

PUBLICITY REQUIREMENT POLICY
FOR BENEFICIARIES OF FUNDING

**NATIONAL LOTTERY
DISTRIBUTION TRUST FUND
(NLDTF)**



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ABOUT THIS GUIDE

WHAT IS THIS GUIDE FOR?

This guide has been produced to assist all beneficiaries of National Lottery Distribution Trust Fund (NLDTF) funding with publicity requirements and obligations.

Through publicity of grants, the public and more especially those that play the National Lottery will be informed of where good-cause monies are channelled to. It will also serve to make the efforts of the NLDTF and its beneficiaries more effective and better understood.

WHO IS THIS GUIDE FOR?

If your organisation has received funding from the NLDTF, then this guide is for you.

Every NLDTF Grant Agreement makes reference to publicity. You are reminded that the requirements contained within this guide must be implemented by all organisations funded by the NLDTF, and subsequently reported on.

If you are an NLDTF beneficiary who is partnering newer and smaller organisations, you must share this guide with your partners. **Again, adherence to these guidelines forms part of the terms and conditions of the NLDTF's involvement.**

WHO NEEDS TO READ THIS GUIDE?

Everyone in your project team needs to understand these requirements. More especially:

- those responsible for your marketing, publicity (press), public relations and/or website design;
- a site developer or a graphic designer responsible for producing signage, brochures, stationery or other materials which might incorporate a logo; and
- any member of staff who may be creating/giving presentations about the project or programme.

We understand that not all of the NLDTF's beneficiaries have dedicated marketing and publicity teams and that the requirements presented here may be difficult to understand and/or implement without this expertise.

The NLDTF is willing to advise you with any problems you may be encountering. You may contact our offices with your questions or if you require further copies of the guide:

NLDTF Communications Team

**National Lotteries Board
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Hatfield
0083**

**Info Centre: 08600 65383
Email: info@nlb.org.za
Website: www.nlb.org.za**

PART 1: MARKETING AND PUBLICITY MATERIALS

RECOGNISING THE NLDTF GRANT IN MARKETING AND PUBLICITY MATERIALS

Signs, posters, brochures, display advertising, stationery, forms, certificates, presentations, websites, exhibition stands, television coverage and invitations to events are all examples of **publicity material**. This section explains the NLDTF's requirements for these materials.

The NLDTF does not expect every beneficiary to make use of all of these forms of publicity, but **what it does require is that IF you produce any marketing and publicity materials in connection with an NLDTF-funded programme or event, then you follow the guidelines provided here.**

The NLDTF recognises that some beneficiaries will promote projects through fully integrated campaigns backed by teams of marketing professionals while others will be limited by budgets and staffing and may encounter resource difficulties in employing the NLDTF logo as stipulated in these guidelines.

The NLDTF also accepts that, in exceptional circumstances, the use of its logo may not be appropriate. Such cases may include a project that brings together a number of organisations promoting a single product or idea where clarity of purpose is paramount and the inclusion of any logo and/or sponsor is likely to dilute or confuse the message.

If you consider that your project or programme is affected by any of these issues, please contact the NLDTF Communications Team to discuss how the NLDTF's involvement may be acknowledged before producing any marketing or publicity materials.

Where funding or support has been awarded to a beneficiary, the NLDTF logo must be used in all contexts described within these guidelines for a period during which the beneficiary is funded and for the lifespan of the original publicity material/project. Permanent signage acknowledging the NLDTF's involvement should remain in place for as long as the funded structure or object is accessible.

If the NLDTF funding is for a specific project or programme or for general running costs, the NLDTF logo should be used in all contexts described within these guidelines for the duration of the project or for the period that the funding or support covers, whichever is the longer.

DESCRIBING THE NLDTF AND ITS OBJECTIVES

When you produce **marketing and publicity materials** such as brochures, posters or leaflets for public information, or a press release for the media, **the NLDTF logo should appear in a prominent position with an indication of the funding received together with its purpose.**

It is important that the purpose and extent of the NLDTF support of your project is also made clear. You must ensure that the NLDTF receives due credit for the funding it contributed.

