



# Brand Guidelines



Please read these guidelines in conjunction with the 'Distributor and Beneficiary Funding Acknowledgement Logos' published by The National Lottery and available in the Funding section of the Arts Council website.

# Brand Guidelines

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# Introduction

The Arts Council of Northern Ireland is the lead development agency for the arts in Northern Ireland, providing support for artists and arts organisations throughout the region, offering a range of funding opportunities. We distribute public money and Lottery funds to organisations and people who develop and deliver arts programmes across all of society.

The Arts Council is responsible for how public money is spent. If you have been offered financial support from public funds there will be obligations and conditions that you need to fulfil. One of your obligations is to acknowledge that you have received public money through the Arts Council of Northern Ireland by displaying our logo. The following guidelines govern all aspects of the Arts Council of Northern Ireland's visual identity concerning the use of the logo on any material.

The Arts Council of Northern Ireland monitors the use of its brand and it is important that the guidelines outlined in the following pages are adhered to. Where any doubt exists, advice should be sought.

Thank you for your acknowledgement.

## Why you should use our logos

Congratulations on receiving a grant from the Arts Council of Northern Ireland

Please remember that you must now acknowledge this funding by including the appropriate Arts Council logo on **all** associated promotional materials, including:

- Websites
- E-newsletters
- Leaflets
- Posters
- Billboards
- Banners
- Display panels
- Tickets
- Headed paper

The logos tell people that public money is supporting your work. In order to maintain support for public funding of the arts, it is important that people know where their money is being spent. Your work is the best advertisement that public funding is being put to good use. It is a condition of your grant that you acknowledge the source of your funding.

These logos can be downloaded in various file formats from the Funding section of the Arts Council website:

[artscouncil-ni.org/funding](http://artscouncil-ni.org/funding)

## The master brand

The Arts Council of Northern Ireland's brand identity consists of a logo containing the words 'Arts Council of Northern Ireland' set below a graphic spiral device. The identity has been specially drawn and must not be traced, redrawn or modified in any form by either manual or electronic methods. The proportions, spacing, relative positioning and colour of the identity must remain consistent.



# Which logo(s) you should use

Please refer to your **Letter of Offer** from the Arts Council. It will tell you the source of funding for your award, which will generally be 'Exchequer' or 'The National Lottery' or both.

## Logo



## Funding source

Use this logo if you receive funding from the Arts Council's National Lottery fund



Use this logo if you receive funding from the Arts Council's Exchequer fund



Use both logos if you receive funding from the Arts Council's Exchequer and National Lottery funds

# Guidelines for use of the 'National Lottery' logo

## Always use the master logo

You must not trace, redraw or modify the logo.

## Clearspace

The minimum clearspace around the logo is equal to twice the height and width of the large 'a' within the logo.



## Prominence and positioning

The prominence and positioning of the logo should reflect the scale of our funding compared with that of other sponsors. Generally the logo should be positioned at the bottom left-hand side and first in order of the sponsor logos.

## Colour

The Arts Council of Northern Ireland logo is dark blue — Pantone 289CV. A mono version is also available from our website. If used against a predominantly dark background, the reversed white version can be used as pictured below.

### Pantone289CV

C 100%

M 70%

Y 0%

K 50%

## Minimum size requirements

The minimum width the 'Arts Council' logo should appear relative to the paper size.

Paper size	Logo size (width)
A6	8mm
A5	8mm
A4	11mm
A3	15mm
A2	18mm
A1	25mm
Billboard	160mm



# Guidelines for use of the 'Principal Funder' logo

## Always use the master logo

You must not trace, redraw or modify the logo.

## Clearspace

The minimum clearspace around the logo is equal to the height and width of the large 'a' within the logo.



## Prominence and positioning

The prominence and positioning of the logo should reflect the scale of our funding compared with that of other sponsors. Generally the logo should be positioned at the bottom left-hand side and first in order of the sponsor logos.

## Colour

The Arts Council of Northern Ireland logo is dark blue — Pantone 289CV. A mono version is also available from our website. If used against a predominantly dark background, the reversed white version can be used as pictured below.

### Pantone289CV

C 100%  
M 70%  
Y 0%  
K 50%

## Minimum size requirements

The minimum width the 'Arts Council' logo should appear relative to the paper size.

