



SUPPORTED BY
**CHANNEL
ISLANDS
LOTTERY**

HOW TO ACKNOWLEDGE YOUR FUNDING

A GUIDE FOR FUNDING RECIPIENTS

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CONGRATULATIONS

The Channel Islands Lottery is helping to change lives across the island with funding for local charity projects. Since 1966 millions has been raised, with every penny making a real difference to the lives of islanders.

Almost everyone in Jersey has benefited from a CI Lottery-funded project.

One of the requirements for The Channel Islands Lottery funding is that you show your support and publicly acknowledge your funding, whatever the amount. We've produced this guide to show you how to do that with our 'Supported By' logo.

We want you to use it as much as you can.



WHY USE OUR LOGO?

Using the Supported by the CI Lottery logo lets people know how lottery funding is helping our local community. Promoting your funding also raises awareness of the great work you're doing and helps the people who need your support know where to turn.

HERE'S HOW TO USE OUR 'SUPPORTED BY' LOGO.

It's important the logo is reproduced just like this. Please don't rotate it, crop it, change the colour or alter any part of it. The logo can be downloaded from this link in a colour and a black and white version.

<http://applications.jerseycharities.org/>



BLUE



GRADIENT



BLACK



WHITE

COLOUR WAYS

Our logo comes in a solid blue and a gradient version.
We'd like you to use it in colour whenever you can.



BLUE

PRINT

Pantone: 3125C or
c.90% m.00% y.24% k.00%

ONLINE

#00ACC8



GRADIENT

PRINT

BLUE c.90% m.00% y.24% k.00% to
YELLOW c.00% m.34% y.00% k.88%

ONLINE

BLUE #00ACC8 to **YELLOW** #FFB819

COLOUR WAYS

Our logo also comes in a black version, or a reversed out version (a white design on a clear background) to use on a dark background. This version is only available as an EPS file and can't be used in Word - you'll need design software to use it.



USAGE

Before using our logo, here's how to make sure it's easily seen.

- X** Don't make the logo too small
- X** Use the correct file, so the logo isn't fuzzy
- X** Don't put the logo on a patterned background.

It's important the logo is clear so people can see how The Channel Islands Lottery funding is helping support projects like yours.

MINIMUM SIZE

Make sure the 'Supported by' logo is no smaller than 18mm high. Otherwise, it'll get lost and you won't be able to tell people about your support. If you're using our logo on larger posters, the logo will need to be bigger to be seen clearly. Here are the minimum sizes:

Up to and including A4	18mm
Up to and including A3	25.5mm
Up to and including A2	36mm

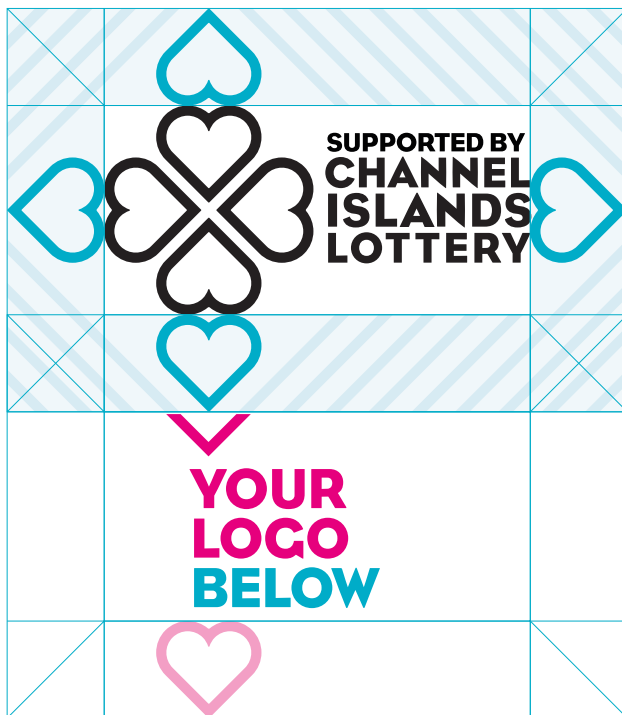
LEAVE SPACE

If text, images or lines get too close to the logo, it'll be hard to read. Please leave room around the logo to make sure it's visible.



PARTNERSHIPS

If you're working with other organisations who have given you support, here's how you should display their logo.



WHAT FORMAT TO USE

What are you using the logo for?

Use the right format with our checklist

Merchandise	EPS
Signs and plaques	EPS
Vehicles	EPS
Site boards and hoarding	EPS or JPEG
Publications and in print	EPS or JPEG
PowerPoint	JPEG
Online	GIF or JPEG

WHERE TO USE THE LOGO

Let people know about your funding. Everyone who uses your project or services must be able to see that it was funded by The Channel Islands Lottery. Here are some ideas of how to use the 'Supported by' logo.



PRINTED MATERIALS & PUBLICATIONS

If you're printing posters, press releases, leaflets or brochures, you must include our 'Supported by' logo. You can also include it on your letterheads or stationery if you like.

VEHICLES

If you buy a vehicle or minibus with the funding, you must display the 'Supported by' logo. We can help you with templates and provide you with information to pass onto your signwriter.



ONLINE

If your project or charity has a website, the 'Supported by' logo should appear on the homepage. Please make sure it's big enough to be seen.

Show your support on social media by using the hashtags [#supportedbythecilottery](#) or [#cilottery](#) to let people know about your funding.

PROMOTIONAL BANNERS

If you're hosting an event to promote your project, you should acknowledge your funding on any promotional materials, invitations or banners.



ADVERTISING

If you're advertising your project or recruiting for a product that the Lottery has funded, you must include either our logo or the words [Supported by the Channel Islands Lottery](#)

PRESS RELEASES

If you're writing a press release about your project funded by the Channel Islands Lottery, it should include our logo and the words [Supported by the Channel Islands Lottery](#)

SHOW YOUR SUPPORT

Let people know that our funding is helping your project by using the 'Supported by' logo in all these places:

CHECKLIST

- Adverts in the Local paper or magazines
- Booklets
- Educational materials
- Flyers
- Invitations
- Information noticeboards
- Job adverts
- Newsletters
- Presentations
- Press releases
- Posters
- Programmes
- Pull-up banners
- Publicity leaflets
- Signs and site boards
- Social media
- Stationery
- Websites



ABOUT US

The Channel Islands Lottery is the oldest lottery in the British Isles and has been providing millions of pounds of funding for local charities and good causes since the Jersey Lottery was established in 1966.

Almost everyone in Jersey has benefited from a Channel Islands Lottery-funded project at some point in their life.



CONTACT US

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DOWNLOAD LOGO PACK

<http://applications.jerseycharities.org/>