

Guidelines for acknowledgement of Scottish Arts Council Lottery Funded Tune Up Music Touring Programme

The Scottish Arts Council champions the arts for Scotland. It is the country's leading funding body for the arts, distributing money to the arts from the Scottish Government and the National Lottery.

Why should I credit the Scottish Arts Council's Tune Up programme?

Because the people of Scotland are proud to support your work.

The Scottish Arts Council is a publicly-funded organisation. It's therefore important that the public has the opportunity to see what we do and how public money has been spent.

Please help us celebrate the high quality and diversity of Scottish arts and culture by using the Tune Up credit logo.

The credit logo

The Scottish Arts Council Tune Up credit logo consists of the Scottish Arts Council Lottery Funded logo (an 'a' combined with the words 'Scottish Arts Council Lottery Funded', with the word 'Arts' always appearing in bold) in combination with the specially-created Tune Up marque. These elements should always appear together.

It is a condition of grants to individuals and organisations receiving funding from the Scottish Arts Council that they must acknowledge this support on every possible occasion.



Publicity

Scottish Arts Council funding for the project should be given prominence in all publicity, by means of the Tune Up credit logo.

News releases

Each news release (prepared at any stage, from the announcement of the grant award to final launch, unveiling, etc) should clearly state that the project has been funded by the National Lottery through the Scottish Arts Council Tune Up Music Touring Programme. It should give the source, the amount and the date of the award in a prominent position in the main body of the text.

Launch

A member of the Scottish Arts Council staff should be invited to attend the formal launch or event of any funded tour as part of the Tune Up Music Touring Programme. Adequate notice should be given. Invitations to guests should make it clear that the project has been supported by the National Lottery through the Scottish Arts Council Tune Up Music Touring Programme and should display the Tune Up credit logo. Acknowledgement of Scottish Arts Council funding should be made in any speeches at the opening.

Published material

Scottish Arts Council funding should be given prominence in any promotional literature associated with the project. The Tune Up credit logo must be used. This includes leaflets, brochures, programmes, posters, notices, display and exhibition materials, websites and advertising.

Other areas of application

A wide range of arts projects is supported through Scottish Arts Council funds. This will lead to situations where further guidance on the application of the Tune Up funding acknowledgement will be required. In these instances, recipients of funding should contact the Scottish Arts Council's Music Department and discuss the best way to proceed. Other possible areas of credit application are listed below.

Radio/audio productions

Radio programmes should be credited with the announcement 'supported by the National Lottery through the Scottish Arts Council Tune Up Music Touring Programme'. CDs should bear the Tune Up credit logo on the outer sleeve.

Spin-offs

You are free to exploit your Scottish Arts Council funded work in whatever way you choose – including film, broadcast, video, DVD, recording, computer, website or other electronic media. Acknowledgement of our grant must be made in any of these secondary or indirect products.

Using the Tune Up credit logo

When being used as a funding acknowledgement it is important that designers always adhere to the Tune Up credit logo guidelines (on the tune up website). If you are in any doubt as to how to apply the logo, please contact us.

Minimum height should be 15mm. Please also pay attention to the following:

The Tune Up credit logo must always be used in the proportions, spacing and typeface as shown and always in a horizontal position.

Please ensure that the Tune Up credit logo is always located within a clean, unprinted area.

The logo should always appear in a horizontal format. Do not stretch or compress the logo.

Colours

As shown on the Tune Up website:

- when used on a white background the logo should appear in black and PMS 2925 Blue.
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We appreciate that, for reasons of economy or artistic impact, promotional material is sometimes produced in one or two colours only. In these instances, when appearing on a white background, the logo should appear in black (with the 'UP' as 50% black). If black is not one of the colours, we advise you put the logo in the darker colour.

In the case of the reversed out version – if being produced in one or two colours only – black should always be used for the background, with the logo appearing in white and the 'UP' in 50% black.

IMPORTANT

Do not separate the Scottish Arts Council Lottery logo from the Tune Up marque as it is these two **combined** which form the Tune Up credit logo. Do not use the Tune Up marque on its own. Do not alter any aspect of the Tune Up credit logo, including changing the orientation, the wording, or separating out any parts of the logo. The Tune Up credit logo should appear in its entirety. When using the Tune Up credit logo in published material, do not add words like 'supported by'. Wherever possible the Tune Up credit logo should always appear in the bottom right hand corner of published material. Do not stretch or compress the Tune Up credit logo.

You should always use the logo. When this is not possible you should use this wording 'this project is supported by the National Lottery through the Scottish Arts Council Tune Up Music Touring Programme'.

Important note: a project may not be considered complete, and payments could be delayed or withheld unless the correct acknowledgement has been made.

Tune Up credit logo artwork is available in electronic formats on the Tune Up website.

For further guidance on the use of the Tune Up credit logo please contact:

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