

Network Branding Guidelines

The intention of these guidelines is:

- to raise the visible profile of Network and its events
- to adopt a greater degree of coherence and standardisation in the use of existing logos (Network and Art Tour)
- to reinforce the connection between the two.

Use of the name – written and spoken

The official name is 'Network Artists Limited' trading as 'Network Artists in Northumberland'

After a first use of the trading name this can be shortened to 'Network'.

When written in text, Network should appear with a capital N to make it clear that it is a name (unless it could be defined by a change in weight ie. in bold lowercase as in **network**)

'Artists in Northumberland' is a descriptive, supporting line of text that is a component of the logo. It should not generally be used except in that context .

Network could be described further, however, in text, as: . . . **an independent organisation supporting artists in Northumberland.**

Events: Any presentation at an event organised by Network should:

- Introduce Network to the audience
- Explain its relationship to the event, eg "This event is being organised by Network Artists in Northumberland as part of the Art Tour".

Network Logo – general

The **Network** logo must appear on all promotional material produced by artists for the promotion of Network events eg. talks, Art Tour open studios, exhibitions, invitations etc.

It should appear on posters, invitations, publicity material ie press releases etc., web site, advertising and exhibitions designed to promote Network or Art Tour. Logos should be prominent to visitors on entry to an exhibition, in displays, information panels etc.

We suggest that it should appear at the bottom of a poster for example, bottom left, bottom right, or centred, depending upon other design and layout considerations.

To ensure legibility the optimum minimum size at which it should appear is 43mm wide.

In any folded or stitched publication the logo should appear on the front and the back.

Do **not** use multiples of the logo, just one logo per page

The Art Tour & Network

In terms of hierarchy when used together, 1st is Art Tour logo and 2nd is Network logo.

This means that the Network logo would be placed below the Art Tour logo, secondary to it. This is not necessarily immediately below it, but at a lower level eg. at the bottom.

In Art Tour publicity, eg. brochure etc. 'The Art Tour' (logo) should always include the line 'a **network** open studios event'. The colour is pantone 192, red.

Logos can be downloaded from:

www.networkartists.org.uk

Typeface selection

Arial is the typeface that should be used for general text applications.

Funders and Sponsors

Funders' and sponsors' logos should be used where possible on all Art Tour literature, advertising etc. Available on request from: info@networkartists.org.uk



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