



Brand Guidelines.



UK Government and Pride in Place Branding.
Publicity and branding requirements for UK Government funded projects.

Version 1. 2026

Contents.

Introduction.	3
01. Brand logos.	4
Logo for funded projects	5
For programmes/projects in Wales	6
Personalised logos	7
Pride in Place logo colours	8
Our brand typeface	9
Exclusion zones	10
Incorrect use	11
02. Logo Placement.	12
Using Pride in Place - Dominant branding	13
Using Pride in Place - Partner branding	14
Using Pride in Place - Secondary branding	15
Hoardings/Signage	16
Plaques	17
Print	18
Digital	19
Media and PR	20
Events, conferences seminars and workshops	21
Frequently Asked Questions	22
03. Further information.	23
Contact	24



Introduction.

Introduction to the branding requirements.

The government's Pride in Place Programme will see up to £5.8 billion given to 284 areas across the UK. Each area will receive up to £20 million of funding and support over the next 10 years to make long-term improvements that residents want.

Alongside the Pride in Place Programme, 94 local authorities across England Scotland and Wales are receiving £1.5m from 2025-27 through the Pride in Place Impact Fund to deliver visible and immediate improvements to high streets and improve places and spaces of community value.

With Pride in Place, residents, businesses, and community groups will deliver real improvements that matter to local people. This is led by local people and backed by the UK government.

This guidance sets out the minimum publicity and branding requirements for beneficiaries of all Pride in Place related funding. The guidance helps beneficiaries demonstrate the impact of UK government funds under the banner of Pride in Place and ensures citizens see the tangible benefits that government support is making in local areas. These guidelines are for all beneficiaries to use. We request beneficiaries of funds to adhere to publicity and branding requirements as referenced 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 via the Pride in Place Programme and Pride in Place Impact Fund. For those projects and programmes in place before these guidelines were published, please apply to all future activity.

01

Brand logos.

Logo for funded projects.

To ensure a consistent visual identity lead, local authorities and project deliverers must ensure the Pride in Place logo is used correctly, prominently and consistently in all communications materials and public-facing documents relating to funded activity – including print and publications, digital channels and websites.

All beneficiaries of Pride in Place funding should use the primary version of Pride in Place logo (landscape) on any marketing material. Where there is limited space and its not possible to use the primary version, a stacked version is available.

[Download primary logos here](#)

If you are unable to access the link please contact marketing@communities.gov.uk

Primary logo with description



Stacked logo with description



For projects in Wales.

For a predominantly Welsh-speaking audience, Welsh should be the lead language and identity. Communications that are published in both languages should use both English and Welsh versions of the Pride in Place logos placed together.

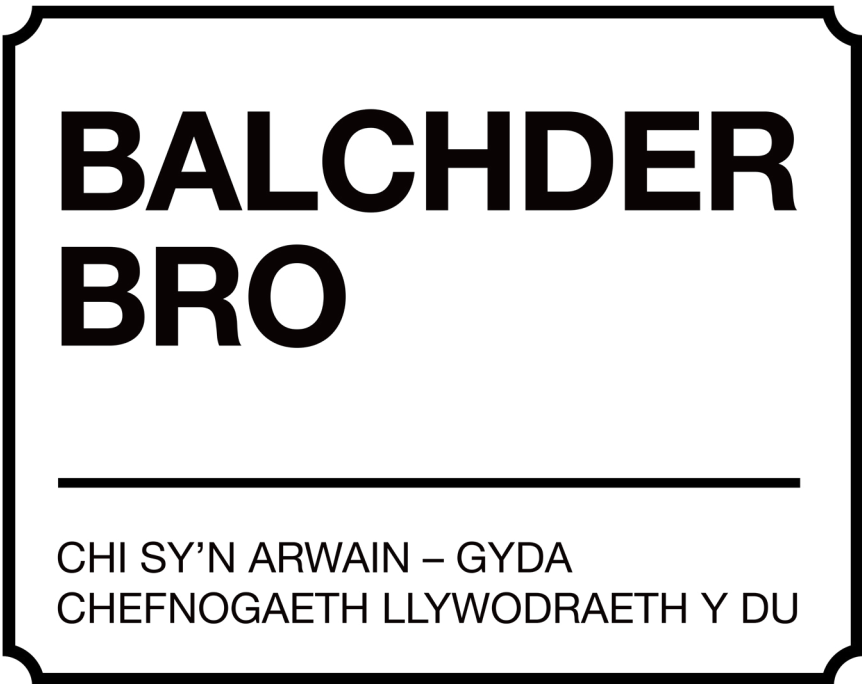
[Download Welsh translated primary logos](#)

If you are unable to access the link please contact marketing@communities.gov.uk

Primary logo with description



Stacked logo with description



Personalised Logos.

