



Own Art identity guidelines

Use of the Own Art identity

These guidelines have been prepared in line with advice from Trading Standards, the Financial Standards Authority (FSA) and the Advertising Standards Authority (ASA). Failure to observe these guidelines may result in disciplinary action against the advertiser from these authorities.

The Own Art brand is registered to Arts Council England. Own Art member galleries are licensed to use the brand for promotional displays and advertising purposes. All such use of the brand name must follow the guidelines set out in this document which are applicable to both printed and web-based media. Unauthorised use of the brand is strictly prohibited.

What Own Art is

Own Art is an interest free loan scheme created and promoted by Arts Council England.

What Own Art does

Own Art provides people with the opportunity to access, experience and enjoy visual arts of the highest quality by offering interest free loans for the purchase or commission of contemporary art, craft and design.

How we communicate

Own Art communications should always be upbeat and friendly. Arts Council England believes that living with art that you love can be a rewarding experience. All Own Art credit-brokers should communicate the product in an approachable and responsible way. All Own Art credit-brokers must hold a valid Consumer Credit Licence and must be observant of the FSA's code of practice for the brokering of credit products.

Name

The scheme is called Own Art. The words are separate, and in print the first letters of each word are capitalised. If description is required, we use the words 'loan scheme' (eg "Own Art is a loan scheme").

Own Art has a separate identity to that of Arts Council England, but works in synergy with it, for example in the use of colour and graphic imagery.

Positioning and relationship with Arts Council logo

The logo works with the Arts Council logo, and external facing material should carry both logos. On leaflets, the Arts Council logo is prominent on the back. On one-sided items, the Arts Council's logo should go in the diagonally opposite corner (ie bottom right).

Logo and typeface

The logo should always be used in the top left hand corner of print and online materials. The logo has a shadow around it, which is an integral part of the design. It can stand alone or it can be used with a strapline or text that further explains the programme.

Strapline

We have developed a series of three straplines that work with the logo and these can be used in different materials, as appropriate. When used with the logo the strapline should be a minimum of 12-point Frutiger black. See over for exclusion zones and minimum sizing requirements.

Own Art making art affordable

Own Art to take home

Own Art with an interest free* loan

When using the strapline 'with an interest free* loan' the phrase '*Typical 0% APR' must also be displayed in a font size at least 1.5 times the size of the strapline text. See below for details.

Approved text for use in advertisements and other marketing materials

All advertisements for the Own Art scheme must include the following:

Typical 0% APR

This phrase must be included in all advertising material used to promote the Own Art loan scheme where credit terms such as 'interest free' or '0% loan' have been used. The phrase must be displayed at least 1.5 times the size of the text describing the credit offer

eg **Own Art** with an interest free loan (Typical 0% APR)

The phrase may be displayed in parenthesis as part of the main text of the advert or on a separate line by using an asterisk to refer the reader from the credit terms to the qualifying phrase (see sample texts on pages 6-8). This condition applies to all advertisements and promotional material whether published in print or on-line.

TEXT 1



with an interest free loan
Typical 0% APR

ArtCo Trading Ltd (a wholly owned subsidiary of Arts Council England) is a licensed broker of Own Art loans.
Registered address: Arts Council England, North East, Central Square, Forth Street, Newcastle Upon Tyne, NE1 3PJ



TEXT 2



Own Art interest free* loans make it easy and affordable to buy original, high quality contemporary art and craft. Please ask for details.

***Typical 0% APR**

ArtCo Trading Ltd (a wholly owned subsidiary of Arts Council England) is a licensed broker of Own Art loans.
Registered address: Arts Council England, North East, Central Square, Forth Street, Newcastle Upon Tyne, NE1 3PJ



TEXT 3



The Own Art loan scheme is designed to make it easy and affordable for everyone to buy original, high quality contemporary art and craft. You can borrow up to £2,000, or as little as £100, to be paid back in equal instalments over a period of 10 months - interest free*.

