

NORTH CAROLINA
HUMANITIES
COUNCIL



Publicity and Marketing Guide



MANY STORIES,
ONE PEOPLE

WWW.NCHUMANITIES.ORG

North Carolina Humanities Council
122 N. Elm Street, Suite 601
Greensboro, North Carolina 27401
Phone (336) 334-5325
Fax (336) 334-5052

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a statewide nonprofit and affiliate
of the National Endowment for the Humanities

HC-1022 Publicity and Marketing Guide

[Hhttp://www.nchumanities.org](http://www.nchumanities.org)

nchc@nchumanities.org



Web or Print Applications of Logo

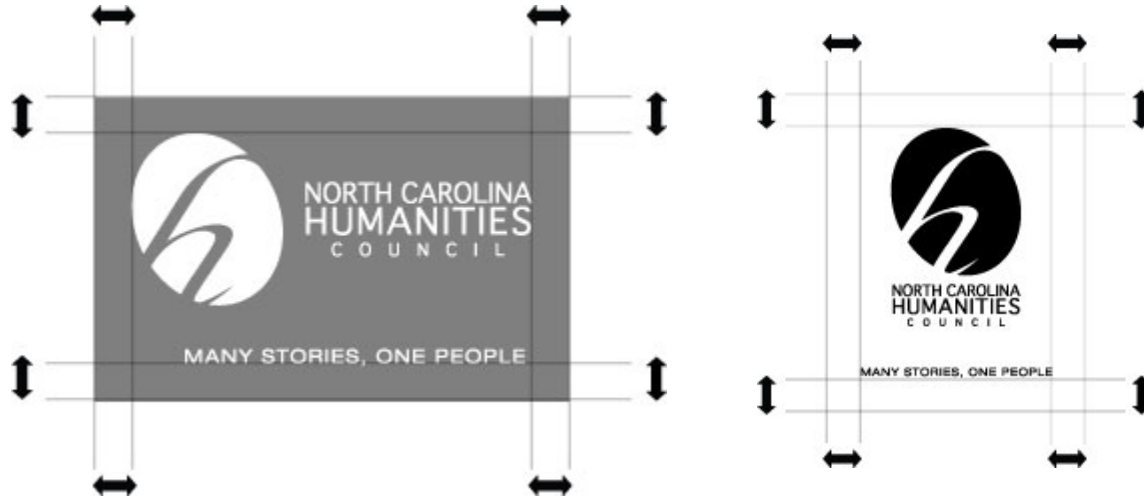
The blue logo is preferred in most circumstances. However, a **black** version of the logo is best for single-color applications or for printing on a light background. When producing materials with dark-colored backgrounds, always use the reversed (white) logo.

Color builds based on PMS-294 are provided here, for printing or web use:

Web		Web		Printing	
Hue	204	Red	0	Cyan	100
Saturation	100	Green	85	Magenta	58
Brightness	58	Blue	150	Yellow	0
				K (black)	21

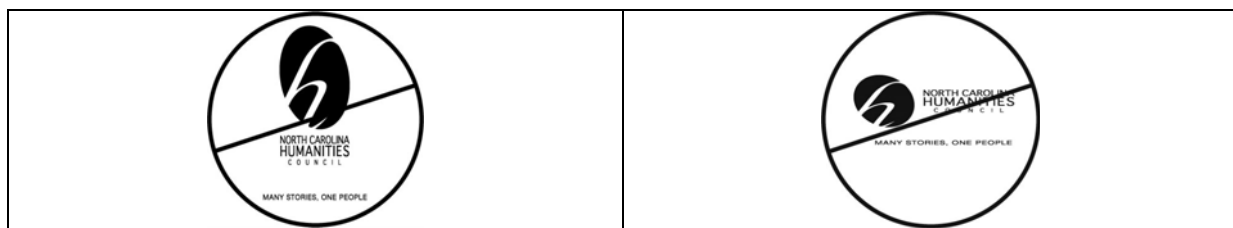
Logo Safe Area

Observe the safe area around the logo, whether using a dark or light background. The safe area is one-fourth the width of the Humanities Council logo.



Integrity of the Logo

Use the logo in the shape and formats provided. Do not make the logo longer or wider. **Do not combine it with any other graphic elements.**



The North Carolina Humanities Council Invites Feedback: A Survey

The **North Carolina Humanities Council** welcomes feedback from the audiences of programs it helps fund. At each of your program-related events, please distribute to the audience the survey cards provided to you by the North Carolina Humanities Council.

We want to know what you think!



Please take a moment to tell the **North Carolina Humanities Council** what you think of the program you attended today. Your feedback will strengthen the Humanities Council's public programming efforts statewide.

Go to <http://www.nchumanities.org> to complete a **brief form called Council Program Survey.**

Thanks for your time and your support.

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In Appreciation

The North Carolina Humanities Council expresses sincere appreciation to these organizations whose marketing and promotional guides provided much structure and information used in this publication.

- Arizona Humanities Council
- New York Foundation for the Arts
- Missouri Humanities Council
- Michigan Humanities Council
- South Carolina Humanities Council
- South Carolina Association of Nonprofit Organizations
- Virginia Humanities Council