

# Armistice and Armed Forces Communities Programme

## Promotion and publicity Factsheet

### Telling people about your project

The Armistice and Armed Forces Communities Programme makes awards to communities to enable them to come together to remember; and to think about the Armed Forces Community today. The silhouettes that we have awarded you through this programme can help to give a better focus to your events.

### Your Stories

Bringing communities together to remember and think about the Armed Forces today is a key focus of our programme. The silhouettes are a powerful visual tool to support this.

We would be really interested to hear your stories about how your project has helped to bring people together. Perhaps your project will help young people to have a better understanding of the Armed Forces, or friendships get to be formed between older veterans and older civilian people.

Do let us know the difference that your project makes. You can email us at [remembering@covenantfund.org.uk](mailto:remembering@covenantfund.org.uk) or tweet us @armedfund.



We are on Twitter  
@ArmedFund and love  
hearing from funded projects.

Tag us if you are posting any pictures  
or information about your project

### When your project is underway

Celebrate what you are achieving by letting people know about your activity. Local newspapers always like to hear about great things going on in their local community. Write a press release. This should ideally be 2-3 paragraphs long, and talk about why your project is exciting. Put some information about your organisation in a 'notes to editors' section below. Don't forget to say that your project is funded by the Armed Forces Covenant Fund Trust. We have a sample press release at the end of this factsheet

### When your project is completed

It's time to celebrate the achievements of your work. Think about what really worked well on your project- did it bring people together? Perhaps approach a few people involved in your project to see if they will give you some quotes that you could use in a press release or story on your website that you could promote through social media

# Armistice and Armed Forces Communities Programme

## Telling people about your award

We made awards through this programme to **bring communities together to remember** and to think about the **Armed Forces today**

You need to hold an event as part of your award. **Promoting your event** can help **more people to get involved**

Our Publicity factsheet has ideas, including a **template press release** that you can adapt, and photography consent forms

The Publicity factsheet also tells you how to **use the logo**. It's important that you understand how to do this

## TELL US YOUR STORIES

About how your projects are bringing people together to remember; and think about the Armed Forces today

Posters, leaflets and posting in local facebook groups can be great ways to tell people about your event

Twitter is also a great place to share photos and information. Tag us @armedfund

**ARMED FORCES  
COVENANT  
FUND TRUST**



remembering@covenantfund.org.uk



## Using the brand

As part of your terms and conditions of grant, you have undertaken to use the Armed Forces Covenant Fund Trust branding. This lets people know that the funding for your project is funded from the Covenant Fund. It is important that you publicly acknowledge the funding that your project has received and we will ask you, as part of your grant monitoring, to show us how you have done this. If your project has difficulties in being able to use our brand, then it is important that you talk to us about this.

This factsheet will provide you with more information on how to use the brand, particularly in how to use the Armed Forces Covenant logo. This is the logo which contains the lion; and the words 'Armed Forces Covenant'; The ways in which you use the brand to acknowledge your grant should be proportional to the size of your award.

## Events

You will need to acknowledge your award at any events that you run using your silhouettes. Please do think about how you can involve the Armed Forces Community and the wider local community in your event. Having an event is a condition of your grant.

## Publications and printed material

The Armed Forces Covenant Logo must be included when producing any form of promotional or publicity materials, including posters, press releases, leaflets, brochures and annual reports. The Armed Forces Covenant Fund Trust Logo can also be used.

## Press releases

All press releases about your work funded by the Covenant Fund should also include the Armed Forces Covenant Logo, and can also contain the Armed Forces Covenant Fund Trust Logo. Please send us copies of any press releases that your project sends out. You will also need to keep copies of these to include with your End of Project report, along with details of any other promotional activity that you have undertaken. We've produced a sample press release to help you

## How to use the logo

You should register to download the brand logos using this link:

<http://defencebrandportal.mod.uk/bms/?link=19CE5405>

The logos for Armed Forces Covenant can be found within the 'Schemes and Campaigns' section. Do be aware that the Covenant Fund is part of the wider Armed



Armed Forces Covenant  
Logo

**ARMED FORCES  
COVENANT  
FUND TRUST**

Armed Forces Covenant  
Fund Trust Logo

Forces Covenant and that some of the resources that are available on this site may be less relevant to your work.



This is the logo illustrated here. When downloaded, the logo will open in a photo viewer. You may find it helpful to open it in another format such as a paint programme, which will enable you to cut and paste it into other documents.

