



PRS
Foundation

Brand guidelines

The following pages take you through the key elements of the PRS Foundation brand. Use them to assist in the design and production of PRS Foundation applications, to help create a consistent and coherent brand.

The PRS Foundation brand guidelines should be followed when commissioning, designing or delivering all communications.

Our Mission

We invest in the future of music by supporting talent development and new music across the UK; enabling songwriters and composers of all backgrounds to realise their potential and reach audiences across the world.

Contents

Overview	2	Typographic styling	24
Our Mission	3	Typographic rules	25
Section 1: Basic brand elements	5	Section 5: Photographic treatment	26
Section 2: Logotypes	6	Photographic treatment	27
Masterbrand logotype	7	Photographic treatment	28
Masterbrand logotype variations	8	Photographic treatment, don't's	29
Logotypes on coloured backgrounds	9	Section 6: Brand architecture	30
Clear space	10	Our brand architecture	31
Minimum size	11	Creating an initiative logotype	32
Alignment points	12	Creating an initiative logotype	33
Co-branding with masterbrand logotype	13-14	Creating an initiative logotype	34
Incorrect use of the logotype	15	Clear space for initiatives	35
File naming	16	Initiative logotype variations	36
Section 3: Colour	17	Co-branding with initiative logotypes	37-38
Colour - an overview	18	Initiative logotypes - examples in application	39
Colour references	19	Section 7: Look & feel	40
Section 4: Typography	20	Look & feel - an overview	41
Headline typeface	21	Look & feel - print	42
Body copy typeface	22	Look & feel - stationery	43
System typeface - use with MS Office and Apple software	23	Look & feel - powerpoint	44
		Look & feel - website	45

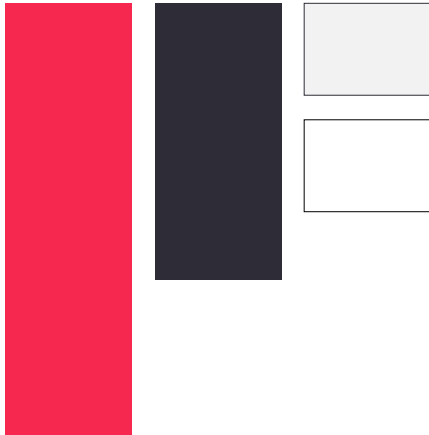
Basic brand elements

The elements shown below are the key ingredients which, when used together, bring the PRS Foundation brand to life.

Logotype



Colour



Typography

Open Sans Regular
Open Sans Regular Italic
Open Sans Semibold
Open Sans Semibold Italic
Open Sans Bold
Open Sans Bold Italic

Roboto Slab Thin
Roboto Slab Light
Roboto Slab Regular
Roboto Slab Bold

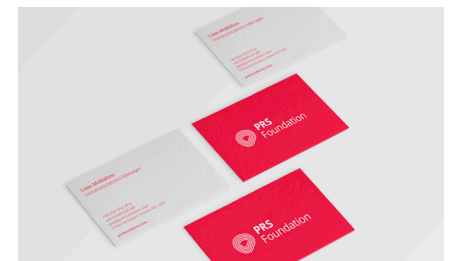
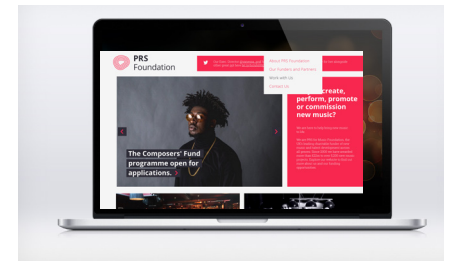
Initiative logotypes



Photographic treatment



Basic elements in use



Section 2

Logotypes

Masterbrand logotype	7
Masterbrand logotype variations	8
Logotypes on coloured backgrounds	9
Clear space	10
Minimum size	11
Alignment points	12
Co-branding with masterbrand logotype	13-14
Incorrect use of the logotype	15
File naming	16

Masterbrand logotype

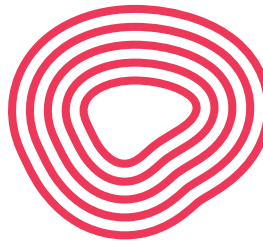
Our logotype is the foundation of our brand identity. To build and maintain a strong PRS Foundation brand, it is important that we apply the logotype consistently across all applications.

Logotype

The PRS Foundation masterbrand logotype consists of two elements: the PRS Foundation symbol and wordmark. The symbol and wordmark should always be used together and never separated.

Because colour output varies across different media, it is important to accurately adhere to the correct colour references in order to ensure the truest reproduction of our brand, see page 19 for colour references.

PRS Foundation masterbrand logotype



Symbol

PRS
Foundation

Wordmark

PRS-Foundation-logotype-red-blue

Masterbrand logotype variations

The PRS Foundation logotype exists in a number of colour variations that should be used according to the needs of the application.

Two-colour logotypes

Our two-colour logotypes, Red and Dark Blue and Red and White, are our preferred logotypes and should appear in the majority of our communications.

The two-colour logotypes Red and Dark Blue on a white background is our primary and preferred use of the logotype, as it has the most impact.

Black and white

The black and white logotypes should be used only when reproduction limitations rule out the use of the coloured versions, or where the legibility of the coloured version is problematic.

Examples of which colour logotype to use on which background colour are shown on page 10.

Two-colour logotypes



PRS-Foundation-logotype-red-blue



PRS-Foundation-logotype-red-wo

Black and white logotypes



PRS-Foundation-logotype-black



















PRS-Foundation-logotype-white

Logotypes on coloured backgrounds

Placing the logotype on coloured backgrounds.

Use on coloured backgrounds

The table below explains which logotype can be used on each background colour.

	White background	Blue background	Red background	Black background
Red and blue	 PRS Foundation			
Red and white		 PRS Foundation	 PRS Foundation	 PRS Foundation
Black	 PRS Foundation		 PRS Foundation	
White (wo)		 PRS Foundation	 PRS Foundation	 PRS Foundation

Clear space

It is important that the PRS Foundation logotype is clearly visible when used on our communications.

Clear space

A clear space has been established around the PRS Foundation logotype to protect its integrity and ensure its legibility. The space defined should be kept clear of all type, graphic elements, lines and illustrations.

The clear space starts at the outer edges of the logotype and from the baseline of the brandline and extends to a distance that is equivalent to the height of the capital 'P' in the PRS Foundation wordmark.

Note:

All of the logotypes are available as master artwork files with the clear space already defined on the files. Contact the PRS Foundation team to access them, please do not attempt to recreate them.

Clear space system



--- Indicates PRS Foundation logotype clear space

Minimum size

When reproducing our logotype across communications it should never appear smaller than the stated minimum size.

Minimum size

The minimum size of the logotype is measured using the height of the PRS Foundation logotype. In print, the symbol should not appear smaller than 6mm in height.

Minimum size for printed communications



6mm vertical height

This signifies the minimum size use for our logotype

PRS-Foundation-logotype-red-blue

Alignment points

To achieve consistency in our communications, we use alignment points to position our logotype.

Vertical alignments

1. Left align with left edge of PRS Foundation symbol.
2. Left align with PRS Foundation wordmark.
3. Right align with wordmark

Horizontal alignments

4. Top align with PRS Foundation wordmark and symbol.
5. Align with baseline of PRS Foundation wordmark Initials.
6. Bottom align with wordmark 'Foundation' text.

