



Together, we go further

A practical guide to
making an impact with
Art Fund support

Art Fund_

Introduction

When we work together, we can go further.

When you partner with us, you become part of a community working towards a shared vision – to help museums and galleries do more.

We want to help all our partners create exciting opportunities for audiences to see the world differently. We can help with everything from grant applications to promoting exhibitions and events, and more. No matter how big or out-there your ambition, we'll help you turn your vision into reality.

As our partner, we ask that you acknowledge our support. Not only does this introduce more people to what we do, it's a way to thank our members and donors for helping to make it possible.

These guidelines explain how and when to reference our support. From using our logo to marketing your project – we're here to help every step of the way.

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Together, we inspire possibility



Pink Tons by Roni Horn on display at the
Blavatnik Building, Tate Modern
© Janie Airey 2016

Let's get started

If you're reading this, you've probably already had your funding confirmed.

Congratulations!

When you partner with us, you get our additional support with things like marketing and welcoming our members into your venue.

There are lots of ways we can work together to create extraordinary experiences for your visitors.

We've highlighted the major steps in the process.

Funding confirmed

1

Take a look at our programme of support to make sure you get the most from our partnership. If you have an acquisition or conservation grant, read through section C of your grant T&C's agreement.

Get the team involved

2

Share the news with everyone involved, from management and marketing to design and front of house.

Marketing material

3

Make the most of our partnership by including our logo on related marketing material inside and outside your venue.

Art Fund approval

4

You'll need approval from us before publishing related marketing material. Allow a minimum of three days to get it signed off. Share with museums@artfund.org.

Go live!

5

Get those approved designs out into the world.

Art Fund marketing support

6

Upload project related material and future exhibitions and events to [My Art Fund](#). For more details go to page 17.

Welcome visitors with a National Art Pass

7

Don't forget to reference the National Art Pass online and onsite. More exposure means more of our members visiting.

Future funding possibilities

8

Sign up to our regular newsletter at artfund.org/bulletin to keep up to date with new ways we can support you.

Acknowledging Art Fund

To get the most from our partnership and your project, we ask that you reference Art Fund in all relevant marketing material.

When you acknowledge our support you're:

- Thanking our members and donors for helping to make it possible
- Introducing more people to what we do
- Attracting more visitors to your exhibitions and events
- Creating more opportunities for the future



Nottingham Contemporary, Museum of the Year 2019 Finalist.
Photo: © Marc Atkins / Art Fund 2019.

More than funding

Partnering with Art Fund is about more than funding.

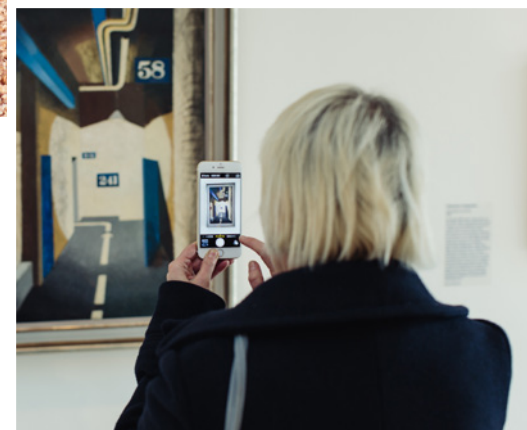
All of our partners play an important role in our community, working together towards our shared purpose – to inspire new ways of thinking, seeing and experiencing the world.

Everyone in our network plays an important part in making this happen:

- Art Fund actively supports the ambitions of our partners, from grant applications to marketing
- Donors make regular or one-off contributions
- Members pay a monthly subscription that helps museums and galleries do more, and in return get access to benefits like free entry to exhibitions
- Museums and galleries can create more opportunities for audiences to experience the world in different ways



Above: Derek Jarman at Prospect Cottage, Dungeness, c1989-1991.
© Geraint Lewis
Right: Museum visitor. © Vincent Chapters



