

# Art Fund

## Brand Guidelines for Museums and Galleries

December 2025

Art Fund\_





# Hello

## We're Art Fund.

We're the charity that connects museums and people with great art and culture.

This brand book explains how we bring that to life for our audiences and gives you the tools you need to work and create with us.



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# 01

## Art Fund brand

# What we do

We're a UK charity helping museums and people to share in great art and culture.

Everything we do is made possible by our 142,000 members, who buy the National Art Pass, and our supporters – including trusts, foundations, individuals and other funders.

# Why we do it

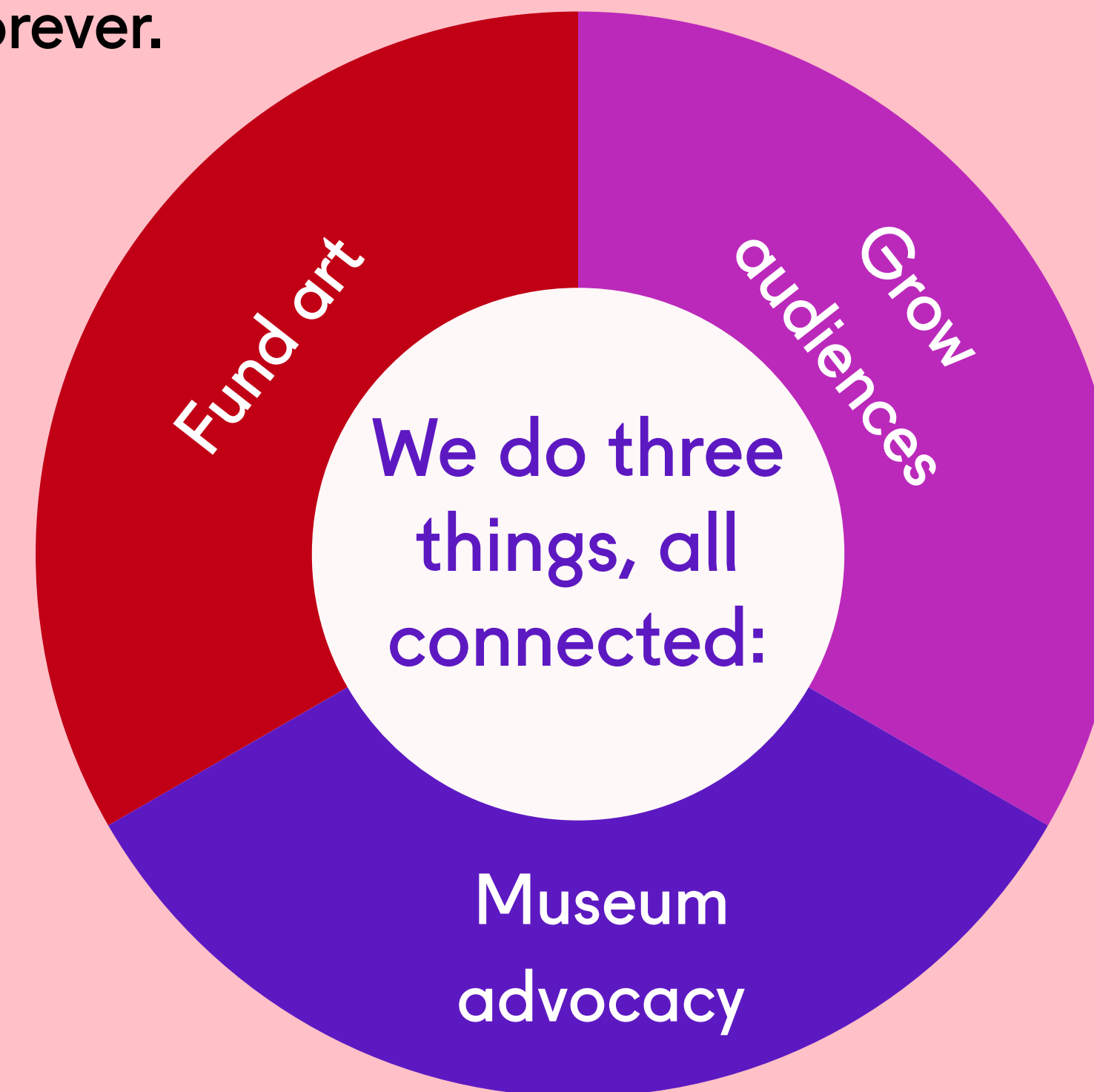
We do all of this because we believe that access to art is vital for a healthy society.

