

Indiana Arts Commission Logo Use Guidelines

As a condition of your grant from the Indiana Arts Commission, or one of its Regional Arts Partner organizations, you are required to credit the funding support you receive. This is done by the display of the IAC or IAC Regional Arts Partner logo on marketing and promotional materials related to your IAC funded project

Why Must I Display a Logo?

The Indiana Arts Commission relies on appropriations from the Indiana General Assembly and the National Endowment for the Arts for its operating and program budget. The funding that comes to you through an IAC or IAC Regional Arts Partner grant is generated through taxes paid by the general public, and approved by state legislators and Congress.

Every time you credit your funding sources, you are thanking your audience (taxpayers), and your local, state, and national political leaders for their support of the arts in Indiana and specifically your activity. IAC logos for grantees are available in color or black & white for download from the IAC website at:

www.in.gov/arts/2385.htm.

Which Logo Should I Use?

If you receive grant funding directly from the Indiana Arts Commission (IAP, AOS III, and any AOS grantee in Region 7), you will use one of two standard IAC agency logos (see below).



(Example 1 a)



(Example 1 b)

What's the Difference?

Example 1 a. is the preferred display of the IAC logo including subtext explaining the funding source. This logo should be used in all circumstances crediting direct funding from the IAC. We understand that some marketing materials, such as postcards and brochures require such images to be reduced in size. Should the reduction of the primary logo be $\frac{3}{4}$ of an inch or smaller at the narrowest measurement, the IAC has an alternate logo (example 1 b) as a substitute. The alternate logo must be requested from the IAC and is not available for download from the website. In using the alternate logo, the grantee must reproduce the subtext credit line elsewhere in other promotional materials related to the project. This could be in text within a brochure, in the program for the project, or in a related press release.

Funding Logos for Regional Arts Partner Grantees

If you receive funding from one of our Regional Arts Partner organizations, you will use a variation of the logos previously described (this includes any AOS I and AOS II grantees for all materials, and APS project specific materials). In this case, the primary and preferred logo identifies your funding support coming through the Regional Arts Partnership (see Example 2 a below).

As with the IAC logo, color and black and white versions are available for download from the IAC website at: www.in.gov/arts/2385.htm.



(Example 2 a)



(Example 2 b)

Which of These Should I Use?

If you receive your IAC grant through a Regional Arts Partner organization, Example 2 a. is the preferred logo image to use. Note that each Regional Arts Partner logo credit line is customized to name the Regional Arts Partner organization.

Logo example 2 b. should ONLY be used if the final reproduction of the preferred logo is smaller than $\frac{3}{4}$ of an inch at the narrowest dimension. If this is the case, somewhere in companion promotional materials for the funded project, the subtext from the primary logo must appear. Again, this could be within text for a brochure, program, or companion press release.

The IAC or Regional Arts Partner organization must be notified prior to use of the alternate logo, and the alternate logo must be requested from the IAC. Contact Rex Van Zant at 317-232-1273 or email: rvanzant@iac.in.gov.

What about the NEA logo?

The National Endowment for the Arts requires use of its logo in much the same manner as the IAC. However, you are only required to use their logo if you receive direct funding from the NEA. If your funding comes from the IAC or IAC Regional Arts Partner, the credit language associated with those logos is all that is required. If you do happen to receive IAC/RAP funding AND a direct grant from the NEA, you would be required to display both logo images.

The NEA logo is available from the IAC or from the NEA website www.arts.gov.