

Grantee Branding & Logo Use Guide

Introduction

As a recipient of funding from Glasgow City Heritage Trust (GCHT), we require that you acknowledge our support in your project's communications. This document provides guidance on how to correctly use our logo and credit GCHT in your materials.

Acknowledging GCHT

To help promote the work we support, please include the GCHT logo and acknowledgement text in all relevant materials, including but not limited to:

- Press releases
- Websites
- Social media posts
- Event materials (posters, flyers, programmes)
- Reports and publications
- Interpretation panels and signage

Boilerplate Text

Wherever appropriate, please use the following text to acknowledge our support:

This project has been funded by Glasgow City Heritage Trust.

If space allows, you may expand this to:

This project has been supported by Glasgow City Heritage Trust. GCHT provides funding to help people in Glasgow understand, conserve, and celebrate the historic built environment.

Using the GCHT Logo

- The logo should always be used in its original proportions and should not be distorted, stretched, or recoloured.
- It should be placed on a clear background with sufficient space around it to maintain visibility.
- Minimum size requirements: The logo should not be used at a size smaller than 50mm wide in print or 120 pixels wide for digital use.
- Alternative versions (e.g., monochrome) are available for use where colour is not possible.

Social Media Acknowledgement

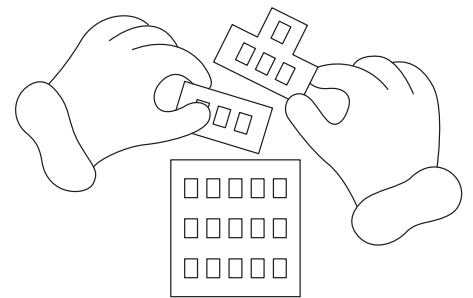
If you are promoting your project online, please tag us in your posts:

- Twitter/X: @GlasgowHeritage
- Instagram: @GlasgowHeritage
- Facebook: @GlasgowHeritage
- LinkedIn: Glasgow City Heritage Trust
- BlueSky: @glasgowheritage.bsky.social

We encourage you to use hashtags such as #GlasgowHeritage and #GCHTfunded to help spread awareness of our support.

Where possible you can link to our website:
www.glasgowheritage.org.uk

**Thank you for helping us
share the impact of
heritage funding in
Glasgow!**



Press & Media

If your project is receiving press coverage, we'd appreciate being notified in advance where possible. If you require an official comment from GCHT, please contact us at grants@glasgowheritage.org.uk.

Contact & Further Guidance

If you have any questions regarding the use of our logo or branding requirements, please contact grants@glasgowheritage.org.uk.