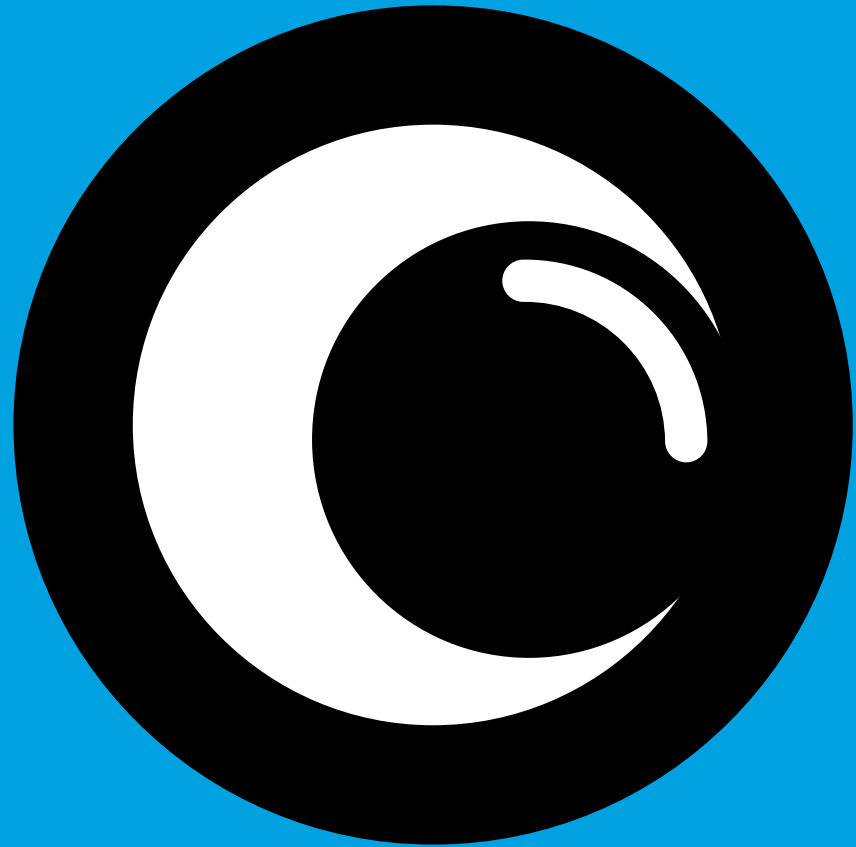
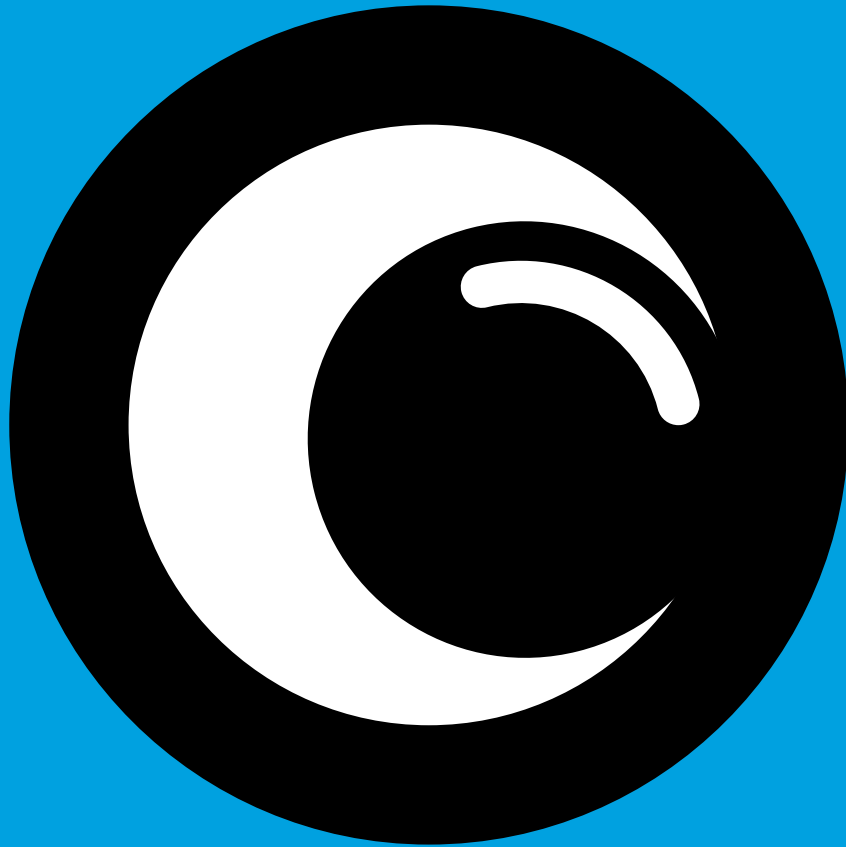