We were founded on this principle in 1903, when the activist Christiana Herringham organised a new fund to help make sure that great art would be in public collections, open to everyone.

That mission stands to this day.

We **fund art**, helping the UK's museums, galleries and historic places to enrich their collections – for today, and forever.

We **grow audiences** with our National Art Pass, opening doors to great culture.

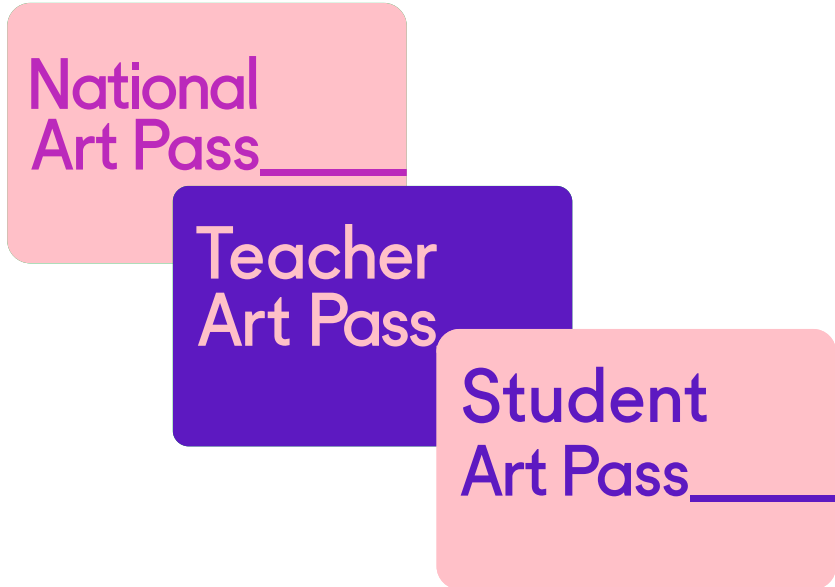


And we **advocate for museums**, through our Museum of the Year award and creative events that bring the UK's museums together.

