

## **Crediting guidance for Creative Forces Community Engagement grantees**

### **Awardees with active Community Engagement Grant Periods of Performance**

The organizations who contract with Mid-America Arts Alliance for a Creative Forces® Community Engagement grant are required to credit Creative Forces and M-AAA on their website and in related materials and to use the Creative Forces and M-AAA logos on all materials related to their organization's Creative Forces Community Engagement Grant.

Credit Language (Print or Digital):

**Use this crediting line in flyers, press releases, website, etc:** [NAME OF CREATIVE FORCES GRANT PROJECT] is funded in part by Creative Forces®: NEA Military Healing Arts Network, an initiative of the National Endowment in partnership with the U.S. Departments of Defense and Veterans Affairs. Creative Forces Community Engagement Grant program is managed by Mid-America Arts Alliance.

**For citing within text after first reference:** Creative Forces

**When space allows and for boilerplate language:** [NAME OF CREATIVE FORCES GRANT PROJECT] is funded in part by Creative Forces®: NEA Military Healing Arts Network, an initiative of the National Endowment for the Arts in partnership with the U.S. Departments of Defense and Veterans Affairs that seeks to improve the health, well-being, and quality of life for military and veteran populations exposed to trauma, as well as their families and caregivers. Creative Forces is managed in partnership with Civic Arts, the Henry M. Jackson Foundation for the Advancement of Military Medicine, and Mid-America Arts Alliance.

**Social Media:** The NEA, Creative Forces and Mid-America Arts Alliance have social media presences on the following platforms:

Facebook (@NEACreativeForces, @NationalEndowmentfortheArts, and @kcmaaa)  
LinkedIn (@Creative Forces, @National Endowment for the Arts, and @Mid-America Arts Alliance)  
Instagram (@NEACreativeForces, NEAArts, and @midamericaartsalliance)  
Twitter (@NEA\_CFNetwork, NEAArts, and @kcmaaa)

Feel free to follow us, and when posting on any/all of these platforms about your grant project, we encourage grantees to tag us so we can follow your project and share your posts when appropriate.

### **Grantees whose grant period of performance has ended:**

Now that Creative Forces' funding of your project has concluded, you are no longer required, nor should you continue, to credit Creative Forces and M-AAA for any future activities or new project materials.

## **LOGOS**

Download the Creative Forces logo here: <https://www.maaa.org/for-organizations/creative-forces/cfce-grantees/>

The Creative Forces logo is most effective on a white background, however there is a reverse version available as well upon request. When placing the logo on a color other than white, make sure the area is solid and free of distracting elements and color variations that may interfere with the logo's readability.

Always maintain a graphics-free zone around the perimeter of the logo. Generally, this space is equal to or greater than one half of the logo's width or height. However, as a reference, the logo should be positioned prominently for high visibility and readability, distinct from other visual elements.

The Creative Forces logo must be included on the following:

- Printed program (on cover)
- Any other print and digital materials related to the activities or programs related to Creative Forces
- Posters and other signage
- Brochures
- Website event calendars
- Social media
- Marketing materials such as announcements and invitations

**Improper use of Creative Forces logo**

- Don't crop the logo.
- Don't separate elements of the logo to reorganize format or appearance.
- Don't rotate the logo.
- Don't distort the logo horizontally or vertically.
- Don't alter any of the colors. A black and white only version is available upon request.
- Don't alter the typography of the logo.