

# LEVELLING — UP —

## UK Government & Levelling Up Branding

Publicity and branding requirements for UK government funded projects.

August 2023

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## Introduction to the branding requirements

Levelling Up is a moral, social and economic programme which aims to spread opportunity more equally across the country and bring left-behind communities up to the level of more prosperous areas.

By realising the potential of every place and every person across the UK, Levelling Up will make the economy stronger, more equal and more resilient.

This guidance sets out the minimum publicity and branding requirements for beneficiaries of UK government funding.

The guidance helps beneficiaries demonstrate the impact of UK government funds under the banner of Levelling Up and ensures citizens see the tangible benefits that government support is making in local areas.

These guidelines are for all beneficiaries to use. There is a requirement for beneficiaries of funds to abide by publicity and branding requirements as a condition of funding stipulated in the individual terms of reference.

These guidelines must be followed by anyone developing, managing or delivering projects and programmes part or solely funded by the UK government.

For those projects and programmes in place before these guidelines were published, please apply to all future activity.

# 01 | Brand logos

To ensure a consistent visual identity lead, local authorities and project deliverers must ensure that the **Funded by UK Government** and **Powered by Levelling Up logo lock-up** are used together and correctly, prominently and consistently in all communications materials and public-facing documents relating to funded activity – including print and publications, digital channels and websites. This includes any preparatory activity linked to the funding.

These guidelines specifically provide guidance on using the **Powered by Levelling Up logo**. More detailed guidance on the **Funded by UK Government** branding can be found [here](#).

## Using the Funded by UK Government/ Powered by Levelling Up logo lock-up

### Funded by UK Government/Powered by Levelling Up



Whenever possible use the primary version (A) of the **Funded by UK Government logo**. Where there is limited space and it is not possible to use the primary version a secondary version (B) is available. This has been designed to be more compact.

## Using the government logo

A. Primary version



B. Stacked version





All recipients of Levelling Up funding should use the **Powered by Levelling Up logo** on any marketing material.

## Logo to be used for funded projects



When used in Wales, the 'Funded by UK Government' logo should be displayed in both Welsh and English, preferably through using the dual version of the **Funded by UK Government logo**.

## Using the government logo in Wales

Welsh version



Wedi ei ariannu gan  
Llywodraeth y DU

Welsh version stacked



Wedi ei ariannu gan  
Llywodraeth y DU

Dual version

Funded by  
UK Government  Wedi ei ariannu gan  
Llywodraeth y DU



When used in Wales, the 'Funded by UK Government' logo should be displayed in both Welsh and English, preferably through using the dual version of the **Funded by UK Government logo**.

Both the English and Welsh versions of the **Powered by Levelling Up logo** should be used beside each other.

## For programmes/projects in Wales using dual languages

**Funded by UK Government Welsh/Powered by Levelling Up dual languages**

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Funded by UK Government  Wedi ei ariannu gan Llywodraeth y DU

WEDI'I YRRU GAN POWERED BY  
**FFYNIANT LEVELLING  
— BRO — UP —**

Communications for a predominantly Scottish audience should use the Scottish version of the **Funded by UK Government logo** featuring the Scottish crest, as the lead identity.

## Using the government logo in Scotland

Scottish version



Scottish version stacked



Communications that are published in Scotland should use the Scottish variant of the **Funded by UK Government logo** featuring the Scottish crest. This is to be used alongside the **Powered by Levelling Up logo lock-up**.

## For programmes/projects in Scotland using Scottish logos

**Funded by UK Government Welsh/Powered by Levelling Up Scottish**

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Funded by  
UK Government

POWERED BY  
**LEVELLING  
UP**

Only these colours should be used for the **Powered by Levelling Up** logo.

Union Blue should be the main colour used, white should be used if the logo is on a dark background and black should only be used if the output is greyscale.

If Levelling Up is funding 50% or more of the project, all branding must use the Levelling Up colour palette.

## Levelling Up logo colours

### UNION BLUE

CMYK: 100/91/31/12  
RGB: 39/49/103  
HEX: #1c2b6b

### BLACK

CMYK: 0/0/0/100  
RGB: 0/0/0  
HEX: #000000

### WHITE

CMYK: 0/0/0/0  
RGB: 0/0/0  
HEX: #ffffff

Levelling Up logo colour breakdown



Logo against white background



Logo against coloured background

Logo for a greyscale output

The height of the 'L' determines the clear space. Please don't place any other assets within this space.

#### Logo minimum sizes

Maximum and minimum sizes refer to the width of the Powered By text rather than the logo lock-up as a whole.

#### Minimum size for print

To make sure the logo lock-up is clear and legible, the Powered By should never appear smaller than a width of 17mm in print.

