Funding Recognition Policy and Logos for COCA Grantees

☐ COCA Grantees should include the COCA logo, the combined Leon County/Visit Tallahassee logo, and the City of Tallahassee logo on grant-related visual marketing materials (online, print, and electronic media) developed for the funded project, including recognition on your website.

☐ For online funding recognition (website, email marketing, etc.), the COCA logo should be linked to www.TallahasseeArts.org, the Leon County/Visit Tallahassee logo should be linked to www.VisitTallahassee.com and the City of Tallahassee logo should be linked to www.Talgov.com.

☐ Grant-related marketing materials should be submitted via email to Erica Thaler at erica@tallahasseearts.org to get approval from Leon County administration prior to the publication, dissemination, or release of marketing materials.

☐ If the subsequent logo use is identical, grantees may submit their marketing materials before a new fiscal year begins to get annual approval for certain types of collateral (such as posters or emails).

☐ When other sponsors for your grant program are included, COCA, Leon County/Visit Tallahassee, and City of Tallahassee logos should also be included.

☐ Grantees that have been funded for the current fiscal year and anticipate funding for the subsequent fiscal year are encouraged to follow the recognition policy described above when promoting their upcoming season or programs.

☐ Grantees that fail to properly acknowledge COCA, the City of Tallahassee, and Leon County/Visit Tallahassee in their marketing materials during the grant cycle may have 5 technical points deducted from the next COCA grant application.

☐ Our government partners are dedicated to supporting worthwhile local events through grant programs and other promotional opportunities but reserve the right to reduce or eliminate grant funding for organizations that do not comply with grant recognition policies.

☐ Grantees will be required to submit copies of proof of grant acknowledgement at the time of the final report.

☐ A "combination logo" of City/County/Visit Tallahassee and COCA may be used for print media but may not be used for electronic promotion; online funding recognition must use individual logos with hyperlinks to the appropriate agency.

Logo Guidelines:

- Logos are available for download at http://coca.tallahasseearts.org/services/grant-programs
- Logos are available in color, white and black/white versions
- Do not change the relationship of size, perspective, shape or configuration of this mark in any way
- Do not position any logos on an angle or create a repeating pattern with the logo
- Do not use logos within text copy
- Do not add graphic elements to the logo
- The example below should be considered a guideline for minimum size usage – words should be readable

If you have any questions, we are here to help you! Please contact Erica Thaler at erica@tallahasseearts.org or call 850-224-2500. Visit our website at www.tallahasseearts.org