

ACKNOWLEDGING YOUR FUNDING FROM THE ARTS COUNCIL OF WALES

BRAND GUIDELINES FOR GRANT RECIPIENTS IN RECEIPT OF EUROPEAN SOCIAL FUND (ESF) OBJECTIVE 3 FUNDING

There are a number of logos that should be displayed on your publications and publicity material to acknowledge your funding from The Arts Council of Wales (ACW).

The ACW logo should be used, in full-colour wherever possible, but in black and white if necessary. The logo should be legible and positioned wherever most practical, but should not be altered in any way. The four options are:



Full Colour/Pantone 192 & 5415



OR Mono



OR Black



OR White reversed out of solid colour

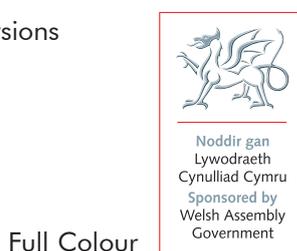
ACW is an Assembly Sponsored Public Body (ASPB) the ACW logo should therefore be accompanied by the Welsh Assembly Government (WAG) logo at all times. It can be positioned where most practical, but it must carry the same importance as the ACW logo and should always be used in its true form.

The full colour version of the logo should be used wherever possible. The black and white version of the logo may only be used where cost is an issue, for example, one-colour print runs, or where legibility would be an issue.

Landscape versions



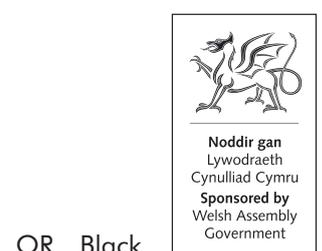
Portrait versions



Full Colour



OR Mono



OR Black

ESF Objective 3 Funding should be acknowledged by displaying The European Union European Social Fund Objective 3 Logo on all publicity material alongside the ACW and the WAG logos.

This EU ESF Objective 3 logo consists of five elements which work together in a fixed relationship and therefore should NOT be altered in any way.

The logo has no minimum or maximum size restriction, but it must be reproduced to a satisfactory quality when enlarged and fully legible when reduced.

Where possible the logo should be printed using the 3 colours:

Reflex Blue, Process Yellow and Process Black. When it is not possible to use Reflex Blue, the logo may be reproduced using the four-colour process.



There is also a black and white version.



All three logos need to be displayed together on a publication. Please make sure they are all in proportion with each other. For example:



All these logos are available to download in digital format, along with more detailed guidance on their use from our website: www.artswales.org.uk

Follow: Quick Links/Publications/Design & Branding

For further advice, please contact:

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