National Art Pass visitors

Help museums do more

A community
with a shared
purpose

Together we
go further

Museums and galleries

Create new experiences

Support ambitions

Art Fund

Together,
we make
an impact



ALONG THE WAY
COME WHAT MAY

SOMEWHERE

SOMEHOW

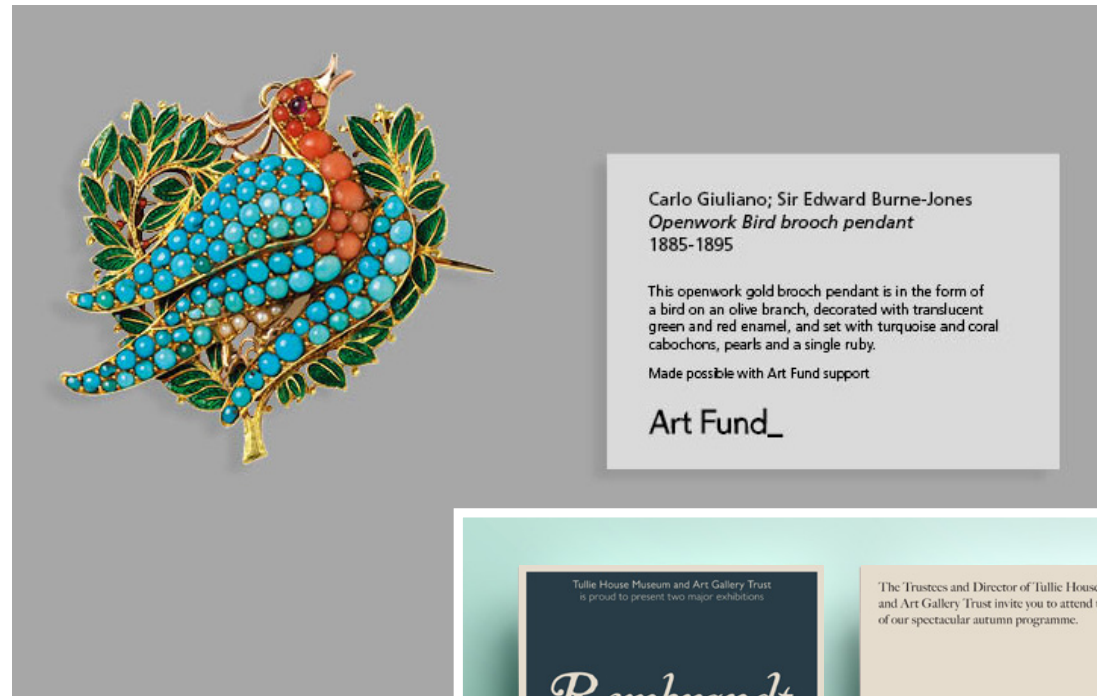
When to use our logo

So that everyone can get the most out of our partnership, we ask that you include our logo on all material connected to the project we've supported. This includes marketing, programmes, gallery labels, donor boards, etc.

Any project we support that is shared with other museums and galleries will also need to include our logo.

Using our logo consistently in a variety of places will not only help our members and donors recognise our support and the impact we've all made, it will also strengthen our community by making our collaboration more visible.

Art Fund_



Carlo Giuliano; Sir Edward Burne-Jones, *Openwork Bird brooch pendant*, 1885-95, Victoria and Albert Museum, Art Funded 2015



How to use our logo

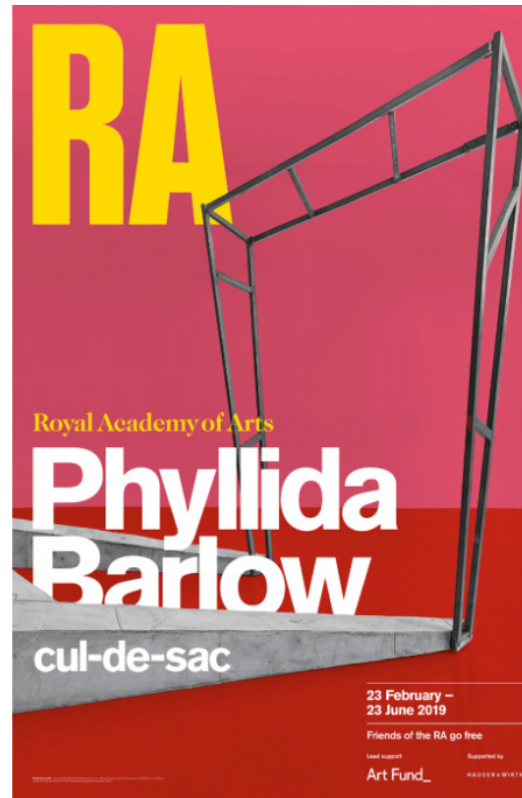
Make sure our logo is visible on all material related to the project, for example, object labels, acknowledgements panels, gallery guides, etc.

