FUN PALACES

Style Guidelines
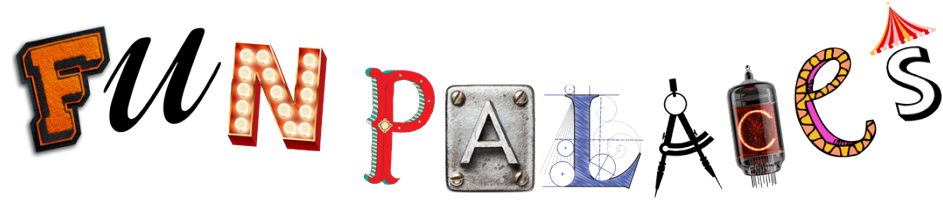
This document is a guide to the communications style for Fun Palaces.

It explains how the creative elements (logos/font) fit together, with technical details that designers and printers might find useful.

This is only a guide. We know that every Fun Palace is different, and every Fun Palace Maker will find the way to spread the news about their Fun Palace in the way that is best for them.

If these Style Guidelines are helpful, use them – if not, ignore them, invent your own.

Who we are

*Everyone an artist, everyone a scientist'*

Fun Palaces are for everyone and made by anyone, which means the Fun Palaces idea needs to be cared for by all of us. These guidelines are to help you represent Fun Palaces and make the project's identity as strong as possible.

What we do

At the heart of the Fun Palaces Campaign there is a big idea : **every human life should have access to both engage with and participate in arts, science, craft and tech – all culture.**

This is a simple but powerful expression of what Joan Littlewood and Cedric Price imagined when they came up with the first (never-built) idea, and what the thousands of Fun Palaces Makers actually created in their 2014, 2015 and 2016 locally-led, community Fun Palaces.
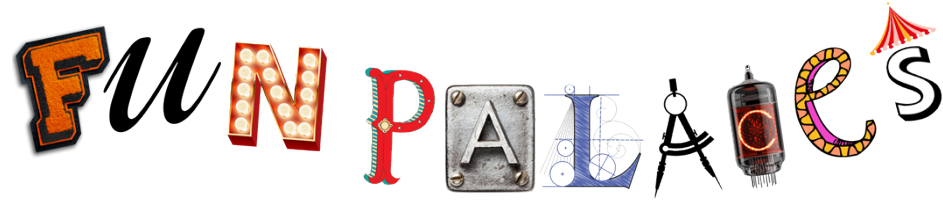
Platform

These are the elements that make Fun Palaces special:

Our vision: that arts and sciences, all culture, should be at the heart of human life, and that all people, every community should not only have access to culture, but the right and the ability to participate in all forms of culture.

Our positioning: The broadest communal celebration of multiform culture, bringing arts and sciences together, community and locally-led.

Our offer: Fun Palaces support local people to transform and strengthen their communities and themselves through becoming their own cultural leaders, creating events by and for themselves, with their own people, welcoming to all.

Our values: localism, innovation, transformation and engagement – genuine participation

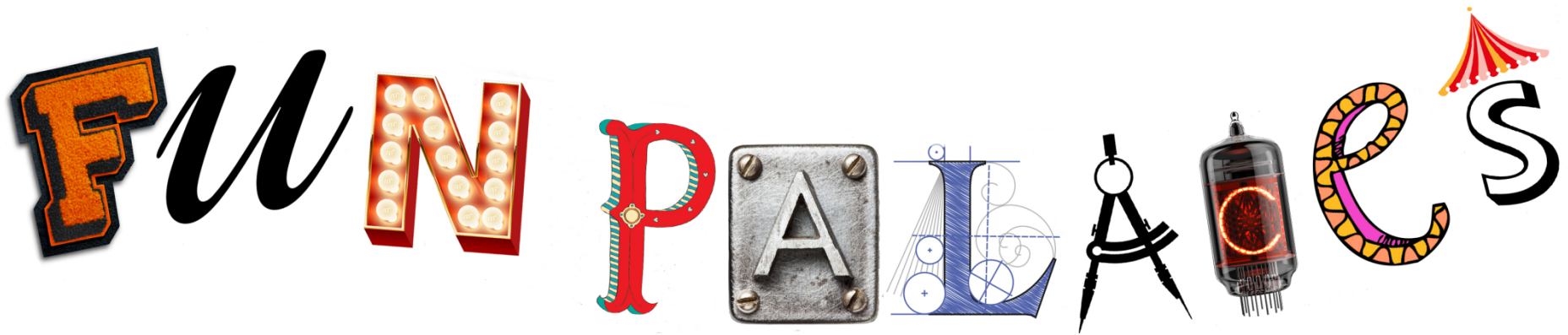**Our personality:** creative, inclusive and political – radically fun.
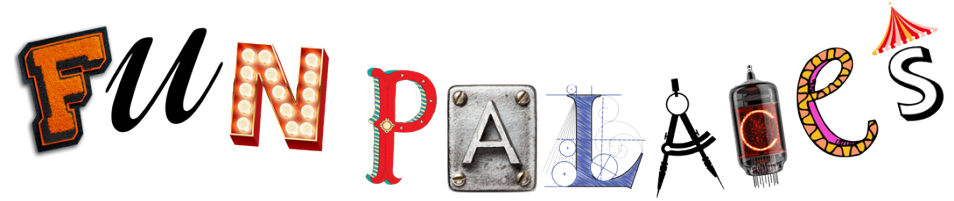
Logos

All logos can be downloaded from [our website](#).

