

**How to acknowledge
your grant**

Introduction



The Tubney Charitable Trust is a grant-making charity. In accordance with the wishes of the founders, the Charity has a limited life and is gradually spending down its endowment over an expected eight to ten year period.

Given the Trust's short life span, the Trust seeks to support sustainable, high-quality projects that deliver a long-term impact on:

- **conservation of the natural environment** of the United Kingdom through achievement of UK Biodiversity Action Plan targets for practical action.
- improvement of **the welfare of farmed animals** both in the UK and internationally.

In addition, the Trustees may from time to time establish new initiatives in these or other areas and invite applications of special interest to them. Under the Terms and Conditions of your grant, you must make a public acknowledgement of your grant. We ask that you make a suitable acknowledgement at the site or at the organisation carrying out the project, as well as in all the relevant publicity material.

This guide shows you the different ways that we expect you to acknowledge your grant.

WORDING

The name of the Trust is "The Tubney Charitable Trust" and it should be credited as such.

You must use the following approved wording when acknowledging your grant:

"Supported by The Tubney Charitable Trust"

LOGO

Wherever possible you must use our logo. Guidance on how and where to use the logo must be followed.

It is important to make sure that you always use the authorised digital "master" artwork for reproducing our logo which is available from The Tubney Charitable Trust or on line at www.tubney.org.uk/receiving.html

Logo Usage



TWO COLOUR USE

The Tubney Charitable Trust logo should appear in Pantone 382 and 275 wherever possible.

CMYK BREAKDOWN

Dark blue	c – 100
	m – 94
	k – 38
Light green	c – 30
	y – 94

WEBSAFE COLOURS

Dark blue	#000066
Light green	#99CC00

THE
tubney
CHARITABLE TRUST



SINGLE COLOUR USE

When only single colour reproduction is available, the logo can be used in three different versions – black, Pantone 275 or white out of a dark background colour.

When using either Pantone 275 or black, the type 'THE' and 'CHARITABLE TRUST' should be a 40% tint.

THE
tubney
CHARITABLE TRUST

THE
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Logo Usage

The logo should never appear on a coloured background in its coloured state. If this instance occurs then the white-out version of the logo should be used.



The logo should never be reproduced in colours other than the ones stated in these guidelines.



The logo should never be recreated in any other font or weights. To ensure correct usage please use the eps files provided from The Tubney Charitable Trust or online at www.tubney.org.uk/receiving.html



Copies of digital artwork are available from: The Tubney Charitable Trust, First Floor, Front Wing, 30-31 Friar Street, Reading RG1 1DX

**The Tubney Charitable Trust,
First Floor,
Front Wing,
30-31 Friar Street,
Reading RG1 1DX.**

Registered charity no: 1061480

t: 0118 958 6100

f: 0118 959 4400

e: info@tubney.org.uk

www.tubney.org.uk

Queries relating to our identity should also be referred to this address.