



[CO-BRANDING TOOLKIT & LOGO USAGE GUIDELINES]

This toolkit includes creative on-site and online ways to share the story of how your organization and the Cultural Alliance are working together to bring arts and culture to life in York County. We ask that you implement these ideas and the accompanying ads/logos into your marketing and PR efforts. Please don't hesitate to contact us if we can help in any way at 717-812-9255 or Kelley@culturalalliance-york.org

Easy Ways To Display Our Partnership On-Site & In-Print

- Thank the Cultural Alliance via internal and external organization/event signage and online.
 - *Example: This project is brought to you thanks to funding from the Cultural Alliance of York County, fueling the creative energy and vibrancy of our community through its financial investment in eight partner agencies and the Creative Impact Awards that bring arts and culture experiences to the lives of thousands of people in our community each year.*
- Include the Cultural Alliance name/logo in press conferences and on press releases that pertain to programs, services, or events funded by Cultural Alliance. Call us any time for a quote to include in press materials.
- Use the following boilerplate in all Cultural Alliance-related press releases:

Through its financial investment in eight partner organizations that are essential to our cultural core and the funding of arts projects and community programs through our Creative Impact Awards, the Cultural Alliance brings the arts and culture to life in York County. Founded as a United Arts Fund in 1999, the Cultural Alliance's annual campaign has granted \$8.8 million cash and more than \$2 million in-kind support to grow the arts in our community.

- Consistently display the Cultural Alliance logo at special events, in programs, on flyers, and in newsletters; logo-use guidelines are enclosed.
- Place Cultural Alliance ads in your event programs – all funded organizations with event/organizational programs are required to include the Cultural Alliance ad as part of the publication. Camera-ready PDF ads in standard program sizes are available for download in the joint online folder of collateral. If you need a different size ad, please contact Kelley Gibson at 717-812-9255.

Easy Ways To Share our Story Online

- Prominently display the Cultural Alliance logo on your website that links back to www.CulturalYork.org. Designs are available in the online folder.
- Follow the Cultural Alliance on Facebook & Twitter; post about your funded projects/events and tag the Cultural Alliance of York County facebook page at <https://facebook.com/CulturalAllianceYork> or our @CulturalYork twitter and Instagram handle.
- Like & share/retweet our social media posts.

Purpose of Logo-use Standards

When using the Cultural Alliance logo in print or on screen, please follow the logo-use standards found on the following pages. Contact Kelley Gibson at 717-812-9255:

- If you have questions about any standard covered in the document.
- For approval to vary from any standard covered in the document.
- For marketing or graphic design guidance – we are here to help.

Logo: Preferred Usage

As we build the Cultural Alliance brand, please use the Cultural Alliance logo with the “CA” acronym and the words; “Bringing Art & Culture to Life in York County” in either color or gray scale, depending on your needs.

Color:



Black:



Logo: Minimum Size Standards

The Cultural Alliance logo is designed to be printed at 2”/200 pixels. If you must reduce the logo to smaller than 2”, use the Cultural Alliance acronym/Cultural Alliance name only (no “Bringing Arts and Culture To Life in York County” branding statement below it) and do not reduce the size to smaller than the following specifications:

Screen: 75 pixels/.75 inches square

Cultural Alliance of York County
14 West Market Street, York PA 17401
717-812-9255
CulturalYork.org

Print: 50 pixels/.50 inches square

If your publication dimensions won't allow the minimum print size, please contact Kelley Gibson at 717-812-9255 for help in designing the right size logo for your needs.

Logo: PMS and CMYK Colors

Needed for professional print jobs, the Cultural Alliance logo the CA acronym must be printed in the following colors, always with solid black type:

PMS 1955 maroon

CMYK: 0,100,60,37

Logo: Unacceptable Usage

There are a few variations of the logo that should never be used.



Do not use the logo acronym by itself. The acronym must always appear with the Cultural Alliance and, except in cases previously defined, with the brand statement.



If printing the Cultural Alliance logo on a colored background, please use the transparent EPS or JPEG version of the logo that removes the white background. Do not place the logo on a background color with insufficient contrast or against a pattern that compromises legibility. If you need a reverse option of the logo in white to stand out against a dark background, please contact Kelley Gibson at 717-812-9255.

Note: never attempt to redraw or rescale the elements of the Cultural Alliance logo or add other graphics or pictures to it. Also, do not attempt to remove any of the graphic elements of the Cultural Alliance logo to use on their own.

Name: Unacceptable Usage

Cultural Alliance of York County
14 West Market Street, York PA 17401
717-812-9255
CulturalYork.org

Our organization name should always be listed as; “the Cultural Alliance of York County.” After the first full listing of the name, subsequent listings in the same written document can refer to us as “the Cultural Alliance.”

Never list our organization as The Cultural Alliance, Alliance, or CA.

Call Kelley Gibson at 717-812-9255 with questions.