This page shows the main alignment points for our logotype. Wherever possible, these should be used to align other elements, such as type and imagery.

Note:

Remember to leave the clear space area surrounding the logotype free of graphic elements.

Alignment points



Co-branding with masterbrand logotype

Where one of our logotypes sits next to another, how to size and align.

Co-branding size and alignment

When our logotype appears with other brand logotypes, they should all be the same height and aligned using the same top and bottom alignment, as shown to the right.

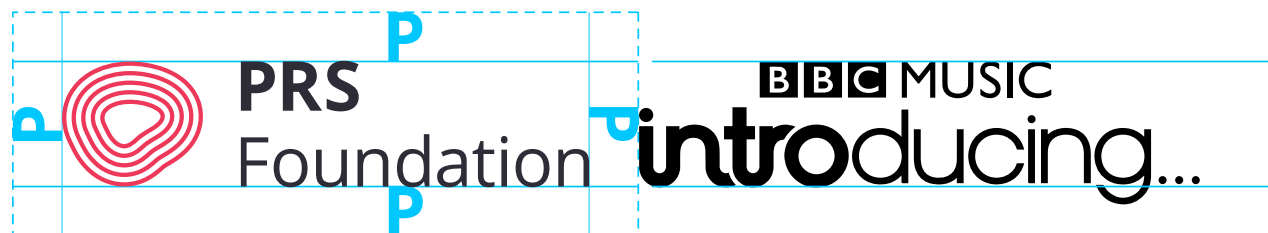
The wordmark element of a co-brand can be aligned to the baseline of the PRS 'Foundation' baseline.

When possible create an equal relationship between the two logotypes.

Note:

Remember to leave the clear space area surrounding the logotype free of graphic elements.

Co-branding alignment



Co-branding with masterbrand logotype

Which colours to use when other coloured logotypes are available

Co-branding colour logotypes

When our logotype appears on a white background with other coloured co-branding logotypes, where possible place the PRS Foundation logotype to the left on the page, use our primary colour logotype in Red and Dark Blue and place next to a Black only coloured logotype, as shown to the right.

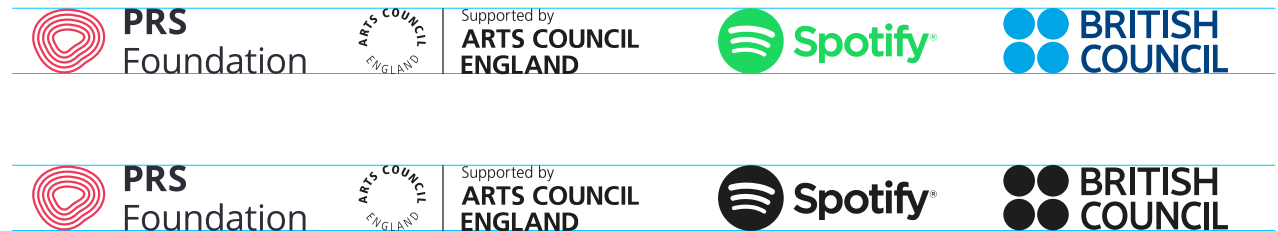
Where possible all other logotypes should appear in Black and the PRS Foundation logotype in our Red and Dark Blue primary colours.

When logotypes appear on an image background, where possible always use our White and Red coloured logotype and White logotypes for the other brands.

Note:

All of the logotype colour variations are available as master artwork files.

Co-branding logotype colour usage, on a white background



Co-branding logotype colour usage, on an image background



Incorrect use of the logotype

When using the PRS Foundation logotype across our communications, there are a number of common mistakes that should be avoided.

What not to do

- Do not distort the logotype
- Do not rotate the logotype
- Do not change the scale of any of the elements
- Do not remove any of the elements
- Do not change the colour of any of the elements
- Do not crop the logotype
- Do not use a tint of the primary colours to colour the logotype, nor use a tinted background colour
- Do not place the logotype on cluttered or similar coloured imagery
- Do not attempt to redraw or change the line weights of the logotype
- Do not add drop shadows or other visual effects to the logotype

Note:

All of the logotypes are available as master artwork files with the clear space already defined on the files. Contact the PRS Foundation team to access them, please do not try to recreate them.



Do not rotate the PRS logotype without approval from The Brand Team



Do not scale the PRS logotype disproportionately



Do not crop in to the PRS logotype it should always appear in its entirety



Do not recolour the logotype the logotype should not be lightened or darkened



Do not attempt to redraw the logotype always use the artwork files provided



Do not add drop shadows or other visual effects to the logotype

File naming

We have developed a naming system to identify each variation of the logotype file.

Artwork file naming

This page explains the file naming system for the artwork of the various logotype versions.

The file name contains all the key information to identify the appropriate logotype version for each application.

Note:

All of the logotypes are available as master artwork files. Contact the PRS Foundation team to access them, please do not try to recreate them.

prs-foundation-logotype-red-rgb.eps

PRS Foundation
This identifies the file as a PRS Foundation artwork file

Logotype
This identifies the file as a logotype file

Red
This identifies the colour variation of the logotype

Colour type
CMYK = 4-colour printing
RGB = For office and on-screen use only
Pantone-uc = pantone uncoated
Pantone-c = pantone coated
Black = Black
White = White

File type
.eps
.tif
.ai
.psd
.png

Section 3

Colour

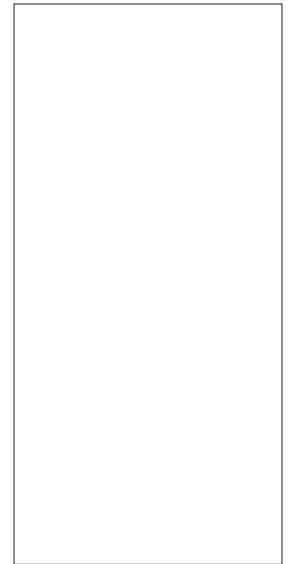
Colour - an overview	18
Colour references	19

Colour - an overview

Colour is a powerful means of identification; consistently using our colour palettes will make our brand recognisable and cohesive.

The colour contrast of the Red and Dark Blue which create the primary colour palette have been identified as distinctive colours within our sector and are authoritative and confident.

We use White and Light Grey for background colours.



Colour references

To achieve consistency across applications, media and different production methods, it is important that our colour palette is referenced and implemented accurately.

Primary colour palette

The primary colours of PRS Foundation are Red and Dark Blue. When used together they create a vibrant, distinctive and instantly recognisable identity. To achieve consistency across applications, media and different production methods, it is important that our colour palette is referenced and implemented accurately.

Note:
The appearance of colours across different media and substrates can vary, colours should be matched visually according to each application. Always use the correct colour breakdowns for the colour space you are working with: CMYK for print e.g. brochures and stationery and RGB for on-screen e.g. PowerPoint and websites.



PRS Foundation Red

Pantone 199 Coated
Pantone 1925 Uncoated
R:247 G:40 B:79



PRS Foundation Dark Blue

Pantone 533 Coated
Pantone 5395 Uncoated
R:46 G:45 B:55

White



Light Grey

R:242 G:242 B:242

Section 4

Typography

Headline typeface	21
Body copy typeface	22
System typeface - use with MS Office and Apple software	23
Typographic styling	24
Typographic rules	25

Headline typeface

The PRS Foundation brand makes use of 2 distinctive typefaces. From our logotype to stationery applications we use Open Sans and Roboto Slab to create a consistent look and feel across the brand.

