



Acknowledgement of V&A Purchase Grant Fund support

Requirement

- Acknowledgement of the V&A Purchase Grant Fund's 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 V&A Purchase Grant Fund support on web sites should include a link to the 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

Form

V&A Purchase Grant Fund support may be acknowledged either with the logo or in words

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 10mm (height); there is no maximum size
- A grey tint is acceptable for use in monochrome
- There must be a minimum of 10mm around the logo into which no other text, logo or imagery must intrude.

Form of words

V&A Purchase Grant Fund or Victoria and Albert Museum Purchase Grant Fund

Press Releases

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

- The 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 £750,000, is provided by Arts Council England (ACE).
- Each year, the Purchase Grant Fund considers some 200 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