



Artsmark
AWARDED BY ARTS COUNCIL ENGLAND



We believe every child should have the opportunity to create, compose, and perform, as well as to visit, experience, participate in and review extraordinary work. Artsmark can help unlock the potential of children and young people, help to develop character and talent, and increase their knowledge and understanding. That's why Artsmark was created: to bring this ambition to life in every classroom.

Awarded by Arts Council England, designed by schools, the new Artsmark award will help schools deliver a high quality arts and cultural education and provide an excellent way to demonstrate this. Across the country Artsmark is rewarding more and more schools for championing arts and culture. Any school, college or youth justice setting can apply. Artsmark schools gain access to exceptional resources as well as networks of the country's most treasured cultural organisations, helping them develop and strengthen their arts provision.

Artsmark Schools Logo

This page shows the Artsmark Schools Logo, which is to be used by schools that sign up for Artsmark. It must never be redrawn or modified. Use your good judgement to ensure the clarity of the logo.

As well as the black version, there are colour and white versions available. See page 5 for details on the usage of colour.



Recommended minimum height:
8mm for print, 40 pixels for screen

Artsmark Schools Logo – Colour



Artsmark Schools Logo – White



Exclusion zone

The exclusion zone is in place to ensure the clarity of the logo wherever it is used. The recommended minimum exclusion zone around the logo is derived from the height of the Artsmark monogram.



Colour variations

The colour of the Artsmark monogram can be any one of the six colours from our palette (see next page).

Incorrect use

The Artsmark wording and Arts Council England roundel should always remain in black – see below for incorrect usage.



We're working towards Artsmark
Awarded by Arts Council England



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We're working towards Artsmark
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Incorrect use



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Colour palette

Our colour palette is comprised of six colours plus black. They are described below in Pantone and CMYK values for print, and RGB and Hex values for online and screen-based communications. The colours may also be used as tints (see following page).

