

Using the Big Local name and logo

Essential guidance

Thinking ahead to the end of the Big Local programme, Local Trust will be protecting the Big Local name and logo after 2026 to ensure it is not used inappropriately by organisations that have no legitimate connection to the programme. For this reason, it's important that Big Local areas check that their name and logo can be used longer term.

Many Big Local areas are also considering setting up a new legal body, which raises new questions about how the name 'Big Local' is used and how partnerships should consider organisational names when [setting up a new legal body](#).

This new guidance has been developed to support Big Local partnerships to reflect on their use of the 'Big Local' name and logo up to 2026. It introduces new 'dos and don'ts' that ensure the Big Local name and logo are not open to misuse in the longer term.

The vast majority of Big Local partnerships already meet these requirements and do not need to make any changes. However, a few partnerships will need to consider alternative names or logos, and support is available to help with this.

Who? This guidance applies to Big Local partnerships, groups and organisations, including new or established legal bodies.

What? It falls into 2 parts: Big Local name and Big Local logo. It applies to how these are used in materials, signage, digital files, internet domain names, online identities (such as the name you use on social media) and formal constitutional documents.

How? Review these guidelines to check how your partnership is using the Big Local name and logo and whether you meet these guidelines.

Why? Big Local areas are thinking about how they may continue their work after the end of the Big Local programme. This guidance ensures there is plenty of time to make any necessary name or logo changes before 2026.

When? These new rules are effective from 1 January 2022. There is no need to replace stocks of physical materials created before this date.

SUMMARY OF THIS GUIDANCE

In general:

- The majority of Big Local partnerships are already in line with these guidelines, but some are not, and Local Trust is offering support.
- Check that your partnership is using the Big Local name and logo in line with these guidelines. If you are unsure, contact your rep.
- Places, areas, resident groups and organisations that have not received Big Local funding may not use the words 'Big Local' in their name or logo.

Reviewing your partnership name:

- It has never been a requirement to use the words 'Big Local' in your own group's name, and this is not changing. Nonetheless, most of the 150 Big Local partnerships have chosen to do so.
- If you use the words 'Big Local' in your name, including on websites and social media, then you should also include a reference to the place, area or the community benefitting from Big Local funding.
- Now may be a good time to think about the name you want to take forward after the end of the Big Local programme, for example in a legacy organisation or group. This allows you plenty of time to implement changes.
- If you have already set up a legal body, share these guidelines with them and let your rep know you are doing so.

Reviewing your partnership logo:

- Look at the different places where you use your logo from building signage to social media accounts. Check that your partnership is using the Big Local logo in line with these guidelines.
- Big Local partnerships can expect to continue to use the Big Local logo beyond 2026, as long as they follow these guidelines.
- A minority of Big Local partnerships are using the Local Trust logo on their materials and they should phase this out before 2026.

Acknowledging Big Local funding:

- It is a requirement to use the NLCF logo on your materials.
- It is not a requirement to use the Local Trust or Big Local logo to acknowledge funding.

New legal bodies:

- Organisations being set up to carry on the work of Big Local partnerships after Big Local funding finishes must seek permission to use the Big Local name or logo before they are legally registered.

Please check the guidance below. If you are not sure you are using the name and logo correctly, please tell your Big Local rep. The Local Trust communications team will also be happy to talk through any issues that arise for your partnership if your rep cannot resolve them.

YOUR PARTNERSHIP NAME

+ Using the words 'Big Local' in your name

Some Big Local partnerships have chosen names that do not include the words 'Big Local'. Examples are Rudheath and Witton Together, Woodlands Speaks and Big Worle. These names meet our requirements and no changes are needed.

However, if you are using the words 'Big Local' as part of your name then you should ensure your name also includes additional wording which identifies the place, area or community that benefits from Big Local funding.

Examples are Big Local Broad Green, CELL Big Local, Mossley Big Local. Names like these meet our requirements and no changes are needed.

The name 'Big Local' may only be used by partnerships and organisations that are part of the Big Local programme or have specific written permission from Local Trust.

+ Using the words 'Local Trust' in your name

You may not use the words 'Local Trust' in your name unless you also include words that refer to the place, area or community that benefits from Big Local funding.

For example, Ewanrigg Local Trust meets our requirements and no changes are needed.

+ Names that do not meet this guidance

Names that use the words 'Big Local' or 'Local Trust' but do not also include a reference to a place, area or community benefitting from Big Local funding, do not meet our requirements. This applies to all Big Local partnerships and groups, as well as new organisations and legal bodies.

Fictitious examples would be Ambition Big Local, Big Local Oxfordshire, Big Local Manchester or Local Trust Social Impact. Our main concern about these kinds of names is that they may be confused with the national Big Local programme or the organisation Local Trust. They may also be misrepresenting a relationship with the Big Local programme, or misleadingly suggest they represent Big Local areas.

If you are concerned that your name does not meet our requirements, please read the FAQs below or contact your rep. In most cases Local Trust will give written permission for you to use your current name until March 2026, or we will help you change your name before that date.

YOUR LOGO

+ Using your own logo design

It is entirely a partnership's choice if they want to use the Big Local logo on their material or not. It is not a funding requirement.

Many Big Local partnerships have chosen to develop their own logos that do not use the Big Local logo at all – these do not need to be changed.