There are a number of logos that are available for website and professional use. If you are working with a designer or other communications professional as part of your project, then you may like to direct them to the Defence Brand Portal, or to the brand guidance available at [www.armedforcescovenant.gov.uk](http://www.armedforcescovenant.gov.uk). You can also read the terms and conditions regarding use of the logo on this site.

You can download the Armed Forces Covenant Fund Trust Logo from [www.covenantfund.org.uk](http://www.covenantfund.org.uk) in the for grantholders' section

There are a few important points to be aware of when using the logo.

- Please don't change the colour of the logo. If you need a colour logo then an additional secondary colour palette containing three colours is available.
- Please make sure that when you use the logo that it is bigger than 20mm along the bottom of the logo on printed materials. This ensures that people can see it effectively.
- Please try to keep some space around the logo, so that it stands out. As a minimum, the space around the logo should be the size of the crown within the logo.
- Please make sure that the logo is not fuzzy or distorted when you are using it.

More detailed information is available in the Armed Forces Covenant Brand guidance, which is available from the Defence Brand Portal

If you have any queries, please contact us at [enquiries@covenantfund.org.uk](mailto:enquiries@covenantfund.org.uk)

### **Gaining consent for photographs and video footage**

You need to get consent from people you would like to photograph or film, especially if you plan to use the images for publicity purposes – both in print and online. This includes your social media activity. When you seek consent we recommend that you produce a form that you can get people to read and complete at your event. It is also a good idea to let them know an event will be filmed or photographed when they arrive. Suggested content for your consent form can be found in the sample document contained within this guidance.

## **How your photographs and video footage may be used**

We may wish to use photographs and videos that you have produced in publications and wider promotional activity about the Covenant Fund. This may also raise awareness of your project among the general public. We can only do this if we are sure that the people featured in photographs or videos have consented to their image being used in this way. When you send us pictures or videos of your project please let us know if we can use these for wider publicity purposes. Please don't send us copies of completed consent forms unless we specifically request them, but do please keep copies of completed consent forms with your grant records.

## Sample Press Release

Put your logo here.  
If you don't have  
one you can write  
the name of your  
organisation along  
the top



## PRESS RELEASE

(*Your organisation name*) is celebrating the award of XX silhouettes funded by the Armed Forces Covenant Fund Trust

*Put here what you will do with the silhouettes and any information about your event or the other groups that you are working with*

The award was made under the Armistice and Armed Forces Communities programme, which makes awards to bring communities together to remember; and to think about the Armed Forces today

*Say a bit more about what the project means to your organisation, and any information about how people can get involved*

*Perhaps put a quote here from someone in your community*

*XXXX, a local veteran said "This project is so important because....."*

**ENDS** (this shows people that this is the end of your press release)

**Notes to Editors** (this is the section where you can give a bit more background information)

*Say a bit more about what your organisation does; or the organisations involved in the project*

*Give a contact email or phone number so that people can get in touch*

The Armed Forces Covenant Fund Trust makes awards and grants to projects that support the Armed Forces Community. You can find out more about their work at [www.covenantfund.org.uk](http://www.covenantfund.org.uk).

## Sample form

### Film and photography consent form

Thanks for coming to our project. We are recording our event and may use some of this material to promote our work. Our funders may also use pictures and videos from this event for promotional purposes. If you are happy to be included in this activity please complete the form below.

Name	
Address	
Date of Birth	

1. You grant permission to the (insert your organisation's name and address here) and to the Armed Forces Covenant Fund Trust to use and disclose your:  
(a) image, physical likeness and name (images); and  
(b) voice and sound (sounds), without restriction in any media or format.

You will let (insert your organisation's name here) know if you wish to withdraw this permission.

2. Your permission includes the (insert your organisation's name here) and the Armed Forces Covenant Fund Trust using your images or sounds for any publicity or advertising in connection with its work, and disclosing your images or sounds to other organisations (such as media and advertising agencies) for publicity purposes.
3. You have volunteered your images and sounds and agree that you will not receive or request any payment, royalty or other form of consideration for your images, sounds or participation in any project of the (your organisation's name here).

Signature \_\_\_\_\_

Date \_\_\_\_\_

#### **If the individual is under 16 years of age their parent, legal guardian or authorised legal representative must sign below:**

4. I confirm that I am the parent, legal guardian or authorised legal representative of this individual and warrant that I have lawful authority to sign this consent form for and on their behalf.
5. I have read, and understand the terms and conditions and consent to the individual providing their Images and Sounds on these terms and conditions.

Signature \_\_\_\_\_

Date \_\_\_\_\_