

## Working with DCMS - Branding guidelines

Your organisation is one of over 40 public bodies that help us deliver our strategic aims and objectives to achieve our vision.

This short guide sets out how to publicly recognise the department's role in enabling frontline delivery of culture, media and physical activity that help to realise the nation's creative and sporting potential. This document should be read in conjunction with the DCMS brand guidelines which contains minimum size and placement guidelines.

### DCMS acknowledgement

We would like your organisation to use a line of explanatory text and our logo in your on and offline corporate communications. In addition we would like any publicity around the launch of new initiatives/services, capital-build or refurbishment projects that receive departmental funding to include DCMS brand recognition and a line of acknowledgement.

### Our new logo



### Applying the DCMS brand to your corporate communications

We would like your organisation to use our brand and acknowledge our funding support in your on and offline corporate communications.

These could include:

- publications and printed materials
- stationary and news releases
- on your website to include a link to the DCMS website

### Suggested wording

**On corporate communications we suggest:**

Around x% of x's (name of organisation) funding is received from the Department for Culture, Media and Sport.

or:

X (name of organisation) is a non-departmental public body (NDPB) whose prime sponsor is the Department for Culture, Media and Sport

**On capital-build/refurbishment projects/new initiatives we suggest:**

Supported by the Department for Culture, Media and Sport.

or:

Funded with support from the Department for Culture Media and Sport

### Applying the DCMS brand to capital build/refurbishment projects/services

We would like your organisation to use our brand and publicly acknowledge our funding support for capital build/refurbishment project in a way that is easily visible to the public.

This applies to:

- site boards and hoardings during the build phase
- signage/plaques etc once the project is completed and open to the public

### Accessing logo files and further enquiries

Please contact Melissa Pickering in the Communications Team on 020 7211 6268 or at [melissa.pickering@culture.gsi.gov.uk](mailto:melissa.pickering@culture.gsi.gov.uk)