Family Arts Standards
Brand Guidelines





with Family and Childcare Trust

The Family Arts Standards logo has been developed for use by event organisers who have pledged to meet and adhere to the [Family Arts Standards](#), our guidance and accreditation programme to help organisations improve their offer to families.

As a UK-wide initiative, it is important that all organisations signed up to the Family Arts Standards are clearly identifiable for families.

Displaying the Standards logo demonstrates consideration in your programming and is a recognisable declaration of a strong family-friendly welcome.

Your organisation will benefit from the reputation of the Standards as a trusted mark of quality and the wider marketing and publicity initiative surrounding them. Those messages will be reinforced by each organisation using the identity clearly and consistently.

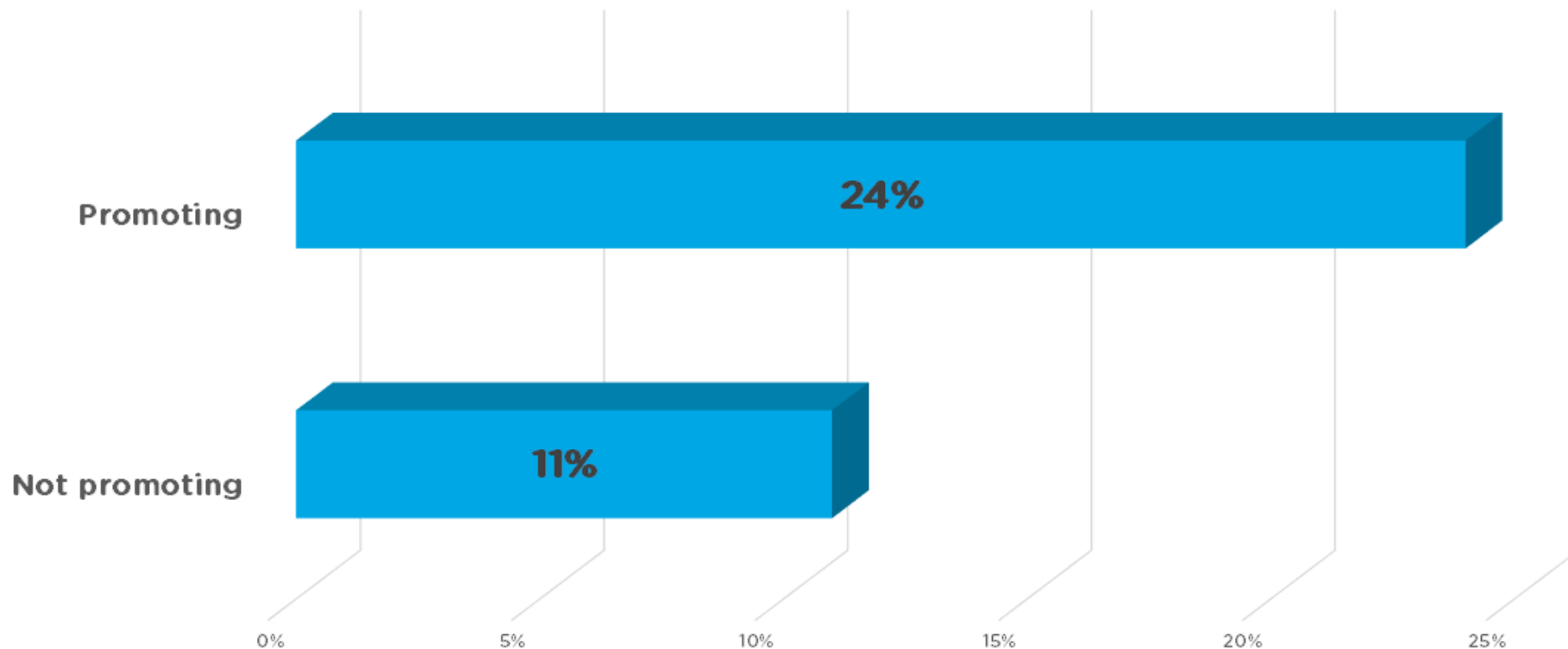
This guide demonstrates how you should use the Family Arts Standard logo on your website and printed materials.

