



COMMUNICATION ACCREDITATION GUIDELINES

Adopted: 22.09.2023

Live WEB Version <https://www.chartsargyllandisles.org/accreditation-guidelines/>

Culture Heritage and Arts Assembly, Argyll and Isles (CHARTS) Accreditation Guidelines

How to acknowledge support from CHARTS

INTRO:

CHARTS is a digital-facing and member-guided charity that builds networks and creates opportunities. CHARTS was created through the desire to create a sustainable future for the Culture, Heritage and Arts sector in Argyll and Bute. We encourage and enable collaborative working across the sector; create events and products that are of sufficient quality and scale to be marketable at the highest level; create an environment that supports sustainability for sole traders and micro-businesses so they can afford to stay in Argyll and the Isles and are advocates for the needs and benefits of cultural activity.

We support over 700 members showcasing their work, and create opportunities to promote sustainable growth and collaboration between individuals and organisations.

If you are receiving support from CHARTS, you are requested to ensure to keep your membership profile updated and if you are not already a member we request that you register now :

<https://www.chartsargyllandisles.org/register/>

Why should I credit support or the funding I am given?

As a charitable and member-guided organisation, we wish to make transparent where we are investing our support. Acknowledging CHARTS correctly alerts our marketing team to progress and allows us to share your work, amplifying interest and publicity. As part of the funding/support acceptance, you must acknowledge CHARTS properly; you can do this by featuring our logo.

Credit and Publicity

Credit should be acknowledged on all:

Advertisements • Banners • Books • Brochures • Catalogues • CD/DVD sleeves • Educational materials • Event branding • Film credits • Flyers • Information boards • Invitations • Leaflets • Maps • Newsletters • Plans • Posters • Presentations • Media online and printed such as press releases • Programmes • Reports • Stationery • Tickets • Websites • Media online and printed • Social Media

Logos must be used on all:

• Advertisements printed and digital • Banners • Books • Brochures • Catalogues • CD/DVD sleeves • Educational materials • Event branding • Film credits • Flyers • Information boards • Invitations • Leaflets • Maps • Newsletters • Plans • Posters • Presentations • Media online and printed such as press releases • Programmes • Reports • Stationery • Tickets • Websites

Use of Credit on Social Media

If a photo is being shared for social media, we recommend credit lines when posting. In addition, if you are sharing any of the listed above, e.g. a poster or advert, please include the logo.

Below is an example of who to write a credit line:

Facebook: Thanks To The Support From @Chartsargyllandisles, Project Title, Additional Funders

Instagram: Thanks To The Support From @[Chartsargyllandisles](https://www.instagram.com/chartsargyllandisles), Project Title, Additional Funders

Twitter: TY @Chartargyllisle, Project Title, Additional Funders

For help writing credit lines, please contact kirstenm@chartsargyllandisles.org.

Publicity

You must keep CHARTS up to date with any aspects of your project, be this public engagement, news coverage, professional development or updates on your processes. These updates should be sent to kirstenm@chartsargyllandisles.org.

Acknowledgement of CHARTS support/funding for your organisation or project should be highlighted in all publicity using the appropriate credit logo and CHARTS mention via text. The correct phraseology for acknowledgement of support should be cited as Supported by Culture, Heritage and Arts Assembly, Argyll and Isles (CHARTS).

How to use logos

The logos should always be clear and easy to see; consider what size they will appear when printed or shown online.

Things to consider when using a logo:

1. Is there enough contrast between the logo and the background image?
2. Is my logo clear? E.g. have you accidentally rotated, stretched or compressed the logo?

Please do not edit the logo into a different colour, add straplines or change the typeface.

If it is impossible to use a logo, please use a credit line instead. For example,
[recording/research/performance/publishing of this book] was supported by Culture Heritage and Arts Assembly, Argyll and Isles (CHARTS).

Available logos

Images and links to where people can download this

For further information or clarification on any aspect of acknowledgement of CHARTS or logo use, please contact

kirstenm@chartsargyllandilse.org

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Document version control

Version number	Change or update	Author or owner	Date
1.0	First version	CHARTS BOARD	22.03.24

Any questions contact info@chartsargyllandisles.org

For more information, please contact info@chartsargyllandisles.org