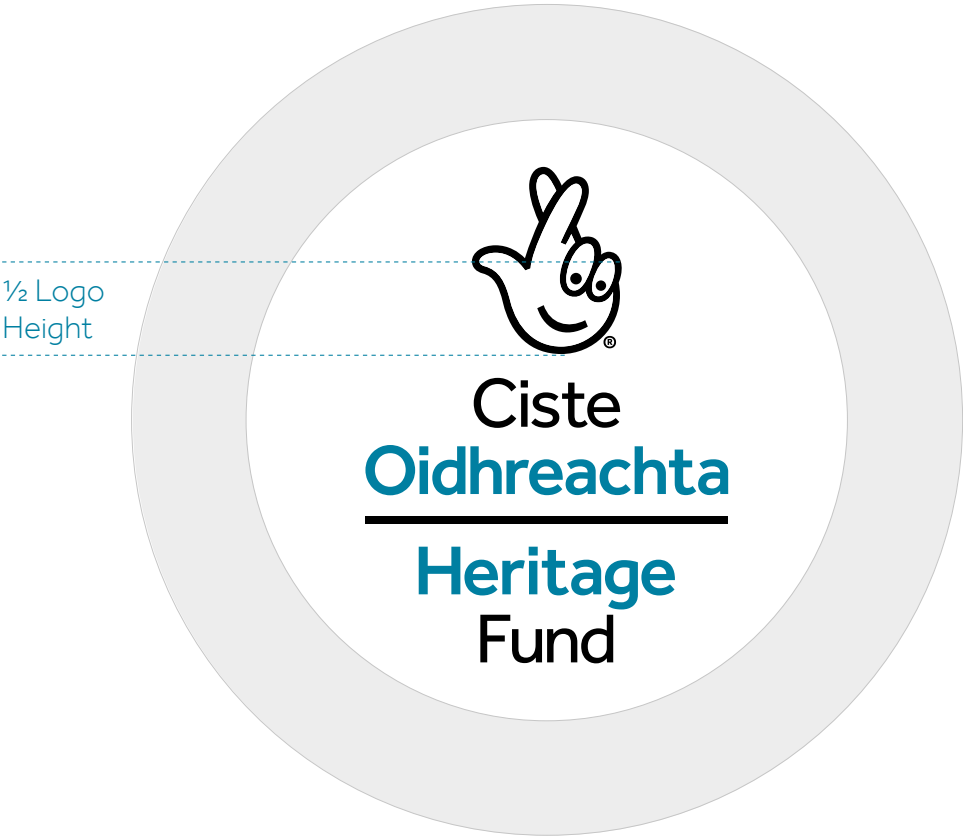
10mm
30px

Acknowledgement usage

Bilingual small/special use stamp
All versions and formats of our
acknowledgement stamp
are available in additional languages.

Please use the minimum size
and clear space area specified.

A. Welsh
B. Scottish Gaelic
C. Irish
D. Ulster Scots
E. Cornish

A. Welsh - Acknowledgement stamp 2 - clear space

½ Logo
Height

Minimum size - height

63mm
238px

Minimum size - exclusive zone
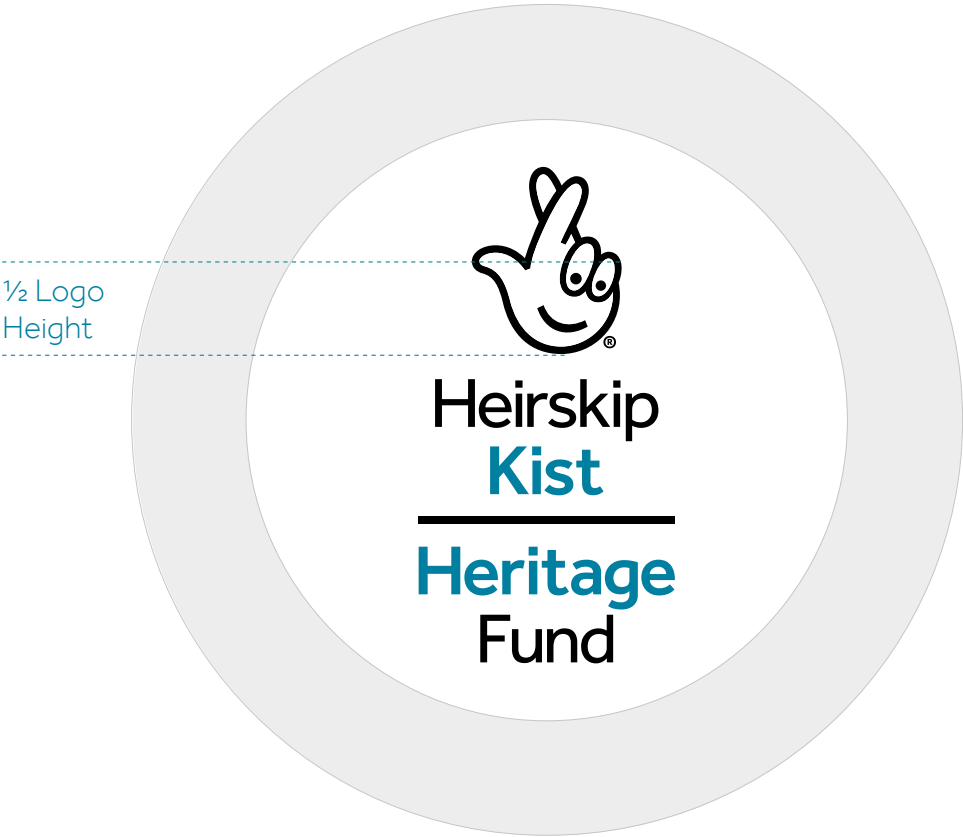
12mm
45px

Acknowledgement usage

Bilingual small/special use stamp
All versions and formats of our
acknowledgement stamp
are available in additional languages.

Please use the minimum size
and clear space area specified.

A. Welsh
B. Scottish Gaelic
C. Irish
D. Ulster Scots
E. Cornish

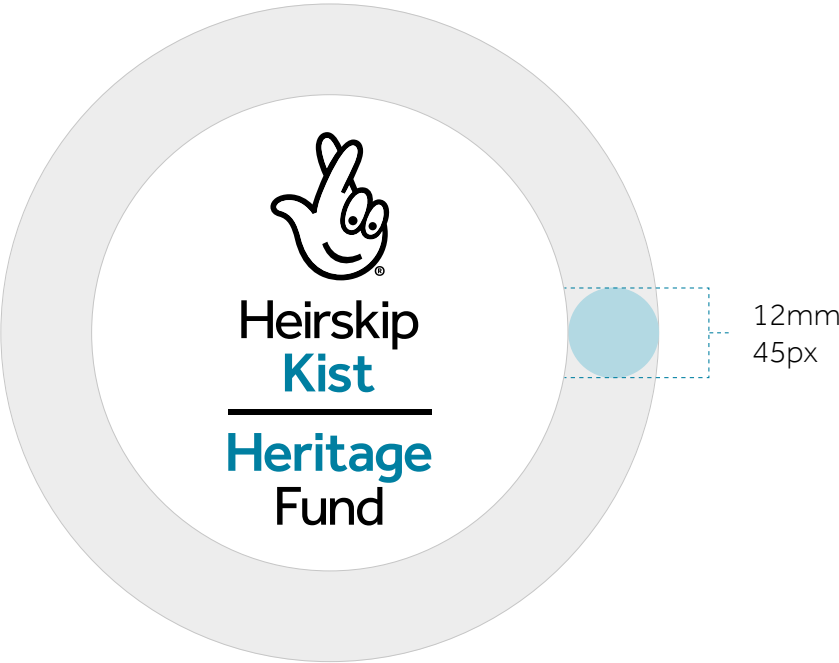B. Scottish Gaelic - Acknowledgement stamp 2 - clear space

½ Logo
Height

Minimum size - height

63mm
238px

Minimum size - exclusive zone

12mm
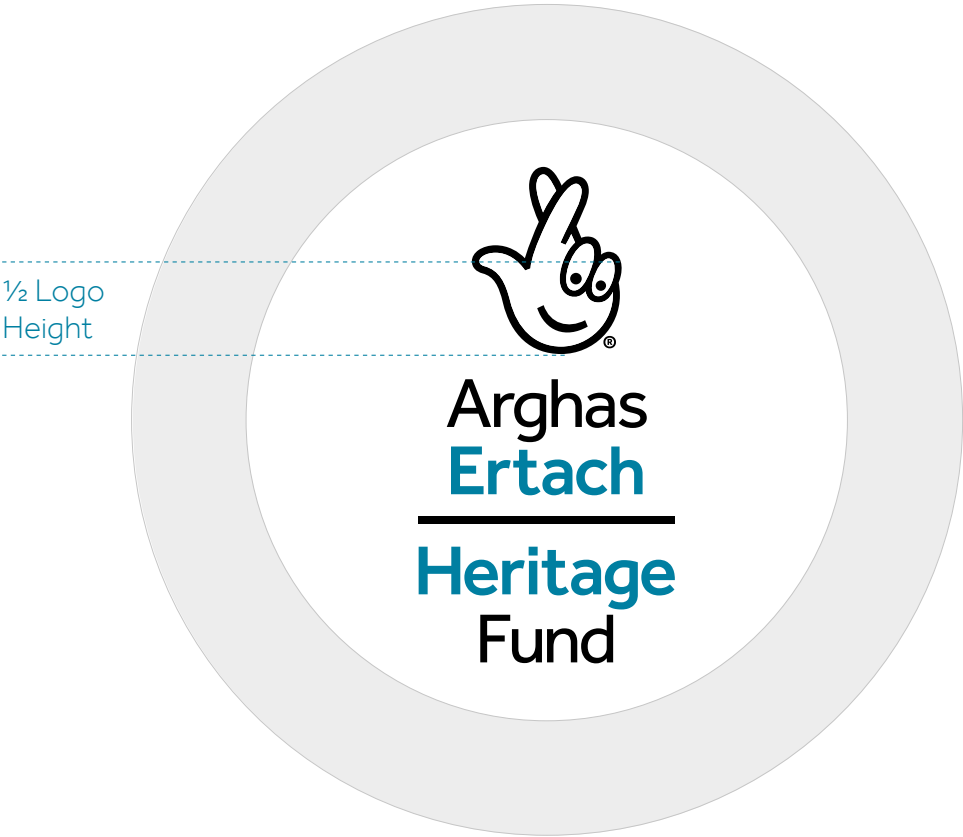45px

Acknowledgement usage

Bilingual small/special use stamp
All versions and formats of our
acknowledgement stamp
are available in additional languages.

Please use the minimum size
and clear space area specified.

A. Welsh
B. Scottish Gaelic
C. Irish
D. Ulster Scots
E. Cornish

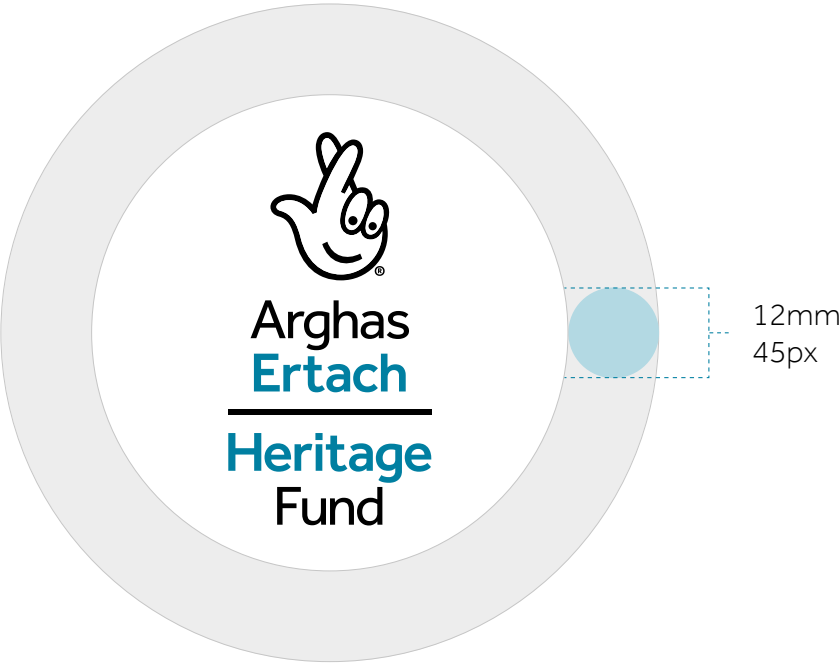C. Irish - Acknowledgement stamp 2 - clear space

½ Logo
Height

Minimum size - height

63mm
238px

Minimum size - exclusive zone

12mm
45px

Acknowledgement usage

Bilingual small/special use stamp
All versions and formats of our
acknowledgement stamp
are available in additional languages.

Please use the minimum size
and clear space area specified.

