

Brand Identity Guidelines 2015

Our logos and their uses

Arts Council corporate logo



Arts Council exceptional use and partnership logo



Grant award logo



National Lottery grant award logo



Arts Council corporate logo

This logo is used on all Arts Council communications.

Arts Council exceptional use and partnership logo

This version of the logo can be used in exceptional circumstances where the roundel needs to be supported by the additional wording, to make it as clear as possible. Exceptional circumstances could include partnership work, when the logo is featured in a line-up of logos, or if it has to feature below the minimum size.

Arts Council logo working with sub-identity logos

This relationship is to be used when the Arts Council logo is required to be seen alongside sub-identity logos.

Grant award logo

This logo is to be used by all organisations in receipt of grant in aid funding such as national portfolio organisations.

National Lottery grant award logo

This logo is to be used by all recipients of Lottery funding such as Grants for the arts funding.

All our logos can be obtained by contacting the marketing team at our national office.

Our logo



The Arts Council's logo must be clearly visible wherever it is used. It is essential that our logo is used correctly and consistently in all communications. It must never be redrawn or modified.

Minimum logo sizes

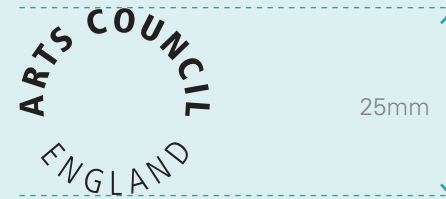
Minimum size



DL and A5 page formats



A4 page formats



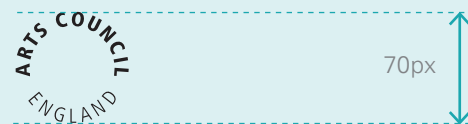
A3 page formats



A2 page formats



Screen and web



Minimum size usage

To make sure that the logo is always readable and recognisable, it must be reproduced at 15mm as a minimum size. The exceptional use version of the logo is available for situations where the logo is required to be used below the minimum size. See page 8 for more details.

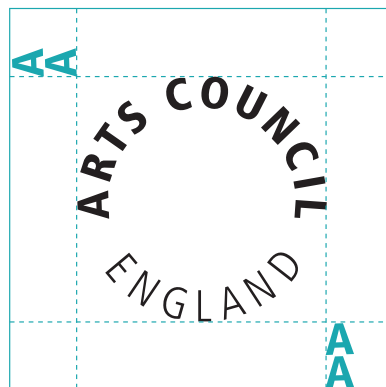
Recommended sizes for different page dimensions

There are also recommended minimum sizes for a variety of page dimensions.

The size of the logo on a page is affected by many variables, including hierarchy of information, contrast, layout, ownership of the page etc. Shown here are recommended minimum logo sizes for various page formats. Use these sizes wherever possible to maintain consistency across all communications. To calculate a minimum size for any other size paper, we recommend referring to the logo size for an A4 page and enlarging proportionally within the design package, eg Adobe Indesign. For example, for an A1 format, the logo appears at a height of 70mm.

When reproducing the logo on screen and on the web, it must be clearly visible. A minimum height of 70 pixels has been set to ensure this.

Logo positioning



Exclusion zone

The exclusion zone (indicated by the solid line) is the minimum area around the Arts Council logo that must remain clear of typography or any other graphic device. When placed on a photographic image, please ensure that the logo is placed on a clear background to help visibility. The formula for the exclusion zone is shown here and applies to all sizes of logo reproduction. It is calculated by using twice the height of the 'A' in the Arts Council logo and varies in direct proportion to the size at which the logo is reproduced.