With clean lines and great legibility Open Sans is a supremely flexible sans serif font that has been designed for use across multiple media.

We use Opens Sans for headlines and titles, examples are shown in the look and feel in use, section 7.

We have selected the following weights:
Open Sans regular and italic
Open Sans semibold and semibold italic
Open Sans bold and bold italic

Open Sans is a Google Font.
To download further licenses please visit
<https://fonts.google.com/>

Headline typeface - Open Sans

R R R R R R R R R R

Open Sans Regular

Open Sans Italic

Open Sans Semibold

Open Sans Semibold Italic

Open Sans Bold

Open Sans Bold Italic

Body copy typeface

Roboto Slab to create a consistent look and feel across the brand. Both Roboto Slab and Open Sans have been specifically designed for screen, both are google fonts which will increase the speed online.

Roboto Slab has been selected for it's unique look and feel, it is a distinctive but legible and flexible font, also designed for use across multiple media.

We use Roboto Slab for body copy, examples are shown in the look and feel in use, section 7.

We have selected the following weights:
Roboto Slab Light
Roboto Slab Regular
Roboto Slab Bold

Roboto Slab is a Google Font.
To download further licenses please visit <https://fonts.google.com/>

Secondary typeface - Roboto

RRR

Roboto Slab Light
Roboto Slab Regular
Roboto Slab Bold

System typeface - use with MS Office and Apple software

Particular applications that use software which won't allow the use of Open Sans and Roboto Slab use one of the recommended system fonts in place of our primary typefaces.

Our system typefaces are Arial and Courier. These are system fonts, and should be used only when it's technically not possible to use our primary typefaces i.e. wherever we can't control how it will appear to the recipient of the communication. For example: e-mail correspondence, some Microsoft Office applications which are shared outside of our network.

When documents created in applications such as PowerPoint® and Microsoft® Word®, are shared outside our network then either point the user to <https://fonts.google.com/> or use the recommended system fonts.

Use Arial to replace Open Sans for headlines and titles, and Courier to replace Roboto Slab for body copy.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&?!@€%

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&?!@€%

Courier Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&?!@€%

Courier Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&?!@€%

Typographic styling

When preparing copy for a page layout, always assess the content of the copy and establish a clear and logical hierarchy of information.

Emphasis can be added through contrasting weight, colour and/or type size, but keep the number of different type sizes and weights to a minimum in order to avoid confusion and keep the page clear and concise.

In any application keep the number of type sizes to a minimum. For example 4-5 type sizes on a brochure, 1-2 type sizes on a business card, 6-8 sizes on a website. This will ensure we keep a consistent visual language that is easily identifiable.

Body text is usually set to a measure of 8–12 words per line for ease of reading. Body text has no additional letter-spacing applied.

New paragraphs are preceded by a line space. The number of text weights and sizes should be reduced to a minimum.

Colour can be used to help add interest and visual clarity to a page.

Main-headings

Main headings are always set in Open Sans in sentence case; they can appear larger than the sub-headings.

Sub-headings

Sub-headings are set in Roboto Slab Regular, in Dark Blue.

Body copy

The body copy should be set in Roboto Slab Light. Where possible the body copy should be in PRS Foundation Dark Blue. Tints should be avoided to maintain legibility at smaller sizes.

Bullet points and numbered lists

- Bullet points and numbered lists should always start with a capital letter and should always range left below the preceding line.

Typographic rules

How to and how not to use type.

Just as important as our choice of brand typeface is the way we use it. PRS Foundation typographic style can be achieved by applying the following principles wherever possible. Headlines should be set in Sentence Case (i.e., only the first letter of the first word is capitalised).

Do set type

- In upper and lower case; text should not be set in all CAPITALS
- Ranged left (there should be no word breaks in ranged-left setting)
- With one line space between paragraphs
- Use full stops at the end of headlines to reinforce the brandline structure
- With careful character spacing
- To optimum measures of 8–11 words per line, wherever possible
- Using true single and double quotation marks (")
- Using EN-dashes for parenthetical statements or numerical ranges (e.g. 2012–2013)
- Using hyphens for compound words (e.g. co-operate)
- Using hanging punctuation wherever possible
- With plenty of surrounding clear space wherever possible to help frame the text

Don't set type

- PRS FOUNDATION all in Capitals
- With Headings That Use Capital Letters On The First Letter Of Every Word as shown here (unless using names or proper nouns)
- In all lower case letters
- J u s t i f i e d (l e f t a n d r i g h t j u s t i f i e d t o g e t h e r , a s s h o w n h e r e) .
- That has been altered, artificially condensed, **expanded** or *distorted* in any way
- With excessive additional inter character space, or reduced inter character space
- To fill all the available white space on a page
- In fonts other than the brand typeface specified in these guidelines

Section 5

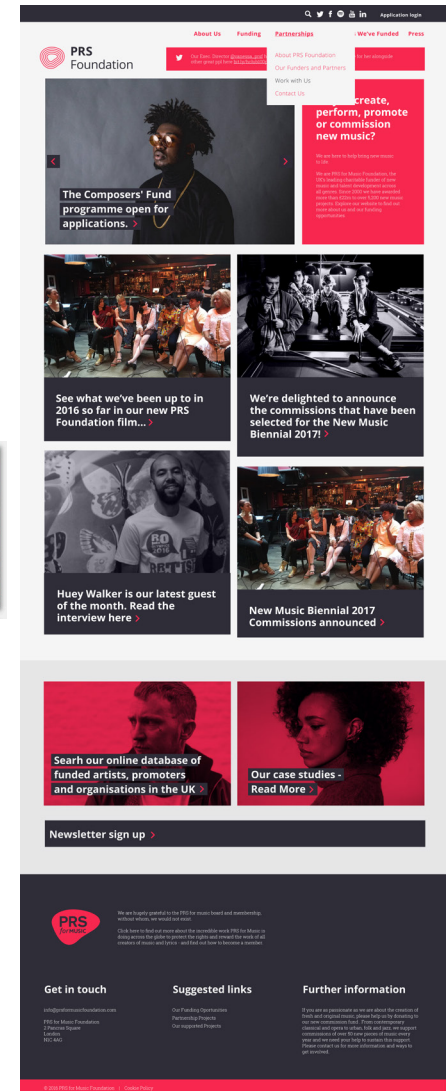
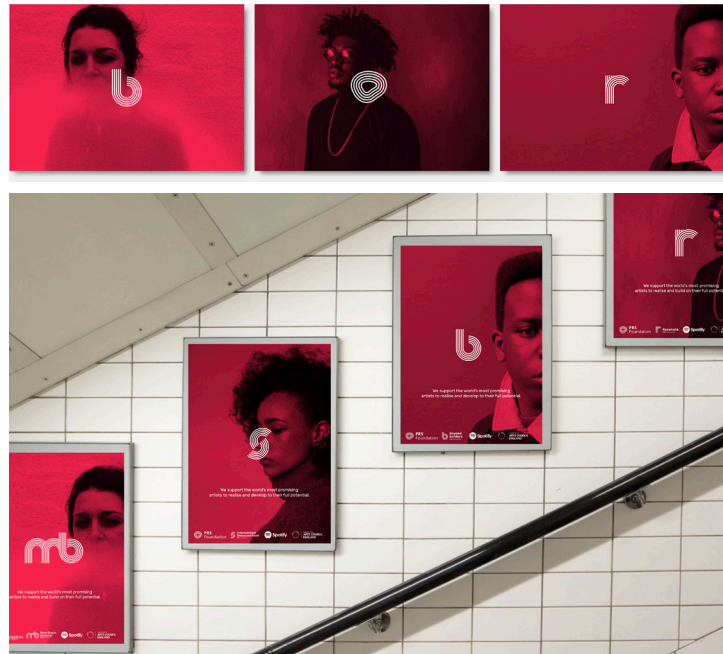
Photographic treatment

Photographic treatment	27
Photographic treatment	28
Photographic treatment, don't's	29

Photographic treatment

Part of our unique brand look & feel is a red tint which is used over imagery.