A. Welsh
B. Scottish Gaelic
C. Irish
D. Ulster Scots
E. Cornish

D. Ulster Scots - Acknowledgement stamp 2 - clear space

½ Logo
Height

Heirskip
Kist
_____
Heritage
Fund

Minimum size - height

Heirskip
Kist
_____
Heritage
Fund

63mm
238px

Minimum size - exclusive zone

Heirskip
Kist
_____
Heritage
Fund

12mm
45px

Acknowledgement usage

Bilingual small/special use stamp
All versions and formats of our acknowledgement stamp
are available in additional languages.

Please use the minimum size and clear space area specified.

A. Welsh
B. Scottish Gaelic
C. Irish
D. Ulster Scots
E. Cornish

E. Cornish - Acknowledgement stamp 2 - clear space

½ Logo Height

Arghas
Ertach

Heritage
Fund

Minimum size - height

Arghas
Ertach

Heritage
Fund

63mm
238px

Minimum size - exclusive zone

Arghas
Ertach

Heritage
Fund

12mm
45px

Acknowledgement

'Made Possible' logo
When size, space or format limitations make using the 'Made Possible' stamp too difficult or illegible, then an alternative 'Made Possible' logo is available. This is a back-up option and should be used as a last resort.

This logo is available in this primary colour way, as well as black and white. It is also available in bilingual formats.

Please use the minimum size and clear space area specified.

'Made Possible' logo - clear space
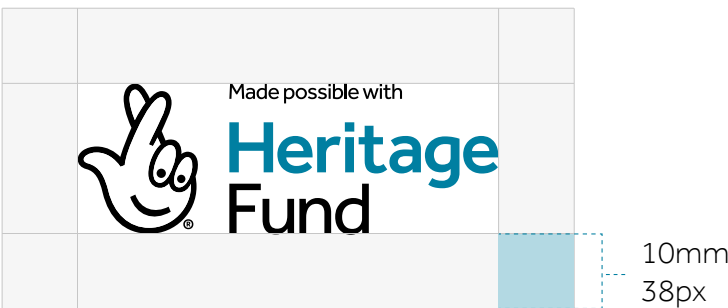
Minimum size - height

20mm
75px

Minimum size - exclusive zone

10mm
38px

Acknowledgement

'Made Possible' logo
When size, space or format limitations
make using the 'Made Possible'
stamp too difficult or illegible, then
an alternative 'Made Possible' logo is
available. This is a back-up option and
should be used as a last resort.

This logo is available in this primary
colour way, as well as black and white.
It is also available in bilingual formats.

Please use the minimum size and clear
space area specified.

A. Welsh
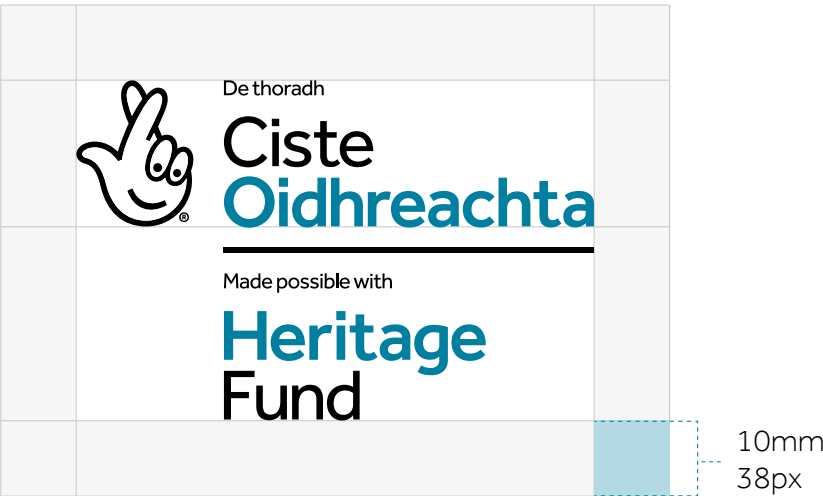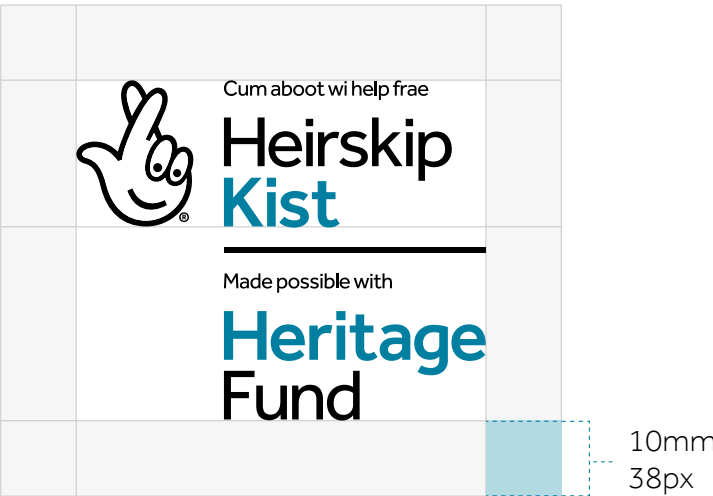B. Scottish Gaelic
C. Irish
D. Ulster Scots
E. Cornish

A. Welsh - 'Made Possible' logo - clear space
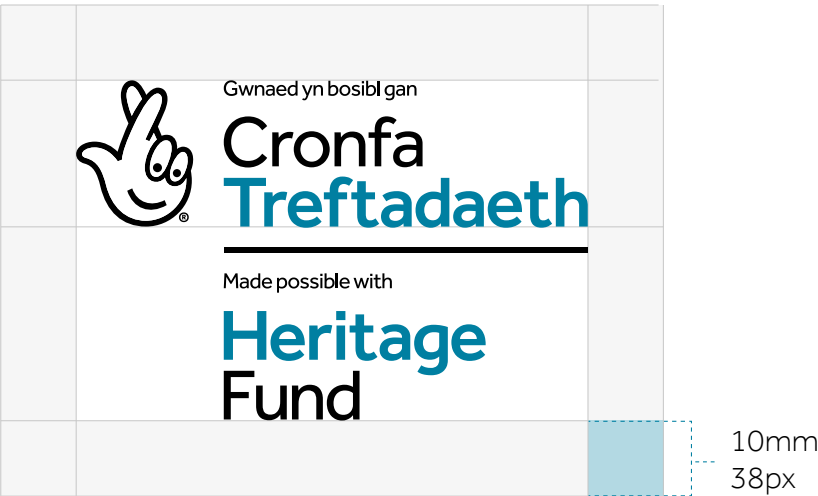
Minimum size - height

45mm
170px

Minimum size - exclusive zone

10mm
38px

Acknowledgement

'Made Possible' logo
When size, space or format limitations make using the 'Made Possible' stamp too difficult or illegible, then an alternative 'Made Possible' logo is available. This is a back-up option and should be used as a last resort.

This logo is available in this primary colour way, as well as black and white. It is also available in bilingual formats.

Please use the minimum size and clear space area specified.

A. Welsh
B. Scottish Gaelic
C. Irish
D. Ulster Scots
E. Cornish

B. Scottish Gaelic - 'Made Possible' logo - clear space
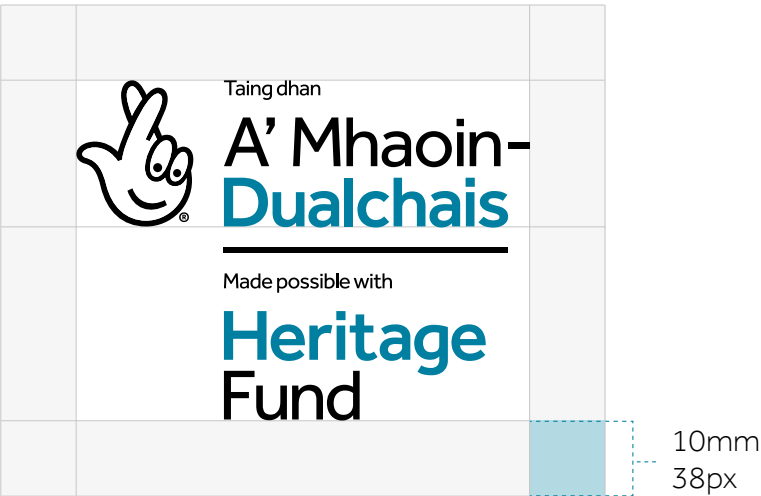
Minimum size - height

45mm
170px

Minimum size - exclusive zone

10mm
38px

Acknowledgement

'Made Possible' logo
When size, space or format limitations make using the 'Made Possible' stamp too difficult or illegible, then an alternative 'Made Possible' logo is available. This is a back-up option and should be used as a last resort.

This logo is available in this primary colour way, as well as black and white. It is also available in bilingual formats.

Please use the minimum size and clear space area specified.

A. Welsh
B. Scottish Gaelic
C. Irish
D. Ulster Scots
E. Cornish

C. Irish - 'Made Possible' logo - clear space

De thoradh

Ciste
Oidhreachta

Made possible with

Heritage
Fund

Minimum size - height

De thoradh
Ciste Oidhreachta
Made possible with
Heritage Fund

45mm
170px

Minimum size - exclusive zone

De thoradh
Ciste Oidhreachta
Made possible with
Heritage Fund

10mm
38px

Acknowledgement

'Made Possible' logo
When size, space or format limitations
make using the 'Made Possible'
stamp too difficult or illegible, then
an alternative 'Made Possible' logo is
available. This is a back-up option and
should be used as a last resort.

This logo is available in this primary
colour way, as well as black and white.
It is also available in bilingual formats.

Please use the minimum size and clear
space area specified.

A. Welsh
B. Scottish Gaelic
C. Irish
D. Ulster Scots
E. Cornish

D. Ulster Scots - 'Made Possible' logo - clear space

Cum aboot wi help frae

Heirskip
Kist

Made possible with

Heritage
Fund

Minimum size - height

45mm
170px

Minimum size - exclusive zone

10mm
38px

Acknowledgement

'Made Possible' logo
When size, space or format limitations make using the 'Made Possible' stamp too difficult or illegible, then an alternative 'Made Possible' logo is available. This is a back-up option and should be used as a last resort.

This logo is available in this primary colour way, as well as black and white. It is also available in bilingual formats.

Please use the minimum size and clear space area specified.

A. Welsh
B. Scottish Gaelic
C. Irish
D. Ulster Scots
E. Cornish

E. Cornish - 'Made Possible' logo - clear space

Minimum size - height

45mm
170px

Minimum size - exclusive zone

10mm
38px

Our typefaces

Primary typeface
Our brand typeface is Effra. With clean lines and curved shapes, Effra helps our communications to feel modern, friendly and accessible. Effra is available in a variety of weights for use as headlines, sub-headings and body copy.

The smallest point size we use for body copy is 12pt. This adheres to the clear print standard set in the government guidelines.

Set the leading to 14pt to allow breathing space between lines of text to aid readability to the broadest possible audience.

Tracking should be kept at 0pt to allow breathing space between characters. This also benefits readability.

Webfont and desktop font versions are available for consistency of application across screen and print.

Brand guidelines

Aa

Primary typeface - Effra

Bold
Medium
Regular
Light

Leading

The lead should be set to **+2pt** the copy size. Provides balanced line spacing to aid readability.

Tracking

The tracking should be set to **0pt**. This allows breathing space between characters.

Basic principles - Headings and body copy

Main headline in Medium

Headlines in Bold
Sub Headlines in Regular

Supporting paragraphs are written in Effra Regular, but if clearer legibility is needed then **Effra Medium** may be used.

Paragraph Headings set in Effra Bold.
Paragraphs of copy are to be written in Effra Regular but if clearer legibility is needed, **Effra Medium** may be used.

Ne sus nimilloria quae ipsanda ecaborrumque ne que ates qui doluptatur em sim sundem apeliquae odi quia quunt labo ium. Os rerum, corum labore volecum cum hillenest ipidebis nihicimod quam diam, aspieni hillectem eratius doluptatat inis velis cus acerunt que pro ipsapel.

Our typefaces

System typeface
For occasions when our brand typeface is unavailable, our system font Arial should be used. This specifically applies to creating emails and documents such as Powerpoint where non-system typefaces are not advisable or available. Follow the same rules and guidance applied to our brand typeface Effra.

Aa

System font alternative - Arial

Bold
Regular

Leading

The lead should be set to **+2pt** the copy size. Provides balanced line spacing to aid readability.

Tracking

The tracking should be set to **0pt**. This allows breathing space between characters.

Basic principles - Headings and body copy

Main headline in Bold

Headlines in Bold
Sub Headlines in Regular

Supporting paragraphs are written in Arial Regular, but if clearer legibility is needed then **Arial Bold** may be used.

Paragraph Headings set in **Arial Bold**.
Paragraphs of copy are to be written in Arial Reg.

Accessibility and readability

Type treatment

— Use type in a simple and clear way.

— The smallest point size we use for body copy is 12pt for both Effra and Arial. This adheres to the clear print standard set in the government guidelines.

— Ensure adequate leading. We advise 14pt when using 12pt text to aid readability.

— If producing documents in large print, use at least 14pt up to 18pt.

— Avoid using italics.

— Avoid using blocks of all uppercase text.

— Use no more than three styles i.e. black, bold, light.

