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# DACS brand guidelines



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# Contacts

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We hope that these guidelines give you a good sense of the DACS brand and how to use it. If there is anything else you need to know, or if you have any questions please get in touch with us.

## **DACS**

33 Old Bethnal Green Road  
London  
E2 6AA

E [communications@dacs.org.uk](mailto:communications@dacs.org.uk)  
W [dacs.org.uk](http://dacs.org.uk)

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**Recognition, consistency and personality**

We aim to create a familiar image for our stakeholders by representing DACS in a clear way, using suitable imagery and language.

Using these guidelines for every communication you produce will help us to depict an accurate picture of our organisation and the work that we do.

An identity with personality helps our stakeholders to associate with our set of values and standards.

The more consistently we put those values across, the stronger the identity and brand personality becomes.

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**Tagline**

Established by artists for artists, DACS is a not-for-profit visual artists' rights management organisation.

**Key messages**

Established by artists for artists, DACS acts as trusted broker for 100,000 artists worldwide

DACS is a not-for-profit organisation passionate about transforming the financial landscape for visual artists through innovative new products and services.

DACS campaigns for artists' rights, championing their sustained and vital contribution to the creative economy.

DACS is a flagship organisation for visual artists' rights management operating internationally for over 30 years.

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**Artist-focused** The interests of artists are at the heart of everything DACS does.

**Collaborative** DACS works collaboratively and in partnership with a broad range of stakeholders unless this conflicts with our primary role in safeguarding the interests of artists.

**Flexible** DACS is an agile and flexible organisation, responding positively and innovatively to a rapidly changing external environment.

**Entrepreneurial** DACS takes creative risks within a framework of ethical values and financial propriety.

**World leader** DACS is a world leader in representing and safeguarding the rights of British and international artists within a global network of sister societies.

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# Our brand

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## 4

### Brand hierarchies

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#### DACS master brand and marque

**DACS**<sup>®</sup>

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#### **DACS master brand and marque**

This style guideline gives you all the information you need to maintain the integrity of the DACS master brand and the DACS marque. We use the DACS name across all publications in both text and headings. It is essential that our master brand and DACS marque are used correctly and consistently in all communications.

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#### DACS Products and Services

**Copyright  
Licensing**

**Artist's  
Resale  
Right**

**Payback**<sup>®</sup>

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#### **DACS products and services**

With Copyright Licensing we work with a diverse range of customers including museums, galleries, publishers, advertising agencies and games developers who want to use works by artists whom we represent.

The Artist's Resale Right (ARR) entitles artists and estates to a modest share of the sale price each time their work is resold on the secondary market.

Payback is an annual royalty scheme open to visual artists and estates for all types of published artwork.

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#### Related brands

**Artimage**<sup>®</sup>

**Art360 Foundation**

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#### **Artimage and Art360 Foundation**

Artimage is a digital image resource of modern and contemporary art. Please contact the communications team at DACS for detailed Artimage style guides.

Art360 Foundation is a charity to support visual artists. A separate style guide can be sourced from the DACS Foundation team directly.



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## Trade marks

It is important to identify registered and unregistered trade marks to give third parties notice of the rights. They can be accompanied by the ® and ™ graphic respectively, which is advisable, though not compulsory. You should always check in which territory any trade mark rights are effective, and in which territories they are not.

Payback is a registered trade mark in the European Union. Please note that the word Payback **cannot** be used in a blue font or in combination with a logo or stylised element which is predominantly blue. If you have any doubts about this, please do not hesitate to contact us.

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**DACS**®

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**Payback**®

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**Artimage**®<sup>ti</sup>

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The use of 'DACs' and 'Design and Artists Copyright Society'

## **DACS**

We use 'DACs' across all publications in both text and headings.

## **Design and Artists Copyright Society**

This is our registered company name and we are required to use it on official documents such as our letterhead, annual audited accounts, website and email footer.

For example, Design and Artists Copyright Society is a Company Limited by Guarantee. Reg England No. 1780482

ABCDEFGHIJ  
abcdefghij

Futura Light  
abcdefghijklmnopqrstuvwxwz  
ABCDEFGHIJK 1234567890

Futura Book  
abcdefghijklmnopqrstuvwxwz  
ABCDEFGHIJK 1234567890

Futura Medium  
abcdefghijklmnopqrstuvwxwz  
ABCDEFGHIJK 1234567890

**Futura Bold**  
**abcdefghijklmnopqrstuvwxwz**  
**ABCDEFGHIJK 1234567890**

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**Typography**

Our primary typeface is Futura – we use this font across all designed materials such as our stationery, publications, marketing materials and website. You can also use it when printing letters, documents or creating PDFs. For word processing the font size is 11pt.

Our secondary typeface is Arial – we use it for email as the recipient may not have Futura installed on their computer. If emailing Word, Excel and PowerPoint documents Arial is also the default typeface. We use font size 10pt.

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**Typography**

Typographic design should be applied using the following parameters:

**Weight**

Use Futura Light, Book, Medium and Bold for most applications. Light and Book works well for body copy and Bold for headlines and titling.

**Style**

Manipulating the typeface is prohibited. Stretching, condensing, outlining and drop shadow must never be used.

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**Spacing**

Type should be set at 100% word spacing and 0% letter spacing. In some circumstances it may be necessary to adjust the spacing between individual characters manually, especially at large and display sizes.

**Alignment**

DACS is a contemporary brand. Type should be generally ranged left. Range right is used in some instances on screen and for applications such as infographics.

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**Leading / line spacing**

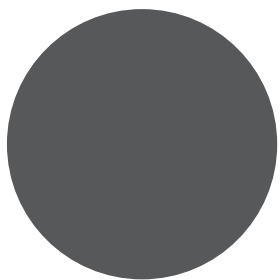
Leading should always be set to aid a positive reading experience. For example, setting the type with 15% leading at 24pt type would be line spacing of 28pt. Above 36pt leading can be adjusted manually and closer leading is often visually more impactful. The ascenders and descenders in the typeface should never touch.