Promote your family-friendly status

Survey findings

Our recent survey found that organisations promoting the fact that they had signed up to the Standards were more than **twice as likely** to see an increase in families visiting and taking part in their family activities than those who were not promoting it.

Respondents experiencing an increase in family visitors since signing up to the Standards:



Introduction

As a Standard holder you can use the Family Arts Standards logo and the Fantastic for Families badge.

More detailed guidance on both logos is included in these brand guidelines.

Family Arts Standards logo

The Family Arts Standards logo is used to identify organisations who have pledged to meet and adhere to the Family Arts Standards.

It should be used in association with **your organisation** as a whole but not for marking out specific family events.



Fantastic for Families badge

The Fantastic for Families badge can be used to mark **individual events** which are of particular appeal to families: events and activities that are enjoyable for different generations attending together.

The Fantastic for Families badge can only be used by organisations who have signed up to the Family Arts Standards.

The FFF badge has been developed so that the branding can be used flexibly, depending on your programme.



Family Arts Standards Colour logo

Our logos are provided ready-to-use,
within blue rectangles.

These elements must not be stretched,
cropped into or manipulated in any way.

“with Family and Childcare Trust” should
always be included and run across the
entire width of our badge.

There are two logos available, with the
googly-eyes placed beside or above the
text.

‘Eyes beside’ is the primary logo.



Eyes beside logo (This is the primary logo)



Eyes above logo

Family Arts Standards Mono logo

There may be occasions when our logo needs to appear in black and white only. For example, newspaper or laser printing.

In this case the 'Mono' versions of the logo should be used.

(For a further example of how to use our mono logos, please see p12.)



Eyes beside mono logo



Eyes above mono logo

Identity elements

Type and colour

Type

The Standards typeface is Gotham Rounded, a clear and friendly face that works well large or small.

Our primary weight is Medium, this should be used for heading and text.

Book can also be used to add variation.

Gotham Rounded can be downloaded for free from ephifonts.com.

Gotham Rounded Medium

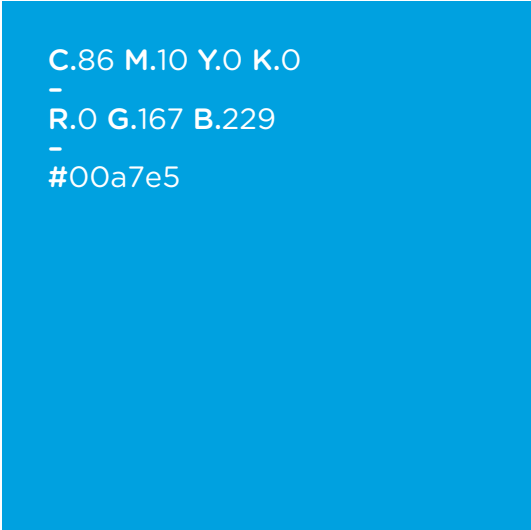
–

Gotham Rounded Book

Colour

The Standards identity should always appear on the blue background (unless a black and white design is required).

The values are shown here.



C.86 M.10 Y.0 K.0
–
R.0 G.167 B.229
–
#00a7e5

Using our identity

Clear space rule

It is important to provide adequate space around the logo so that it is clearly distinct from other logos, images or type.

Our clear space rule is equal to the square height of the 'F' in family.



Using our identity

For your Organisation

The Family Arts Standards logo should be used in association with your organisation: on your website, in your brochures and on posters and signage.

It should be placed alongside funding logos on your organisational materials.

