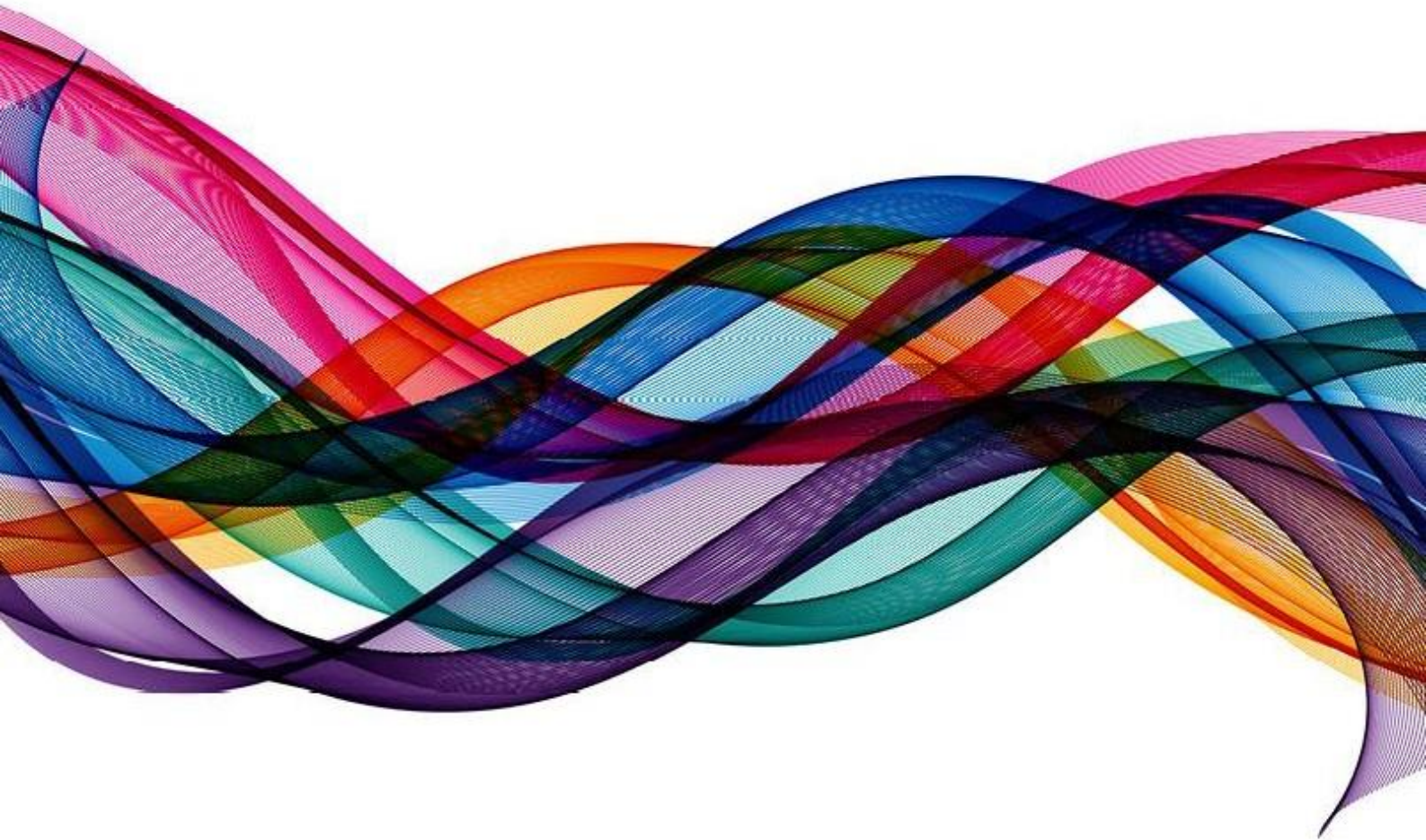




Local Growth Fund

Black Country LEP Brand Guidelines



Local Growth Fund and Black Country Local Enterprise Partnership Branding

Brand identity

The Midlands Engine identity has been developed by Government to promote the funding allocated to LEPs as part of their Growth strategies. Branding guidelines are included in the Contract drawn up on behalf of Government with recipients of funding.

The Government are keen to ensure that all projects and schemes supported by the Local Growth Fund carry the Midlands Engine identity as well as the local LEP branding. This is to recognise the partnership and increase the profile of local projects.

This short document outlines how the Midlands Engine and Black Country Local Enterprise Partnership (BCLEP) identity should be portrayed both visually on buildings, hoardings, and in written communications.

The identity will be used by BCLEP on any communications relating to funding opportunities supported by the Local Growth Fund. It should also be used on communications relating to projects and activities that have received funding through the BCLEP's Local Growth Fund.

The identity should be used consistently on all communication activities, including signage and digital media. Project partners must comply with these guidelines and **Midlands Engine Brand Guidelines** (available at request along with Midlands Engine specific logos) when developing their marketing and communications activity.

- **Logos**

All projects in receipt of Black Country Local Growth Funding must display the following logo on all publicity materials.



To protect the logo from other elements a **clear space** has been defined, equivalent to the height of the 'M' in Midlands Engine on all sides.

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To ensure the 'Midlands Engine' is always legible we have defined the minimum size at which it should be used. For print this is 25mm and for digital 80px.

- **Websites**

When a Local Growth Fund project is referenced on a website, the project must include a description of the allocated Black Country funding. The above logo should also be used in conjunction with this.

Communications

Publicity for Local Growth Fund projects will be led by the projects themselves unless via prior agreement with the BCLEP. There are guidelines and best practice to adhere to as set out below.

- **Publicity**

It is good practice to develop press releases for the launch of the project and subsequently to announce key milestones and achievements. Please note that the funding agreement should be in place before any activities to publicise the project are commenced.

Funding support provided by BCLEP must be positively acknowledged by partners in any materials that refer to the project and in any written or spoken public presentations about the Project (including broadcast media).

All press releases relating to the project must include the notes to editors as attached in Annex A.

BCLEP should be given advance notice of announcements (2 weeks if possible) to allow quotes to be arranged for media releases.

Project partners must agree to participate in and co-operate with promotional activities relating to the Local Growth Fund and the project that may be instigated and/or organised by BCLEP or Walsall Council (as the Local Growth Fund Accountable Body). This could be Ministerial or high-profile visits to the Black Country.

BCLEP and Walsall Council may acknowledge partners' involvement in the Project as appropriate without prior notice.

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- **Social Media**

When describing or promoting projects funded by Black Country Local Growth Funding and at key milestones, projects should use the following Twitter handles and hashtags (#).

@Blackcountrylep
 @MidlandsEngine
 #MidlandsEngine
 #GrowthDeals
 #LocalGrowthFund

Where appropriate, these will be re-tweetable to allow others to follow project development.

Monitoring

During the project life-cycle, Walsall Council, the BCLEP and Central Government will publicise details about the Grant and Project, using information gathered from the organisation receiving the funding, from Delivery Partner(s), or from the monitoring of the Project.

Project partners need to comply with all reasonable requests from BCLEP and Walsall Council to facilitate visits, provide reports, statistics, photographs and case studies that will assist the BCLEP and Walsall Council in its promotional and fundraising activities relating to the Project.

If you have any concerns or queries, please contact the Black Country Marketing & Communications team on 01384 471133 for advice.

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