



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 exists to prevent children and young people becoming involved in violence. Their mission is to find out what works and build 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 project 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 our logo

YEF funded projects are welcome to use our logo without requesting prior permission on the following:

- Your website (e.g. the funders or supporters page, if you have one)
- Your 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.
- If possible, please hyperlink the YEF logo to our website:
<https://youthendowmentfund.org.uk/>



Promoting what works to prevent violence

A key element in the Youth Endowment Fund's strategy is to ensure that we make practitioners aware of our research findings and recommendations. Our strategy is outlined [here](#).

We cannot make a difference if practitioners are unaware of our work. We particularly want to guide practitioners towards our [Toolkit](#).

Many of our grantees have relationships and connections with practitioners in their communities and collectively you have a significant reach. We also want to ensure that all the work that we do together is visible to a diverse audience. This is why we would be very grateful if you could be willing to place a weblink to our Toolkit on your website.

We would not seek to be prescriptive about where you do this as we are conscious that your organisation will have its own communications priorities. Some of you will have sections on networks, funders or partners and a YEF web link would fit well in there.

Alternatively, you may have research/evidence or policy sections where it would be relevant to place a web link from us. We are very open to discussions about reciprocal links where your organisation links to us and we provide a link to you on our website.

If you are able to link to us, we would be grateful if you could use the following text and link:

The Youth Endowment Fund have a Toolkit containing up-to-date evidence on which interventions are effective in preventing young people's involvement in violence.

Toolkit hyperlink: <https://youthendowmentfund.org.uk/toolkit/>

YEF website

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, the amount of funding awarded (please note, this will often be the total amount funding, including evaluation costs) and a link to your website.

Social media

Projects can follow us on:

- [Twitter](#)
- [Facebook](#):
- [LinkedIn](#)

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 **July 2023**.

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

The Youth Endowment Fund Charitable Trust

Registered Charity Number: 1185413