NLDTF ONE-LINE DESCRIPTION

When you are using the one-line description for the first time in a document, please use the full name of the fund:

National Lottery Distribution Trust Fund (NLDTF)

Thereafter, the acronym may be used: **NLDTF**

NLDTF APPROVED DESCRIPTION

The NLDTF relies on funds from the proceeds of the National Lottery. The Lotteries Act identifies the manner in which NLDTF funding may be allocated. The Minister of Trade & Industry, on the recommendation of the industry experts in the relevant Distributing Agency, makes the policy that guides the allocation of funds to beneficiaries. It is the aim of the NLDTF that the grants made will make a difference to the lives of all South Africans, especially those more vulnerable. The NLDTF is dedicated to improving sustainability of the beneficiary organisations it funds.

The NLDTF currently has in the region of R2 billion a year to distribute to registered non-profit organisations in the fields of charities; arts, culture and national heritage; and sport and recreation that meet the advertised qualifying criteria.

The NLDTF places emphasis on areas of greatest need and greatest potential, so that all South Africans can gain from, and contribute to, South Africa's development.

USING THE NLDTF LOGO

All visual marketing and publicity materials produced by beneficiaries of NLDTF funding must include the NLDTF logo.

The colours and options of the NLDTF logo are indicated below. No other colours may be used, unless the visual publicity being produced is not in colour; in which case the NLDTF logo should appear as greyscale (shown below).

All marketing and publicity materials in which the NLDTF name or logo appears – including signs, posters, brochures, display advertising, stationery, press releases, forms, certificates, presentation templates, websites, exhibition stands and invitation to events – must be submitted to the NLDTF Communications Department for approval prior to publication. In most cases, a 48-hour turnaround period is needed to do this.

You should follow all submitted correspondence with a telephone call to ensure that your material has been received and to get an indication of how long it would take for a response.

THE NLDTF LOGO



Spot Colour Coated Yellow: Pantone 123C
Spot Colour Uncoated Yellow: Pantone 109U
CMYK Colour Yellow: OC 20M 100Y OK

Spot Colour Coated Red: Pantone 485C
Spot Colour Uncoated Red: Pantone 485U
CMYK Colour Red: OC 100M 100Y OK

Spot Colour Coated Green: Pantone 348C
Spot Colour Uncoated Green: Pantone 355U
CMYK Colour Green: 100C 0M 100Y OK

Spot Colour Coated Blue: Pantone 293C
Spot Colour Uncoated Blue: Pantone 300U
CMYK Colour Blue: 100C 60M 0Y 10K

Spot Colour Coated Black: Pantone Black 6C
Spot Colour Uncoated Black: Pantone Black 6U
CMYK Colour Black: OC 0M 0Y 100K

LOGO SIZE

The preferred size for reproducing the logo is 35mm x 35mm on an A4 page. Wherever possible, the funding mark should be used as described above. The minimum size the logo can be reproduced at is 15mm x 15mm, for documents smaller than A4. **If the NLDTF is the majority funder of a project or programme, the NLDTF logo must appear at least 50% larger than any other funding body or sponsor.**

When the logo is reproduced on larger formats such as a **poster or billboard, it must cover at least 5% of the surface area of the poster or billboard.** If this is not going to be possible, please contact the Communications team for written approval.

POSITIONING

The NLDTF logo should usually be positioned in the bottom right-hand corner of the page, except when it is used on websites or in electronic presentations when it should appear in the top right-hand corner. There is no preferred positioning when the logo is used on permanent signage or in television advertisements, as long as it is in a position of prominence.

The NLDTF logo can be placed elsewhere if the specified positioning compromises the overall design of the item you are producing. Whatever position you give it, the NLDTF logo must always be prominent.

On printed brochures and leaflets, the NLDTF logo must always appear on the outside front cover. The logo should also appear on the outside back cover, unless the outside back cover is being left blank.

Where the NLDTF is the majority or largest funder of a project or programme, the NLDTF logo must appear at the top or first in any list crediting other funding bodies and supporters.

USING THE NLDTF LOGO

TEMPORARY SIGNAGE

When the NLDTF is supporting a construction project or the refurbishment of property, a sign must be erected on the site displaying the NLDTF logo at no less than 10% of the total area of the sign.

If the NLDTF is the majority or largest funder of the project, the NLDTF logo must appear at the top of any list crediting other funders and supporters and be at least 50% larger than these other credits.

If the NLDTF is the sole funder, the preferred placement of the logo is in the bottom right-hand corner of the sign. If this is not possible, it must always be prominent.

All signs on which the NLDTF's name or funding mark appears must be submitted to the NLDTF Communications Team for approval prior to production.

Once a site is completed, **the temporary sign** should be left in place for no longer than six months.

