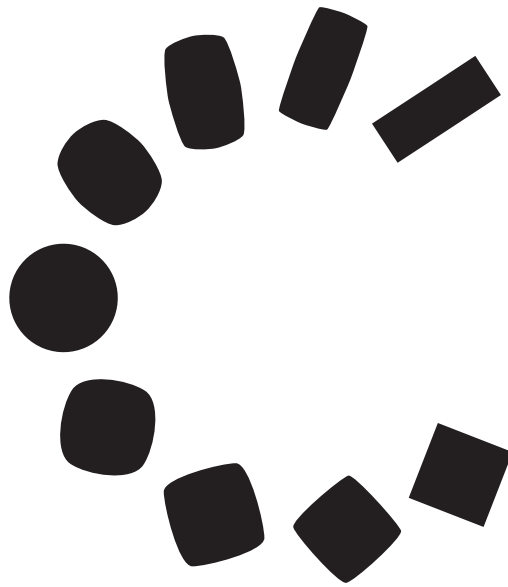


# Curating for Change

## Brand Guidelines

# ICON



# Curating for Change





**Curating for Change**



**Curating  
for  
Change**

# Curating for Change

## COLOUR PALETTE



HEX 004651  
RGB R0 G70 B81  
CMYK C93 M51 Y48 K45



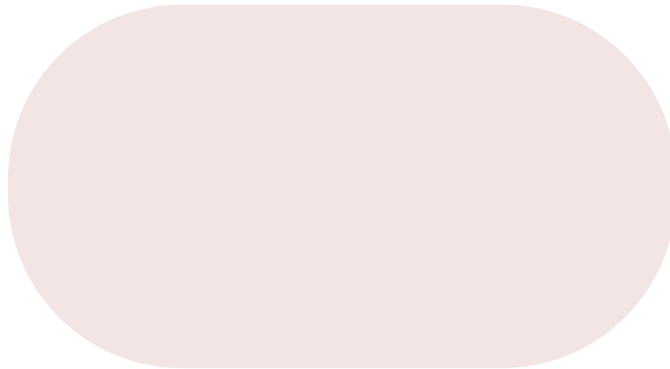
HEX 28b69d  
RGB R40 G182 B157  
CMYK C72 M0 Y48 K0