# What we offer

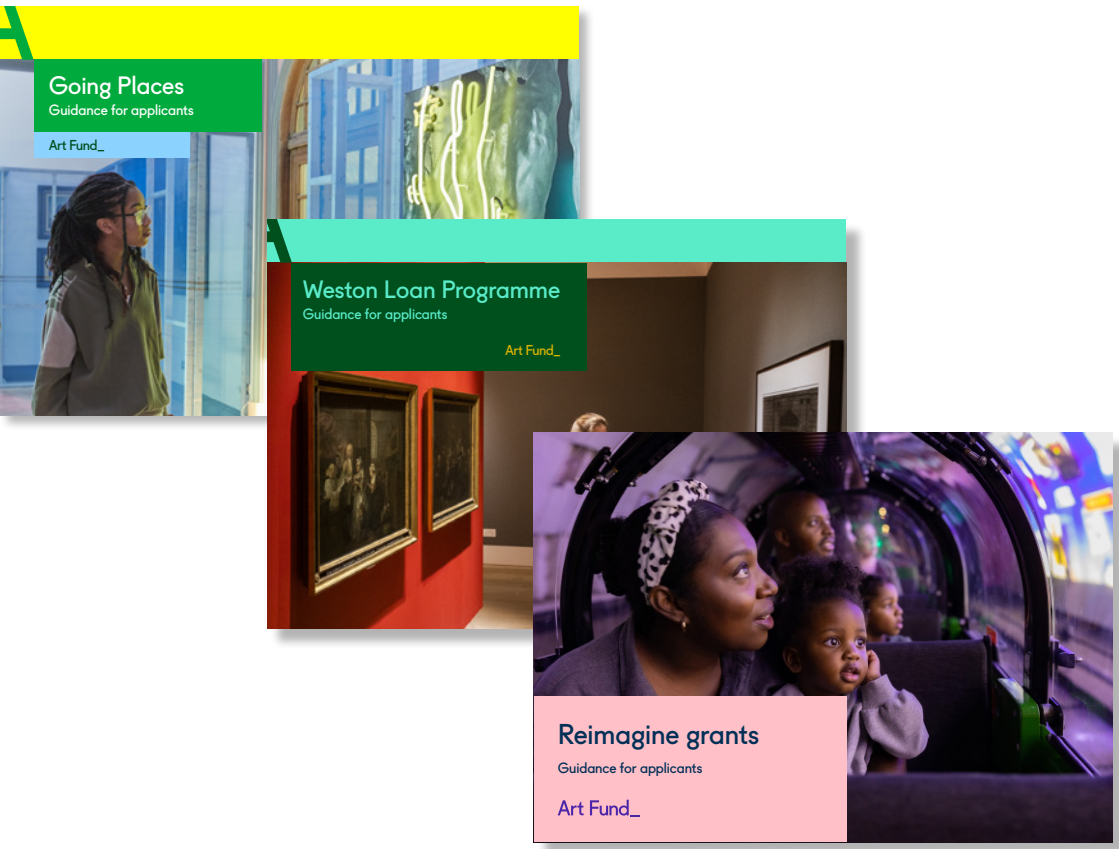
## Art Pass

Our membership card gives free and reduced-price entry to hundreds of UK museums, while raising money to support them.



## Funding programmes

Thanks to our members and supporters, we give millions of pounds every year to support museums.



## Art Fund Museum of the Year

Our annual prize champions what museums do and encourages more people to visit.



## Research and advocacy

We advocate for museums' importance in society – from commissioning research to lobbying government.



# Our promise to our community

*With Art Fund, we can all expand our lives.*

Here we are summarising 'the experience' we aim to bring to each of our community groups.

We bring passion, positivity and a forward-looking approach to everything we do.

Creatively, these ideas of energy, expansion and acceleration inform our brand tone of voice and visual language.

Members can **energise** their lives.

Museum professionals can **amplify** their work.

Our network, staff and suppliers can **expand** their experience.

Funding partners can **accelerate** their impact.



# A helpful summary

If you skip everything else, refer back to this page as your failsafe on what we stand for.

It's the TL;DR, underpinning everything else in these guidelines, and a helpful note for when you're starting to think about creative work with Art Fund, or using Art Fund assets or branding.

Art Fund exists because we believe that access to art is vital for a healthy society.

We're called Art Fund, but we're not 'just' about art... We're about connections to art and culture.

We're here for new experiences, for thinking deeply about the past, and for looking ahead to what's next.

Most importantly, we're here to make sure that great art and culture are accessible to the next generation and the many more to come.

These notions guide how we think, feel, act and create as a brand.