**Colour**

Use colour to reflect the brand attributes of DACS and ensure legibility regardless of the medium.

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# DACS®



Cool Grey 11  
C0 M0 Y0 K80  
R85 G86 B90  
#55565A

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## DACS master brand marque

This style guideline gives you all the information you need to maintain the integrity of the DACs marque.

We use the DACs marque across all print and digital applications. The marque is reproduced in grey using the colour specs shown bottom left. The marque can be reproduced in white when reproducing the marque on an image. It is essential that the DACs marque is used correctly and consistently in all communications.

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## Correct use and misuse

Always use the approved and up-to-date artwork for the DACs marque.

Never retypeset the marque.

Don't crop the marque.

Don't use the marque artwork in words or sentences.

Don't use a black marque on a colour background.

Don't rotate the marque.

Don't use the marque in colour on a colour background.

Don't use the marque on a photograph unless the DACs marque remains clearly legible.

Don't superimpose the marque over type or illustration unless it is an approved application such as a watermark.

Don't apply any visual effects to the marque in print or digitally.

Don't create any additional graphic devices.

Don't create a version of the marque in colour unless you are using approved brand assets.

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### Marque – minimum size, grey and black usage and minimum clear space



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#### Minimum clear space

To maintain the integrity of the DACS identity it is important to allow the marque space to breathe. The marque must be protected from competing visuals such as text and graphics. There must always be minimum white space around the marque. As indicated in the visual above, the absolute minimum space between the marque and other elements is equal to the width of the “D”.

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#### Minimum size

The minimum sizes for the DACS marque are 25 mm for the grey version and 25 mm for the black only version.

#### Use of grey and black marques

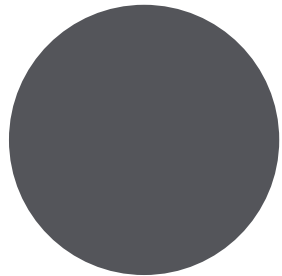
The marque is generally used in grey or white in applications such as on our stationery and published reports.

We use a black marque in very limited circumstances. Always seek approval if you want to use the marque in black.

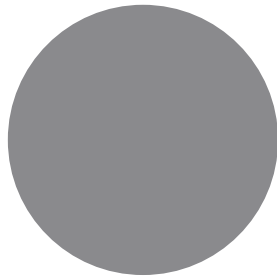


# 10 Colour

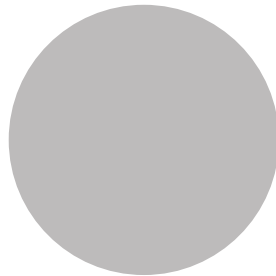
## Master brand colour palette



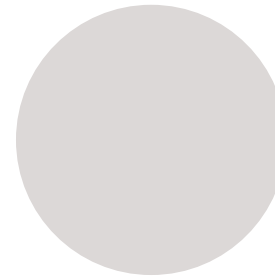
Cool Grey 11  
C0 M0 Y0 K80  
R85 G86 B90  
#55565A



Cool Grey 8  
C0 M0 Y0 K60  
R138 G138 B141  
#8A8A8D



Cool Grey 4  
C0 M0 Y0 K35  
R189 G187 B187  
#BDBBBB



Cool Grey 1  
C0 M0 Y0 K17  
R219 G217 B214  
#DBD9D6

### Master brand palette – greys

The DACS master brand colour palette is made up of hues of grey and, when printing process allows, litho silver or foil blocked silver.

The DACS marque must always be reproduced in PMS Cool Grey 11 or its CMYK or RGB equivalent.

The lighter hues of grey and percentage tints of black can be used for typography and colour backgrounds. Always ensure there is decent contrast when styling typography to provide a positive reading experience.

## Secondary colour palette



Artist's Resale Right  
PMS 158  
C0 M65 Y100 K0  
R234 G111 B7  
#EA6F07



Payback  
PMS 375  
C50 M0 Y100 K0  
R149 G214 B0  
#95D600



Copyright Licensing  
PMS 2925  
C75 M25 Y0 K0  
R38 G153 B214  
#2699D6



Floating  
PMS 7409  
C0 M35 Y100 K0  
R247 G179 B0  
#F7B300

### The secondary colour palette

The secondary brights colour palette is used in a functional way to help people identify the different DACS' products and services. Care must be taken to ensure this bright palette does not overwhelm the house style and the more neutral master brand palette.

Artist's Resale Right uses orange

Payback uses green

Copyright Licensing uses blue

There is also a yellow which can be used in approved circumstances to support the master brand colour palette.



# 11 Images

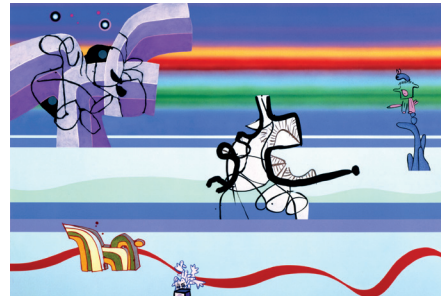


## Photography – artist portraits

Each year we commission a series of photographs of artists in their studios which celebrate the diversity and range of visual artists whose rights we represent. These portraits are used across print and digital communications and illustrate that we are an artist-focused organisation established by artists for artists.

## Artworks

Images of artworks can also be used in print and digital communications.



Top row portraits, left to right:  
Yinka Shonibare MBE in his studio; Celia Irvin and Priscilla Hashmi (The Estate of Albert Irvin); Benji Davies in his studio. Photos © Brian Benson, 2016.

Middle row portraits, left to right:  
Beverly Heath-Hoyland (The Estate of John Hoyland); Julie Umerle in her studio; Chantal Joffe in her studio. Photos © Brian Benson, 2016.