PERMANENT SIGNAGE

Permanent signage should be put up during or following completion of your project, as appropriate.

The signs should be displayed in an area accessible to the general public, such as a lobby or reception, where they can remain as a permanent record of the NLDTF's involvement.

All signs must include the NLDTF logo at no less than 10% of the overall area of the sign.

If the NLDTF is the majority funder of the project, the NLDTF logo must appear at the top of any list crediting other funders and supporters and be at least 50% larger than these other credits.

There is no preferred placement of the logo on a permanent sign, but it must always be prominent.

All signs on which the NLDTF's name or logo appears must be submitted to the NLDTF Communications Team for approval prior to production.

As was already mentioned, no colours other than those listed above can be used for the NLDTF logo unless the material used for the sign does not permit the use of colour. In this instance the NLDTF logo should be reproduced in black and white or a neutral but visible tone.

BROCHURES AND LEAFLETS

If the NLDTF has funded or supported your project, you must include the NLDTF logo on the outside front and the outside back cover of any brochure or leaflet in which the project is described.

If the NLDTF is the majority funder of the project, the NLDTF logo must appear at the top of any list crediting other funders and supporters and be at least 50% larger than these other credits.

If the NLDTF is the sole funder, the preferred placement of the logo is in the bottom right-hand corner of the page. If this is not possible, it must always be prominent.

Whenever you include an explanation of what your project is intended to achieve, you should also include a description of the NLDTF funding. The extent of the NLDTF funding should also be clearly acknowledged.

All brochures and leaflets in which the NLDTF's name or logo appears must be submitted to the NLDTF Communications Team for approval prior to printing.

LAUNCHES AND OTHER EVENTS

(including printed invitations, conference papers and displays)

The NLDTF would ideally want to be represented at all launches and events, although this is not always possible.

When organising a launch event or any other event relating to the project or programme funded by or as a result of NLDTF funding, you should ensure that:

- you check the proposed date with the NLDTF Communications Team before booking a venue or sending out invitations – the Communications Team hold a central diary of all NLDTF-supported events and will be able to advise you of the availability of NLDTF guests and speakers and of any potential clashes with other events;
- an NLDTF representative is invited – please ensure that this is co-ordinated through the NLDTF Communications Team;
- if a representative of your project delivers a speech, a NLDTF representative is also invited to deliver one – again, please ensure that this is co-ordinated through the NLDTF Communications Team and with sufficient notice;
- all publicity materials used at the event adhere to these guidelines – these may include printed invitations to the event, delegates' papers and/or your own displays, all of which must carry the NLDTF logo. If the NLDTF is the majority funder of the project, the NLDTF logo must appear at the top of any list crediting other funders and supporters and be at least 50% larger than these other credits. If it is the sole funder, the preferred placement of the logo is at the bottom right-hand corner of printed documents and the top right-hand corner for displays. If this is not possible, it must always be prominent.

All displays, invitations and other event publicity on which the NLDTF's name or logo appears must be submitted to the NLDTF Communications Team for approval prior to production.

DISPLAY ADVERTISING

If the NLDTF has funded or supported your project, all advertisements in newspapers, magazines, on websites or in any other publication, must carry the NLDTF logo.

If the NLDTF is the majority funder of the project, the NLDTF logo must appear at the top of any list crediting other funders and supporters and be at least 50% larger than these other credits.

If it is the sole funder, the preferred placement of the logo in advertisements is the bottom right-hand corner. If this is not possible, it must always be prominent.

Where the size of the advertisement you have booked prohibits the use of the minimum size NLDTF logo, you must include a line credit in the same or a greater font size than the text that appears in the main body of the advertisement. The line credit should read:

'[Name of your project/organisation] is supported by the National Lottery Distribution Trust Fund'

All advertisements in which the NLDTF's name or logo appears must be submitted to the NLDTF Communications Team for approval prior to publication.

POSTERS

If you are producing a poster publicising a programme or project that the NLDTF has supported, you should make the NLDTF's involvement clearly visible.

You should do this by including the NLDTF logo on your poster at a size no smaller than the preferred size - 35mm x 35mm on an A4 page or proportionately sized for larger documents.

If the NLDTF is the majority funder of the project, the NLDTF logo must appear at the top of any list crediting other funders and supporters and be at least 50% larger than these other credits.

If it is the sole funder, the preferred placement of the logo is in the bottom right-hand corner of the poster. If this is not possible, it must always be prominent.

