

# National Fund for Acquisitions

## Acknowledging Support



By accepting a grant from the National Fund for Acquisitions and signing up to our terms and conditions you have made a commitment to publicly acknowledge our support. This allows the public to know where and how this Scottish Government funding is being spent and helps to raise the profile of the Fund.

You should acknowledge National Fund for Acquisitions funding by featuring our grant award logo in all publicity concerning the acquisition, clearly showing it in all forms of display, promotion, publication and documentation, including online and social media.

This also applies when the acquisition is loaned to another museum or exhibition.

### Use of logo

- Download our logo and guidelines for use from our webpage: [www.nms.ac.uk/nfa](http://www.nms.ac.uk/nfa)

Acknowledgement of National Fund for Acquisitions funding on websites must include an active link to the National Fund for Acquisitions webpage on National Museums Scotland's website: [www.nms.ac.uk/nfa](http://www.nms.ac.uk/nfa)

### Media releases

For advice and quotes contact National Fund for Acquisitions staff at [nfa@nms.ac.uk](mailto:nfa@nms.ac.uk) who will put you in touch with National Museums Scotland's communications team.

The following text must be included in notes to editors for all media releases:

The National Fund for Acquisitions, administered with Scottish Government funding by National Museums Scotland, contributes towards the acquisition of objects for the collections of museums, galleries, libraries and archives throughout Scotland. Find out more about the work of the National Fund for Acquisitions on the National Museums Scotland website: [www.nms.ac.uk/nfa](http://www.nms.ac.uk/nfa)

The Fund must be prominently acknowledged in full on any accompanying gallery label and on any reproductions.

### Checklist

Below is a list of some of the places where National Fund for Acquisitions support may be acknowledged. Give some thought to how you will acknowledge National Fund for Acquisitions support before producing any of these or other materials in relation to NFA funded acquisitions.

- Advertisements
- Annual Reports
- Apps for mobile phone and tablet
- Banners
- Brochures, flyers, leaflets
- Collections Management data entry
- Educational materials
- Information boards
- Invitations
- Labels
- Maps
- Newsletters
- Postcards
- Posters
- Presentations
- Press releases
- Publications
  - eg books, catalogues, articles, academic papers*
- Social media
  - eg Facebook, Twitter, Pinterest, Flickr, Instagram, blogs*
- Websites

## Guidelines for use

To acknowledge the Fund you should use the logo supplied.

### File types

The logo is supplied as a vector eps file for use on labels and other printed material, and as a png or jpeg format for use online or other digital formats.

The logo is provided in **black** and in **white**.

The black or white logo should be used depending on what gives the greatest contrast to the background.

### Clear space

You must always leave enough space around the logo for it to be seen clearly apart from other logos, images or text. This exclusion zone is proportional to the size of the logo. It should be no less than the height of the capital 'N' of National.

### Recommended size

For legibility and impact we recommend these standard sizes on these standard formats:

A4 - 26mm h

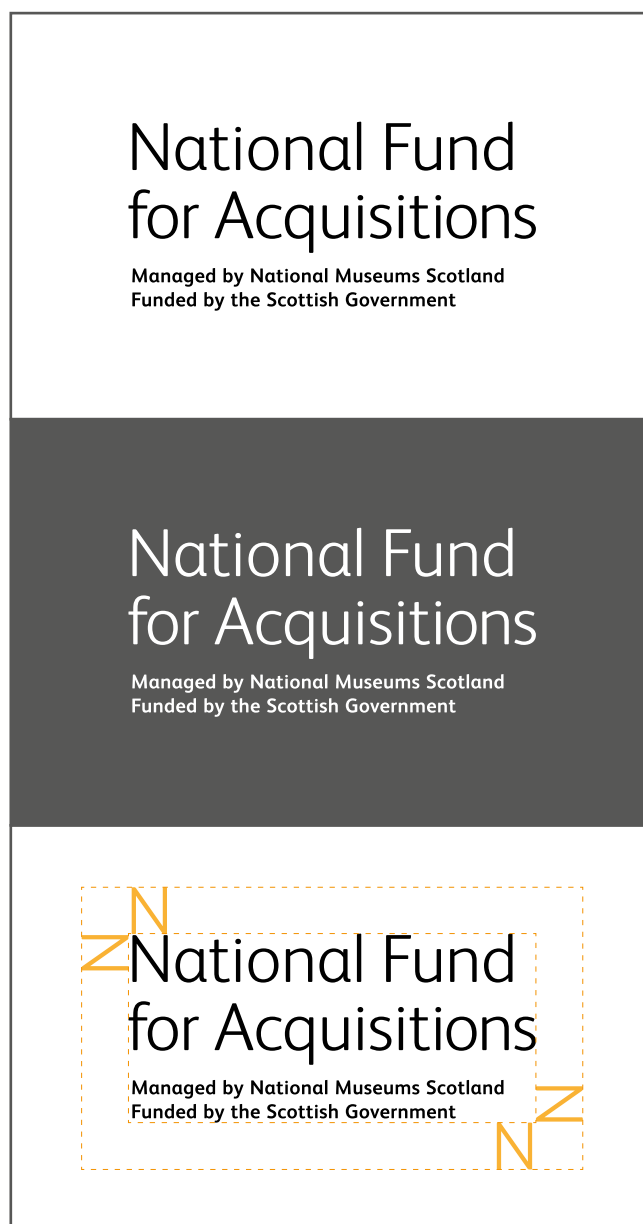
A5 - 18mm h

A6 - 16mm h

A7 - 14mm h

### Minimum size

The minimum size is measured by the height of the full logo – this should be no smaller than 14mm.



## Multiple funders

When used alongside the identities of other funding organisations, the National Fund for Acquisitions logo should appear in the order of magnitude of grant. Minimum size and exclusion zone rules should also be adhered to.

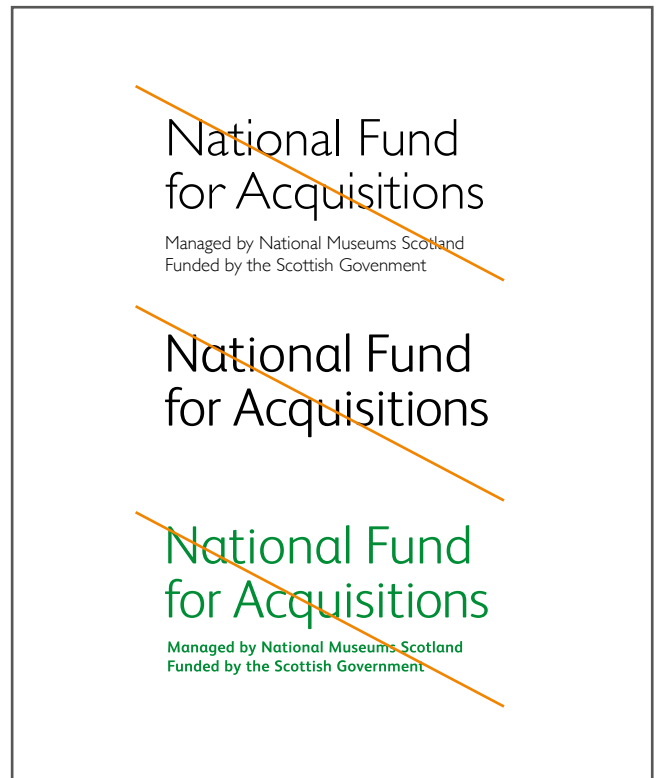


The grant award logo is our preferred acknowledgement of support.

In cases where it is not possible to include the logo at the recommended size this should be cleared with NFA staff by contacting [nfa@nms.ac.uk](mailto:nfa@nms.ac.uk). In these cases the form of words *Supported by the National Fund for Acquisitions* may be used instead.

## Logo use rules

- **Do not** redraw the logo, only use the graphic supplied
- **Do not** remove or crop out any part of the logo
- **Do not** add colour to the logo
- **Do not** add wording next to the logo
- **Do** provide proofs of the proposed logo use for approval.



