



Garfield Weston
FOUNDATION

Guidelines for acknowledging Garfield Weston Foundation support



Garfield Weston
FOUNDATION

Press releases

Publications

Using our logo

Social media

Acknowledgement on
buildings

Acknowledgement on
vehicles

Contact us

Navigate with ease

To go directly to the section you desire click on the title in the contents above.

www.garfieldweston.org

We are delighted to support your organisation and are happy for you to acknowledge our support in any publications you produce about the work which the Foundation is directly supporting and in any other appropriate mediums, for example on your website or social media. Wherever you list your donors, please include the Foundation.

These guidelines will help you to acknowledge the Foundation's support and contain the following sections:

- Press releases
- Publications
- Using our logo
- Social media
- Acknowledgement on buildings
- Acknowledgement on vehicles
- Contact us

You can go directly to the section you need by clicking on the title in the contents in the left margin. Please read the relevant sections and follow the guidelines whenever you acknowledge us.

Major Grants

For Major Grants (£100,000 and above) we will be delighted to discuss acknowledgment options with you – this may involve the naming of a specific space or room within a building or of a particular project.

Pledge recipients

We are delighted to have made a pledge to your organisation and wish you every success in obtaining the rest of the funding from other sources. Until the funds are released, we are not an active donor and therefore ask that we are not referenced on websites or in any marketing materials. The use of the Garfield Weston logo is only permitted once the pledged funding has successfully been released and the funds are in active use. However, we are happy for you to refer to our pledge in any applications for potential funding, in discussions with potential funders or in a press release to announce our pledge, provided it is explicitly noted as a pledge.



Garfield Weston
FOUNDATION

Press releases

Publications

Using our logo

Social media

Acknowledgement on
buildings

Acknowledgement on
vehicles

Contact us

Press releases

If you would like to acknowledge our funding in a press release or any other type of media coverage, please send a copy of your draft press release to the Foundation's Grants Assistant, Ciara Molloy, at cmolloy@garfieldweston.org prior to publication and allow at least three working days for approval.

You may use this standard paragraph about the Foundation in Notes to Editors:

Established in 1958, the Garfield Weston Foundation is a family-founded charitable grant-making trust which now gives away approximately £80 million a year to charities across the UK. Having established one of the most respected charitable institutions in the UK, the Weston Family Trustees today remain highly active and hands-on. The Foundation's funding comes from an endowment of shares in the family business – a successful model that still endures today and as the businesses have grown so too have the charitable donations.

Each year the Foundation gives away its income and donations have continued to grow. Since it was established it has donated over £1 billion, of which over half has been given away in the past ten years alone. In the most recent financial year the Foundation gave away over £79 million to over 2,100 charities across the UK.

Our full media brief can be found on our website.

Publications

Please include our name in your annual report and accounts or any document where you list your supporters. We should be listed as **Garfield Weston Foundation**.

Using our logo

You may use our logo appropriately in communications about work we are directly supporting, however please check with us before using it in a promotional capacity and allow at least three working days for us to approve the usage. We have three logo variations;

Pantone PMS660 – our standard blue logo, for use in full colour publications

Black only – for use in black and white publications

White – for use on dark backgrounds

**Standard
blue**



**Black and white
publications**



**On a dark
background**



When using the logo with a background photo or graphic, please ensure the background has low contrast and does not affect legibility. See examples on the cover and left menu bar of this document or the home page of our website.

Scaling

The Foundation's logo must not be distorted in any way. When scaling in applications such as Microsoft Word, use only the corner handles to ensure proportions are maintained.





Garfield Weston
FOUNDATION

Press releases

Publications

Using our logo

Social media

Acknowledgement on
buildings

Acknowledgement on
vehicles

Contact us

Exclusion zone

To allow “breathing space” around the logo, please do not place other objects, logos or text too close to our logo. Allow a margin of the same size as the ‘W’ in our logo as a guide.



Logo formats

Our logo is available in a variety of formats to suit your purpose. You can find them on our website garfieldweston.org/grant-holders/logo-and-comms/

Documents

jpg – if you are producing a simple Word document (or any other MS Office compatible format), then please download this file.

On your website

jpg – also use this format on your website.

Professionally produced materials

If you are using designer or printer to produce materials, they have software to open the following formats:

Blue eps – standard blue logo for use in colour publications. Our brand colour is Pantone PMS 660 and should never be altered.

Black eps – for black and white publications

White eps – to be used on dark backgrounds

Social media

If you have an active social media presence and wish to announce a successful grant on a social media platform, such as Facebook or Twitter, you are welcome to do so. The Foundation has a Twitter profile so you may wish to tag us using **@WestonFdn**. Unfortunately due to the large number of grants we make each year we are unable to commit to tweeting about grants. We do however encourage you to tag us when you share updates in your project so we can keep up to date and ‘like’ your tweet where possible.

Please note it is not a condition of the grant for you to share any information on social media.

Acknowledgement on buildings

If you have received funding for refurbishments or improvements to an existing building or towards the purchase of a property, please acknowledge the ‘Garfield Weston Foundation’ on a donor board or similar and display this prominently in a well-used place within your building such as a main hall or reception area. Similarly, whilst works in your building are underway, you may choose to acknowledge the Foundation’s support on hoardings in which case please use our logo as outlined on page 3.