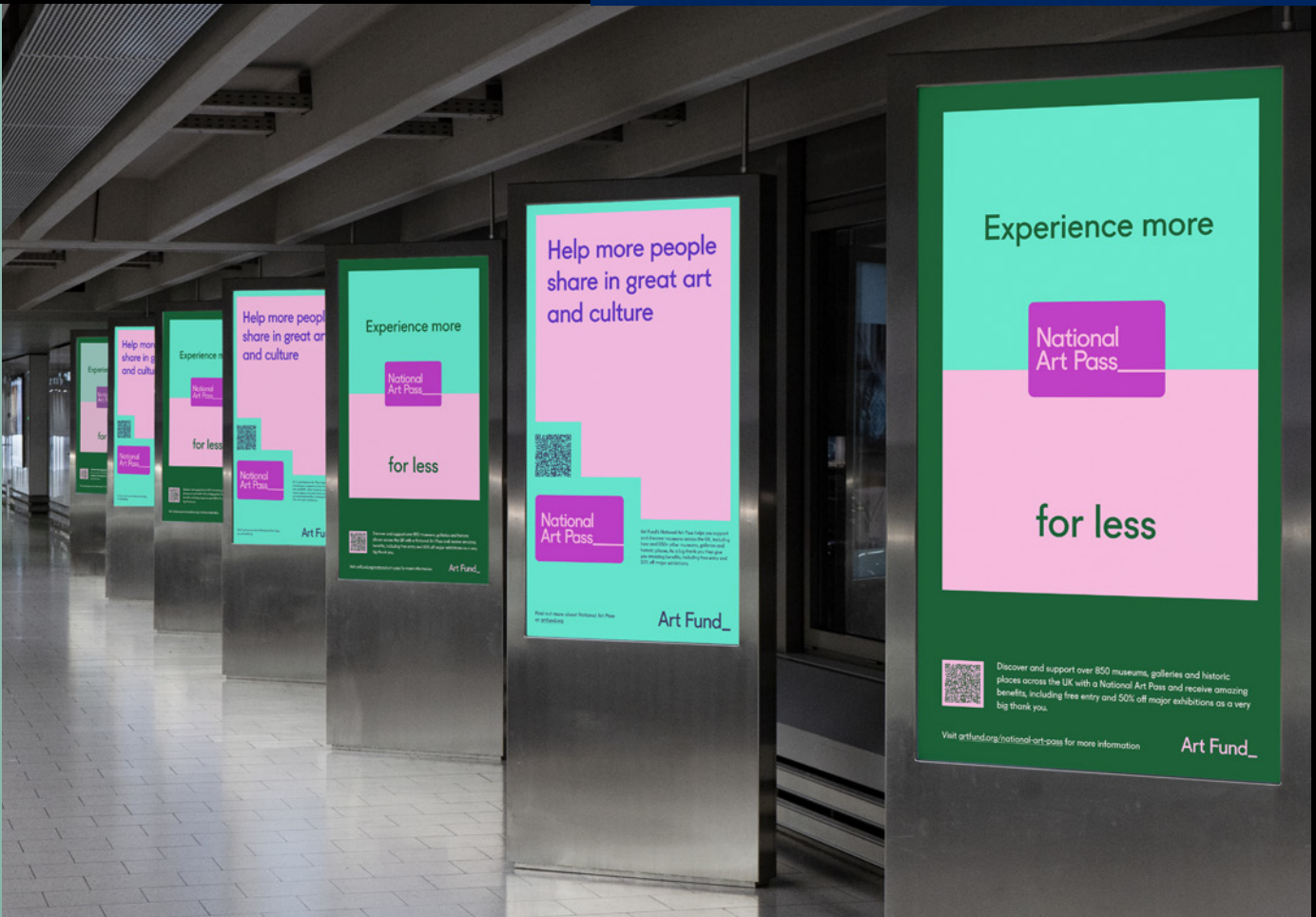
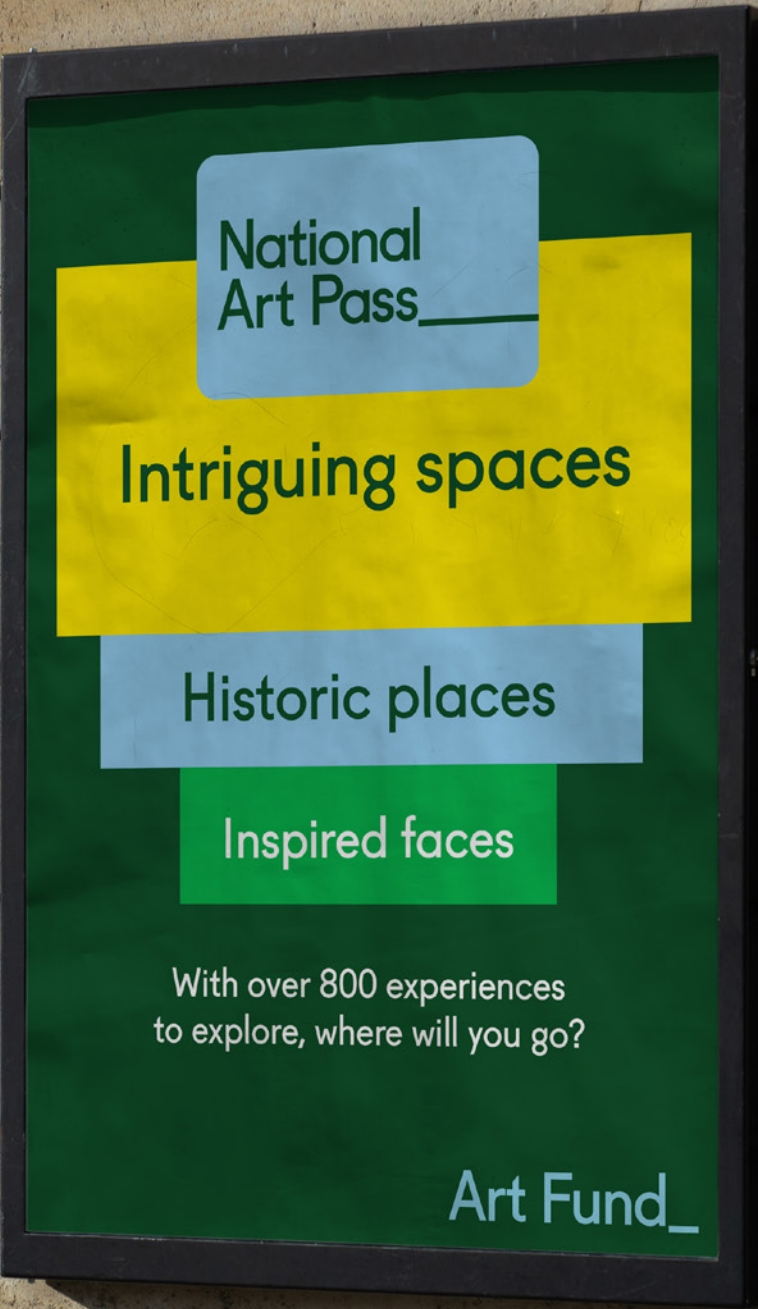
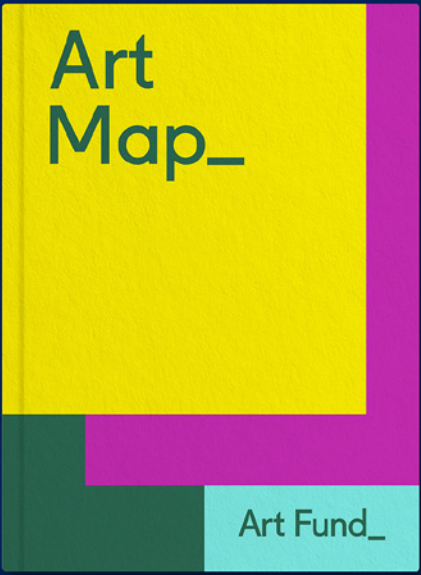
# 02

