

Communications & Brand Guide

FOR GRANT RECIPIENTS



Congratulations on your grant!

We're excited to be part of your project and hope to be a resource for you beyond the financial award you receive.

Our communications staff is here to help. We're happy to assist with press releases, promoting public events, or sharing news about your project on social media. This guide includes some resources to make all that work easier for you.

CONTACT US

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ANNOUNCING YOUR GRANT

If your organization is on social media, we encourage you to share the news of your grant using our custom social media badge.

We recommend posting the animated version on Instagram and the static version on Facebook and Twitter.

[DOWNLOAD BADGES](#)



AVAILABLE ONLINE AT

VirginiaHumanities.org/grants/for-grantees

CREDITING US

We'd appreciate your crediting Virginia Humanities whenever possible. We have a few logo options for you to choose from, but **our preference is for you to use our primary logo (pictured right).**

Our logo color is a deep navy blue. If you need the exact color values, they are:

- **CMYK Coated:** 87, 70, 22, 44
- **CMYK Uncoated:** 98, 83, 12, 46
- **RGB:** 35, 45, 75
- **HEX:** #232D4B

Finally, some quick dos and don'ts about our logo:

DO use any of the logos in [this folder](#)
DO use the white logo on dark backgrounds

DON'T recreate the logo from text
DON'T change the color of the logo

[DOWNLOAD LOGOS](#)

MARKETING YOUR PUBLIC EVENTS

The best way to let us know about events is by using our project update form linked below. You can email also us with the event details and relevant media if that works best for you.

We will add your grant-funded event to our [online calendar](#), share it in our state-wide [e-newsletter](#), email it directly to our subscribers in your area, and share it on our social media channels.

PLEASE NOTE: We prefer to hear about events at least two weeks in advance.

[SUBMIT YOUR EVENTS](#)



If including a logo isn't possible or appropriate, please use a statement similar to:

Made possible in part by a grant from Virginia Humanities.

SOCIAL MEDIA

Use the links below to follow us on our social channels. When you share news about your grant-funded project, please tag us so we can amplify your message.

Share your excitement about the award in a video, post a behind the scenes look at your project, or share a photo of your project team. We'd love to see you! You can tag us on your existing posts or send content directly to our communications team.



FACEBOOK

[/VirginiaHumanities](#)



X

[@VAHumanities](#)



INSTAGRAM

[@VA_Humanities](#)



LINKEDIN

[Virginia Humanities](#)

ADDITIONAL INFO FOR REGIONAL CENTER GRANTEES

If you received a grant through one of our regional humanities centers, please use the appropriate center-specific logos linked below instead of our primary logo. We also welcome you to contact our regional support staff with questions.

WHRO SUPPORT

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COMMUNITY RELATIONS MANAGER

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UVA WISE SUPPORT

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