Bottom row artworks, left to right:  
*Maracus III*, 2004. Hurvin Anderson © Hurvin Anderson. Photo Richard Ivey.  
*Exquisite Cacophony* (film still), 2015. Sonia Boyce © Sonia Boyce;  
*Enter the cave with the ice waterfall*, 2001. Dan Perfect © Dan Perfect.  
Photo: Antony Makinson; All Rights Reserved, DACS 2016.



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Graphic language:  
icons, charts and diagrams

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### DACS graphic language

Some icons used on the DACS website and in DACS print materials have been developed to explain specific DACS services. For a full set of available icons, please contact the Communications Team at DACS.

### Artimage graphic language

The strong visual content and focus on artwork for the Artimage brand requires a minimal graphic language, as indicated by the icons shown on the right.

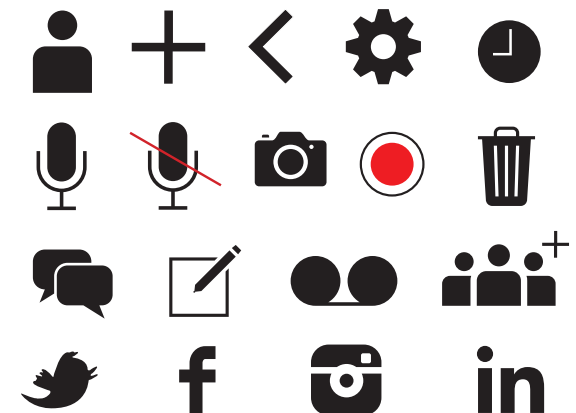
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### DACS graphic language



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### Artimage graphic language



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# DACS brand applications

# DACS®

**DACS**  
33 Old Bethnal Green Road  
London  
E2 6AA

**T** +44 (0) 20 7336 8811  
**F** +44 (0) 20 7336 8822  
**E** info@dacs.org.uk

dacs.org.uk

**Established by artists for artists,  
DACS is a not-for-profit visual artists'  
rights management organisation.**

DACS is a Company Limited by Guarantee. Reg office as above. Reg England No. 1780482.



Clockwise from top left:  
A4 letterhead;  
A5 compliment slip postcard  
front;  
84mm x 55mm business cards  
front and reverse;  
A4 branded pocket folder.

## DACS®

**DACS**  
33 Old Bethnal Green Road  
London E2 6AA

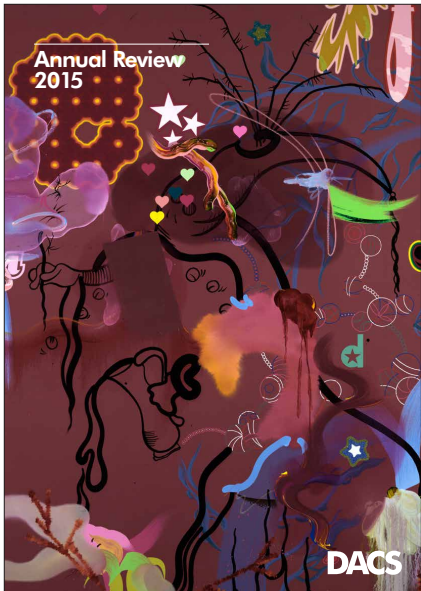
**T** +44 (0) 20 7336 8811  
**F** +44 (0) 20 7336 8822  
**E** info@dacs.org.uk  
dacs.org.uk

**Established by artists for  
artists, DACS is a not-for-  
profit visual artists' rights  
management organisation.**

**Siobhan Sullivan**  
ARTISTS' SERVICES MANAGER

**T** +44 (0)20 7553 9054  
**E** siobhan.sullivan@dacs.org.uk





## About DACS

DACS Annual Review 2015

Established by artists for artists, DACS is passionate about transforming the financial landscape for visual artists through innovative new products and services, and is proud to act as a trusted broker for 90,000 artists worldwide.

Founded over 30 years ago, DACS is a flagship organisation that campaigns for artists' rights, championing their sustained and vital contribution to the creative economy.

In its support of this, we collect and distribute royalties to visual artists and their estates through Artist's Resale Right (ARR), Copyright Licensing and Arrimage, and via Payback and Dutch Public Lending Right.

In 2015, DACS distributed a record £16.7 million in royalties to over 26,000 artists and artists' estates – an 11% increase in value from 2014.

You can find out more about what we do at [dacs.org.uk](http://dacs.org.uk).

## Campaigning for your rights

### Gilane Tawadros, Chief Executive

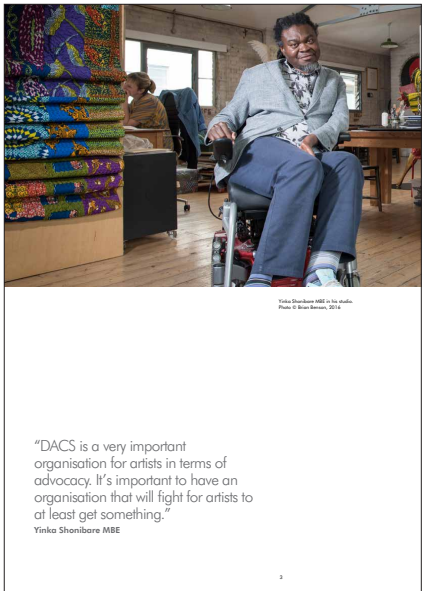
Over the course of three decades, DACS has generated over £75 million for artists and artists' estates and plays a vital role in the visual arts economy.

Last year alone, we paid a record £16.7 million to artists and estates through Artist's Resale Right (ARR), Copyright Licensing and Arrimage, and via Payback and the Dutch Public Lending Right.

