

NORTH CAROLINA
HUMANITIES
COUNCIL



Publicity and Marketing Guide



MANY STORIES,
ONE PEOPLE

WWW.NCHUMANITIES.ORG

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

HC-1022 Publicity and Marketing Guide

<http://www.nchumanities.org>

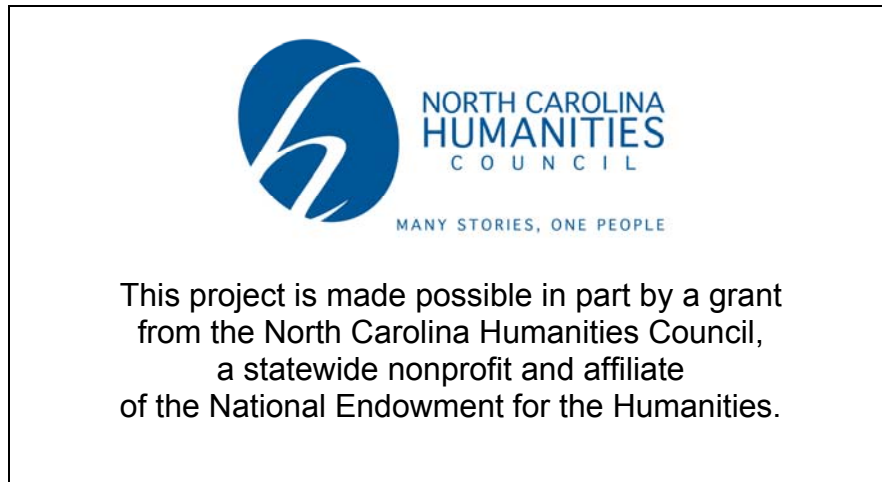
nchc@nchumanities.org

Acknowledgement: How to *Show It*

Whenever possible, in all publicity material, prominently display the North Carolina Humanities Council’s official logo *with* tagline (“Many Stories, One People”).

The North Carolina Humanities Council logo and tagline should be used **in addition to**, not instead of, the above credit line.

Example:



See logo usage requirements beginning on next page.



Web or Print Applications of Logo

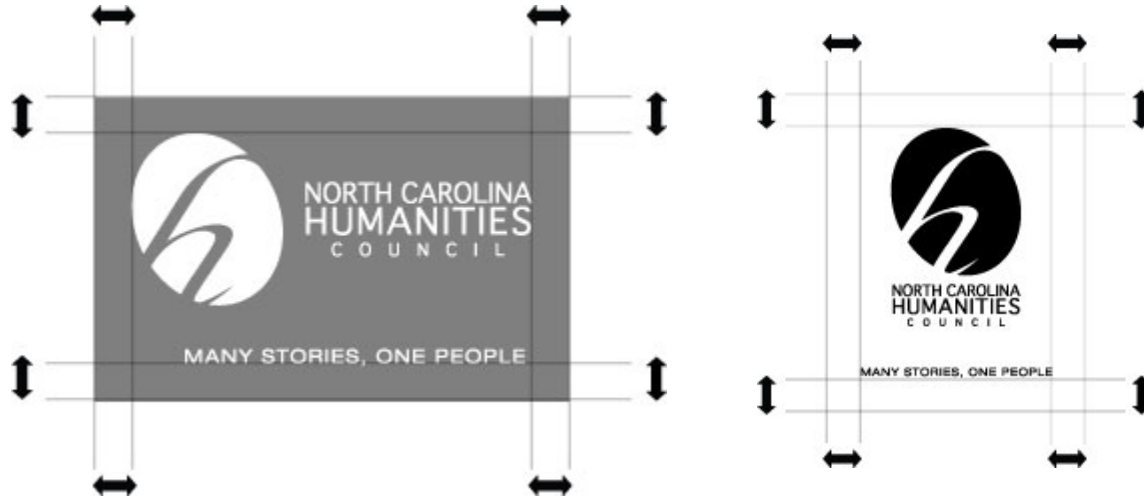
The blue logo is preferred in most circumstances. However, a **black** version of the logo is best for single-color applications or for printing on a light background. When producing materials with dark-colored backgrounds, always use the reversed (white) logo.

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

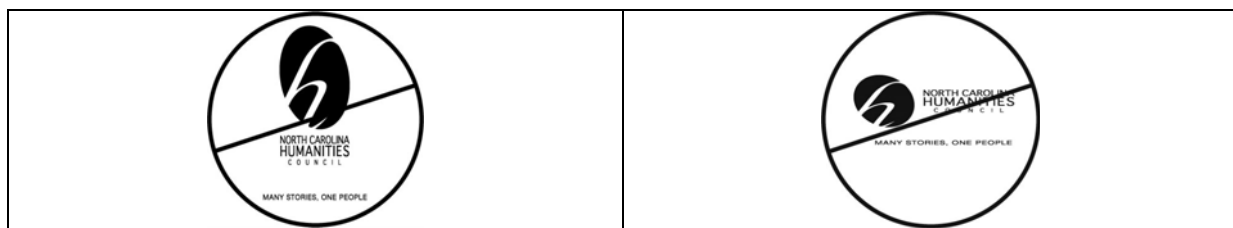
Logo Safe Area

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.**



Thanking Your Elected Officials

Letter Template for Project Participants

Do not send this letter template as is, but personalize it with *your* information.

Your Letterhead or Personal Stationery*

Month, Day, Year

The Honorable [*Elected Official's Name*]

Address

City, State, Zip

Dear [*Elected Official*],

I am writing to inform you about [*name of program or event*], held on [*date, time*] at [*location*]. This program was made possible by funding from the **North Carolina Humanities Council**, a statewide nonprofit and affiliate of the National Endowment for the Humanities, also supported by North Carolina General Assembly. The Humanities Council's public programs bring people together to explore the many cultures and heritage of North Carolina.

The program was important to my community of [*name*] because it [*describe why you think the program was enlightening, educational, or inspiring to your community as a whole*]. I came away from the program enriched. [*Describe the program's impact on you as an individual.*]

Thank you for your continued support of the North Carolina Humanities Council and its efforts to make the humanities a cornerstone of public life.

Sincerely,

[*Name of program participant*]

*If you send this letter by email, you should have to adapt it only slightly. Important, however, is a specific subject line, such as: **North Carolina Humanities Council Program**.

Fact Sheet Example

Note: Use 8 ½" x 11" sheet. Your fact sheet should be no longer than one page.

[Your Organization's Logo]	
Event Listing	Month 00, 0000
<p>[Name of Organization] Presents</p> <p>"Cascading Voices: Women's Storytelling Traditions"</p> <p>with guest speaker(s) [names]</p> <p>Date: Saturday, January 3, 2009</p> <p>Time: 3:00 p.m.</p> <p>Location: Greensboro Public Library 219 N. Church Street Greensboro, NC</p> <p>Contact: Beth Parsons (336) 555-5555</p> <p>Admission: Free</p> <p>Program summary: Modeled after 18th-century storytelling, women artists and poets will present photographs, poems, and music, with a photographer documenting the event. Audience members will be encouraged to participate with music and memories.</p> <p>Website: http://ncwomen.net</p> <p>Sponsors: The North Carolina Women's Network, Greensboro Public Library, the North Carolina Writers Network, and the Greensboro Writers Group. This project is made possible in part by a grant from the North Carolina Humanities Council, a statewide nonprofit and affiliate of the National Endowment for the Humanities.</p> <p style="text-align: center;">###</p> <p>Your Organization's Name Address City, State, Zip Phone Fax Website</p>	

