

BRANDING & COMMUNICATIONS GUIDELINES FOR UK SHARED PROSPERITY FUND

December 2022

Before you read on...

This document applies to all projects that have received funding from the North of Tyne Combined Authority (NTCA) through the UK Shared Prosperity Fund.

Please contact the communications team at NTCA before you start a new piece of communications work, social media activity or public use of our branding related to your UK Shared Prosperity Fund project. Funding must be approved before and comms activity is undertaken.

We want to maximise the impact of your comms and we want to work with you to do that. It is a condition of funding that NTCA and the UK Shared Prosperity Fund are appropriately acknowledged with correct statements and logo use outlined in this guidance. Specific branding and publicity guidance for UK Shared Prosperity Fund is found on [this government webpage](#).

Telling the story

We find real people who have benefitted from a project are the best people to talk about it. They are more likely to resonate with our audiences and more people are likely to see, hear, and remember the project as a result. Giving opportunities to beneficiaries to tell their authentic story is likely to be the most successful approach to project comms and is the approach we recommend.

We actively seek case studies from funded projects to celebrate achievements and impact. Case studies require participant's consent prior to public use. We are happy to work with you to create quality case studies, so please get in touch.

Email: communications@northoftyne-ca.gov.uk

Getting our names right

The first time we are mentioned in any communications we should be named in full as the 'North of Tyne Combined Authority'. After the first mention the only abbreviation you should use is NTCA.

The UK Shared Prosperity Fund should always be referenced in full and not abbreviated in public. The first mention of the Government department should be named in full as the 'Department for Levelling Up, Housing and Communities'. After the first mention the only abbreviation you should use is DLUHC.

Describing our relationship with you when you need to describe it

When describing your relationship with our organisation we must always be referred to in full using either of the following statements:

- This project is funded by the UK Government through the UK Shared Prosperity Fund with the North of Tyne Combined Authority as the lead authority.
- This project is part-funded by the UK Government through the UK Shared Prosperity Fund with the North of Tyne Combined Authority as the lead authority.

North of Tyne Combined Authority organisational descriptor

The following descriptor should be used on your website, in your print documents and in press releases.

The North of Tyne Combined Authority is a partnership of three local authorities: Newcastle City Council, North Tyneside Council, and Northumberland County Council and the North of Tyne Elected Mayor.

The UK Shared Prosperity Fund is a central pillar of the UK government's Levelling Up agenda and provides £2.6 billion of funding for local investment by March 2025. The Fund aims to improve pride in place and increase life chances across the UK investing in communities and place, supporting local business, and people and skills. For more information, visit <https://www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus>

Accessibility and Inclusion

NTCA expect all funded projects to follow best practice guidance for accessibility in the creation of all documents and comms using our logo and branding.

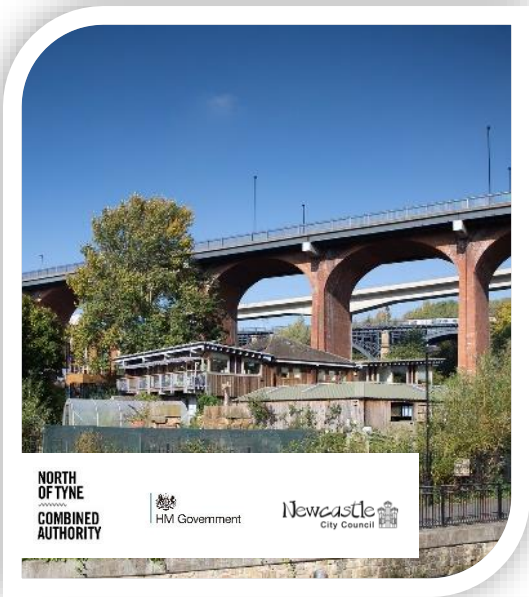
When and how to use our logos

All UK Community Renewal Fund comms must use the NTCA and UK Government logos. Both logos used below are available on request from the comms team.



The size can be changed but the height/width ratio should not be – it should remain a square. Logos should never be squashed.

We expect both logos must be included on your website and any print or digital media associated with the work receiving funding. This may also include other forms of promotional materials (see other media below).



Specific guidance on how to use the UK Government logo is found in the [HM Government Identity Guidelines](#).

You should use our logo and HM Government’s logo whenever you use your own logo. Both logos should be equal in size to yours.



Co-branding is only permitted with UK Government, NTCA as the Lead Authority and any match funders.

The NTCA logo should always be black text with a white background. When the logo is used on an image or against a coloured backdrop it should remain in its white square and be placed on a white background.

Using social media

We know there isn't much space for text on social media. We don't need a formal sentence in every post, but we do need acknowledgement of our role in funding the project or programme in the post itself. Simply tagging us is not enough.

Examples of good practice on Twitter:



Tags for social media:

Twitter	@NorthTyneCA
Facebook for tagging	@NorthTyneCA
Facebook page	https://www.facebook.com/NorthTyneCA/
LinkedIn for tagging	@North of Tyne Combined Authority
LinkedIn page	https://www.linkedin.com/company/north-of-tyne-combined-authority/
#Hashtag format	#NTCA #UKSPF & please include one of the following: #NTCAInnovation #NTCANetZero #NTCAinclusion

Press releases, newsletters, and website articles

You should reference NTCA and UK Shared Prosperity Funding within the first three paragraphs of a press release, newsletter piece or website article. All press releases and PR campaigns must be signed off by the NTCA comms team prior to circulation. Please use the standard descriptors outlined above.

Broadcast media, including radio, television, and podcasts

You should reference NTCA and the UK Shared Prosperity Fund at least once in any interviews given by your spokespeople.

Other media, large-scale and outdoor comms

Your project must have a plaque of significant size at a location readily visible to the public bearing appropriate logos, project name and the description of the funding relationship as outlined above. You may also require other forms of physical comms. All large-scale comms must be approved by the comms team. see contact details on the first page. Please see the NTCA specification for large-scale and outdoor comms outlining the design requirements - <https://www.northoftyne-ca.gov.uk/support/business-guidance/>