

NEW LOOK!

# USING LOGOS TO RECOGNIZE YOUR FUNDING

**A guide for groups that receive funding from  
Sask Lotteries through a SaskCulture program**

You have received a grant from the **Culture Section of the Sask Lotteries Trust Fund for Sport, Culture and Recreation**. As a grant recipient, you are required to recognize Sask Lotteries in your promotions and event plans to help us raise awareness of this important fundraiser.

## More about your partners



### SASK LOTTERIES

Sask Lotteries is the main fundraiser for over 12,000 sport, culture and recreation groups in Saskatchewan. Proceeds from every ticket sold in Saskatchewan – such as Lotto 649, Western 649, Lotto Max, Sport Select and Scratch 'n Win, go into the Sask Lotteries Trust Fund for Sport, Culture and Recreation to support volunteer sport, culture and recreation activities throughout the province.



SaskCulture Inc., a non-profit, provincial cultural organization, works with over 160 member cultural organizations to nurture cultural development and build a culturally vibrant province. SaskCulture, along with its partners Sask Sport and Saskatchewan Parks and Recreation Association – manage the Sask Lotteries Trust Fund for Sport, Culture and Recreation, based on a lottery licence agreement signed with the Government of Saskatchewan. SaskCulture manages the Culture Section of this Trust Fund.



Whenever and wherever possible, it is important to recognize Sask Lotteries as the funder of your activities. Sask Lotteries has recently updated its logos. Please note that recognition requirements have also changed.

#### Using the Sask Lotteries logo helps:

- To increase awareness of the important Sask Lotteries fundraiser that provides over \$15 million annually to support cultural activities in Saskatchewan;
- To strengthen support for this community-driven funding delivery system; and
- To encourage people to buy lottery tickets to support sport, culture and recreation in their communities.



### LOGO USAGE GUIDELINES

#### Recognize Sask Lotteries as the funder for all SaskCulture Funding Programs.

##### Key considerations are:

- Any time you are recognizing your funders – always use the Sask Lotteries logo.
- Use either vertical or horizontal options.
- **Colour:** Logo colours should appear in black, white, or pantone colours, or in gold or silver if used on an engraving.
- **Size:** The logo must be reproduced at an appropriate size to maintain legibility. Sask Lotteries should never appear less than 50% of the size of other partner logos.
- **Spacing:** A standard measure of space must be maintained around the logo.
- Do not distort; Do not change colour; Do not outline, drop or add shadow; Do not omit or rearrange elements of logo; and Do not use full colour logo on a dark background.
- Recognize sponsors in order of their contribution – following the recognition of your own organization. Your organization's logo is usually on the top of the page, with sponsors on the bottom, or back cover.
- Recognition for financial and in-kind support is important to sponsors. It is a form of advertising that reflects each sponsor's mandate.
- Ensure logos appear properly – use good .eps or .jpeg files – and check to make sure they do not appear stretched, grainy or pixelated.

Find logos, guidelines and FAQ about the use of the Sask Lotteries logo at: [SaskCulture.ca/Programs/Using Logos](http://SaskCulture.ca/Programs/Using Logos)

### HOW SHOULD I USE THE LOGO?

#### ELIGIBLE CULTURAL ORGANIZATIONS (ECOs) funded through ANNUAL GLOBAL FUNDING

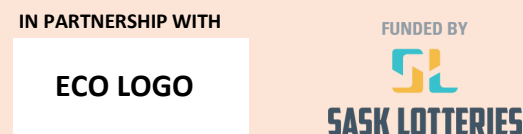
All Eligible Cultural Organizations will recognize **Sask Lotteries** as their funder, or one of other funders by using one of the logos identified above. Do not recognize SaskCulture as a funder. Here is an example of what to do:



*ECO receives funding from Sask Lotteries.  
ECO, a proud member of SaskCulture, receives funding from Sask Lotteries.*

#### ECO MEMBER FUNDING PROGRAMS/AWARDS OR SCHOLARSHIPS

Recipients will primarily recognize **Sask Lotteries** as the funder. IF ECOs use their own logo, they are asked to identify themselves as a partner, not a funder. ECOs should not recognize themselves or SaskCulture as a funder.



**MUSEUMS/FESTIVALS/GALLERIES** Those receiving funding through MGP, SaskFestivals or SK Arts PAOP should recognize only **Sask Lotteries** as their funder, or one of other funders. SaskCulture will not be recognized in these funding relationships

*MUSEUM NAME receives funding from Sask Lotteries.  
FESTIVAL NAME receives funding from Sask Lotteries and SK ARTS.*

**When it is appropriate, please recognize SaskCulture funding programs, partnerships or your membership in SaskCulture.** Recipients are asked to recognize SaskCulture’s funding programs to help build awareness of the programs, as well as recognizing Sask Lotteries as the funder.



**Using the SaskCulture logo helps:**

- To show there is a united voice supporting culture in Saskatchewan;
- To build awareness of the strong, inclusive network that supports cultural development; and
- To help increase awareness and accessibility of funding programs offered through SaskCulture.

**HOW DO I USE BOTH LOGOS?**

**SASKCULTURE FUNDING PROGRAM RECIPIENTS**

– AAFL, CCEP, MCDF, MIF

Recipients are asked to recognize SaskCulture’s funding programs to help build awareness of the programs, as well as recognizing Sask Lotteries as the funder. Please do what you can to help the public understand where to access these funding programs. Logos are available in one or separate files. As a standard measure, the upper case “C” of the SaskCulture logo should never be less than .3 inch high.

