



HM Government

Culture Recovery Fund

Brand guidelines



Brand principles

The Culture Recovery Fund is a historic investment in all kinds of culture, in all communities, to help the sector recover from coronavirus.

The creative approach for the Here for Culture brand reflects the diversity and energy of the cultural sector.

The defining elements of the brand identity include a bright colour palette and overlapping geometric shapes.

To ensure accessibility at all times, body copy and the Here for Culture logo should only ever be used against a single colour background. As titles use larger font size and a heavier font weight, geometric shapes can intersect behind the titles to create a focal point on graphics and videos.

Culture creates jobs, supports livelihoods, and brings joy to everyone.

In the creative industries, the UK leads the world and we can all feel pride in that.

Our culture has been there for us; at this critical moment, it's vital that we're here for it.

The Culture Recovery Fund will provide the help that the arts and heritage sectors need to keep going through the coronavirus crisis.

This £1.57 billion fund will help sustain the theatres, galleries and other cultural venues that we all love, and that contribute so much to national and local life.

We're working fast to get funding out there in record time - so that we can protect our culture for the public and those who work in it.

And we need you to play your part too. So return to your local cinema, buy tickets for the concert that was postponed, and visit that heritage site near you.

By enabling more venues to welcome visitors again, we won't just benefit the industry, but also communities across the country.

#HereForCulture

Mandatory logos

The HMG logo is mandatory on all Government communications, except for devolved responsibilities (e.g. Health) or where there have been pre-agreed exceptions between the Cabinet Office, Devolved Administrations and Territorial Offices. This should always be positioned in the top left. There are two versions of the logo - the primary, stacked version should be used unless space is limited.

Print

Primary - stacked version



UK Government

Digital

Primary - stacked version



UK Government

Secondary - horizontal version



HM Government

Mandatory logos

Never place the logo in a box of colour to make it stand out. Your background colour will dictate which version of the logo you use.

White background

When placing the logo on a white background, use the logo with the blue colour line.

If using a one-colour print, use the black version of the logo.

Colour background

Always use the white version of the logo when placing it on dark coloured backgrounds.

Photographic background

Always use the white version of the logo when placing it on photography. Ensure the logo is placed on a dark part of the image to create a high contrast so the logo is legible.

On a white background



One colour print on a white background



On a colour background



On a photographic background



Use of logos



The Here for Culture logo must only ever be used in black or white.

Use of logos

Positioning



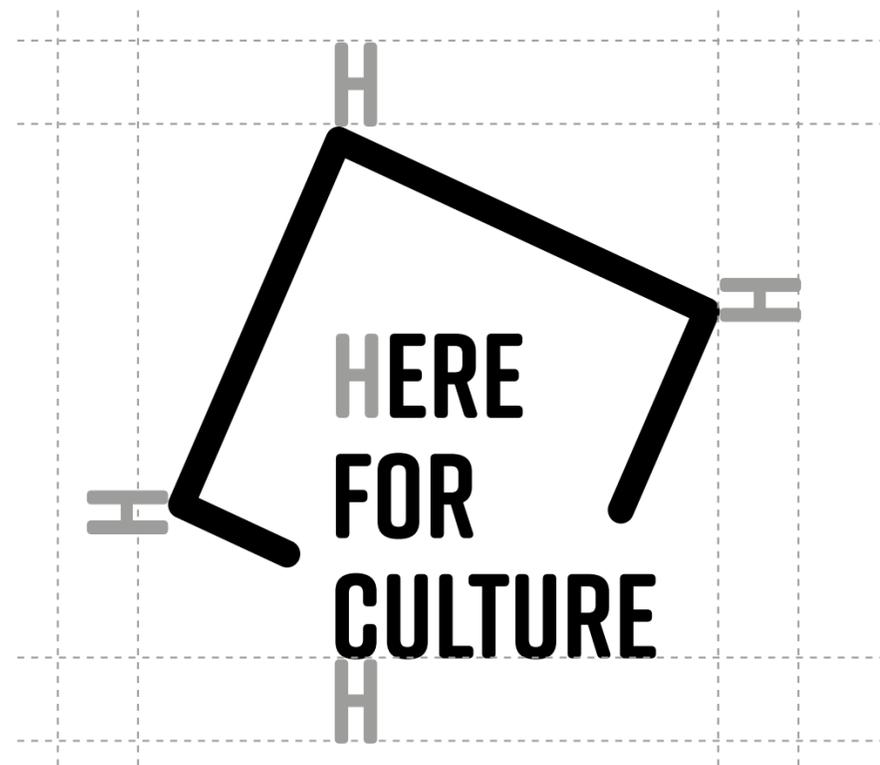
The UK Government logo must always appear top-left, and the Here for Culture logo bottom-right. Both logos are mandatory on every piece of communication.



The Here for Culture logo may be centred only when used on a video end card.

Use of logos

Clear space



There should be sufficient clear space around the here for Culture logo to let it breathe and prevent its clarity and visual impact from being obstructed. The minimum clear space should be the height of the words.



There should be enough clear space around the Here for Culture logo for it to stand out clearly and without any obstruction. As a minimum, the logo should be separated from any other element by an upper-case letter's height.

Colours



White



Blue



Bright
Turquoise



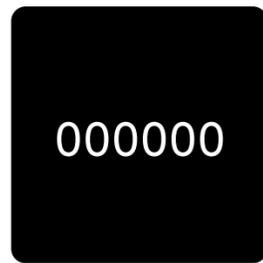
Crimson



Tangerine
Yellow



Screamin'
Green



Black



Scarlet



Purple
Heart



Safety
Orange



Turquoise

All of the backgrounds should consist of shapes only in these colours.

Font

Only these fonts should be used in any content.

Azo Sans Black

Title font

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
TtUu Vv Ww Xx Yy Zz
1234567890**

Azo Sans Regular

Body copy font

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890



The body copy must always be positioned on a single colour with no intersection. The headline can sit on intersecting colours as it is bigger and bolder.

Example content

Social media



HM Government

We're here for culture
with a **£1.57 billion investment**

The **Culture Recovery Fund** will make sure our most loved arts organisations, museums and heritage sites can weather the storm of coronavirus and come back even stronger.

HERE FOR CULTURE



HM Government

We're here for culture
of all kinds, in
all communities

Our **£1.75 billion Culture Recovery Fund**, the biggest in UK history, will support culture right across the UK. It's about your local gallery, your theatre, your music venue, your heritage site, your museum and your cinema.

HERE FOR CULTURE



HM Government

We're here for culture
because it makes
the UK great

Culture drives our economy, enriches our lives and shows off our creativity to the world.

Our **£1.57 billion Culture Recovery Fund** will help ensure the UK remains a global powerhouse for culture.

HERE FOR CULTURE