All projects will receive versions of the Pride in Place logo that include personalised postcodes. Beneficiaries will be provided with a logo for each postcode area receiving funding.

Beneficiaries have discretion over which logo is used across different communications assets, based on what is most relevant. For example, where an asset relates specifically to funding within a single postcode area, the corresponding personalised postcode logo should be used.

Where communications relate to activity across multiple postcode areas, beneficiaries may choose the personalised postcode logo that is most appropriate for the context, or alternatively use the standard primary Pride in Place logo without a postcode.

[Download personalised logos here](#)
Password: MHCLG-Pride

If you are unable to access the link please contact marketing@communities.gov.uk

Primary personalised logo



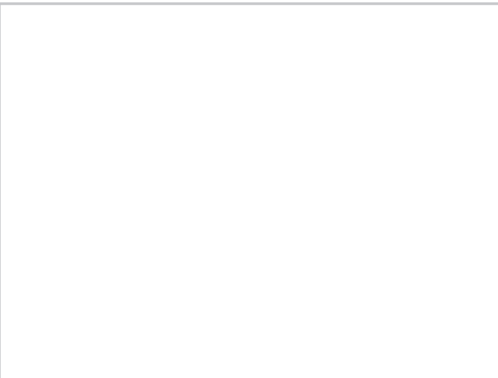
Stacked personalised logo



Pride in Place logo colours.

The pride in Place logo comes in two colours. Black and White. We use Black as our primary logo colour. White is used only when placed on a dark background.

Main Colour Palette



White
C0 M0 Y0 K0
R255 G255 B255
#ffffff



Black
C0 M0 Y0 K100
R0 G0 B0
#000000



Red
C20 M100 Y85 K11
R181 G22 B49
#b51631

Secondary Colour Palette



Pink
C0 M91 Y62 K0
R255 G54 B79
#ff364f



Blue
C100 M97 Y27 K50
R0 G0 B0
#00004b

Logo Colour Options



Our brand typeface.

Where possible please use the following typeface.