— Standard accessibility guidelines.

Layout

— Avoid fitting text around images.

— Left align text.

— Break up large blocks of text with space or bullet points.

— Leave one full space between paragraphs.

— Allow an adequate gutter between columns 4.5mm minimum.

— Keep line lengths down. 60-70 letters per line is a good rule of thumb. Lines that are too long or too short can tire the eyes.

— Avoid tight tracking on body copy.

— Consider partially sighted people when designing forms. Their handwriting tends to be larger, and so they require more room.

— Ensure sufficient contrast between the background and the text.

Our colours

All our colours are available in Pantone, CMYK, RGB and Hex values.

1. Primary colours

We have chosen our primary colour palette to reflect the professional tone of the organisation. Our heritage teals are our lead brand colours. These colours represent an authentic and contemporary organisation that is a bold leader and an expert in its field and should feature in all our communications.

2. Supporting colours

We have carefully selected our supporting colours to work in combination with the primary colours, representing the breadth and diversity of the types of heritage projects we support. We have divided these into built, natural and intangible heritage - but this should be seen as a guide, not a rule. Always choose the colours that are right for individual requirements.

Primary colour palette

Bright Teal

CMYK 100, 21, 28, 11
PMS 2390 C
RGB 0, 127, 161
HEX 007FA1

Dark Teal

CMYK 90, 46, 38, 25
PMS 2153C
RGB 1, 93, 114
HEX 015D72

Black

CMYK 0, 0, 30, 100
PMS Process Black C
RGB 0, 0, 0
HEX 000000

White

CMYK -
PMS -
RGB 255, 255, 255
HEX FFFFFF

Supporting colour palette

Brown

CMYK 19, 71, 74, 8
PMS 7522 C
RGB 166, 96, 71
HEX A66047

Moss

CMYK 64, 29, 46, 28
PMS 5487 C
RGB 94, 115, 109
HEX 5E736D

Cream

CMYK 23, 21, 28, 2
PMS 400 C
RGB 197, 191, 176
HEX CCC3B6

Grey

CMYK 0, 0, 0, 20
PMS Process Black C −25%
RGB 214, 214, 214
HEX D6D6D6

Built heritage

Olive

CMYK 43, 33, 87, 32
PMS 7761 C
RGB 115, 117, 56
HEX 737538

Green

CMYK 98, 25, 64, 18
PMS 568 C
RGB 27, 114, 98
HEX 1B7262

Lime

CMYK 11, 23, 86, 3
PMS 611 C
RGB 211, 192, 72
HEX D3C048

Light Blue

CMYK 34, 0, 13, 0
PMS 304 C
RGB 183, 231, 234
HEX B7E7EA

Natural heritage

Pink

CMYK 0, 94, 60, 0
PMS 1925 C
RGB 230, 5, 84
HEX E60554

Purple

CMYK 54, 63, 0, 0
PMS 2074 C
RGB 143, 98, 193
HEX 8F62C1

Orange

CMYK 0, 47, 91, 0
PMS 137 C
RGB 253, 167, 36
HEX FDA724

Light Green

CMYK 63, 0, 38, 0
PMS 7471 C
RGB 104, 217, 194
HEX 68D9C2

Intangible heritage

Colour accessibility

We have chosen our colours to meet WCAG AA standards. Each colour can be used with black and/or white copy above 12pt. Refer to the guide on this page to check which coloured type should be used on which colour background.

Primary colour palette

Black	✓
White	✓

Black	✗
White	✓

Black	✗
White	✓

Black	✓
White	✗

Supporting colour palette

Black	✗	**Black**	✗	**Black**	✓	**Black**	✓
White	✓	**White**	✓	**White**	✗	**White**	✗

Black	✗	**Black**	✗	**Black**	✓	**Black**	✓
White	✓	**White**	✓	**White**	✗	**White**	✗

Black	✓	**Black**	✓	**Black**	✓	**Black**	✓
White	✓	**White**	✓	**White**	✗	**White**	✗

Colour blends

We have designed our colour palette to allow for colour blends and broaden the scope of the visual identity. We have allocated each colour a specific colour blend pairing. Do not blend colours that are not specified in these guidelines.

Use the colour blends sparingly within designs to add interest and variety.

You can use gradients to give a fresh, modern and creative feel, but try to avoid over-using them as they can feel overpowering. They often work best used within icons or infographics. You can also use them to help add interest to designs which may otherwise feel flat.

Primary colour palette

Bright Teal	Black
Teal	White

Supporting colour palette

Brown	Moss	Olive	Green	Pink	Purple
Cream	Grey	Lime	Light Blue	Orange	Light Green
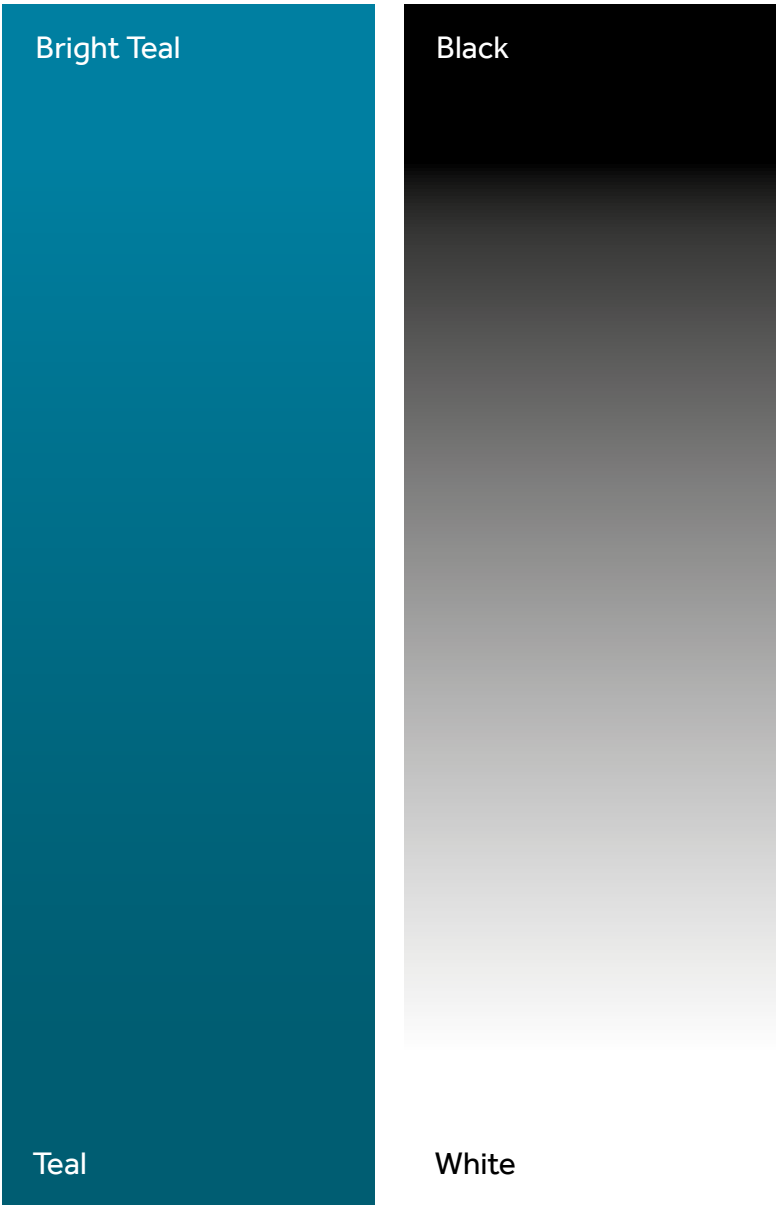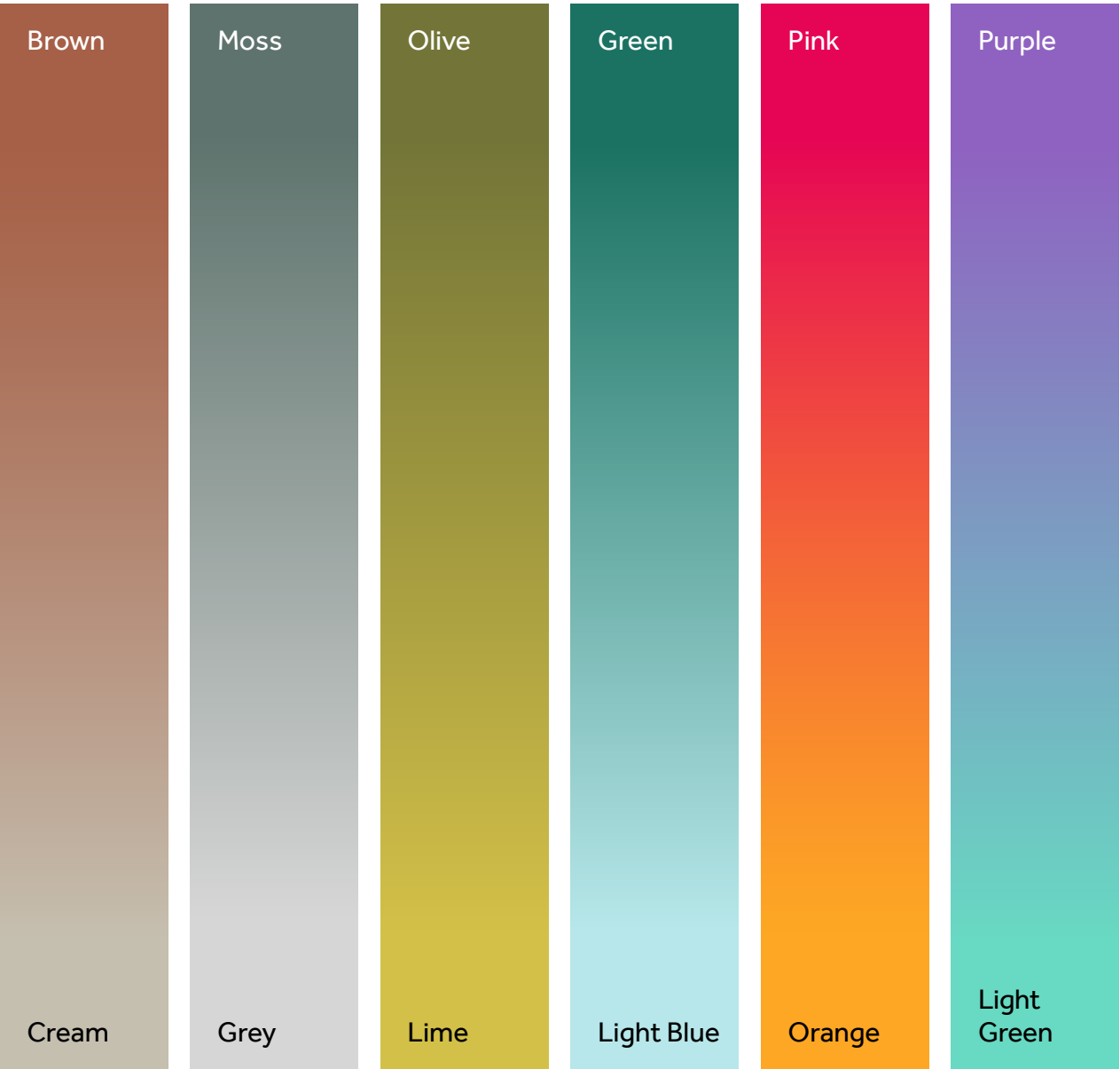
Colour tints

You can use tints of colour to help
section information, data and
infographics.

