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# MARKETING & COMMUNICATION GUIDELINES

## FY21 Contractual Agreement for ASC Grantees

### FOUNDATION FOR THE AGREEMENT

Congratulations on earning funding from ASC. ASC is proud to be a donor to your organization or project.

We require our grantees to recognize ASC as a donor by using ASC's logo in their marketing and communication materials and verbal acknowledgement as it relates to your organization or project.

### IMPORTANT REMINDERS

All grantees should keep in mind compliance to the guidelines is scored as part of subsequent requests for ASC funding. Failure to comply may delay grant awards and subsequent payments.

- x Project Grantees are required to submit/post ASC-funded projects to [CharlotteCultureGuide.com](http://CharlotteCultureGuide.com) and encouraged to submit/post other programs to the site as well.
- x All grantees are required to verbally acknowledge ASC and its support at public and private events where donors and sponsors are recognized.

To make usage and consistency easy, ASC has developed the following guidelines which cover:

- x Required use of ASC's logo and tagline
- x Required credit language
- x Requested use of [CharlotteCultureGuide.com](http://CharlotteCultureGuide.com) logo
- x Requested acknowledgements

Please note:

- x Project Support recipients are required to acknowledge ASC in all project related printed promotional materials.
- x If notified by ASC, some Project Support recipients are required to acknowledge the North Carolina Arts Council.

## ASC LOGO GUIDELINES

It is **required** that ASC's logo and brand tagline appear as they are provided (without altering the design, wording or typeface), and are used on the following:

- Advertising (print, electronic and outdoor)
- Brochures, annual reports, newsletters (print and electronic)
- Direct mail (excludes solicitations) and postcards
- Event posters
- Flyers (print and electronic)
- Invitations (excludes fundraisers)
- Playbills and programs (including exhibition guides)
- Signage (banners, event posters, etc.)
- Website - ASC's color logo is required on the homepage with a link to ArtsAndScience.org. The black and white logo is acceptable if it aligns with the scheme of the website.

**No logo or credit is needed** for bumper stickers, tickets, business cards or items for sale.

### LOGO PLACEMENT AND SIZE

ASC's logo and name must appear one of two ways:

- **Stacked with logo on top of brand tagline:** If you use this version, we prefer ASC's logo and brand tagline to appear at least 5/8 inch wide and tall.
- **Brand tagline to the right:** If you use this version, we ask that the image appear at least 1 and 1/8 inch wide and 7/16 inch tall.



### USING ASC LOGO WITH YOUR OWN LOGO

When using ASC's logo and brand tagline with your own, ASC's logo and brand tagline must appear large enough to be easily read and recognized. **We prefer you use ASC's logo in proportion to logos recognizing other donors to your organization or project.**

### COLOR AND BLACK & WHITE LOGOS

When ASC's logo and brand tagline does not appear in color, you may convert the logo to appear in black and white.



Culture For All.



Please use the four primary colors CMYK when using ASC's logo and brand tagline following these color values:

Red: C-0/M-100/Y-100/K-23

Blue: C-52/M-23/Y-0/K-0

Green: C-31/M-11/Y-100/K-0

Yellow: C-0/M-38/Y-100/K-0

### LOCATING ASC & NORTH CAROLINA ARTS COUNCIL LOGOS

High resolution jpg files of ASC and N.C. Arts Council logos are located at ArtsAndScience.org under the *Resources For* tab.

## CREDITING LANGUAGE GUIDELINES

### SPECIFIC GRANTING PROGRAM GUIDELINES

#### **Cultural Vision Grant recipients:**

All recipients are **required** to acknowledge ASC.

If notified by ASC, some recipients are also **required** to acknowledge the North Carolina Arts Council. Please use the following crediting language, ASC's logo and brand tagline and the North Carolina Arts Council's logo in all project related printed and promotional materials.

*This project was made possible, in part, with funding from ASC, and the N.C. Arts Council, a division of the Department of Natural & Cultural Resources.*

#### **Artist Support Grant recipients:**

Grantees are **required** to acknowledge both your local arts council and the North Carolina Arts Council. Please use the following crediting language, your local arts council logo and the North Carolina's logo in all printed pieces.

*This project was made possible by the N.C. Arts Council, a division of the Department of Natural & Cultural Resources, the Blumenthal Endowment and (the Name of the Appropriate Local Arts Agency, e.g., Cabarrus Arts Council, Cleveland County Arts Council, United Arts Council of Gaston County, Arts Council of Lincoln County, Rowan Arts Council or the Arts & Science Council).*

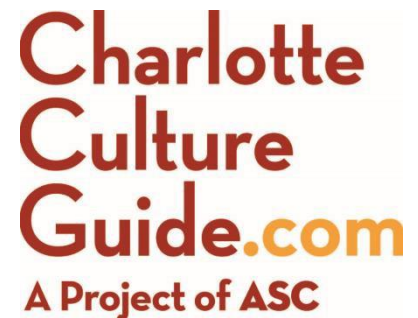
#### **Other crediting language:**

Unless specifically stated in your grant agreement, grantees are **required** to use the following crediting language in addition to ASC's logo and brand tagline. If the use of ASC's logo and brand tagline is not practical, use the following crediting language.

*(Grantee Name) is supported, in part, with funding from ASC.*

## ADDITIONAL REQUIREMENTS & REQUESTS

CHARLOTTECULTUREGUIDE.COM



### Project Grantees

You are **required** to submit/post ASC-funded project(s) on CharlotteCultureGuide.com.

Additionally, in order to promote this site as a public resource for residents and visitors to connect to your programs and events, we ask that you also include the logo on your website with a link to CharlotteCultureGuide.com.

High resolution jpg files of the CharlotteCultureGuide.com logo is located at ArtsAndScience.org under the *Resources For* tab.

### SOCIAL MEDIA

Share your stories and success in the work we do together to ensure Culture For All. We encourage you to announce your ASC grant, and work/programs associated with the grant, and to interact with ASC through your social media channels.

When you share your stories and achievements on social media, please tag ASC (@ASCCharlotte) and use our branded hashtag (#CultureForAll). Remember to follow ASC's social accounts as well to stay informed of ASC news/stories, advocacy efforts, and future grant opportunities.

- Hashtag: #CultureForAll
- Facebook: <https://www.facebook.com/asccharlotte>
- Twitter: <https://twitter.com/ASCCharlotte>
- Instagram: <https://www.instagram.com/asccharlotte/>
- LinkedIn: <https://www.linkedin.com/company/arts-&-science-council/>
- YouTube: <https://www.youtube.com/user/ASCCharlotte>

Please consider the following best practices when posting on social media:

- Respect copyright, fair use and financial disclosure laws.
- Verify information before posting.

**QUESTIONS?****Bernie Petit**

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