



Salt Lake County
**ZOO, ARTS
& PARKS**
(ZAP) Program

Logo Usage Guide

**Acknowledgement
Expectations**



INTRODUCTION

Congratulations on receiving a grant from Salt Lake County Zoo, Arts & Parks (ZAP) program.

ZAP's mission is to enhance Salt Lake County resident and visitor experiences through cultural and recreational offerings. While we don't need to tell you how important art, culture and recreation are we do need your help in telling others.

ZAP grants are different from foundations or private donors — because ZAP funds are public tax dollars approved by the voters of Salt Lake County. That's why as part of your contract we require you, our cultural partner, to spread the word to your constituents.

This guide defines the correct usage of the ZAP IS YOU. ORG logo, so that ZAP's visual identity remains consistent through the many applications in which it occurs.

ELEMENTS

The elements of the ZAP logo are:

- A. Four colored illustrative squares (the 'mark')
- B. ZAP IS YOU.ORG typography (the 'logotype')
- C. Salt Lake County type and logo

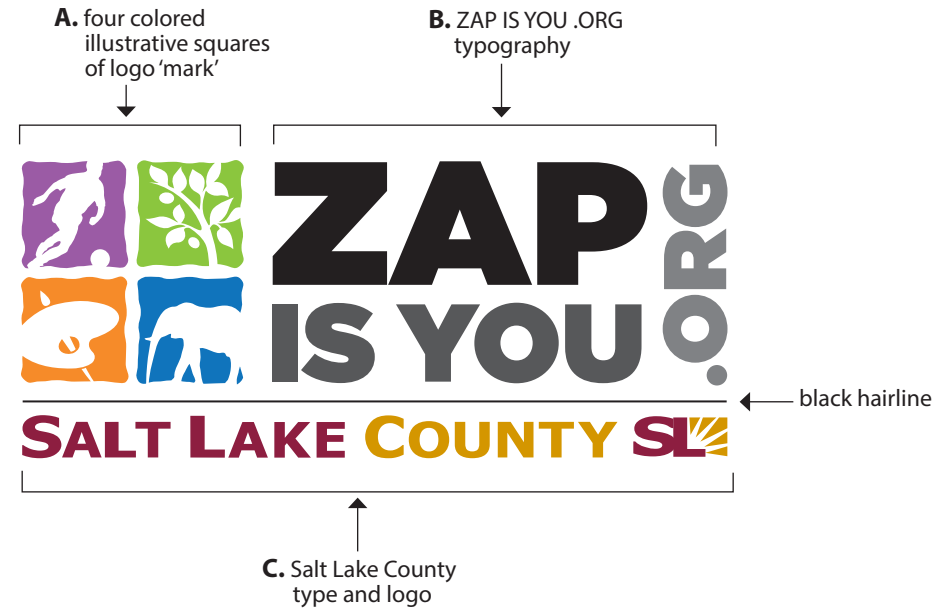
FORMATS

There is both a horizontal and vertical version of the ZAP logo.

Visit the ZAP website (www.zapisyou.org) — specifically, the "Seeking Funds" tab — to download all logo artwork.

- The horizontal logo is the primary logo and is to be used wherever possible.
- The Spanish version of the ZAP logo may be used at the recipient's discretion.
- The relative size and position of each of these elements must remain as shown in each of the two logo versions.

HORIZONTAL ZAP LOGO



VERTICAL ZAP LOGO



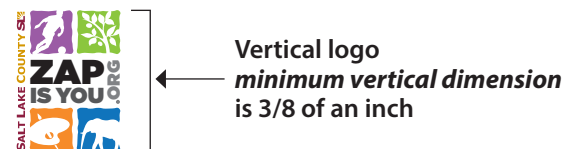
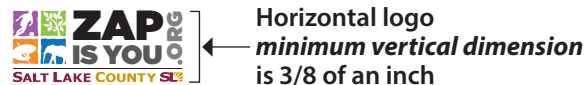
SIZE REQUIREMENTS

- The height of the horizontal logo must remain legible & therefore never be printed smaller than 3/8 inch.
- The height of the vertical logo must remain legible & therefore never be printed smaller than 3/4 inch.