Our unique red imagery is used across different applications - postcards, banners, posters, website.



Photographic treatment

When there is the need to show as much PRS Foundation brand presence use the Red photographic treatment over imagery to create a distinctive and recognisable brand language.

To create the unique tinted imagery use black and white photographs that have light backgrounds, or convert a colour image to black and white.

Open the image in Photoshop, create a new layer and fill the image area with red, using the colour references shown on page 19. In the layer selection choose 'Multiply', then flatten the image before saving out for the required use.

Creating the treatment



Photographic treatment, don't's

It is important to use the correct type of image when creating the unique red tint, here we show examples that don't work.

What not to do

- Do not overlay the red onto a coloured imagery
- Do not use imagery with a dark background
- Do not use imagery that does not have clear space around the main subject of the image

Image types not to use



Section 6

Brand architecture

Our brand architecture	31
Creating an initiative logotype	32
Creating an initiative logotype	33
Creating an initiative logotype	34
Clear space for initiatives	35
Initiative logotype variations	36
Co-branding with initiative logotypes	37-38
Initiative logotypes - examples in application	39

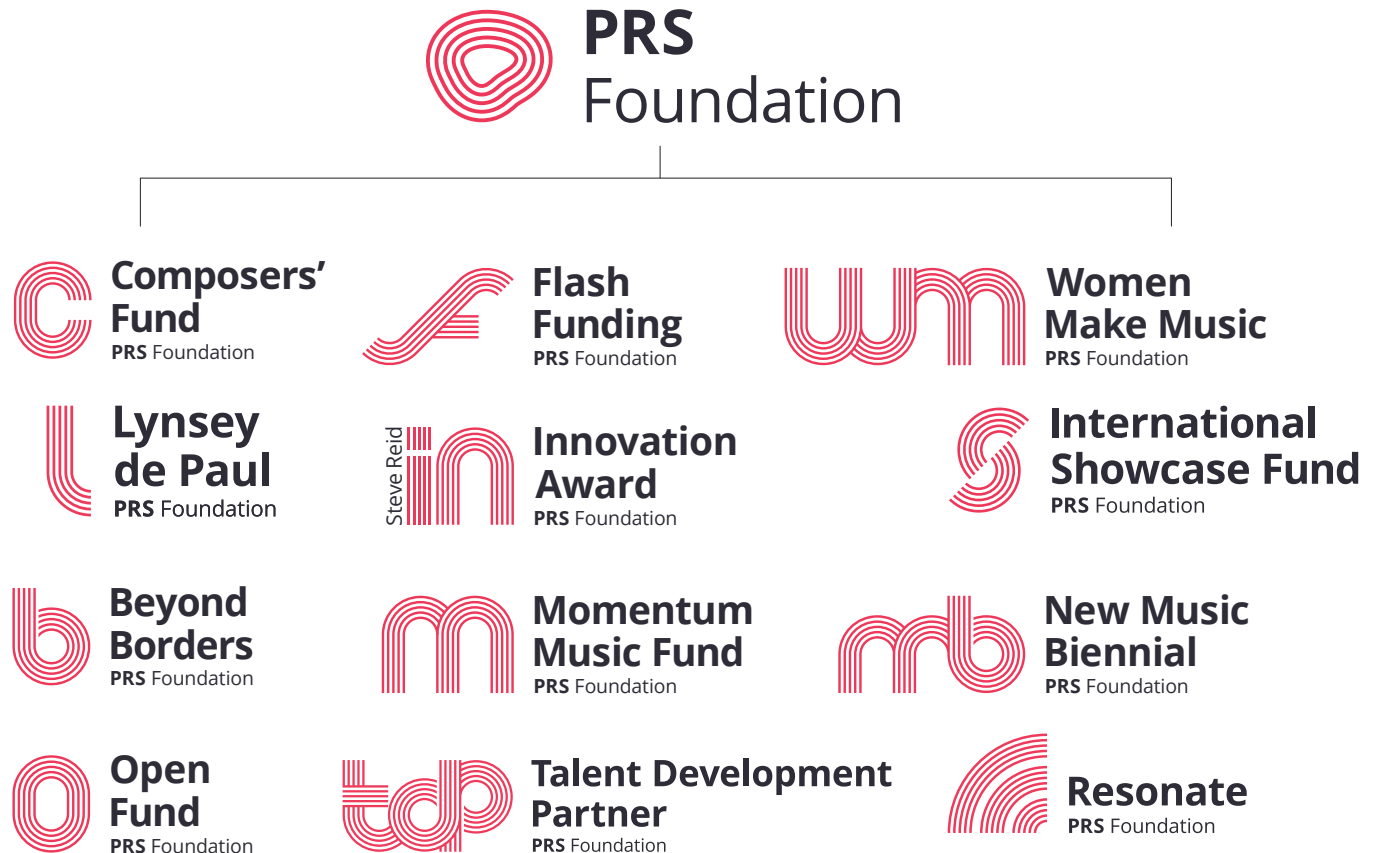
Our brand architecture

Our brand has a monolithic structure with our masterbrand logotype being the primary representation for the brand. Our funding initiatives sit under the masterbrand and are NOT sub-brands.

Initiative logotypes

We have created a visual system where there is a direct visual relationship between the initiatives and the masterbrand. It ensures consistency and brand recognition, leveraging equity from the masterbrand PRS Foundation logotype. The wordmark uses the same font and colour as the masterbrand logotype, the symbol uses the same multiple line device and colour as the masterbrand logotype.

The initiative logotype's have a horizontal lock up of the PRS Foundation wordmark within the logotype to allow it to be used without the masterbrand logotype. It is important to follow the guidance shown on how to create an initiative logotype on pages 32-34.



Creating an initiative logotype

How to create the wordmark of the initiative logotype.

Creating the initiative wordmark (Fig.1). The initiative name should always be set in Open Sans Bold and written in Sentence Case. It should always appear in the same colour as the PRS Foundation logotype.

Creating the PRS Foundation wordmark (Fig.2). The masterbrand wordmark should always be set in 2 weights, Open Sans bold for the 'PRS' and Regular for the 'Foundation'. 'PRS' should always be written in Capitals and 'Foundation' written in Sentence Case. It should always appear in the same colour as the initiative name wordmark.

Note:
The same clear space rules that apply to the PRS Foundation logotype apply to the initiative logotype, see page 35.