## Visual language



# Art Fund\_

# A\_





# Logos

Our logo comprises a wordmark and a custom underscore at the end of the word.

We also have an 'A' avatar, a shortened form of our logotype for smaller spaces. We usually use this form in digital media or as a UI (user interface) element.

Art Fund\_

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# Minimum sizes

To make sure our logotypes are always legible, never go below these minimum sizes.

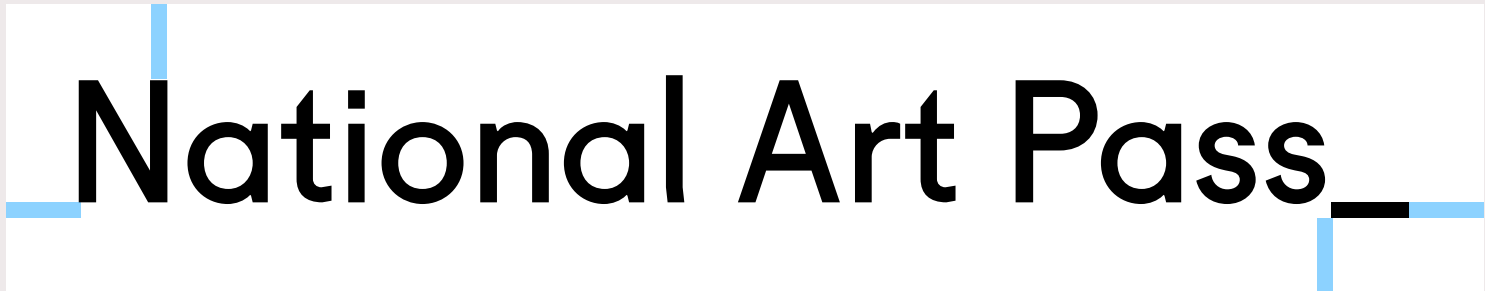
To create the exclusion zone, or clear space, you'll need to use the width of the underscore character. This applies to every version of our logo.



