

ACKNOWLEDGEMENT POLICIES

Acknowledgement of the Foundation's support and the Foundation's orange and gray logo should appear on all materials relating to grant-awarded projects according to the guidelines below. Thank you.

Foundation Name

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

Credit Line

- Acknowledgement should be displayed in all digital and printed materials and announcements related to the project (including the exhibition, exhibition tour, publication, and programs) with the credit line: "Support for [this program] is provided by the Carl & Marilyn Thoma Art Foundation."

Logo

- The required orange and gray logo can be downloaded from the Thoma Foundation website at <https://thomafoundation.org/grants/for-organizations/grantee-toolkit/>
- Please only use the black and white logo if material is being printed in black and white.
- Wherever possible, the Thoma Foundation logo should accompany the credit line.

Exhibitions & Exhibition Catalogues

- If the grant is for an exhibition, an exhibition tour, or a publication, the Foundation considers this support for the project as a whole and requests the credit line and orange Foundation logo appear on exhibition wall signage at all venues, on the websites of all venues, as well as in exhibition catalogues.

Acknowledgement of Support

- Thoma Foundation support should be acknowledged in any press releases and press kits, marketing collateral and promotional materials, including video and digital media, email marketing, and, where possible, social media related to funded projects.
- Where possible on social media, the support of the Foundation should be mentioned or the appropriate social media handles included: Facebook: @thomafoundation, Twitter: @ThomaArt, Instagram: @thoma_foundation.

Private Events

- Thoma Foundation support should be orally acknowledged at any and all events relating to grant-supported projects, including press conferences and, where possible, news media interviews.
- Marketing collateral at programs or gatherings related to your grant should display the orange Thoma Foundation logo.

Book Publications

- The credit line and orange Foundation logo must appear in book publications that receive grant support. If the publication accompanies an exhibition, the credit line and Foundation logo must also appear on the exhibition wall signage and any other digital and printed materials at all venues.

Public Events

- The credit line and Foundation logo should appear on all promotional materials and signage at all venues relating to grant-funded programs such as artist talks, lectures, symposia, and conferences.

Named Positions

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

Artwork Loans

- Please consult Collections Manager for approved credit line for in-gallery wall labels for individual artworks on loan from the Foundation.

Artwork Image Reproductions

- You may request high-resolution images and reprint permissions for press releases, press kits, social media, e-marketing, and website use directly from the Thoma Foundation Communications Manager.
- To reprint artwork images in printed publications, including books, catalogues, marketing collateral or advertising, please complete the Request for Image Reproduction form at <https://thomafoundation.org/image-research-requests/>. Questions about requests and fair use can be directed to the Thoma Foundation Collections Manager.
- A mandatory credit line will be provided to you with permission to reprint, which will include “Collection of Carl & Marilyn Thoma” and “Courtesy of the Thoma Foundation.”

Questions?

- Grants Manager: grants@thomafoundation.org
- Robyn Day, Communications Manager: communications@thomafoundation.org
- Kate Brown, Collections Manager & Registrar: kate@thomafoundation.org