#### Minimum size for digital

The Powered By text should never appear smaller than a width of 48 pixels on-screen.

## Logo clear space



17mm (print)  
48px (digital)



The logo must not be stretched, squashed, broken up or reproduced in colours other than those listed in the guidance.

The logo must not be reproduced in a different typeface or be rotated.

The logo must not have any other wording or illustration added to it.

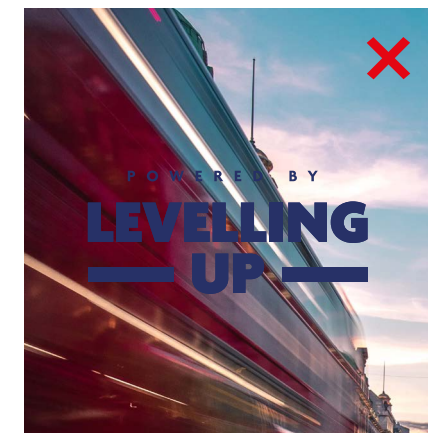
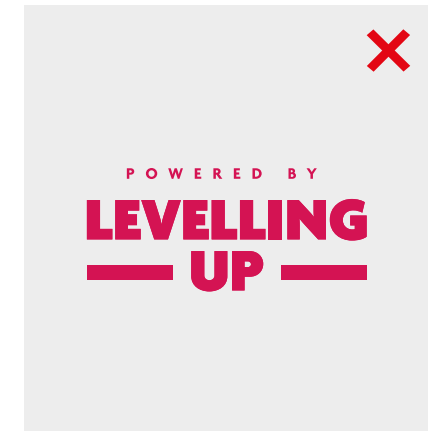
The logo must not use italics, underlined variations or font effects.

The logo font must not deviate from the font types listed in the guidance.

When resizing the logo, it must stay in proportion and must not become distorted.

Pixelation or blurring of the logo resulting from the use of an incorrect format/insufficient resolution must be avoided.

## Incorrect use



# 02 | Logo placement

To ensure a consistent visual identity, lead local authorities and project deliverers must ensure that the relevant **Funded by UK Government/Powered by Levelling Up logo lock-up** is used correctly, prominently and consistently.

### Dominant branding

If the UK government's monetary contribution **exceeds 50%** of the total cost, the logo must be placed in dominant locations with the **Powered by Levelling Up logo** to be positioned bottom right.

When co-branding with other funding partners, their logos can be placed at the foot of the page, as shown in magenta.

**Partner logos can only be added if they have funded at least 25% of the project.**

This includes logos for construction and architect organisations involved in the project. Please ensure equal sizing and spacing for all the partner logos used.

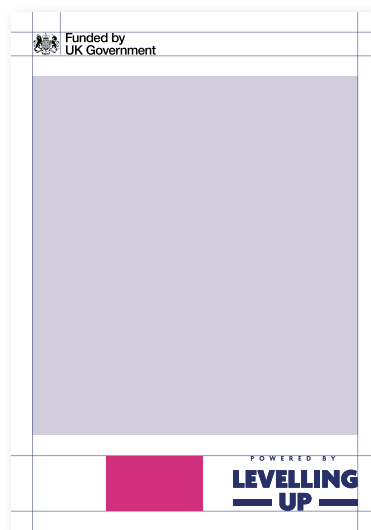
This includes and is not limited to:

- Advertisements and press releases
- Plaques and signs

## Using the lock-up with partner brands

### Dominant branding

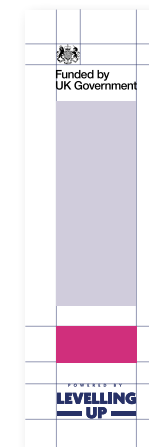
#### Portrait



#### Landscape



#### Narrow



#### Square formats



Fig 1



### Partner branding

If the UK government's monetary contribution matches **50%** of the total cost, the logo will be placed in a partner location with the **Powered by Levelling Up logo** logo bottom right.

Logos of other organisations that match the funding of the UK government can be placed in the top left-hand corner, as shown in black.

When co-branding with other funding partners, their logos can be placed at the foot of the page, as shown in magenta.

**Partner logos can only be added if they have funded at least 25% of the project.** This includes logos for construction and architect organisations involved in the project. Please ensure equal sizing and spacing for all the partner logos used.

