

NATIONAL ENDOWMENT FOR THE ARTS

PRESENTS



SHAKESPEARE

IN AMERICAN COMMUNITIES

Standards Manual

Logo Usage & Crediting Requirements

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1. Introduction

The National Endowment for the Arts seeks to achieve unified visual branding for this national program through the proper application of the logo and crediting language, as well as the proper display of *Shakespeare in American Communities: Shakespeare for a New Generation* banners.

Proper crediting is an essential part of your grant. The National Endowment for the Arts and Arts Midwest expect all participants to ensure proper crediting and visibility for the benefit of both your organization and this national program.

This manual provides standards and guidelines for all materials (print and digital) developed for *Shakespeare for a New Generation*. Failure to comply may jeopardize your current support.

Please ensure that your marketing department, designers, and other staff creating marketing materials for *Shakespeare for a New Generation* read, understand, and adhere to these requirements. The topics addressed are intended as an overview and not an exhaustive listing of the opportunity of print and digital materials that may apply.

Thank you for our attention to these guidelines and your participation in *Shakespeare in American Communities: Shakespeare for a New Generation*.

For additional information or clarification of this manual, please contact:

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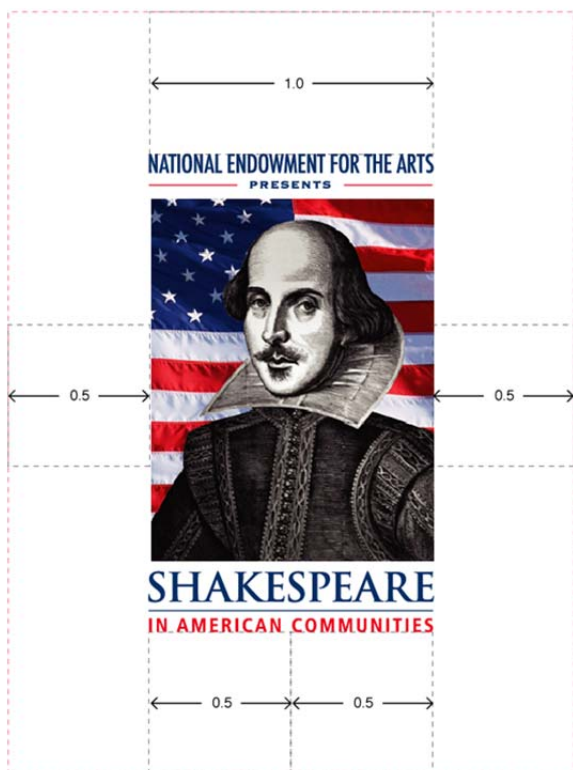
2. Logo: treatment

You are required to include the *Shakespeare in American Communities* logo in all materials (print and digital) related to your activities, including performances and educational activities.

The *Shakespeare in American Communities* logo was designed to be most effective on a white background. When placing the logo on a color other than white, make sure the area is solid and free of distracting elements and color variations that may interfere with the logo's readability.

Always maintain a graphics-free zone around the perimeter of the logo. This space is equal to or greater than one half of the logo's width.

At 300 dpi, the logo should not be enlarged beyond 5" x 7". Due to the logo's photographic nature, use caution when enlarging it to maintain good resolution, and when reducing the logo to maintain readability.



To download the logo visit the "Grantee Information" area at:

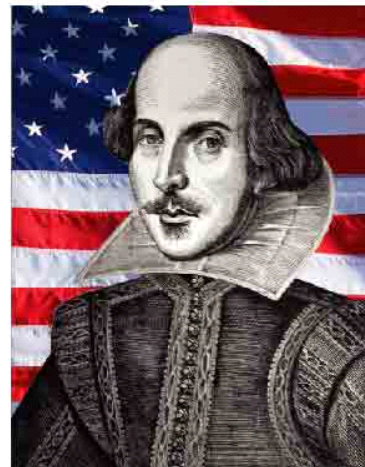
www.ShakespeareInAmericanCommunities.org

3. Logo: placement

Placement of the *Shakespeare in American Communities* logo may vary when the logo appears with the theater company's name, location, or date of performance.

However, as a reference, the logo should be positioned prominently for high visibility and readability, distinct from other visual elements. The logo should be separate and distinct than any other contributor.

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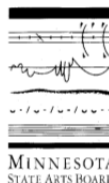


SHAKESPEARE
IN AMERICAN COMMUNITIES

[THEATER COMPANY]
presents
A Midsummer Night's Dream

March 23, 2010 – 8:00 pm
Bard Auditorium

[THEATER COMPANY]'s production is part of
Shakespeare for a New Generation,
a national program of the
National Endowment for the Arts
in cooperation with Arts Midwest.



MINNESOTA
STATE ARTS BOARD

WELLS
FARGO



BLANDIN FOUNDATION

TARGET

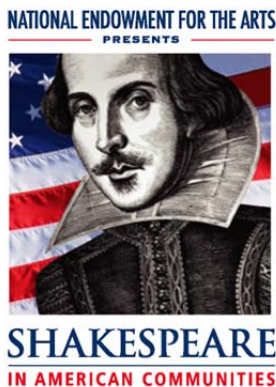
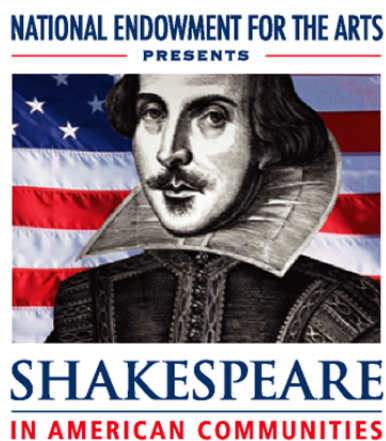
usbank.

