



**HIGHLAND  
CULTURE  
PROGRAMME**  
**PRÒGRAM  
CULTUR NA  
GÀIDHEALTACHD**

**PUBLICITY  
GUIDELINES**

STIÙIRIDHEAN  
SANASACHD

Grant support from the Highland Culture Programme may be recognised in a number of ways and, while the following is not exhaustive, it is an indication of the minimum acceptable level of acknowledgement. If in doubt, contact Fiona Hampton on 01463 702046 for more information.

**Important: a project or event may not be considered complete, and payments could be delayed or withheld, unless the correct acknowledgement has been made.**

**1 Acknowledging the Highland Culture Programme**

**Ag Aithneachadh Prògram Cultar na Gàidhealtachd**

It is a condition of the grant that The Highland Council be clearly acknowledged in all publicity material associated with your project, either by using The Highland Council logo and/or by reference to The Highland Council in associated printed text.

**1.1 Wording**

As a minimum, you should acknowledge The Highland Council support by use of the following phrase in publicity material: "This project has been supported by The Highland Council" or "This event has been supported by The Highland Council".

**1.2 Logo**

Where possible, in addition to the wording above, The Highland Council logo should also be incorporated into publicity material. For a copy of the logo in a suitable format, please download it from the Highland Events and Festivals website at [www.highlandeventsandfestivals.com](http://www.highlandeventsandfestivals.com), or contact Karen at Dynam on 01463 233692. Where other agency logos are used, the The Highland Council logo should be at least the same size and proportion.

**1.3 Acknowledgement of Rok**

Where your project has been supported by Rok, it is a condition of your grant that Rok should also be clearly acknowledged in all publicity material associated with your project. Acknowledgement should be either by using the Rok logo and/or by reference to Rok in associated printed text with the wording: "This project has been supported by Rok, The Nation's Local Builder". For a copy of the Rok logo, or for any queries on acknowledgement of Rok, please contact Angela Smith on 0131 335 3300.

**2 Use of the logo and/or wording**

**Cleachdadh a' chomharraidh agus/no briathrachas**

- 2.1 Press releases and/or advertorials should incorporate the form of wording as described in section 1.1. and the involvement of The Highland Council should be clearly stated.
- 2.2 Promotional material should incorporate the form of wording, together with the logo, as described in sections 1.1 and 1.2. Examples of promotional materials would include adverts, leaflets, programmes, brochures, posters, newsletters, web sites, etc.
- 2.3 Signs and plaques should incorporate the form of wording, together with the logo, as described in sections 1.1 and 1.2. Where appropriate, during any construction phase a temporary site sign must be displayed indicating the support of The Highland Council. On completion of the project, a permanent plaque must be displayed in a prominent place acknowledging The Highland Council's contribution, where appropriate.
- 2.4 Events and representation at events: where possible, support from The Highland Council should be acknowledged with a sign, clearly displaying The Highland Council logo. The Highland Council would welcome the opportunity to have representation at the formal launch, opening ceremony or event connected to a funded project or event. Invitations to guests should make it clear that the project has been supported by The Highland Council either by means of the appropriate logo or a reference in the text.