Primary colour palette

100%	75%	50%	30%	10%

Supporting colour palette

100%			
75%			
50%			
30%			
10%			
100%			
75%			
50%			
30%			
10%			
100%			
75%			
50%			
30%			
10%			
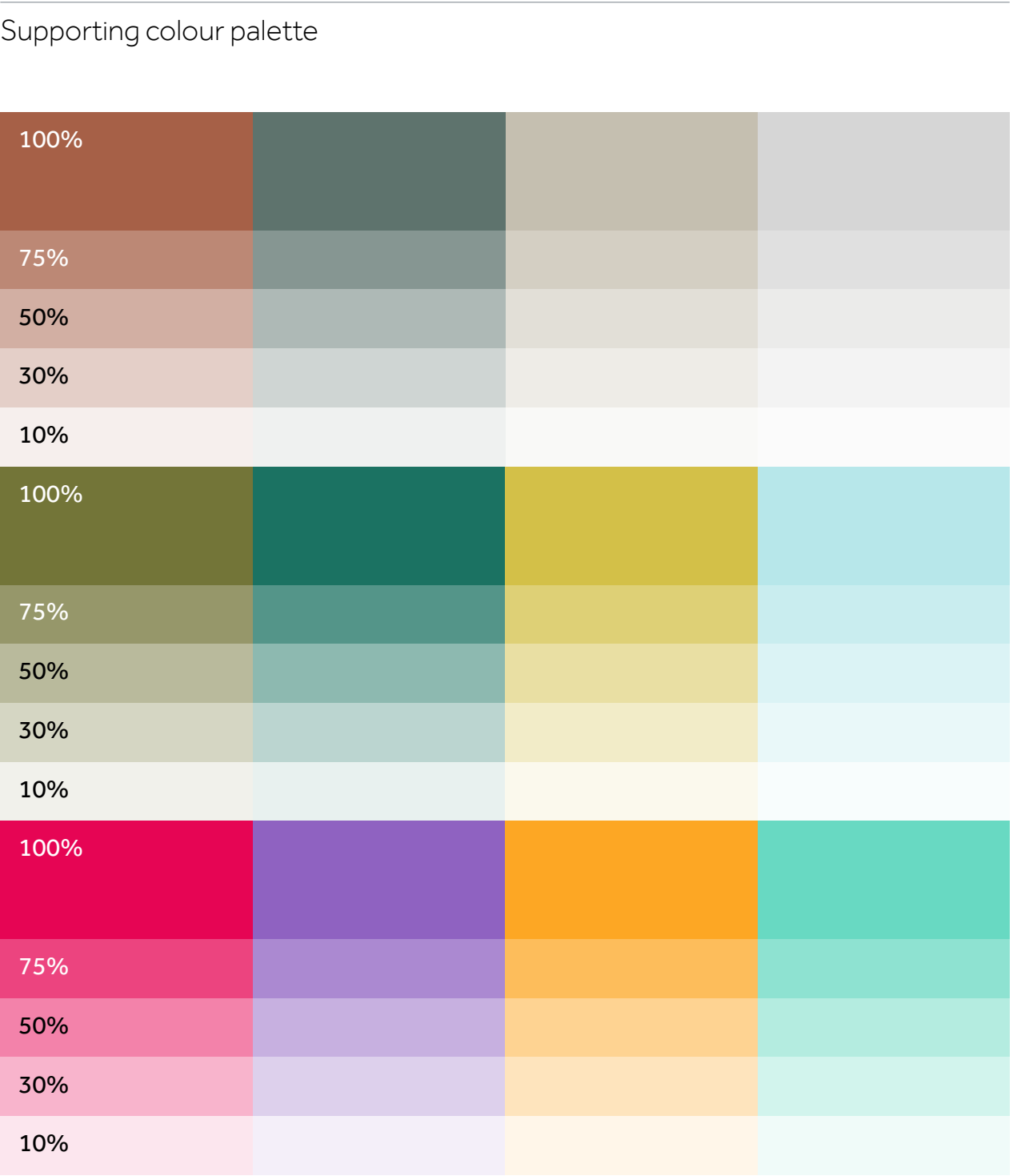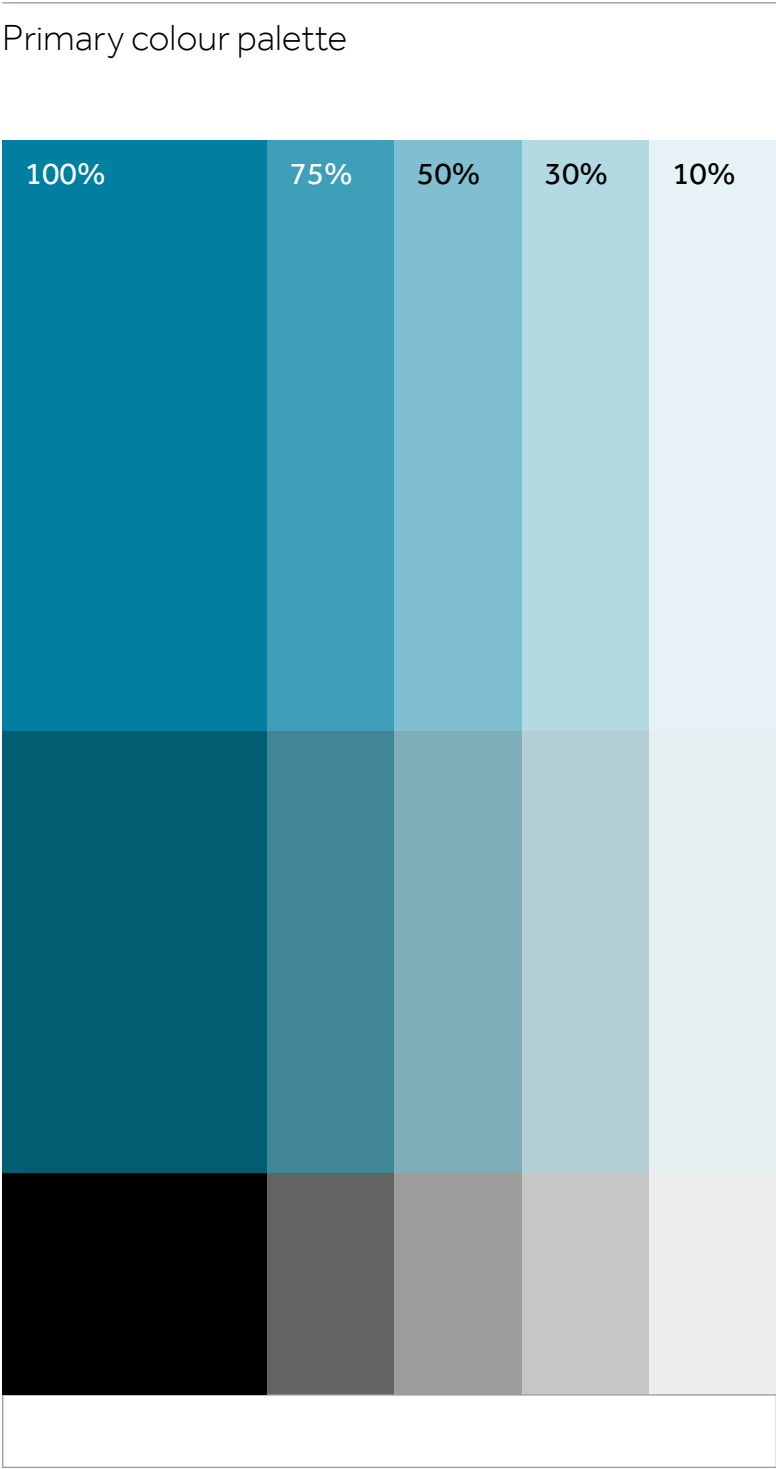
Colour usage

We have chosen our colours to provide flexibility to adapt to our wide ranging audiences and reflect the diversity of heritage projects that we inspire and support.

Experiment with different colour combinations to create a different tone, as demonstrated by the examples on this page. There are no set rules on combining colours, but our bright teal must always feature in your colourways, although it does not always have to be the most prominent colour within your designs - as highlighted by the width of the boxes shown. The wider the box, the more prominent the colour.

Avoid mixing too many colours together within the same design. As a guide a combination of no more than four colours is recommended per application. Within a document or digital application with multiple pages such as Powerpoint, different pages can use different colour combinations.

Tone: Professional and trusted
Use primary colours and greys. Using bright teal prominently.

Tone: Cool and contemporary
Use more greys from secondary palette and a highlight colour.

Tone: Playful and celebratory
Introduce more brighter secondary colours.

Tone: Historic and authentic
Choose secondary colours from the built heritage palette.

Tone: Natural and sustainable
Choose secondary colours from the natural heritage palette.

Tone: Diverse and inclusive
Choose secondary colours from the intangible heritage palette.
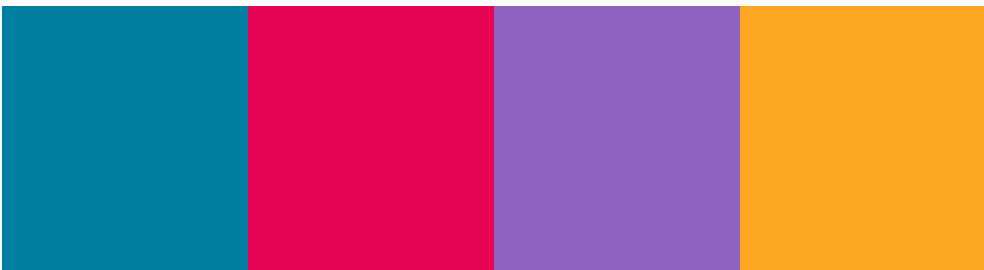
Our photography

We want to reflect our role as a change-maker through our photography. It should represent our active role in creating positive and lasting change for people and communities through heritage.

Therefore our photography should be full of life - rich with colour, energy, character and most importantly people.

Photographic principles

To ensure our photography captures our role, we have created a set of photographic principles.

Every photograph we choose to use should cover at least three of these principles.

Authentic

Try to capture real people in real moments through a reportage photography style. This will ensure that the photograph feels authentic. Avoid staged, overly-posed photography.

Human

Although there will always be a place for images of historic places and objects, it is important to show the human side of heritage – reflecting people's personal stories and the impact we have on individuals, communities and society. Avoid impersonal images of backs of people or faceless crops.

Photographic principles

Active

We are a purposeful and ambitious organisation. This is best demonstrated through active and energetic imagery that shows people engaging with and benefiting from heritage.

Diverse

No single image can capture the breadth and diversity of the heritage projects we fund and support or the people and communities who benefit from it. Choose a diverse mix of images that reflect the wide and varied work we are involved in, the national reach of our organisations and a relevant mix of people including, gender ages, ethnicity and backgrounds.

Photographic principles

Celebratory

The best way to demonstrate the positive impact of our work is to show it. Plan positive and joyful photography that celebrates successful projects and the impact of this on people and communities.

Photographic tips

1. Composition

Compositions should provide variety and interest, varying from close-up details to wide-angle shots. Look for unusual and unexpected angles and consider depth of field to add richness and intrigue to the photography. Where possible, take a variety of shots from different angles to provide flexibility and options.

3. Content

The content of the photography should feel relevant to your communication and should always represent the key message you are trying to communicate. Sense check your photography by asking what it is trying to say - if the answer is too long, then the photograph is probably not focused enough.

5. Objects, buildings and landscapes

On some occasions is it more appropriate to show photography of places or objects related to a specific heritage project. In order to bring life to imagery without people in, consider showcasing the project by mixing up wide angle photographs with close up details.

2. Colour

Colour within photography is a key way to communicate vibrancy and energy. Therefore look for opportunities to bring colour through naturally within photography wherever possible. The addition of colourful props and accessories is an easy way to bring colour into dull photography.

4. People

Avoid empty scenes where possible. Instead, choose imagery that includes people, whether it's a group of people or just a tight crop of a single person. It may even be an object that hints at people, for example a coffee cup. People should look natural and relaxed; capture people in the moment with a reportage-style approach. Use a mix of gender, ages, ethnicities and physical abilities to ensure the diversity of our work is represented.

Graphics

Text box device

To aid legibility and to help divide and signpost key information we use a text box device. This text box has multiple uses as shown here, but generally should be used to highlight and draw attention to the impact of our work, or to assist legibility of copy over imagery.

As with any design assets, do not overuse any one element and ensure it correctly reflects the tone of the communication.

The text box device can be created in any of our brand colours with either black or white copy. Refer back to page 64 for colour accessibility guidance.

Transforming
2,546 lives

15%

10%

5%

Rae re nus, quature ptaturepuda inum eos mo volupta taquodit, comnis num volorum elecabore audaepe digendeseri voloriae dis dis re dis quibus prae.