With a partner logo

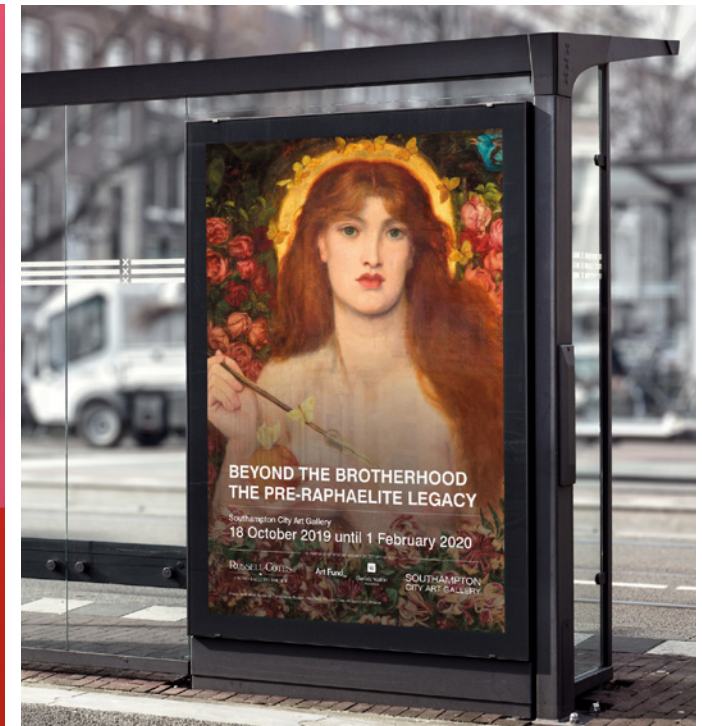
Our logo looks best when it's placed to the left of a partner logo (or logos) making use of the underscore element.

Without a partner logo

- When there is no partner logo, our logo still needs to be visible.
- It looks best when it's placed bottom left.



Above left: *Phyllida Barlow* exhibition poster, held at the RA 23 February - 23 June 2019, supported by Art Fund.
Above right: *Beyond the Brotherhood: The Pre-Raphaelite Legacy* exhibition poster 8 October 2019 - 1 February 2020
© Russell-Cotes Art Gallery and Museum.
Made possible with a grant from the Weston Loan Programme with Art Fund



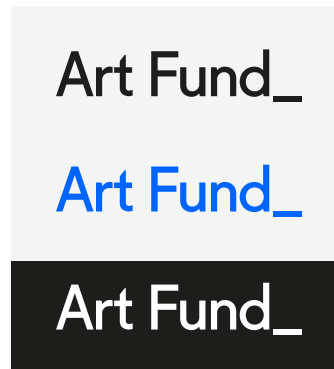
Art Fund_


Garfield Weston
FOUNDATION

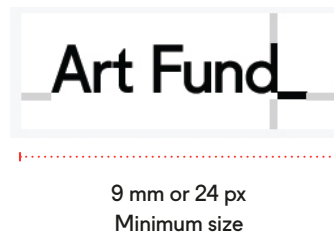
Colours and sizes

The Art Fund logotype is a combination of type and a single custom underscore.

- We have a choice of colours for you to select from so our logo can work best for your project



- There is a minimum size so it can be clearly displayed
- Our logo also needs an exclusion zone around it created using the width of the underscore character as shown here



- On horizontal lock-ups, partner logos align to the baseline of our logo
- The space between our logo and others can easily be measured as the equivalent width of the word 'Art' in our logo.



- On vertical lock-ups, partner logos align to the left of our logo
- The space between our logo and others can easily be measured as the equivalent height of the 'A' in our logo.



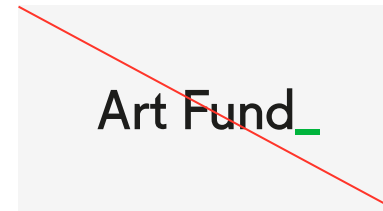
You can download our logo here:
artfund.org/brand-toolkit

Logo don'ts

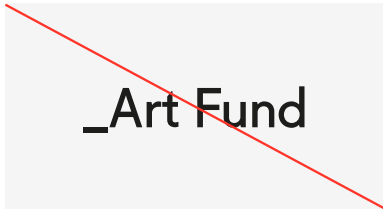
Don't stack our logo



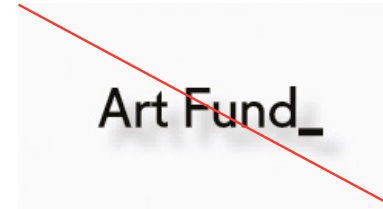
Don't colour the underscore separately from the logo



Don't place the underscore on the left side of the logo



Don't use any effect on the logo



Don't position logos too close to the Art Fund logo



Don't set other logos at a smaller size than the Art Fund logo



Using messaging

There may be times when our logo cannot be used, or there may be an opportunity to mention our support in words too.