Paper size	Logo size (width)
A6	8mm
A5	8mm
A4	11mm
A3	15mm
A2	18mm
A1	25mm
Billboard	160mm



# Guidelines for use of the 'Exchequer and National Lottery' logos

## Always use the master logo

You must not trace, redraw or modify the logo.

## Clearspace

The minimum clearspace around the logo is equal to twice the height and width of the large 'a' within the logo.



## Prominence and positioning

The prominence and positioning of the logo should reflect the scale of our funding compared with that of other sponsors. Generally the logo should be positioned at the bottom left-hand side and first in order of the sponsor logos.

## Colour

The Arts Council of Northern Ireland logo is dark blue — Pantone 289CV. A mono version is also available from our website. If used against a predominantly dark background, the reversed white version can be used as pictured below.

### Pantone289CV

C 100%

M 70%

Y 0%

K 50%

## Minimum size requirements

The minimum width the 'Arts Council' logo should appear relative to the paper size.

Paper size	Logo size (width)
A6	8mm
A5	8mm
A4	11mm
A3	15mm
A2	18mm
A1	25mm
Billboard	160mm

PRINCIPAL FUNDER



PRINCIPAL FUNDER



8mm



# Other branding platforms

## Tickets and small press advertisements

It may not always be possible to include the logos on very small printed materials such as tickets and small press advertisements. On these occasions the logo may, with the permission of the Arts Council, be replaced by the line 'Supported by the Arts Council of Northern Ireland' or 'Supported by The National Lottery through the Arts Council of Northern Ireland' (depending on your funding source).

## Websites

Organisations and individuals must include the Arts Council logo(s) on the home page of their website. The logo(s) should contain a hyperlink to the Arts Council's own website, [www.artscouncil-ni.org](http://www.artscouncil-ni.org)

## Digital and Social Media Platforms

Where possible, please include the Arts Council logo or a line of text acknowledging the support of the Arts Council.

## Film and video productions

Must carry the logo on the opening or closing credits, not less than 50% of the size of the main title.

## Radio and audio productions

Must credit the Arts Council with the phrase: 'This production is supported by the Arts Council of Northern Ireland' or 'This production is supported by The National Lottery through the Arts Council of Northern Ireland' (depending on your funding source). Every effort should be made to acknowledge Arts Council funding in interviews.

## Audio, video and DVD recordings

Must credit the Arts Council on the cover of the CD, video or DVD with the Arts Council logo.

## Books and publications

If you have received Arts Council support to write your book, you must ensure that the logo is printed alongside other acknowledgments in the final publication.

## Buildings

Must include the logo on sign boards for projects under construction. A permanent acknowledgment or plaque should be placed in a prominent position near the main entrance of the completed building. You must seek approval for the final form of acknowledgment from the Arts Council.

## Public art

A permanent acknowledgment or plaque must be placed in a prominent position adjacent to the completed art work. **You must seek approval for the final form of acknowledgment from the Arts Council.**

# What else you should do

## Press releases

Public funding should always be acknowledged in the main body of the release and never consigned to the 'Notes to Editor.'

Include the line 'Supported by the Arts Council of Northern Ireland' or 'Supported by The National Lottery through the Arts Council of Northern Ireland' (depending on your funding source).

## Major announcements

The Arts Council should be given the opportunity to include a short endorsement quote in your press release.

## Launches

The use of public funding should be acknowledged in the speeches by the project leaders.

At major launches, the Arts Council should be given the opportunity to display its banner stand and to put forward a representative to speak.

## Media interviews

The use of public funding should be acknowledged in any media interviews.

If you are arranging media interviews, try to include an Arts Council representative.

# Artwork directory

## Title

ACNI Arts Council Northern Ireland  
PF Principal Funder  
LF Lottery Funded



## Colour

1CS 1 colour special Pantone (print)  
4CP 4 colour process CMYK (print)  
RGB Screen and presentation (screen)  
M Mono  
B Black  
S Solid  
W White



## File type

.svg Scaleable vector file (screen)  
.png Image file which preserves transparency (screen)  
.eps Scaleable vector file  
.jpg Flattened image file (print/screen)



If you need any further guidance on using Arts Council logos, please contact the Communications Department. Telephone numbers and email addresses are available on the Arts Council website.

Alternative formats of this publication may be available on request.



