Oxford Art Online

home of

Grove Art Online

The authority on art from pre-history to the present day

“A masterpiece” – The New York Times

Branding toolkit for librarians

www.oxfordartonline.com
About this Branding Toolkit

This Branding Toolkit is a resource designed to help you to create materials to promote *Grove Art Online* to your library patrons.

It contains product descriptions, logos, banners, and colors to help you develop materials for use at your institution, to help you drive awareness and usage of Grove Art at your library.

[Download the images](#) contained within this toolkit for promotional use.
About Grove Art Online

*Grove Art Online* is the foremost scholarly art encyclopedia, covering both Western and non-Western art. First published as the landmark 34-volume *Dictionary of Art*, edited by Jane Turner, the content of Grove Art encompasses all aspects of visual culture. It features articles about topics as varied as Fauvism and Frida Kahlo, bibliographies for further research, and thousands of searchable images made available through Oxford’s partnerships with museums, galleries, and other outstanding arts organizations. Grove Art is a living resource, with scholars and specialists from around the world continually reviewing and updating existing content and contributing new articles. In addition to the vast number of entries on the visual arts, Grove Art features a host of exceptional learning resources that organize the content for use in art and art history classrooms, making Grove Art an essential source for scholars and students alike.

Those who subscribe to both *Grove Art Online* and the *Benezit Dictionary of Artists* are able to cross-search the two resources simultaneously, making Oxford Art Online the preeminent gateway to online art reference resources.
Grove Art Online – Messaging

For Students
- Search thousands of signed articles and images on every aspect of the visual arts for comprehensive coverage
- More than 500,000 bibliographical citations for further research and exploration
- Precise search and browse capabilities allow students to refine by source and subject categories for faster, more relevant results
- Three updates per year keep students up to date on the most current thinking by top scholars
- Learn complex terms and concepts with the Encyclopedia of Aesthetics, The Concise Oxford Dictionary of Art Terms, and The Oxford Companion to Western Art

For Faculty and Researchers
- Access authoritative, signed articles from over 7,000 international scholars, led by an esteemed Editorial Board and Editor in Chief
- Bibliographical citations are easily searchable either independently or within the text
- Enhance research and classroom teaching with learning resources and timelines, including resources for educators designed by the Museum of Modern Art
- Content is updated three times a year to reflect the latest scholarship, with new articles and images, revised articles, and additions to bibliographies
- Thousands of images, as well as 40,000 editorially-selected image links to museums and galleries around the world, provide essential visual support for art history scholarship
Strapline
The unsurpassed authority on all aspects of art from pre-history to the present day

Short product description
Grove Art Online is the foremost scholarly art encyclopedia, covering both Western and non-Western art. First published as the landmark 34-volume Dictionary of Art, edited by Jane Turner, the content of Grove Art encompasses all aspects of visual culture. It features articles about topics as varied as Fauvism and Frida Kahlo, bibliographies for further research, and thousands of searchable images made available through Oxford's partnerships with museums, galleries, and other outstanding arts organizations.

Product URL: www.oxfordartonline.com
Long product copy/description

Through the Oxford Art Online gateway, users can access the vast content of Grove Art Online and other Oxford art reference titles in one location. A subscription to Grove Art Online includes the full text of The Dictionary of Art, The Oxford Companion to Western Art, The Concise Oxford Dictionary of Art Terms, and the Encyclopedia of Aesthetics, as well as articles and bibliographies available exclusively online.

Those who subscribe to both Grove Art Online and the Benezit Dictionary of Artists are able to cross-search the two resources, providing a single and definitive entry point for art research. Grove Art Online is a living resource, with scholars and specialists from around the world continually reviewing and updating existing content and contributing new articles. In addition to the vast number of entries on the visual arts, Grove Art features a host of exceptional learning resources that organize the content for use in art and art history classrooms, making Grove Art an essential source for scholars and students alike.

User Benefits:

• Search thousands of signed articles on every aspect of the visual arts for comprehensive coverage
• Over 6,000 searchable images and 40,000 editorially-selected image links
• Enhance research and classroom teaching with learning resources and timelines
• Learn complex terms and concepts with the Encyclopedia of Aesthetics, The Concise Oxford Dictionary of Art Terms, and The Oxford Companion to Western Art
• Three updates per year keep you up to date on the most current thinking by top scholars
Product Branding/Visual Elements

*Grove Art Online*’s branding focuses on the visual nature of the product. Its branding uses images of artwork, and features muted and bright teals as well as grays. This branding is incorporated into all marketing materials, including both print and digital.
Picasso [Ruiz Picasso], Pablo


Spanish painter, sculptor, draughtsman, printmaker, decorative artist and writer, active in France. He dominated 20th-century European art and was central in the development of the image of the modern artist. Episodes of his life were recounted in intimate detail, his comments on art were published and his working methods recorded on film. Painting was his principal medium (see fig.), but his sculptures, prints, theatre designs and ceramics all had an impact on their respective disciplines. Even artists not influenced by the style or appearance of his work had to come to terms with its implications.

1. Life and work.

1. Early years, to 1905.

(i) Spain and Paris.

Picasso received his first lessons in 1888 from his father, José Ruiz Blasco (1838–1913), a painter specializing in pictures of pigeons and doves, and a teacher of drawing at the Escuela Provincial de Bellas Artes in Málaga. It was Picasso’s father who first recognized and encouraged his aptitude for art. His earliest preserved drawings, produced as a child of nine, display a precocious grasp of naturalistic conventions. The imagery of his childhood and teenage drawings reflects his father’s repertory, a fascination with the bullfight (e.g. Bullfight, La Coruña, 2 Sept 1904).