

# The Wild Escape

## Brand guidelines for museum and gallery partners



Art Fund\_



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**

# Picture a future for UK nature

Led by Art Fund and supported by Arts Council England, with hundreds of museums and schools taking part, The Wild Escape is an opportunity for the next generation to explore the big subjects of biodiversity and the environment, through the power of art and imagination. As a partner in the project we ask that you acknowledge our supporters who have made it all possible.

We want to help all partners create exciting opportunities for young audiences to see the world differently and design activities that work for your organisation. These brand guidelines explain how and when to reference our funders and supporters. From using The Wild Escape logo and toolkits to marketing your activity – there are lots of ways we can work together to create extraordinary experiences for schools and families.



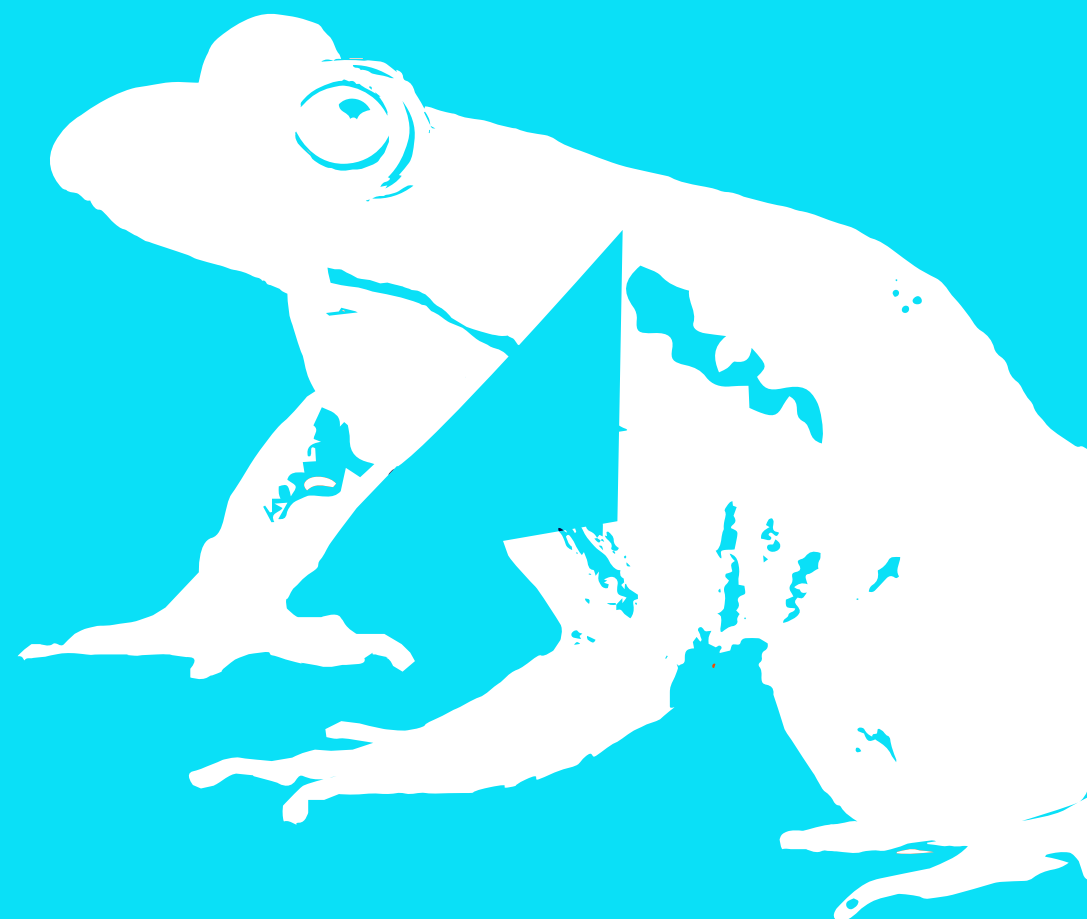


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# Acknowledging supporters





## Acknowledging supporters

As a partner in The Wild Escape, we ask that you acknowledge Art Fund, Arts Council England and the other supporters with the project credit line and logo lockup. Not only does this introduce more people to what we all do, it's a way to thank funders and donors for helping to make it possible and creating more opportunities for the future.

To get the most from our partnership and this project, we ask that you use the following copy whenever you are talking about your activities in print or digital resources:

### **Credit line**

The Wild Escape is made possible by lead support from Arts Council England's National Lottery Project Grants, with additional support from Art Fund and a group of generous individuals and trusts.

There may be times when logos cannot be used, but we do ask that you include the logo lockup wherever possible alongside the credit line. Using the logos consistently in a variety of places will strengthen our partnership by making these collaborations visible UK-wide amongst the hundreds of museums and galleries taking part.





# Logo Suite



## The Wild Escape

### Main logo lockup

This is the primary logo and should be used across both print and digital. There is flexibility to use the credit line from page 5 next to this or within the body copy of your collateral. You also have the choice of colours and animals as shown on the next page to suit your organisation and/or activity.

On White



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Led by

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On Navy



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The Wild Escape  
Logo variations

The palette uses colours that create a very lively digital aesthetic, incorporating hues not normally associated with nature such as strong purples and reds.

These animal logo variants work best in colour so are not available in the solid black or white versions. See page 7 for black or white versions.

