

The City of Prince George provides direct financial support to community organizations through a variety of grant programs. These funding programs support community groups in making Prince George a better place to live and visit.

Organizations that receive financial assistance are required to acknowledge it when publicizing the programs, events, or activities financially supported by the City. This acknowledgement is not intended to be onerous or difficult; these guidelines are intended to provide clarity and allow for design flexibility.

Guidelines for Acknowledging Financial Assistance

Acknowledgement of the City's financial assistance should appear in relevant materials produced by the organization, such as the following:

- Articles and news releases
- Advertisements in print, on radio and television, and on digital channels such as websites and social media
- Public displays, signage, posters, and banners
- Reports, programs, brochures, guides, and newsletters
- Websites and social media pages

Using City Graphics

The City provides graphics that include the City logo and appropriate acknowledgement text. These graphics are provided on a white/clear background or blue background:

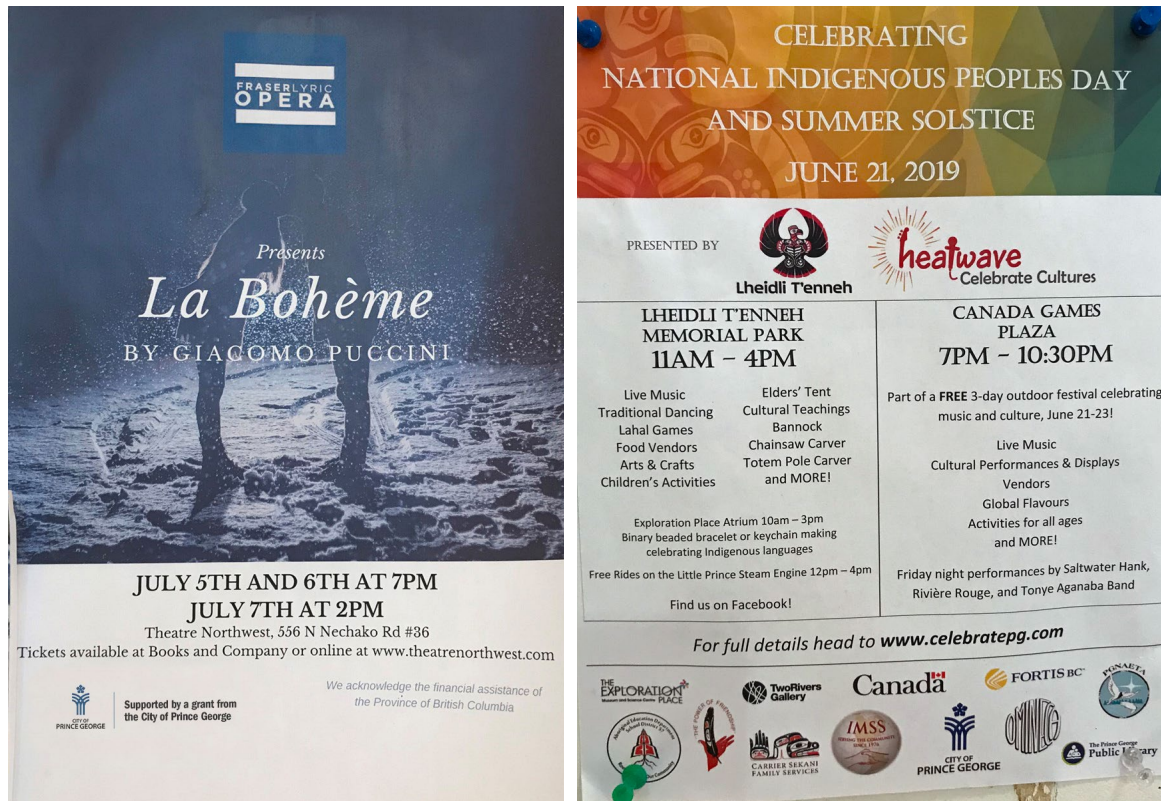


The logo and accompanying acknowledgement text must be presented as a single graphic (see above, and the example below, on the left). It should be displayed with space around it, and not on a visually distracting background nor as part of a headline, phrase, or sentence. If placing on a white background, please use white background graphic.

The City graphic can appear with the logos of other supporters, funders, and sponsors. The visual prominence of the City shall not be less than any other funder/sponsor providing an equivalent value of financial support.

Normally, the City logo is not to be used without the accompanying acknowledgement text though an exception can be made when the City is one of a number of funding organizations (see the example below on the right).

Some examples of promotional posters that recognize the City's financial contribution:



Additional Opportunities for Acknowledgement

Mayor and Council appreciate the opportunity to attend and participate in community events and activities that are funded by a grant from the City. Please contact Council via the Mayor's office at mayoradmin@princegeorge.ca or 250-561-7609. Where the Mayor is unable to attend, a member of Council may attend on the Mayor's behalf.

At the City's discretion, the City may publicize events and activities that have been funded by grants, such as through the events calendar or social media channels. Please send the details of your event or activity along with any marketing materials to communications@princegeorge.ca

Organizations are encouraged to consider options for City acknowledgement and are welcome to propose ideas to the City.

Questions?

If you have questions or require graphics, contact the Communications division at communications@princegeorge.ca.