



## Credit and Publicity Policy

Grants made by *Cuyahoga Arts & Culture* are made with public funding approved by the residents of Cuyahoga County. It is imperative that county residents are kept informed of how the tax dollars are being used, and that they understand the significant impact those tax dollars have on maintaining the arts and cultural programming in our communities. To this end, all recipients of CAC grant monies must take an active role in publicly providing credit or acknowledgment for the source of that funding.

This public acknowledgement must include, but is not limited to, prominent display of CAC's logo and/or approved text that explicitly states that CAC supports that organization and/or specific project. This acknowledgement must be included in, but is not limited to, news releases, marketing materials, advertisements, publications and other materials offered to the public, signs or notices on or around a grantee organization's base of operations, web sites and online communication, speeches and public appearances. *Acknowledgement shall be in proportion to the grantee's award.*

**NOTE:** *For all printed materials, the size of the CAC logo may not be reduced to less than one half-inch wide, and font size for acknowledging text may not be smaller than 8-point. The CAC logo must be used in an unaltered form. The logo size may be enlarged or decreased, only if the original size ratio is not altered; the logo may not be re-colored, stretched, squeezed, or changed in any way.*

*The CAC logo must be downloaded from the "Credit and Publicity" menu which is located on the CAC Web site; grantees may not use other versions which they may find in other locations on the internet, nor may they "right click" and copy the logo directly from CAC's Web site.*

**General Operating Support (GOS)** grantees must include appropriate acknowledgement of CAC funding in all hard-copy, electronic and in-person public communication vehicles.

**Project Support (PS)** grantees must include appropriate acknowledgement in all public communication vehicles that are *related to a CAC-funded project.*

### Printed/Hard Copy Materials Credit

**Event Programs:** Grantees must include a full page advertisement for CAC in all season or event-specific programs. High resolution artwork and print-ready ads for CAC are available on the Web site.

Additionally, if a program includes a section that lists donors/funders, CAC must be included in that section, in the category that is most appropriate to the level of financial support that the organization received from CAC. Credit on donor/funder pages should list CAC as "Cuyahoga Arts & Culture" and does not require the inclusion of the CAC logo. However, if logos for other donors/funders are included in this section, then the CAC logo must be included as well.



**Marketing Collateral:** Logo and, if appropriate, text credit must be included on all materials for distribution to the public, including but not limited to brochures, flyers, catalogues, pamphlets, newsletters, etc.

**Annual/Progress Reports:** Logo and/or text credit must be included on all reports and published documents.

**Educational Materials:** Logo and/or text credit that identifies CAC as a funder must be included in all educational materials distributed in association with any CAC-funded program or exhibition, including brochures, pamphlets, flyers, postcards, etc.

**Print Advertising (e.g. Newspaper, Mailer, Poster, Billboard, etc):** Logo and/or text credit that identifies CAC as a funder in all print advertising placed by a grant recipient that is 10 column inches or larger. Any advertising, regardless of size or length, placed by a grant recipient that credits a specific funding source also must credit CAC. Sample text credit is as follows:

***<Organization name / program name> receives public support with local tax dollars from Cuyahoga Arts & Culture, to preserve and enrich our region's artistic and cultural heritage.***

**Venue or Exhibition Signage:** For any exhibition presented with funding from CAC, a sign must be present that recognizes the support of CAC. If there are multiple major sponsors, CAC recognition may be listed among them. If there is no sponsors' list text, a placard must be placed at the entrance to the exhibition crediting CAC as follows:

***<Organization name / program name> receives public support with local tax dollars from Cuyahoga Arts & Culture, to preserve and enrich our region's artistic and cultural heritage.***

**News Releases:** Any news release by a grantee about CAC supported programming must include the following credit:

***<Organization name / program name> receives public support with local tax dollars from Cuyahoga Arts & Culture, to preserve and enrich our region's artistic and cultural heritage.***