2015 was another important year for DACS, campaigning for visual artists' rights and protecting their livelihoods. In supporting the future of Payback, DACS participated in a mediation process to resolve a dispute that had arisen in 2014 between DACS and the Copyright Licensing Agency (CLA) and its owners, the Publishers Licensing Society (PLS) and Authors' Licensing and Collecting Society (ALCS). This was followed by an independent valuation process, which sought to determine fairer revenues for copying text and images in UK publications and between different rightsholders – authors, publishers and visual artists. DACS led negotiations to broker the share for visual artists and although this process demanded a significant amount of resources, it successfully resulted in the increase of the visual artists' share from 0% to 8.7%.

DACS has a proven track record in increasing collective learning revenue to visual artists and estates. Our cost-effective way and a long history of giving back to the visual arts community, DACS is highly experienced in managing and distributing collective learning royalties through our Payback scheme and I am confident that DACS will continue to be the trusted broker on behalf of visual artists and estates and provide the best service to visual artists and picture libraries.

Our Artist's Resale Right (ARR) continued to pursue and channel revenues to artists and their beneficiaries, promoted the cultural and economic impact of ARR here in the UK and supported international efforts to create a level playing field worldwide. Through our efforts, over 1,200 artists and estates received almost £10 million ARR royalties in 2015. In 2016, ARR reaches a significant milestone in the UK as we mark the 10th anniversary of its introduction. DACS campaigned rigorously to secure ARR on behalf of visual artists and estates in the UK and over the past 10 years DACS has distributed almost £47 million in ARR royalties to artists and estates. DACS is confident that the UK's decision to leave the European Union will have no impact on the Artist's Resale Right in the long term, and that as the current term UK laws derived from EU law continue to remain unchanged, DACS remains



“DACS is a very important organisation for artists in terms of advocacy. It's important to have an organisation that will fight for artists to at least get something.”  
Yinka Shonibare MBE

Top row: a selection of pages from the DACS Annual Review 2015, 28 page, A4 book

## PAYBACK 2016

John Urry  
© Brian Brown  
© Brian Brown 2016

### Payback Claim Form

Has your artwork ever featured in books, magazines or on TV? If so, you could be eligible for a share of over £5.5 million in Payback royalties from DACS. Complete this form or claim online: [dacs.org.uk](http://dacs.org.uk)

#Payback16

DACS  
Established by artists for artists. DACS is a not-for-profit visual artists' rights management organisation.

## What is Payback?

Every year DACS distributes royalties to visual artists and artists' estates whose work has featured in UK books and magazines or on TV. These revenues come from collective licensing schemes that allow artists to receive royalties for reproductions of their work, which would be difficult to license individually. An example would be when someone in a library photocopies pages from a book which features your work.

In last year's campaign, 25,000 visual artists and estates received a share of almost £4.7 million in Payback royalties; the average royalty being £275 and the highest payment being £2,770. Everyone who submits a valid claim is guaranteed a minimum of £25. We aim to pay everyone who has a valid claim in December, just in time for Christmas.

### Who can apply for Payback?

All kinds of visual artists can make a claim. If you are a photographer, illustrator, sculptor, cartoonist, fine artist, designer, architect or any other type of visual artist then you can claim Payback. The important thing is that you own the copyright in your work. If you're a beneficiary of an artist's estate you can also apply and so can artists' representatives.

### How to apply:

Claim your share online at [dacs.org.uk](http://dacs.org.uk) or complete this paper form. You can claim for the same publications every year as well as add new ones to your claim. When you apply you need to provide:

- Up to 6 examples of publications where your work has featured, along with ISBN, ISSN or barcode numbers.
- Title and channel of up to three television programmes broadcast in 2015, where your work has featured.
- Your bank details so we can pay you by direct bank transfer.

If you are unable to provide examples with ISBNs and ISSNs, we may be able to access a sales report from your picture library. Please see page 7, **Class A**.

**Claiming your share:**  
Paper forms must reach us by 16 September 2016, while online forms can be submitted until midnight 30 September.

**Send your completed form to:**  
PAYBACK 2016/16/16  
Payback  
DACS  
33 Old Bedford Green Road  
London E2 6AA

If you are concerned about your form reaching us, please return it by Royal Mail Special Delivery.

## Payback Claim Form

### Personal Information

**Important:** Read the claim form through to the end and before you start filling it in including the Questions and Answers section on page 7. Check you have completed your form, check to make sure you have provided everything you need and correctly signed your name and stamp the form.

**Consent:** All information submitted on this claim form will be kept confidential. We will use your information to order to send information about Payback to DACS.

**1. Visual artist's name**

First name \_\_\_\_\_ Last name \_\_\_\_\_ Date of birth \_\_\_\_\_

**2. Are you (Please tick)**

the visual artist  an authorised representative  a beneficiary of the visual artist

**3. If you are not the visual artist please give your name**

First name \_\_\_\_\_ Last name \_\_\_\_\_  
Date of birth \_\_\_\_\_ Company (if relevant) \_\_\_\_\_  
Email \_\_\_\_\_ Phone \_\_\_\_\_  
Mails \_\_\_\_\_

**4. Contact address and details**

Postcode \_\_\_\_\_  
 I would like to receive DACS news, information and upcoming events information.

