

C R E A T I V E

E S T U A R Y

BRANDING

CREATIVE
ESTUARY

A GOOD
PLACE FOR
MAKING

Branding

- The Creative Estuary logo and the DCMS/ACE logo should be used on all materials
- The Creative Estuary brand guidelines are accessible here:
<https://www.dropbox.com/s/vcslr8mwn3w14q2/CREATIVE%20ESTUARY%20Logo%20Specifications%20%7C%20V1.pdf?dl=0>
 - On page 6 of these guidelines you can download the Creative Estuary logo
 - On page 13 you can download the DCMS/ACE logo and a Creative Estuary + DCMS/ACE logo lock-up

TEXT

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Text

The following slides have the text for each of these:

- Credit line – for use on social media, communications and as an introduction to your relationship to Creative Estuary in a press release or project text
- Funding credit line – for use on any project text or promotional materials eg. fliers, website where the full 'About Creative Estuary text' is not appropriate
- Creative Estuary Co-commissions text (for use in press releases, etc)
- About Creative Estuary text (for use on website, notes to editors in press releases, etc)

Text

Credit line:

“XX is a Creative Estuary Co-commission”

Funding credit line:

“The Department for Digital, Culture, Media and Sport funds the Cultural Development Fund which is administered by Arts Council England.”

Text

Creative Estuary Co-commissions text:

“Creative Estuary Co-commissions is an ambitious creative programme taking place along the length of the Thames Estuary in Kent and Essex. The Co-commissions will support creative practitioners and organisations to make and present new work. These co-commissions will be delivered through a network of partners and at a range of scales, responding to local contexts and communities. From grassroots organisations to established cultural venues, as well as smaller-scale commissions working directly with local artists and collectives, the Co-commissions will create opportunities for creative innovation and new cultural production throughout 2021 & 2022.”

Text

About Creative Estuary text:

CREATIVE ESTUARY has a vision to forge a new future founded on creative energy and innovation, along the length of the Thames Estuary. The project is supported by the Department for Digital, Culture, Media and Sport (DCMS) and led by the University of Kent on behalf of a consortium of public sector and cultural organisations. They include the South East Local Enterprise Partnership (SELEP), Kent and Essex County Councils, the Greater London Authority, 11 local authority areas represented by Thames Gateway Kent Partnership and opportunity South Essex, South East Creative Economy Network (SECEN), University of Essex, Locate in Kent and cultural organisations Metal and Cement Fields. In early 2019 the University of Kent was awarded £4.3m from the DCMS Cultural Development Fund on behalf of the partners. The Department for Digital, Culture, Media and Sport funds the Cultural Development Fund which is administered by Arts Council England.

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Made on Thames
CreativeEstuary.com

MARKETING SUPPORT FOR CO-COMMISSIONS

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Creative Estuary can provide:

- Creative Estuary website
 - A webpage on the Creative Estuary website with links to your website
 - A case study
 - Guest blog opportunity
 - If event based, listing in Events section
- Promotion via our social media channels
 - Twitter
 - Instagram
 - LinkedIn
 - Any videos on our Vimeo/YouTube channel
- Article in our enewsletter
- Creative Estuary social media announcement assets

What we need from you:

- As much information as possible about your commission:
 - 3 paragraphs of consumer facing copy describing the commission
 - Objectives
 - Timeline of commission production, key dates and milestones
 - Target audience
 - Key messages
- Please use the Creative Estuary social media handles and hashtags in your social media posts:
 - #CreativeEstuary
 - Twitter: @CreativeEstuary
 - Instagram: @CreativeEstuary
 - LinkedIn: [LinkedIn.com/CreativeEstuary](https://www.linkedin.com/company/CreativeEstuary)

What we need from you:

- Your URL and social media handles and hashtags
- Detail of the promotion you'll be undertaking yourself and materials you'll be producing
- Any assets you are developing, with your permission for us to use these assets to promote the commission, ideally:
 - Video and photographs of the commission work in progress
 - Video and photographs of the final commission
 - Video, audio and photographs of/from the artist/s
 - Please ensure you supply high quality, high resolution images
- We'll send you an online form to fill out the above information

SIGN-OFFS

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Gaining sign-off

For all mentions of Creative Estuary and use of Creative Estuary brand ie. marketing materials, press releases, webpages, etc, please send to the following people for sign-off:

- Emma Wilcox, Project Director: e.s.wilcox@kent.ac.uk
- Jennifer Yard, Place Branding Manager: jennifer.yard@locateinkent.com
- Laurence Taylor, Project Manager: laurence@generalife.co.uk

THANK YOU

CreativeEstuary.com

@CreativeEstuary

#CreativeEstuary

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