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

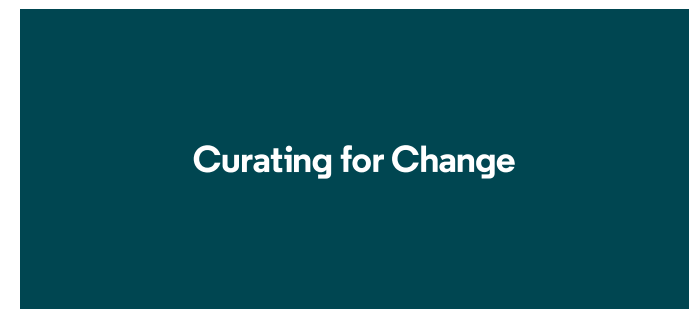
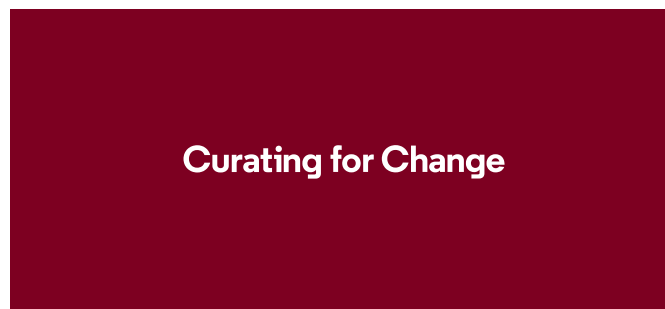
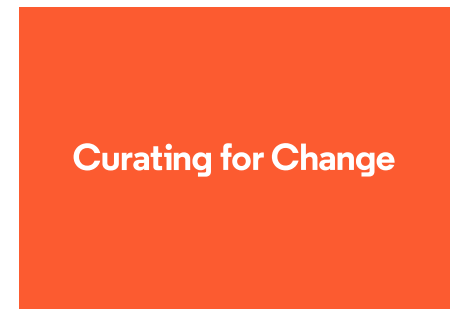
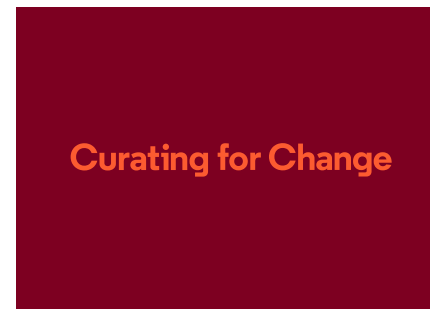
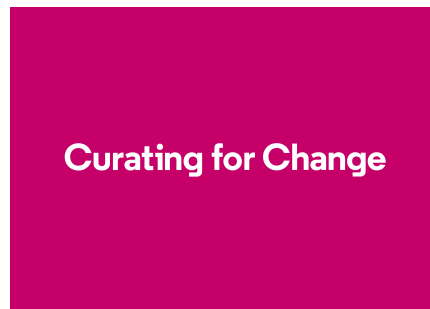
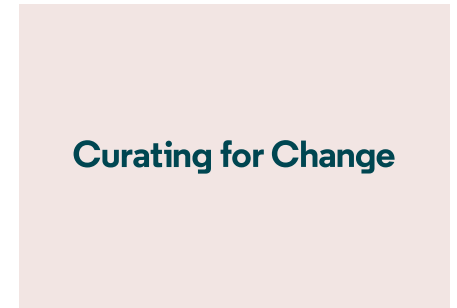
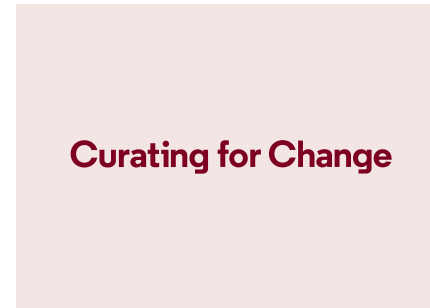
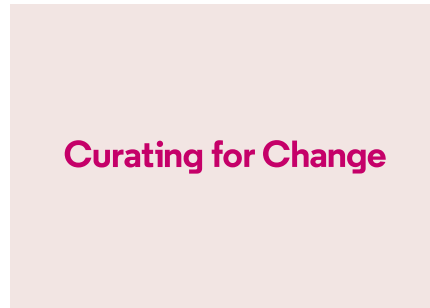
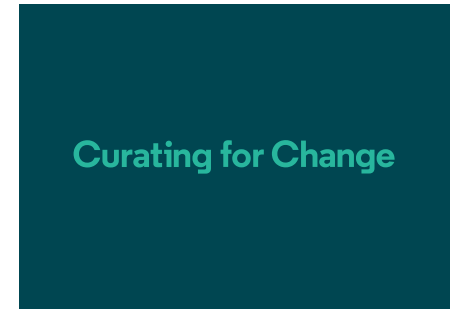
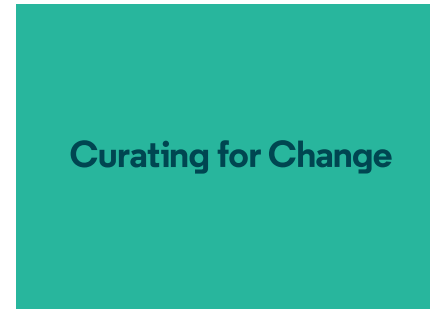
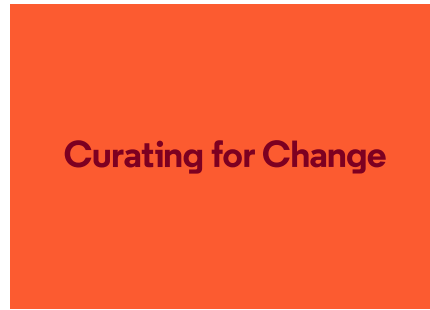


