Working Together

Arts Council Funding Acknowledgement Guidelines
Contents

Section 1
Acknowledging Arts Council Funding

Introduction 3
Working Together 3

Section 2
Where you should acknowledge Arts Council funding

Acknowledgement Requirements 6
Areas of Application 8
Monitoring Compliance 13

Section 3
How you should acknowledge Arts Council funding

Arts Council Logos 15
Which Credit Logo should I use? 17
How do I apply the Credit Logo? 18

Further Information 22
Acknowledging Arts Council Funding
The Credit Logo tells people that public money is supporting your work. In order to maintain and build support for public funding of the arts, it is important that people know where their money is being invested.

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.

Please seek to go beyond simple compliance with these guidelines, and work actively with us in advocating for the arts. For example, if you or you organisation has been nominated for an award, prize or other prestigious honour, let us know at info@artscouncil.ie as early as possible, so that we can prepare to spread the good news.

Or, please send to info@artscouncil.ie a short statement about what your Arts Council funding means to you, or the impact it has had on the public, so that we can in turn show that what we are doing is of real benefit to our society.

**Working Together**

It is very important that you share the good news about your funding. Let the public see the difference it makes by acknowledging your Arts Council funding and including the appropriate Arts Council funding Credit Logo on all associated promotional materials.
Where you should acknowledge Arts Council funding
Acknowledgement Requirements

This guidelines document outlines the acknowledgment requirements for Arts Council funding and provides guidance on the correct use and application of the Arts Council Credit Logo.

The Arts Council monitors the use of its funding Credit Logo and it is important to us that the guidelines outlined on the following pages are adhered to. Where any doubt exists, advice should be sought in advance from us at the following e-mail: reception@artscouncil.ie

Thank you for your acknowledgement.
In cases where sponsorship or funding is secured from other sources, the requirements for acknowledgement of Arts Council funding still apply. This includes when your work is being shown overseas.

Such acknowledgement must be proportionate to the level of funding provided by the sponsor, other funding providers and funding which is granted by the Arts Council.

The Council’s logo as it appears in the current Funding Acknowledgement Guidelines must be used correctly.

It may only be reproduced from the master artwork supplied to you and must never be redrawn, trimmed or modified.

This funding Credit Logo replaces all previous Arts Council logos. These guidelines replace all previous guides which the Arts Council reserves the right to revise and update into the future.
Areas of Application

In order to acknowledge Arts Council assistance, the Credit Logo should be used on everything that you produce to inform the public about the activity or organisation we have funded i.e. on all projects and venues which have received Arts Council funding.

The following is a list of communication and publicity materials which should feature your grant acknowledgement.

This is not an exhaustive list and it may be amended and updated from time to time. Our objective (and yours) is to make the public aware of the funding role of the Arts Council in enabling the arts.
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 ‘Funded by the Arts Council’.

Invitations and Letterheads

Arts Council funding should be acknowledged by use of the Credit Logo on invitations, letterheads and other stationery.

Websites

The Arts Council funding logo must appear on the home page of your organisation’s website in a prominent and clearly visible position.

Except in cases where another entity or brand is the main funder; it must not feature as one of many ‘sponsors’ at the base of the home page or on an especially dedicated ‘funders or sponsors’ page or section within the site.

You are also required to include an embedded hyperlink from the Arts Council logo to our website (www.artscouncil.ie).

If you use any other web-based platforms, ezines, newsletters or other networking sites (such as Facebook) to publicise your work; you must display either the Arts Council Credit Logo or our social media handles where appropriate (please see the Social Media section on page 11 for more information).
Social Media

Social media channels such as Facebook, Twitter and Instagram are great ways of publicising your work.

Please acknowledge your Arts Council funding in your social media account profiles, and always acknowledge Arts Council support using the hashtag #ArtsIreland when posting content related to your work.

Suggested social media posts about your work:

**Twitter**

The first ever Irish performance of [TITLE] happens tonight! Thanks to everyone who made it happen, and to @artscouncil_ie for funding. #ArtsIreland

(Insert graphic)

**Facebook**

We are so pleased to announce we have been awarded [AMOUNT] of Arts Council funding to [SUMMARY OF WHAT GRANT IS FOR].