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&@£\$%[]!?*

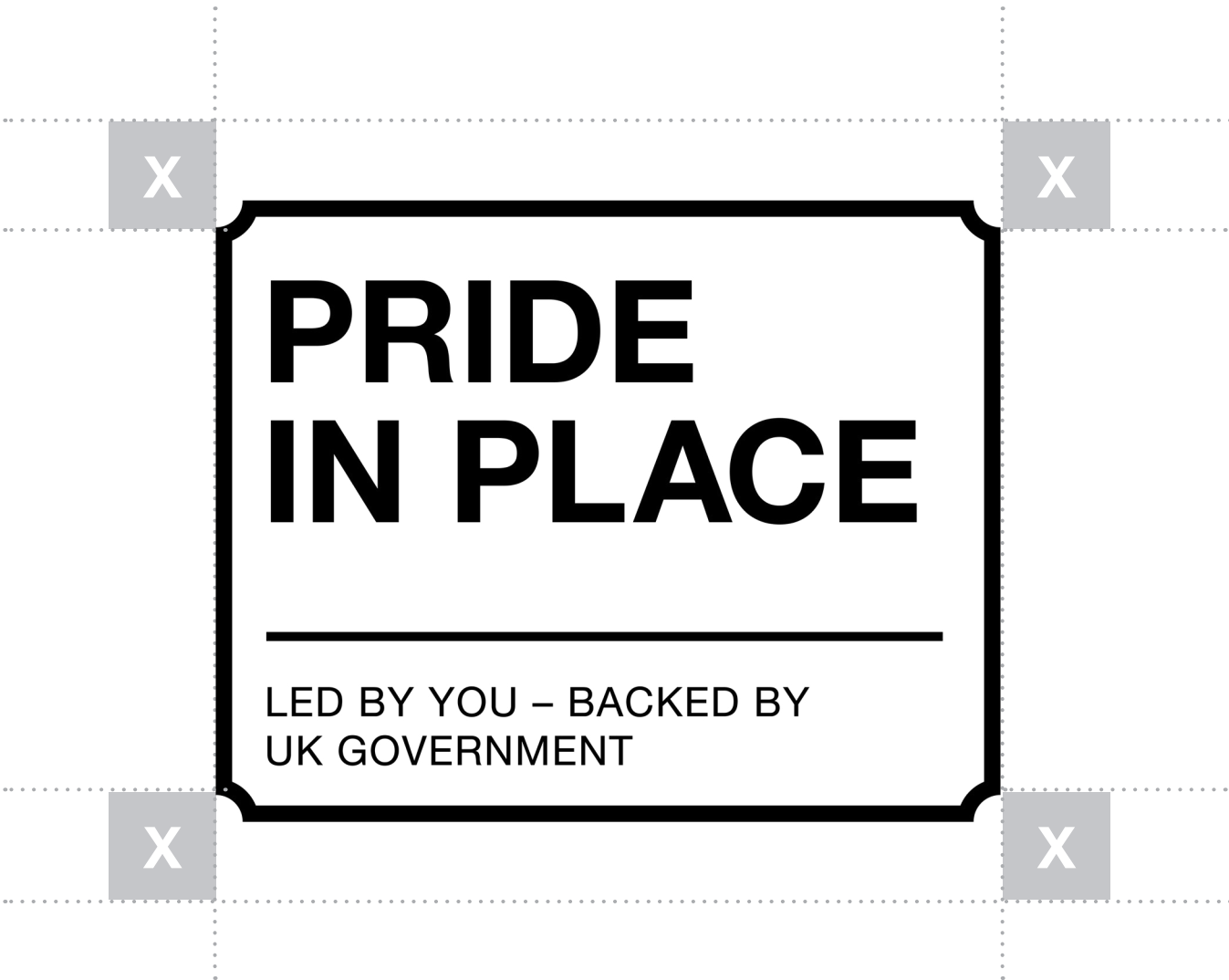
Helvetica Neue - Ultra Light
Helvetica Neue - Thin
Helvetica Neue - Regular
Helvetica Neue - Medium
Helvetica Neue - Bold

Exclusion zones.

The ‘X’ determines the clear space. Please don’t place any other assets within this space.

Minimum size for print
To make sure the logo is clear and legible, the logo should never appear smaller than a height of 7.5mm in print.

Minimum size for digital:
The text should never appear smaller than a height of 70 pixels on-screen.



Incorrect use.

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.



1. Do not squash and squeeze the logo.



2. Do not add drop shadows to the logo.



3. Do not change the colour of the logo.

02

Logo placement.

Using Pride in Place / Dominant branding.

If the government contribution exceeds 50% of the project.

To ensure a consistent visual identity, lead local authorities and project deliverers must ensure that the relevant Pride in Place logos are used correctly, prominently and consistently.

Beneficiaries are encouraged to use their own branding and logos alongside the relevant Pride in Place branding, in accordance with the logo placement guidance set out below.

If the UK government’s monetary contribution exceeds 50% of the total cost, the Pride in Place logo must be placed in the dominant location, top left, as shown. 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 is relevant across all communications assets.