In these cases, use the following messaging to talk about our support.

In most cases

use 'with Art Fund support'

In some cases

Some projects are supported by us in association with another organisation. In these cases, they'll need to be credited too.

For example:

This exhibition was made possible with a grant from the Weston Loan Programme with Art Fund

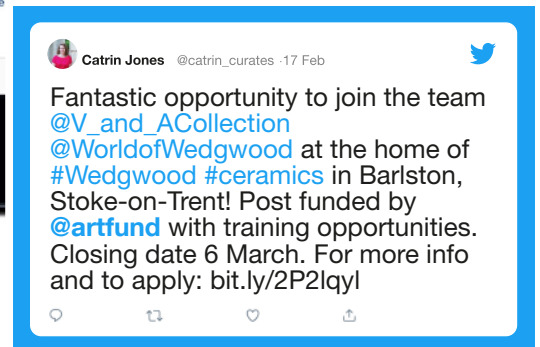
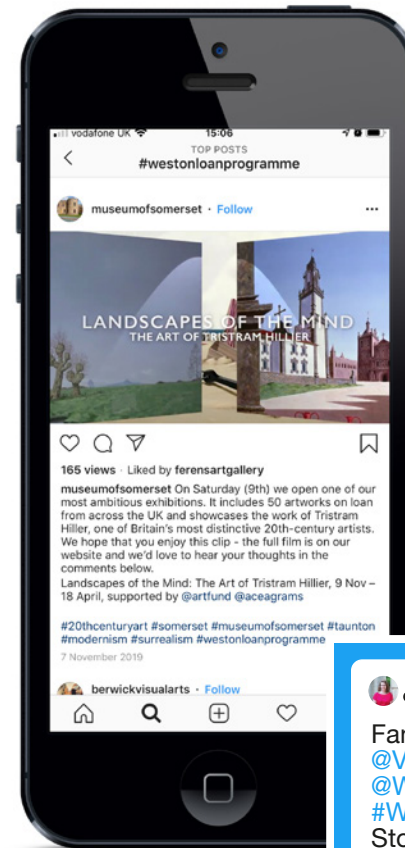
Digital applications

When acknowledging Art Fund support on your website, videos, e-newsletters etc make sure to include our logo and a link to our homepage artfund.org.

Social media

Mention us when you share the project with your followers:

- Twitter and Instagram [@artfund](https://www.instagram.com/artfund)
- Facebook [facebook.com/artfunduk](https://www.facebook.com/artfunduk)



Together, we reach new audiences



Student morning view of Phyllida Barlow cul-de-sac
exhibition, Royal Academy of Arts, London, 2019
© Phyllida Barlow. Artwork courtesy of Hauser & Wirtz
Photo: Josh Cairns

Where to promote our partnership

When you're promoting a project, exhibition or event we've helped with, you'll need to reference our support by including our logo and messaging.

There are so many opportunities to acknowledge our support and reach more people in new and imaginative ways, from marketing material, like posters and social media posts to event signage, programmes and beyond. The more creative, the better.

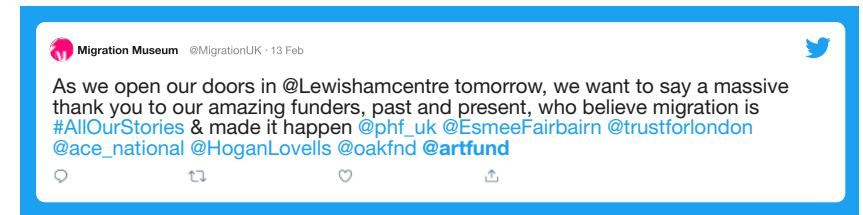
Opposite is a list of suggestions to get you started.

