



LOGO USE & SPECIFICATIONS

Updated October 2016

TO: NC TOBACCO TRUST FUND COMMISSION GRANTEES

****Proofs should be emailed to the NCTTFC Program Officer for review and approval before the final versions of any project materials are completed.***

To ensure that the NCTTFC logo is used correctly, grantees are required to follow this logo use and specifications guideline. Approved logos, sizes and phrasing are included. This guideline applies to:

- *Printed materials such as brochures, signs, etc.*
- *Websites*
- *News releases & articles*
- *Presentations*
- *Any other source of materials where the NCTTFC logo is used or the NCTTFC is mentioned as a project supporter*

NCTTFC logos should not be altered in any way. Grantees are encouraged to recognize the NCTTFC for its funding support through visuals or during presentations when the funded project is featured.

Grantees that plan to construct permanent signs should provide art proofs to the NCTTFC office prior to production.

Appropriate Phrases to Recognize TTFC Support:

When crediting the TTFC for its funding support in new releases, articles, etc. please make sure that the TTFC is mentioned correctly.

These are proper names and forms to use:

- North Carolina Tobacco Trust Fund Commission
- N.C. Tobacco Trust Fund Commission
- NC Tobacco Trust Fund Commission

“The project received funding from the N.C. Tobacco Trust Fund Commission...”

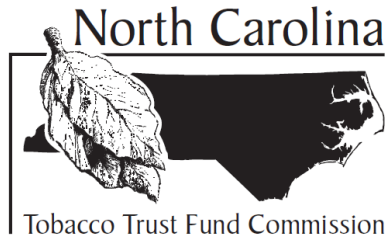
“The N. C. Tobacco Trust Fund Commission provided funding support for the grant...”

NCTTFC LOGO SIZES

The NCTTFC logo should be no smaller than 1" x 2" when used on an 8 ½" x 11" sheet or similar sized printed materials such as:

- Brochures
- Stationary
- News releases
- Flyers

Example of 1"x2" logo



For larger items, the logo size should increase in proportion to the printed piece.

For signs, the NCTTFC logo should be at least 10% of the total size of the sign. For example, a sign measuring 2' x 3' should have a NCTTFC logo that is about 8" x 12".

For meeting presentations, such as power points, grantees should give credit to the NCTTFC by using its logo and appropriate phrasing.

The preferred NCTTFC logo for materials, presentations, signs, etc. is the NCTTFC "Sponsored Project" Logo.

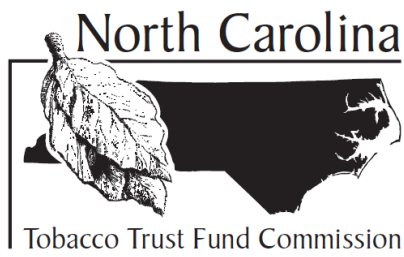
For NCTTFC logo files or assistance, please contact the NCTTFC office at 919-733-2160. Artwork can be emailed to jeff.camden@ncagr.gov.

*The NCTTFC office will provide 18" x 24" corrugated plastic signs, 8" x 10" static cling decals or reflective metal signs upon request to grantees.

Example of NCTTFC Grantee Sign



APPROVED NCTTFC LOGOS



The TTFC Logo is Not to be Altered in Any Way