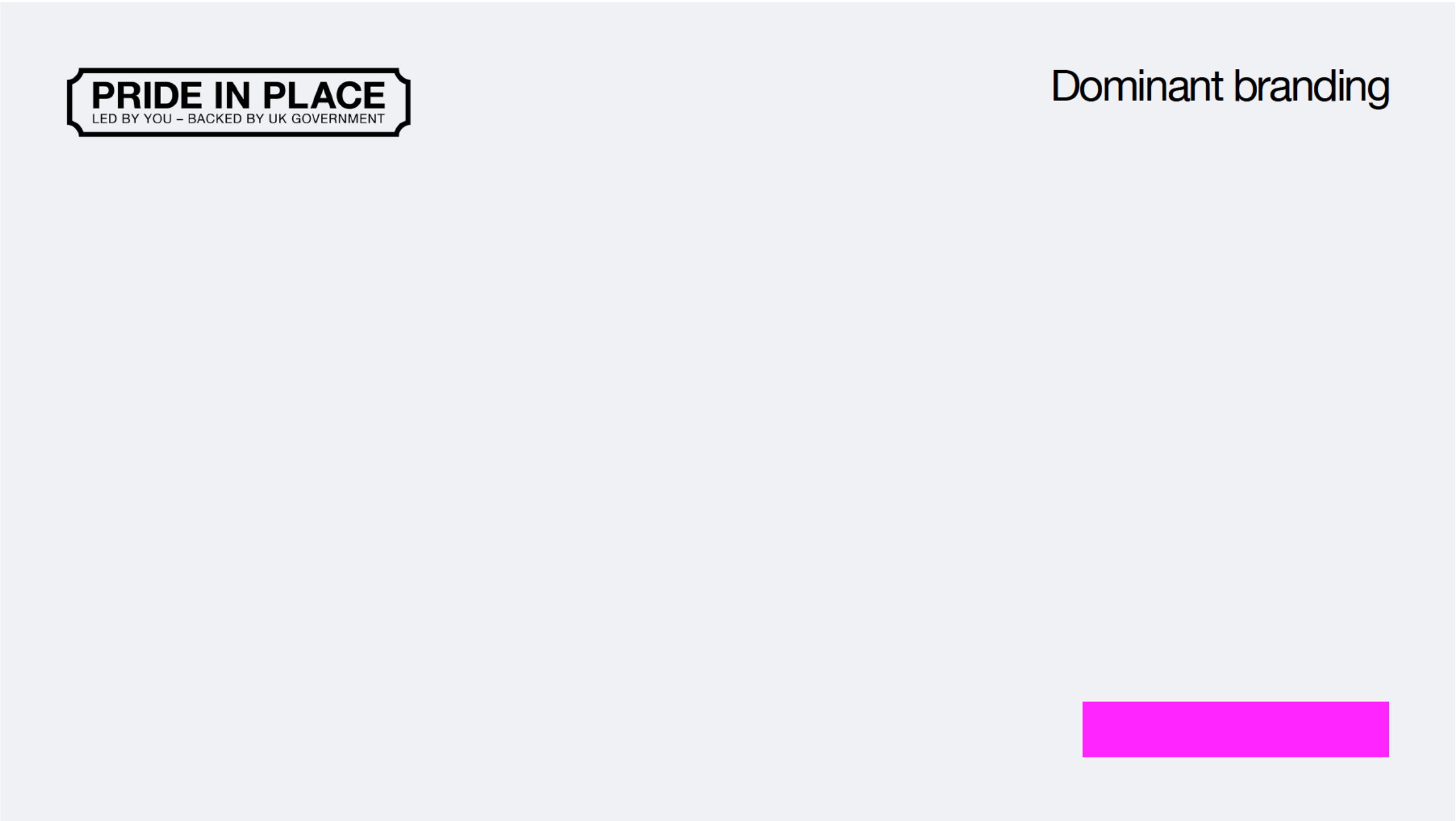


Fig 1

Using Pride in Place / Partner branding.

If the government contribution matches 50% of total costs of project.

If the UK government’s monetary contribution matches 50% of the total cost, the Pride in Place logo will be placed in a partner location, in the top left, beside partner logos who are matching the funding.

Beneficiaries are encouraged to use their own branding and logos alongside the relevant Pride in Place branding, in accordance with the logo placement guidance set out below.

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 is relevant across all communications assets.

