

Connect Fund - Barrow Cadbury Trust Branding Guidelines for Grantholders

There are various different versions of our logo available – hi, medium and lo, RGB (for websites) as well as an EPS version for high quality print and websites. [Please do get in touch with Tom Thornton](#) if you require a specific version of our logo. We will be happy to discuss with you which is the best format and logo to use.

Logos without Strapline

To be used for media purposes, film, video, websites and social media and where space is limited. Only use the white version if your report or other output has been designed in monochrome. Otherwise please use the full colour version. Please do not distort the logo.



Logos with Strapline

To be used where there is space, for reports and formal correspondence.



About the Connect Fund

Short form of words

“The Connect Fund has been set up to strengthen the social investment market in England to better meet the needs of charities and social enterprises. Previously known as the ‘Social Investment Infrastructure Fund’, it is a £6 million fund for grants and investments that [Barrow Cadbury Trust](#) manages in partnership with [Access – the Foundation for Social Investment](#).”

Long form of words

“The Connect Fund was set up to strengthen the social investment market in England to better meet the needs of charities and social enterprises. Previously known as the ‘Social Investment Infrastructure Fund’, it is a £6 million fund for grants and investments that [Barrow Cadbury Trust](#) manages in partnership with [Access – the Foundation for Social Investment](#).”

The Access Foundation chose Barrow Cadbury Trust to deliver the Connect Fund because of its experience in social investment, expertise in voluntary sector infrastructure, and its approach, which is to work in partnership with those we fund towards a common goal. The Fund provides grants to develop shared infrastructure resources for a market that supports mission. It supports tools, partnerships and initiatives that advance a more open and accessible social investment market.”

Press releases

If you want to acknowledge our support in a press release please send a copy of the draft press release before publication to [Tom Thornton](#),

Programme & Communications Officer. You can use the short version of the ‘About the Connect Fund’ in the Notes to Editors, including the website: www.connectfund.org.uk

Reports and Blogs

Do check out Barrow Cadbury Trust’s website for tips on writing [Reports](#) and [Blogs](#).

Charity number

As well as putting your own charity number on your report, please also remember to include Barrow Cadbury Trust charity number 1115476 in all publications.

Further Advice on CF branding

Please contact our Communications team: Tom Thornton, Programme & Communications Officer - t.thornton@barrowcadbury.org.uk or Diana Ruthven, Communications Manager - d.ruthven@barrowcadbury.org.uk