HEX c50069  
RGB R197 G0 B105  
CMYK C17 M100 Y21 K5



## COLOUR COMBINATIONS

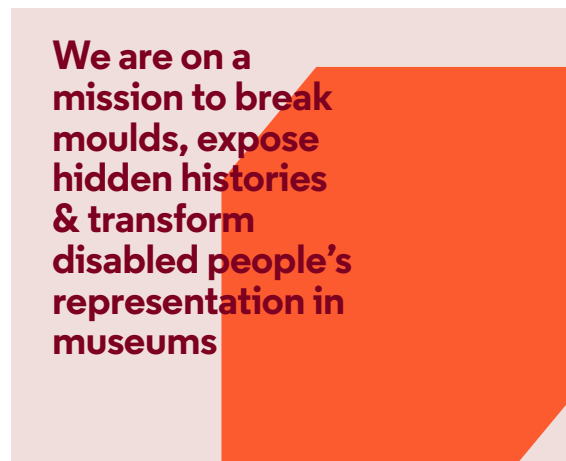
These colour combinations all pass the required accessibility tests. If you have any doubt about the use of colour visit [whocanuse.com](http://whocanuse.com) and use the HEX codes supplied on the previous page.



**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.



**Curating for Change**

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.

## TYPOGRAPHY

### REGULAR BOLD

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
0123456789&£@?!**

To be used large for statements and leading text

### REGULAR MEDIUM

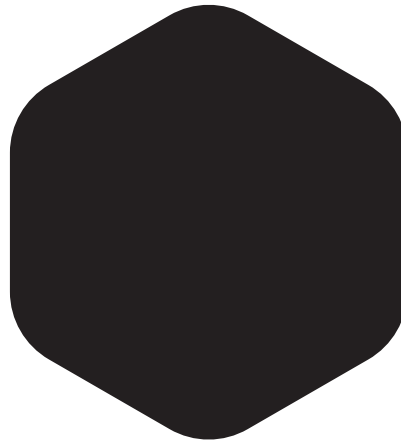
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
0123456789&£@?!