**5. How would you describe the media for which you are claiming?**

Photography  Illustration  Cartoon  Fine art  Design  
 Sculpture  Craft  Architecture  Other \_\_\_\_\_

If you are claiming as the visual artist, how long has your been practicing for? \_\_\_\_\_ years

**6. I am a member of:**

Association of Artists  Association of Illustrators  Professional Club  ICA  ICA  ICA  
 Society of Authors  ICA  Society of Authors  ICA  ICA  
 Society of Authors  ICA  Society of Authors  ICA  ICA  
 Society of Authors  ICA  Society of Authors  ICA  ICA

**7. Where do you hear about Payback?**

TV  Radio  Local media  DACS  Other (if not of such interest) \_\_\_\_\_

## Questions and Answers

- Where does the money come from?**  
The money comes from the Copyright Licensing Agency (CLA). Every year this organisation collects photocopying and scanning fees from educational institutions, local councils, central government and business organisations.
- What work can I claim for?**  
You can claim for any artwork or photograph that has appeared in a UK book or magazine up until the end of the previous year, or long as you own the copyright. There is no backward limit to when the work needs to have been published – you can claim for artwork published from any date, from the past or future. Please remember to allow a week or so for your work to be included in a film or TV programme. It may take a few weeks to get your work included in a film or TV programme. It may take a few weeks to get your work included in a film or TV programme. It may take a few weeks to get your work included in a film or TV programme.
- How do I know if I own the copyright in my image?**  
Copyright is a form of intellectual property. For artists, cartoonists and other artists, cartoonists and others to own the book of their creativity, they're the copyright owner. The image is published from any date, from the past or future. Please remember to allow a week or so for your work to be included in a film or TV programme. It may take a few weeks to get your work included in a film or TV programme. It may take a few weeks to get your work included in a film or TV programme.
- Where can I find the ISBN or ISSN?**  
You can find the ISBN or ISSN on the back cover or on the inside of the book or magazine, usually above the barcode. If you don't have physical access to the book, you can find the ISBN in the Integrated Catalogue of the British Library – visit [www.bl.uk](http://www.bl.uk). The ISSN of a magazine is usually on its front cover, above the barcode. If you are unable to provide ISBN or ISSN numbers, we will be able to accept a sales report from your picture library instead.
- Can I submit sales reports from a picture library to order to validate my claim?**  
ISBN and ISSN numbers are always the best way of validating your claim. However, we know that not all artists have access to their own picture libraries. Therefore, we do accept sales reports from the members of the British Library – visit [www.bl.uk](http://www.bl.uk). The ISSN of a magazine is usually on its front cover, above the barcode. If you are unable to provide ISBN or ISSN numbers, we will be able to accept a sales report from your picture library instead.
- I apply for royalties directly as well as through a picture library. What happens in this case?**  
Claiming Payback royalties through multiple routes can have a detrimental effect on the Payback scheme and may lead to time when an individual receives a proportionally greater share of Payback royalties than they would be entitled to receive based on their work or through an agent.
- How much will my Payback royalties be?**  
There is no set amount. Last year, the average artist whose share was £275, with the highest payment being £2,770. Every artist who makes a successful claim is guaranteed a minimum of £25.
- How much you receive depends on how often your work has been published in books or magazines or on TV programmes. We work out our share of the revenue by the number of times your work has been featured, not by the number of times your work has been photographed or written. The amount you receive is therefore based on only how many times your work has been featured in books or magazines each year. You can also claim for your work on TV. The number of times your work has been featured on TV is also taken into account.**
- Does it cost me anything?**  
As a not-for-profit organisation, DACS makes a share of the royalties we collect to your benefit to cover our costs and we always seeking ways to reduce the amount we charge. We have reduced our commission rate from our initial 25% in 2007 to the current rate of 15%.

Bottom row: a selection of pages from the DACS Payback 2016, 8 page, A4 claim form

About us News Events Contact

# DACS

For Artists For Beneficiaries & Heirs For Art Market Professionals Licensing Knowledge Base

**Established by artists, for artists.**

We campaign for the rights of visual artists and pay them royalties that help sustain their practice and livelihood. [More about us.](#)

**NEWS**  
It's Payback time!

**NEWS**  
Art360 artists announced

**For Artists & Representatives**  
Are you an artist or representative?

**For Beneficiaries & Heirs**  
Have you inherited an artist's estate?

**For Art Market Professionals**  
Gallery, auction house or art dealer?

**Licensing Works**  
Need a licence to use a work of art?

We campaign for your rights, pay you your royalties and provide the  
We support artists' estates and help you receive the royalties you are  
Pay resale royalties quickly and easily for the works of art you resell  
We can grant access to works of art by some of the world's most

About us News Events Contact

# DACS

For Artists For Beneficiaries & Heirs For Art Market Professionals Licensing Knowledge Base

Payback Artist's Resale Right Copyright Licensing

**For Artists**  
**Artist's Resale Right**  
Receive royalties every time your work is resold on the art market

It's so useful because, as an artist, unless you spend your life googling things, you wouldn't know what sells on the secondary market at all.  
Chantal Joffe, painter  
[More real-life stories >](#)

**Has your work been resold on the art market for €1,000 or more?**

If so, you may be entitled to a royalty arising from the Artist's Resale Right.

[Frequently asked questions](#)

Top row: a selection of web pages from dacs.org.uk

Register | Login

# Artimage®

Discover images of modern and contemporary art

Artists | Collections | How it works | Who we work with | News

**Sodium Landscape, 2003**  
See other [Sophy Rickett](#) works

1 2 3 4 5 6 7

View in browser

# DACS

Your flagship visual artists' rights organisation.