(Insert graphic or thank you board pic.)

**Instagram**

A beautiful image by [ARTIST], part of our latest exhibition, [NAME OF EXPO]. Follow us for regular visual updates. Funded by @artscouncilireland. #ArtsIreland

**Snapchat**

We’ve just received #ArtsCouncil funding! #ArtsIreland

Take an image of your project holding the thank you board and cheering – feel free to add emojis.
Film, Film Festivals, Cinemas and Audio

For film productions which have been funded by the Arts Council, the closing or opening credits must carry the Arts Council funding Credit Logo at not less than 40% of the size of the main title, and at a size and running order placement proportionate to the level of financial support from the Arts Council relative to other funders.

The phrase “Funded by the Arts Council/An Chomhairle Ealaion” or “Airgeadas ó an Chomhairle Ealaion” may also be used, along with the above.

Cinemas, including venues and film festivals, which are funded by the Arts Council – whether for screenings, programmes of work (including festival and access cinema programmes) or archive services – must acknowledge Arts Council funding. A promotional trailer is available from the Arts Council specifically for use in cinemas and on screens. This trailer must be used prior to every film screening. Cinemas, venues and film festivals requiring the trailer must contact the Arts Council at HYPERLINK “mailto:reception@artscouncil.ie”reception@artscouncil.ie to request it in their preferred digital format. The cost of producing the ident is covered by the Arts Council.

Audio, video and DVD recordings must include the Credit Logo on the sleeve cover.

Print and Broadcast Media

Press releases and other press material including an address (e.g., on an opening night/launch), should give due recognition to the support you receive from the Arts Council. For example:

“This tour to seven venues nationwide is funded by the Arts Council... The organisation acknowledges the financial support of the Arts Council in making this exhibition possible”.

Thanking the public for your Arts Council funding has a particularly powerful and positive impact, and underscores the value of your work to our society. Therefore, if you or a representative of your organisation is being interviewed for print or broadcast media, please take the time to acknowledge your Arts Council funding.

Please note that the designation ‘The Arts Council of Ireland’ is incorrect and should not be used. The only exception is when an event or programme takes place abroad; in that instance, ‘The Arts Council of Ireland’ may be used (please note that the logo remains the same). If an event or programme takes place in Northern Ireland, the Arts Council/An Chomhairle Ealaion may be used in order to differentiate between the Arts Council/An Chomhairle Ealaion and the Arts Council of Northern Ireland.

All press releases must be copied and emailed to info@artscouncil.ie at the same time as they are released to the media.
Advertisements

All advertisements, whether paid for or not, must carry the Arts Council Credit Logo. The only items that do not require a specific funding credit are directional signage, letterheads and tickets, except where the name or logo of a sponsor or other funding body is included.

All broadcast media advertising and promotion, whether paid for or not, must feature the Arts Council funding credit.

Radio advertisements or programmes must include the phrase “Funded by the Arts Council” or “Airgeadas ó an Chomhairle Ealaíon”.

Television advertisements for Arts Council funded events should include the funding credit. Where the image is static, the funding credit should be visible on-screen for the entire duration of the advertisement. Where there is a sequence of images, the funding credit should appear on either the first or the final frame, as appropriate.

Most activities receiving support from the Arts Council have a programme or event brochure associated with that activity.

If the Arts Council is running a particular advocacy campaign, the Arts Council may require you to run a full page advertisement to feature in each event guide or programme you produce, at no charge to us. If the Arts Council is such a campaign, copy-ready advertisements will be available for download on our website.

Literature

Funding acknowledgement must appear on the copyright and ISBN page of any published literary work receiving an Arts Council grant.

The wording ‘(Title of work) – receives financial assistance from the Arts Council’ or ‘Airgeadas ó an Chomhairle Ealaíon’ must appear together with the Arts Council Literature Logo as detailed in the guide to using our Credit Logo.

Buildings

In cases where the Arts Council provides a permanent plaque, this must be placed in a prominent position at the entrance or main public area of the building or work space. While the Credit Logo must be visible and should conform to one of the layouts provided, it should also be sympathetic to its immediate environment.