Figure 1. Initiative wordmark

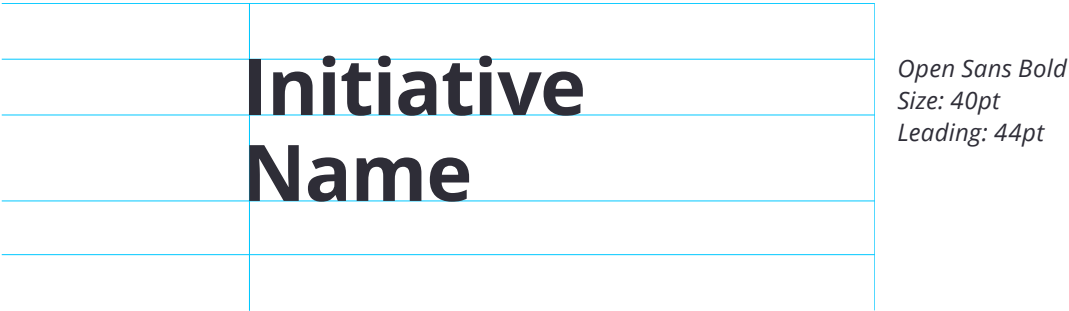


Figure 2. PRS Foundation wordmark



Creating an initiative logotype

How to create the symbol of the initiative logotype.

The symbols are created using x5 lines, when creating the initial elements work to the sizes referenced in these figures.

(Fig.3).

The majority of our initiative symbols use a straight and or a curve. Curves are based upon a circle, which are used to create our geometric symbols.

To create the circle use circumference measurements the below, with a stroke weight of 2.5pt:

- A: 38.7975pt
- B: 33.428pt
- C: 28.0585pt
- D: 22.689pt
- E: 17.319pt

(Fig.4).

Create vertical straight lines with a stroke weight of 2.5pt, 5.357pt distance apart from the centres of the lines, x5 lines at 100pt in length.

Figure 3. Symbol circle

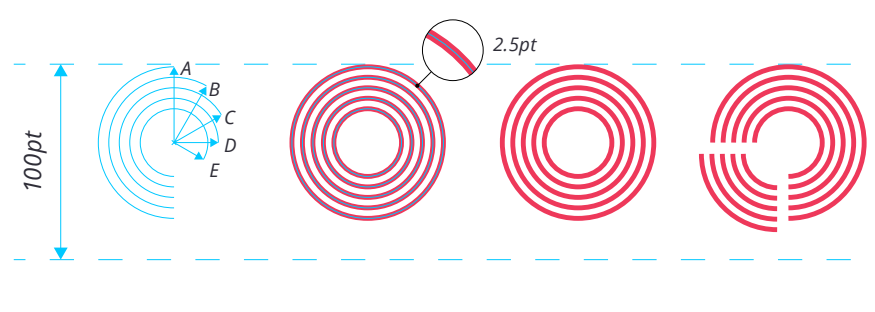
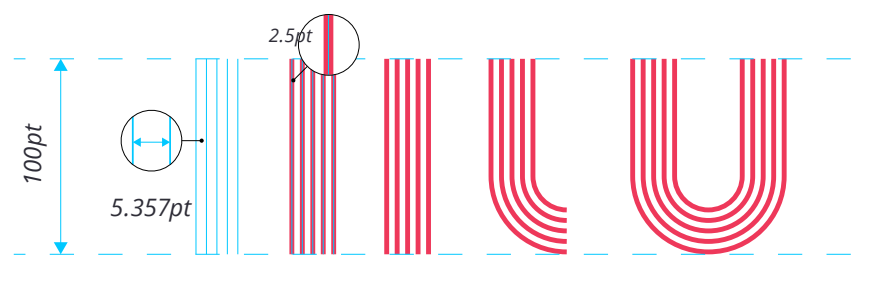


Figure 4. Symbol straight lines



Creating an initiative logotype

Dissect the circle and straight lines and join them together to create geometric symbols.

(Fig.5).

By dissecting the lines and circles at 45° or angling the elements a pattern you can add more flexibility to the symbol.

Join the straights with the curves, and the curves to curves.

(Fig.6).

Space and align the symbol and wordmarks as shown in this diagram to create clear space and consistency with the other initiative logotypes.

Figure 5. Dissecting the circle and straight lines

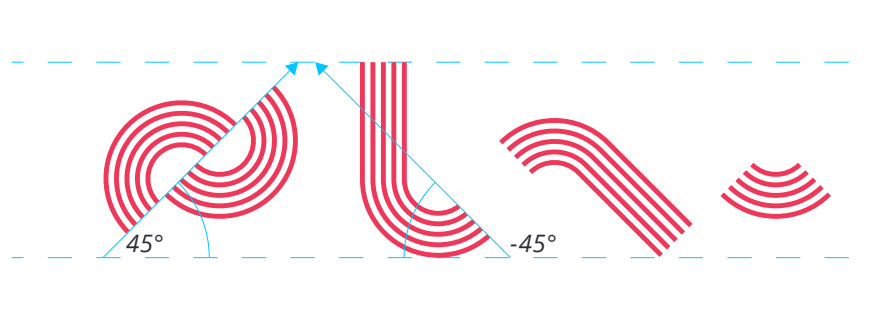


Figure 6. Example of logotype elements as a whole



Clear space for initiatives

It is important that the Initiative logotype is clearly visible when used on our communications.

Clear space

A clear space has been established around the Initiative logotype to protect its integrity and ensure its legibility. The space defined should be kept clear of all type, graphic elements, lines and illustrations.

The clear space starts at the outer edges of the logotype and from the baseline of the brandline and extends to a distance that is equivalent to the cap height of the initiative name, in this instance the 'I' in International Showcase Fund.

Note:

All of the logotypes are available as master artwork files (contact the PRS Foundation team to access them); please do not try and recreate them. It is important to maintain visual consistency when using our logotypes across all communications.

Clear space system



--- Indicates Initiative logotype clear space

Initiative logotype variations

The Initiative logotype exists in a number of colour variations that should be used according to the needs of the application.

Two-colour logotypes

Our two-colour logotypes, Red and Dark Blue and Red and White, are our preferred logotypes and should appear in the majority of our communications.

The logotype on White is our primary and preferred use of the logotype, as it has the most impact.

Black and white

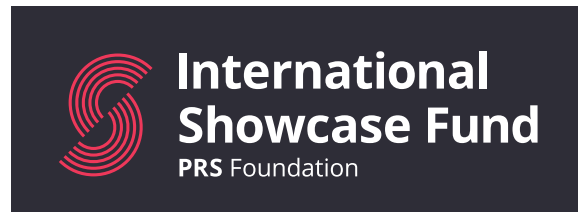
The black and white logotypes should be used only when reproduction limitations rule out the use of the coloured versions, or where the legibility of the coloured version is problematic.

Examples of the initiative logotypes in use are shown in the look & feel section 7.

Two-colour logotypes



Initiative-logotype-red-blue



Initiative-logotype-red-wo

Black and White logotypes



Initiative-logotype-black



Initiative-logotype-white

Co-branding with initiative logotypes

Where one of our logotypes sits next to another, how to size and align.

Co-branding size and alignment

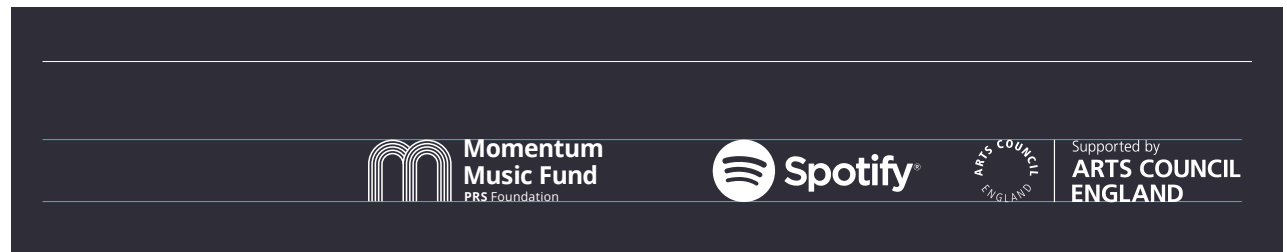
When our logotype appears with other brand logotypes, they should all be the same height and aligned using the same top and bottom alignment, as shown to the right.

