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 logo (in the case of direct grantees) or the IAC and Regional Arts Partner logos 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. In addition, display of these logos is a visible recognition that your program or event has been judged worthy of public funding support. Think of it as a "seal of approval."

IAC, Regional Arts Partner, and NEA logos for grantees are available for download from the IAC website at: www.in.gov/arts/2385.htm. NEA logos are also available from: www.arts.gov.

Which Logo Should I Use?

If you receive grant funding directly from the Indiana Arts Commission (IAP, AOS III, Indiana Masterpiece, Arts in the Parks), you are **required** to use the standard IAC agency logo (below left). Federal funding to the arts is very important to all arts providers, regardless of the size of their grant. Therefore, you must also credit the National Endowment for the Arts, preferably with the use of their logo (below right).

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If design restrictions on promotional materials (see page 2) preclude the use of the NEA logo, written credit language **must** be included in marketing and promotional materials related to the funded project. This language should read: "This activity made possible, in part, with support from the National Endowment for the Arts, a federal agency." You will be required to demonstrate how this language was incorporated into your promotional materials.

Credit Funding Logos for Regional Arts Partner Grantees

If you receive IAC funding through one of our Regional Arts Partner organizations, (this includes any AOS I and AOS II grantees, and APS project specific materials) you are **required** to use the IAC logo and the logo for your Regional Arts Partner (see sample below). Federal funding to the arts is very important to all arts providers, regardless the size of their grant. Therefore, you must also credit the National Endowment for the Arts, preferably with the use of their logo.

If design restrictions on promotional materials (see below) preclude you from using the NEA logo, written credit language **must** be included in marketing and promotional materials related to the funded project. This language should read: "This activity made possible, in part, with support from the National Endowment for the Arts, a federal agency." You will be required to demonstrate how this language was incorporated into your promotional materials.

As with the IAC and NEA logos, our Regional Arts Partner logos are available for download from the IAC website at: www.in.gov/arts/2385.htm. Grantees may position the logos as they choose to best fit their design needs, but all logos should be equally sized and placed in the same general proximity on the promotional materials.

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If the layout of the promotional materials requires changing the size of these logos, make sure that:

- All logos are sized proportionally to the original dimensions (i.e. do not change the aspect ratio)
- Logos must not be resized to make text unreadable
- Make sure at least .167 inches of space around logos to avoid crowding

Please direct all logo use questions to Rex Van Zant at 317-232-1273 or email: rvanzant@iac.in.gov.