

Collaborative Growth Programme

PR Guidelines



The following guidelines must be followed by all Collaborative Growth Programme networks when producing Marketing and PR materials.

PR Guidelines

Draft press releases must be sent to Invest NI for review before distribution to media.

You should send your draft release to pressoffice@investni.com and your Collaborative Growth Programme contact.

We require five working days to review and approve press releases. Please ensure you allow sufficient time for these clearances to be provided.

Press releases

For all press releases about your network, the **appropriate PR straplines** below **must** be included, to ensure the programme is referenced correctly.

- Strapline must be included in the first two paragraphs of the release.
- An additional line on the programme must be included as the closing paragraph of the release.
- Please use 'Invest Northern Ireland' in full in the first instance, and 'Invest NI' thereafter. Invest NI cannot share your press release with media on your behalf.

Phase 1 PR - Launch of a new Collaborative Network

PR Strapline:

is supported by Invest Northern Ireland through its Collaborative Growth Programme.

Press release closing line:

The Collaborative Growth Programme supports SME-led networks, to scope out innovative collaborative projects with the potential to increase business competitiveness.

- Invest NI will include a quote in a launch press release and may wish to take part in any associated photo calls.
- **To ensure diary availability to accommodate this, please send any photo requests to us to review five working days in advance of the photo date.**

Phase 2 PR - Networks promoting continued involvement in the programme

PR Strapline:

For networks that have progressed to Phase 2 of the Programme and are carrying out additional PR, please include the following strapline in every press release:

is supported by Invest Northern Ireland through its Collaborative Growth Programme.

Press release closing line:

The Collaborative Growth Programme is aimed at SME-led networks, and provides support for groups to pursue innovative collaborative projects with the potential to increase business competitiveness.

Branding and Logos

Invest NI's logo must be used on all marketing materials. The logo and Brand Guidelines are available on request from pressoffice@investni.com

Logos must be clearly readable with no pixilation.

The logo is to be included in the following materials:

- Press releases
 - Brochures
 - Advertising materials
 - Websites
 - Exhibition materials
 - Signage
 - Information packs
 - Training Materials
 - Event invitations
 - Digital Media
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Supporting your PR on social media

To support your network further, Invest NI can engage with your news and press releases on social media across Twitter, Facebook and LinkedIn.

Please use the tag **@InvestNI** in your posts across each of these three channels.
