

# Purchase Grant Fund

## Acknowledgement of support

2019 – 20

A large, stylized teal logo consisting of the letters 'W', '&amp;', and 'A' in a serif font. The 'W' is tall and narrow, the '&amp;' is smaller and more decorative, and the 'A' is tall and narrow, matching the 'W'. The entire logo is rendered in a solid teal color.

## Acknowledgement of Support



### Requirement

- Acknowledgement of the Arts Council England/V&A Purchase Grant Fund's and National Lottery support is a condition of grant aid, formally accepted when the grant is claimed.
- Support must be acknowledged in all forms of publicity, display and documentation including online catalogue entries and references.
- Acknowledgment of Arts Council England/V&A Purchase Grant Fund and National Lottery support on web sites should include a link to the Arts Council England/V&A Purchase Grant Fund: [www.vam.ac.uk/purchasegrantfund](http://www.vam.ac.uk/purchasegrantfund)
- Where a purchase has been jointly funded, credit should appear in the order of magnitude of grant.

### Credit Line

Arts Council England/V&A Purchase Grant Fund and National Lottery support must be acknowledged in words (*Purchased with support from the Arts Council England/V&A Purchase Grant Fund*) and the use of the logo which is available from the Purchase Grant Fund office.

### Use of logo

- Only artwork supplied by the V&A may be used:  
Contact 020 7942 2536 or [purchasegrantfund@vam.ac.uk](mailto:purchasegrantfund@vam.ac.uk)
- The minimum size is 15mm (height); there is no maximum size
- A grey tint is acceptable for use in monochrome
- There must be a minimum of 15mm around the logo into which no other text, logo or imagery must intrude.

### Social Media

We would love you to use social media to publicise your acquisition. You can connect to us by using:

- Twitter: @V\_and\_A and @ace\_national
- Instagram: @vamuseum and @acegrams
- Facebook: @victoriaandalbertmuseum and @artscouncilofengland

### Press Releases

The following must be included in the notes to editors for all press releases:

- The Arts Council England/V&A Purchase Grant Fund is a government fund that helps regional museums, record offices and specialist libraries in England and Wales to acquire objects relating to the arts, literature and history.
- It was established at the Victoria and Albert Museum (V&A) in 1881 and continues to be part of its nationwide work.
- The annual grants budget, currently £724,000, is provided by Arts Council England National Lottery Funding
- Each year, the Purchase Grant Fund considers some 150 applications and awards grants to around 100 organisations, enabling acquisitions of over £3 million to go ahead.
- Visit the website: [www.vam.ac.uk/purchasegrantfund](http://www.vam.ac.uk/purchasegrantfund)