



## INFUSION FUND RECOGNITION AND PUBLICITY GUIDELINES FOR GRANTEES

Congratulations on your grant from the Infusion Fund. We are proud to support the diverse arts and culture organizations that make our community a vibrant place for residents and visitors.

Your acceptance of this grant award requires that your organization recognize the City of Charlotte, Infusion Fund, Foundation For The Carolinas and, where applicable, donors to the fund, in your marketing and communications materials

The following guidelines are intended to make recognition easy and customizable to your organization's unique marketing and communications efforts.

Please note that these guidelines are subject to change. If there are updates to the requirements, you will be contacted with details.

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### RECOGNITION ELEMENTS

There are three primary recognition elements to include in your promotional materials:

1. Recognition language
2. List of donors to the Infusion Fund (where applicable)
3. Infusion Fund logo

Details for each element are below. See pages 2-4 for usage requirements.

### DETAILS AND SPECIFICATIONS

#### 1. Recognition language

Please use the following text in all promotions for which recognition language is required:

- ***(Organization Name) is supported, in part, by the Infusion Fund and its generous donors.***
  - For digital uses, such as websites and eblasts, where possible please link the words "Infusion Fund" to [www.InfusionFund.org](http://www.InfusionFund.org).

#### 2. Donor list

- The full list of Infusion Fund donors with exact names as they should be listed can be found here: [www.fftfc.org/InfusionFundGuidelines](http://www.fftfc.org/InfusionFundGuidelines).
  - Please include logo above the donor list, exactly as it appears on the website.
  - ***Note: please do not link advertisements or promotions to this URL.***
- Please list all names of donor organizations and individuals wherever possible, and in all promotions for which the full list is required (*see page 2*).

### 3. Logo requirements

For design flexibility, logo options are available in vertical and horizontal layouts, as well as in color and black and white. You may choose the version that works best within your design for each particular usage. Pantone colors are available upon request. Contact [etomashitis@fftc.org](mailto:etomashitis@fftc.org).

A few guidelines:

- The logo is a joint logo and must be used as one image (i.e., not three separate images).
- **The width of the horizontal version of the Infusion Fund logo must be at least 3.5 inches. The vertical version should be at least 1.25 inches wide.**
- Please ensure the Infusion Fund logo is sized proportionately to other funders/sponsor logos.
- The logo must not be altered or distorted in any way.



High resolution logo files may be downloaded at [www.fftc.org/InfusionFundGuidelines](http://www.fftc.org/InfusionFundGuidelines).

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## REQUIRED USAGE OF RECOGNITION ELEMENTS

*(See page 4 for comprehensive table of requirements)*

As a general rule, include the donor list wherever you list direct donors to your organization. Below are more specific details about when to use the various elements.

### 1. Logo, recognition language and list of donors are all required for the following promotional materials:

- Printed materials such as playbills, programs, brochures, newsletters and annual reports (applies to digital productions of these materials as well)
- Your organization's website
- Exhibition signage
- News releases regarding your Infusion Fund grant (list may be included as text within release)

### 2. Logo and recognition language required; donor list encouraged:

*You are encouraged to include the full Infusion Fund donor list in collateral or promotions in which space allows, but we recognize that this is not always feasible. Following is a list of promotions for which the logo and recognition language only is acceptable. Where possible, link to [www.InfusionFund.org](http://www.InfusionFund.org) for readers to view the full donor list.*

- Advertisements (print and digital)\*  
*\*Logo and recognition language is required on advertisements unless space does not allow. Not required on outdoor advertising.*
- News releases about topics other than your Infusion Fund grant. Please link recognition language to full donor list: [www.InfusionFund.org](http://www.InfusionFund.org)
- Direct mail (not including solicitations)
- Other signage (i.e. event posters, banners, etc.)
- Promotional videos
- Email blasts (i.e. announcements of upcoming shows, broad communications to donors/stakeholders). Please link recognition language to full donor list: [www.InfusionFund.org](http://www.InfusionFund.org)
- Flyers
- **No logo or credit is needed for bumper stickers, tickets, business cards or items for sale.**

### **3. Verbal acknowledgment required:**

Please acknowledge that your organization is a recipient of “support from the Infusion Fund, a partnership between the City of Charlotte, Foundation For The Carolinas and generous donors to support the arts and cultural sector”:

- Speeches at events where donors and sponsors are recognized, such as remarks at the beginning of performance
- Media interviews regarding the grant/work made possible through the grant

### **4. Social media:**

We encourage you to share your organization’s Infusion Fund grant – and your great work – on social media. Please use the hashtag **#InfusionFund**, in your social media posts about your grant and projects made possible through this funding. We also encourage you to thank the donors to this fund by linking to [www.InfusionFund.org](http://www.InfusionFund.org).

**See following page for comprehensive table of requirements.**

**REQUIRED USAGE CHART – FOR QUICK REFERENCE**

<b>Tactic</b>	<b>Logo</b>	<b>Recognition language</b>	<b>Full donor list</b>	<b>Link to donor list www.InfusionFund.org</b>	<b>Verbal recognition</b>
<b>Collateral and Marketing Materials</b>					
Advertisements (print, digital)	<b>Yes</b> (where space allows)	<b>Yes</b> (where space allows)	No	No	No
News releases regarding Infusion Fund grant	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	No
News releases – other topics	<b>Yes</b>	<b>Yes</b>	Preferred; not required	No	No
Direct mail (does not include solicitations)	<b>Yes</b>	<b>Yes</b>	No	No	No
Exhibition signage	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	No	No
Other signage (banners, posters, etc.)	<b>Yes</b>	<b>Yes</b>	Preferred; not required	No	No
Emails (promotions and e-newsletters)	<b>Yes</b>	<b>Yes</b>	Preferred; not required	<b>Yes</b>	No
Printed Flyers	<b>Yes</b>	<b>Yes</b>	Preferred; not required	No	No
Website	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	No
Playbills & programs	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	No	No
Printed newsletters	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	No	No
Brochures	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	No	No
Annual reports	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	No	No
Promotional videos	<b>Yes</b>	<b>Yes</b>	Preferred; not required	No	No
Other collateral where space allows	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	No	No
<b>Other Acknowledgments</b>					
Speeches	No	No	No	No	<b>Yes</b>
Media interviews	No	No	May direct to website for full donor list	No	<b>Yes</b>
Remarks at performance	No	No	No	No	<b>Yes</b>
Social media posts regarding grant/related projects	No	Preferred; not required	No	Preferred; not required	No
<b>No logo or credit is needed for bumper stickers, tickets, business cards or items for sale.</b>					