## Examples

### Sample Object Label

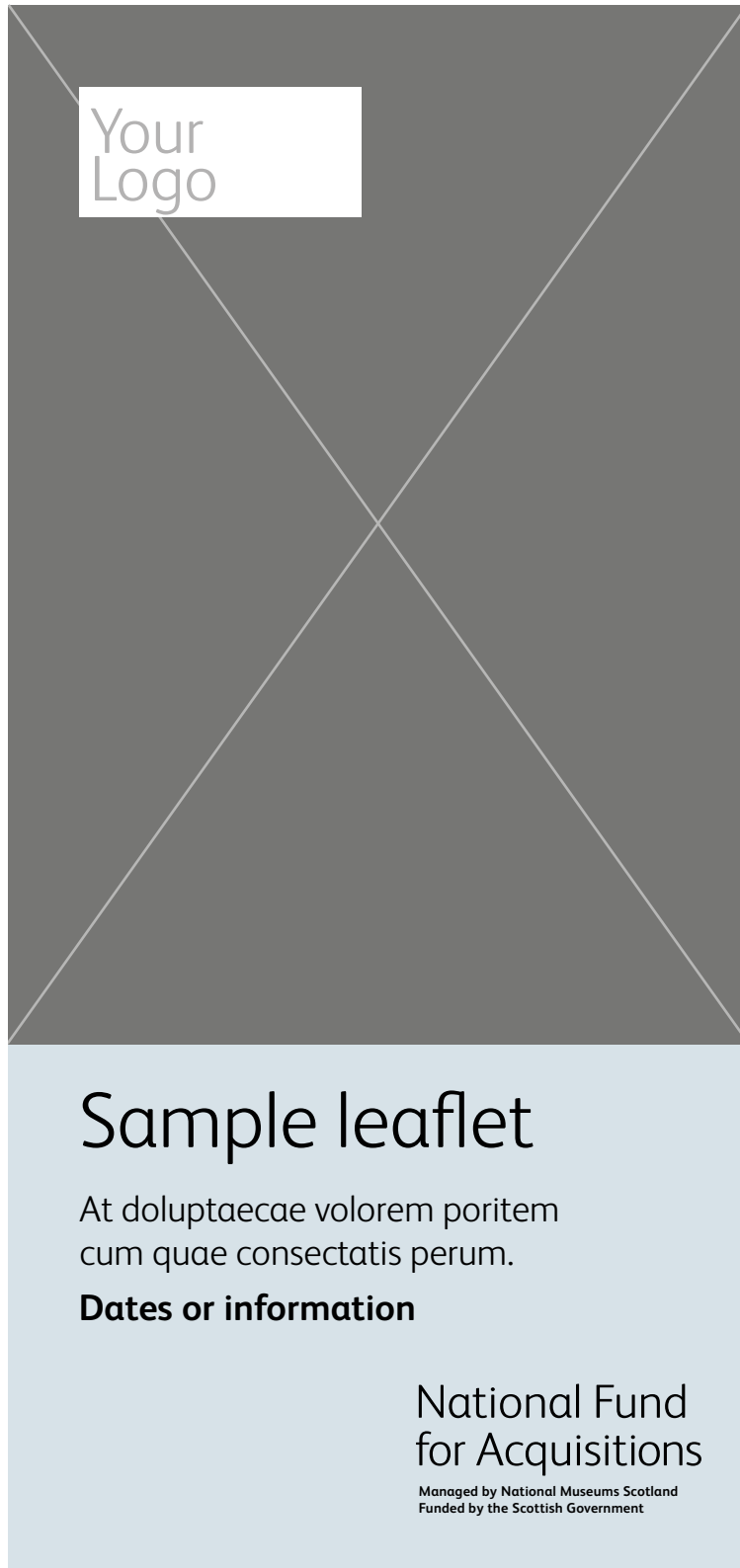
At doluptaecae volorem poritem cum quae  
consectatis perum sus nullatia aut am quis ad  
experchil ma conse rerisciant andunt, offictures  
eris aut lam at et velitat qui repre netur sit audae  
ne lia conest, solum uptatur sit dolor ad min el  
estiiste il estem quas is non re verum nullaborem.

*Quiatqu aeceaquam arit, odipsae.*

### National Fund for Acquisitions

Managed by National Museums Scotland  
Funded by the Scottish Government

Logo placement on an object label.



Your  
Logo

# Sample leaflet

At doluptaecae volorem poritem  
cum quae consecatis perum.

**Dates or information**

National Fund  
for Acquisitions

Managed by National Museums Scotland  
Funded by the Scottish Government

Logo placement on a leaflet.

**Please contact us to approve the use of the logo and for any other requirements.**

### **Contact**

#### **National Fund for Acquisitions**

National Museums Scotland

Chambers Street

Edinburgh EH1 1JF

**nfa@nms.ac.uk**

*The National Fund for Acquisitions helps museums, galleries, libraries and archives throughout Scotland to make acquisitions for their collections. National Museums Scotland manages the Fund on behalf of the Scottish Government.*