Whenever possible we prefer to use the initiative logotype on its own with other brand logotype's. This is because the initiative logotype already has the PRS Foundation wordmark within the lock-up. ONLY in special cases do we use the initiative logotype with the masterbrand logotype. There is a special case PRS Foundation logotype to use in these circumstances, it differs using a line weight for the symbol to match the line weight of the initiative logotype - contact the PRS Foundation team to access this logo.

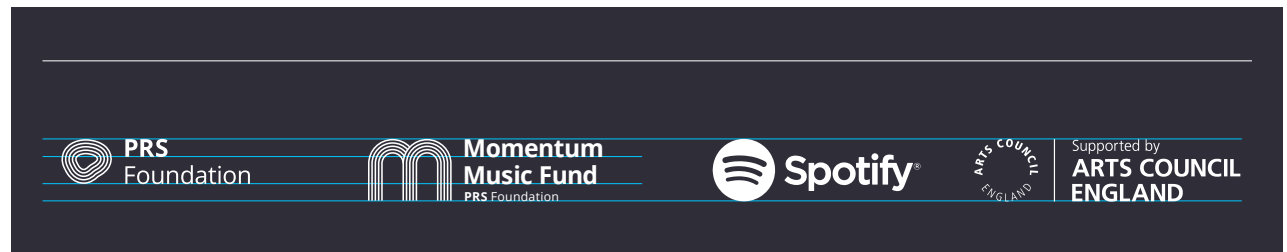
Note:

Remember to leave the clear space area surrounding the logotype.

Co-branding alignment - Preferred



Co-branding alignment - Special case use



Co-branding with initiative logotype

Which colours to use when other coloured logotypes are available

Co-branding colour logotypes

When our initiative logotype appears on a white background with other coloured co-branding logotypes, where possible place the initiative logotype to the left on the page, use our primary colour logotype in Red and Dark Blue and place next to a Black only coloured logotype, as shown to the right.

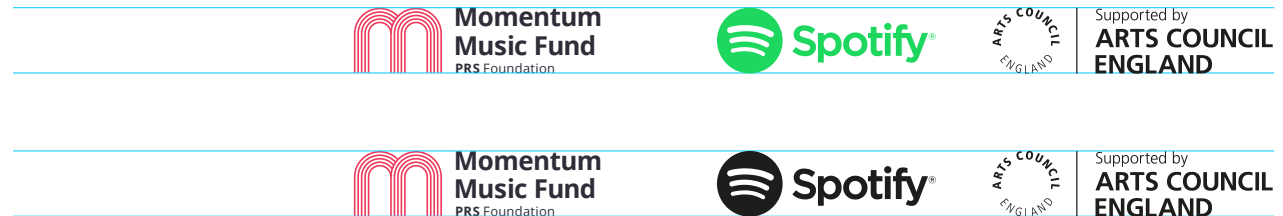
Where possible all other logotypes should appear in Black and the initiative logotype in our Red and Dark Blue primary colours.

When logotypes appear on an image background, where possible always use our White and Red coloured initiative logotype and White logotypes for the other brands.

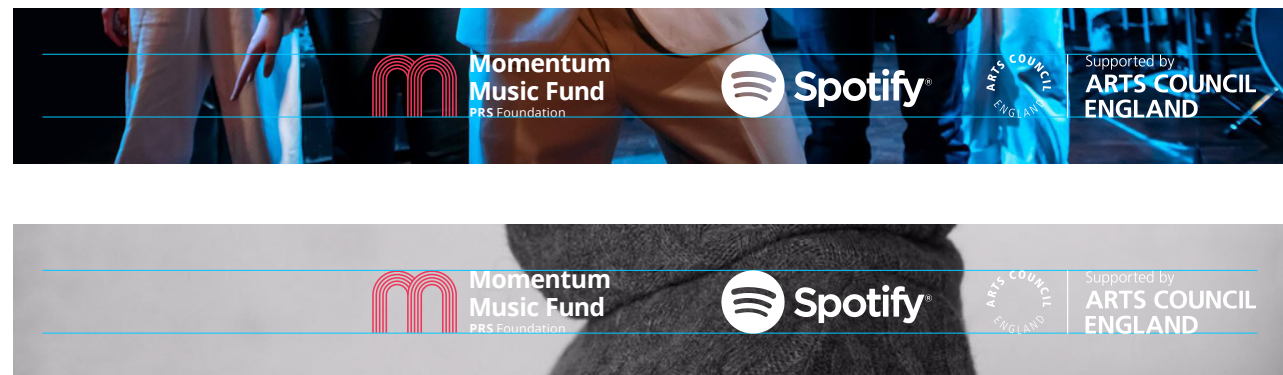
Note:

All of the initiative logotype colour variations are available as master artwork files.

Co-branding logotype colour usage, on a white background



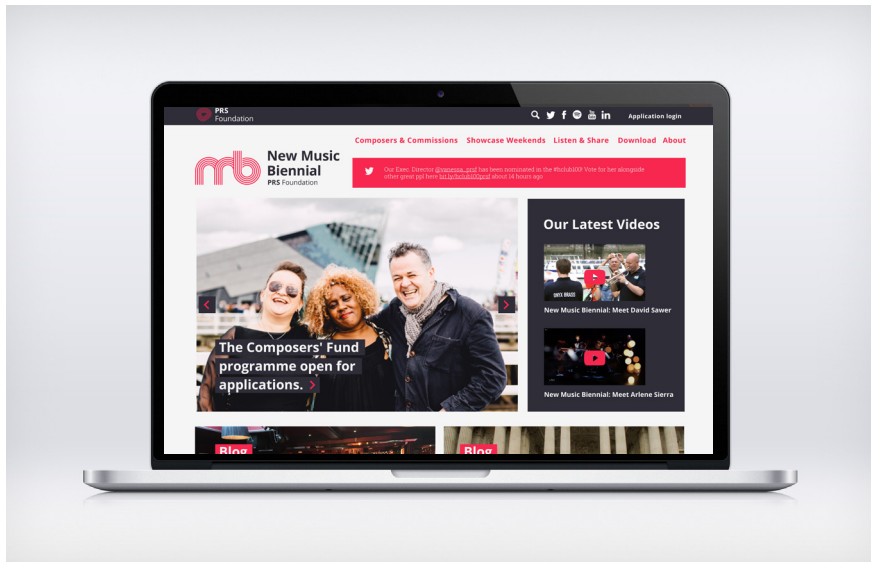
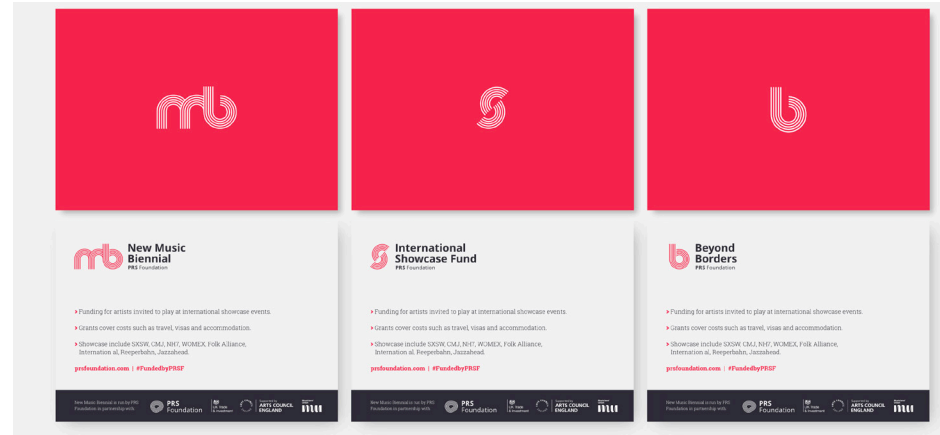
Co-branding logotype colour usage, on an image background



Initiative logos - examples in application

Here are a few examples of the initiative logotypes used in application.

