

Contemporary Art Society – Brand Guidelines

Shortened to CAS hereafter

Gifts from the Contemporary Art Society must be acknowledged in all forms of publicity, display and documentation, including labels, wall panels, marketing materials, annual reports, websites and online catalogue entries. The Contemporary Art Society's name and logo must be prominently acknowledged in full on the accompanying gallery label and on any print or digital material, or by tag or link if not practicable for social media purposes or digital placement advertising. This includes all reproductions of the work we have helped acquire, including merchandise, catalogues and online. This also applies whenever the work is lent to another institution or exhibition.

Logo Positioning

The CAS Logo should always be visible on a transparent background. Typically, our logo can be found in a black font colour style, but we are known for altering the colour of the font. Please consider the contrast ratio of the CAS Logo

The below option details variation of the logo, always on a transparent background, which means the background of the page determines the perceived background of the logo.



For Press, our logo must be prominently acknowledged alongside partner organisations. Logo assets can be downloaded via our website.

Credit style

Gifts from CAS must be acknowledged in all forms of publicity, display and documentation, including labels, wall panels, marketing materials, annual reports, websites and online catalogue entries.

The credit line style format can be found below.

Please note this is a guideline and will vary depending on the Acquisition Scheme. The credit line must be agreed by all participating parties.

Format Description – Regular Text, Regular Text, Regular Text, Numerical/Numerical

Content Positioning – Presented by the Contemporary Art Society through (scheme name),
Additional Thanks (if needed), Year

*Example - Presented by the Contemporary Art Society through a partnership with the National
Gallery, London, with the support of xx and xx.*

The object caption style format can be found below. Notice how the Dimensions format description
changes when we present a long video, short video, or physical object.

<i>Format Description</i>	<i>Content Position</i>	<i>Example</i>
Regular Text	Scheme	Fine Art
Regular Text, Regular Text	Name of Museum, City	Science Museum, London
Regular Text	Artist Name	Grayson Perry
Italic	<i>Title of artwork</i>	<i>Alan Measles – God in the Time of Covid-19</i>
Numerical	Year	2020
Regular Text	Media	Glazed Ceramic
N x N cm (N mins) (N secs)	Dimension	51. x 27.6 x 28.1 cm

Video Format

1. The **Black** CAS logo should appear at the end of any partnership video on a white background.
2. CAS Font = Adelle. This font can be supplied to the partner organisation upon request.