Arts Award Supporter
Brand identity guidelines

July 2012

TRINITY
COLLEGE LONDON

LOTTERY FUNDED
Supported using public funding by
ARTS COUNCIL ENGLAND

A Using the Arts Award Supporter logo

1 The Arts Award Supporter logo announces that an organisation supports young people working towards Arts Award by offering relevant opportunities. The organisation publicises their Arts Award offer on their own website and in print materials.

2 Arts Award also promotes Arts Award Supporter organisations and the opportunities they offer through its websites and regular communications with Arts Award advisers and young people.

3 The Arts Award Supporter logo may only be used by organisations which have registered to join the scheme and meet the Terms and Conditions.
See www.artsaward.org.uk/supporter

4 The logo is designed to work as a stamp. On a brochure or homepage it indicates that an organisation supports Arts Award. It can also be used on specific pages or web pages to publicise activities which form part of the organisation's Arts Award offer. **See examples of usage at section F on page 4.**

5 In text and headings, Arts Award Supporter is written with capital letters at the start of each word.

Arts Award Supporter logo

B Badging specific Arts Award opportunities

Arts Award Supporters may wish to badge specific activities as relevant to Arts Award eg shows, workshops, back stage tours, a work experience offer, a teacher's pack. Provided your organisation carries the Arts Award Supporter logo, you may badge individual opportunities with the Arts Award symbol 'a'. **See examples of usage at section F on page 4.**

Arts Award Supporter badge

C Applying the logo

1 We encourage you to use the Arts Award Supporter logo in full colour on a plain light-coloured background. However a white-out version is available on request.

2 We will send out the logos as a high resolution JPEG. If you need it in other formats please let us know

3 Do not alter the aspect ratio of the logos (ie the logos must not be stretched horizontally or vertically).

4 Please observe the exclusion zone in relation to the page edge and other logos as demonstrated below.

5 Please do not use the Supporter logo smaller than shown below.

6 Please do not change the words in any way.

Exclusion zones

Minimum sizes

D Centres and Supporters

Arts Award Supporters may, of course, also be Arts Award centres, running Arts Award with young people. However your Supporter offer should be available to young people from other centres as well as your own Arts Award group. From January 2013 we will introduce an Arts Award centre badge which should help you to differentiate your Arts Award offers.