Making lasting change
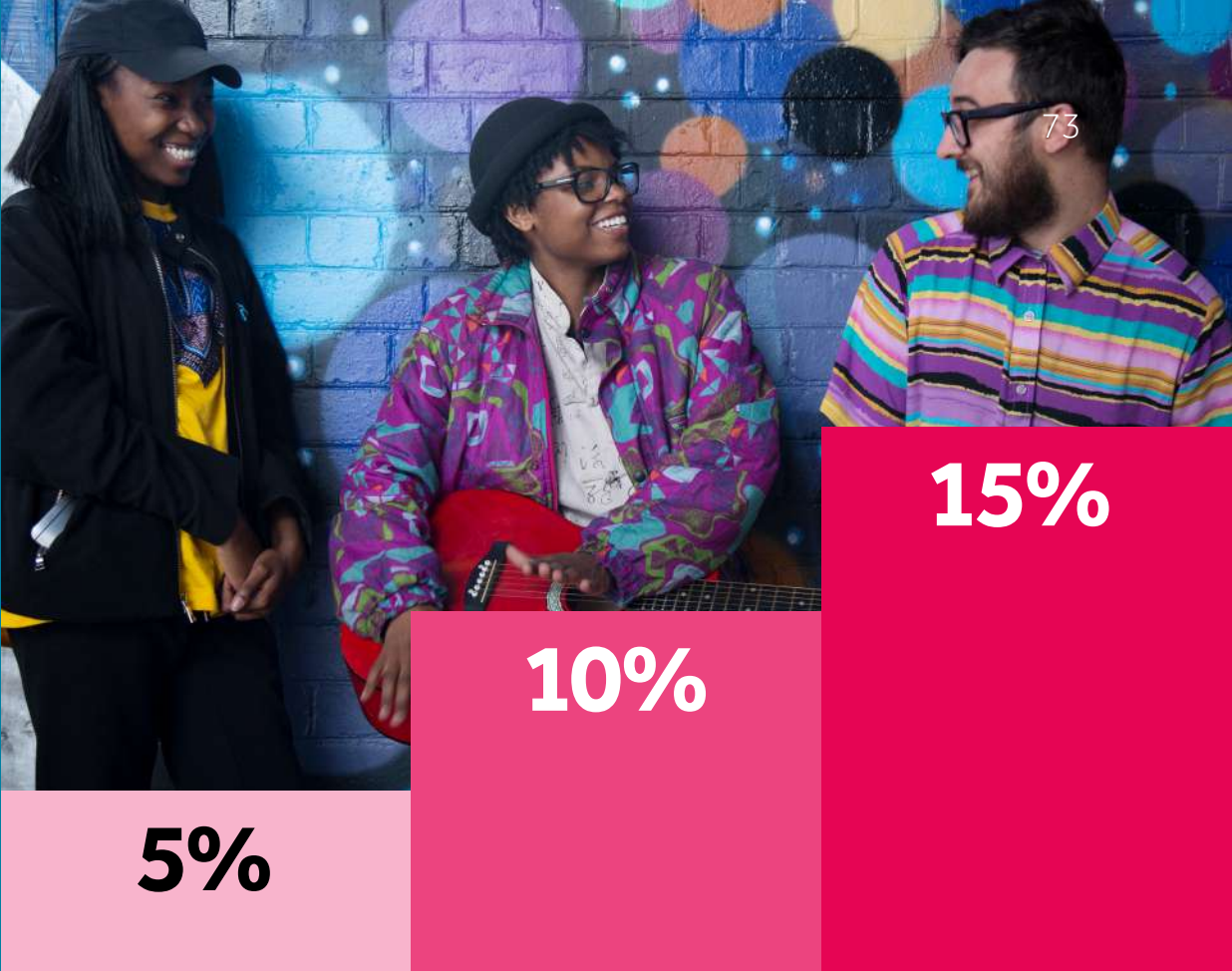
Graphics

Infographics

As leaders and experts in our field - relevant data and infographics are one of our key tools. They help to set the scene within the sector and give us a visual way to demonstrate the impact of our work. Infographics should be created in a simple, block graphic style - using colours and tints from our brand palette. They could be created as bar or pie charts, line graphs or simple big bold numbers. Icons can also be used as infographics.

0	
6-10	
11-20	
21-50	
51-100	

741

327

183
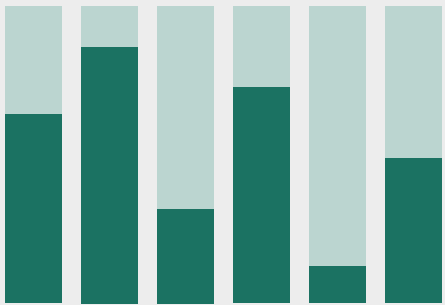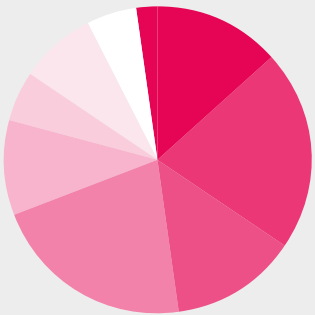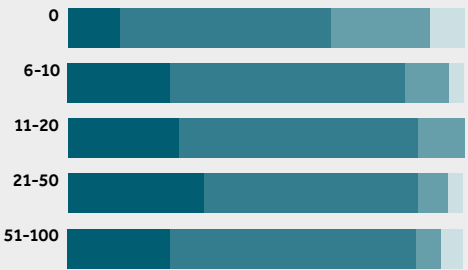
27 Forests saved

462 Stories heard

6 Leaky roofs fixed

44,0000

Projects funded

231 Renovation projects

At eostis et, sit eiusam et por-poruntisi recti dolorumquis et, sum incius sume id modisci te nus es denduntias

15,000 Trees planted

At eostis et, sit eiusam et por-poruntisi recti dolorumquis et, sum incius sume id modisci te nus es denduntias

Graphics

Iconography

To aid accessibility and make our communications visually accessible, we have a clean, modern icon style that echoes the outline graphic styling of the crossed fingers icon within our logo. Icons can be used to represent different areas of heritage and our work, as well as functional icons for use on digital and social platforms.

Icons should be created at a consistent style, size and weighting. They should be clear and helpful, so avoid cryptic or confusing icons which require too much explanation.

Icons should be created at a line weight of 16pt at 400px in width. The line weight should scale proportionally with the size of the icon.

Icon sizing
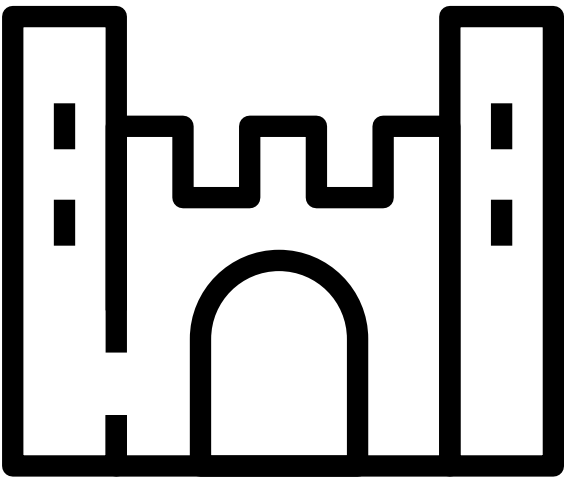
Large
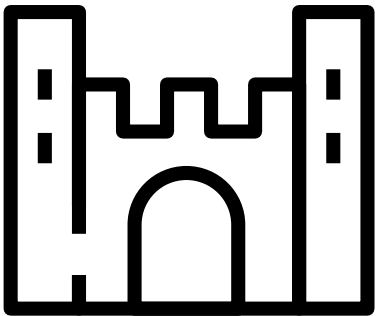
Medium
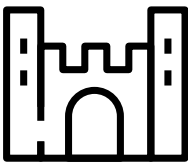
Small

Minimum size - height

10mm
30px

Graphics

Iconography

Colours
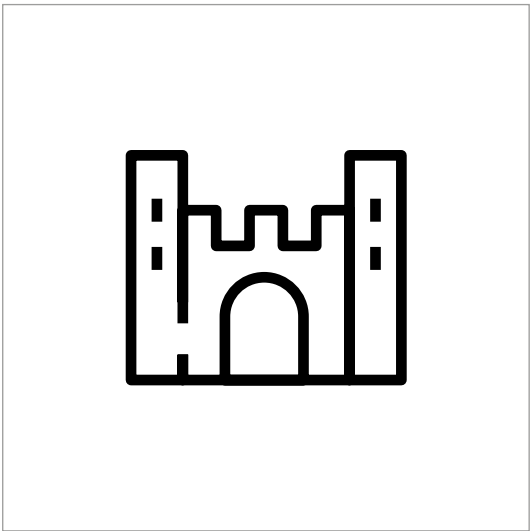
Black version
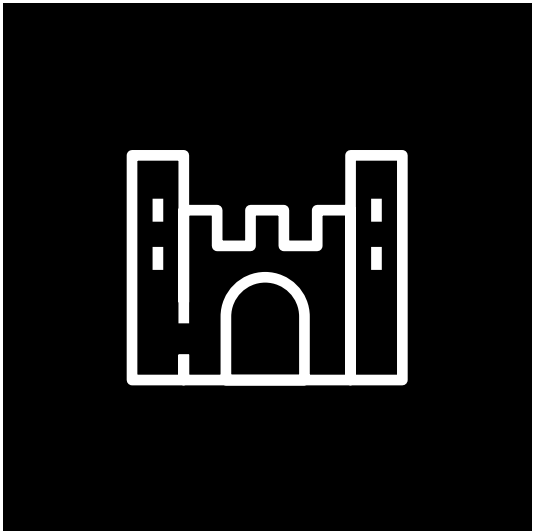
White version

Coloured background version
– Can be used in all colours
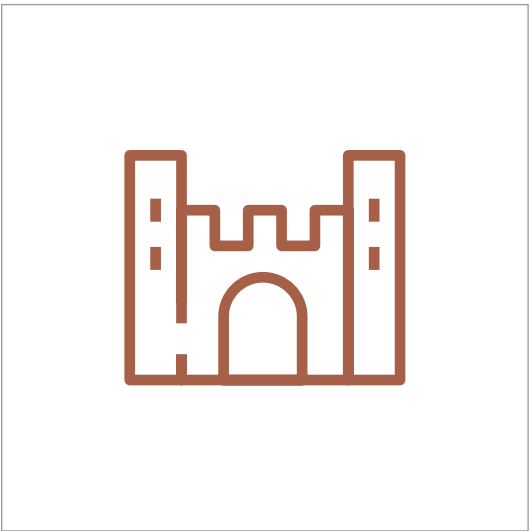
Colour version
– Can be used in all colours

Graphics

Iconography

Community heritage

Speech bubble	Music notes	Magnifying glass	People	Young people	Rainbow	Archaeology	Flags
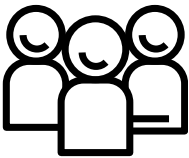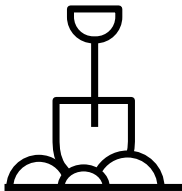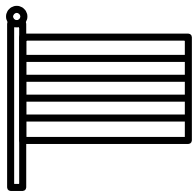
Landscape, arks and nature
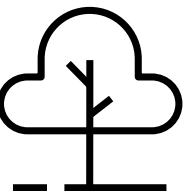
Hills/Mountains	Trees		Wildlife	Swing/Slide		Sea waves	Flowers
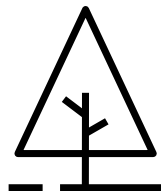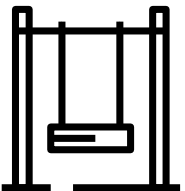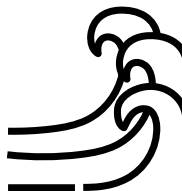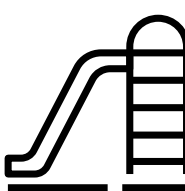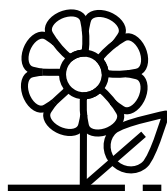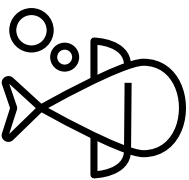
Sealife
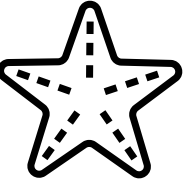
Graphics

Iconography

Areas, buildings and monuments

Column/Pillar	Tools - Spanner	Roof with chimney	City skyline	Shop front	Castle	Plaques
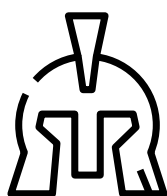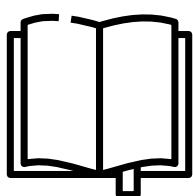
Museums, libraries and monuments
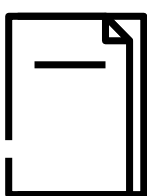
Museum objects	Frame	Book	Paper file	Computer file

Graphics

Iconography

Culture and memories
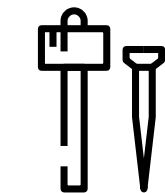
Traditional
craft skills
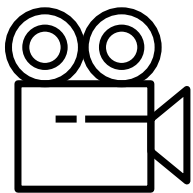
Film
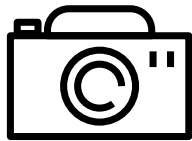
Camera
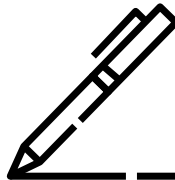
Pen

Oral history

Places of worship

Church
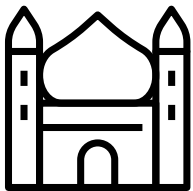
Mosque
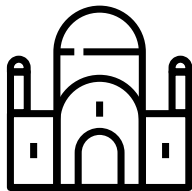
Synagogue
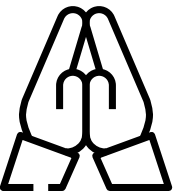
Praying