All posters on which the NLDTF's name or logo appears must be submitted to the NLDTF Communications Team for approval prior to printing.

STATIONERY, CERTIFICATES AND FORMS

If the NLDTF is the majority or a major contributor to your programme, core stationery produced and used by your organisation for that programme should carry the NLDTF logo.

Where the NLDTF is the majority funder or supporter of a specific project, beneficiaries are encouraged to include the NLDTF logo on stationery relating exclusively to the project.

Stationery may include letterheads, press release paper and compliment slips.

All certificates for training courses and any forms you may produce (e.g. application forms, order forms, information request forms) must also carry the NLDTF logo.

If the NLDTF is the majority funder of the project, the NLDTF logo must appear at the top of any list crediting other funders and supporters and be at least 50% larger than these other credits.

If it is the sole funder, the preferred placement of the logo on stationery, certificates and forms is in the bottom right-hand corner of the document page. If this is not possible, it must always be prominent.

Since the documents under this heading are not always printed in colour, the NLDTF logo may be used in black and white.

All stationery, certificates and forms on which the NLDTF name or logo appears must be submitted to the NLDTF Communications team for approval prior to printing.

SPORTS EQUIPMENT

All sports equipment purchased through a grant from the NLDTF must be prominently and appropriately branded with the NLDTF logo. The size of the branding is dependent on the equipment and should be no less than 10% of the size of the equipment.

If this is not feasible, permission to change the size of the NLDTF logo must be sought from the Communications team. Beneficiaries must ensure that the branding is visible as long as the equipment is being used.

APPAREL

The NLDTF logo must appear on all apparel produced for NLDTF funded projects. The size of the logo is dependent on the manner in which it is used as well as the look-and-feel of the apparel. If the NLDTF is the majority funder of the project, the NLDTF logo must appear 50% larger than that of other, minor funders.

In the event of T-shirts for sports apparel, the NLDTF logo must appear on the sleeve of the T-shirt at a size no less than 5cm x 5cm. Alternately, the logo should appear on front left hand side of the T-shirt.

The NLDTF logo should be embroidered prominently on all track suits, shorts and socks purchased with NLDTF funds.

If the nature of the event prohibits the use of sponsor marks, this has to be brought to the attention of the Communications Team so that the necessary approval can be given. We would also then look at alternative opportunities to acknowledge NLDTF support.

VEHICLES

All vehicles funded by the NLDTF has to have permanent signage reflecting the support of the NLDTF. It is sufficient to have just the NLDTF logo placed prominently on the doors of the vehicle. If the vehicle will also have the logo of the beneficiary, then it is sufficient to have the logo on one side of the vehicle only. In the event of a panel van or bakkie being purchased with NLDTF funds, the logo must also appear on the rear of the vehicle. The size of the logo should be no less than 30cm x 30 cm and must be in full colour.

PRESENTATIONS

All presentations (electronic or otherwise) that relate to an NLDTF-funded or supported project must include the NLDTF logo.

If the NLDTF is the majority funder of the project, the NLDTF logo must appear at the top of any list crediting other funders and supporters and be at least 50% larger than these other credits.

The preferred placement of the logo on electronic presentation templates is the top right-hand corner

For presentations using boards or documents, it is the bottom right-hand corner of the board or page. If this is not possible, it must always be prominent.

Whenever you include an explanation of what your project is intended to achieve, you should also include a description of funding received from the NLDTF.

All templates for presentations in which the NLDTF's name or logo appears must be submitted to the NLDTF Communications Team for approval prior to the presentation.

WEBSITES

If the NLDTF has funded or supported your project, you must include the NLDTF logo on your website.

If the NLDTF is the majority funder of the project, the NLDTF logo must appear at the top of any list crediting other funders and supporters and be at least 30% larger than the other funders. The preferred placement of the logo is at the top right-hand corner of the homepage or page relating to the specific project supported by the NLDTF. If this is not possible, it must always be prominent.

As well as including the NLDTF logo, you must include a link to the NLDTF website (<http://www.nlb.org.za/nldtf.asp>) with the strapline 'visit the National Lotteries Board website to find out about other projects supported by the NLDTF'.

Whenever you include an explanation of what your project is intended to achieve, you should also include a description of the NLDTF funding.

All web page templates on which the NLDTF's name or logo appears must be submitted to the NLDTF Communications Team for approval prior to upload.

RADIO AND TELEVISION ADVERTISING

If you book a radio or television advertising campaign to promote an NLDTF-supported project or programme, you must acknowledge the NLDTF.

