Shakespeare in American Communities

# Standards Manual

This Standard Manual provides guidance on how to adhere to the credit requirements, give visibility to the program, tag the program is social media, and capture the project through photographic images and video. Proper crediting and visibility is an essential part of this grant award and therefore, all grantees must ensure crediting and visibility for the benefit of your organization and this national program. This guide is for both the Schools and Juvenile Justice programs and is referenced throughout.

If you have questions or want us to review your materials before producing them, please email them to [shakespeare@artsmidwest.org](mailto:shakespeare@artsmidwest.org).

## Crediting Requirements



Please provide a copy of this manual to your marketing and education department, designers, and other staff responsible for the visibility of the program.

#### Logos for print and web

Your organization is required to include both the National Endowment for the Arts and Arts Midwest logos in print materials and your website. Logos are provided below and in the online community.

* [Black & White.jpeg](http://artsmidwest.org/wp-content/uploads/2022/12/Black-and-White-JPEG-100.jpg)
* [Full Color.jpeg](http://artsmidwest.org/wp-content/uploads/2022/12/Full-Color-JPEG-100.jpg)
* [Full Color.eps](http://artsmidwest.org/wp-content/uploads/2022/12/Full-Color-PNG.png)

#### Logos for virtual learning

We have provided a [PowerPoint slide](http://artsmidwest.org/wp-content/uploads/2022/12/PowerPoint-Slide-22-23.pptx) in the online community to incorporate in your virtual learning.

#### Credit line

Along with the logos, your organization must include the credit line in 10-point font size or greater. Also, use this credit line to give verbal recognition of the program prior to activities. If you are producing a touring production, please ensure that your stage/touring manager receives this information.

“This project is part of Shakespeare in American Communities, a program of the National Endowment for the Arts in partnership with Arts Midwest”

#### Placement of logos and credit line

Placement may vary, however should be positioned prominently for high visibility and distinct from other visual elements or other contributors. Include the logos and credit line in the following.

* Printed program (preferably on the title page)
* Study guides
* Posters
* Educational brochures/materials
* Marketing materials
* Website, including educational programming pages
* Announcements and invitations

Arts Midwest approves the use of the logos only in the following.

* Postcards
* Items with limited space

#### Basic description

The following paragraphs are for use in press releases and on your organization’s website.

**Schools only**:

The National Endowment for the Arts in partnership with Arts Midwest presents Shakespeare in American Communities. [THEATER COMPANY] is one of 40 professional theater companies across the nation selected to perform a Shakespeare play with a professional team of actors for middle- and high-schools and conduct related educational activities for students.

Juvenile Justice only:

The National Endowment for the Arts in partnership with Arts Midwest presents Shakespeare in American Communities. [ORGANIZATION] is one of nine nonprofit organizations across the nation selected to participate to engage youths within the juvenile justice system with the works of Shakespeare through theater education programs.

Schools AND Juvenile Justice:

The National Endowment for the Arts in partnership with Arts Midwest presents Shakespeare in American Communities. [THEATER COMPANY] is one of 40 professional theater companies across the nation selected to perform a Shakespeare play with a professional team of actors for middle- and high-schools and conduct related educational activities for students. In addition, the company was one of nine organization selected to engage youths within the juvenile justice system with the works of Shakespeare through theater education programs.

#### Funders list

When referring to this program on a funders list, please credit it a “Shakespeare in American Communities: National Endowment for the Arts in partnership with Arts Midwest.”

#### Examples for final report

You will be required to submit **a minimum of two examples of your organization’s crediting** as a component of the Final Report. Be sure to print your online crediting examples while the page(s) are still live, so you can include them.

#### Visibility

To widely promote the program, Arts Midwest will provide ONE 2.5’ x 6.5’ Shakespeare in American Communities banners for on-site promotion. This banner provided added visibility to the program, the National Endowment for the Arts, and Arts Midwest. Your organization shall hang this banner in a visible location during the performance and, if permissible, during educational activities. Arts Midwest understands that ability to have this banner present within a Juvenile Justice facility may be limited.

#### Social Media

Many participating organizations are posting on social media platforms and sharing images, videos, and stories about their programming. In order for us to track all that is happening and to hear and share your story from your organization’s perspective, we ask that you tag us: **#artsmidwest**.