Graphics

Iconography

Industrial, maritime and transport
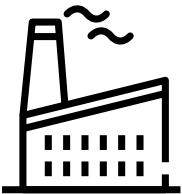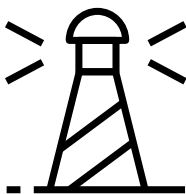
| Factory | Lighthouse | Boat | Windmill | Plane | Railway | Canal/Locks |
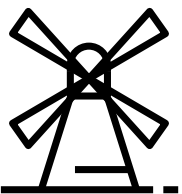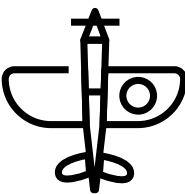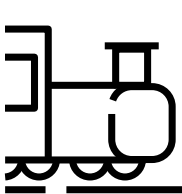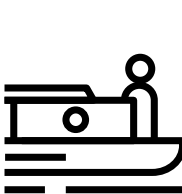
Digital and enterprise
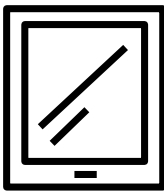
| Phone | Desktop | Tablet | Search bar | Progress | Learning and Development | Processes | Vision, Planning and Strategy |

| Graph/Chart 1 | Graph/Chart 2 | Megaphone |
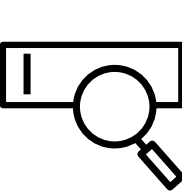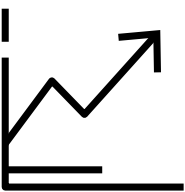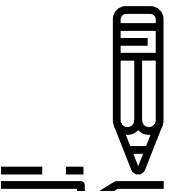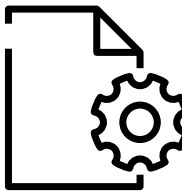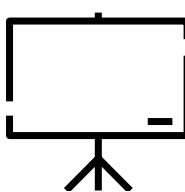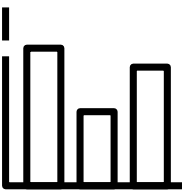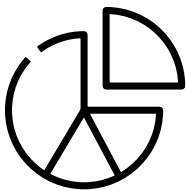
Graphics

Iconography

Accessibility representation
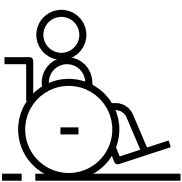
Wheel chair

Hearing aid
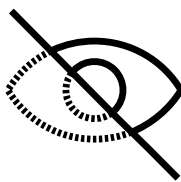
Sight aid
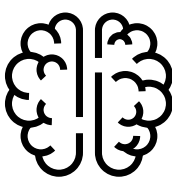
Mental health

Core values

Inclusive

Ambitious
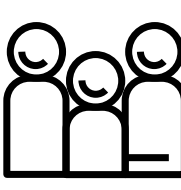
Collaborative

Trusted
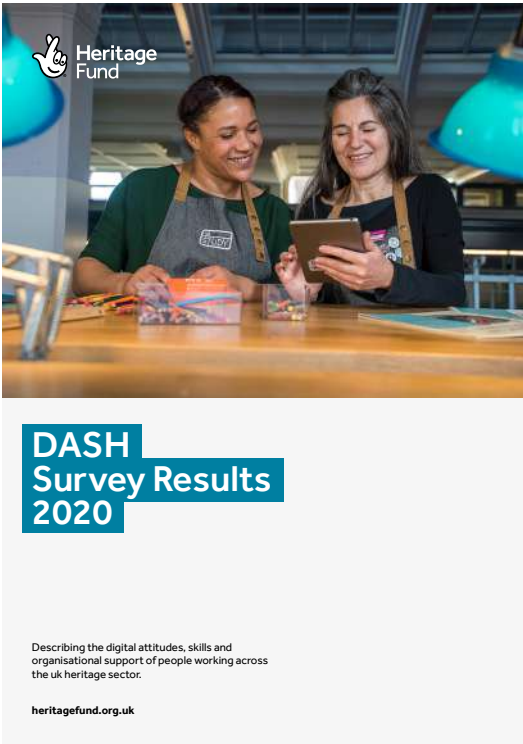
Brand in use

Publication document

Report

Report - cover and content pages

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Publication document

Report

Report - inner pages

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Josie Fraser
Head of Digital Policy
The National Lottery Heritage Fund

Forward

I'm delighted to introduce the Digital Attitudes and Skills in Heritage (DASH) survey findings. As well as mapping digital competencies and confidence across the UK heritage sector for the very first time, the results uncover a creative sector, committed to developing its use of digital to better connect and engage the public. Delivering this work during the lockdown prompted by the COVID-19 pandemic adds to the research team's significant achievement. Huge thanks are also due to everyone in the heritage sector who took time to explore their experiences with technology and their aspirations for the future. The report highlights how volunteers, staff and trustees across the UK are working together to ensure as many people as possible can benefit from our richly diverse heritage. It shows that - even in lockdown - heritage is about people and practice, with digital tools in a supportive role.

This work was commissioned as part of our Digital Skills for Heritage initiative, which has become a key way in which The Fund works with and listens to the sector. We will carefully consider the recommendations made here and it's gratifying that we are already delivering in relation to many of the areas highlighted. Through Digital

Skills for Heritage our partners are providing resources and training across the UK to help organisations take their first and next digital steps – including using social media platforms, building websites, creating content and hosting activities online. We've produced a range of resources on the fundamentals of working online, addressing accessibility, safeguarding, privacy, security, intellectual property and open licensing.

Moving forward, we will be providing the support the sector has told us it needs. This includes support to build resilience through online networking and collaboration, to create new digital services, to provide new digital volunteering opportunities, and to embed digital into business planning and staff development.

As well as forming an important part of The National Lottery Heritage Fund's ongoing work, we believe that the report equips the sector with the insight and information needed right now to support strategic planning. Digital is already a critical part of the heritage sector, and we hope that this report will play a positive contribution to developing creative and effective heritage practice for the future, and to the role that digital tools can play.

Forward

Sign-up data:
describing heritage organisations

6

Breaker

Sign-up data: describing heritage organisations

A total of 523 organisations signed up to use DASH, and 281 organisations had staff or volunteers that then answered the DASH survey itself. The DASH survey collected a total of up to 4,120 individual staff and/or volunteer survey responses (questions were optional, hence individual sample sizes varied per question). From feedback received, lockdown and furloughing affected how many organisations could disseminate their DASH link to their people, and this ultimately affected the number that could participate.

During the sign-up process, data were collected about the organisation's size, type, and location. This data acts as a useful summary of the huge variety of organisations that work under the banner of 'UK heritage'. In this section of the report we have summarised the data collected from the sign-up sheet, which represents the largest data set relating to organisation size, type, location and needs.

Title page

Organisation size

The DASH survey attracted a lot of interest from what are sometimes called 'micro' organisations. In the heritage sector, organisation size is typically defined in terms of visitor numbers or annual income (with micro organisations often defined as having an annual income of under £10,000). In contrast, for this survey we quantified organisation size in terms of the number of staff and volunteers. Data were collected by asking the key contact to estimate the number of paid staff, and the number of volunteers; this was collected as part of the sign-up process. When it comes to supporting organisations to use digital, this often translates to training people, and is facilitated or hampered by access to hardware and software. This is why we were more interested in defining organisational size in terms of the number of people.

We found that, of those organisations that signed up to use the DASH survey:

- On average, an organisation that signed up to DASH had 5 employees and 25 volunteers (the average ratio per organisation was 0.13 staff to volunteers)
- About 50% had between 1 and 10 employed staff and only 5% had more than 100 staff
- 20% said they had no paid employees and were entirely staffed by volunteers
- 20% said they had 100+ volunteers
- Only 6% said they did not use any volunteers and only had paid staff

Later in this report we have split heritage organisations into four size categories based on the number of staff they employ. These categories, together with their relative proportion in the data, are shown in Figure 1.

Figure 1.

