



METRO ARTS

NASHVILLE OFFICE OF ARTS + CULTURE

Credit & Logo Usage Guidelines

Metro Arts' funding programs distribute public funds that have been approved by citizen panelists, the Metro Nashville Arts Commission, and Metro Council to support arts and culture programming in Metro Nashville-Davidson County. It is imperative that all Davidson County residents, businesses, and elected officials are kept informed of how these funds are being used, and that they understand the significant impact these funds have on creating a vibrant arts community. To that end, all recipients of Metro Arts funding must take an active role in publicly providing credit or acknowledgment for the source of that funding.

In all publicity, promotions, online engagement, and/or printed materials related to the funded project or programs, recipients are required to credit Metro Arts including detailed recognition and specific logo placement as appropriate. This public acknowledgement must include prominent display of the Metro Arts logo and/or approved text that explicitly states that Metro Arts supports the organization and/or specific project. If using the text option, acceptable titles are **Metro Arts** or **Metro Arts / Nashville Office of Art + Culture**. **This acknowledgement must be included in, but is not limited to, news releases, marketing materials, advertisements, publications and other materials offered to the public, signs or notices on or around a business, studio, or organization's base of operations, web sites, online communication, speeches, and public appearances.** [Metro Arts Logo Usage and Style Guide](#) and [logo files](#) can be found on our website on the [Arts Resources and Toolkits page](#).

Operating Support Grant Recipients

Notify your staff and volunteers that this policy applies to ALL organizational and program-specific promotional material. All materials they create or maintain must be in compliance with this requirement. Should you not be able to incorporate the Metro Arts logo due to a design or size limitation, you may use the following approved language: *[Organization name] is funded in part by Metro Arts*. MNAC should not be used on any public materials. Failure to comply with this policy will be considered a breach of contract (see Section D. 11 of the grant contract) and could affect the organization's good standing status.

Project Support Recipients (Learning Lab, Public Art, and Project Grants)

This policy applies to all publicity, promotions, online engagement, and/or printed materials related to the funded project only. In press communications, please use the following approved language: *This project is funded in part by Metro Arts*. Please credit Metro Arts through logo placement and/or printed text in all project publicity, promotions, online engagement, and/or printed materials related to the funded project.

ThriveRecipients

Thrive is NOT a grant program but a micro-funding program. There are some distinct differences between the two so it is important to be clear in your communications about the type of funding you received. In press communications, please use the following approved language: *This project is funded in part by Metro Arts*. Please credit Metro Arts through logo placement and/or printed text in all Thrive project publicity, promotions, online engagement, and/or printed materials related to the funded project.

ALL Funding Recipients

Social Media Recognition

In social media promotions related to the funded project or programs, the recipient will tag Metro Arts and utilize preferred hashtags when appropriate. See Metro Arts handles, preferred hashtags, and recommendations for social media engagement below:

Twitter | @MetroArtsNash | <https://twitter.com/metroartsnash>

- Through professional and/or personal accounts, follow *Metro Arts*.
- When making posts about your project, tag us in your tweet by using our handle @MetroArtsNash.
- Include any of the hashtags that apply: #artsnashville #ThriveArtist #OurArtsNash #MetroArtsGrants

Facebook | @MetroArtsNash | <https://www.facebook.com/MetroArtsNash>

- Through professional and/or personal pages, “like” the *Metro Arts: Nashville Office of Arts & Culture* Facebook page
- When making posts about your project, tag *Metro Arts*.
- Tag *Metro Arts* in any photos/videos you post related to your project.
- Utilize the #artsnashville #ThriveArtist #OurArtsNash or #MetroArtsGrants hashtags on Facebook posts related to your funded program or project.

Instagram | @MetroArtsNash | <http://instagram.com/metroartsnash>

- Follow @MetroArtsNash
- Tag your Instagram photos of *your project* with @MetroArtsNash
- Utilize the #artsnashville #ThriveArtist #OurArtsNash or #MetroArtsGrants hashtags on Instagram posts