



## HOW TO ACKNOWLEDGE SUPPORT FROM NATIONAL MUSEUMS SCOTLAND

National Museums Scotland's National Strategy: Delivering Across Scotland 2023-27 supports partner organisations by sharing our collections and expertise for the widest benefit. This guidance is for partner organisations who receive such support. It sets out why we ask you to acknowledge our support and how to do this. We're really proud to support you and we want people to know.

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## 1. CHECKLIST

The most important points to follow in this guidance are:

- ✓ **Acknowledge National Museums Scotland** if you receive any resources or support from us or work in partnership with us.
- ✓ In most cases, acknowledge our support by using the National Museums Scotland **logo**, a **credit line**, **media**, and **social media**. Consult our [visual guide on how to use our logo](#).
- ✓ **Get in touch with us at least ten working days before** finalising use of our logo, publishing any press releases, or giving any significant speeches or interviews associated with our support.
- ✓ If you have a **contract** with us, consult this for specific requirements on how and where to acknowledge support.
- ✓ If you're hiring a **touring exhibition**, consult the acknowledgement guidance for the exhibition.
- ✓ If you have a grant from the **National Fund for Acquisitions** (NFA), use the NFA logo and refer to [Guidance On Acknowledging NFA Support](#).
- ✓ Whenever you need to contact us about acknowledgement, **get in touch** with your named contact at National Museums Scotland. If you do not have a named contact, email [partnerships@nms.ac.uk](mailto:partnerships@nms.ac.uk)

## 2. WHY DO I NEED TO ACKNOWLEDGE SUPPORT?

Our [national work](#) and our support for partner organisations is an important part of [National Museums Scotland's Strategic Plan 2022-2027](#). By acknowledging our support you're:

- Letting people know how our publicly funded National Collection and activity is reaching across Scotland
- Helping us fulfil our strategic aim to be a national partner for the interpretation of and engagement with Scotland's material heritage.

Acknowledging our support also often brings benefits for our partners. Association with National Museums Scotland, a significant brand, can help you:

- Build reputation among stakeholders and funders
- Increase footfall and attract new audiences
- Build new partnerships
- Boost media coverage and profile.

## 3. WHAT SUPPORT DO I NEED TO ACKNOWLEDGE?

You need to acknowledge National Museums Scotland if you receive any resources or support from us or work in partnership with us. For example, if you:

- **Borrow object(s)** from our collections
- Hire, or work in partnership with us on a **touring exhibition**
- Receive funding from the **National Fund for Acquisitions (NFA)**
- Receive **expert advice** or support from us that leads to a public output
- Receive support from us for a **project**, such as advice or funding
- Work in **partnership** with us on a project
- Deliver a **talk, event, or training** with support or involvement of our staff.

This list is not exhaustive. If you're unsure about what support you need to acknowledge, please get in touch with your named contact at National Museums Scotland or [partnerships@nms.ac.uk](mailto:partnerships@nms.ac.uk)

## 4. HOW AND WHERE SHOULD I ACKNOWLEDGE SUPPORT?

In most cases, acknowledge our support by using:

- The National Museums Scotland **logo**
- A **credit line** describing the support
- **Media** and **social media**.

These are explained in more detail in the sections 4.1 to 4.4 below.

In most cases, you should acknowledge our support in any material or activity associated with our support, for example:

- **Marketing**, such as adverts, posters, leaflets, website content and blogs
- **Media and communications**, such as press releases, newspapers, online media, social media, radio, television, podcasts
- **Events**, including invitations, presentations, and speeches
- **Publications**, such as journals, evaluation reports, or your Annual Review
- **Display materials**, such as object labels, interpretation panels and sometimes venue signage.

If you have a **contract** with us, for example for **borrowing from our collections**, consult this for specific requirements on how and where to acknowledge support.

If you're hiring a **touring exhibition**, consult the acknowledgement guidance for the exhibition. Contact [touringexhibitions@nms.ac.uk](mailto:touringexhibitions@nms.ac.uk) if you need a copy of this.

If you have a grant from the **National Fund for Acquisitions (NFA)**, consult the [Guidance On Acknowledging NFA Support](#).

**Get in touch with us at least ten working days before** finalising use of our logo, publishing any press releases, or giving any significant speeches or interviews associated with our support. This is so we can approve wording and design.

You are responsible for meeting the cost of any acknowledgement.

If you're unsure about how and where you need to acknowledge support, please get in touch with your named contact at National Museums Scotland or [partnerships@nms.ac.uk](mailto:partnerships@nms.ac.uk)

#### 4.1 Logo

Ask your named contact at National Museums Scotland or [partnerships@nms.ac.uk](mailto:partnerships@nms.ac.uk) for digital copies of our **logo**.

Consult our [visual guide on how to use our logo](#).

In rare cases where it's not possible to use the logo, ask us for advice on whether you can use the credit line on its own.

If you're displaying our logo next to logos from other supporters, partners and funders, get in touch with us to discuss how this should be signed off.

If you receive funding from the **National Fund for Acquisitions (NFA)**, you must use the [NFA logo](#) on all display material, publications, publicity, and media associated with the acquisition. Refer to the [Guidance On Acknowledging NFA Support](#).

#### 4.2 Credit line

Provide a credit line with the logo, describing the support. For example:

*On loan courtesy of [logo or National Museums Scotland]*

*Organised in partnership with [logo or National Museums Scotland]*

*Talk delivered by [logo or National Museums Scotland]*

*Training provided by [logo or National Museums Scotland]*

*Event arranged in partnership with [logo or National Museums Scotland]*

#### **4.3 Media**

It's great when our support is acknowledged in newspaper, radio, television, podcasts, online media and public events.

**Remember, get in touch with us at least ten working days before publishing any press releases or giving any significant speeches or interviews.** This is so that wording can be approved by our Communications team.

Our Communications team may also be able to support you with your media and public relations. Please get in touch if this would be helpful.

#### **4.4 Social media**

Social media is a great way to acknowledge our support. When publicising an activity on social media, please mention National Museums Scotland. This will help us to share posts with our followers and maximise your reach.

Our social channels include:

- **X (formerly Twitter):** mention **@ntlmuseumsscot**
- **Facebook:** tag **National Museums Scotland**
- **Instagram:** tag **nationalmuseumsscotland**

<b>Document Name</b>	How to acknowledge support from National Museums Scotland
<b>Document Owner</b>	Head of National & International Partnerships
<b>Last Updated</b>	Previous version (June 2019) updated to this version in April 2024
<b>Next Review</b>	April 2027