+ Using the Big Local or the Big Local|Local Trust logo

Some Big Local partnerships or groups have chosen to use the Big Local logo on their materials. This is welcome, whether or not the partnership also uses the words 'Big Local' in their name.

If your partnership does choose to use the Big Local logo, then you have a choice:

One option is to use the Big Local only logo. It is available as blue/red and black. This logo can be used as part of your partnership's logo (ie incorporated into it – see below), or next to it.



A second option is to use the combined logo, which features both Local Trust and Big Local. This should only be used next to your own logo, and should not be incorporated into it.



There are also versions of the combined logo where the 'o' in Local Trust has a blue or red fill. These versions are not treated differently – the same rules apply.

+ Using the Local Trust logo on its own

You can't use the Local Trust only logo without specific, written permission from Local Trust.



Any Big Local partnership using the Local Trust only logo on their materials should phase this out before 2026. Local Trust can support you to do this – see FAQs for details.

+ Logos that do not meet this guidance

If you already have a well established logo that does not meet these requirements, please contact your rep. Local Trust will aim to understand how you are using the logos and in most cases we will give you permission to use your current logo until 2026, or we will help you change your logo.

+ Incorporating the Big Local logo into your partnership's logo

There are many ways that you might want to consider incorporating the Big Local logo into your partnership's logo.

You can use the unchanged Big Local logo as part of your own logo:



You can design a new logo that uses the words Big Local but uses different colours and fonts.



If you already have a well established logo that does not do this, please contact your rep.

FUNDING ACKNOWLEDGEMENTS

+ Using the National Lottery Community Fund logo

A requirement of Big Local funding is for all partnerships to use the National Lottery Community Fund logo on external materials to acknowledge funding. [Here is a link](#) to the NLCF logo and the rules that go with it. All Big Local partnerships should follow these, with the support of their LTO.



There is no need to use the Local Trust or Big Local logo to acknowledge funding.

FAQs

Why have you introduced new guidance?

We are thinking ahead to the end of the Big Local programme and how its name might be used in the future by a range of organisations and groups which may or may not have a connection to the current Big Local programme. We want to avoid a situation where the name 'Big Local' can be used by anyone to mean anything, as this undermines the reputation of the programme as a whole and the work of 150 Big Local areas over many years.

This new guidance enables us to support Big Local areas to continue using the name 'Big Local' if they want to, and also ensures Local Trust can protect the name from misuse in the longer term. This benefits everyone who has worked to make the Big Local programme happen and has built up its reputation.

For Big Local areas, using a specific place name or community name alongside the words 'Big Local' helps prevent potential reputational damage through mistaken identity or any problems accessing or applying for funding in the future.

Why now?

Many Big Local areas are considering [setting up a new legal body](#) to sustain their work beyond the end of the Big Local programme. Some will want to continue to use the Big Local name to build on their hard work and local reputation. However for governance reasons and also to avoid confusion it may be better to come up with a new name. We want to make sure partnerships have helpful information when naming decisions are made between now and 2026.

We're releasing guidance now to give Big Local areas plenty of time to decide what works best for them before the end of the programme in 2026. We understand that many areas feel a strong connection to their name and logo and for this reason we have designed this guidance to be as flexible as possible, in line with the resident-led ethos of the programme.

What support is on offer to help us change our logo?

Very few Big Local areas need to change their name or logo. However, if an area's name or logo is not in line with this guidance, then it is important to raise this directly with your rep, as soon as possible. Local Trust is offering affected partnerships a choice of support:

Option A: Request permission to continue using the current name or logo. In most instances, Local Trust will give permission for the partnership to use their current logo and name until 2026. However, there is no guarantee that this

permission will be renewed after 2026 and we may require a change to be made before this date.

Option B: Develop plans to update your name and/or logo so it comes in line with this guidance. If this is the partnership's preference, then we will discuss with you how we can help. This may include accessing design or other professional services, and we may also be able to cover these costs while budgets are available.

Local Trust will work with partnerships to find out which option suits them best and how we can support that choice, with help from Big Local reps.

What are the changes we need to make?

Most Big Local areas already meet our requirements and don't need to make any changes. If changes are unavoidable, then we will provide tailored advice to each partnership on how they can update their name or logo in line with these guidelines.

If your area chooses Option B, above, we will work with you to make sure that all of your branding is consistent across your communications, including your name, logo, website domain name and any social media you use.

Is financial support available for us to rebrand our partnership?

Support is only available for Big Local areas that does not meet this guidance. If you are thinking about a rebrand for your group or partnership, then please ensure it complies with this guidance.

What happens to the Big Local name and logo after 2026?

We are currently moving to make the Big Local name and logo a protected asset, so that the reputation of the programme cannot be misused after that date. As a protected asset, we can ensure that organisations with limited or no connection to the Big Local programme cannot use its name. That is why we want to give Big Local areas as much time as possible to prepare by ensuring their names and logos are in line with this guidance and are protected after 2026.

What if we do not plan to exist as a Big Local partnership past the end of the programme in 2026?

If it's needed, Local Trust can give you written permission to continue to work under your existing name and branding until 2026. No further action would be needed if you disband before that date and do not intend to use the Big Local name any further.

I'm not sure whether our name and logo need changing?

If you think your name or logo might not meet the guidelines but are unsure, just contact your rep in the first instance. If necessary they will involve Local Trust to resolve whether any changes are needed.