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Curating for Change Branding and Communication Guidelines for Exhibitions, Events and Publicity February 2023

Introduction and Purpose

Curating for Change is a work placement programme for D/deaf, disabled and neurodivergent people wanting to pursue a curatorial career within museums. The project is led by Accentuate, a specialist programme within the organisation Screen South. Curating for Change is working with over 20 Museums across England. Our Fellows who are working within our host Museums over 18 months, will be producing a number of public facing outputs over the course of their placements. Some of our Trainees may also produce some public facing activities, or, once they have completed their placement, might continue to be involved in the curation of public displays.

Curating for Change is already achieving national interest across the museum sector and is recognised to be breaking new ground and championing best practice. We want to ensure that all our partner museums, our Fellows and where appropriate, Trainees, have the opportunity to capitalise on being part of this England wide initiative, and the associated kudos attached to the programme.

Therefore, we would like to ensure that all publicity and public facing outputs reflect the involvement in the scheme and have the same “look and feel”, to unify the project and the mission.

Branding Guidelines

We employed a professional Brand Designer to create the Curating for Change branding, in consultation with our partners and disabled people. Please find a separate [Branding Guidelines document](#). This document outlines how to use the Curating for Change logo, the other partner and funding logos that are required to be used in all publicity and outputs, as well as colour pallets and fonts. These guidelines also show different applications for the brand.

There are a range of colour options, which have all been tested in terms of contrast and accessibility, and we hope that as there are various options available, you will be happy and able to choose a colourway that suits any design you are planning.

We would also like you to use our chosen font as this is an important part of the Curating for Change brand identity. [Please see the website for further details.](#) If you have concerns about using this font, please discuss these with Esther Fox or Emily Goff.

Application of Branding

Our brand guidelines suggest a range of applications and usage of the brand, from posters and publications, to use on a museum wall. Please particularly think about how you will reflect and implement the Curating for Change brand in the following outputs:

- Publicity posters, including workshops, events and other activities.
- Exhibitions and displays, including graphic and text panels.
- Presentations.
- Publications or leaflets.

If you have any questions or concerns about how to use the branding in these applications, please contact Esther or Emily.

Adhering to Guidelines

We hope that you will be pleased to reflect your involvement in the project by adhering to the Curating for Change brand, however, we also recognise that this may not always be appropriate. For example, you may not be able to implement the entire brand (e.g., logo, colour pallet and font) on all public facing material if Curating for Change is not the main project partner (e.g. a larger exhibition or event where Curating for Change is playing only a minor role).

We also understand that many museums have their own brand guidelines that are used, particularly in the creation of exhibitions and displays. If this is the case and you have concerns about how the Curating for Change brand can be applied, we will set up a meeting with any brand design teams or others at the museum to discuss which elements of the brand can be used, and how it will be reflected.

In all cases, the Curating for Change, Accentuate, Screen South, National Lottery Heritage Fund and Art Fund logos **must** be used as this is a condition of funding. We are also required to thank and acknowledge National Lottery Players support, but we can discuss with you how best to do this.

Logos must be displayed in the following order: Curating for Change, Accentuate, Screen South, National Lottery Heritage Fund, Art Fund.

[You can download the logos from the Curating for Change website.](#)

We would also expect the following acknowledgement:

This (exhibition, display, event, workshop etc) is part of Curating for Change, an initiative delivered in partnership with Accentuate and Screen South, providing opportunities for D/deaf, disabled and neurodivergent people, to pursue a curatorial career in Museums.

Sign Off

When you are the point of creating any assets e.g., text panels, posters etc, we would need to see a draft of these for sign off before production. If you are producing a display or exhibition we would like to see any draft text to ensure appropriate terminology/language has been used, as well as any credit panel acknowledges all those involved.

Thank you!