

Publicity and Media Guidelines

Hi there!



We are proud to support the good work you do and we would like to let people know that we support you. This publicity guide will help you reference The Rank Foundation and its associated programmes/projects in your communications.

When drawing up the guide we have tried to be flexible enough to suit organisations big and small. If anything is unclear or you have questions, please do get in touch. You'll find our contact details at the back.

Contents

- 1. How to talk about Rank**
- 2. How to refer to your Rank supported project**
- 3. How to use Rank's logo**
- 4. How to tag Rank on social media**
- 5. Ask a question or tell us about your communications**

How to ... talk about Rank

If you are communicating about work that Rank Foundation has supported, please mention us:

You can refer to “The Rank Foundation” in the first instance, “Rank” thereafter.

Include a link to our website and social media where possible, such as “*Find out more at rankfoundation.com or follow [@RankFoundation](https://twitter.com/RankFoundation)*”

If you are writing a press release or want to describe Rank in your communications, please use this text:

The Rank Foundation is the philanthropic legacy of Joseph Arthur Rank (1888-1972) who aimed to improve lives and communities by developing leadership and promoting enterprise. The Foundation combines an offer of intellectual, social and financial capital to maximise its impact across the UK. Find out more at rankfoundation.com or follow [@RankFoundation](https://twitter.com/RankFoundation)

How to ... refer to a Rank project

Please refer to the programmes and projects by their full name on first mention:

- Rank Major Grants
- Rank Pebble Grants ('Pebbles')
- Rank Aspire Programme
- Rank's Time to Shine Leaders Programme (Time to Shine)
- Rank School Leadership Award
- RankNet Development Bursary
- Rank Sharing Good Practice Bursary
- The Rank Memorial Award
- Rank's Profit for Good (Profit for Good)
- Rank Accelerator Grant
- Rank's Place Based Programmes:
 - Hull Community Development Programme
 - Dundee Community Development Programme
 - Plymouth Rank Inclusive (Growth) Social Enterprise ('RISE')
 - Match Trading

How to... Use Rank's logo

If you wish to use any of the logos below, please email contactus@rankfoundation.com so we can send you the correct versions with guidelines for use:



How to ... Tag Rank on social media

If you tag Rank on social media we can help to amplify your content so you reach a wider audience and potentially get better engagement with your work. On each social media channel simply type the @symbol followed by RankFoundation or TheRankFoundation to automatically tag us. Find us on [Twitter](#), [LinkedIn](#), [Facebook](#) and [Instagram](#)



@RankFoundation



@TheRankFoundation



@TheRankFoundation



@RankFoundation

Contact Rank

The best way to raise the profile of your charity or project is by sharing stories of the incredible things you achieve.

If you have a story to tell (in words, pictures or video), please share it with us - we may be able to help you amplify it. We could share your news with Rank's network, or help to promote it if you are going to feature in the news, on or offline, elsewhere.

If you are involved in media or publicity activities, would like to be featured in Rank's communications or want some advice about how to communicate about your Rank project, please email:

contactus@rankfoundation.com

Alternatively, simply speak to your project executive who will refer you on to someone in the comms team.