



Carlos Alvarez, Mayor

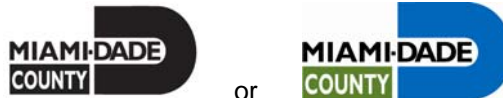
Cultural Affairs
111 NW 1st Street • Suite 625
Miami, FL 33128-1994
T 305-375-4634 F 305-375-3068
miamidadearts.org

miamidade.gov

Subject: Important Update: Logo Usage - Miami-Dade County Department of Cultural Affairs Grantees

Dear Cultural Colleagues:

Effective immediately, grantees of the Miami-Dade County Department of Cultural Affairs are required to use the attached County logo for purposes of grant "credit". The official County logo replaces the logo with "Cultural Affairs" (or "Tourist Development Council") underneath the County logo as the ONLY logo to be used to credit grant support from the Department of Cultural Affairs.



The correct and *only* logo to use should look like this:

[To download the logo and view the logo usage guidelines, please click here.](#)

Please remember, as indicated in Article II.10 from your grant agreement, grantees must include the following credit line in all promotional and marketing materials related to grants from the Department, including websites, news and press releases, public service announcements, broadcast media, event programs, and publications:

Article II.10 - Publicity and Credits: The Grantee must include the following credit line in all promotional and marketing materials related to this grant including web sites, news and press releases, public service announcements, broadcast media, event programs, and publications: **"With the support of the Miami-Dade County Department of Cultural Affairs and the Cultural Affairs Council, the Miami-Dade County Mayor and Board of County Commissioners."** The grantee must also use the Department's logo in marketing and publicity materials whenever possible. Please call the Department to request an electronic logo file or download it from our website (www.miamidadearts.org).

By accepting County funds, the grantee is required to recognize and acknowledge Miami-Dade County's grant support in a manner commensurate with all contributors and sponsors of its activities at comparable dollar levels.

Grantees through the Department's All Kids Included initiative, Summer Arts and Science Camps for Kids (SAS-C), Youth Arts Enrichment program (YEP), and Youth Arts Miami (YAM) grants programs must include The Children's Trust logo (available for download at www.thechildrenstrust.org) and the following statement in all materials related to the grant project, including but not limited to newsletters, press releases, brochures, fliers, websites or any other materials for dissemination to the media or general public:

"The (insert event/program name) is funded by The Children's Trust. The Trust is a dedicated source of revenue established by voter referendum to improve the lives of children and families in Miami-Dade County."

Note: In cases where funding by The Children's Trust represents only a percentage of the grantee's overall funding, the above language can be altered to read: "The (insert event/program name) is funded in part by The Children's Trust"

If you have any questions, please contact your program administrator or call us at 305-375-4634.

Thank you,

Michael

Michael Spring
Director, Miami-Dade County Department of Cultural Affairs