Minimum: 9mm or 24 px



Minimum: 4mm or 10 px



Minimum: 30mm or 48 px



Minimum: 30mm or 48 px



Minimum: 20mm or 30 px

# Our logo

## Things we want to avoid

~~\_Art Fund~~

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

~~Art Fund\_~~

Don't use any effect on the logotype

~~Art Partners\_  
Art Fund\_~~

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

~~Art  
Fund\_~~

Don't stack any version of the logo

~~Art Fund\_  
A\_~~

Don't colour the underscore in a colour that is different from the logo

~~Art Partners\_  
Art Fund\_~~

Don't set product or programme logotypes at a smaller size than the Art Fund logo

# Partner logo lock-ups

If possible, the logo should always be displayed on the left, with the underscore leading the sequence of logos. This ensures that partners are visually connected to Art Fund.

As a general rule, all logos are scaled proportionally to maintain equal prominence.

## Horizontal lock-ups

Partner logos align to the baseline of our logo. Each logo is separated by the distance equivalent to the width of a double 'A' within the logo.

## Vertical lock-ups

Partner logos align to the left of our logo. Each logo is separated by the distance equivalent to the height of the 'A' character within our logo.



Horizontal lock-up



Vertical lock-up



# Brand colours

Our brand colours are inspired by the multitude of experiences that exist within art.

They reflect the rich and diverse nature of not just art itself, but the many different communities that access that art, both in the present day and in a historical context.

The flexibility of this palette allows us to feel contemporary at the same time as honouring our heritage.

<b>Pantone: 110</b> CMYK: 15.27.98.3 RGB: 218 170 0 HEX: DAAA00	<b>Pantone: 3517</b> CMYK: 17.100.100.8 RGB: 193 0 22 HEX: C10016	<b>Pantone: 2098</b> CMYK: 85.86.0.0 RGB: 93 25 193 HEX: 5D19C1	<b>Pantone: 280</b> CMYK 100.87.36.24 RGB: 0 40 100 HEX: 002864	<b>Pantone: 3537</b> CMYK: 92.43.100.49 RGB: 0 73 30 HEX: 00501E
<b>Pantone: 803</b> CMYK: 4.1.91.0 RGB: 255 233 0 HEX: FFE900	<b>Pantone: Bright Red</b> CMYK: 0.83.81.0 RGB: 249 56 34 HEX: F93822	<b>Pantone: Purple</b> CMYK: 26.92.6.0 RGB: 187 41 187 HEX: BB29BB	<b>Pantone: 285</b> CMYK: 100.40.0.0 RGB: 0 100 255 HEX: 0064FF	<b>Pantone: 354</b> CMYK: 77.0.93.0 RGB: 0 177 64 HEX: 00B140
<b>Pantone: 917</b> CMYK: 4.0.40.0 RGB: 255 255 175 HEX: FFFFAF	<b>Pantone: 911</b> CMYK 0.20.40.0 RGB: 255 220 170 HEX: FFDCAA	<b>Pantone: 919</b> CMYK: 0.35.13.0 RGB: 255 192 200 HEX: FFC0C8	<b>Pantone: 9464</b> CMYK: 45.0.0.0 RGB: 140 210 255 HEX: 8DC2FF	<b>Pantone: 9524</b> CMYK: 32.0.19.0 RGB: 149 232 210 HEX: 95E8D2

# 03

## Crediting

# Acknowledging our acquisition grant support

Use these credit lines and Art Fund’s logo for all display, documentation and communications including press releases.

Here you’ll find examples of how to acknowledge us in full on the accompanying gallery label and on all your print and digital materials for all the art we’ve helped buy together. This also applies whenever the work is lent to another museum or exhibition.

Use these credit lines and Art Fund’s logo for all display, communications and documentation.

To acknowledge a grant for art we’ve helped you buy:

