

OCALA/MARION COUNTY VCB • GRANT SPONSORSHIP STANDARDS

Grant recipients who receive funding from the Ocala/Marion County Visitors & Convention Bureau are required to use the VCB sponsorship nomenclature (*and graphic elements, where possible*) in all promotional materials for the funded event. Shown below is a set of brief usage standards and examples.

Wherever possible, it is preferred that both the symbol, logotype and Web site be used, along with the grant nomenclature as shown:



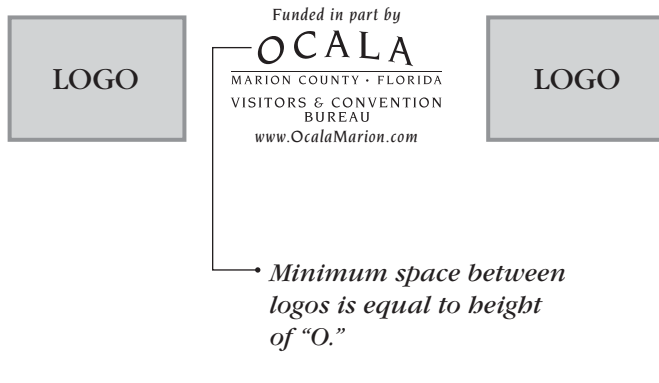
In instances that are too small to use the symbol and logotype together, or the situation arises that the logo's proportions will not fit the piece, the logotype may be used independently, as shown:



In its smallest form, please do not reduce the logotype and nomenclature below 3/4" wide, as shown:



IN ANY USAGE, please allow space around the VCB logo and nomenclature from other logos and graphic elements, and ensure that the logo is presented on a readable, unobtrusive background.



In instances where minimal information is required (*e.g. outdoor advertising*), the Ocala/Marion County VCB symbol and Web address may be used, as shown:



In instances where there is not enough room to use the logotype in its smallest configurations, the following copy line may be used in a readable size:

Funded in part by the Ocala/Marion County VCB • www.OcalaMarion.com

Radio advertising must include the phrase, "***Funded in part by the Ocala/Marion County VCB***" at the end of the spot.

Television advertising must include the Ocala/Marion County VCB nomenclature in the endtag. Please refer to the graphic standards above for placement, or view the manual online at www.OcalaMarion.com/standards for examples.

PLEASE NOTE: Failure to use the Ocala/Marion County VCB sponsorship nomenclature, or comply with the VCB graphic standards may result in forfeiture of grant funding. Complete graphic standards usage information is available online at www.OcalaMarion.com/standards. Any altered configurations of the Ocala/Marion County VCB sponsorship nomenclature must be approved by the VCB. Please contact the Ocala/Marion County Visitors & Convention Bureau at **1-888-FL-OCALA** for more information.