### Oral/Spoken Credit

**Live/Promotional Appearances:** For any event that does not include a printed program in which CAC can be credited as a funder/donor, the emcee or host must include an oral credit at the beginning of the event or performance. An example of appropriate verbal credit prior to an event is as follows:

***We would like to thank the residents of Cuyahoga County for their support of this event through a generous public grant from Cuyahoga Arts & Culture.***



Non-written announcements apply to radio broadcasts and audio descriptions for people who are visually or hearing impaired. If a verbal announcement is not feasible, a sign must be placed at the entrance to the event crediting CAC as follows:

***<Organization name / program name> receives public support with local tax dollars from Cuyahoga Arts & Culture, to preserve and enrich our region's artistic and cultural heritage.***

**Speeches:** Representatives of grantee organizations who give speeches about their organization or about a specific CAC funded project must give verbal credit to acknowledge that support. An example of appropriate verbal credit during an interview is as follows:

***We would like to thank the residents of Cuyahoga County for their support, through a generous public grant from Cuyahoga Arts & Culture.***

**Media Interviews:** During interviews, whether in print or by broadcast media, representatives of grantee organizations must give verbal credit to acknowledge CAC support for operations or grant-funded projects. This applies to, but is not limited to, radio, television, podcast and/or other media types. An example of appropriate verbal credit during an interview is as follows:

***We would like to thank the residents of Cuyahoga County for their support, through a generous public grant from Cuyahoga Arts & Culture.***

### Electronic Credit

**Advertising:** Logo credit must be given to CAC in all electronic advertising including television and the internet.

**Electronic Marquee:** Grantees that have an electronic marquee for their organization shall include logo and text credit to CAC among their messages, as follows:

***<Organization Name/Project Name> is generously funded by the residents of Cuyahoga County through a public grant from Cuyahoga Arts & Culture.***

**Digital Signs:** Grantees that use digital signs or displays in the interior of their space shall include logo and text credit to CAC among their messages, as follows:

***<Organization Name/Project Name> is generously funded by the residents of Cuyahoga County through a public grant from Cuyahoga Arts & Culture.***

**Web Sites:** **GOS grantees** are required to include CAC logo and credit in a visible area on the home page. **PS grantees** with Web sites are required to include the CAC logo and credit on any page referencing the project that is receiving funding.

**Event Calendar pages:** **PS grantees** must include written credit (logo is optional) on any event listing for a CAC-funded project. Credit should be as follows:



***<Project Name> is generously funded by the residents of Cuyahoga County through a public grant from Cuyahoga Arts & Culture.***

**Project-related Pages: PS grantees** must include written and logo credit on any page of their Web site that specifically about a CAC-funded project (e.g. performance, installation, exhibit, festival, workshop, etc.)

***<Project Name> is generously funded by the residents of Cuyahoga County through a public grant from Cuyahoga Arts & Culture.***

**Funder Appreciation pages:** Grantees must include written credit to CAC. If donors are listed by the amount given, CAC should be listed among those donors who are equivalent to the grant received. If logos are used for any other funder, the grantee must also include the CAC logo on that page.

**News Releases/Articles:** Grantees should follow the instruction for “News Releases” under “Printed/Hard Copy Materials Credit” when creating news releases or articles for their Web site or for submission to other media venues.

### Collaborations/Partnerships

Organizations that are engaged in an official partnership or collaboration with the primary grant recipient must comply with the aforementioned requirements. The grant recipient is responsible for informing all of its collaborators about this policy and seeing that they fulfill these obligations.

### Co-Sponsorships

Projects or programs that are co-sponsored by CAC will have additional, specific publicity requirements, depending on the program at the time of negotiation. Under no circumstances may a grant recipient state or imply that its programs and activities are sponsored, co-sponsored or presented by the CAC without express, written consent from the CAC.

If you have any questions or concerns regarding the requirements outlined in this contract please contact CAC for clarification.

### Exceptions

Grantees are not required to provide credit to CAC on materials or communications that are intended for the sole purpose of fund raising. However, if other funders are credited on fund raising communication, then CAC must be credited in a similar fashion.