Specific designs should adhere to the rules laid out in the previous sections, these designs are indicative only to show the overall look & feel in use.



Section 7

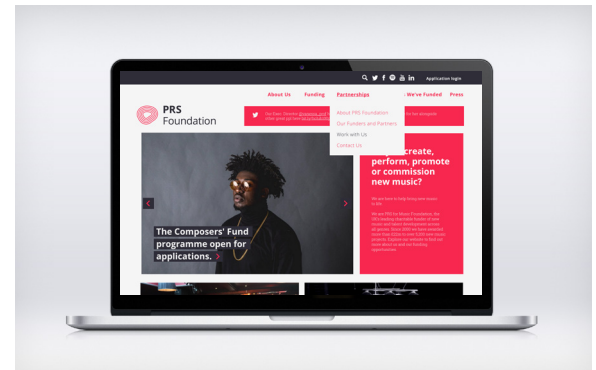
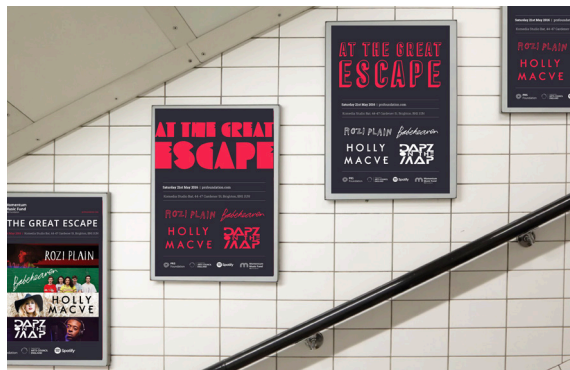
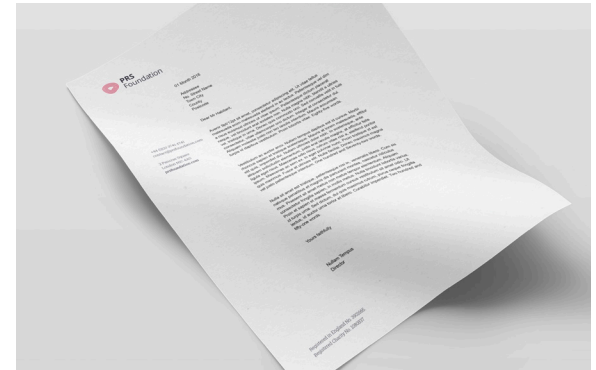
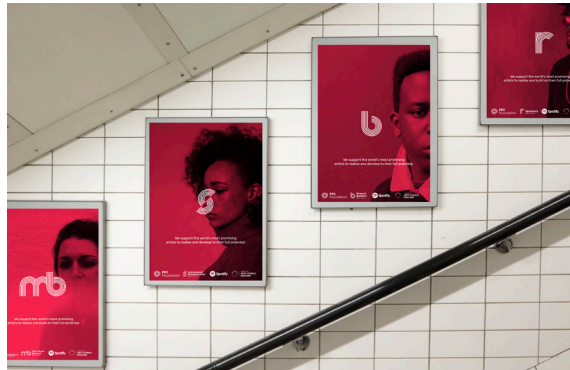
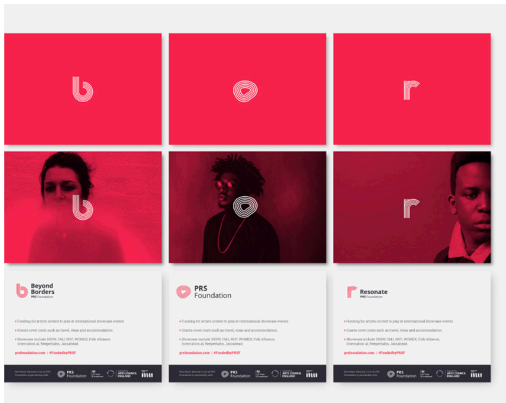
Look & feel

Look & feel - an overview	41
Look & feel - print	42
Look & feel - stationery	43
Look & feel - powerpoint	44
Look & feel - website	45

Look & feel - an overview

When we bring all the basic brand elements together, they create our look & feel which is a vibrant expression of our brand.

Each application uses the basic brand elements differently, but together, the family of applications create our overall brand look & feel.



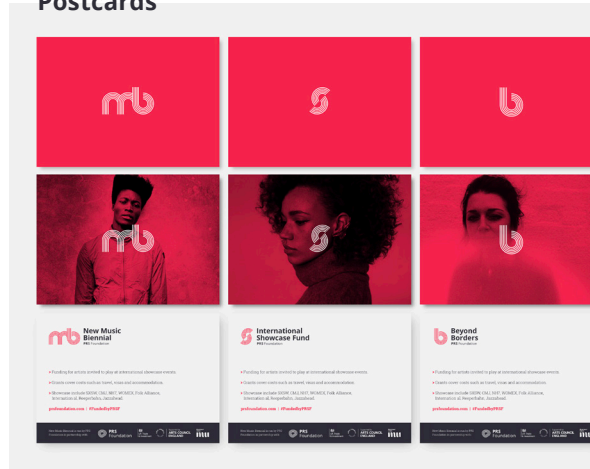
Look & feel - print

Our printed collateral is designed to reflect the energy of the brand.

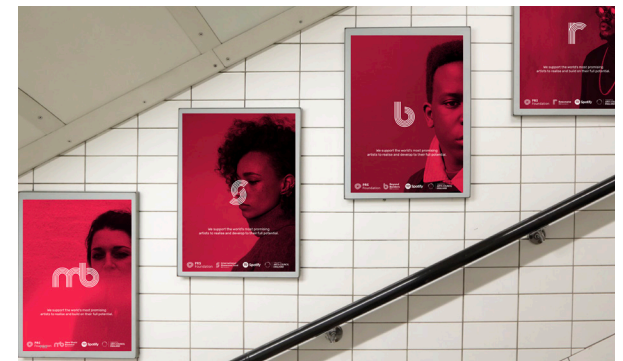
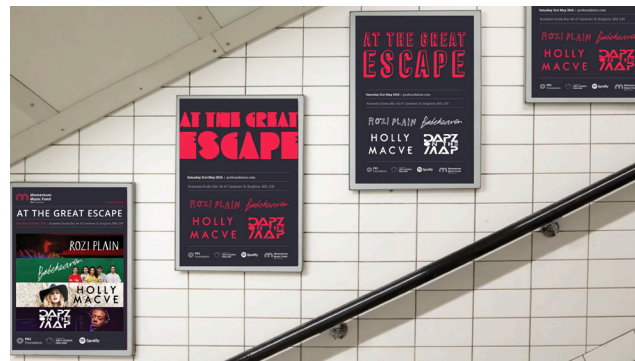
The postcards and posters shown all use our brand look and feel but demonstrate that each initiative may use different designs and layouts.

