

CULTURE BLOCKS



a community partnership with



MARKETING AND COMMUNICATIONS GUIDELINES

FY24 Contractual Agreement for Culture Blocks Funding Recipients

FOUNDATION FOR THE AGREEMENT

Congratulations on earning funding from ASC's Culture Blocks. Culture Blocks is proud to be a sponsor of your organization's program. We require our funding recipients to recognize ASC's Culture Blocks program as a sponsor by using the Culture Blocks logo in **all** marketing and communication materials as it relates to your program.

IMPORTANT REMINDERS

Compliance to the guidelines is considered for subsequent requests for Culture Blocks funding.

- **CharlotteCultureGuide.com**

You are required to submit/post Culture Blocks-funded program(s) on CharlotteCultureGuide.com. This information is used for ASC's website and in marketing materials.

- **Acknowledgement during welcoming remarks**

At the beginning of each Culture Blocks sponsored event, you are required to acknowledge Culture Blocks and its support:

This event is sponsored by Culture Blocks, a community partnership funded by Mecklenburg County.

CULTURE BLOCKS LOGO GUIDELINES

It is required that Culture Blocks' logo and brand name appear as they are provided (without altering the design, wording or typeface), and they are used on the following:

- Advertising (print, digital [social media, email, etc.] and outdoor)
- Brochures
- 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.)

LOGO PLACEMENT AND SIZE

ASC's Culture Blocks logo must always appear as shown. To maintain the brand standards of the ASC logo, it is recommended that the Culture Blocks logo appear no smaller than 3" wide.

USING CULTURE BLOCKS LOGO WITH YOUR OWN LOGO

When using Culture Blocks' logo with your own, Culture Blocks' logo must appear large enough to be easily read and recognized.

LOCATING CULTURE BLOCKS LOGO

High resolution .jpg and .png files of the Culture Blocks logo are located at ArtsAndScience.org under the ['Resources For'](#) tab.

CREDITING LANGUAGE GUIDELINES

Funding recipients are required to use the following crediting language:
(Event Name) is sponsored by Culture Blocks— a community partnership funded by Mecklenburg County.

SOCIAL MEDIA

When posting/sharing on social media, please tag ASC: you can find us on Twitter and Instagram (@ASCCharlotte) and Facebook.com/ASCCharlotte. Use the hashtags #CultureBlocks and #CultureForAll.

PHOTO/VIDEO DISCLAIMER

If you are planning to take photos and/or videos of guests during your Culture Blocks event, please print and post the [provided photo disclaimer](#) near the entrance and around the facility or room where the event is taking place.

EARNED MEDIA

If you are planning to reach out to members of the local media to cover your event, please notify Giovanna Torres, Culture Blocks Marketing Liaison first, so he is aware and can provide PR counsel, if needed. Giovanna can be reached at Giovanna.Torres@artsandscience.org.