

How to acknowledge your Bòrd na Gàidhlig grant

This document provides summary guidance about how you must acknowledge the funding you have received from Bòrd na Gàidhlig.

Before you start

- All grant holders must acknowledge our support publicly. They must do this for the duration of the grant contract.
- Start planning your acknowledgement as soon as you receive a grant.
- If you have any queries, contact the Communications Team at fios@gaidhlig.scot or the Funding Team at tabhartas@gaidhlig.scot.

Acknowledging Grant Funding

Acknowledging your grant publicly means that signs showing our logo must be visible in public areas, both during your project and after completion.

Be creative! We want you to use our logo imaginatively and in the best ways suitable for your project.

Signage

Plaques and other permanent signs are a good way of acknowledging your grant for the long term.

We require you to display plaques showing our logo at every facility and exhibition funded by Bòrd na Gàidhlig.

If we support bilingual signage as part of a project, then Gaelic should appear first then English, and our logo should appear on the sign (at a suitable size so that it does not distract from the sign's message).

Other signs may be more appropriate to your project such as free-standing signs, banners or stickers. Be creative and use our logo to produce signage appropriate for your project.

For example to provide background acknowledgement during exhibitions or workshops.

Online and Social Media

Website

If you are in receipt of funding as a delivery partner or are funded to undertake website improvements then you should acknowledge Bòrd na Gàidhlig's funding as follows:

- Using the BnG logo at the bottom of each page of the website
- A link from the logo to our website (www.gaidhlig.scot)

Once the website developments are complete, you should let us know.

If you are receiving funding for a project only, if information regarding the project appears on your website, or a website connected, the BnG logo must appear on the website. When this is not possible, please use the words “Le taic bho Bhòrd na Gàidhlig” // “With support from Bòrd na Gàidhlig” in an easy to find place.

Example:



Social Media

If you are in receipt of funding as a delivery partner then you should acknowledge Bòrd na Gàidhlig's funding as follows:

- “Le taic bho Bhòrd na Gàidhlig” // “With support from Bòrd na Gàidhlig” in the Bio of each social media platform
- Use our logo on your profile imagery and in posts, where appropriate

We expect every organisation/group, who use social media, to acknowledge our funding in each post regarding the project, as far as possible, as follows:

- To include “Le taic bho Bhòrd na Gàidhlig” // “With support from Bòrd na Gàidhlig” in the text or “Le taic BnG” // “With support from BnG” when there aren’t enough characters
- To use our logo in profiles, in posts and in photos/graphics
- To tag the Bòrd na Gàidhlig official account
- To write posts and advertisements in Gaelic or write bilingually
- To use the relevant hashtag in relation to the grant you received, e.g.:
 - #TFC – Taic Freumhan Coimhearsnachd
 - #GLAIF – Gaelic Language Act Implementation Fund
 - #Colmcille

Our official accounts are:

Twitter - [@bordnagaidhlig](https://twitter.com/bordnagaidhlig)

Facebook - [@bordnagaidhlig](https://www.facebook.com/bordnagaidhlig)

Instagram - [@bordnagaidhlig](https://www.instagram.com/bordnagaidhlig)

Examples:



Applications/Apps

If you are in receipt of funding as a delivery partner or are funded to undertake the development of an app then you should acknowledge Bòrd na Gàidhlig's funding by including the logo or the words “Le taic bho Bhòrd na Gàidhlig” // “With support from Bòrd na Gàidhlig” in an easy to find place on the app.

Published and Promotional Materials (digital and printed)

Our logo should be displayed clearly on any published or promotional materials related to the project (including leaflets, posters, programs, ads, online ads).

Example:



Books

If the development of a book/books are funded by us, or published with our support, this should be acknowledged inside the front cover with the use of our logo. If our logo cannot be used, you must write to tabhartas@gaidhlig.scot asking permission before the book goes to print.

Please send us a copy (printed or electronically) once published.

Research Reports

Funding provided by BnG to support research should be acknowledged on the first page of the published report and in any related publications or advertisements related to the research, with the Bòrd's logo on the front page.

Annual Reports

If you are receiving delivery partner funding, you must acknowledge that you received support from us in your annual report.