**NEWS**

**Artist's Resale Right compliance**

We recover over £320,000 in unpaid resale royalties owed to artists and estates from undeclared art sales.  
[Read more](#)

**NEWS**

**Adding up the art industry**

View in browser

# Artimage®

Discover images of modern and contemporary art

**FEATURED ARTIST**

**Yinka Shonibare MBE**

*Rose of Lima*

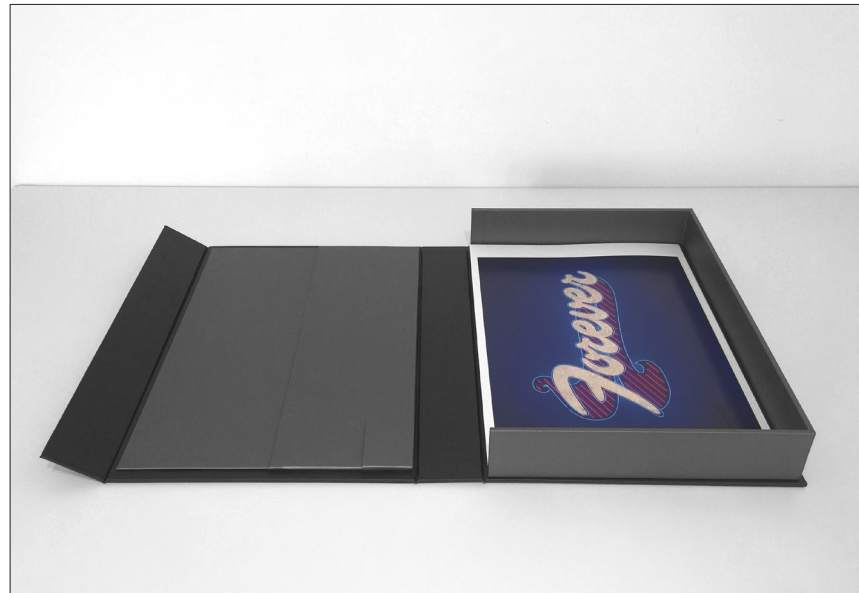
"The more I've studied art, the more I've realised that art does not happen in a vacuum" - Yinka Shonibare MBE talks about his wide-ranging influences and latest projects.

Bottom row, left: artimage.org.uk home page

Bottom row, right: DACS and Artimage email newsletters



From left to right:  
DACS 'stamp' branded cotton  
tote bag; three large format  
graphic banners



Top row: Artimage portfolio exterior and interior.



**Self-Portrait in Drag, 1981**  
**Andy Warhol**

As a painter, filmmaker and author, Andy Warhol was a principal figure of the Pop Art movement. Carrying a Polaroid camera from the late 1950s until his death in 1987, Warhol amassed a huge collection of instant pictures of friends, lovers, patrons, the famous, the obscure, the scenic, the fashionable, and himself.

Artimage has an extensive collection of Warhol's polaroids including celebrities such as Mick Jagger, Jack Nicholson, Yves Saint Laurent, and Debbie Harry - alongside images of his entourage and high life, still lifes to the iconic soup cans.

**Medium:**  
 Polaroid - 2

**Dimensions:**  
 4 1/4 x 3 1/2 in.

Reproduction created by Artimage in 2016.  
 Artwork and image © The Andy Warhol Foundation for the Visual Arts, Inc. For use by DACS and Artimage only.

**Artimage**  
 Discover images of modern and contemporary art  
 artimage.org.uk

artimage  
 artimage.org.uk  
 artimage

Bottom row: Artimage portfolio artists and artworks.

Left:  
*Be Brave*, 2014, Tracey Emin.  
 © Tracey Emin. All rights reserved, DACS 2016. Image courtesy Lehmann Maupin.

Middle:  
*Self-Portrait in Drag*, 1981, Andy Warhol. Reproduction created by Artimage in 2016.  
 Artwork and image © The Andy Warhol Foundation for the Visual Arts, Inc. For use by DACS and Artimage only.

Right:  
*Self-Portrait in Drag*, 1981, Andy Warhol. Artist information sheet.

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# DACS house style



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**DACS house style**

Our house style sets out how we phrase, punctuate, spell and capitalise words and phrases that often arise in our external and internal communications. This is to be applied by all staff as well as by external consultants, writers, editors, designers and web developers, to keep our communications consistent and clear.

This may include:

- letters and emails (both internal and external)
- print publications
- web copy
- internal communications platforms
- presentations
- event materials
- press releases
- news stories
- social media/blogs

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**Writing in plain English**

At DACS we believe that communications should be clear and concise, with as little jargon as possible. You should strive to avoid formal or complex language, as well as excessive use of acronyms or abbreviations. This means the widest possible audience can understand our messages and mission.

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**Be brief**

Keep messages accurate and be specific. Choose words that clearly and easily instruct, guide or inform.

People don't have much time to read and want to understand content quickly.

Get to the point. Keep sentences short and easy to read.

Try to stick to one main point per sentence and think about dividing long sentences into two.

Breaking up content into shorter paragraphs also helps them read through your text quicker.

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**Keep it simple**

Don't be afraid to use simple words. For instance, you can repeat 'said' rather than using 'stated', 'revealed', 'declared', 'claimed', etc.

**Use everyday language**

Also avoid puns, culture-specific slang and artspeak whenever possible, particularly for non-arts audiences.

**Use the active voice**

Construct sentences in which the subject "acts" or performs the action of the verb. The active voice clarifies and adds energy. "Art360 Foundation awarded £200,000 to 33 artists and estates for the Art360 project" rather than "33 artists and estates were awarded £200,000 by Art360 Foundation".

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**Focus on benefits**

Write about the benefits of a service, rather than focusing on the features, and consider your audience. Be direct to the audience you're targeting.

Example: By joining Artimage, you'll benefit from having full control and visibility on your images being used.

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## House style guidelines

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### Dates

#### Day

1 June 2015 (day month year; no commas, no <sup>st</sup> or <sup>th</sup>).  
If the day of the week is especially important, then include it in the format Monday 1 June 2015.

#### Decade

1990s; the 80s

#### Century

The 21st century

#### Specific period of time

2008–9

#### Financial year

2006/07

#### Season

autumn 2008 (should be lower case)

### Times

#### Specific time

9am; 6.30pm. Leave out full stops, spaces and unnecessary zeros. Do not use 'o'clock' or the 24-hour clock. By convention, 12am denotes midnight and 12pm denotes noon. Because of the potential for confusion, it is advisable to use 12 noon and 12 midnight.