Positioning

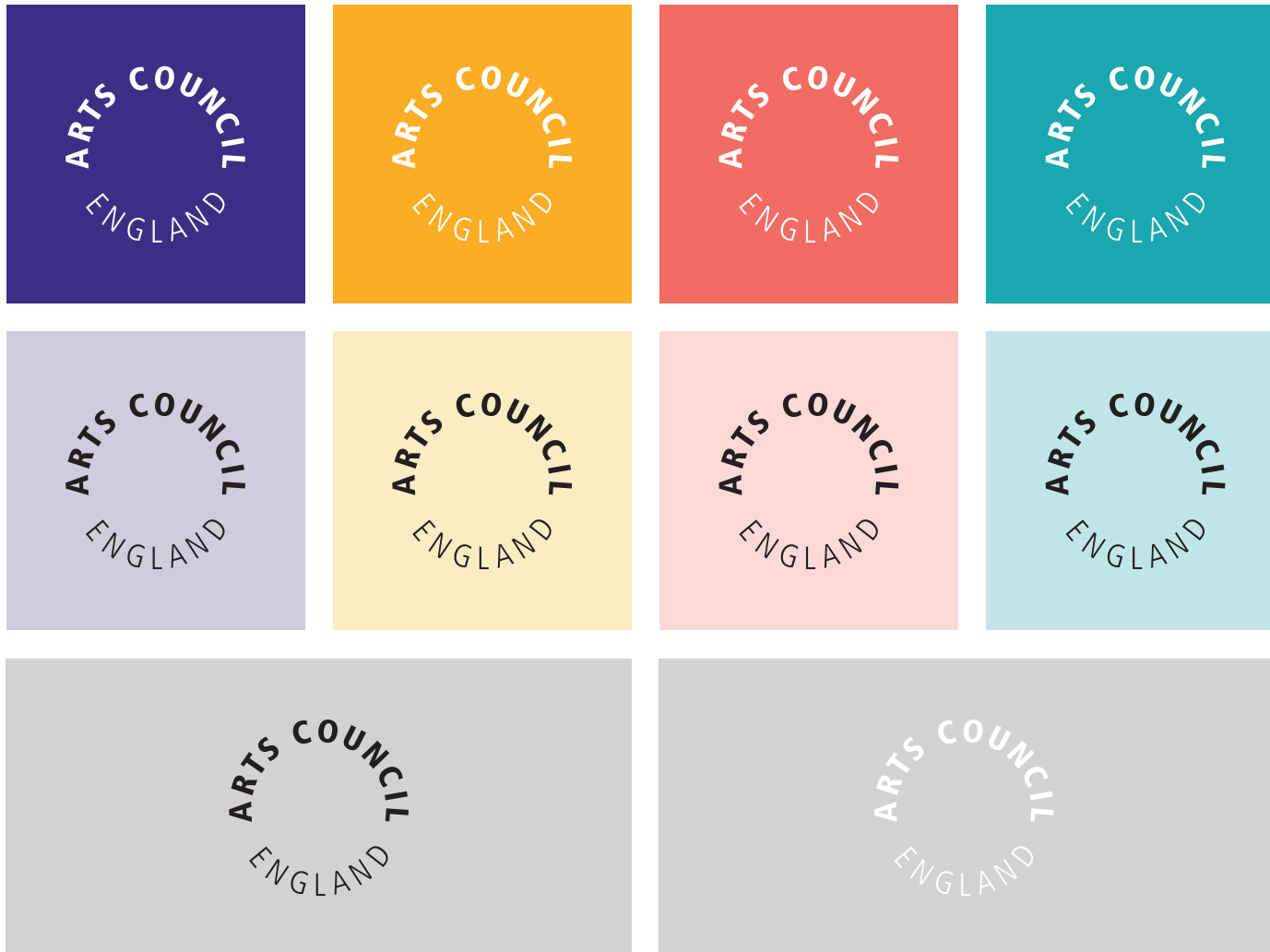
The positioning of the logo should be in any of the four corners of a design layout. The logo should be positioned at least the distance of the exclusion zone from the edge of the page. Generally, the position of the logo is decided by the grid layout and how it will sit on the image being used.

In emails and on Arts Council websites the logo should be positioned in the top left-hand corner to ensure that it is always visible when viewed in different sized browser windows.

When the logo is applied to materials where there is no obvious grid or edge of the page to align the logo to (i.e. merchandise or event materials), it should be sized and positioned appropriately to the particular application.

On these occasions, please discuss this first with the marketing team at national office, brandidentity@artscouncil.org.uk.

Logo reproduction



The Arts Council logo should be reproduced either black (when on a light colour or image) or reversed white-out (when on a dark colour or image).

There may be occasions where for practical reasons (such as the project being printed in a single colour), or aesthetic reasons (the logo looks better using another colour which is used predominantly in the design) that the logo needs to be produced in an alternative colour. On these occasions please discuss this with the marketing team at national office: brandidentity@artscouncil.org.uk.

When using the logo on a photographic background, ensure it is positioned on an area which is free from tonal variation or image detail, and where it will be clearly visible.

In all situations, ensure that there is a significant contrast between the logo and the background.