Heavy copy and a graph

Publication document

Report

Report - inner pages

Heavy copy and pull outs
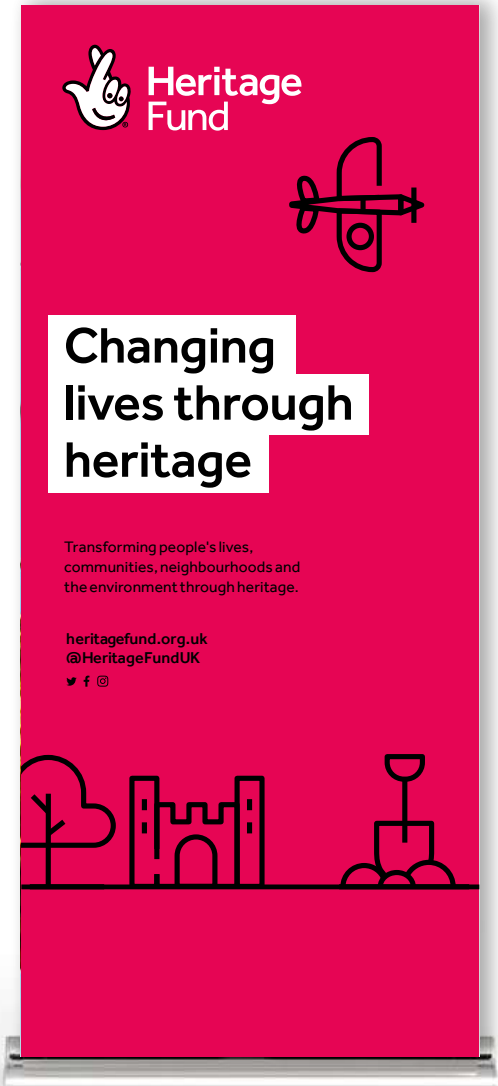

Title page with image and graph

Multiple image page

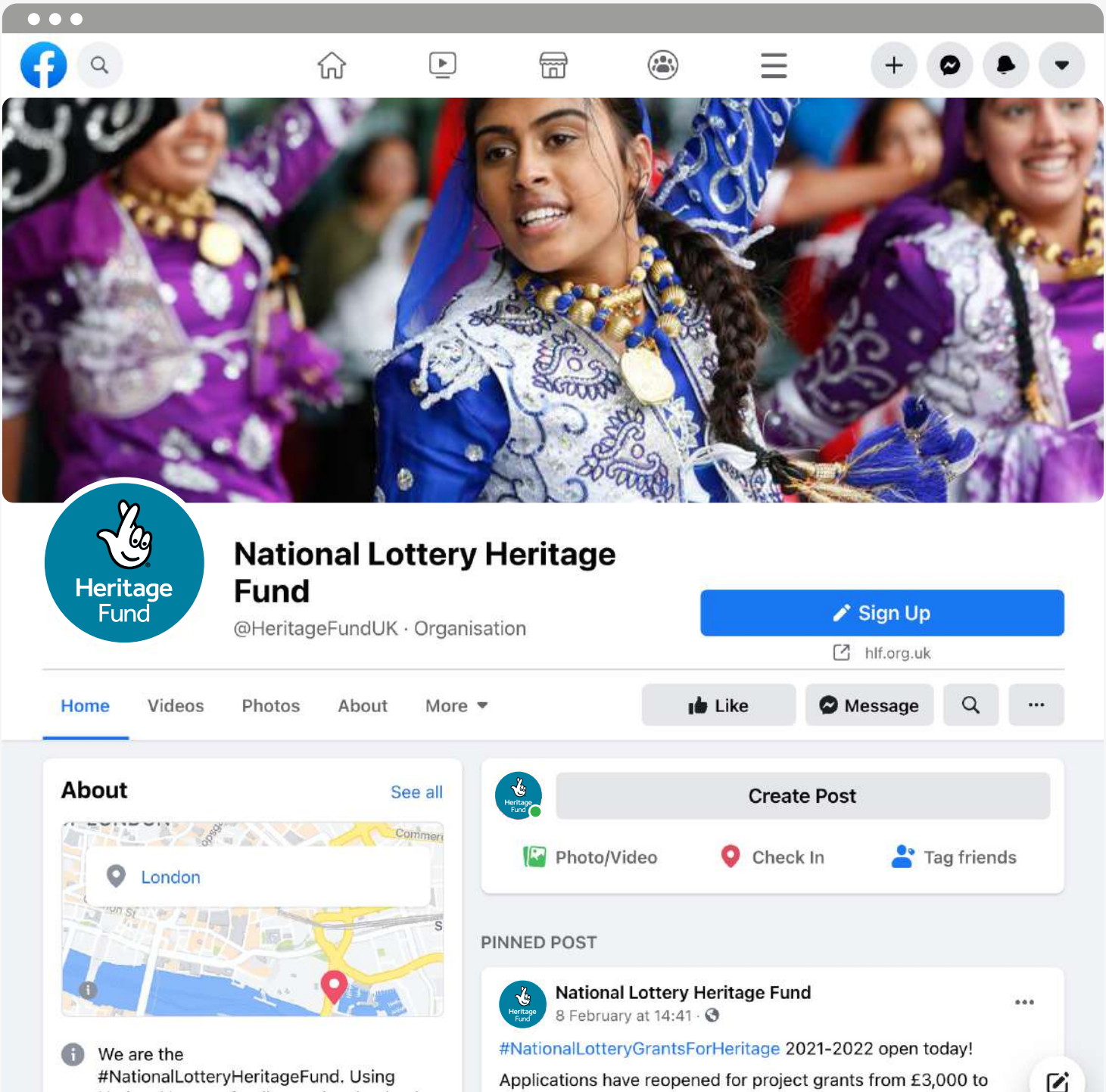Graph focused page

Pull up banners

Banner styles

Social Media

Facebook header banner and avatar

Avatar and cover image

Social Media

Twitter header banner and avatar

Avatar and cover image

Social Media

Example posts

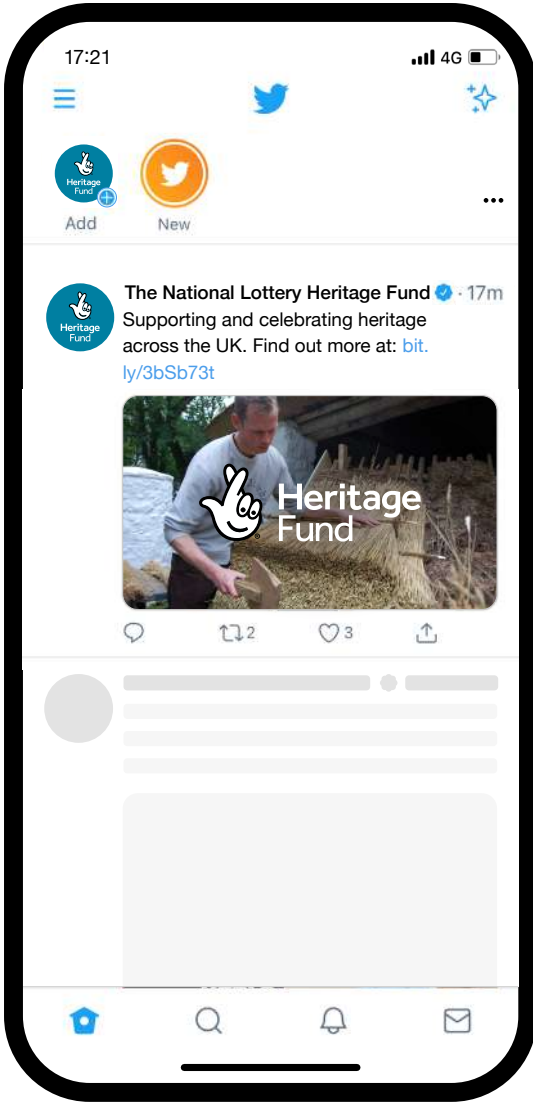Social posts
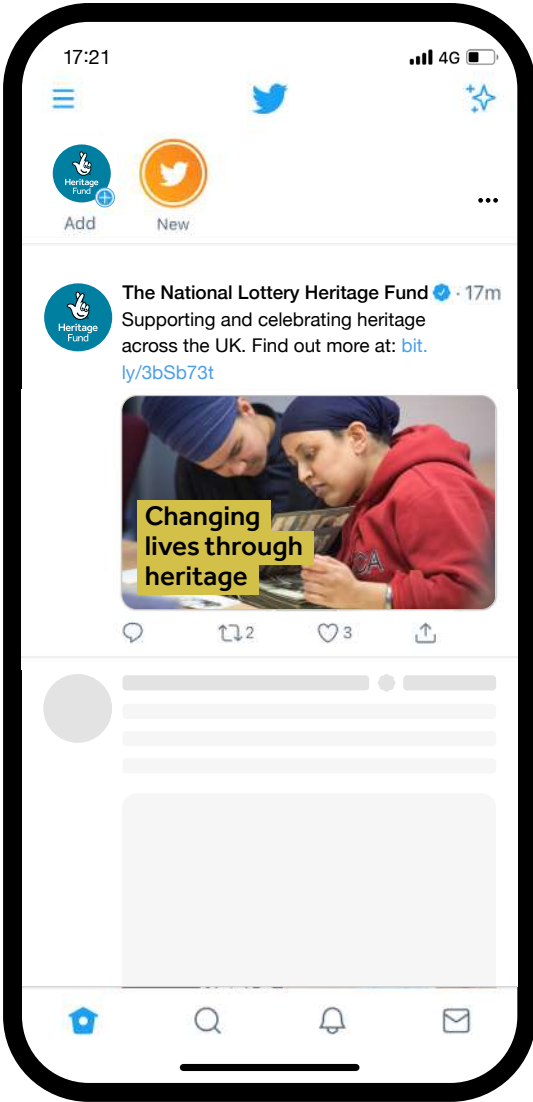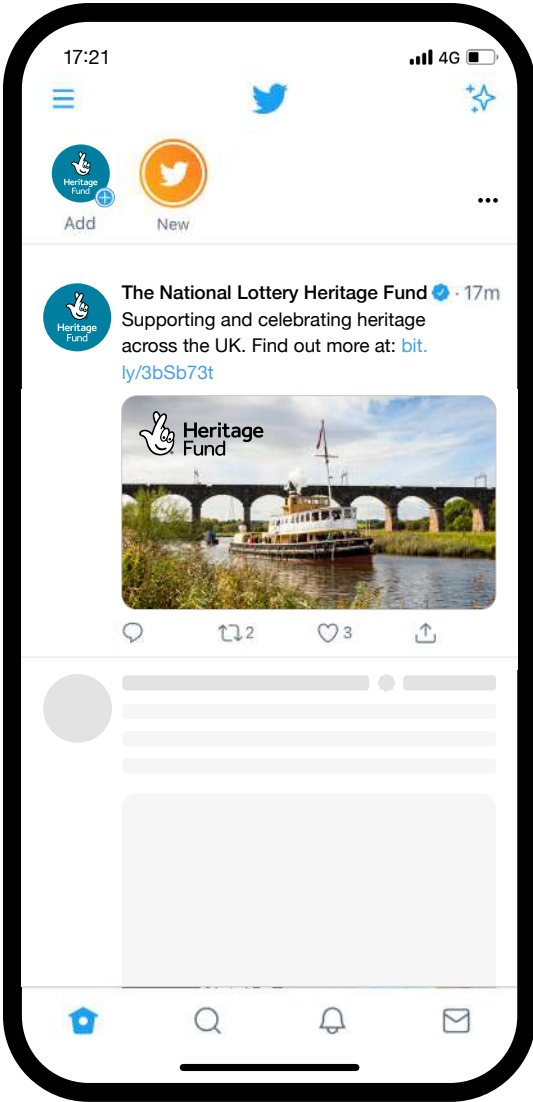
Social Media