For radio advertising, the following line must be scripted-in to feature at the close of the advertisement:

'[Name of your project/organisation] is supported by the National Lottery Distribution Trust Fund'

For television advertising, the NLDTF logo must feature in any frame that includes your own logo or the name of your project or programme. If the NLDTF is the majority funder of the project, the NLDTF logo must appear at the top of any list crediting other funders and supporters and be at least 50% larger than these other credits. There is no preferred placement of the logo within television advertisements, but it must always be prominent.

PART 2: WORKING WITH THE MEDIA

CREDITING THE NLDTF IN THE MEDIA

As well as promoting your project through the marketing activities described in the previous section, it is important that you generate publicity about it in the media. Issuing a press release to local and/or national papers as well as radio and television news programmes is one way of achieving this. Another is by inviting the press to attend the opening or launch of your project.

The NLDTF may also be planning to promote your project to the media. To ensure a consistent and integrated approach, you should discuss and agree your media plans with the NLDTF's Communications Team at an early stage in your project.

When describing the NLDTF to the media:

- Always mention the NLDTF in the opening paragraphs of your press release.
- Always describe the NLDTF's involvement in the project, specifying the amount of funds given or the nature of its support.
- Always include the NLDTF logo on your printed press release paper.
- Always include the NLDTF logo on your electronic press releases.

APPROVED DESCRIPTION

The National Lottery Distribution Trust Fund (NLDTF)

The NLDTF relies on funds generated by the National Lottery. The Lotteries Act identifies the manner in which NLDTF funding may be allocated. The Minister of Trade & Industry, on the recommendation of the industry experts in the relevant Distributing Agency, makes the policy that guides the allocation of funds to beneficiaries. It is the aim of the NLDTF that the grants made will make a difference to the lives of all South Africans, especially those more vulnerable. The NLDTF is dedicated to improving sustainability of the beneficiary organisations it funds.

The NLDTF currently has in the region of R2 billion a year to distribute to registered non-profit organisations in the fields of charities; arts, culture and national heritage; and sport and recreation that meet the qualifying criteria.

The NLDTF places emphasis on areas of greatest need and greatest potential, so that all South Africans can gain from, and contribute to, South Africa's development.

The above text is the only approved description of the NLDTF. If you would like to describe the NLDTF in any other way, you must contact the NLDTF's Communications Team first.

As with the NLDTF's marketing and publicity requirements, there are particular guidelines that must be followed when approaching the media. These guidelines are outlined in the section on writing press releases. If you require further information from the NLDTF for your press release, please contact the NLDTF Communications who will be happy to help.

PRESS RELEASES

WRITING YOUR PRESS RELEASE

Many NLDTF partners will employ people with the expertise required to plan a media campaign. However, if you are unsure about when to approach the media, the NLDTF advises that you issue a press release a week or so before you officially launch your project or reach some significant milestone.

When writing your press release:

- The NLDTF's involvement must be clearly acknowledged in the first few paragraphs. The first reference to the NLDTF in any press release must be by its full title, the 'National Lottery Distribution Trust Fund'. After this, the name can be abbreviated to 'the NLDTF'.
- The level of NLDTF funding or nature of support should be prominently featured in the press release, ideally in the first few paragraphs. For example, 'This project was made possible by a grant of R100,000 from the National Lottery Distribution Trust Fund' or 'this sporting facility has been upgraded through a grant of R2 million from the National Lottery Distribution Trust Fund'.

The NLDTF Communications Team should receive a copy of all press releases concerning projects that have received NLDTF funding or support before they are issued.

QUOTING IN PRESS RELEASES

You should:

- always refer to the NLDTF in any media interviews or comments to the media about your project;
- suggest to the media that they contact the NLDTF Communications Team for more information and/or comment.

Details of the press and media activity you are generating should be supplied to the NLDTF Communications Team immediately so that they can ensure the NLDTF's role is properly recognised within the project.

HERE TO HELP

These publicity requirements are very important. They are here to ensure that your project gets maximum publicity and that recognition is given to the NLDTF's involvement.

Beneficiaries should implement these publicity measures in full.

These guidelines will not cover every eventuality. In such instances, or when you require guidance or additional material from the NLDTF, please do not hesitate to contact the NLDTF Communications Team who will be willing to help at all times.

NLDTF Communications Team

**NATIONAL LOTTERIES BOARD
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Corner Hilda and Arcadia Streets
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