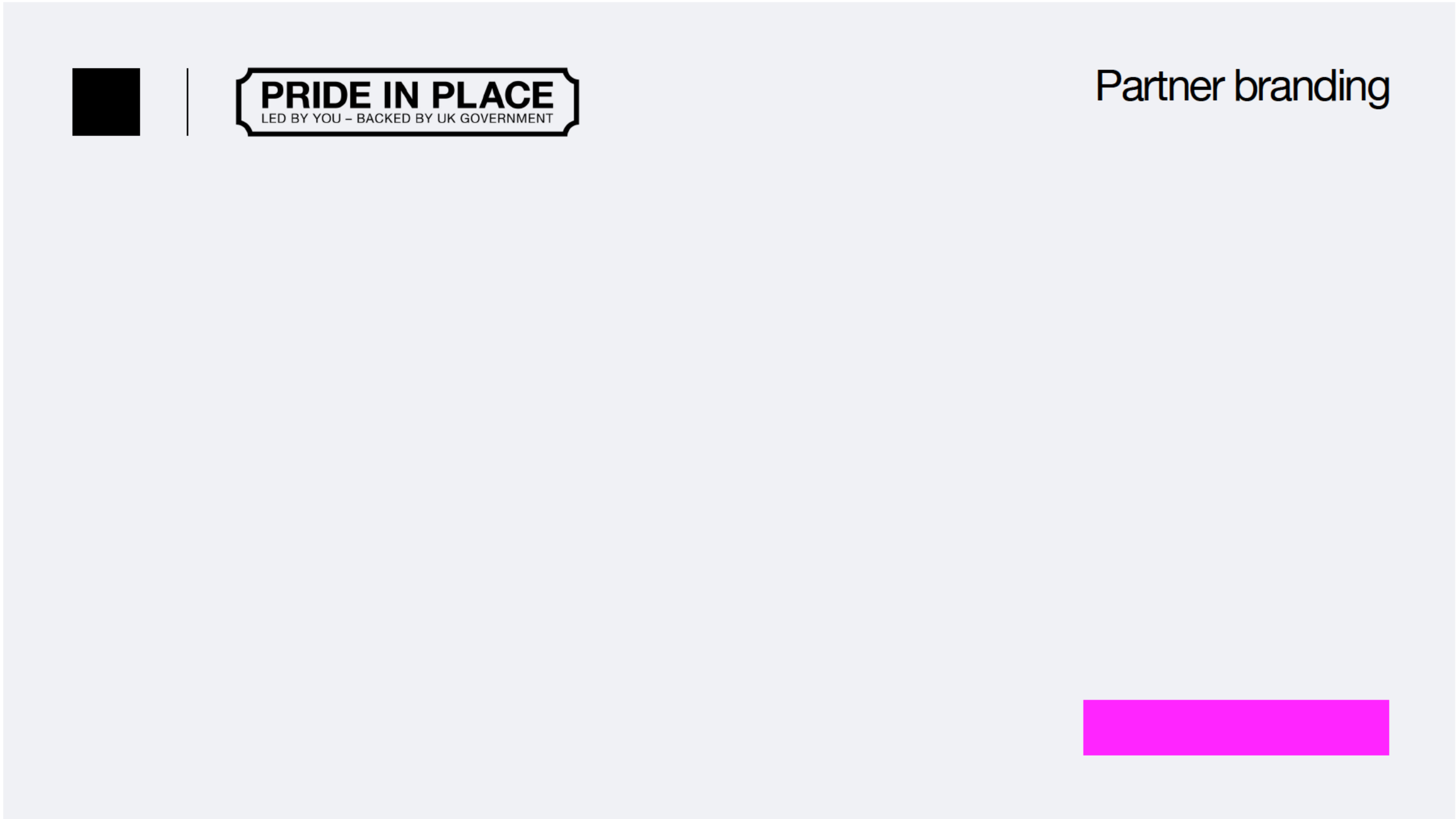


Fig 2

Using Pride in Place / Secondary branding.

If the government contribution of the project is 49% or less.

If the UK government’s monetary contribution is 49% or less of the total cost of the project, the Pride in Place logo would be placed alongside the bottom right of assets, as shown.

Beneficiaries are encouraged to use their own branding and logos alongside the relevant Pride in Place branding, in accordance with the logo placement guidance set out below.

When co-branding with other funding partners, their logos can be placed at the bottom right of the page, following the Pride in Place logo, 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 is relevant across all communications assets.