### Numbers

Zero to nine

Write out as words

10+

Write out as numbers, e.g. 237

Exceptions:

*Measurements*

£3; 3cm; page 6

*Ranges*

5-14

Ordinal numbers, which represent position, rank or sequence, should be spelled out between one and 20 (first, eleventh, ...). For 20 and anything above, use numbers, e.g. 21st.

Write out in full any number that starts a sentence

Commas in thousands: 1,000

### Fractions

Write out simple ones (e.g. two-thirds) but use numbers for more complicated fractions (e.g. 3/7). Write 3.5 million and not 3½ million.

### Percentages

10 per cent (spelt out); unless presenting a lot of data (e.g. in tables or spreadsheets)

### Money

£ and p not pounds and pence

£1 not £1.00

99p not £0.99

£2.5 million not £2,500,000 or £2.5m

Commas in thousands: £1,000

Non-sterling units: Write out in full in body (e.g. yen) but use symbols in tables or captions (e.g. ¥)

Dollars: assumed to be US unless otherwise stated (e.g. NZ\$10)

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## House style guidelines

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### Punctuation and spacing

In general, we follow standard British English punctuation rules and allow for single typeset spacing between sentences and lines of paragraph text.

The University of Cambridge sets out clear and sensible rules around punctuation and spacing, which we tend to follow and can be accessed here:

[cam.ac.uk/brand-resources/guidelines/editorial-style-guide#26](http://cam.ac.uk/brand-resources/guidelines/editorial-style-guide#26)

### Inverted commas

For quotes, use double inverted commas. Single ones should only be used for a quote within a quote. When quoting a large passage, don't use inverted commas, but indent the text and attribute where the passage came from, e.g.:

Betsie van de Meer explained:

Getting my first royalty felt great. It came just before Christmas. I was really surprised by the amount and I have put the money towards my projects.

My advice to anyone claiming for the first time this year is: if in doubt, get in contact with DACS. Initially I had a lot of questions about what work I could claim for. DACS were really helpful, they explained what I needed to do and it became very simple after that.

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If an extract ends with a full stop or question-mark, put the punctuation before the closing inverted commas.

Cos Ahmet told us: "I have been claiming for a few years now. I have to admit, I didn't know about Payback until a very good friend told me that I could claim for royalties, so I am extremely grateful to him!"

If the quotation does not include any punctuation, the closing inverted commas should precede any punctuation marks that the sentence requires.

Cos Ahmet told us that he was "extremely grateful" to his friend.

Highlight published works, such as books, articles and music by using single inverted commas.

'Francis Bacon: Catalogue Raisonné' comprises five, cloth-bound hardcover volumes featuring over 900 illustrations and many previously unseen works.

At DACS, we highlight works of art by italicising them.

*Chrematis*, 1994 (installation view, Agua Caliente, Tijuana, Mexico)

*All the Rest is Silence*, 1999 (installation view, Sadler's Wells, London)

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### Abbreviations and acronyms

Try to avoid abbreviations and acronyms, as they can be confusing – especially if your reader is not familiar with DACS and DACS' work.

In general, abbreviations are more acceptable for use in internal documents that will only be seen by DACS employees and other close partners.

If space is short and you must abbreviate, you should write the term out in full first, with the abbreviation or acronym in brackets after it. You may then use the abbreviation for subsequent references, e.g Artist's Resale Right (ARR) in the first instance and then ARR in all other instances.

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## House style guidelines

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### Referencing imagery

To reference any imagery, please use the following format:  
Copyright © [name of owner] [year of first publication]

This should be done “in such manner and location as to give reasonable notice of the claim of copyright.”

For example:



Image:  
*The Light Pours Out Of Me*,  
2012 (installation view, Jupiter  
Artland, Edinburgh) Anya  
Gallaccio © Anya Gallaccio,  
2016. Photo © Anya  
Gallaccio, 2016 courtesy  
of DACS.

### Titles of artworks

In general, try to copy the capitalisation of the original title of work. Use italics for titles of the following when they appear in full:

albums	artworks
books	exhibitions
films	newspapers
performances	plays
radio shows	TV programmes

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### Referring to people: nouns and pronouns

Proper nouns and names should always be capitalised.

This commission follows on from previous artworks, including 1999’s *Glaschu* – a low-lying carpet of grass and other small plants laid out in a formal pattern in the grand **Victorian** hall of **Lanarkshire House, Glasgow**.

Keywords like intellectual property and copyright shouldn’t be capitalised unless it is part of a proper noun like the Intellectual Property Office or the Copyright, Designs and Patents Act.

Organisations, such as DACS, count as a singular entity.

Write:

DACS **is** a flagship organisation that campaigns for artists’ rights, championing their sustained and vital contribution to the creative economy.

Don’t write:

DACS **are** a flagship organisation that campaigns for artists’ rights, championing their sustained and vital contribution to the creative economy.

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### Gendered pronouns

Where possible, strive to use gender-inclusive language. In most cases it’s possible to replace gendered pronouns (‘he’ and ‘she’) with ‘they’. If your sentence reads awkwardly, try one of these rephrasing techniques:

Make the whole sentence plural, e.g. ‘Artists take up their residencies in the spring’, not ‘The artist takes up his residency’

Make the pronoun plural, e.g. ‘The artist takes up their residency’

Repeat a profession or title, e.g. ‘If an artist wants to..., the artist should contact’

Rephrase other parts of the sentence, e.g. ‘An artist needs protection from...’ rather than ‘An artist needs to protect himself from...’

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## House style guidelines

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### Titles

It's not necessary to use full stops in contractions like 'Dr' or 'Mr'. If you're unsure of a woman's preference for her title, use 'Ms'.

