



ACKNOWLEDGEMENT POLICIES

GRANTS TO ORGANIZATIONS

The Thoma Foundation requires acknowledgement of the projects it supports. Unless advised otherwise, an acknowledgement of the Foundation's support must appear on all materials publicizing or relating to grant activities. The Thoma Foundation logo and credit line should also be used in acknowledging Foundation support whenever possible.

Prominence

- The prominence and scale of the acknowledgement should be in direct relationship to the level of funding provided by the Foundation relative to other sources of funding.

Foundation Name

- The Foundation should be referred to as the "Carl & Marilyn Thoma Art Foundation" or abbreviated as the "Thoma Foundation".

Credit Line

- "This program is supported by a grant from the Carl & Marilyn Thoma Art Foundation."

Logo

- The logo can be downloaded from the Thoma Foundation website at <https://thomafoundation.org/grants/for-organizations/grantee-toolkit/>.
- The Thoma Foundation logo comes in two styles, positive and negative versions. Where possible, the color positive version should be used.
- The logo should be used at 1.25" wide or 1.75" wide, however, if the logo must be resized, the proportions of the logo must be kept and the type must remain legible.
- The Thoma Foundation orange is Pantone® (PMS) 1505 U; the grey is Pantone® (PMS) 11 U.
- A black and white version of the logo is also available for use where appropriate.

Printed and Electronic Materials

- Printed and electronic acknowledgements and publicity materials are expected to carry the Thoma Foundation logo.
- If the logo is not appropriate for the design, the full Foundation name (no abbreviations) may be substituted in an appropriate type size.
- For large-scale printed materials the point size should be adjusted correspondingly.

Publications

- Lead funders should be identified in introductory pages and with logos, as appropriate.

Loans of Artwork

- Images of artworks from the Thoma Collection that are reproduced in the project's publication, promotional, educational and press materials, website, online communications and social media must be attributed to the "Collection of Carl & Marilynn Thoma".
- To request reproduction rights, qualified applicants should complete the Request for Image Reproduction form at <https://thomafoundation.org/image-research-requests/>
- In-gallery wall labels for artworks from the Thoma Collection should credit the "Collection of Carl & Marilynn Thoma".

Exhibitions/Symposia

- The Thoma Foundation logo should appear on signage at the entrance to the exhibition or symposium, on invitations, brochures and catalogs, and on exhibition and symposium video materials and websites.
- These requirements apply to the host site for the exhibition or workshop and to all participating venues. It is the grantee's responsibility to convey this requirement to all venues as part of the contract.

Digital Projects/PDFs

- When possible, hyperlinks must be made between the program and the Thoma Foundation website (thomafoundation.org) in all digital projects and PDFs produced as part of the project.

Named Positions

- Funded position titles should always be used in conjunction with the name of the faculty/staff/leadership member.

Public Events

- At programs or public gatherings related to the project, the Foundation must be acknowledged orally as sponsor.
- Signage and brochures at the event must acknowledge Foundation support.

- Please send a schedule of all events relevant to the project to grants@thomafoundation.org, at least three months in advance, so that if possible, a member of the Foundation's staff can attend.

Promotion and Advertising

- The design for all print, promotion and advertising related to the project is the responsibility of the Grantee, and when required by the terms and conditions of the grant, must be submitted to the Foundation for approval prior to implementation.
- All promotion must include the acknowledgment of the Foundation's support and the Thoma Foundation logo; the credit line should be used whenever possible. This includes publicity campaign materials, publications, advertisements, press kits, press releases, wall panels, educational programs, special events and receptions.
- While press releases do not need to be submitted for approval beforehand, please keep the Foundation informed via email about press releases and press coverage.
- Press releases and press coverage should be sent to communications@thomafoundation.org.

Press Events

- At press conferences, the Foundation should be acknowledged orally as a sponsor.
- Foundation support must be acknowledged on all press kits and in all press releases.
- Where possible, Thoma Foundation support should be mentioned in newspaper articles, radio interviews and other media activities that extend the awareness of your project.
- Click here for a fact sheet on the Thoma Foundation for use in press kits: https://thomafoundation.org/wp-content/uploads/2016/06/Thoma_Foundation_Fact_Sheet_rev-3.21.17.pdf

Print and Digital Permissions

- Excerpts from Thoma Foundation-funded exhibition catalogs, press coverage and promotional materials, including photos, audio and video, and screenshots taken from websites, must be made available to the Foundation for use in its own print and digital publications and on its website and social media.
- The Grantee, in accepting grant funds, acknowledges the Foundation's rights to publicize its involvement in the project.

Contact Information

communications@thomafoundation.org