



Winchester Cultural Council

## Grantee Credit and Publicity Requirements

The Mass Cultural Council must be credited by using the Mass Cultural Council's logo and/or the credit line listed below.

**The credit line is as follows: "This program is supported in part by a grant from the Winchester Cultural Council, a local agency which is supported by the Mass Cultural Council, a state agency."**

Logos are downloadable from

<https://massculturalcouncil.org/about/contracts/credit-logos/>

The logo must be produced as a unit without alteration.

### **Where to use the credit line and logo:**

**Promotional Materials.** Use the credit line and credit logo prominently in printed materials (this includes materials prepared by the grantee such as brochures, programs, newsletters, press releases, educational materials and announcements) as well as in films or videos.

**Online Materials.** Use the credit line or credit logo prominently in online materials (including web sites, blogs, electronically distributed releases, and social media/networking channels) to which your LCC grant contributes. The electronic logo should link to our web site, [www.massculturalcouncil.org](http://www.massculturalcouncil.org). Grant recipients may not use logos on surveys.

**Exhibition Signage.** If there is no printed program for an exhibition, credit can be given through wall text or a placard placed at the entrance to the exhibit or performance space. This must include the Winchester Cultural Council and Mass Cultural Council listed with other major public, private and corporate sponsors, in proportional order of the size of contribution, or a placard crediting the LCC and Mass Cultural Council, placed at the entrance to the exhibit or performance space.

**Educational Materials.** Use the credit line or credit logo in educational materials distributed along with any Winchester Cultural Council-funded program/exhibition, such as brochures, pamphlets, flyers, etc.

**Verbal Credit.** When written credit is not applicable, as in the absence of printed materials, verbal credit shall be given prior to performances.

**Advertising.** Use the credit line and logo in print advertising that is 10 column inches or larger that is placed by a grantee. Any advertising, regardless of size or length, placed by a grantee that credits a specific funding source must also credit the Winchester Cultural Council and Mass Cultural Council.

**Additional information can be found at**

<https://massculturalcouncil.org/about/contracts/lcc-credit-and-publicity-kit/>