



YEF brand guidance

**This document provides projects with guidance about
our brand, PR and social media**

YEF brand guidelines

Our name:

When using our name, funded projects should refer to us as the 'Youth Endowment Fund' and only use the abbreviation 'YEF' if the full name has already been used once.

Describing us:

If projects wish to describe the YEF, please use the following wording:

The Youth Endowment Fund's mission is to prevent children and young people becoming involved in violence. They do this by finding out what works and building a movement to put this knowledge into practice.

The fund was established in March 2019 by children's charity Impetus, with a £200m endowment and ten year mandate from the Home Office.

For more information, please visit www.youthendowmentfund.org.uk.

Explaining our work:

If projects wish to explain what we do, please use the following wording:

The Youth Endowment Fund (YEF) funds promising projects in England and Wales that aims to prevent children and young people from becoming involved in violence – especially those aged between 10 and 14-years old.

To find what works, the YEF evaluates every programme and activity it funds. They use this knowledge to scale up effective programmes, spread good practice and guide decision makers on which services or approaches are most likely to keep children and young people safe.

Using the Youth Endowment Fund's logo



YEF funded projects are welcome to use our logo without requesting prior permission. This includes your:

- website (e.g. the funders or supporters page, if you have one)
- social media.

When using our logo for all other purposes, for example on reports, printed materials or videos, [prior permission is required](#).

Projects should contact our communications team to discuss their needs. They can be reached on media@youthendowmentfund.org.uk.

Projects can download the YEF logo from [our website](#).

When using the logo:

- Please don't alter the logo's proportions.
- If using against a patterned background, please use the JPEG version with the white box out to ensure its visibility.
- Only use on materials relating directly to the project we are funding.
- Only use for the duration of your funded project.

Online and social media

Projects funded by the YEF will feature on our website (for example, on our '[Who we fund](#)' page) and possibly on other marketing materials. Details will include the name of the organisation, details of the funded project and the amount of funding awarded.

If projects wish to reference the YEF on their own website, please use the wording and description outlined on the previous pages.

If linking to our website, please link to the following address:
www.youthendowmentfund.org.uk

Projects can follow us on Twitter [@YouthEndowFund](#). Please feel free to tag us in any posts related to the funded project, but please be aware we may not always be able to retweet or share.

PR and media requests

We will include the name of projects and details of their funded programmes in a press release to announce the recipients of our funding, and we may approach projects with other media opportunities as they arise.

Projects are welcome to publicise their YEF grant once all the relevant documentation has been signed – please coordinate any planned press or media activity with our communications team.

All press releases which reference the YEF require our sign-off before they are externally published.

Please send any related press releases to the following address and allow a minimum of 48 hours for approval: media@youthendowmentfund.org.uk

Additional support to the YEF

Over the course of the Grant Agreement we may approach projects to contribute to our wider marketing activities, campaigns and events. We see the involvement of our projects – and the real-life insight and experience that they bring – as an important part of building a movement to help children get the best support possible.

Additional support requests might include – but are not limited to – featuring you, your funded project or young people ...

- on our website
- in our reports
- in case studies
- in our newsletters
- in our marketing materials and imagery
- facilitating visits to your project by media or VIP guests
- attending or talking at events.

Any such requests are not obligatory. We also recognise that due to the sensitive nature of our projects' work, it might not always be possible facilitate requests which involve children and young people. The safeguarding of young people is of utmost importance to us, and we'll always be guided by our projects' recommendations with regards to their involvement.

For further information about our safeguarding policy, [please see here](#).

In return, we are happy for our funded projects to invite us to participate in their events or contribute to their own marketing activities. Please note, we might not be able to accommodate every request, as we need to remain independent of the projects we're evaluating. But we are very open to being asked!

Get in touch

We're always keen to hear about any key moments or milestones from your YEF funded project. To share your news or if you would like to discuss media opportunities, please get in touch with us on: media@youthendowmentfund.org.uk



Have a question?

If you have a question or would like to discuss any of the points raised in this guidance please feel free to contact us on:

media@youthendowmentfund.org.uk



youthendowmentfund.org.uk



hello@youthendowmentfund.org.uk



[@YouthEndowFund](https://twitter.com/YouthEndowFund)

This document was last updated in **June 2022**.

We reserve the right to modify the guidance at any time, without prior notice.

The Youth Endowment Fund Charitable Trust

Registered Charity Number: 1185413