You may want to consider naming all or part of the building after the Garfield Weston Foundation or Weston Family, e.g. Weston Hall, Weston Learning Space or whatever is appropriate for your facility. Please contact us for guidance should you wish to do this.

If you are the recipient of a Weston Anniversary Fund grant and require branding specific that fund and advice on its usage, please contact the Foundation at admin@garfieldweston.org



Garfield Weston
FOUNDATION

Press releases

Publications

Using our logo

Social media

Acknowledgement on
buildings

Acknowledgement on
vehicles

Contact us

Acknowledgement on vehicles

If your grant has helped you to purchase a vehicle that enables your organisation to deliver key areas of its work, you may choose to acknowledge the grant by placing our logo on your vehicle.

The total height of the logo must be a minimum of 20.2cm and a width of 32cm. The logo must always be enlarged in its original proportions. Never stretch, skew or distort the logo.

The logo should be placed in a position with as much space as possible from other branding. For example, if your charity's branding appears on a side panel or sliding side door, the Anniversary logo should be placed on the driver's door (Fig 1).

The logo must appear in exactly the same position on the corresponding side of the minibus. Preferably our logo should appear on the front doors, but if not possible, towards the rear is acceptable (Fig 2).

On the rear of the minibus, if possible, the logo should appear on the right side (Fig 3).

Avoid placing the logo over sharp angles such as wheel arches. In relation to objects such as door handles and bumper plastic, the logo exclusion zone rules apply (see p4).

The logo must always appear in our standard blue Pantone PMS 660 unless the vehicle is a dark colour, in which case the white logo can be used (see p3).

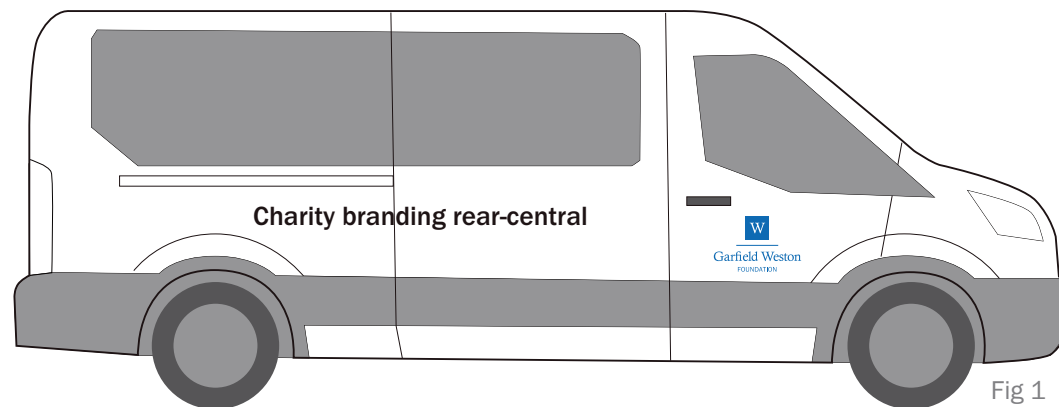


Fig 1

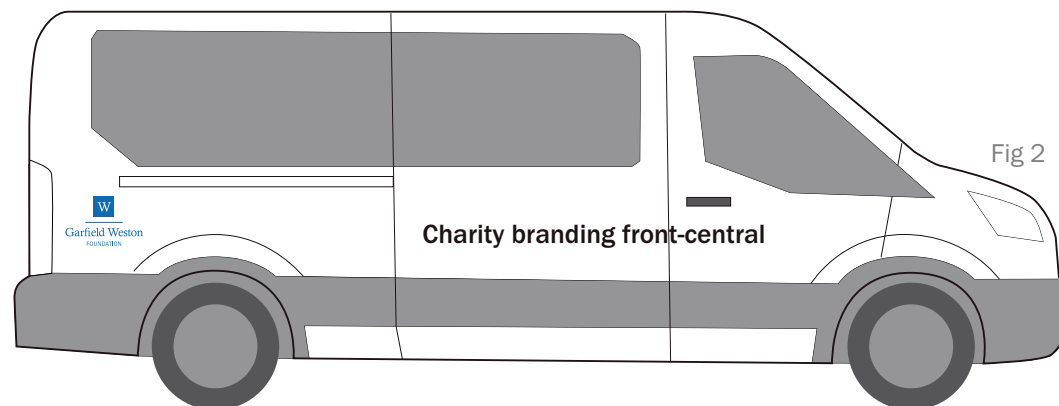


Fig 2

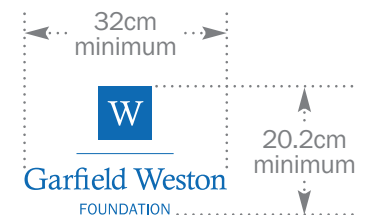


Fig 3



Garfield Weston
FOUNDATION

Press releases

Publications

Using our logo

Social media

Acknowledgement on
buildings

Acknowledgement on
vehicles

Contact us

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Contact us

If you have any questions regarding these guidelines, or need any logo files please contact us.

Thank you.

+44 (0)20 7399 6565
admin@garfieldweston.org
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