



CITY BRIDGE
FOUNDATION

City Bridge Foundation

Communications toolkit for partners



How to use this toolkit

This toolkit is to help you promote your partnership with City Bridge Foundation, whether you're one of the charities we fund or a partner organisation we work with to support Londoners.



Who we are



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Who we are



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We are City Bridge Foundation

Bridging London, Connecting Communities

We are a world class bridge owner with over 900 years of history behind us, which looks after five Thames crossings – including the iconic Tower Bridge – at no cost to the taxpayer.

Since 1995, we have awarded over £900 million to charitable organisations working to tackle inequality and injustice across London.

We work with our partners to connect charities with each other and the communities they serve, bringing people together and empowering them to access life-changing support.

City Bridge Foundation is a new name introduced in September 2023 in place of our old names, Bridge House Estates and City Bridge Trust, to bring together our roles as bridge owner and charity funder under one brand.

Our trustee is the City of London Corporation – the governing body for the Square Mile.



Publicity guidance



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How to describe City Bridge Foundation

We encourage you to promote our partnership with your organisation, including on your website, in the media and on social media.

Please refer to us as ‘City Bridge Foundation – London’s biggest independent charity funder’ in any documentation or publicity materials.

Please do not refer to us as ‘The City Bridge Foundation’.

Where space allows, you can also refer to us in the following ways:

- City Bridge Foundation – the 900-year-old charity which looks after Tower Bridge and four other Thames crossings at no cost to the taxpayer, and which has also awarded over £900m to charities across London since 1995
- We are proud to work with City Bridge Foundation, which bridges London and connects communities through grant funding and progressive partnerships and alliances
- City Bridge Foundation not only maintains five London bridges but also bridges divides in society and supports organisations working to tackle inequality



Social media

Our social media channels are listed below. We love it when you help promote our work by liking or sharing our posts, and when you tag us in your posts so we can engage with your content.



LinkedIn

www.linkedin.com/company/city-bridge-foundation
[@city-bridge-foundation](#)



Bluesky

www.bsky.app/profile/citybridgefndn.bsky.social
[@citybridgefndn.bsky.social](#)



Instagram

www.instagram.com/citybridgefoundation
[@citybridgefoundation](#)



YouTube

www.youtube.com/@City-Bridge-Foundation
[@City-Bridge-Foundation](#)

We're happy to support you if you're planning to issue a press release about our partnership with your organisation. Let us know in advance if you can – we may even be able to provide a quote you can use.

Our communications team may also contact you to ask if you'd like your organisation to feature in one of our press releases. We may ask you to provide quotes, case studies and pictures, and to make someone available for media interviews or filming.

If issuing your own press release, we'd be grateful if you could include the 'boilerplate' or 'notes for editors' text below:

About City Bridge Foundation

City Bridge Foundation is a world-class bridge owner responsible for five Thames crossings – including the iconic Tower Bridge – and London's biggest independent charity funder.

Since 1995, the charity has awarded over £900 million to charitable organisations working to tackle inequality and injustice across London.

City Bridge Foundation has been bridging London and connecting communities for over 900 years. Its sole trustee is the City of London Corporation – the governing body for the Square Mile.

www.citybridgefoundation.org.uk

Not all organisations have dedicated media or communications teams, but you can maximise your chances of getting coverage by considering the following for your press release:



Focus on the human interest angle – what impact is this going to have on people’s lives?



Start with a short, snappy introduction which immediately gives people a good general idea of what the story is about



Bring in more information in the next few paragraphs on the ‘who, what, why, where and when’ – the essentials people need to know



Include sparkling quotes from someone from your organisation high up in the story – these should express an element of insight, emotion or opinion



Avoid jargon or technical terms which you might use but may not be understood by a general audience, such as ‘place-based giving’ or ‘capacity building’



Include some good, high-resolution pictures of people doing things, along with captions explaining who’s doing what



Do your research and target journalists or media outlets which cover your geographical area or the kind of story you’re writing



Journalists get scores of emails a day – catch their attention by putting ‘press release’ and the headline in the message field and send the press release in the body of the text, rather than as an attachment

Logo



Our logo



The City Bridge Foundation logo features five horizontal straight lines representing the five bridges we own – Tower, London, Southwark, Millennium and Blackfriars bridges – and a squiggly line representing the River Thames.

You are welcome to use the logo on your website, social media, in press releases or other materials such as annual reports for the length of our partnership with you, or the length of your grant if you're an organisation we fund.

This logo replaces the old City Bridge Trust, Bridge House Estates and City of London Corporation logos, which should no longer be used.

Click [here to download the logo](#) and see the next two pages for advice on how best to use it.



How to use our logo

The images on the right illustrate how the logo can be used. Where possible the original version of the logo should be used, however in cases where the background may affect this, the other variations may be used.

On dark background



On light background



When wave colour clashes



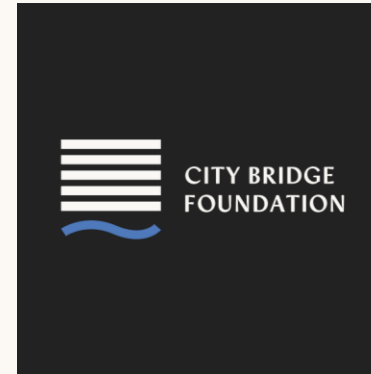
Clearspace



Horizontal version

In some instances, the vertical logo may not be suitable for use, perhaps due to space restrictions. The horizontal logo can be used as an alternative.

On dark background



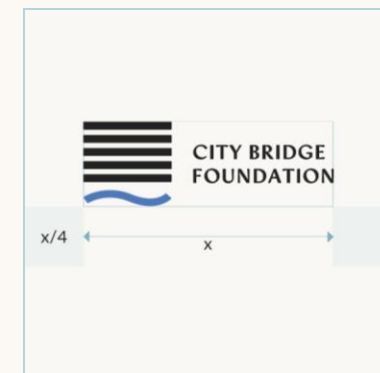
On light background



When wave colour clashes



Clearspace



Contact

Contact us

If you have any questions, have specific logo requirements or need advice on publicising your partnership with us, please contact the City Bridge Foundation communications team:

For general enquiries about communications and branding:



Ian Tokelove

Communications Officer

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For enquiries about media and press releases:



Chandni Tanna

Head of Communications

Chandni.Tanna@citybridgefoundation.org.uk



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Thank you