

## ***Rebuilding the Foundations – Gloucestershire’s Museums***

### **Communications Guidelines for Participant Museums – April 2021**

Thank you for being part of the Rebuilding the Foundations – Gloucestershire’s Museums National Lottery Heritage Funded project.

This project is delivered by [South West Museum Development](#), the Sector Support Organisation for museums within the museum Accreditation scheme in the south west of England. The Rebuilding the Foundations project is made possible thanks to funding from the [National Lottery Heritage Fund](#) and [Arts Council England](#).

As the project is supported by National Lottery and public funds, it is really important to acknowledge this when communicating about your involvement with the project.

Acknowledgment of the project is comprised of the use of the specified logos and following the guidance below.

If you have any questions or are unsure about how to use this guidance, please contact us at [museum.development@bristol.gov.uk](mailto:museum.development@bristol.gov.uk).

#### **What do we mean by communicating about your project?**

Below you will find some examples. This is not intended to be an exhaustive list, so if you are not sure please contact us at [museum.development@bristol.gov.uk](mailto:museum.development@bristol.gov.uk)

- Issuing Press Releases
- Press interviews either in a verbal (video and audio) or written format
- Production or contribution to all print or online written content e.g. articles, case studies etc.,
- Website content, including blogs
- Social media content
- Talking/ presenting at events e.g. PowerPoint presentations, talks and speeches, private views

#### **How do I acknowledge the project?**

Where possible, the following acknowledgement statement should be used:

*‘This work is part of the Rebuilding the Foundations – Gloucestershire’s Museums project, delivered by South West Museum Development, funded by National Lottery Heritage Fund and Arts Council England. The project supports museums in Gloucestershire to critically examine and improve their approaches to audience development and volunteer involvement’*

#### **Which logos do I use?**

The South West Museum Development logo, National Lottery Heritage Fund logo and the Arts Council England logo should always be used.

## Where can I find these logos?

### South West Museum Development

The South West Museum Development logo can be downloaded using the link below:  
<https://southwestmuseums.org.uk/wp-content/uploads/2021/04/SWMD-logo-2021.jpg>  
(Right click the image and select 'Save picture as')

It looks like this:



You can download our branding and communications guidelines here:  
<https://southwestmuseums.org.uk/branding-and-communications-guidance/>

### National Lottery Heritage Fund

The National Lottery Heritage Fund logo can be found via the following web page:  
<https://www.heritagefund.org.uk/funding/logo/english>. Ensure when using the National Lottery Heritage Fund logo, it is in accordance with their usage guidelines. Please use the logo called 'English logo - Colour' which looks like this:



### Arts Council England

Arts Council England's logo and guidance information can be found via the following web page:  
<https://www.artscouncil.org.uk/advice-and-guidance-library/logo-and-guidelines#section-1> Ensure when using the Arts Council England logo, it is in accordance with their usage guidelines. Please use the logo called 'Grant Award Logo' which looks like this:



## How should I display these logos together?

Ideally the logos should be displayed as below, however we appreciate that some organisations have multiple funding sources and this is not always possible.



## I'm writing a Press Release, what do I add about South West Museum Development?

Please include the following paragraph for Notes for Editors at the end of your Press Release.

### **About South West Museum Development**

*South West Museum Development is an Arts Council England Sector Support Organisation. The programme has been funded since 1 August 2012 and supports over 200 museums in, and working towards, the national Arts Council Accreditation scheme.*

*We provide trusted, local and relevant support through a range of services to help museums further develop, innovate and collaborate. Find out more about the programme here: [www.southwestmuseums.org.uk](http://www.southwestmuseums.org.uk)*

## Who are the project team?

The project team are:

- **Helen McConnell Simpson** – Museum Development Officer for Gloucestershire
- **Rachel Miller** – Audience Development Officer for South West Museum Development
- **Eleanor Moore** – Sustainable Volunteering Officer for South West Museum Development

## Questions?

Please contact us at [museum.development@bristol.gov.uk](mailto:museum.development@bristol.gov.uk)