

****Please forward this document to individuals involved in promotional activities to ensure compliance with Indiana Arts Commission grant agreement.**

Indiana Arts Commission Logos and Logo Use Guide

One of the best ways you can help sustain public funding for the arts in Indiana is by crediting the Indiana Arts Commission (IAC) and your IAC Regional Arts Partner for the grant dollars you receive. One of the conditions of your IAC grant is to display the IAC's Regional Arts Partner logo on all promotional materials related to your funded projects.

When these logos appear in your programs, on your press releases, and on your web sites, your audience knows their state and federal tax dollars have helped bring quality cultural opportunities to your organization and their community. When your promotional materials are seen by your state and congressional representatives, they too see the money they allocate to the Indiana Arts Commission and the National Endowment for the Arts is reaching their constituents.

There are some simple guidelines for using the logos when giving funding credit. The first preference is the full credit logo (top right). This logo image identifies that the project is provided with support from your Regional Arts Partner organization, the Indiana Arts Commission, and the National Endowment for the Arts (NEA). This logo and credit line information must be used to acknowledge the source of the public arts funding you receive from the IAC via your Regional Arts Partner. It should appear in its entirety on any program, press release, or website promotion of an IAC funded activity.



The Indiana Arts Commission understands that for some publications and other applications, particularly those not actually produced by the grant recipient, the preferred logo may not be suitable in terms of available reproduction space. According to the IAC's Corporate Identity Standards, the first logo to the upper right must be used unless the publication format is such that the logo must be reduced to a size $\frac{3}{4}$ of an inch or smaller. In such cases, an alternative logo format may be used.

The alternative logo (lower right) is identical to the preferred logo format but without the funding information text below the logo. This logo image is the second preferred credit mark. Remember, this image should only be used if the printing layout requirements of the publication dictate the logo be reduced smaller than $\frac{3}{4}$ of an inch at its narrowest dimension. If this logo is used in place of the preferred image, remember that the credit statement must be reproduced somewhere within the text of your program materials.



Below are specific requirements that pertain to grantees as noted in your grant agreement:

1. Promotional Materials

Grantees must credit the IAC and the NEA in printed materials (including newsletters, catalogs, brochures, announcements, invitations, and press releases), films and videotapes, electronic transmissions (including Internet sites), and non-written announcements (such as audio descriptions

The logo is available for download in high and low resolution formats at the following URL: <http://www.cfsjc.org/special/nipa.html>

for people who are sight-impaired) regarding all activities for which Commission funds are used. Grantees receiving organizational support must credit the IAC and NEA in all promotional materials.

2. Programs

Grantees must credit the IAC and the NEA on the title page of printed programs, in a type size no smaller than 8-point. Also, the Commission should be listed in the donor category most appropriate to the level of financial support the organization is receiving. (If the IAC develops an advertising campaign, performing arts organizations that receive \$50,000 or more in total IAC operating support funding in any fiscal year shall provide one full page of advertising space in all season programs. Performing arts organizations that receive less than \$50,000 in total IAC operating support funding in any fiscal year shall provide one-half page of advertising space in all season programs. The Indiana Arts Commission will provide camera-ready art.)

3. Educational Materials

Grantees must credit the IAC and the NEA in all educational materials (including brochures, pamphlets, flyers, postcards, etc.) distributed in association with any IAC-funded program or exhibition. Grantees receiving organizational support must credit the IAC and NEA in all educational materials.

4. Web Sites

Organizations must use the IAC credit logo on their web sites -- along with a hyperlink back to the IAC web site. Grantees receiving organizational support must place the IAC credit logo on the front page of the organization's web site or on the page where other sponsors are listed. For project support, the IAC credit logo must appear on the web page that corresponds to the IAC-funded project.

5. Advertising

Grantees must credit the IAC and the NEA in all project-related print (including billboards) and/or electronic advertising (including television and the Internet).

6. News Releases

News releases must credit the IAC and NEA support. A sample support statement could be: This project was supported by the Indiana Arts Commission, with funding from the State of Indiana and the National Endowment for the Arts.

7. Promotional Appearances and Interviews

Television and radio appearances by a grantee's representative(s) should include at least one verbal acknowledgement during the broadcast of the support the organization received from the IAC and the NEA toward the project or overall operation. Also, grantees should acknowledge the IAC and NEA support in any newspaper, magazine, or on-line interviews about the organization's program(s).

8. Verbal Credit

When written credit is not applicable, verbal credit should be given prior to each performance or activity. If an announcement is not feasible, the grantee should consider a sign in the lobby or activity space.

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