

SOUTH
CAROLINA

arts COMMISSION



New Logo Style Guide

Celebrating 50 years!

On June 7, 1967, Gov. Robert E. McNair signed legislation that established the South Carolina Arts Commission. This historic moment signaled a new era of public support for the arts that has endured for 50 years.

The Arts Commission logo has been refreshed with a new design and colors, plus a 50th icon has been added for use during the anniversary time period.

Who should use the new logo?

Grant recipients should use the new logo in conjunction with the required funding acknowledgement (see "How to Credit Arts Commission Funding," pg. 4). Other individuals, schools and organizations are asked to use the new logo to celebrate the 50th Anniversary.

Websites, e-newsletters, etc.

Please replace the Arts Commission's current logo with the new logo on websites and other electronic communications as soon as possible.

Printed items

Begin using the new logo on printed items when the items are reprinted or printed for the first time.

When should the new logo be used?

During the anniversary time period (**February 2017 - June 2018**) please use a version of the logo that includes the 50th icon.

Begin using the new standard logo in **July 2018**.

How to use this guide

This guide includes examples of 50th Anniversary logos, standard logos and file types, plus the color palette. Logos are available for download on Dropbox: <http://ow.ly/ZuVL308AEID>

Questions? If you have questions or need a customized version of the logo, please contact Milly Hough, mhough@arts.sc.gov, 803.734.8698. Thank you for your assistance in distributing the new logo!

Logo Colors



[GREEN]
C48 M9 Y97 K0
#94BA41
PANTONE 390 U



[BLUE]
C87 M61 Y26 K7
#306089
PANTONE 541 U



[ORANGE]
C3 M41 Y78 K0
#F1A24F
PANTONE 143 U

South Carolina Arts Commission 50th Anniversary Logo

[Full color & black logos available as EPS, JPG, & PNG. White & reversed logos available as EPS & PNG]

WORDMARK WITH 50TH ICON - STACKED



SOUTH
CAROLINA
arts
COMMISSION



SOUTH
CAROLINA
arts
COMMISSION



SOUTH
CAROLINA
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COMMISSION



SOUTH
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COMMISSION

WORDMARK WITH 50TH ICON - HORIZONTAL



South Carolina Arts Commission Standard Logo

[Full color & black logos available as EPS, JPG, & PNG. White & reversed logos available as EPS & PNG]

WORDMARK - STACKED



WORDMARK - CENTERED



WORDMARK - HORIZONTAL



Information for grantees:

How to credit South Carolina Arts Commission funding

Acknowledging public funding for the arts goes hand-in-hand with promoting the vital role of the arts in building communities. By using the South Carolina Arts Commission's logo in conjunction with appropriate credit for funding, artists and arts organizations can inform their communities about the impact of public support for the arts.

Acknowledging funding from the Arts Commission and the National Endowment for the Arts

Funds awarded by the Arts Commission are public monies and must be given appropriate credit. Therefore, an organization or artist receiving funds or support must give credit to the South Carolina Arts Commission and the National Endowment for the Arts in all electronic and print publications, including advertising, brochures, news releases, newsletters, programs, websites and social media sites, and in other promotion and publicity. This credit should be given in the same manner afforded to other donors at the same or comparable level. This credit should be prominently positioned near the name of the sponsoring organization or applicant using the following wording:

"This project is funded in part by the South Carolina Arts Commission which receives support from the National Endowment for the Arts."

When space allows, the Arts Commission's logo should be used in conjunction with the credit statement.

Where no printed program for a funded project exists, grant recipients must make at least one public announcement during the activity giving credit to the South Carolina Arts Commission, noting that the Commission receives support from the National Endowment for the Arts. Failure to provide appropriate credit may result in reduction or cancellation of grant funds.

Additional credit required for subgranting and quarterly projects

Subgranting and quarterly project funds must also be given to the John and Susan Bennett Memorial Arts Fund of the Coastal Community Foundation of South Carolina in all electronic and print publications, including advertising, brochures, news releases, newsletters, programs, websites and social media sites, and in other promotion and publicity.

Use the following wording:

"This program is funded in part by a generous award from the John and Susan Bennett Memorial Arts Fund of The Coastal Community Foundation of South Carolina."

A logo and additional information about the Coastal Community Foundation of SC is available at www.CCFgives.org.

Notifying state legislators

Commission grant programs are funded primarily through state funds, which are appropriated to the Arts Commission by the South Carolina General Assembly. It is important for grant recipients to express their appreciation to their legislators for such support. On receiving notification of a grant award, grant recipients are responsible for informing their legislators of Commission funding. Unless the Commission specifies an exemption, the grant recipient is also responsible for inviting their legislators to all grants-sponsored events.

Visit www.scstatehouse.gov for a list of legislators, their districts and contact information.

Questions?

For more information about appropriate ways to acknowledge funding, visit www.SouthCarolinaArts.com or call 803.734.8696.