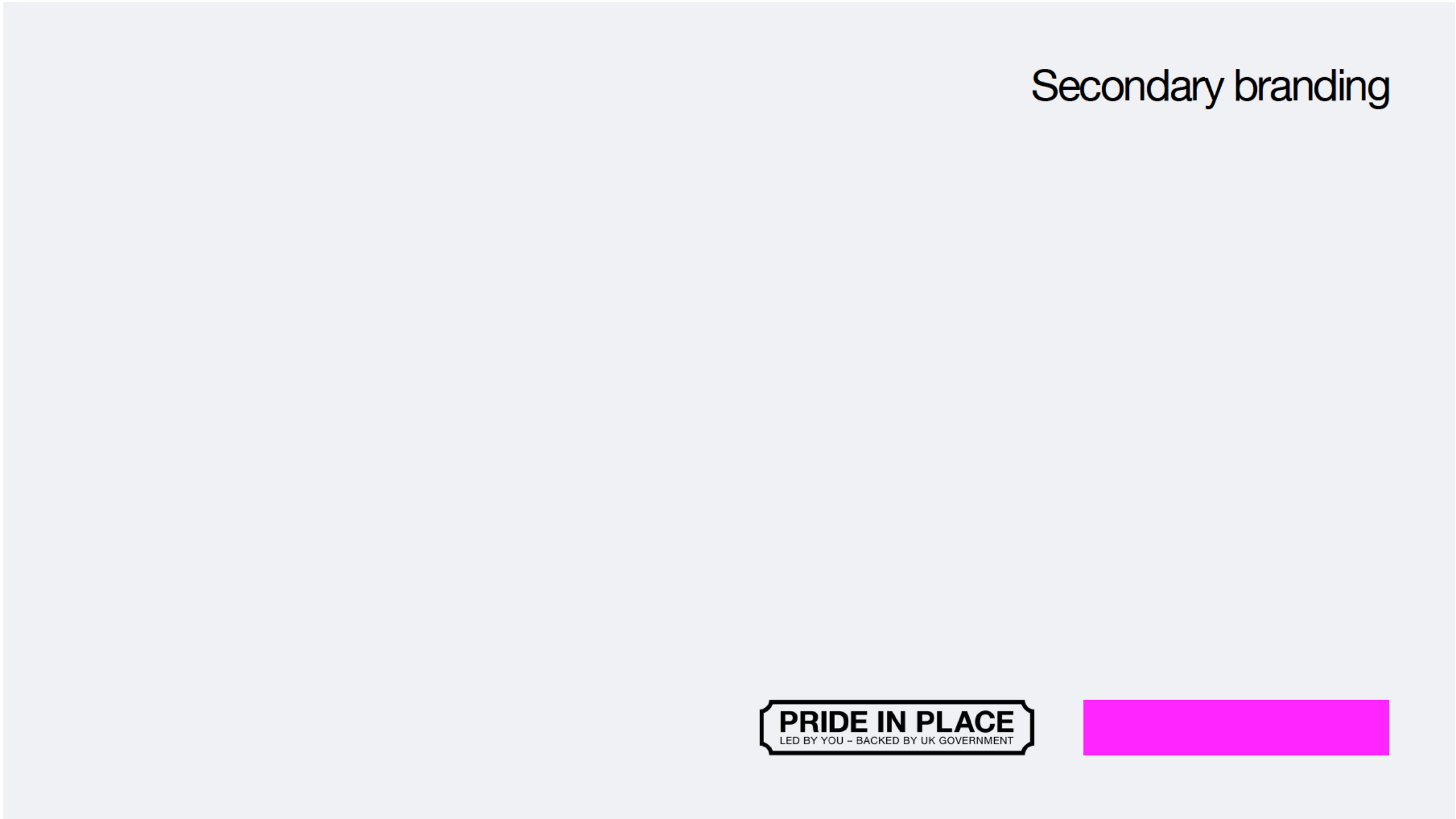


Fig 3

02. Logo placement.

Hoardings/Signage.

If using signage or hoardings, the relevant personalised Pride in Place 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.

Here is an example of how you could use the Pride in Place logos on signage.



02. Logo placement.

Plaques.