Exceptional use and partnership logo

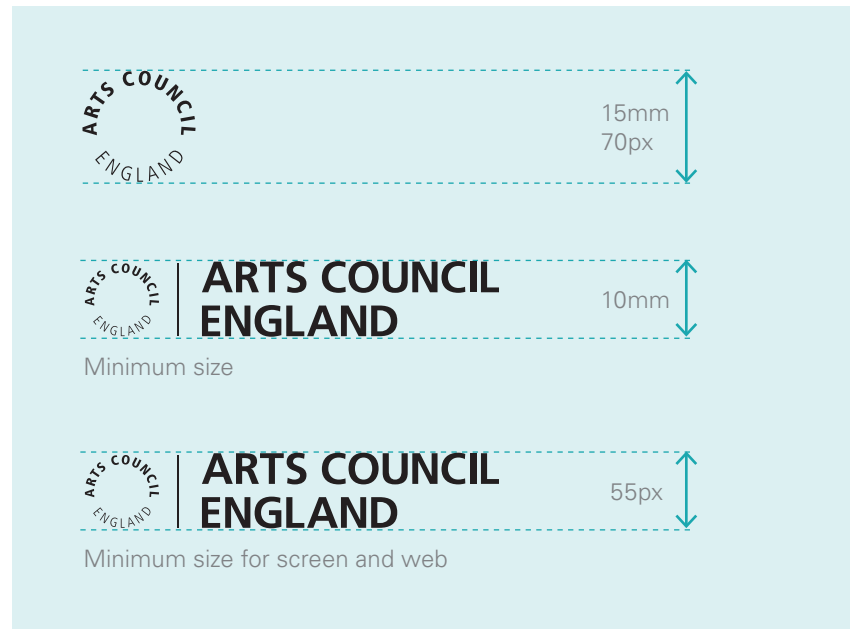
Light background



Dark background



Size rules



Arts Council exceptional use and partnership logo

This version of the logo can be used in exceptional circumstances where the roundel needs to be supported by the additional wording, to make it as clear as possible or when working in partnership. Exceptional circumstances could include when the logo is featured in a line up of logos, or if it has to feature below the minimum size. If you think you need to use this version of the logo please contact the marketing team at national office, brandidentity@artscouncil.org.uk.

Size rule for print:

For use when roundel has to appear less than 15mm high, but not to be used below 10mm.

Size rule for screen and web:

For use when the roundel has to appear less than 70 pixels high, but not to be used below 55 pixels.

Exceptional use and partnership logo

Exclusion zone



Exclusion zone

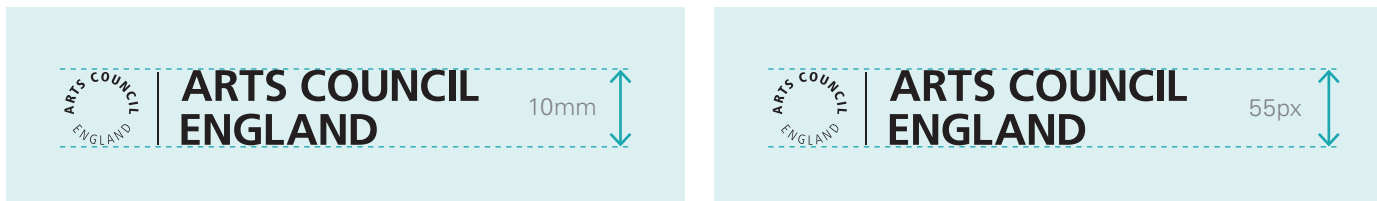
The exclusion zone (indicated by the solid line) is the minimum area around the Arts Council logo that must remain clear of typography or any other graphic device. When placed on a photographic image, please ensure that the logo is placed on a clear background to help visibility. The formula for the exclusion zone is shown here and applies to all sizes of logo reproduction. It is calculated by the height of the biggest 'A' in the Arts Council logo and varies in direct proportion to the size at which the logo is reproduced.

Minimum size usage

To make sure that the logo is always readable and recognisable, it must be reproduced at 10mm as a minimum size and should be used in all circumstances when the roundel has to appear less than 15mm high.

For screen and on the web it must be reproduced at 55 pixels as a minimum size and should be used in all circumstances when the roundel has to appear less than 70 pixels high.

Minimum size use



Grant awards logo

Light background



Minimum size



Dark background



Minimum size for screen and web



Grant award logo

This logo is to be used by organisations which have received Arts Council grant-in-aid funding. The addition of 'Supported using public funding by' communicates the Arts Council's role in the activity and the public's investment.

There are a variety of grant award acknowledgement logos for use, depending upon the funding programme. Please check the website or email: brandidentity@artscouncil.org.uk for more details on which one to use.

