Curating for Change
Brand Guidelines
Curating for Change
STACKED INTERIOR LOCKUP

Curating for Change

Curating
for Change
LINEAR INTERIOR LOCKUP

Curating for Change
COLOUR PALETTE

HEX  004651  RGB  R0 G70 B81  CMYK  C93 M51 Y48 K45
HEX  28b9d  RGB  R40 G182 B157  CMYK  C72 M0 Y48 K0
HEX  fc5b30  RGB  R252 G91 B48  CMYK  C0 M75 Y80 K0
HEX  7d0021  RGB  R125 G0 B33  CMYK  C30 M100 Y74 K42
HEX  f2e5e3  RGB  R242 G229 B227  CMYK  C5 M12 Y9 K0
HEX  c50069  RGB  R197 G0 B105  CMYK  C17 M100 Y21 K5
COLOUR COMBINATIONS

These colour combinations all pass the required accessibility tests. If you have any doubt about the use of colour visit whocanuse.com and use the HEX codes supplied on the previous page.
ACCESSIBILITY

We are on a mission to break moulds, expose hidden histories & transform disabled people’s representation in museums

Text should always be set as large as is comfortable within a given layout and always on a solid colour background.
LOGOTYPE IN CONTAINER IN USE

The Logotype in Container allows use of contrasting colours that would not ordinarily fit our accessibility requirements.

The Logotype in Container creates an opportunity to place the logo directly onto an image.
REGULAR BOLD

ABCDEFGHJKLM NOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwyzx
0123456789&£@?!

To be used large for statements and leading text

REGULAR MEDIUM

ABCDEFGHJKLM NOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwyzx
0123456789&£@?!

To be used smaller for body text and captions
SHAPE FRAMES

The shape frames can be used to hold images, illustrations, text or as a decorative addition to a layout. The frames can rotate up to 40° to left or right but the contents must remain straight.
SHAPE FRAMES IN USE

- Image stays straight
- Image stays straight

rotate up to 40° to left or right
SHAPE FRAMES TEMPLATE

A template for using the shape frames in Keynote and Powerpoint can be supplied. Changing the images in the shapes can be achieved with a right click or by visiting the format picture window.

Powerpoint does not let you currently rotate the shapes without rotating the image inside, but this can be done in Keynote.
SHAPE FRAMES IN USE

Change is now possible
SUPPORTING LOGOS

Screen South, Accentuate and Curating for Change logos must be used on all branding and publicity.

The choice of logo lockup will depend on the space available and the number of logos featured. The CfC logo should be scaled to match the height of the tallest logo in the strip.
The National Lottery Heritage Fund are our majority funder and as such their acknowledgment stamp logo should be placed at the top of a page where possible.

When using the Heritage Fund acknowledgment stamp, the logo will be sized to match and placed either side of the layout.

The standard landscape version can be used below in the list of logos if the space above is unavailable.
Curating for Change

Change is now possible
FURTHER BRAND APPLICATIONS
SOCIAL MEDIA

Curating for Change
@Curating4Change

Creating placements and career paths for D/deaf, disabled and neurodiverse people to lead in museums. Funded by the National Lottery Heritage Fund.

📍 Across England  ↗️ historyof.place/curating-for-c...
📅 Joined November 2015

2,422 Following  2,574 Followers

Followed by Abigail Viner, The Space, and 9 others you follow
Disabled Curators  
Transforming Perspectives
Thank You

For further support using this brand contact:
esther.fox@accentuateuk.org