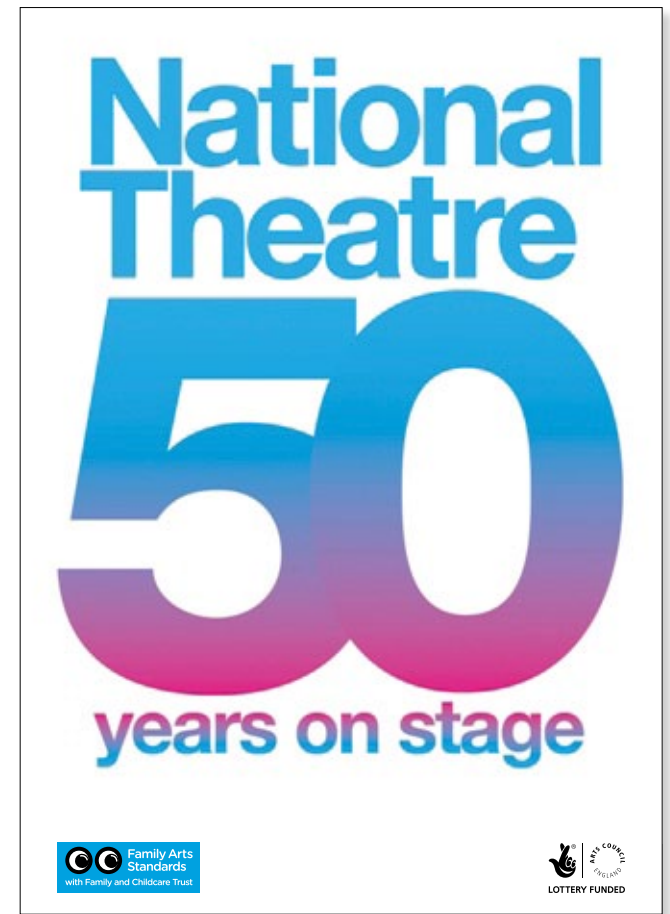
When using online, please hyperlink the logo back to familyartsstandards.com, so that the public can find out more about the Standards.



Website



Brochure cover



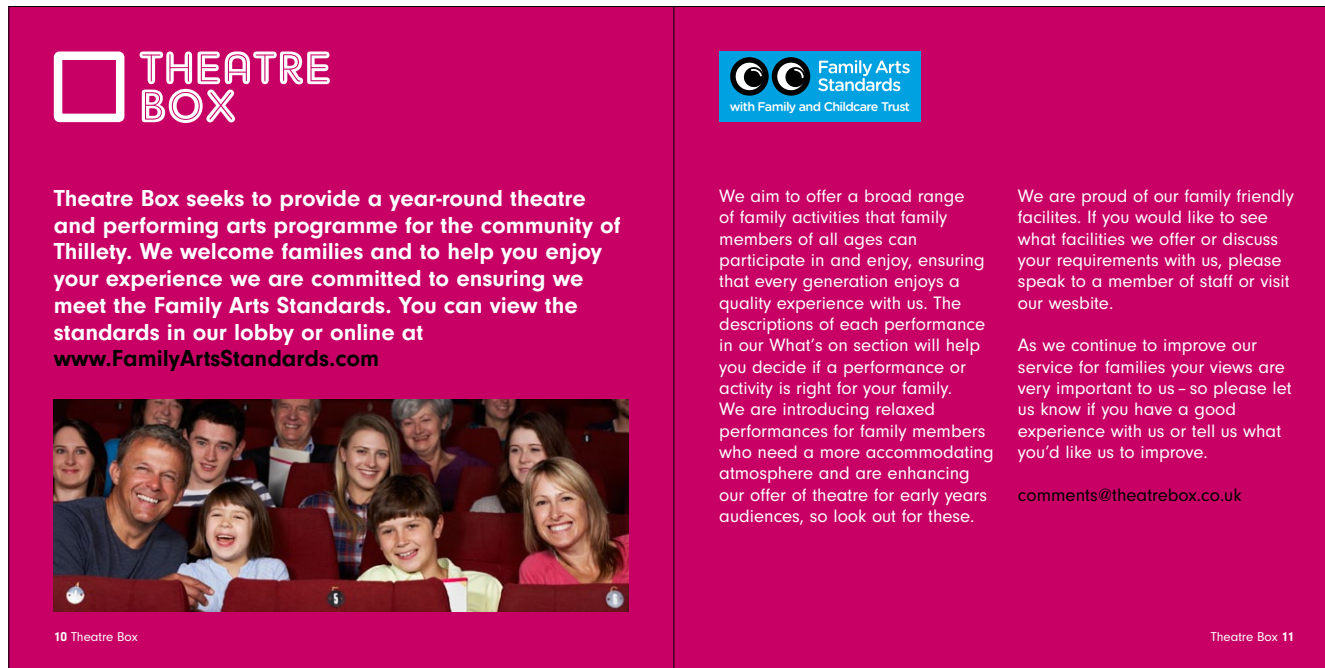
Poster

Using our identity For individual events

You may choose to include a section in your organisational materials (website, brochures etc) that explains that you have signed up to the Standards, how your organisation sees families as an important part of your audience and wants to offer them a good experience.

