



How to mention your grant in your communications and marketing

We encourage grant recipients to mention the City of Helsinki's support in their communications and marketing and to use the Supported by Helsinki logo in their visual materials. Mentioning the City of Helsinki contributes to the credibility and reliability of the grant recipient. In turn, grant recipients enrich the City of Helsinki's service offerings and public perception of Helsinki. Making the support visible also makes the purpose of taxes visible.

Mention the grant

Grant recipients should mention in their communications and marketing that they have received a grant from the City of Helsinki. The mention can be made in text and/or by using the Supported by Helsinki logo on, for example:

- a website
- social media
- brochures and publications
- event materials (posters, roll-up banners, programmes).

Example text in different languages:

[Nimi tähän] **on saanut avustusta Helsingin kaupungilta**

[Namn här] **har fått ett understöd från Helsingfors stad**

[Name here] **has received a grant from the City of Helsinki**



Use the Supported by Helsinki logo

Use the Supported by Helsinki logo in your marketing and communications. The logo is available in:

1. Finnish: Tukijana Helsinki
2. Swedish: Med stöd från Helsingfors
3. English: Supported by Helsinki

You can download the logo originals here:

<https://helsinki.contenthub.fi/ui/shares/w20423083/361757/fi/>

File formats:

1. PNG (for screens and web, pixel graphics i.e. image format) in black and white, horizontal and vertical layout.
2. PDF (for print, vector format, quality is preserved even when resized) in black and white, horizontal and vertical layout.

The City of Helsinki's full Visual Identity Guidelines are available here:

<https://www.hel.fi/en/decision-making/information-on-helsinki/design-and-digitalisation/helsinki-brand-and-visual-identity/visual-identity-guidelines>