

Poetry Out Loud Branding Guide

Introduction

The National Endowment for the Arts and Poetry Foundation seek to achieve unified visual branding for Poetry Out Loud™ through the proper application of the logo and crediting language. Visual branding refers to use of the logo to identify organizations and the activities directly related to this national program.

This Branding Guide should be used to help ensure that the Poetry Out Loud partners, schools, state arts agencies, contractors, marketing department, graphic designers, and other relevant stakeholders creating authorized marketing materials for Poetry Out Loud review, understand, and adhere to the content in this Branding Guide. The examples provided below are intended as an overview and not an exhaustive listing of print and digital opportunities available to your organization.

Any questions? Email poetryoutloud@arts.gov.

Logos

There are several variations of the Poetry Out Loud logo available for use by state arts agencies, as well as participating schools. The preferred logos for use are:

NATIONAL ENDOWMENT FOR THE ARTS
AND POETRY FOUNDATION PRESENT



A partnership of
National Endowment for the Arts and
Poetry Foundation

(Please note, color versions are available for use as well)

In instances where the text about the National Endowment for the Arts and Poetry Foundation is used at a size where it is unreadable, or the framing copy "National Endowment for the Arts and Poetry Foundation Present" is best used in a different orientation, you are permitted to use these alternatives (or the color versions of these):



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.

In addition to the Poetry Out Loud logo, materials may also include the National Endowment for the Arts and Poetry Foundation logos. The Poetry Foundation color logo must only appear on a plain white background; the white logo may be used on a color background.

To download the logos, visit poetryoutloud.org/teachers-organizers/download-logos-and-graphics/. A login is not required to access the logo art.

Treatment of logo

Always maintain a graphics-free zone around the perimeter of the logo. This space is equal to or greater than one half of the logo's width.

Use caution when enlarging it to maintain good resolution, and when reducing the logo to maintain readability.

Placement of logo

The Poetry Out Loud logo should be positioned prominently for high visibility and readability, distinct from other visual elements. The logo should be separate and distinct than any other contributor.

Improper use of logos

- 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 the colors. (You may make the background transparent if needed.)
- Don't alter the typography of the logo.

Basic description

The following paragraph represents the basic description of Poetry Out Loud. This text may be used in all print and digital materials as space allows, including on your website.

A partnership of the National Endowment for the Arts, Poetry Foundation, and the state and jurisdictional arts agencies, Poetry Out Loud is a national arts education program that encourages the study of great poetry by offering free educational materials and a dynamic recitation competition to high schools across the country.

Trademark

The name "Poetry Out Loud" is a trademark of the National Endowment for the Arts, used by and must appear with the ™ mark to designate either the first or most prominent use of the name Poetry Out Loud on any webpage or printed document. Please make your use of the ™ mark conspicuous. You may use the ™ symbol in multiple locations on any given webpage or document if you feel that is necessary.

If you are using the logo as well as textual references to Poetry Out Loud, please be sure to prominently display the ™ symbol at least once for both the textual reference and the logo.

Unauthorized Uses

If you become aware of any unauthorized, inappropriate or inaccurate use of Poetry Out Loud branding, please e-mail poetryoutloud@arts.gov.

Updates to the Branding Guide

This Branding Guide will be updated regularly. The most current version of this Branding Guide will be posted on poetryoutloud.org/teachers-organizers/download-logos-and-graphics/. Please adhere to the most current version of this Branding Guide. If instructions in an older version of this Branding Guide conflict with a newer version, follow the newer version in all circumstances. As such, please regularly consult the online version to ensure you are following the most recent instructions.

Endorsement

In no event shall Poetry Out Loud or the partners of Poetry Out Loud be used to endorse any individual or organization nor should Poetry Out Loud or the partners of Poetry Out Loud be used in a manner to create the appearance of endorsement.