When giving a person's specific job title, where possible find out the correct title from the person or their organisation. When referring to a job title in general, without reference to a specific person, always use inclusive terms:

Remove the gendered portion of the title (e.g. 'chair' instead of 'chairman')

Replace -man with -person (e.g. 'spokesperson' instead of 'spokesman')

Use an alternative title (e.g. 'flight attendant' instead of 'steward' or 'stewardess')

Choose a more specific title (e.g. 'potter' or 'weaver' instead of 'craftsman')

### DACS titles

DACS job titles and departments should be capitalised, for example:

Chief Operating Officer  
Deputy Chief Operating Officer and Head of Legal

Legal Team  
Communications Team

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### Equality and diversity

The way to write about people is inclusive. Any reference to age, race, ethnicity, faith, disability, sexuality, class and economic disadvantage should be respectful and knowledgeable.

### Disability

The definition of "disability" under The Equality Act 2010 is if a person has a physical or mental impairment and the impairment has a substantial and long-term adverse effect on their ability to perform normal day-to-day activities.

We use the term "disabled people", not "people with disabilities". If it's necessary to specify the nature of the impairment, use accurate wording. For example, many more people have visual impairments than are registered as blind. When stating someone's impairment use person-focused wording, e.g. "someone with epilepsy" not "an epileptic".

### Race and ethnic background

When describing groups of people, consider what type of labels you're using and whether they're consistent. If possible, avoid general terms, such as Asian, and use specific terms such as South Asian, Indian, Chinese, Japanese, Sri Lankan, Burmese, Afghan, Malaysian...

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### Do not use

BME

Community languages

Gypsies Travellers;

Ethnic minority

Non-whites,  
non-Blacks,  
non-Asians

Mixed race

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### Replace with

Black and minority ethnic

Use the specific language name (every language is a community language)

Roma  
(whichever the group uses)

Use the specific name of the group (though 'minority ethnic' is acceptable as an adjective)

Use the specific group name

Dual heritage; from more than one ethnic group

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## House style guidelines

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### Gender and sexuality

*Lesbian, gay, bisexual, transgender*

Acceptable as adjectives, but not as nouns. Don't say 'a gay' or 'the lesbians'.

#### *LGBT*

Common abbreviation for lesbian, gay, bisexual and transgender. Where possible, do not use this but name whichever of the four groups are relevant.

#### *Queer*

Some artists refer to themselves as queer rather than using gay or lesbian to distance themselves from more mainstream LGBT ideologies and thinking. Don't use it unless the artist had previously referred to themselves in this way.

#### *Transgender*

Describes the general case of a person adopting clothing, appearance or lifestyle of a different gender than that assigned to them at birth. The term embraces many different variations of gender.

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#### *Gender identity*

One's personal sense of being a man or woman (boy or girl)

#### *Gender expression*

External manifestation of gender identity, usually expressed through "masculine", "feminine" or gender-variant behaviour, clothing, haircut, voice or body characteristics

#### *Sexual orientation*

Describes an individual's enduring physical, romantic and/or emotional attraction to another person. This is not the same as gender identity.

Also remember:

Always use the chosen name of the individual

Where possible, ask the individual what gender pronoun they would like you to use

If it's not possible to ask, use the pronoun that is consistent with the person's appearance and gender expression.

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#### **Don't say**

Transgenders;  
a transgender

Transgendered

Sex change;  
Pre-operative;  
Post-operative

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#### **Replace with**

Transgender people /  
person

Transgender

Transition; transitioning



## Writing for the web

### 'Front-load' your headlines and content

We live in a news-saturated age and attention spans are short, so you need to start with your most important messages at the top and include least important messages at the bottom (sometimes referred to as the 'inverted pyramid' style used for press releases).

### State your purpose

With the human attention span averaging 8 seconds, a short summary at the top of your article or webpage will immediately inform your reader what they will learn from reading on.

### You, we, our...

Engage your readers by using pronouns such as 'you', 'we' and 'our'.

For example:

Claim your share of over £5.5 million in Payback royalties

Is your artwork in UK books and magazines, or has it appeared on TV? Get your share of over £5.5 million in royalties through DACS' Payback service.



## Break up lengthy sections of text

It is well-known that people scan, rather than read when they are online. Short sentences and paragraphs, sub-headings, bullet-points and lists will help your reader find the information that is relevant to them.

### How to apply

Applying to Payback is easy and straightforward. As part of the claim process, you will need to:

- tell us how many UK publications your work has appeared in and provide examples;
- tell us how many times your work appeared in TV programmes broadcast in the UK in 2015, with examples;
- confirm you are the copyright-holder and authorise us to collect the royalties on your behalf.

All types of artists whose works are copyright-protected are eligible, from fine artists and photographers, to designers and illustrators. You can also

## Be visual

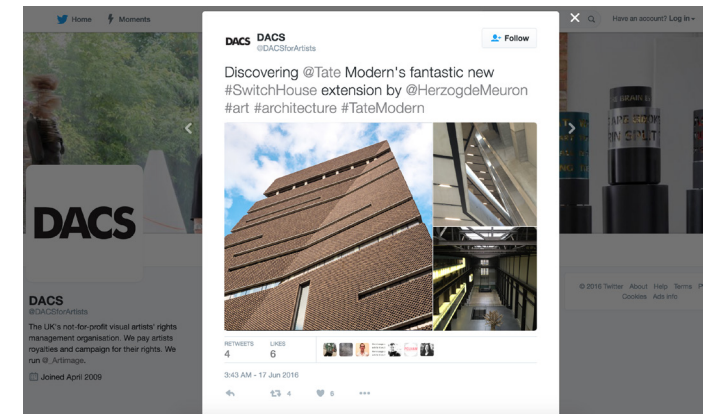
Include visuals wherever possible (and make sure you've obtained permission or secured a licence!). Use a photo that represents the content of your article or commission an infographic to make statistics more engaging.

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## House style guidelines

## Include hashtags and handles

On social media use 'hashtags' (e.g #Payback16) and 'handles' (e.g. @DACStorArtists) to link your content into wider conversations, target your stakeholders and engage them in your brand and content.



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# Thank you