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 FRAME 1



SHAPE FRAME 2



SHAPE FRAME 3



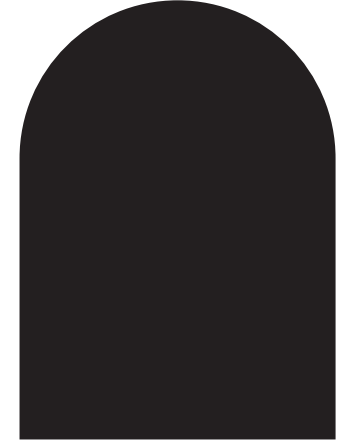
SHAPE FRAME 4



SHAPE FRAME 5



SHAPE FRAME 6



## SHAPE FRAMES IN USE



rotate up to 40° to left or right

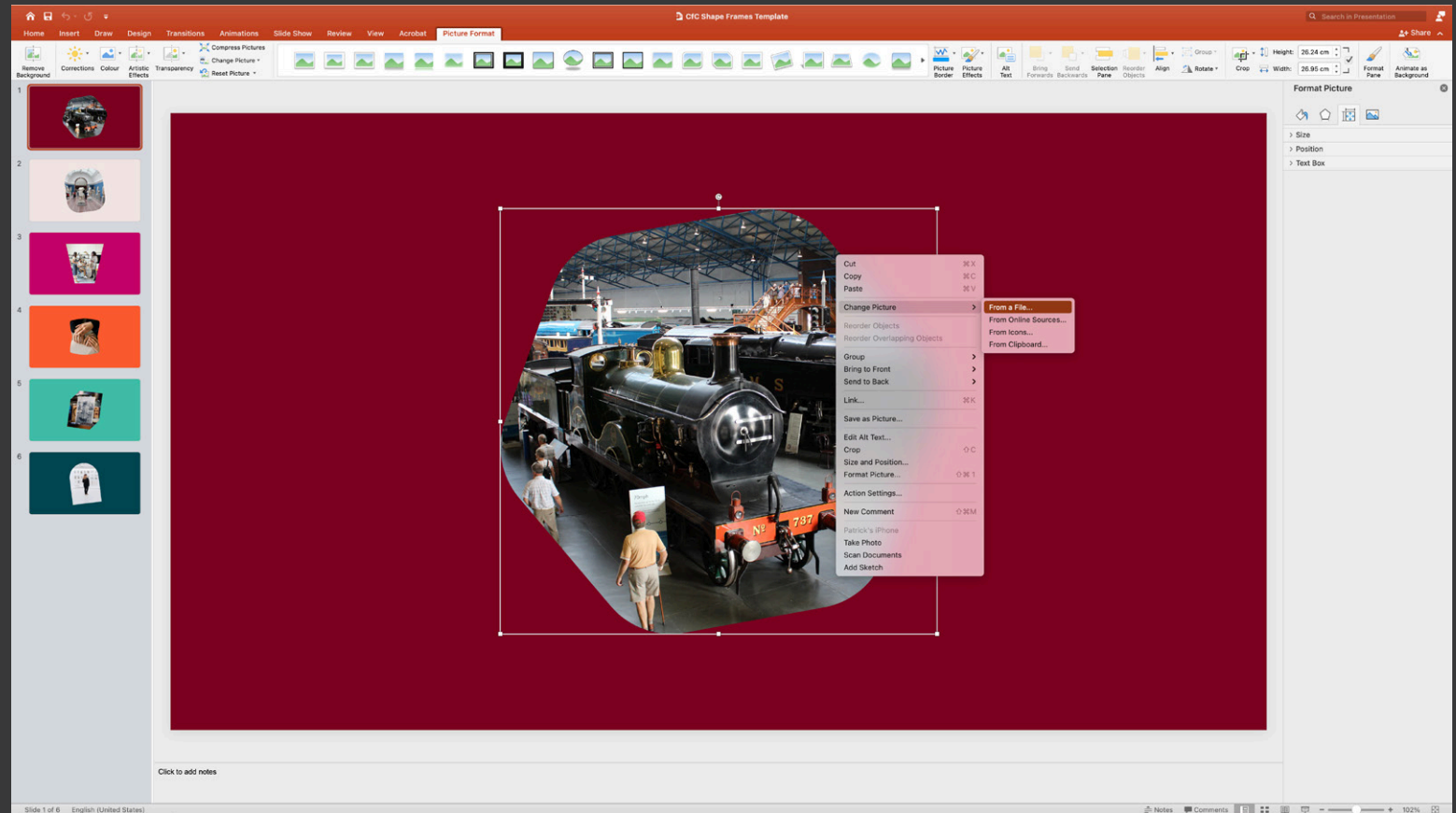
Image stays straight

Image stays straight

# 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







## SUPPORTING LOGOS

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



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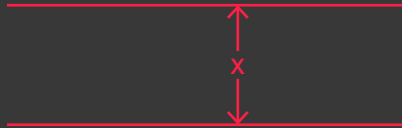
When used alongside the larger collection of supporting logos, follow the example below



## SUPPORTING LOGOS IN USE

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



The image shows an Instagram profile for 'Curating for Change'. The profile picture is a circular logo with a dark red background and a ring of orange geometric shapes. The header features the text 'Curating for Change' in a large, bold, orange font on a dark teal background. Below the profile picture are icons for a menu, notifications, and a 'Following' button. The bio text describes the organization's mission and funding. Location and website information are provided below the bio. Follower statistics and a list of users who follow the profile are also visible.

# Curating for Change



...  **Following**

**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...](https://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

Endanduntur aut fugite volute nonserore  
doloquam, quate ea volupta et harum aut  
volorp bearchicia il is molorpo rrupisi ium di-  
onsecabore volotionse omnihilatae. Untios  
volorpos eum as dia connim lit aut eumqui  
tem quis esequa nis et aut labo. Ipatatibus  
asimincium andellupis ium conessi tiunt.  
Est, que exerae et aut ideris natemqui  
sumquatem quo optatur sed endi sit, ut  
porehni dolore sitis soluptaqui sunt, tem  
qui apit asincid ipsunt vendam quatur, odis

quis aut as dusdam quid quides exesequo  
volectisque doloquatiam reicias miliquis  
quodiaspic tes aut eatem ius. Genet de cor-  
ibus sequi dolecearit aut eiciuntibus porro  
tem. Itaquo cupti quate ma videsciisquo  
ipsuntur as velitis as ad molorpo reiunte id  
endic tectas verum facesed mos restem  
reictur as sunt quae late venissimus minte-  
modis eostrum voluptae verum et quatem  
erorrovit vid qui adisquosim lata doloqtas  
dolorem.



ENAMEL BADGE







# Thank You



**For further support using this brand contact:  
[esther.fox@accentuateuk.org](mailto:esther.fox@accentuateuk.org)**