**FUNDING PARTNERSHIPS, including SK ARTS FUNDING PROGRAMS – AIC, AIS, Live Arts**

Recipients of both SK Arts funding and Sask Lotteries funding are to recognize SK Arts and Sask Lotteries as their funders, as well as any others; SaskCulture is recognized only if it is a partner in the program, service or event.

**RECOGNIZING MULTIPLE FUNDERS/SPONSORS**

If SaskCulture is the major sponsor, recognize it first followed by “funded by Sask Lotteries”. If you have more than one funder or sponsor, it is important to recognize these funders in order of the significance of their contribution (including both financial and in-kind donations). Recognize Sask Lotteries for funding and SaskCulture for its support or its partnership. Logos are available as one or separately.

**A SPECIAL WORD ABOUT ANNUAL REPORTS**

Your financial audit and your annual report should recognize funding received from Sask Lotteries Trust Fund for Sport, Culture and Recreation. **USE FULL NAME.** Use the [Sask Lotteries logo](#) in your annual report to recognize funding. If your auditor requires that you use SaskCulture in your financial statements – please recognize Sask Lotteries Trust Fund for Sport, Culture and Recreation in the notes section. The grant should be listed separately and not be mixed in with funding provided by any level of government.



*GROUP receives funding from Sask Lotteries, thanks to a SaskCulture program.*

*GROUP, in partnership with SaskCulture, receives funding from Sask Lotteries.*



*This project receives funding from Sask Lotteries, thanks to a partnership with SaskCulture.*

*This project is supported by SK Arts with additional funding from Sask Lotteries, thanks to a partnership with SaskCulture.*



*This project is proudly supported by SaskCulture and funded by Sask Lotteries,*

# RECOGNIZE SUPPORT IN ALL PROMOTIONS

## CHECK LIST:

Brochures  
Poster/Flyers  
Event Programmes  
Signage—print and electronic  
Newsletters (print)  
Newsletters (electronic)  
Invitations  
Annual Report  
Advertisements  
Web Sites (Live Links)  
Social Media sites  
Introductions & Greetings  
Public Service Announcements  
Media Releases  
Tickets (if space not prohibitive)  
Funded publications (CDs, video credit)  
Promotional items  
Folders  
Displays  
Letterhead (If space not prohibitive)  
Agendas

*\*Those marked in bold are mandatory for Eligible Organizations receiving funding from Sask Lotteries.*

## REMEMBER:

- Logos should appear in a **visible position** on the front or back page, whenever possible.
- Use logos in **advertisements AND promotional items** whenever possible, if cost and/or space is not prohibitive.
- Display Sask Lotteries banners in visible locations when possible.
- **For web sites or social media:** if your organization receives operational funding, both logos should appear on your home page. If you receive project funding, the logos can be used on promotional or sponsor page. The SaskCulture partner or program logo should link to [www.saskculture.ca](http://www.saskculture.ca).
- **For online newsletters and other promotions,** whether you send out a simple text email, or have a graphically enhanced version, your online newsletters should include logos or an attribution line recognizing Sask Lotteries.
- When speaking, acknowledge Sask Lotteries and remind those present about the importance of lottery ticket sales. Be sure not to neglect the Sask Lotteries and SaskCulture recognition when promoting activities and events with other partners.  
**A sample attribution line:** “Brought to you with funding from Sask Lotteries, thanks to a SaskCulture program.”  
Or when in partnership: “We are here today thanks to partners, (your organization), SK Arts and SaskCulture, thanks to funding from Sask Lotteries.”
- **Be consistent.** Figure out how you can consistently recognize Sask Lotteries and SaskCulture on your promotions and stick with it. Call SaskCulture if you want to explore your options.

## ENSURE YOUR BOARD IS AWARE

If Sask Lotteries is your major funding, it is important that your volunteer board members are aware of your organization’s connection to SaskCulture and Sask Lotteries—and the nature of the funding relationship. You may want to include a presentation on these two organization as part of your Board Orientation.

**Backgrounders and Online Presentations will soon be available for Sask Lotteries and SaskCulture.** Visit [www.saskculture.ca](http://www.saskculture.ca) or call our office.

## GET THE MESSAGE TO YOUR NETWORK

Beyond funding, sharing SaskCulture, Culture Builds Community and Sask Lotteries promotion is important to the continued support to the sector at large. Whenever possible:

- Use Culture Builds Community advertisements – downloadable advertisements are available at [www.saskculture.ca](http://www.saskculture.ca).
- Reference support from Sask Lotteries and your SaskCulture partnerships and programs through Facebook and Twitter channels.

## ENSURE SASKCULTURE IS AWARE

Be sure to submit your event online into the Cultural Events Calendar at [saskculture.ca/events](http://saskculture.ca/events). This online calendar is open to all arts and cultural events taking place in Saskatchewan. Remember, it is not an obligation of funding to invite SaskCulture to events. If you want Board members to bring greetings, call or email SaskCulture directly.

## PROVIDE EVIDENCE OF SUPPORT

Funded groups should be prepared to provide evidence, either through their follow-ups, or during in-person consultations, of how they are meeting the recognition requirements. These recognition requirements are expected as part of the funding agreement. **Failure to provide required recognition will be noted and may impact future funding eligibility.**

Any questions about the requirements of funding recipients should be directed to SaskCulture’s funding consultants, or by calling SaskCulture at 306-780-9284 or Toll-free: 1-866-476-6830.

**ENSURE YOUR STAKEHOLDERS ARE AWARE OF THE SASK LOTTERIES FUNDRAISER  
—A UNIQUE AND MADE-IN-SASKATCHEWAN APPROACH  
TO SUPPORTING CULTURE IN THE PROVINCE.**

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