Inside your venue

- Plaques
- Signage
- Gallery labels
- Interpretation boards
- Donor boards
- Presentations
- Invitations
- Programmes
- Brochures
- Merchandise (badges/postcards/bags etc)

Outside your venue

- Advertising
- Booklets
- Brochures
- Flyers and leaflets
- Posters
- Social media
- Presentations
- Press releases
- Websites



Welcoming our members

The number one thing you can do as a partner venue in the National Art Pass network is to make it clear that you welcome Art Fund members.

The second most important thing is to clearly explain what a visitor with a National Art Pass is entitled to. For example, free entry.

Creating a positive, consistent experience for our members will bring about more exposure for you and more visitors – which means more opportunities to create even better experiences in the future.

Examples

- When talking about the National Art Pass, we only use 'National Art Pass'.
- 50% off with National Art Pass
- Free entry with National Art Pass
- Save 50% with National Art Pass

We don't refer to it as:

- Art Fund member card
- National Art Pass holders
- The Art Fund Art Pass



Download our partner info pack on how to grow your audience:
artfund.org/partner-info-pack

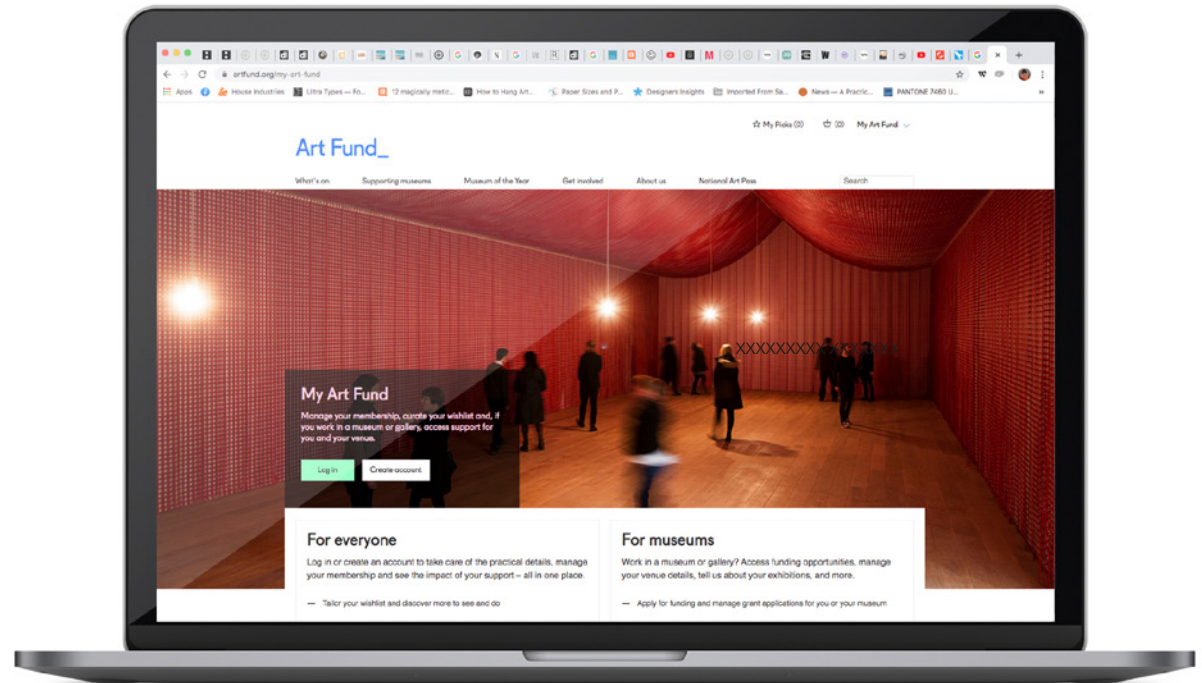
Using My Art Fund

My Art Fund is our online portal. It's a great way to use our platform to share details about your venue, exhibitions and events with our members.

The more up-to-date information you share with us, the more we can support you.

My Art Fund is the place to go to:

- Apply for more funding and manage grant applications
- Update venue details (new photos, temporary closures etc.)
- Submit exhibition and event listings
- Get access to marketing materials that'll help you raise the profile of your venue



You can create an account or log in at artfund.org/my-art-fund

Here to help

If you have any questions about using these guidelines, get in touch with museum services:

museums@artfund.org

Always be the first to hear about our funding, marketing and free digital services – subscribe to our monthly newsletter for arts professionals:

artfund.org/bulletin