Colour and typography references and logotype use must all follow the rules detailed in these guidelines.

Postcards



Posters



Look & feel - stationery

Our corporate stationery is confident, clean and bold.

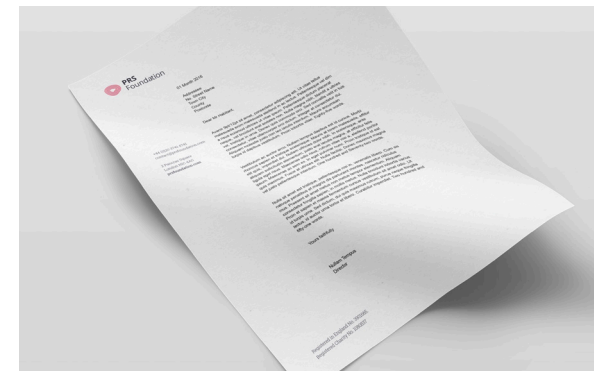
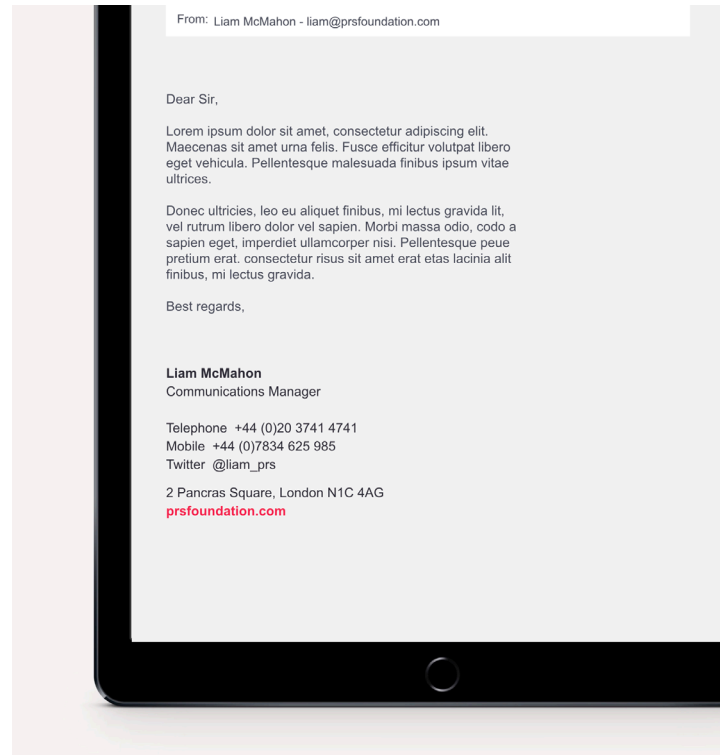
Our corporate stationery uses the masterbrand logotype consistently across each item.

Print ready artwork is available for the business card.

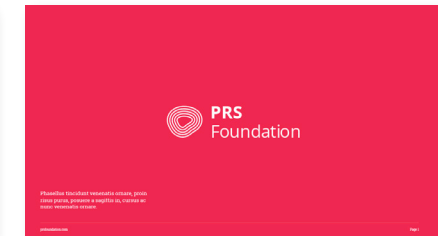
The digital letterhead is available as a Microsoft Word template.

Digital letters and emails use our system font Arial.

Please do not try and recreate any of the layouts shown, contact the PRS Foundation team to access the master layout and artwork files.



Please do not try and recreate any of the layouts shown, contact the PRS Foundation team to access the master powerpoint files.

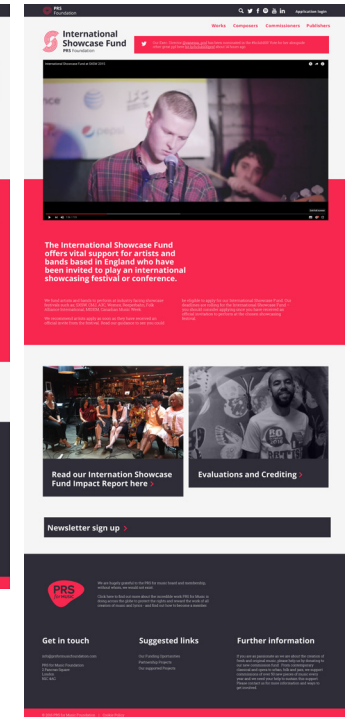
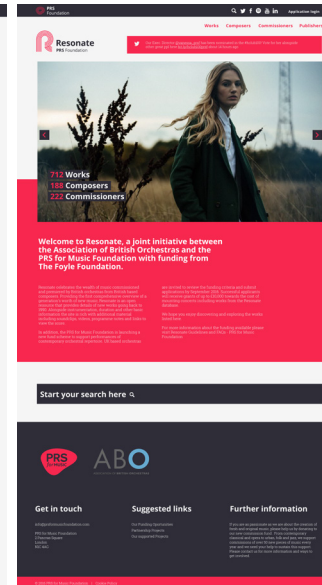
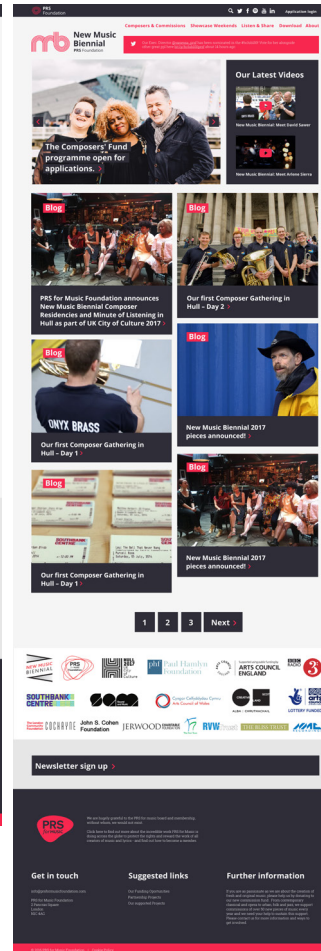
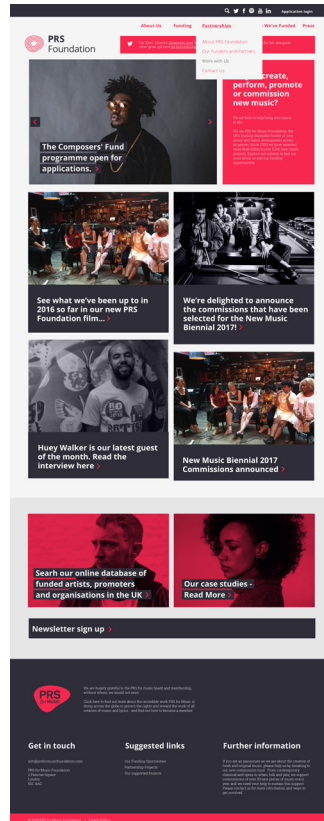


Look & feel - website

Our website is the hub of our community, as well as the first point of contact for many people.

Our website uses all of the basic elements and both the masterbrand and initiative logotypes. It is the primary showcase for the brand.

Please do not try and recreate any of the layouts shown, contact the PRS Foundation team for further details on the site structure, build and visual elements of the site.



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