	<p>Led by</p> <p>Art Fund_</p> <div><p>Supported using public funding by <b>ARTS COUNCIL ENGLAND</b></p></div>
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## The Wild Escape

### Hero logo variations

This variation is best used for your animated, digital content. This includes animations such as instagram stories, as well as more fluid full animation. The version with the dark blue background will be the hero logo that will feature more often.

On White



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**Art Fund\_**



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ENGLAND**

On Navy



Led by

**Art Fund\_**



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ENGLAND**

**The Wild Escape**  
Logotype variations

This variation can be used when the animal logo variants do not work on your print or digital asset.

On White

**The Wild  
Escape**

Led by  
**Art Fund\_**



On Navy

**The Wild  
Escape**

Led by  
**Art Fund\_**



# Using the logo





**The Wild Escape**  
Logo usage guidelines

Make sure the logo is visible on all material you create related to The Wild Escape. There are so many opportunities to acknowledge the project and reach more people in new and imaginative ways, from marketing material, like posters and social media posts to event signage, programmes and beyond. The more creative, the better.

Please always refer to the project by its full title, 'The Wild Escape'.

For marketing to teachers, please link to our project website: [thewildescape.org.uk](http://thewildescape.org.uk)

For marketing to the public, please link any digital assets to [artfund.org/explore/curated-collections/the-wild-escape](http://artfund.org/explore/curated-collections/the-wild-escape) and link any print or social assets that may require a shorter link to [artfund.org/thewildescape](http://artfund.org/thewildescape).

Don't forget to use [#TheWildEscape](#) [@artfund](#) [@ace\\_national](#) when you share your project activity with your followers on social media.

**Main logo**



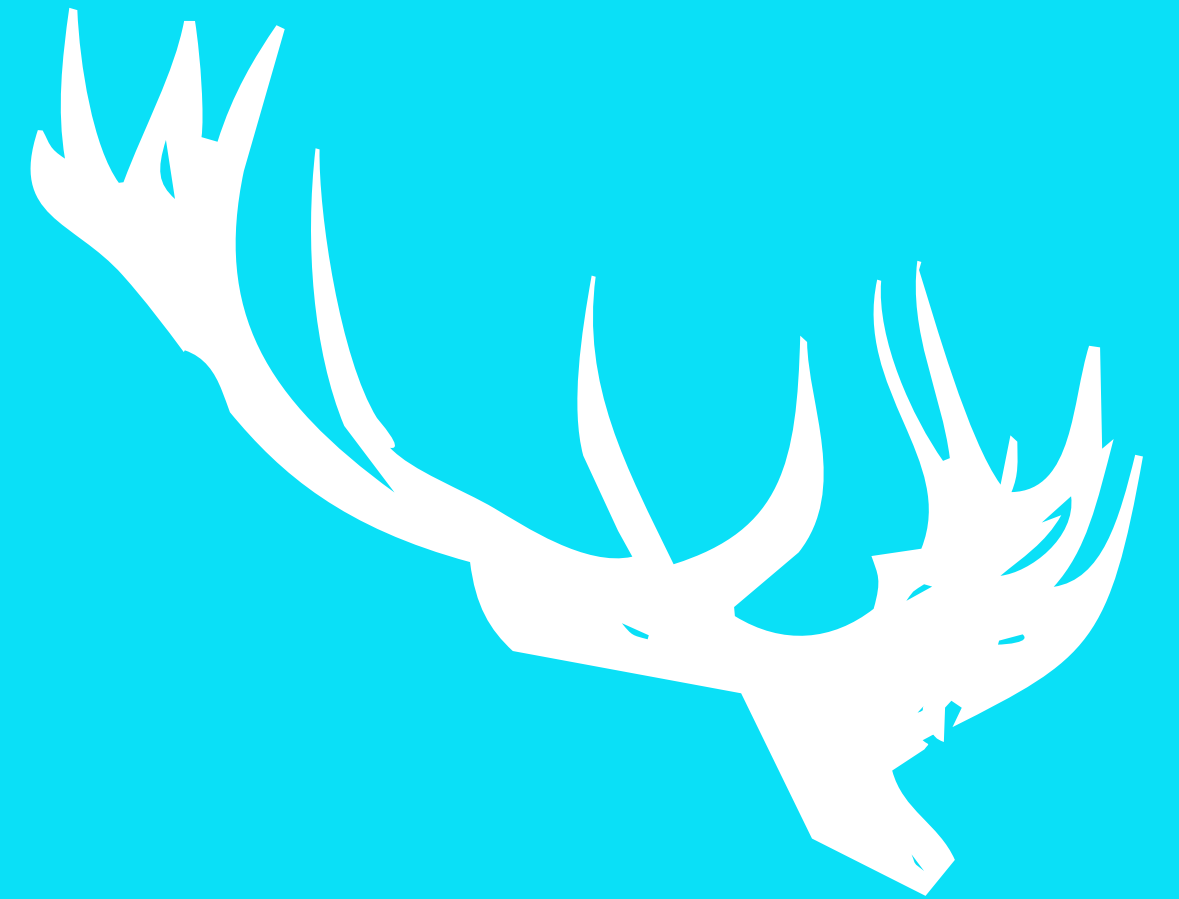
**Hero logo**



**Collateral Example: Print poster**



# Photography





**The Wild Escape**  
Photography

You can use the photography available at this [link](#).

**Credit line**  
A school workshop pilot run by  
Derby Museum and Art Gallery  
as part of The Wild Escape  
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Thank you