Media and Press Releases

Newspaper, radio, television and online coverage is an essential part of promoting your project and acknowledging your grant. Not only does it let people know about your success, but as Bòrd na Gàidhlig is funded entirely by public money, it is a great way of showing the public how their money is spent.

You should acknowledge your grant in any press coverage for the duration of the grant contract, not just at the time of announcing the grant or when the project has been completed.

You must use our logo in your press releases and also an acknowledgement within the text. You should clearly acknowledge that the project was funded by a Bòrd na Gàidhlig funding scheme, with details of the scheme and the amount of funding awarded.

You should try and let us know at least a week in advance of the press release being released, and offer us the opportunity to provide a quote. You can send this to fios@gaidhlig.scot.

We will do our best to provide support with writing and distributing your release, should this be required.

Advertising

You should use our logo each time you promote your project or job opportunity when funded by us.

Employment positions

We are always delighted to support people in posts that help promote Gaelic. If you are receiving a grant towards the costs of maintaining an employment position, you should acknowledge Bòrd na Gàidhlig's financial support as follows:

- Acknowledge the BnG's funding in job advertisements and job descriptions, and use the Bòrd na Gàidhlig logo in any promotional images relating to the advertisement.
- Acknowledge the BnG's funding support in the post holder's e-mail signature, along with Bòrd na Gàidhlig's logo and message: "This post is part funded by Bòrd na Gàidhlig"

We'd also appreciate if you could let us know when someone is appointed to the role so that we can promote this along with you.

Example:



feisean
NAN GAIDHEAL

Oifigear Leasachaidh | Development Officer

Na h-Eileanan Siar: suas ri £27,000 | Western Isles: up to £27,000

Le taic shònraichte bho Bhòrd na Gàidhlig agus Riaghaltas na h-Alba, tha sinn ath-stèidheachadh dreuchd anns na h-Eileanan Siar airson taic a chumail ri Fèisean ionadail agus leasachaidhean ann an cleachdadh na Gàidhlig a thoirt gu buil anns na coimhearsnachdan eileanach.

With specific support from Bòrd na Gàidhlig and the Scottish Government, we are re-establishing a post in the Western Isles to support local Fèisean and develop the use of Gaelic in island communities.

Tuilleadh fiosrachaidh mun dreuchd aig feisean.org/obraichean/
Further information on the post at feisean.org/en/jobs/

Ceann-latha airson iarrtasan: Diluain 5 Giblean aig 5f
Closing date for submission of applications: Monday 5 April at 5pm

Logos at the bottom: Scottish Government, Bòrd na Gàidhlig, Alba - Gàidhealtachd, HIE, The Highland Council, Argyll & Bute Council.

Events

Working together on acknowledging our funding is the best way to make sure that both you and Bòrd na Gàidhlig are happy with the outcome of events. Please keep in touch with us about these opportunities.

You must acknowledge your Bòrd na Gàidhlig grant at any event you host which directly relates to or involves our support, and in any promotion before and after the event.

You could use our logo in the following ways:

- plaques and signage
- presentations
- invitations
- programmes
- leaflets
- any other promotional material

When the logo cannot be used at an event, please use “Le taic bho Bhòrd na Gàidhlig” // “With support from Bòrd na Gàidhlig” in any display text or speeches.

We would expect and invite to a representative from Bòrd na Gàidhlig, with at least one month notice and that there is an opportunity to do a speech which supports your event.

Logo Guidelines

Our logo can be downloaded here in various formats. When using the logo in any materials please consult our separate brand guidelines to ensure the correct usage.

[You will find the folder here.](#)

Monitoring use of the logo

When assessing the progress of your project, we will look for appropriate visual recognition of your Bòrd na Gàidhlig grant.

This acknowledgment is a condition of the funding agreement, and if we do not see that acknowledgment of our funding is in place, we will bring up the issue with you to find out why, and this may affect the funding sum to which you are eligible under the agreement

Questions?

We hope this helps support you in providing good acknowledgment as part of your project, but if you have any questions, or require any help in marketing your project, please feel free to get in touch.

Communications Team - fios@gaidhlig.scot

or

Grants Team - tabhartas@gaidhlig.scot