



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 and artists that make our community a vibrant place for residents and visitors.

Your acceptance of this grant award requires that you/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 and activities.

The following guidelines are intended to make recognition easy and customizable to your 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. Also, the following guidelines apply both to grants from the Infusion Fund and its Opportunity Fund.

RECOGNITION ELEMENTS

There are four primary elements to include in your promotional materials:

1. Recognition language
2. List of donors to the Infusion Fund (where applicable)
3. Infusion Fund logo
4. Social media recognition of Infusion Fund, City of Charlotte and FFTC

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 / Project 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. When mentioned, please also link the words “City of Charlotte” to <https://www.charlottenc.gov/Streets-and-Neighborhoods/Activities-Culture/Arts-and-Culture>, and link the words “Foundation For The Carolinas” to fftc.org.
 - For projects, programs or initiatives supported entirely by an Infusion Fund grant, omit the phrase “in part” from the above recognition language.

2. Donor list

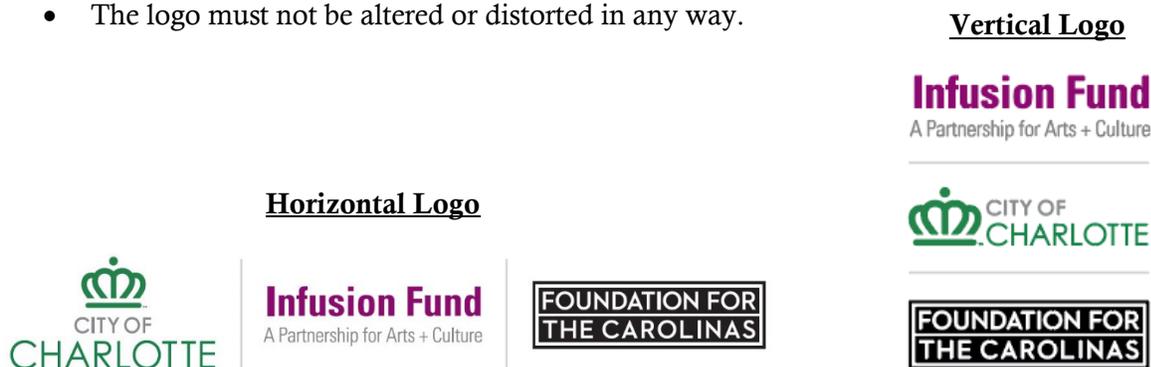
- The full list of Infusion Fund donors with exact names as they should be listed can be found here: www.ffc.org/InfusionFundGuidelines.
 - Please include logo above the donor list, exactly as it appears on the website.
 - **Note: Please do not link advertisements or promotions to this URL.**
- Please 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@ffc.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.ffc.org/InfusionFundGuidelines.

REQUIRED USAGE OF RECOGNITION ELEMENTS

(See page 4 for comprehensive table of requirements)

As a general rule, include the donor list wherever you 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 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
- 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
- Social media content (such as, but not limited to, content on Instagram, Facebook, LinkedIn, Twitter, etc.)
- 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:

Please 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 operations or projects made possible through this funding, and tag @cltgov and Foundation For The Carolinas (@foundationforthecarolinas for Facebook; @fftc Carolinas for Instagram; @foundation_for_the_carolinas For LinkedIn, FFTC does not have a Twitter account). We also encourage you to thank the donors to this fund by linking to www.InfusionFund.org.

See following page for comprehensive table of requirements.

REQUIRED USAGE CHART – FOR QUICK REFERENCE

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