However, the logo should not be used as a marker i.e. to draw attention to individual activities or performances that you want to highlight to family audiences.

Promotional materials for individual activities and performances can carry the 'Fantastic for Families' badge.



The image shows a two-page spread of a brochure for Theatre Box. The left page (page 10) features the Theatre Box logo at the top, followed by a paragraph of text and a photograph of a diverse group of people, including children and adults, smiling in a theatre audience. The right page (page 11) features the Family Arts Standards logo at the top, followed by two columns of text and the Theatre Box logo at the bottom right.

THEATRE BOX

Theatre Box seeks to provide a year-round theatre and performing arts programme for the community of Thilley. We welcome families and to help you enjoy your experience we are committed to ensuring we meet the Family Arts Standards. You can view the standards in our lobby or online at www.FamilyArtsStandards.com

10 Theatre Box

Family Arts Standards
with Family and Childcare Trust

We aim to offer a broad range of family activities that family members of all ages can participate in and enjoy, ensuring that every generation enjoys a quality experience with us. The descriptions of each performance in our What's on section will help you decide if a performance or activity is right for your family. We are introducing relaxed performances for family members who need a more accommodating atmosphere and are enhancing our offer of theatre for early years audiences, so look out for these.

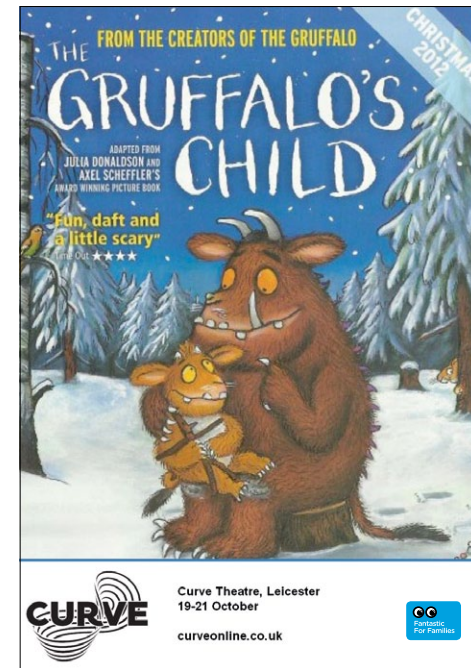
We are proud of our family friendly facilities. If you would like to see what facilities we offer or discuss your requirements with us, please speak to a member of staff or visit our website.

As we continue to improve our service for families your views are very important to us - so please let us know if you have a good experience with us or tell us what you'd like us to improve.

comments@theatrebox.co.uk

Theatre Box 11

Brochure inside spread



The image shows a poster for the play 'The Gruffalo's Child'. The poster features a large illustration of a brown gruffalo and a smaller yellow mouse in a snowy forest. Text on the poster includes the title, credits, a quote from 'The Owl', and performance details for Curve Theatre in Leicester. A 'Fantastic for Families' badge is visible in the bottom right corner.