01. Artsmark Indigo

CMYK: 85/90/0/0
RGB: 61/40/124
Pantone 2745 U
Pantone 2735 C
Hex: #3D287C

02. Artsmark Red

CMYK: 0/80/70/0
RGB: 242/102/94
Pantone 1788 U
Pantone 1785 C
Hex: #F2665E

03. Artsmark Turquoise

CMYK: 70/0/30/0
RGB: 0/164/175
Pantone 325 U
Pantone 325 C
Hex: #00A4AF

04. Artsmark Green

CMYK: 50/0/100/0
RGB: 150/183/33
Pantone 382 U
Pantone 376 C
Hex: #96B721

05. Artsmark Yellow

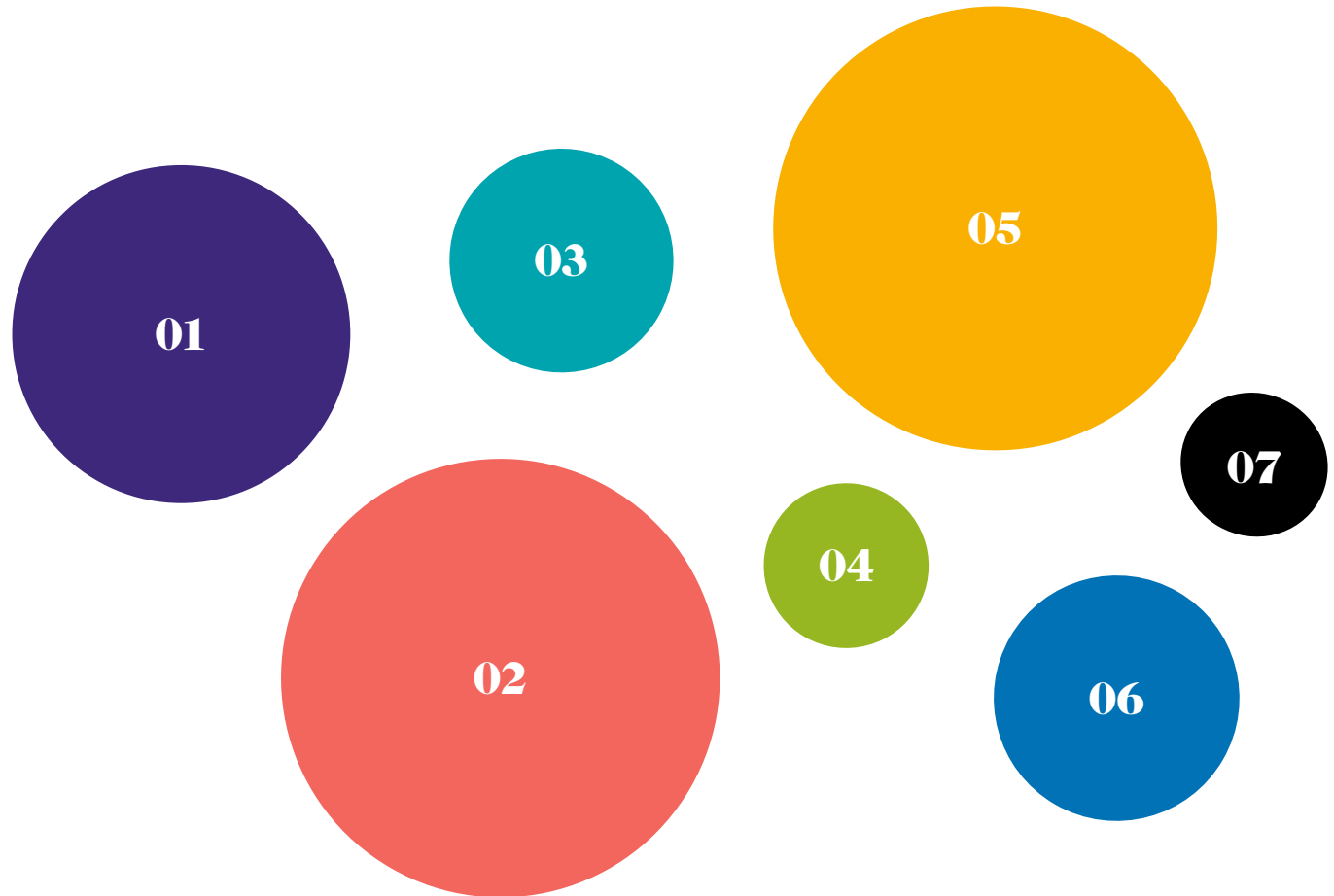
CMYK: 0/30/100/0
RGB: 249/176/0
Pantone 122 U
Pantone 1235 C
Hex: #FFBC37

06. Artsmark Blue

CMYK: 100/40/0/10
RGB: 0/114/180
Pantone 3005 U
Pantone 300 C
Hex: #0072B4

07. Artsmark Black

CMYK: 0/0/0/100
RGB: 0/0/0
Hex: #000000



Tints

Where appropriate our colours may also be used as tints. Here they are shown at 100%, 75%, 50% and 25%.



Example usage

This page shows the Artsmark Schools Logo in use on an example letterhead and website.

Where multiple accreditation logos need to be included, aim to set them in line with and of equal height to the Artsmark Schools Logo.

Logo usage

Example school letterhead and website



St. Joseph's School
123 Sample Street
Sampleshire
London E3 2UQ

Phone +44 (0) 20 8686 5700
Fax +44 (0) 20 8760 5880
Mobile +44 (0) 20 8760 5846
Website www.stjosephs.sch.uk

3 October 2012

Mr John Smith
Business Title
Business Name
200 Streethame St
United Kingdom
SW12 9PH

Dear Mr Smith,

Dae pores doloresti illique volorum, officil is debitat empore est quam ni cum, introfaf onseque siminvent optatium repra volecep elecae. Ita commolore dolore dem ipsam veliscis eriantand voluptatur. Con porum quia nossinctio ipsa consequi ibusam no commolu ptatis eturissi vererum quis iunt audaest otaturi onsequae. Evenis ma voluptu remporpor accessitium nossinctio ipsa cons.