In cases where the Arts Council provides a framed certificate of recognition and accompanying display materials, these must be installed in a prominent place and stocks of leaflets replenished when necessary – these are supplied at no cost.
Monitoring Compliance

It is a condition of grant aid that the financial assistance of the Arts Council must always be acknowledged by you or your organisation. In cases where this condition is not met, the Council reserves the right to withhold payment of the funding offered and review future funding.

Acknowledgement of our funding in accordance with these rules will be monitored. In this context, you may be requested at any time to review your marketing and publicity plans and to submit publicity material to the Arts Council.

Non-compliance is a breach of the terms and conditions and may affect grant payments and future funding.

These requirements are subject to change, and it is the responsibility of the recipient of funding to comply with the most up-to-date version of the requirements.
How you should acknowledge Arts Council funding
**The Arts Council Logo**

The Arts Council Logo is used corporately by the Arts Council.

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**The Arts Council Credit Logo**

The Arts Council Credit Logo is used to acknowledge Arts Council funding. The display of the Credit Logo is a minimum requirement of grant aid and is subject to monitoring.

There are multiple versions of the Credit Logo created to represent the different artforms. These Credit Logos are displayed on the next page.

The logos are available to download from our website: [www.artscouncil.ie/Funding/Funding-the-arts-logos/](http://www.artscouncil.ie/Funding/Funding-the-arts-logos/)
Our Credit Logos
Which Credit Logo Should I Use?

How you acknowledge Arts Council Funding will depend on the art form and the type of funding received.

For example, if you are a theatre company then you will use the logo shown in FIG 1. If you are a venue funded for multiple artforms then you will use the generic funding mark as shown in FIG 2.

FIG 1: Use the above logo if you are a theatre company.

FIG 2: Use this logo if there is funding for multiple artforms.

It is important that the correct funding logo is used. If you are unsure of which logo to use, please contact The Arts Council:

T: +353 1 618 0200 | E: info@artscouncil.ie
How Do I Apply The Credit Logo?

To ensure that all versions of The Arts Council Credit Logo are reproduced correctly and consistently, there are guidelines that must be followed.

These guidelines outline the colour application, minimum size, clear space, placement and Incorrect Use.

Colour Application

The Arts Council Credit Logos are available in black or white only. The Credit Logos should only ever appear in black against a white (Fig 3) or light background (Fig 4), or in white against a black (Fig 5) or dark background (Fig 6).

They should never be reproduced in any other colour. Never alter the master digital artworks supplied.
**Minimum Size**

When applying any version of the The Arts Council Credit Logo it should not appear at a size of less than 15mm in height, as indicated below. The logo size should always be specified by its height.

**Clear Space**

When applying any version of The Arts Council Credit Logo a minimum clear area should always be maintained. The minimum distance is equal to the height of the text content of the logotype as illustrated below.
Positioning of The Credit Logo

The Arts Council funding logo should be positioned in a prominent manner that is considerate of the design layout.

If you need to display one or more logos in a line-up, please ensure they are exactly aligned and reflective of the investment hierarchy.

For example, where the Arts Council is the primary funder, the logo must be the most prominent and should appear first in a logo line-up, and adhere to our Minimum Size and Clear Space guidelines.
Incorrect Use of The Credit Logo

It is important that our Credit Logo always appears clearly and legibly. Please use master digital artworks when using the Credit Logo to avoid the mistakes illustrated on the right and to ensure consistent brand recognition and integrity.

DO NOT alter the proportions or rotate the Credit Logo

DO NOT change the colour of the Credit Logo

DO NOT place the Credit Logo over busy images

DO NOT place the white version of the Credit Logo over light colours

DO NOT place the black version of the Credit Logo over dark colours

DO NOT apply effects to the Credit Logo
Where Can I Get The Credit Logo?

The Arts Council Credit Logo artworks are available as eps and png formats and can be downloaded from our site: www.artscouncil.ie/funding

If you have any more questions, please don’t hesitate to contact us at:

Reception,
The Arts Council,
70 Merrion Square, Dublin 2
T: +353 1 618 0200
E: info@artscouncil.ie