Purchased/acquired/bought with Art Fund support

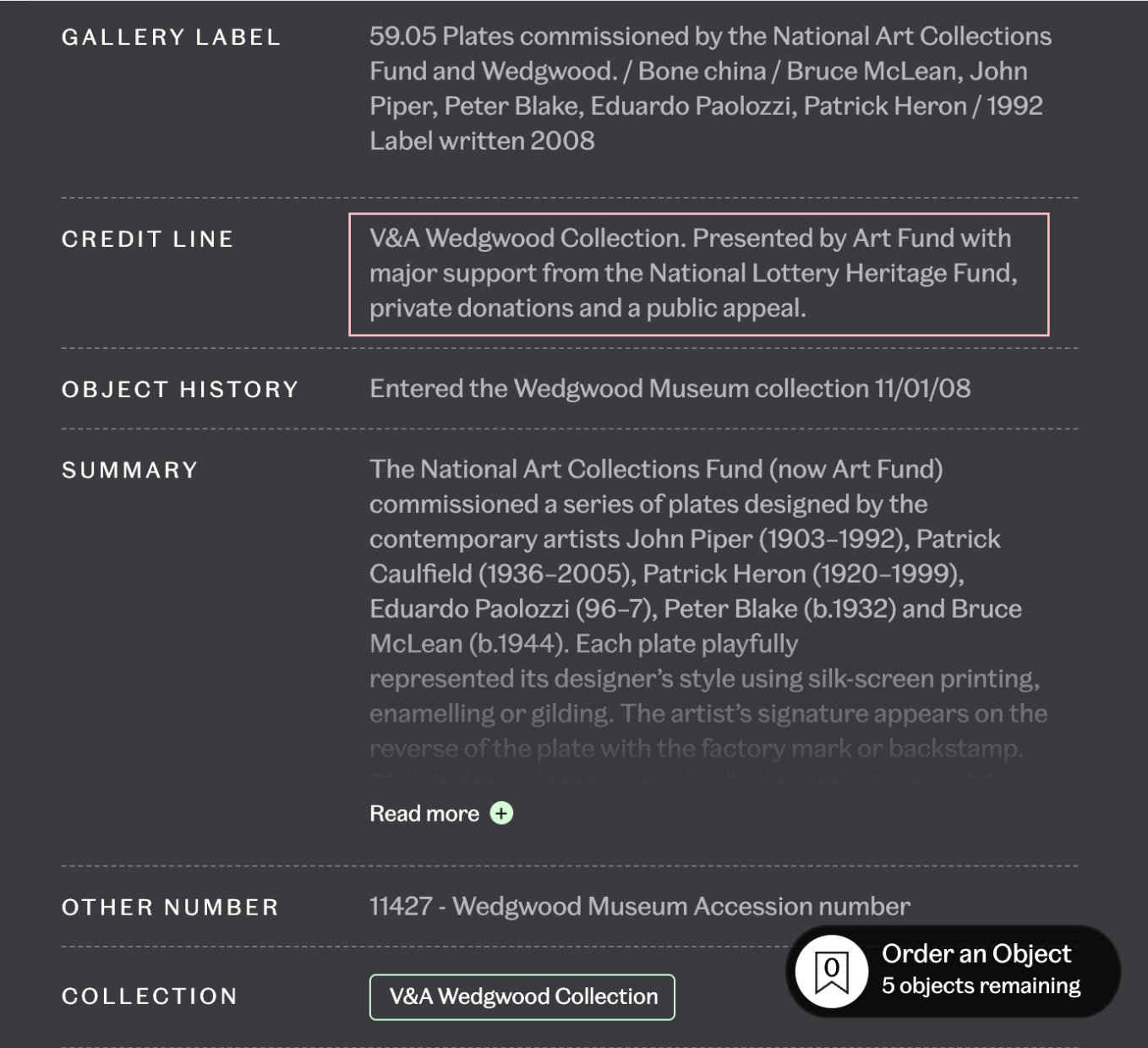
To acknowledge a grant made possible with major contribution from a private donor:

Purchased with Art Fund support, made possible with the generosity of [donor]

To acknowledge a grant for art:

Purchased with Art Fund support following a joint public appeal

Additionally including contributions from the public, specific grants and private individuals.



