

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
- 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
- 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