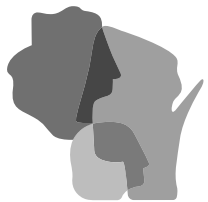


# Promotion Guidelines



WISCONSIN  
HUMANITIES



**When promoting your program, we ask that you please mention Wisconsin Humanities and use our logo in the following ways.**

**For additional instructions, please refer to your initial letter of notice from Wisconsin Humanities.**

# Project Promotion Material Language

The following notices must be included in your project materials\*:

1. “Funded in part by a grant from Wisconsin Humanities, with funds from the National Endowment for the Humanities.”
2. “Any views, findings, conclusions or recommendations expressed in this project do not necessarily represent those of the National Endowment for the Humanities.”
3. We would also appreciate, wherever possible, the inclusion of an additional explanatory sentence in your promotional materials:

“Wisconsin Humanities strengthens the roots of community life through educational and cultural programs that inspire civic participation and individual imagination.”

\* Please review the email alerting you to the grant award for language specific to your grant. Some Wisconsin Humanities grant awards include funds from the State of Wisconsin or other donor funds and we ask that you include those acknowledgments as well.

# Grant Announcement Social Media Language

You received a grant! Please share the great news on your social media channels. Below are general guidelines on how to discuss your program on social media.

1. Example of text for a social media post:

“We are excited to announce we have received a Mini/Major Grant from @Wisconsin Humanities. Our project \_\_\_\_\_ supports @Wisconsin Humanities’ mission to strengthen the roots of community life through educational and cultural programs that inspire civic participation and individual imagination. #WHGrantee “

2. Please tag Wisconsin Humanities on Facebook and Twitter. When posting on other platforms, please include our website.

3. Tagging all of your program partners in your social media post reaches more people.

4. Please use the hashtag #WHGrantee.

5. For Facebook events, please make Wisconsin Humanities a co-host so that we can help promote the event

6. Some Wisconsin Humanities grant awards include funds from the State of Wisconsin or other donor funds and we ask that you include those acknowledgments as well.

7. Please continue to tag and mention Wisconsin Humanities as you continue to promote your project.

8. If using the Wisconsin Humanities logo in your posts, please consult the logo guidelines in this document.

# Using our Logo

Please use our logo on all promotional materials for your event. This is the primary form of our logo and should be used on light backgrounds. Choose between the horizontal or vertical orientation depending on the space available in each piece.

## HORIZONTAL



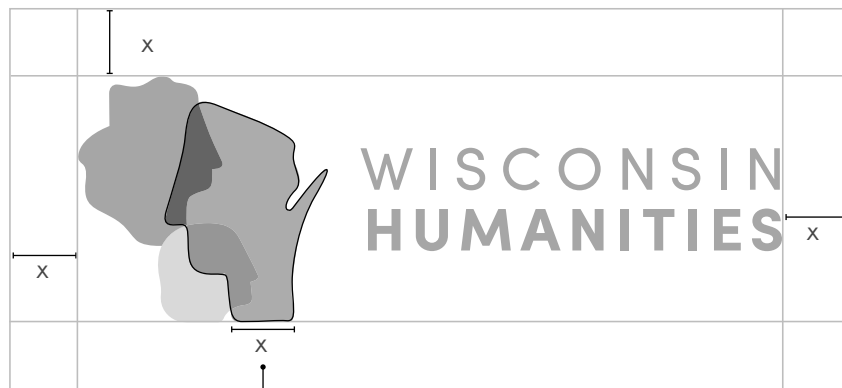
## VERTICAL



# Logo Spacing and Size

There should be plenty of clear space around the logo and at least 0.5" in height.

## CLEAR SPACE



**X = WIDTH OF NECK OF  
RIGHT FACE**

This is the amount of clear space that should be around the logo

## MINIMUM SIZE



# Logo Color Variations

## COLOR



Use the color logo on light backgrounds.

## GRAYSCALE



Use the grayscale logo when printing in black and white.

## BLACK



Use the black outline logo when printing in black and white in low quality printing.

## WHITE



Use the white logo on dark or brightly colored backgrounds.

# 'Funded By' Logo

Use these logo versions to communicate Wisconsin Humanities' role in your project.





# Logo Placement

Here are some examples of where our logo can be placed on the promotional pieces for your project.



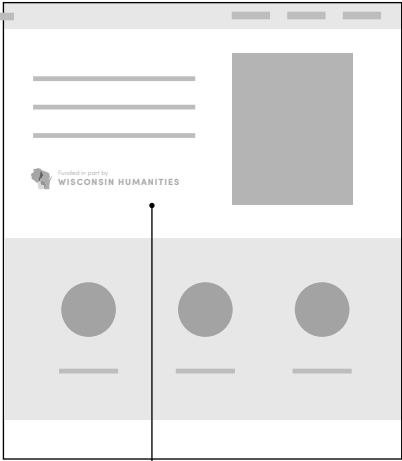
**POSTER**

Inside a white bar at the bottom



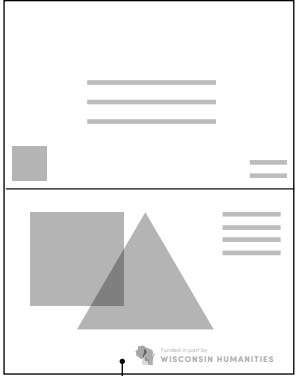
**SOCIAL MEDIA POST**

Inside a white box in the corner



**WEBSITE**

Near the bottom of the header or section



**MAILER**

Near the bottom

# Our Colors

These are our brand colors to incorporate as needed.

**PMS: 446 C**  
**RGB: 67, 50, 58,42**  
**CMYK: 70, 70, 70, 70**  
**HEX: # 464646**

**PMS: 475 C AT 20%**  
**RGB: 255, 248, 239**  
**CMYK: 0, 57, 100,0**  
**HEX: # FFF8EF**

**PMS: 2412 C**  
**RGB: 79, 204, 141**  
**CMYK: 63, 0, 61, 0**  
**HEX: # 4FCC8D**

**PMS: 561 C**  
**RGB: 52, 107, 102**  
**CMYK: 80, 41, 57, 20**  
**HEX: # 346B66**

**PMS: 115 C**  
**RGB: 255, 212, 51**  
**CMYK: 1, 15, 89,0**  
**HEX: # FFD433**

**PMS: 2235 C**  
**RGB: 34, 164, 156**  
**CMYK: 77, 13, 44,0**  
**HEX: # 22A49C**

**PMS: 151 C**  
**RGB: 255, 135, 0**  
**CMYK: 0, 57, 100,0**  
**HEX: # FF8700**

**Thank You!**