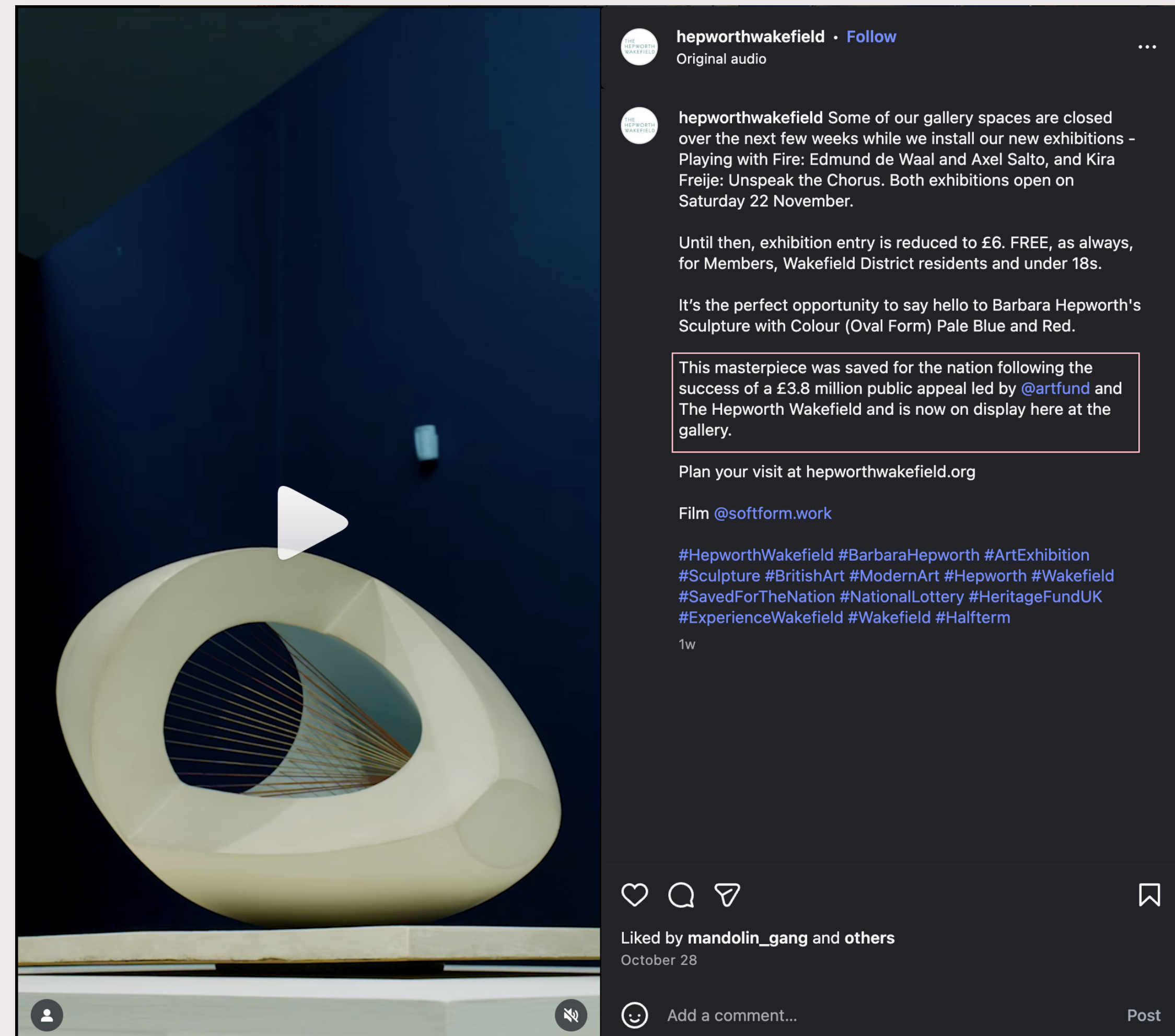


# Digital

Acknowledgment of our support on websites should include our logo and a link to our homepage: [artfund.org](https://artfund.org)

Please mention us when talking about the work of art, programme or project on LinkedIn (Art Fund), Facebook (@artfundUK), Instagram (@artfund) and TikTok (@artfund)

For smaller print and digital materials where space is limited or to discuss specific requirements please get in touch.



# Programmes we've supported

If we've helped your curators undertake collection and exhibition research projects or funded traineeships and specialist events, then please use the credit below and our logo in print and online and help us share these opportunities with others:

[TITLE] made possible with Art Fund support

Art Fund\_



JULIA RAUSING  
— TRUST —

Going Places, an Art Fund programme made possible with generous support from The National Lottery Heritage Fund and the Julia Rausing Trust

# Useful links:

Please contact us to sign off any marketing materials using the Art Fund logo, allowing 5 working days wherever possible:

[museums@artfund.org](mailto:museums@artfund.org)

And for more professional resources and toolkits, please go to:

[Professional - Art Fund](#)



Thank you.

Art Fund\_