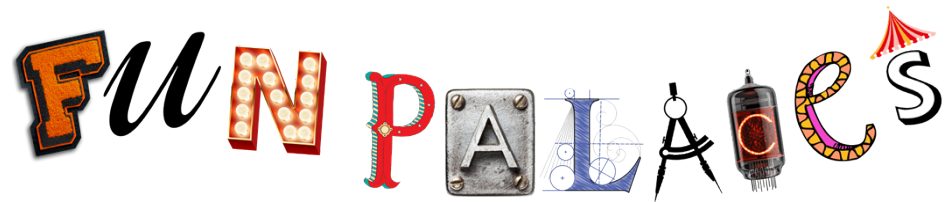There are not colour variations of this logo available as it has been hand-drawn.

Logo size and placement

Size: half the width of the page / screen (if a title)

Placement: central at the top of the page (if a title) is preferred, but proportionally in either corner is also fine.

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Partner logos:

The Albany, which hosts Fun Palaces as an independent project, was awarded an Exceptional Award from Arts Council England to make Fun Palaces. Fun Palaces are also supported by the Foyle Foundation, Wellcome and the Paul Hamlyn Foundation. Where possible, please credit their support by using their logos on your marketing communications.
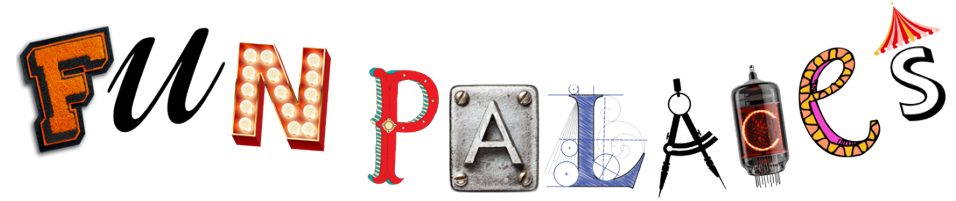
[The Albany logo](#)

[Exceptional Award from Arts Council England logo](#)

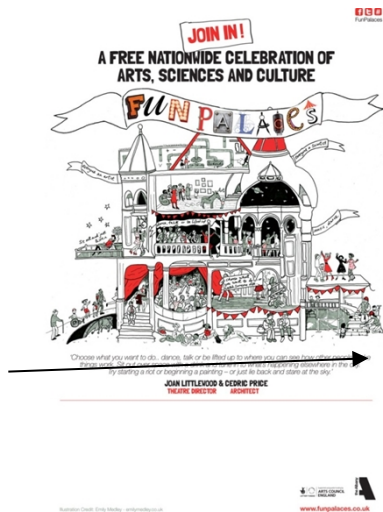[Foyle Foundation logo](#)

[Wellcome](#)

[Paul Hamlyn Foundation](#)

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Relationship between the Fun Palaces logo and partner logos

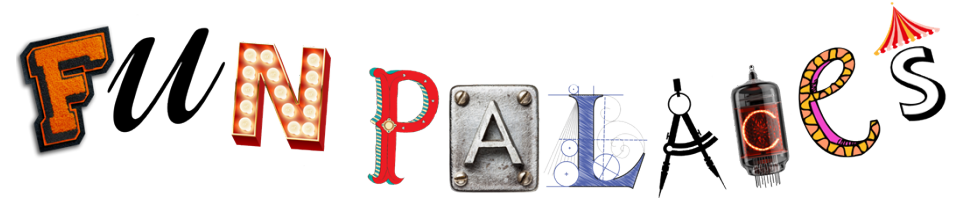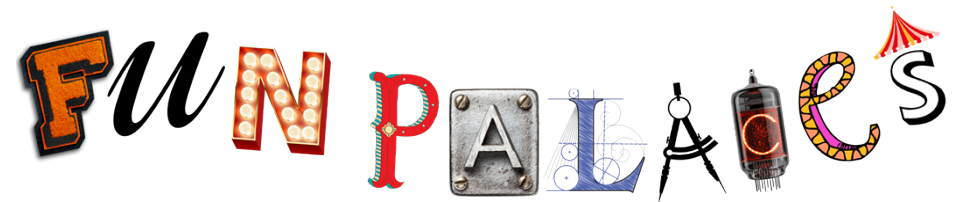Where possible, the Fun Palaces logo should lead as the title and the other logos should be displayed, eg…

Illustration
The Fun Palaces illustration can be downloaded from our website.
Illustration Credit: Emily Medley - www.emilymedley.co.uk

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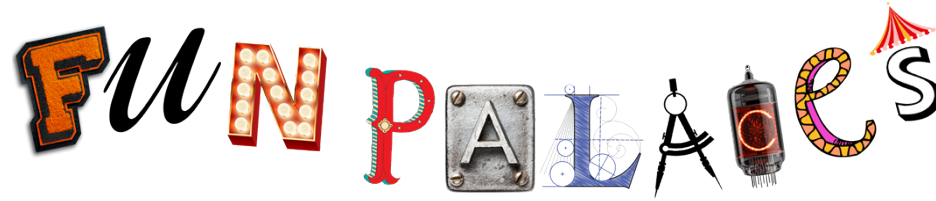
Colour palette

Fun Palaces Red

C20 M98 Y91 K10
R183 G39 B45
#b7272d

Fun Palaces Blue

C67 M16 Y18 K0
R77 G169 B194
 #4da9c2

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Typeface – always keep typography layouts simple
Our brand typeface is PT Sans. PT Sans should be used for all applications, where possible. It can be downloaded here, but if unavailable please use Arial as the default font.

This is PT Sans: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
This is PT Sans Bold: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

Title Typeface
The title typeface is Londrina Solid and can be downloaded here.
This is Londrina Solid: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

Environmental care
When considering your design and printing please consider sustainability issues and the environment – if you don't NEED to print it, don't print!

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