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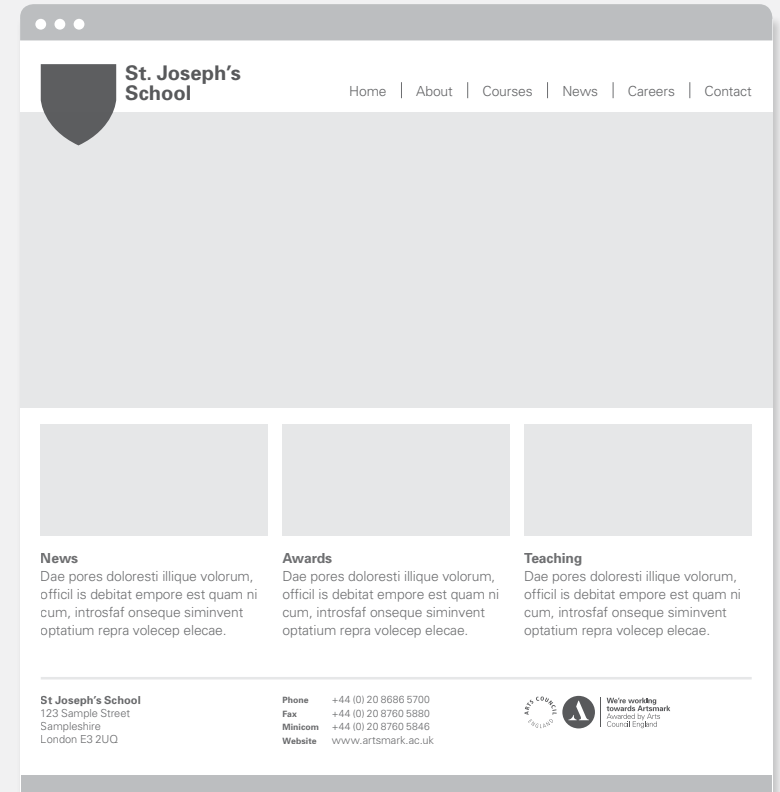
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Yours sincerely,



Firstname Lastname

 We're working towards Artsmark Awarded by Arts Council England



St. Joseph's School

Home | About | Courses | News | Careers | Contact


News
Dae pores doloresti illique volorum, officil is debitat empore est quam ni cum, introsfaf onseque siminvent optatium repra volecep elecae.

Awards
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Teaching
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St Joseph's School
123 Sample Street
Sampleshire
London E3 2UQ

Phone +44 (0) 20 8686 5700
Fax +44 (0) 20 8760 5880
Mobile +44 (0) 20 8760 5846
Website www.artsmark.ac.uk

 We're working towards Artsmark Awarded by Arts Council England

Artsmark Schools Logo: Silver, Gold and Platinum

This page shows the silver, gold and platinum award logos. They mark schools' level of achievement in their arts education. As with the standard Schools Logo, these must never be redrawn or modified. Use your good judgement to ensure clarity. See page 13 for colour values.



**Artsmark
Silver Award**
Awarded by Arts
Council England



**Artsmark
Gold Award**
Awarded by Arts
Council England



**Artsmark
Platinum Award**
Awarded by Arts
Council England

Minimum size



Recommended minimum height:
8mm for print, 40 pixels for screen

Incorrect use of colour



**Artsmark
Silver Award**
Awarded by Arts
Council England

Exclusion zone

The exclusion zone is in place to ensure the clarity of the logo wherever it is used. The recommended minimum exclusion zone around the logo is derived from the height of the Artsmark monogram.



Silver, Gold and Platinum colour palette

Our Silver, Gold and Platinum colour palette is comprised of three colours. They are described below in Pantone and CMYK values for print, and RGB and Hex values for online and screen-based communications.

01. Artsmark Silver

CMYK: 10/00/05/30
RGB: 183/191/191
Pantone 877 U
Pantone 877 C
Hex: #B7BFBF

02. Artsmark Gold

CMYK: 15/15/80/05
RGB: 219/197/71
Pantone 871 U
Pantone 871 C
Hex: #DBC547

03. Artsmark Platinum

CMYK: 20/00/00/15
RGB: 162/195/214
Pantone 8220 U
Pantone 8220 C
Hex: #A2C3D6

