

# MARKETING & COMMUNICATION GUIDELINES

## FY24 Contractual Agreement for ASC Grantees

### FOUNDATION FOR THE AGREEMENT

Congratulations on earning funding from ASC. ASC is proud to support your work.

We require our funding recipients (grantees) to recognize ASC by using ASC's logo in their marketing and communication materials and verbal acknowledgment for all public-facing activities related to funding received from ASC. ***Please note there are separate guidelines for Culture Blocks providers.***

### GUIDELINES AT A GLANCE

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

- ASC Grantees are **required** to submit/post ASC-funded public-facing project(s) on CharlotteCultureGuide.com and are encouraged to submit/post your other programs to the site as well.
- All grantees are **required** to verbally acknowledge ASC and its support at public and private events where funders are recognized.
- All grantees are **encouraged** to acknowledge ASC and its support on your social media channels.
- All grantees are **encouraged** to thank elected officials, via email or phone, for the local and state funding that makes their ASC grants possible. ***ASC will provide instructions.***

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

- Required use of ASC's logo and brand tagline
- Required crediting language
- Requested use of CharlotteCultureGuide.com logo
- Requested acknowledgements

**Please note:**

- **Grant recipients** are **required** to acknowledge ASC in all printed and promotional materials related to activities supported by their ASC funding.
- If notified by ASC, some grant recipients are also 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 funders 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 by going to the *Resources* tab and selecting *ASC Logo Guidelines*.

## 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

### ASC Grantees

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

### ADVOCACY

ASC is the lead advocate for arts and culture in Charlotte-Mecklenburg. To demonstrate the need for and value of continued public sector support, ASC regularly asks creative individuals, organizations and schools that receive funding from ASC if they are willing to advocate for the local and state funding critical to ASC advancing its mission of ensuring access to an excellent, relevant, and sustainable cultural community for the Charlotte-Mecklenburg region.

Advocacy opportunities include emailing or calling elected officials, speaking at county or town boards or city council meetings, and meeting (virtually or in-person) with elected officials about how ASC funding benefits your work. We ask all grantees to let us know if and how they are willing to advocate for arts funding.

### 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>
- X (formerly 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.

### Social Media Examples



### QUESTIONS?

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