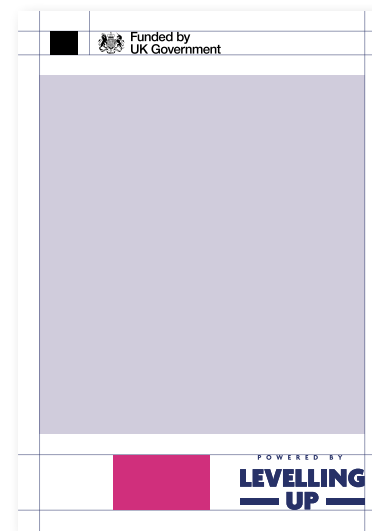
This includes and is not limited to:

- Advertisements and press releases
- Plaques and signs

## Using the lock-up with partner brands

### Partner branding

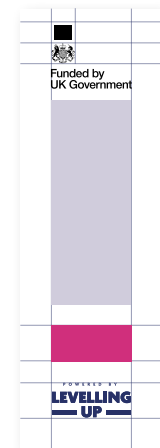
#### Portrait



#### Landscape



#### Narrow



#### Square formats



Fig 2

**Secondary branding**

If the UK government’s monetary contribution is **10–49%** of the total cost of the project, the branding and logo must be used. The **Powered by Levelling Up logo** would then be placed next to the **Funded by UK Government logo**.

When co-branding with other funding partners, their logos can be placed at the bottom right of the page, as shown in magenta.

**Partner logos can only be added if they have funded at least 25% of the project.**

This includes logos for construction and architect organisations involved in the project. Please ensure equal sizing and spacing for all the partner logos used.

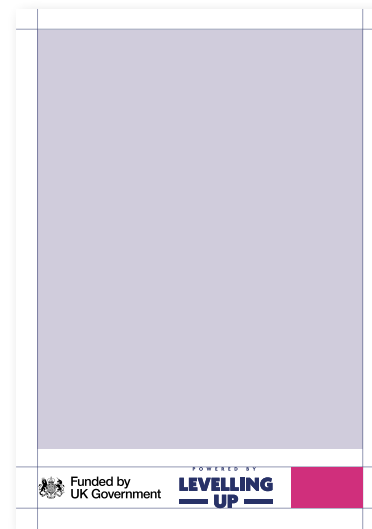
This includes and is not limited to:

- Advertisements and press releases
- Plaques and signs

# Using the lock-up with partner brands

**Secondary branding**

**Portrait**



**Landscape**



**Narrow**



**Square formats**



Fig 3

# 03 | Hoardings and billboards

The content on billboards or hoardings should clearly state:

- The amount of Levelling Up funding in the headline describing the project.
- The tangible benefits the project will bring to the area.

Here are some examples of how you could use the **Funded by UK Government/Powered by Levelling Up logo lock-up** on billboards. The logos should be placed depending on the monetary contribution as highlighted earlier in the guidelines.

Completion dates must only be included if there is absolute confidence in meeting the delivery date.

Billboard and hoarding branding must be approved by [marketing@levellingup.gov.uk](mailto:marketing@levellingup.gov.uk) before they are erected.

## Using the logo on billboards and hoardings in England



The content on billboards or hoardings should clearly state:

- The amount of Levelling Up funding in the headline describing the project.
- The tangible benefits the project will bring to the area.

Projects in Northern Ireland, Scotland and Wales must also state in the headline that the project is **Funded by UK Government**, in addition to using the logo.

Here are some examples of how you could use the **Funded by UK Government/Powered by Levelling Up logo lock-up** on billboards and hoardings. The logos should be placed depending on the monetary contribution as highlighted earlier in the guidelines.

Completion dates must only be included if there is absolute confidence in meeting the delivery date.

Billboard and hoarding branding must be approved by [marketing@levellingup.gov.uk](mailto:marketing@levellingup.gov.uk) before they are erected.

## Using the logos on billboards and hoardings in Scotland, Northern Ireland and Wales



# 04 | Plaques



No later than three months after completion of a project, the beneficiary shall put up a permanent plaque or billboard of significant size at a location readily visible to the public for each.

The plaque or billboard should use the relevant **Funded by UK Government logo**. The position of the logo should be in line with the level of funding. The plaque shall provide the name and main objective of the project and state it was Funded by UK government.

All plaques must be produced and funded by the beneficiary and should be of a significant size (at least 250x200mm as a minimum).

The cost of producing the plaque should be considered when developing and planning the project.

## Using the logo on a plaque



# 05 | Print application



All printed documents and publications produced by beneficiaries of funded projects must acknowledge and reference the funding received in accordance with the Funded by UK Government/Levelling Up publicity guidelines.

