



AHRC Acknowledgement of Support
- All Award Holders
(Updated June 2010)

The AHRC invests over £100m a year of public money in research in the arts and humanities. Your research is a part of that public investment and we have a duty to tell people about it and to ensure that it is known where the funding for your research is coming from.

The need to demonstrate the value of publicly funded research is growing all the time and public support is crucial to long-term investment in research.

The AHRC Communications team supports award holders in a variety of ways to support these aims and to ensure that compliance is made as easy and as straightforward as possible.

1. General guidelines

1.1 Acknowledgement of support from the AHRC, accompanied by the AHRC logo, must be included in all publications, publicity or marketing material – including printed material such as books, exhibition guides, display panels for exhibitions, press releases or electronic communications such as a website. In the case of broadcast coverage (radio or television) of research that AHRC has funded, acknowledgement should also be given where possible.

1.2. When using the logo on your publications or website, please add a line such as "xxxxx is supported by" or "xxxxx is funded by" before the AHRC logo, simply to ensure that the reader is aware of the reason for our presence.

1.3 We also ask that, where appropriate, a description of the AHRC is provided to explain our function and our presence in your marketing or PR material. See the section on 'Strap lines' below for further details.

1.4. It is not usually possible to include a logo in a journal article, but we do expect that it is clearly stated that your research was supported by the Arts and Humanities Research Council.

2. AHRC Strap lines

A strap line is a short description of an organisation or body which provides a brief explanation of its function and purpose. The following description of the AHRC may be used in your material, to provide some background information on the Council:

"Each year the AHRC provides funding from the Government to support research and postgraduate study in the arts and humanities. Only applications of the highest quality are funded and the range of research supported by this investment of public funds not only provides social and cultural benefits but also contributes to the economic success of the UK. For further information on the AHRC, please go to: www.ahrc.ac.uk"



Arts & Humanities
Research Council

In body copy please ensure that the first written reference to the AHRC provides our title in full, as follows: Arts and Humanities Research Council (AHRC).

Thereafter, please use the abbreviated form 'AHRC', not A.H.R.C.

3. Logo



Arts & Humanities
Research Council

This is the full colour master logo. Where space and output method permits, it is used in preference to the other variants.

Wherever possible use the colour logo on a light plain background.

Some do's and don't's

- Only use the reverse logo on plain dark backgrounds.
- Never overlay the logo onto a patterned or montaged background.
- Do not adjust the aspect ratio or colour of the logo
- For printed publication use an EPS version; for web use GIF file format
- Do not place logo on over complicated backgrounds or colours which weaken its legibility.
- Do not use logo as a repeat pattern, create additional borders or outlines.

Colour

Full colour print

Colours are given as CMYK (Cyan, Magenta, Yellow, Black) percentage values

Dark Blue: C 80%, M 60%, Y 0%, K 59%

Light Blue: C 40%, M 30%, Y 0%, K 29%

Green: C 13%, M 0%, Y 60%, K 32%

Gold: C 0%, M 33%, Y 100%, K 0%

Grey (type): C 0%, M 0%, Y 29%, K 76%

Full colour for on-screen

Colours are given as RGB (Red, Green, Blue) screen values

Dark Blue: R 11, G 37, B 62

Light Blue: R 77, G 95, B 125

Green: R 139, G 138, B 76

Gold: R 255, G 149, B 6

Grey (type): R 69, G 63, B 51

Stacked Version



Arts & Humanities
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This is the 'stacked version' of the logo, to be used only where space does not permit the use of the horizontal master version. Colours are as above.

Greyscale



Arts & Humanities
Research Council

This is the greyscale variant. Colours given as percentages/tints of Black.

Background: 100%

Tint 1: 70%

Tint 2: 50%

Tint 3: 20%

Type: 100%

Reversed Out

There are reversed out CMYK and Greyscale versions available on request.

Logo fonts

The AHRC logo uses Bliss font.

EPS file formats can/will be supplied with text as paths

Do not alter the font face, font size, or font relationships

Exclusion Zone

Care should be taken to give the logo a clear space on all sides, so it doesn't get lost amongst other logos or graphics.

Size

On a website the smallest size to be used is 175 by 42 pixels. For the stacked version the smallest size to be used is 100 by 107 pixels.

Relationship with other logos and branding

Where more than one logo is applied make sure that they are equally spaced and sized either all in colour or in black and white. We suggest that where multiple logos are required (to indicate multi-agency support) they are placed together, with equal emphasis, on the bottom of the page.

5. Advertising for AHRC-funded posts

If you are advertising for an AHRC-funded post, please ensure that either the AHRC logo is used and/or an explanation of the function of the AHRC is provided. The strap lines provided in this document may be edited to fit this purpose.



6. Press Releases

If you are issuing a press release about your AHRC-funded project, please add a brief description of the AHRC in the Notes for Editors section at the end of our press release using this standard description:

Each year the AHRC provides approximately £112 million from the Government to support research and postgraduate study in the arts and humanities, from languages and law, archaeology and English literature to design and creative and performing arts. In any one year, the AHRC makes approximately 700 research awards and around 1,300 postgraduate awards. Awards are made after a rigorous peer review process, to ensure that only applications of the highest quality are funded. The quality and range of research supported by this investment of public funds not only provides social and cultural benefits but also contributes to the economic success of the UK.

7. Supporting you

There are a number of ways in which we can help publicise your work or support you as you promote your own work:

- We provide free media training designed specifically for the needs of academics and AHRC award holders
- We publish a twice-yearly magazine called 'Podium' that's full of articles about the work of our award holders
- We provide an online forum – Podium Online – that contains news, commissioned features, image galleries, opinion pieces, podcasts and videos on the work of our award holders
- We publicise award holder events on our website, in our email newsletter and our magazine Podium
- We provide free AHRC posters, stickers and pens to help publicise your project

If you would like to know more about any of these opportunities, please contact us at communications@ahrc.ac.uk

We hope this information proves useful and that we can work effectively together to raise the public profile of research in the arts and humanities.

If you have any further queries or need copies of our logo please do not hesitate to contact us.

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Appendix A

Additional guidelines for Research Centre websites

The AHRC must be acknowledged on the Home Page with a logo

The AHRC and suitable strap line must appear on a further information page

The website must be easily accessible to a normal browser and be a standalone site, not buried within another site, such as that of an HEI. There may well, however, be links between the two

The website must make it clear that it is an AHRC Centre and that this is the formal title of the centre

Where the AHRC Centre has developed from a previous centre of research, this can obviously be noted. Branding must make clear, however, that the website supports an AHRC Research Centre

Where joint titles of the centre have been agreed, the Communications unit of the AHRC should be notified of the details in writing, which should provide an explanation of how the joint branding has been presented.

Note:

- The minimum size AHRC logo is the GIF supplied at size 175 by 42 pixels. For the stacked version the smallest size is 100 by 107 pixels.
- Add a link to www.ahrc.ac.uk on each instance of the logo. We suggest that this opens in another browser window.
- Do not use the transparent GIF on a patterned background