FROM THE CREATORS OF THE GRUFFALO

CHRISTMAS 2012

THE GRUFFALO'S CHILD

ADAPTED FROM JULIA DONALDSON AND AXEL SCHEFFLER'S AWARD WINNING PICTURE BOOK

"Fun, daft and a little scary" *The Owl* ★★★★★

CURVE

Curve Theatre, Leicester
19-21 October
curveonline.co.uk

Family Arts Standards
with Family and Childcare Trust

Individual activity poster

Using our identity

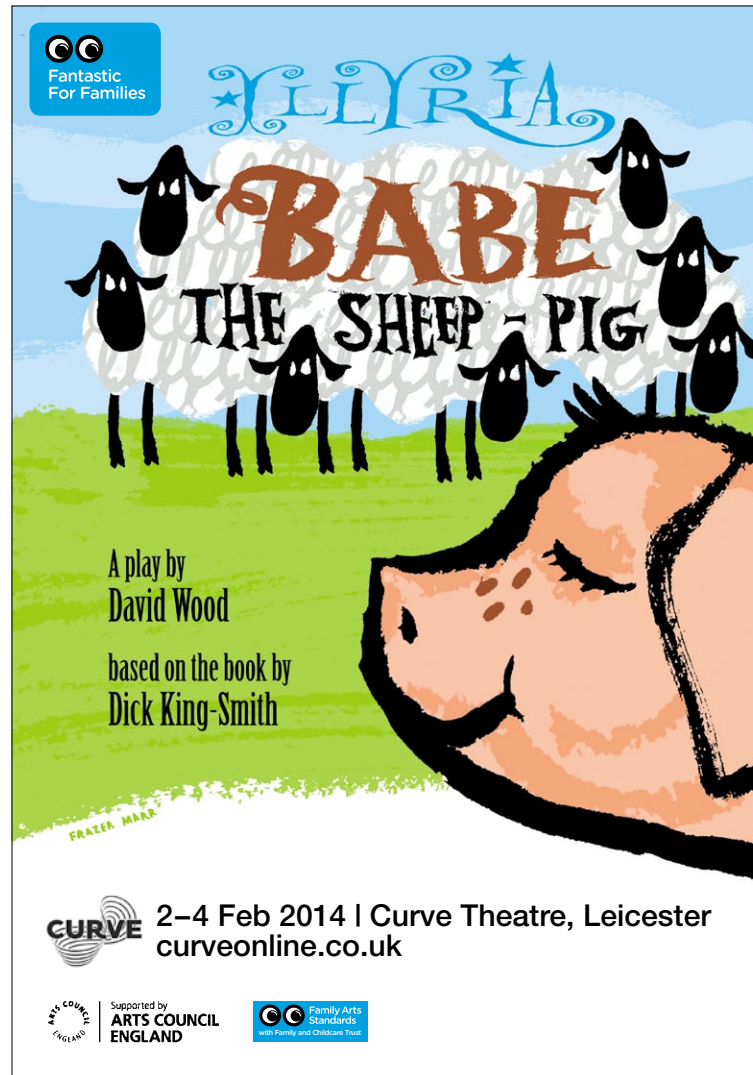
Fantastic for Families badge

Standards holders should use the Fantastic for Families badge to label individual events which are suitable for the whole family.

When labelling events as “fantastic for families”, the following should be taken into consideration:

- Is the event open to different generations?
- Is the event suitable for the whole family (i.e. adults in the family group will find the event as engaging as children will)?

Fantastic for Families badge relates to programming and should be used in association with particular events. The Family Arts Standards represents your organisation as a whole and should appear with other organisational logos.



Using our identity

Family Arts Standards Mono

When colour printing is not available and our logo needs to be reproduced in black only, please use the 'Mono' versions of the logo as demonstrated here.



Black only poster

Family Arts Standards

Digital files

The logo is available in a variety of digital formats, below is a brief explanation about what those formats are and what circumstances are the best for their use.

jpg and png

- For our in-house use
- Low resolution (72dpi)
- Screen colours (RGB)

These are for everyday use on documents that are generated and produced in-house. They are saved to be compatible with computer screens and in-house printers; they use the Red Green Blue (RGB) colour spectrum to generate their colours.

These are low resolution files (72dpi), predominantly for use on computer screens. Do not supply these files to printers or design suppliers (who need high-resolution files).

The .png file is particularly useful as it has a transparent background so it can be used on any colour background.

They are also appropriate for web and other digital uses, although your web team may wish to optimise them further.

tif

- For professional use
- High resolution (300dpi)
- Print process colours (CMYK)

Use for leaflets and posters. Supply these files to printers and design suppliers. They are saved for use by print suppliers and designers. They use the process print colour spectrum (CMYK) Cyan, Magenta, Yellow, and Black. These are print resolution files (300dpi). They can be used in most contexts but are a large file size that is impractical for day-to-day use.

Illustrator eps

- For designers/printers only
- Vector file
- Print process colours (CMYK)

These are specialist (vector) files that are not resolution dependent. Use only for supplying to designers or printers. These are only compatible with certain software packages. Before supplying to a printer or design supplier ensure that they accept 'Adobe Illustrator EPS' files.