No later than three months after completion of a capital project, where the nature, scale and location of the works reasonably warrant it, the beneficiary shall install a permanent plaque (or other appropriate signage) of a proportionate size at a location readily visible to the public acknowledging funding. Where a plaque/signage would be disproportionate or there is no suitable publicly visible location, the beneficiary shall, provide an alternative form of acknowledgment (which may include, for example, acknowledgment on the beneficiary's website and/or other project communications).

The plaque or billboard should use the relevant personalised landscape Pride in Place logo. The position of the logo should be in line with the level of funding.

The plaque shall provide the name of the project.

Plaques are to be produced and funded by the beneficiary, using Pride in Place and Pride in Place Impact Fund.



02. Logo placement.

Print.

All printed documents and publications produced by beneficiaries of funded projects and are relevant to the project, must acknowledge and reference the funding received in accordance with the Pride in Place guidelines.

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

- 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



02. Logo placement.

Digital.

Where a website has been developed specifically by the beneficiary for a funded project, then the primary Pride in Place logo 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 Pride in Place logos must be placed on the main project-specific page. This does not preclude the beneficiary from also placing the logos on the homepage if they feel this is appropriate.

It is required that the logos 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 Pride in Place logos. This extends to a variety of materials including, but not restricted to:

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](#).



02. Logo placement.

Media and PR.

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.

Press releases relating to projects supported by funding must include:

1. A text reference to the funding provided by the UK government and a Pride in Place proof point.

2. Pride in Place logos.

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 Ministry of Housing, Communities and Local Government (MHCLG). 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 Pride in Place.

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 Pride in Place logo.

For funded projects, fund beneficiaries should notify their local communications representative within MHCLG 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:

- 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
- Ensure that plaques and posters are used in line with the guidance
- Use of the Pride in Place logo on publications and electronic media, in line with the guidance



Frequently Asked Questions

Do we have to use the brand typeface/colour scheme for all Pride in Place related work?

You are not required to adopt the Pride in Place typeface or colour palette across all materials, but you may choose to do so. The key requirement is that the relevant Pride in Place logo is applied correctly, prominently and consistently in line with these guidelines.

Can we still use our own branding and logo?

Yes. You may continue to use your own logo/branding, provided it is used alongside the relevant Pride in Place logo and the placement rules are followed.

Can Neighbourhood Boards also add their logos?

Yes, Neighbourhood Boards are also welcome to use their own branding, provided its is used alongside the relevant Pride in Place logo and the placement rules are followed.

Do we need to make changes to any Pride in Place related assets created prior to the guidelines?

You do not need to go back and update materials produced before these guidelines were issued (including under any interim guidance), where making changes would incur additional cost. When an existing asset is next updated, refreshed or reissued, please bring it into line with these guidelines at that point. For digital assets that are straightforward to update (for example, websites), please make the changes sooner where practical.

Can we have a personalised logo with the place name rather than the logo?

Only the approved Pride in Place logos (the standard logo, or the personalised postcode logos) provided for use under these guidelines may be used. The logo should not be altered, recreated, or replaced with an adapted version.

Who will provide projects with the personalised postcode versions of the logo?

Personalised Pride in Place logos (postcode versions) are available to download within the link included on page 6 of these brand guidelines. Personalised logos can be downloaded via this [link](#) using password **MHCLG-Pride**. If you are unable to access the link please contact marketing@communities.gov.uk

Some partners may not be providing funding but are key to delivery—can they include their logo as well (e.g. a charity hosting an event)?

Yes, delivery partners’ logos may be included where they are materially involved in delivering the activity (for example, hosting an event), even if they are not providing funding. Partner logos should not be presented in a way that implies financial contribution where none has been made, and placement/ sizing should remain consistent with these guidelines (including ensuring the Pride in Place logo remains prominent and dominant where required).

Do I have to send you evidence I have followed the guidelines?

You do not need to submit evidence by default; however, you should retain appropriate records and be able to provide examples on request (for example, as part of monitoring, assurance or audit activity).

Do we have to use the ‘Funded by UK Government’ logos in addition to the Pride in Place logo?

No. Use of the Pride in Place logo in line with these guidelines is sufficient.

03

Further information.

03. Further information.

Contact.

For logo artwork specified in the guidelines or details and advice on practical application, contact

MHCLG marketing team at
marketing@communities.gov.uk.



