

## **Abridged Style and Branding Guide for Fuller Craft Museum**

Dear Colleagues in the press, please make note of these guidelines for writing about specific terms relating to Fuller Craft Museum and the contemporary craft field. Thank you.

When referring to the Museum:

Use “Fuller Craft Museum”  
Never use “the Fuller Craft Museum”

Use “Fuller Craft”  
Never use “the Fuller” or “Fuller”

Never use “FCM”

When writing about the field of contemporary craft, please do not use the following misleading or imprecise terms:

arts and crafts  
crafting  
crafty  
craftwork  
craft-based art

Use the word “exhibition” and not “exhibit”