Family Arts Standards

Digital files index

Family Arts Standards
eyes beside



Colour logo

eyesbeside_FAS_logo_blue.jpg
eyesbeside_FAS_logo_blue.png
eyesbeside_FAS_logo_blue.tif
eyesbeside_FAS_logo_blue.eps

Family Arts Standards
eyes above



Colour logo

eyesabove_FAS_logo_blue.jpg
eyesabove_FAS_logo_blue.png
eyesabove_FAS_logo_blue.tif
eyesabove_FAS_logo_blue.eps

Minimum sizes for logo use:

Minimum height: 8.5mm



Minimum height: 15mm



Mono logo

eyesbeside_FAS_logo_mono.jpg
eyesbeside_FAS_logo_mono.png
eyesbeside_FAS_logo_mono.tif
eyesbeside_FAS_logo_mono.eps



Mono logo

eyesabove_FAS_logo_mono.jpg
eyesabove_FAS_logo_mono.png
eyesabove_FAS_logo_mono.tif
eyesabove_FAS_logo_mono.eps

Family Arts Standards

Digital Files

Welsh

There are welsh versions of our logo. They should be applied in the same way as the English versions, following the guidance in this pdf.

Family Arts Standards
eyes beside



Colour logo
 eyesbeside_FAS_logo_W_blue.jpg
 eyesbeside_FAS_logo_W_blue.png
 eyesbeside_FAS_logo_W_blue.tif
 eyesbeside_FAS_logo_W_blue.eps

Family Arts Standards
eyes above



Colour logo
 eyesabove_FAS_logo_W_blue.jpg
 eyesabove_FAS_logo_W_blue.png
 eyesabove_FAS_logo_W_blue.tif
 eyesabove_FAS_logo_W_blue.eps

Minimum sizes for logo use:

Minimum height: 8.5mm



Minimum height: 15mm



Mono logo
 eyesbeside_FAS_logo_W_mono.jpg
 eyesbeside_FAS_logo_W_mono.png
 eyesbeside_FAS_logo_W_mono.tif
 eyesbeside_FAS_logo_W_mono.eps



Mono logo
 eyesabove_FAS_logo_W_mono.jpg
 eyesabove_FAS_logo_W_mono.png
 eyesabove_FAS_logo_W_mono.tif
 eyesabove_FAS_logo_W_mono.eps

Family Arts Standards

Using the Welsh and English logos together

If you need to display the Welsh and English logos together please use the same type of logo i.e. both 'eyes beside' or both 'eyes above', and follow the layout guidance below.

You can choose which language version of the logo sits on the left or on top:



Both 'eyes beside' with English on the left



Both 'eyes above' with Welsh on top

Family Arts Standards

Links and Downloads

Download branding

Full brand guidelines and logos can be downloaded at familyarts.co.uk/branding.

Promote your events for free at fantasticforfamilies.com

All of your arts events that are Fantastic For Families can be added to our new website fantasticforfamilies.com for free and benefit from a national marketing campaign targeting family audiences.

Information for families

Make sure to hyperlink the Standards logo and accompanying information to familyartsstandards.com.

The screenshot shows the top navigation bar of the Fantastic For Families website. On the left is the logo, which consists of two stylized eyes and the text "Fantastic For Families". On the right, there are links for "Login", "Register", and "Visit our Sector website". Below the navigation bar is a dark blue banner with the "ARTS COUNCIL ENGLAND" logo and the text "Supported using public funding by ARTS COUNCIL ENGLAND". Below the banner is a navigation menu with links for "Home", "News", "Events", "Organisations", and "Local Networks".

The main content area features a featured article titled "Win a family ticket to underneath a magical moon!". The article text reads: "Tutti Frutti Theatre are busy traveling the country during this October's Get Creative Family Arts Festival, with their brand new family show Underneath a Magical Moon." To the right of the article is a photograph of a young girl with blonde hair painting on a piece of paper, with a woman sitting next to her, smiling and watching her. Below the article is a link for "Upcoming events >".

On the right side of the page, there is a search bar with the text "Q Search for..". Below the search bar are two input fields: "Events" (with a dropdown arrow) and "Postcode or keyword". Below these fields is a checkbox labeled "Family Arts Standards" and a blue "Search" button. At the bottom right, there is a teal "Register" button with the text "Sign up to add your organisation's arts events!".

Comments and questions

The Family Arts Standards have been produced by the Family Arts Campaign and the Family and Childcare Trust, in consultation with both arts organisations and families. If you have any comments or questions about the Standards please contact:

Family Arts Campaign:

info@fantasticforfamilies.com

020 3198 6106



Supported using public funding by
**ARTS COUNCIL
ENGLAND**