The grant award logos and their related guidelines for its use can be downloaded at: www.artscouncil.org.uk/grantawardlogo

Exclusion zone

The exclusion zone of the logo should be calculated using the guidelines for the Exceptional use logo (see previous page).

Minimum size usage

To make sure that the logo is always readable and recognisable, it must be reproduced at 15mm as a minimum size, or at 70 pixels for screen and web.

More information on minimum sizes are available from: www.artscouncil.org.uk/grantawardlogo.

National Lottery grant award logo

Light background



Minimum size



Dark background



Minimum size for screen and web



Lottery grant award logo

These logos are to be used by organisations which have received Lottery funding such as Grants for the arts.

There are a variety of grant award acknowledgement logos for use, depending upon the funding programme. Please check the website or email brandidentity@artscouncil.org.uk for more details on which one to use.

The grant award logo and the related guidelines for its use can be downloaded at: www.artscouncil.org.uk/grantawardlogo

Exclusion zone

The exclusion zone of the logo should be calculated using the guidelines for the Exceptional use logo (see page 8).

Minimum size usage

To make sure that the logo is always readable and recognisable, it must be reproduced at 15mm as a minimum size, or at 70 pixels for screen and web.

National Lottery distributor logo

Logo

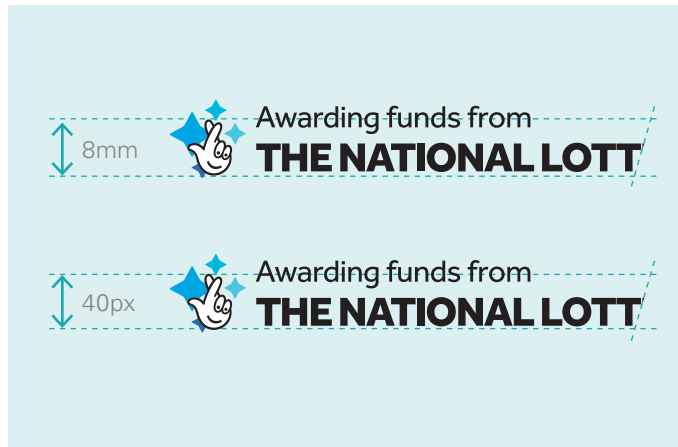


The Arts Council is a distributor of National Lottery funds. Therefore the distributors Crossed Fingers logo should feature alongside the Arts Council logo on any materials relating to a project or programme that National Lottery money has supported.

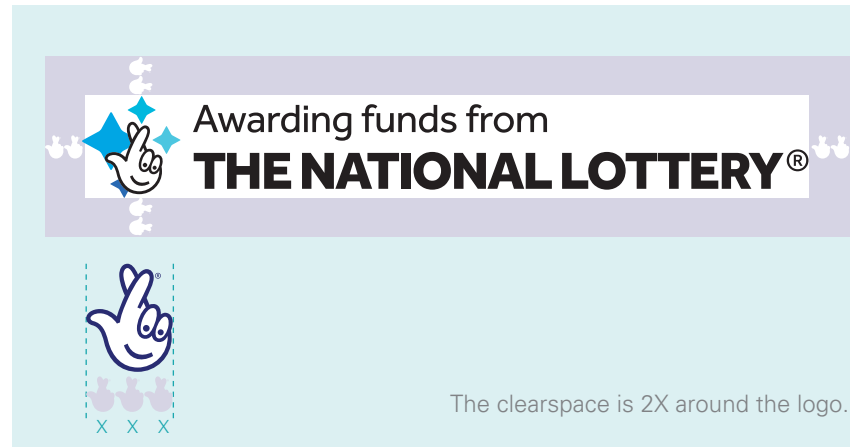
Try to use the logo in full colour. If this raises practical difficulties, for example if you are printing in one colour only, then you can use the logo in black. When using the logo, it should be positioned on the same side as the Arts Council logo, at the bottom of the page. In publications, put the Crossed Fingers logo on the front or back cover in the bottom right hand corner.

Please note that the National Lottery logo for distributors is different to the one used by recipients of National Lottery funding. Please contact the marketing team for the logo and guidelines.

Crossed Fingers Minimum Size



Exclusion zones



Minimum sizes and exclusion zones

To make sure the logo is clear and easy to read please check the crossed fingers symbol is at least 8mm in height, or 40 pixels for screen and web.

There is an exclusion zone to protect the logo from graphic elements like type or imagery that can obscure the logo. The formula for the exclusion zone is shown here and applies to all sizes of reproduction.

For further guidance please refer to the National Lottery common mark guidelines.