



Guidelines for HOW and WHEN to use NAC/NCE logos:

- 1) For all advertising, news releases, promotional and publicity materials: Position the logo and/or the following credit prominently:
...with the support of the Nebraska Arts Council and the Nebraska Cultural Endowment.
- 2) For event programs or catalogues, please use the logo and the following statement:
The Nebraska Arts Council, a state agency, has supported this [these] program[s] through its matching grants program funded by the Nebraska Legislature, the National Endowment for the Arts and the Nebraska Cultural Endowment. Visit www.nebraskaartscouncil.org for information on how the Nebraska Arts Council can assist your organization, or how you can support the Nebraska Cultural Endowment.
- 3) For donor contribution lists, annual reports or other printed materials where a list is used, the Nebraska Arts Council and Nebraska Cultural Endowment should be listed. Ideally, there should be a separate category for *Government Support* if lists are categorized by type.
- 4) Verbal acknowledgment, using the language listed in item #2 as a guide, must be given at any event for which there is no printed program and in any interviews with the media.
- 5) The NAC/NCE logo should not be reduced in size in comparison with other corporate or foundation logos except in the case of a single major company sponsorship agreement. While it is often an organization's practice to size logos depending on the amount of money received, please bear in mind that NAC/NCE/NEA funds are public in nature and are not obtained in the same manner as private funds. By displaying the NAC/NCE logo, you are a partner in advocating for the continuation of public funding for the arts.

More Information:

If you have questions on how to appropriately accommodate us and your graphic designer, please contact your NAC program manager.