### C&P Policy Enforcement

Grantees must acknowledge that they have agreed to all the terms and conditions of CAC’s Credit and Publicity Policy. CAC will periodically review grantee materials, Web content, signage and



other forms of public communication. If any deficiency is noted, the grantee will be informed and given a reasonable period of time to comply with this policy.

Failure to comply with this policy, whether intentionally or unintentionally, may result in a financial penalty and reduction in the amount of grant funding that the grantee receives. Non-compliance may also jeopardize future funding, as CAC will review and confirm the grantee's past compliance with C&P requirements prior to approving any additional funding.

### Thank You

CAC would like to thank you for your efforts to comply with the requirements of this policy. We recognize that our cultural partners are busy with the day-to-day operations of their organizations, and that this policy adds one more item to their already full plates. Please remember that this funding was approved by the residents of Cuyahoga County, and accordingly, it is important that we all make every effort to ensure that county residents are kept informed of how the tax dollars are being used.



## PUBLIC FUNDING FOR ARTS & CULTURE IN CUYAHOGA COUNTY

### Credit & Publicity Checklist

Credit/Publicity Type	GOS Grantee	PS Grantee
Logo and/or credit text must be included in	All public communication activities/tools, during grant period	Public communication activities/tools related to CAC funded project, during grant period
Exceptions	Materials intended specifically for fund raising, <u>unless</u> those materials include the names and/or logos of other funders. If other funders are listed, CAC must receive comparable credit.	<ul style="list-style-type: none"> <li>Any communication not related to CAC-funded projects</li> <li>Fund raising materials for CAC-funded projects, <u>unless</u> those materials include the names and/or logos of other funders. If other funders are listed, CAC must receive comparable credit.</li> </ul>

Credit/Publicity Type	GOS Grantee	PS Grantee
<b>Printed/Hard Copy Materials Credit</b>		
Event Programs	<ul style="list-style-type: none"> <li>Full page advertisement with logo and text credit</li> <li>Listing under proper donor acknowledgement level</li> </ul>	
Marketing Collateral <ul style="list-style-type: none"> <li><i>Includes but is not limited to brochures, mailers, newsletters (hard copy and electronic), posters, give-aways/swag, etc.</i></li> </ul>	<ul style="list-style-type: none"> <li>Logo &amp; text credit in all materials related to CAC-funded activities</li> </ul>	
Annual/Progress Report	<ul style="list-style-type: none"> <li>Logo &amp; text credit in a prominent position in the document</li> </ul>	<ul style="list-style-type: none"> <li>Logo and/or text credit in any section dealing with CAC-funded projects</li> </ul>
	<ul style="list-style-type: none"> <li>Listing under proper donor acknowledgement level, if the document includes a donor/funder recognition section</li> </ul>	
Educational Materials	<ul style="list-style-type: none"> <li>Logo &amp; text credit in a prominent position in the document</li> </ul>	<ul style="list-style-type: none"> <li>Logo and/or text credit in any section dealing with CAC-funded projects</li> </ul>
Advertising	<ul style="list-style-type: none"> <li>Newspaper/Magazine: Logo &amp; text credit on all ads 10 column inches or greater</li> <li>Poster/Billboard: Logo &amp; text credit on all</li> </ul>	<ul style="list-style-type: none"> <li>Logo &amp; text credit on all ads related to CAC-funded projects</li> </ul>
Venue/Exhibition Signs	<ul style="list-style-type: none"> <li>Signs with CAC logo and text credit must be present at all public events, including but not limited to performances, exhibitions, shows, concerts, etc.</li> </ul>	
News Releases	<ul style="list-style-type: none"> <li>Text credit must be included in all news releases</li> </ul>	<ul style="list-style-type: none"> <li>Text credit must be included in any news release or media advisory about a CAC-funded project</li> </ul>



