

Media Pack

SHERINGHAM SHOAL & DUDGEON
Offshore Wind Farms



This short guide helps you understand when and how to use the Sheringham Shoal/Dudgeon and Norfolk Community Foundation co-branding to acknowledge your funding. It will also support you in planning your project by highlighting key things to consider when budgeting publicity.

Press releases

To prepare press releases, please contact [Nigel Tompkins](#) from New Ideas for Business.

Social media

Suggested wording:

"This project is supported by the [Sheringham Shoal / Dudgeon] Community Fund, delivered by Norfolk Community Foundation and funded by the [Sheringham Shoal / Dudgeon] Offshore Wind Farm, operated by Equinor."

Tagging and Hashtag Guidelines:

- Always tag @Equinor on X/Twitter, Instagram, and Facebook to acknowledge the funder.
- Tag @NorfolkCF on X/Twitter or @norfolkcommunityfoundation on Instagram and Facebook where appropriate.
- Use #ShineBrighter

Things to avoid

- Don't imply Equinor directly selected or manages the funded project.
- Using hashtags that could associate the fund with unrelated initiatives or organisations.

Logos & Brand Guidelines

- Always display the relevant fund logo alongside the Norfolk Community Foundation logo.
- Logos should appear side-by-side, aligned horizontally, with equal prominence.
- Maintain clear space around each logo and do not alter colours, proportions, or positioning.

All logos for the Dudgeon Community Fund and Sheringham Shoal Community Fund are available to download here:

 [Dudgeon logos](#)

 [Sheringham Shoal logos](#)

Please use our logos on:

- Building signage/banners
- Vehicle livery
- Digital/printed materials
 - Newsletters
 - Brochures
- Social media
- Website footers