CELLULARONE
from Debut Cellular Systems

4. Logo: improper issues

- Don't crop the logo.
- Don't separate elements of the logo to reorganize format or appearance. It must stay intact.
- Don't rotate the logo.
- Don't distort the logo horizontally or vertically.
- Don't alter any of the logo colors.
- Never reverse the logo or any elements of it.
- Never use the logo smaller than ½" in height.
- Never alter the typography of the logo.

The following are examples of unacceptable logo alterations.

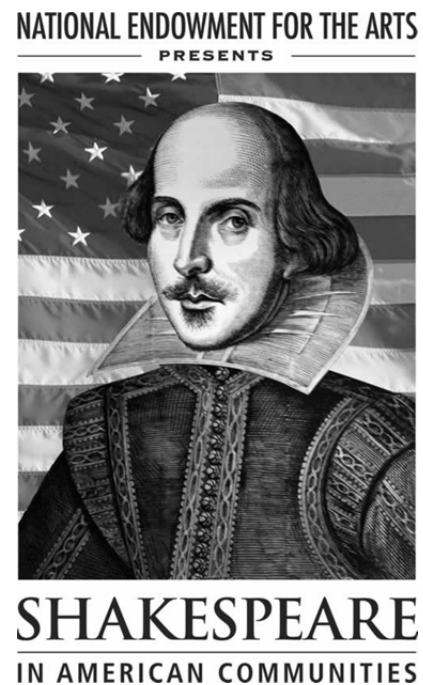


5. Logo: black and white

Never reproduce or use the logo in any single color other than black.

When reproducing the logo in gray scale, all the values for typography and lines are 100% black.

The gray scale values for the photographic image are imbedded into the Photoshop file.



6. Credit line

[THEATER COMPANY]’s production is part of *Shakespeare for a New Generation*, a national program of the National Endowment for the Arts in cooperation with Arts Midwest.

- Do not alter or abbreviate the credit line in any way.
- Font size for the credit line should be consistent with the majority of type in your materials, and generally, not smaller than 10-point type.

The full credit line and logo must be included on:

- Print programs (on title page)
- Any other print and digital materials related to your *Shakespeare for a New Generation* performances and educational activities.
- Your Web site with a link to www.ShakespeareInAmericanCommunities.org (on all appropriate pages)

Note: Be sure to print your Web crediting while the page(s) are still live, so you can include them with your Final Report.

The full credit line and logo should also be included on the following as space allows:

- Study guide
- Postcards
- Posters
- Press releases
- Web site event calendars
- E-marketing materials and newsletters
- Social media
- Announcements and invitations
- Any other print or digital materials

You will be required to submit a minimum of four examples of your organization’s crediting as part of the Final Report. In addition, we will ask you to submit an example of your study guide (if available).

7. Program name & basic description

Program name

- When referring to this program, use the name “*Shakespeare for a New Generation*.”

Basic description

The following paragraph represents the basic description of *Shakespeare for a New Generation*. This text may be used in all print and digital materials as space allows, including on your Web site.

The National Endowment for the Arts in cooperation with Arts Midwest presents *Shakespeare for a New Generation*. [THEATER COMPANY] is one of 36 professional theater companies selected to participate in *Shakespeare for a New Generation*, bringing the finest productions of Shakespeare to middle- and high-school students in communities across the United States. This is the ninth year of *Shakespeare for a New Generation*, the largest tour of Shakespeare in American history.

8. Curtain remarks & banners

Curtain Remarks

Please broadcast the following curtain remarks prior to each performance and outreach activity.

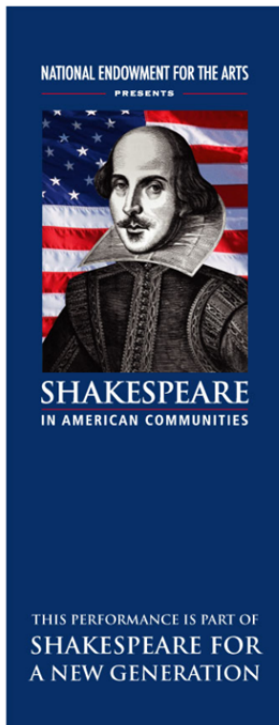
Good morning / afternoon / evening. On behalf of the National Endowment for the Arts and Arts Midwest,

I am pleased to welcome you to [THEATER COMPANY]'s production of William Shakespeare's [PLAY]. This performance is part of *Shakespeare for a New Generation*, the ninth year of *Shakespeare in American Communities* national program bringing the finest productions of Shakespeare to schools across America.

Banners

To widely promote the program, Arts Midwest will provide TWO 2.5' x 6.5' *Shakespeare in American Communities* banners for on-site promotion. Your company shall hang these banners on the outside of the performance space in a visible location before and during the performance(s) and educational activities. These will be shipped to you following the return of the fully executed Grant Agreement.

You will be required to submit a minimum of two images showing the display of these banners with your Final Report.



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9. Photographic images

- As part of your Final Report, please submit up to **10 top-quality images** (jpg preferred) of your *Shakespeare for a New Generation* performances and/or educational activities.
- In addition, you must provide a minimum of two images showing the display of the *Shakespeare in American Communities* banners.

Permission and Usage

Please obtain permissions, licenses, and copyrights for the images of your performances and educational activities. If these images are submitted to Arts Midwest, your theater company grants Arts Midwest and the National Endowment for the Arts permission to use them for educational and promotional purposes, in print and on Web sites.