Example posts

Social posts
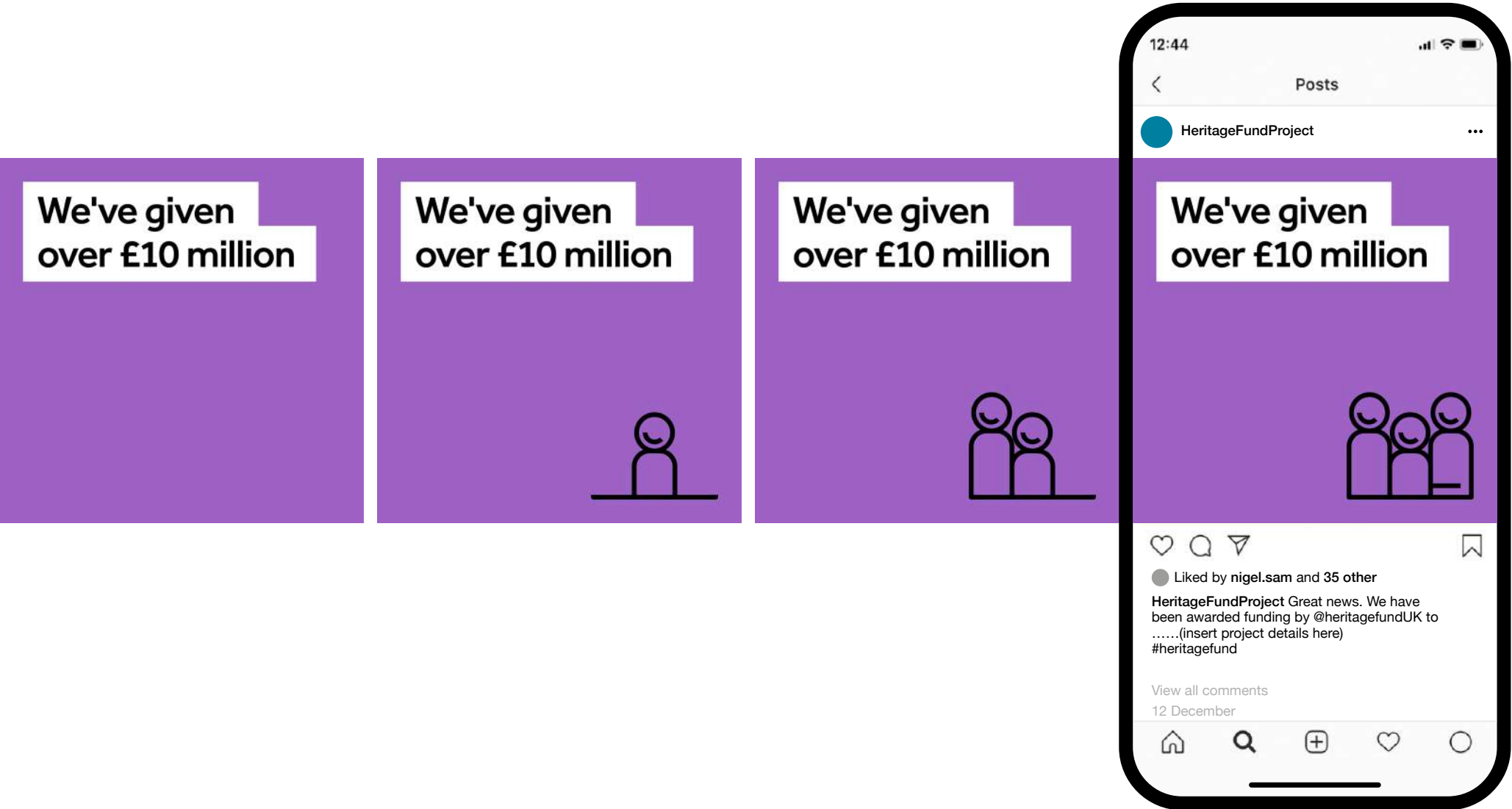
Social Media

Twitter
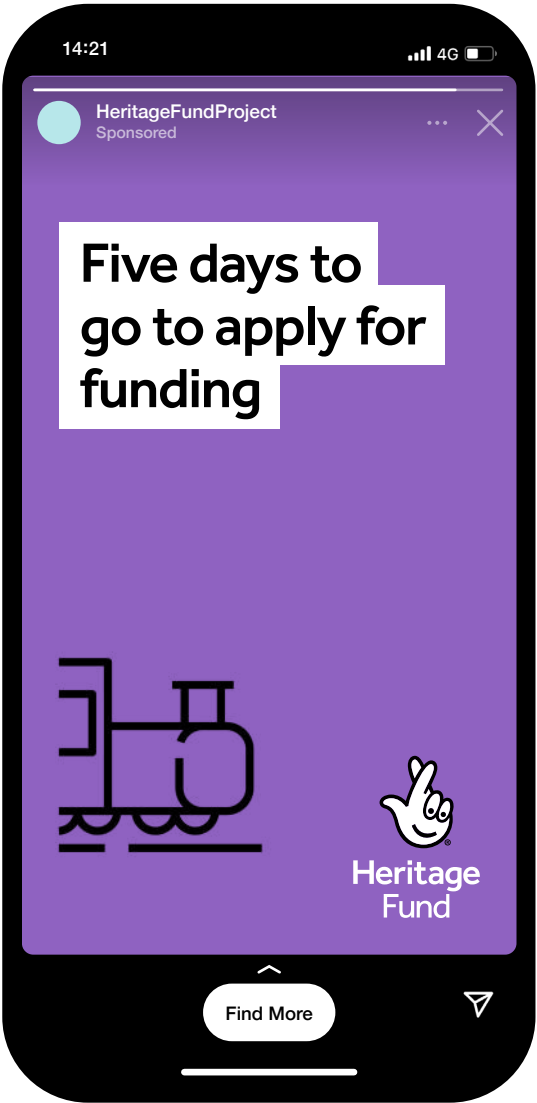
Social posts

Social Media

Twitter

Twitter GIFs

Social Media

Instagram stories

Instagram stories

Social Media

Graphic to promote events

Event graphics
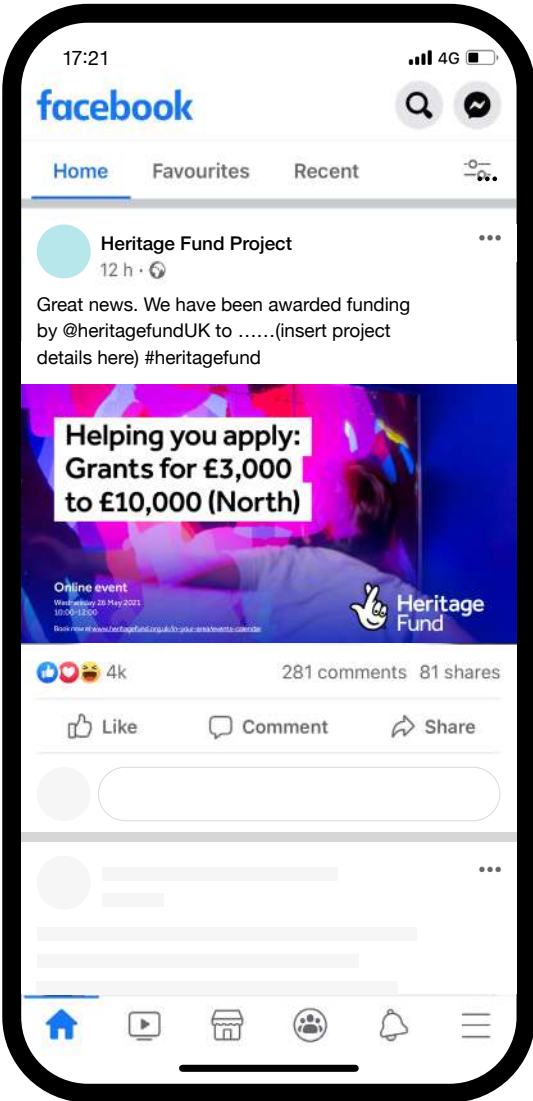
Website

Home Page Overview

Website

Headers

Different header styles

Single image with sub text underneath.
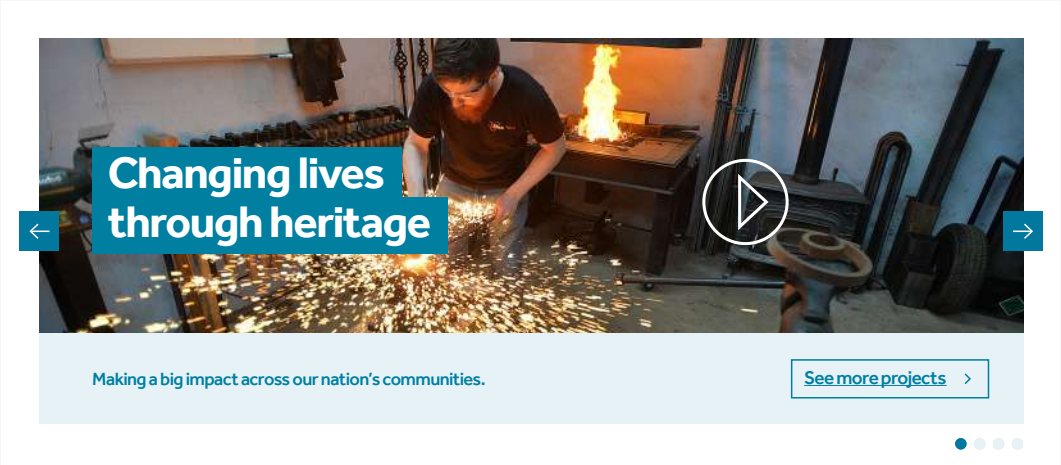
Placing headlines over videos.

Use of two images with possibility to feature two lines of sub text underneath.

Use of graphics when imagery is hard to source.

Website

Main CTA button
Outlined box containing underlined text with arrow.

See more projects ›

Used as main CTA buttons

Hover state
The outline box fills with teal colour and text inverts to white.

See more projects ›

See more projects ›

Text links within blocks
Underlined text within blocks used on News and projects pages.

Full range of National Lottery funding resumes with refocused priorities for 2021-22

White on colour
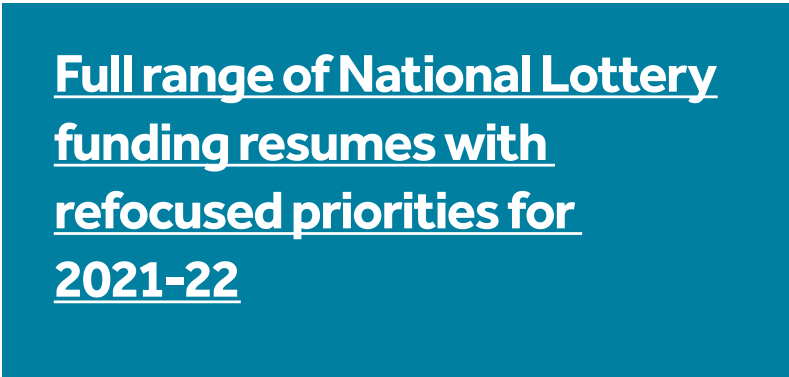
The search is on for the 2021 Sustainable Project of the Year
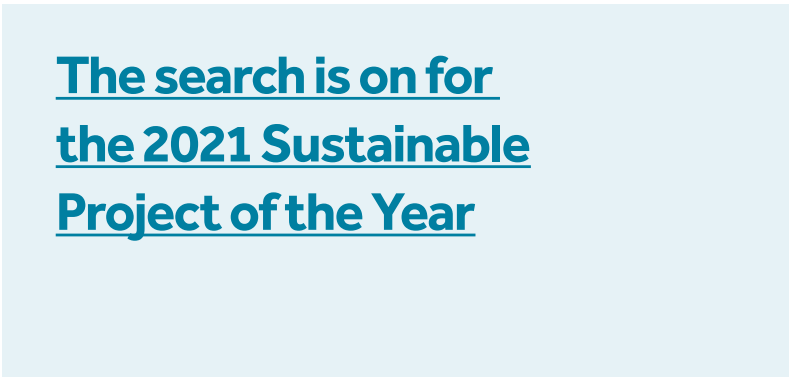
Teal on colour

Functional buttons
Underlined text in box.

Print this page

How can we make this page better for you?

Used on informative pages

In text links
Simple underlined hyperlink used within articles and text pages.

Vital funding from The National Lottery Heritage Fund's Heritage Emergency Fund.

Production

Print production accreditation

Forest Stewardship Council (FSC) accreditation

This can be used on printed publications where the printer holds the FSC chain of custody. The accreditation should appear on a document's outside or inside back cover. The printer will supply FSC artwork for an individual job and they will have their own unique certification number. The 'mixed sources' percentage will vary between papers.

The print accreditation should be used no smaller than 10mm in height.

FSC - logo

Back page example

No smaller than 10mm
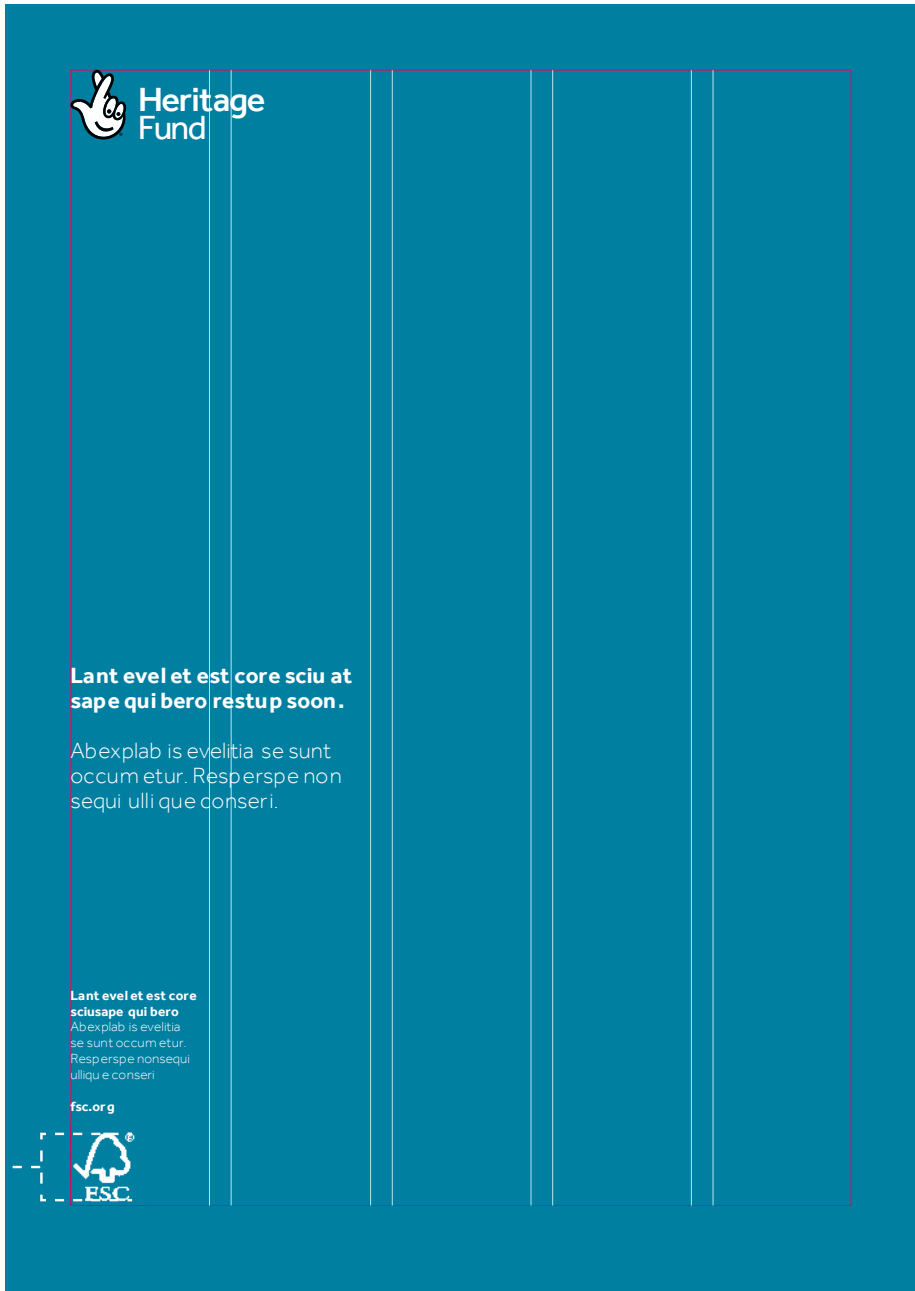
Accessibility

The National Lottery Heritage Fund is committed to providing communications that are accessible to the widest possible audience.

Our website is annually tested by accessibility auditors and we must meet a AA compliance level. Our accessibility testing encompasses not just site functionality and design but all of our content, including downloadable documents.

Printing

— Avoid glossy paper. Glare makes reading difficult.

— Check paper stock is thick enough to minimise show through which can make reading difficult.

— Adhere to the government guidelines for print. These can be found <u>here.</u>

Online

— Provide a text equivalent for all non-text items.

— Ensure sufficient contrast between the background and the text.

— All documents in all formats and languages (e.g. Word, InDesign, PDF) that are published on our website or intranet need to adhere to WCAG 2.0 standards.

Formatting and alternative formats

If you are not able to produce an accessible document that adheres to these guidelines you will need to outsource this to a web accessibility contractor – you will need to allow for this in your budget and timeline.

Formatting for screen readers

— All PDF files produced for The National Lottery Heritage Fund – whether the artwork was created using Word or graphic design software – need to be fully accessible for assistive software such as screen readers or inbuilt text-to-speech functions.

— The file must meet accessibility standards by providing alternative text for images, proper headings, appropriate link text, etc.

— Visit the Adobe website for more information on accessible PDF best practice.

Alternative formats

— If a piece of information is inaccessible to someone, we need to convey that information in an alternative format. This could be a transcription of audio or video clips, or an alternative description to explain a detailed diagram to someone with a visual impairment.

— At The National Lottery Heritage Fund, we can produce materials in alternative formats – such as Braille, large print and audio – where this is requested.

Accessibility

Accessibility and formatting guidance

The National Lottery Heritage Fund is committed to providing a website that is accessible to the widest possible audience. Our site is annually tested by accessibility auditors and we must meet a AA compliance level.

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All documents in all formats and languages (e.g. word, Indesign, PDF) that are published on our website or intranet need to adhere to WCAG 2.0 standards.

See also: How to meet WCAG 2 quick reference

Accessibility electronic reports

Electronic reports should adhere to the following guidelines:

Formatting

Headings and content in your document should be clearly identified and consistently formatted to allow easy navigation for users. Heading Styles should be used to convey both the structure of the document and the relationship between sections and sub-sections of the content. Heading styles should follow on from each other i.e. Heading 1 then Heading 2.

Spacing

Screen readers audibly represent spaces, tabs and paragraph breaks within copy, so it is best practice to avoid the repetitive use of manually inserted spaces. Instead, indenting and formatting should be used to create whitespace (e.g., use a page break to start a new page, as opposed to multiple paragraph breaks).

Alternative text

Alt text is additional information for images and tables. This extra information is essential for both document accessibility (screen reading software reads the Alt text aloud) and for the web. Alt text should be concise and descriptive, and should not begin with 'Image of' or 'Picture of'.

Images

These should be formatted in-line with text, to support screen readers. Crediting pictures may be necessary, usually in response to a direct request from a third party.

Tables

These should be for used for presenting data and not for layout or design. They should be simple and include a descriptive title. The header row should be identified and there shouldn't be more than one title row in a table. There should be no merged or blank cells.

Additional documents

Any additional information, separate to the report, for example proformas and transcripts which may be used as standalone documents must be fully referenced to the piece of work being submitting and therefore dated, formatted and numbered appropriately.

Acknowledgement

All reports should acknowledge the Fund.

Further resources

Please refer to the WCAG 2.0 article on PDF techniques for further information.

Please check the accessibility of your document using the Word accessibility checker before submitting: File – Info – Check for Issues – Check Accessibility. Or the adobe PDF accessibility checker: Tools – Accessibility – Check Accessibilty.

For further information

For further information on The National Lottery Heritage Fund please visit our website or drop us an email.

heritagefund.org.uk
brand@heritagefund.org.uk