## Credit and Publicity Policy for GOS & PS Grantees

### Credit & Publicity Checklist (cont'd)

Credit/Publicity Type	GOS Grantee	PS Grantee
<b>Verbal Credit</b>		
Live Appearances/Promotional Appearances <ul style="list-style-type: none"> <li>Applies live public events, as well as radio and TV appearances, and audio descriptions for the hearing impaired</li> </ul>	<ul style="list-style-type: none"> <li>Grantee representatives must include a verbal credit to CAC at the beginning of any public event that does not provide an opportunity for some form of printed or visual credit</li> </ul>	
Speeches	<ul style="list-style-type: none"> <li>Grantee representatives must include a verbal credit within the speech</li> </ul>	
Interviews	<ul style="list-style-type: none"> <li>Grantee representatives must include a verbal credit to CAC, on the record, during the interview</li> </ul>	

Credit/Publicity Type	GOS Grantee	PS Grantee
<b>Electronic Credit</b>		
Electronic/Digital Marquee	<ul style="list-style-type: none"> <li>Must include logo &amp; text credit to CAC</li> </ul>	
Digital Signs/Message Displays	<ul style="list-style-type: none"> <li>Must include logo &amp; text credit to CAC</li> </ul>	
Web site	General Online Credit	<ul style="list-style-type: none"> <li>Grantees must have a working Web site, and must include logo &amp; text credit to CAC in a visible location on the home page</li> </ul>
	Donor/funder recognition pages	<ul style="list-style-type: none"> <li>If the site includes a donor/funder recognition section, CAC must be listed under the appropriate acknowledgement level</li> <li>Text credit is sufficient, unless other funder logos are used, in which case the CAC logo must be included as well</li> </ul>
	Event/Calendar pages	N/A
	Project-related pages	N/A
	News pages	<ul style="list-style-type: none"> <li>See requirements for "News Releases"</li> <li>Articles or stories written for newsletters or news updates must include text credit for CAC funding</li> <li>Logo credit is optional, unless other funder logos are used, in which case the CAC logo must be included as well</li> </ul>

## Proper Use of the CAC Logo

The correct spelling of CAC's full name is “**Cuyahoga Arts & Culture.**” The name uses an ampersand instead of the word “and.” It is NEVER appropriate to write the name as “Cuyahoga Arts and Culture.”

The CAC logo consists of the words Cuyahoga Arts & Culture in lower case letters, underneath a “burst” of dots that increase in size as they spread out from the center. The logo comes in three color styles.

The first style is the color logo, which should be used in any color document with a white or light background. It uses the Pantone colors **3125 (blue)** and **583 (green)**. For professional printing, these colors can be created using spot color or 4-color process.



The second style is the solid black logo, which should be used on any black-and-white or grayscale document with a light background.



The third style is the solid white logo, which should be used on any document with a dark background.



**DOWNLOAD** the CAC logo in a range of color styles and image formats from the Web site. The logos on the Web site are all at the correct resolution and size-ratio.

[www.cacgrants.org/tools\\_for\\_grantees/credit\\_and\\_publicity](http://www.cacgrants.org/tools_for_grantees/credit_and_publicity)

Available in graphic formats: JPEG, GIF, EPS, TIF, GIF, PDF

Available in color formats: CMYK, RGB, Grayscale, Black & White

## Cuyahoga Arts & Culture: Credit and Publicity Policy

The CAC logo must be used in its original aspect ratio. It may be enlarged or reduced, but may not be squeezed, pulled or rotated. The minimum size at which the logo can be reproduced is ½-inch wide; any use of the logo at smaller than ½-inch is not permitted.

Minimum permissible size for reproduction of the CAC logo



The logo may not be used at a resolution that results in blurriness or pixillation. For printing purposes this should be at least 200 dpi. If you plan to use the logo on a Web site, please check with your Web design person to ensure the logo is being used at the right resolution.

Unacceptable pixillation of the CAC logo.



## Inappropriate Use of the CAC Logo

The logo has been pulled up from the top or squeezed in from the sides.



The logo has been pressed down from the top or stretched from the sides.



The logo has been rotated.

