Arts Council Funding
Logo Guide

www.artscouncil.ie/funding/logoguide
Brand Marks

Brand mark elements

1. The Arts Council Identity Mark or Logo, which is used corporately by the Arts Council.

2. The Funding Acknowledgment Mark

This mark consists of four elements:

1. the arts council logo
2. funding tab
3. the versatile title tab 
   *demonstrated later in this booklet*
4. artscouncil.ie tab 
   *promoting the website*
Which acknowledgment logo should you 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 3

If you are a venue funded for multiple artforms then you will use the generic funding mark as shown in FIG 4
E.g. Use this logo if you are a theatre company.

FIG 3

E.g. Use this logo if there is funding for multiple artforms.

FIG 4

www.artscouncil.ie/funding/logoguide
Samples of different funding logos are shown here.

The logos are supplied on the Arts Council Funding Logos CD and are divided into specific art form folders.

The logos are also available to download from our website also www.artscouncil.ie/funding/logoguide
Colour

The funding logos should only ever appear in **black against a white** (Fig 5) or **light background** (Fig 6), or in **white against a black** (Fig 7) or **dark background** (Fig 8).

They should not be reproduced in any other colour.

Incorrect Colour Use
Minimum Size

The **minimum size** for the funding logo is **15mm** where the proportion of the logo is determined by the square of the corporate mark component as shown.
The following is a guide to proportional size according to formats.

<table>
<thead>
<tr>
<th>Format</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>DL</td>
<td>15 mm High</td>
</tr>
<tr>
<td>A5</td>
<td>15 mm High</td>
</tr>
<tr>
<td>A4</td>
<td>21 mm High</td>
</tr>
<tr>
<td>A3</td>
<td>30 mm High</td>
</tr>
<tr>
<td>A2</td>
<td>42 mm High</td>
</tr>
<tr>
<td>A1</td>
<td>60 mm High</td>
</tr>
<tr>
<td>A0</td>
<td>80 mm High</td>
</tr>
<tr>
<td>Larger formats</td>
<td>160+mm High</td>
</tr>
</tbody>
</table>

www.artscouncil.ie/funding/logoguide
Exclusion Zone

Ensure you place an exclusion zone of blank space around the logo.

For this logo the exclusion zone is equal in size to the text content of the corporate mark element as shown.

Nothing (typography, graphic device or photographic detail) should encroach into this space.

The formula for the exclusion zone is detailed opposite and applies to all sizes of reproduction.

If any of the logos feature in a line up of logos from other organisations, our exclusion zone requirements still apply.
Exclusion zone = text content of the corporate mark

The exclusion zone also applies in a line-up of logos
Positioning the Funding Logo

The Arts Council funding logo should be positioned in the extreme *top left* or extreme *bottom left* corners of a design layout.

The logo should be positioned *at least* the distance of the exclusion zone from the edge of the page. 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 exclusion zone guidelines.

See samples opposite.

Note that the only exceptions to this requirement is in cases where the event or programme is for overseas consumption, in which case the Culture Ireland logo may appear first, immediately followed by the Arts Council logo.
The mark should be positioned at least the distance of the exclusion zone from the corner of the page.

Primary funder first

Ensure logos are exactly aligned.
Incorrect Use of the Logo

You must not stretch the logo, or crop it to fit into a small space. See the examples opposite which demonstrate how misuse of the logo can affect its impact.

Never:
- reduce the logo smaller than 15mm
- enclose the logo in a box
- alter the proportions of the logo
- add effects to the logo, eg. shading or outlines

This is not a definitive set of examples of the logo being misused. If you are in any doubt about the compliance of your planned format, please contact reception at the Arts Council.
Don’t stretch the logo

Don’t squash the logo

Don’t shrink the logo

www.artscouncil.ie/funding/logoguide
Don’t rotate the logo

Don’t box in the logo

Don’t colour the logo

Don’t apply effects to the logo
Don’t reverse or outline the logo.

Don’t place the white version on a light background.

Don’t place the black version on a dark background.
If you or your organisation has a website, the relevant grant award logo must appear on the home page and be positioned ‘above the fold’, so the user does not have to scroll down the screen to see it.

It must be clearly visible, a minimum of 70 pixels in height. We also require you to include a link to our website www.artscouncil.ie, so more people know who we are and the artforms we fund.

If you use other web-based platforms to publicise your work, such as MySpace or other networking sites, you should also display the funding logo.
The logo must be positioned on the home page and be visible when the page opens.

The logo should hyper-link to the Arts Council website www.artscouncil.ie.

The logo must be at least 70 pixels in width.

www.artscouncil.ie/funding/logoguide
The Arts Council Funding CD

The Arts Council Funding Logos CD contains artwork for both the black and white versions for all artforms.

The artwork is available in eps and png formats.
Further Information

Should you require more information please contact:

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70 Merrion Square,
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E: info@artscouncil.ie
Contact Details:

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