



**Funded by  
UK Government**

# **Sunderland UKSPF Branding & Publicity Guidance**

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**Sunderland  
City Council**

## 1. Introduction

Branding and publicity play a key role in ensuring effective promotion of the UK Shared Prosperity Fund.

The requirements relate to all communications materials and public facing documents relating to funded activity – including print and publications, through to digital and electronic materials.

## 2. UK Shared Prosperity Fund specific requirements

A number of requirements need to be followed by project deliverers of UKSPF projects. The requirements cover a number of areas including logo use, production of plaques, print and digital materials, and also co-branding. Please refer to the GOV.UK website for further information: <https://www.gov.uk/guidance/uk-shared-prosperity-fund-branding-and-publicity-6>.

### 2.1. Use of Logos

Project deliverers of UKSPF projects must use the Funded by UK Government, and Sunderland City Council Logos on all communication materials, including print and publications, through to digital and electronic materials. Below are images of the logos that should be used (please review the links below for guidance around logo positioning).



Co-branding with other funds (match funding sources) is subject to prior approval by the Council.

More guidance around the use and positioning of Funded by UK Government logos can be found [here](#).

### 2.2. Digital materials including websites and social media

Digital channels can provide a quick way to reach audiences and promote Fund activities. Where details of Fund activities are published on website, a clear and prominent reference to the funding from the UKSPF is to be included as follows:

‘This project is [funded/part-funded] by the UK Government through the UK Shared Prosperity Fund.’

Where practical, project deliverers should also include a link to the UK Shared Prosperity Fund webpage, and the following text (which must also be used for notes to editors):

The UK Shared Prosperity Fund 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 [UK Shared Prosperity Fund: prospectus - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/consultations/uk-shared-prosperity-fund-prospectus)

When describing or promoting Fund activities on social media such as Twitter, the following hashtag (#) should be used #UKSPF. This will be re-tweetable by UK Government allowing others to follow Fund activities.

### **2.3. Press and media including press releases and notes to editors**

A cost-effective way to promote Fund activities is through the media. It is good practice to develop press releases at the launch of activities, and subsequently to announce key milestones and achievements.

Press releases must include a clear and prominent reference to the UKSPF, in the main body of the press release as follows:

'[This project/Name of project] has received £[INSERT AMOUNT] from the UK Government through the UK Shared Prosperity Fund'.

It is a requirement to also use set notes to editors in all media activities. The text to use has been provided above in the Digital Materials section.

The Council would encourage joint press releases between project deliverers and the Council wherever possible.

## **3. Further information and support**

As the Lead Authority for Sunderland, the City Council does not require sight of branding and publicity activities in the course of delivering Fund activities, but evidence of compliance with branding and publicity guidance should be retained for monitoring and audit purposes.

Please contact [ukspf@sunderland.gov.uk](mailto:ukspf@sunderland.gov.uk) for support with branding and communications, including provision of quotes from Elected Members or other Council representatives for inclusion in press releases.

This guidance has been drafted using government guidance of July 2022, and correspondence of July 2024 notifying of the change to Ministry of Housing, Communities and Local Government (MHCLG) and is subject to update and change.