



Youth Arts Open Fund Communications Toolkit

Please read the following guidance carefully, it has important information about promoting your funded project.

Promoting the Fund:

The [Youth Arts Open Fund](#) is a Creative Scotland fund administered by Youth Link Scotland and funded by the Scottish Government. The purpose of the Youth Arts Open Fund is to support freelance artists or organisations so that they can deliver high quality and accessible arts activity for children and young people, prioritising those who have traditionally found it hardest to access such opportunities.

It is a condition of your award that you work with us to promote the fund and tell the great stories of fantastic projects throughout Scotland.

Why Promote the Fund? - We want to share good news stories; highlight the work of funded organisations and the impact that access to high quality arts opportunities can have on young people.

Here are some ways you can help us to do this:

Get social:

Get on your social media channels and share what you're doing. We would love it if you could remember to use the following in your tweets and posts:

Creative Scotland:

Instagram: [@CreativeScots](#)

YouthLink Scotland:

X: [@YouthLinkScot](#)

Instagram: [@YouthLinkScot](#)

Use the brand:

Please ensure that you [download the Youth Arts Open Fund logo suite](#) and use the three logos attached to this project (the fund logo; Creative Scotland and Scottish Government). These will also be sent to you by email alongside this guidance.



This suite of logos should be used across all materials – including in media releases, on your websites and on any printed materials. This is a condition of your award. We've also provided the YouthLink Scotland logo which you can use too if you'd like to, but this is not mandatory.

To support you with creating materials to promote your project, we are also creating a [Brand Guidelines document](#), which sets out the values of the fund (Empowerment; Equality & Access; Amplification of Voices; Community) and the fund themes (Building Blocks; Young People, Making & Access; Young People) to inform your messaging and image selection.

Get connected:

If there are activities going on that you think makes a great story or young people you are working with who want to tell us about the impact of your project, then just drop us a line and we will work out the best way to promote your project, whether that's through local press, on a blog or through our own social media channels.

If you have any questions at all then contact us, details below:

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