



Branding Guide for the 2025-26 Grassroots Arts Program

Logo & Branding Materials

All grant recipients are required to prominently display The Lee County Arts Council and the North Carolina Arts Council logo with credit line on-site at funded events and in all digital and printed publicity materials. We also encourage you to use this on your website, electronic newsletters, and in as many materials and places as possible. Your display of these items serves to recognize the investment by the North Carolina General Assembly in our grants and programs.

In all communications, **North Carolina Arts Council** should always be written out on first reference. **N.C. Arts Council** is acceptable on second reference. NCAC should not be used.

Logos

To access the logo, control-click the desired image to download. These logos have a transparent background.

- Contact us at leecountyarts@gmail.com if you need a different version of The Lee County Arts Council logo.
- For alternate versions of the North Carolina Arts Council logo, click [HERE](#).



Credit Line

Printed material and publicity regarding NCAC grants, funded activities, and/or partnerships must contain the following language **with** the appropriate logos (above):

This project was supported by the North Carolina Arts Council, a division of the Department of Natural and Cultural Resources.

Here is an example for including the logos & credit line on your materials:



*This project was supported by the North
Carolina Arts Council, a division of the
Department of Natural and Cultural
Resources.*



Logo Usage

- Always use the logos in their original proportions.
- The North Carolina Arts Council logo should precede The Lee County Arts Council logo in any design.
- Do not use earlier versions of the logos.
- Maintain a clear space around the logos around all sides.
- Minimum size is 0.5 inches.
- Do not stretch, rotate, or change the colors of the logo.
- Use only approved versions (color, black, and white).

Web and social media

Please make sure that all digital instances of the logos link to the respective website:

- The North Carolina Arts Council logo links to <https://www.ncarts.org/>
- The Lee County Arts Council logo links to <https://www.leecountyartscouncil.org/>

Use the hashtag **#NCArts** and **#leecountyarts** across social media.

We invite you to follow us on social media:

Media	North Carolina Arts Council	The Lee County Arts Council
Facebook	@ncarts	@leecountyarts
Instagram	@ncartscouncil	@leecountyarts
Twitter	@ncartscouncil	

Donor recognition

If you list donor participation on printed materials or your website, you must include the The Lee County Arts Council and the North Carolina Arts Council in the appropriate category (e.g. sponsors, directors, benefactors, etc.)

Questions?

Please contact The Lee County Arts Council with any logo usage questions or requests.

- Telephone: (919) 777-6081
- Email: leecountyarts@gmail.com