

Marketing and Grant Acknowledgements: NEA Big Read- *The Bear*- Fall 2023

Logos

Your organization is required to include both the National Endowment for the Arts and Arts Midwest combined logo as well as the NHH logo

To download the logos, visit <https://artsmidwest.org/get-support/nea-big-read> and the Tools for Grantees section.

New Hampshire Humanities' logos can be found at <https://www.nhhumanities.org/nhh-logos>

Improper use of logo

- Do not crop the logo.
- Do not separate elements of the logo to reorganize format or appearance.
- Do not rotate the logo.
- Do not distort the logo horizontally or vertically.
- Do not alter the colors without written permission from Arts Midwest.
- Do not alter the typography of the logo.

Crediting

Proper crediting of the NEA Big Read and its funders is an essential part of your grant award.

Along with the logos, your organization must include the following credit line in 10-point font size or greater.

English or Spanish can be used:

NEA Big Read is a program of the National Endowment for the Arts in partnership with Arts Midwest.

El Proyecto NEA Big Read es una iniciativa del National Endowment for the Arts (el Fondo Nacional para las Artes de Estados Unidos) en cooperacion con Arts Midwest.

Please use this credit line to give verbal recognition of the program prior to your activities.

Placement of logo and credit line

Placement may vary, however we recommend you place the NEA and Arts Midwest logo and other funder logos in an order that corresponds to the size of the gift. Include the logos and credit line in the following: Season brochure, if produced after the notification date, printed program (preferably on the title page), posters, marketing materials, website, announcements, and invitations.

Crediting documentation

You will be required to submit a minimum of one example of your organization's crediting as a component of the final report. Be sure to print your online crediting examples while the page(s) are still live, so you can include them.

Funders List

When referring to this program on a funders list, please credit it as “The National Endowment for the Arts Big Read.”

Social Media

Many participating organizations are posting on social media platforms and sharing images, videos, and stories about their programming. In order for the NEA and Arts Midwest to track all that is happening and to hear and share your story from your organization’s perspective, we ask that you use the following hashtag: **#NEABigRead**. We will be happy to share your content.

Please include New Hampshire Humanities in your social media promotion of the NEA Big Read by tagging us on Facebook (@newhampshirehumanities) and on Twitter and Instagram (@nhhumanities)."