

BRANDING GUIDELINES FOR INDEPENDENT EVENTS AT MODERN ART OXFORD

April 2019

Print Guidelines

- It must be clear that Modern Art Oxford is the venue, not an official event partner
- The name Modern Art Oxford must only appear as a component of the full address, not stand alone e.g. Modern Art Oxford, 30 Pembroke Street, Oxford, OX1 1BP
- The name and address should appear towards the bottom of the page, in smaller font than the title of the event and host information
- The venue name must always be written in full: Modern Art Oxford (avoid punctuation and the acronym MAO, also avoid Museum of Modern Art, MOMA Oxford)
- All printed collateral must be approved by the Modern Art Oxford communications team

Digital / Social Media Guidelines

- Modern Art Oxford only promotes in-house events via social media, so will not support the promotion of this event.
- Print guidelines apply to website copy
- In all social media Modern Art Oxford must be presented as the venue, not an event partner
- Where possible the name of the gallery must appear in full: Modern Art Oxford
- Appropriate tags must be used: @mao_gallery on Instagram and Twitter and Modern Art Oxford on Facebook