Please telephone **0845 300 6200** for details or go to **www.artscouncil.org.uk/ownart**

***Typical 0% APR**

ArtCo Trading Ltd (a wholly owned subsidiary of Arts Council England) is a licensed broker of Own Art loans.
Registered address: Arts Council England, North East, Central Square, Forth Street, Newcastle Upon Tyne, NE1 3PJ

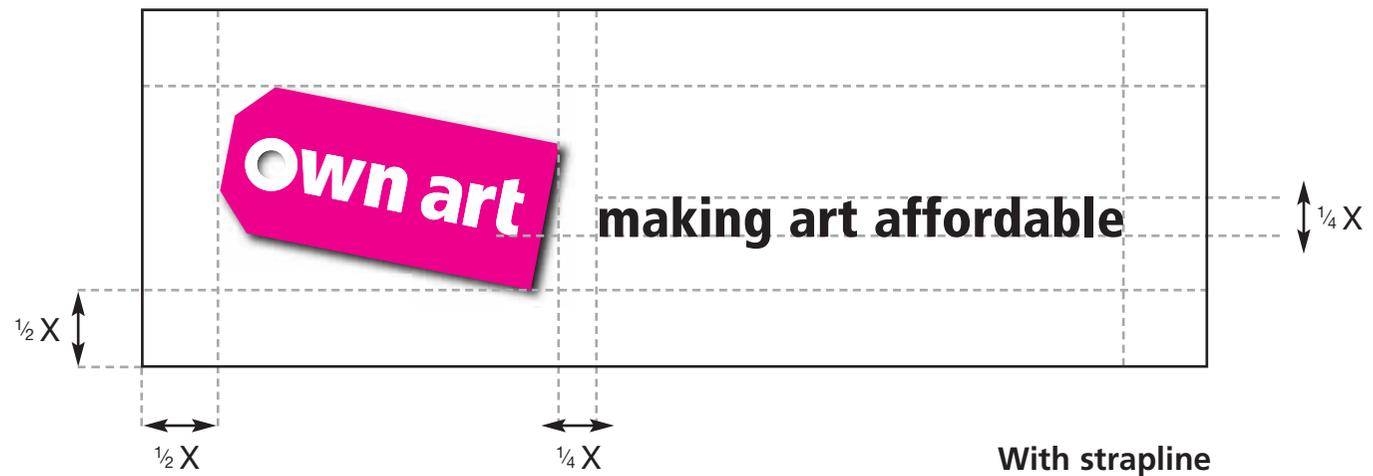
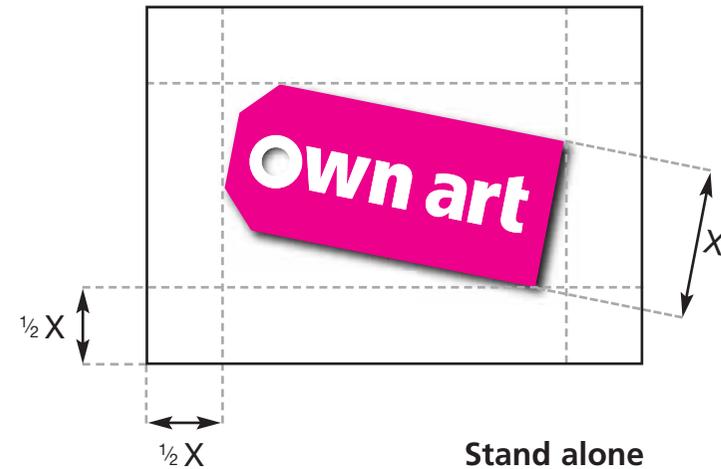


Exclusion zone

The exclusion zone (indicated by the solid line) is the minimum area around the Own Art logo that must remain clear of typography or any other graphic device.

The formula for the exclusion zone is shown here and applies to all sizes of logo reproduction.

The space between the the strapline and the logo is a preferred, not a minimum distance.





Recommended minimum sizes

Shown here are recommended minimum logo sizes for various page formats.

The X-height is the measurement taken to determine the size of the logo when placed on a specific page format.

Use these sizes wherever possible to maintain consistency across all printed material.



X-height = 15mm
DL and A5 page format
(minimum size)



X-height = 20mm
A4 page format



X-height = 25mm
A3 page format



X-height = 35mm
A2 page format

Palette

We have chosen 3 colours from the Arts Council's colour palette for the Own Art logo.

These colours are:

Colour	PANTONE® reference	Process CMYK % colour	RGB colour	Hexadecimal 'websafe' colour
Magenta	Process magenta	C000 M100 Y000 K000	R204 G000 B102	CC0066
Violet	PANTONE 259	C065 M100 Y000 K016	R102 G000 B102	660066
Green	PANTONE 377	C056 M000 Y100 K027	R102 G153 B000	669900

You should choose the colour that will be clearest on the background you are using. There is also a white on black logo for use on highly patterned or coloured background.

These colours can also be used in copy, but only ONE colour should be used per application.

Logos are available at www.artscouncil.org.uk/ownart

Positioning

The preferred positioning of the logo is in the top left corner of a design layout.



Stand alone



making art affordable

With strapline