



The Arts Council of Winston-Salem Forsyth County Communication Guidelines for Marketing Materials

The Arts Council of Winston-Salem and Forsyth County requires that its logo and The City of Arts and Innovation logo appear in printed/electronic materials and that crediting language be used where appropriate in accordance with the following guidelines. **The Arts Council of Winston-Salem and Forsyth County (ACWSFC) and The City of Arts and Innovation (COA&I) logos are available on the website, www.intothearts.org. One copy of all materials produced must be submitted to The Arts Council with the recipient's final report. Organizational Support Grant recipients must provide examples with each application.**

LOGO USE & REQUIREMENTS

We often find that many of our local residents and officials are unaware of The Arts Council's impact in the community. To increase awareness, we require that ACWSFC and the COA&I logos appear in the following ways. The integrity of the logos must be maintained at all times. No changes to the proportions of the logos are allowed. Crediting language in 8 point font or larger or the minimum size requirement may be used in cases where the 1/3 ratio cannot be obtained or is unreadable. Black & white versions may be reversed



“Stacked” Size: The Arts Council of Winston-Salem and Forsyth County logo **must not appear smaller than 5/8” of an inch wide by 5/8” of an inch tall. The name must be legible.** The ratio of logo and brand name need not exceed 1/3 the size of the grantee logo when appropriate. There is no limit on how large the logo can appear. The length of the footprint of the COA&I logo must be the same length as from the “C” to the “L” in Council in the ACWSFC logo.

“On the Right” Side: The Arts Council’s logo **must not appear smaller than 1 1/8” of an inch wide by 7/16” of an inch tall. The brand name must be legible.** The ratio of The Arts Council’s logo and brand name need not exceed 1/3 the size of the grantee logo when appropriate. There is no limit on how large The Arts Council’s logo can appear. The length of the footprint of the COA&I logo must be the same length as from the “C” to the “L” in Council in the ACWSFC logo.

The four primary colors of The Arts Council logo are CMYK as noted below:

CMYK for ACWSFC logo

Red c-0 m-100 y-89 k-0
Yellow c-0 m-24 y-94 k-0
Blue c-100 m-56 y-0 k-0

CMYK for COA&I logo

COAI Red c-0 m-100 y-100 k-0
COAI Blue c-100 m-56 y-0 k-0
COAI Green c-60 m-0 y-100 k-0
COAI Orange c-0 m-50 y-100 k-0

ORGANIZATIONAL SUPPORT GRANTEES (AKA FUNDED PARTNERS)

The ACWSFC and the COA&I logos must appear on all of the following printed and electronic materials:

Letterhead
Annual reports
Catalogs
Banners
All Collateral Materials (including direct mail / postcards/ invitations / brochures / flyers, etc. printed and electronic)
Event Posters
Newsletters (both printed and electronic)
Playbills/Programs (use credit language when graphic is not feasible or appropriate)
Print Ads
Special sections/Inserts in the newspaper
Sponsor Signage
Website
Online Advertising

Crediting Language for Organizational Support Grant Recipients:

In cases where The Arts Council logo cannot be used, crediting language should be included.

(Organization/grantee) receives support from The Arts Council of Winston-Salem and Forsyth County in our City of Arts and Innovation.

Crediting language must be incorporated in the following:

Annual reports
Catalogs
Postcards
All Collateral Materials (including direct mail / postcards/ invitations / brochures / flyers, etc. printed and electronic)

Newsletters (both printed and electronic)
News releases
Paid Radio and Television advertisements
Playbills/Programs (use logo instead when feasible and appropriate)
Small Advertisements where logo usage is impractical or unsuitable

ARTS-IN-EDUCATION, INNOVATION PROJECT, REGIONAL ARTIST PROJECT AND ADVERTISING ASSISTANCE GRANTEES

The Arts Council of Winston-Salem and Forsyth County would like for all grant recipients to recognize our giving through the use of logos, credit lines, and additional requirements (next section). The logos should appear on any advertising or written documentation associated with the funded project. The following credit lines should also be used along with the logos.

For Arts in Education Grant Recipients:

This project was made possible with funding by The Arts Council of Winston-Salem and Forsyth County and The Winston-Salem and Forsyth County Schools in our City of Arts and Innovation.

For Innovative Project Grant Recipients:

This project was made possible, in part, with funding by The Arts Council of Winston-Salem and Forsyth County in our City of Arts and Innovation and the N.C. Arts Council, a division of the Department of Cultural Resources, with funding from the National Endowment for the Arts.

Note: Innovative Project Grant recipients should also use the North Carolina Arts Council's logo in all printed pieces. (www.ncarts.org/marketingguide)

For Regional Artist Project Grant Recipients:

This project was made possible by the N.C. Arts Council, a division of the Department of Cultural Resources, and The Arts Council of Winston-Salem and Forsyth County in our City of Arts and Innovation.

Note: Regional Artist Project Grant recipients should also use the North Carolina Arts Council's logo in all printed pieces. (www.ncarts.org/marketingguide)

The ACWSFC and COA&I logos must appear on the following printed/electronic materials associated with the funded project:

Annual reports
Catalogs
Banners
All Collateral Materials (including direct mail / postcards/ invitations / brochures / flyers, etc. printed and electronic)
Event Posters
Newsletters (both printed and electronic)
Playbills/Programs (use credit language when graphic is not feasible or appropriate)
Print Ads

Special sections/Inserts in the newspaper
Sponsor Signage
Website
Online Advertising

ADDITIONAL REQUIREMENTS FOR ALL GRANTEES

Public Events (Verbal acknowledgement): Grantees shall acknowledge the support of The ACWSFC and the COA&I at public events where sponsors and donors are publicly recognized.

Website Linking: All grantees must link their website to The Arts Council of Winston-Salem and Forsyth County www.intothearts.org and to www.cityofthearts.com

Donor Listings: The Arts Council of Winston-Salem and Forsyth County should appear first in public listings of donors and at the appropriate level of support.

Ads in brochures or programs: In the case where certain level donors are given ad space within brochures, programs, online and on screen, and in electronic media as a benefit of their contributions, The Arts Council requires equal ad space offered at the same level of giving.

No logo or credit is required for materials created for retail sale, bumper stickers, tickets or business cards.

Case by case inquiries concerning usage may be directed to the Director of Funded Partner and Grant Programs at 336-722-2585 ext. 1121.