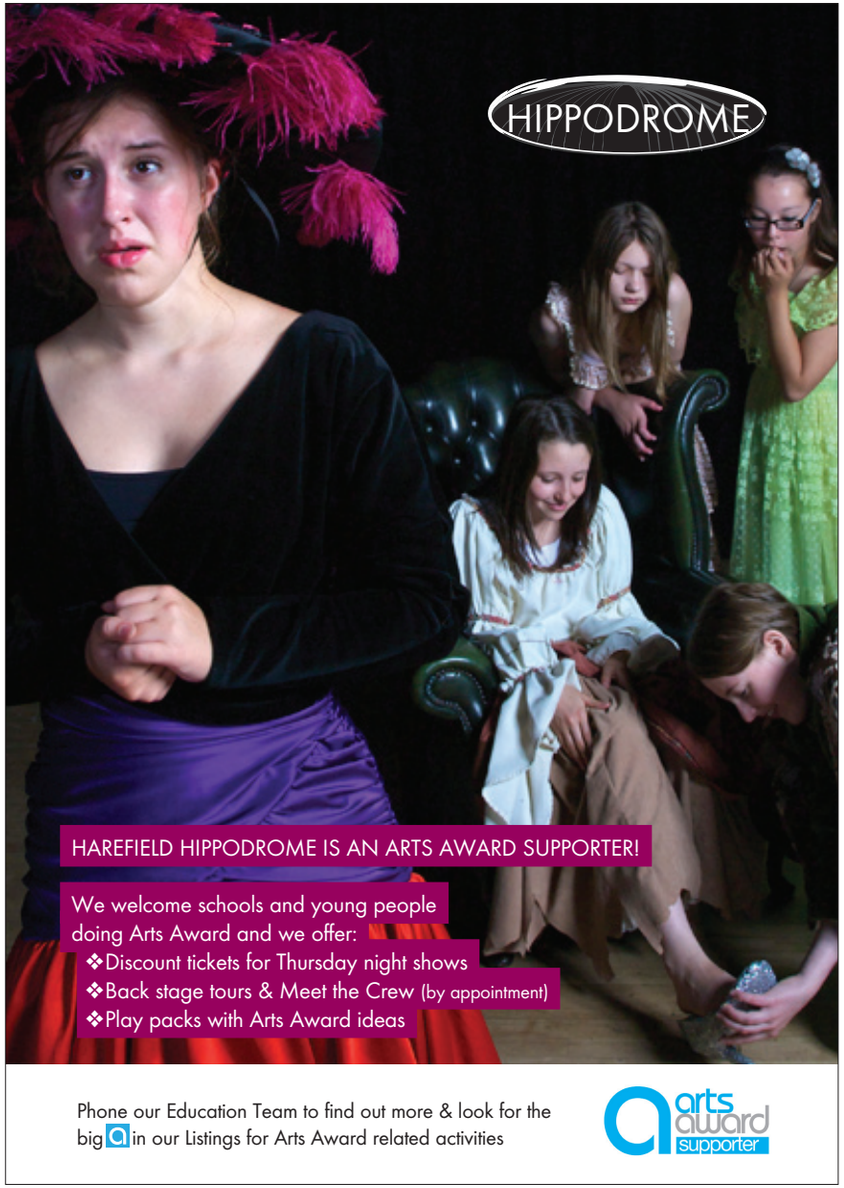
E Endorsement logos

Please note that Arts Award Supporters should not use the logos of Arts Award's lead organisations - Trinity College London and Arts Council England – in relation to their Arts Award offers.

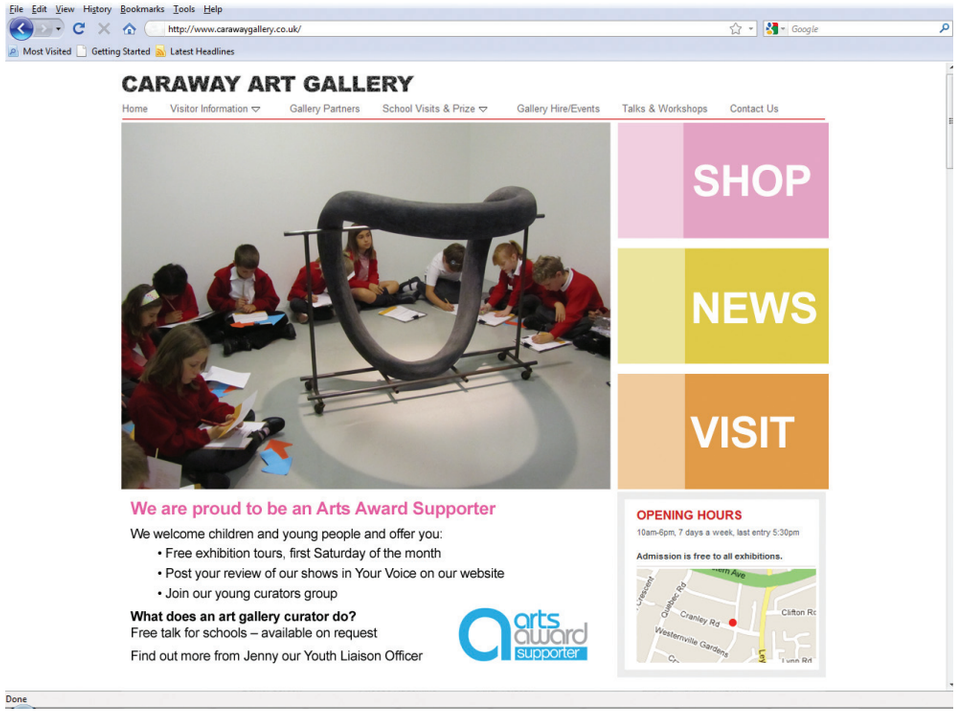
F Examples of usage

Using the Arts Award Supporter logo to promote your offer

Using Arts Award Supporter to badge opportunities in a programme



Using the Arts Award Supporter logo on a website



Using the Arts Award Supporter Logo as an independent practitioner

Queries?

If you are unsure of anything, please contact the Arts Award team at enquiries@artsaward.org.uk or 0207 820 6178