**This extends to a variety of materials including, but not restricted to:**

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- General advertisements, job advertisements and notices
- Leaflets, brochures, flyers and posters
- Case studies
- Exhibition banners and display panels
- Invitations
- Business cards
- Promotional items
- Newsletters
- Stationery
- Letterheads and compliment slips
- Reports and papers
- Project documentation – for example timesheets, induction material, etc.
- Procurement material
- Job descriptions

# 06 | Digital application

Where a website has been developed specifically by the beneficiary for a funded project, then the **Funded by UK Government and Powered by Levelling Up logos** must be placed on the homepage.

Where the beneficiary is placing details of the funded project on a website, which is not exclusively for the project, for example its own website featuring non-UK government funded activities, the **Funded by UK Government/Powered by Levelling Up logo lock-up** must be placed on the main project-specific page.

This does not preclude the beneficiary from also placing the lock-up on the homepage if they feel this is appropriate.

It is required that the lock-up should be visible when landing on all digital devices such as a desktop/mobile/tablet.

During the implementation of a project, beneficiaries must provide on their website a short description of the project, including aims, results and highlights.

This can appear on either the homepage or separate page(s) within the website.

In addition to the requirements in relation to websites, beneficiaries should ensure that all electronic materials relating to funded projects display the **Funded by UK Government/Powered by Levelling Up logo lock-up**.

**This extends to a variety of materials including, but not restricted to:**

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- All social media assets for all social media channels
- E-newsletters
- Presentation slides
- Press notices
- Email footers and signatures
- Any other audio visual material – Animated end frames for social media can be found [here](#).

# 07 | Media and PR activity

A cost-effective way to promote projects is through the local media and trade press.

It is good practice to develop press releases for the launch of any project, and subsequently to announce key milestones and achievements. In some circumstances, relevant Government departments may produce a press release.

**All press releases relating to projects supported by funding must include:**

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- 1. A text reference to the funding provided by the UK government and a Levelling Up proof point.**
- 2. Funded by UK Government and Powered by Levelling Up logo lock-up.**
- 3. Quotes to show the support for the project from the Department may also be available for significant announcements – beneficiaries should contact their local communications representative within the Department for Levelling Up, Housing and Communities.**

If a beneficiary, delivery partner or sub-contractor is interviewed by the media (print, TV or radio), with the aim of producing a news story to promote the project, reference should be made to the funding provided by the UK government and Levelling Up.

# 08 | Social media

Local Authorities should be proactive in their use of social media. When describing or promoting key milestones for Levelling Up projects, you should use the following hashtags (#);

- **#LevellingUp**
- **#FundedbyUKGovernment**

Tagging DLUHC in your social media posts is recommended. Our handle across all platforms is either @LUHC or @luhcgovuk. See our **Twitter, LinkedIn, Facebook, Instagram** and **Flickr** accounts linked. Any content that you post may be interacted with by the following social media accounts (at their discretion) to boost engagement:

- **Official DLUHC social media channels**
- **The Parliamentary Under-Secretary of State for Levelling Up**
- **The Secretary of State for Levelling Up, Housing and Communities**

Further guidance for the effective and appropriate use of social media by Local Authorities can be found in the **GDS 'Social Media Playbook'**.

# 09 | Events, conferences, seminars and workshops



Conferences, seminars, exhibitions and events are an ideal way to promote a project supported by UK Government funding.

All materials and documents produced for an event in advance, on the day and after the event including invitations, tickets, press releases, exhibition stands and presentation slides must acknowledge the UK government funding received by displaying the Funded by UK Government/Powered by Levelling Up lock-up.

For funded projects, fund beneficiaries should notify their local communications representative within the Department for Levelling Up, Housing and Communities or Cabinet Office about the event in order to give them a chance to attend and/or provide programme exhibition stands.

In some circumstances it may be possible to provide a minister or a representative from the project to speak at an event.

All beneficiaries, delivery partners and sub-contractors must ensure that they have provisions in place to notify those taking part in activities associated with the project about the support from the UK government at the start of their activity.

#### **Ways to achieve this include:**

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- **Mention during induction sessions as part of a training course**
- **Note UK government support in any contracts or paperwork given to participants**
- **State UK government funding support in internal newsletters and bulletins**
- **Provide the participant with a leaflet explaining what Levelling Up means**
- **Ensure that plaques and posters are used in line with the guidance**
- **Use of the Funded by UK Government/Powered by Levelling Up logo lock-up on publications and electronic media, in line with the guidance**

## Further information

For logo artwork specified in the guidelines or details and advice on practical application, contact the DLUHC marketing team at [marketing@levellingup.gov.uk](mailto:marketing@levellingup.gov.uk)

**If you have any queries relating to the Funded by UK Government guidelines, please contact:**  
[branding@cabinetoffice.gov.uk](mailto:branding@cabinetoffice.gov.uk)