Note:

In the event the marketing piece is less than 4 inches tall, the ZAP logo's height, regardless if you are using the horizontal or vertical logo, must never be less than 5% of the marketing piece's height.

The ZAP logo should always be the same size as other sponsor logos on an organization's marketing material. It can appear bigger if ZAP is the primary funder of your organization's activities.



CLEAR SPACE

In order for the ZAP logo to be clearly seen, please don't place other elements too close to the logo.

When using the horizontal logo, leave a clear space that equals AT LEAST the width/height of a single square from the logo 'mark' (the illustrative elements of the logo).

When using the vertical logo, leave a clear space that equals AT LEAST approximately 3/4 the width/height of a single square from the logo 'mark.'



COLOR & VERSIONS

The ZAP logo MUST be printed in color when printed on color marketing material.

(Refer to CMYK and RGB values at right.)

When needed, a one-color BLACK version is provided. In one-color applications, the ZAP logo must always appear in **black**.

If the value of background on which the logo will appear is darker than 50% (-ish), the reversed version of the logo should be used.

The reversed version of the logo must always appear as **white**.

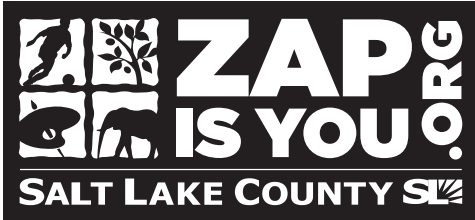
FULL COLOR ZAP LOGO











BLACK & WHITE ZAP LOGO



REVERSED ZAP LOGO



COLOR PALETTE

	C = 43 M = 76 Y = 0 K = 0		C = 50 M = 0 Y = 100 K = 0	} ZAP logo 'mark'
	C = 0 M = 55 Y = 95 K = 0		C = 85 M = 50 Y = 0 K = 0	
	80% Black 70% Black when offset printed		60% Black 40% Black when offset printed	} ZAP logotype
	PMS 208* *PMS 216 when laser printed		PMS 117* *PMS 125 when laser printed	

LOGO DON'TS

The integrity of the ZAP brand is highly dependent on consistent and proper use of the ZAPISYOU.ORG logo

Please:

- Use color only as specified on page 4. Do not use colors outside of the ZAP logo color palette.
- Do not move colors around within the logo.
- Do not extend or condense the logo.
- Do not rotate or tilt the logo.
- Do not delete any part of the logo (ie. Salt Lake County).



Do not change logo coloration



Do not extend or condense logo



Do not rotate or tilt logo



Do not delete any part of the logo (i.e. "Salt Lake County")



ACKNOWLEDGEMENT EXPECTATIONS

REQUIREMENTS

Recipients must include the ZAP logo on:

- Brochures, Printed Programs and/or Playbills
**May choose to use a ZAP graphic instead — see pg. 8*
- Organization's website
should be clickable and always link directly to the www.zapisyou.org website
- Organization's newsletter
especially in the event this is your primary mode of communication with your constituents

EXCEPTIONS

Do not include the ZAP logo on:

- SWAG
- Material for Fundraising events
**ZAP funds are to support public activities & programming*
- Guerilla/Non-traditional marketing items

IMPORTANT

Whenever donors are listed (on a brochure, playbill, etc.) ZAP must be acknowledged in an organization's donor list at the donation level of funds received from ZAP.

Presenting Sponsor/Clarification

While we now require that ZAP is thanked in your programs, websites, and other materials at the appropriate donor level, ZAP understands that it could be giving more money than your performance/event's presenting sponsors.

In this event, ZAP does not need to be listed as another presenting/performance/event sponsor (unless you want to!).

However, it is in your organization's best interest that ZAP is listed / thanked at the level at which it gives, somewhere in your donor thank you materials. [This helps you communicate to your patrons ZAP funding is vital to your organization].



ACKNOWLEDGEMENT

WRITTEN

When you absolutely cannot use the ZAP logo, don't have a printed program, and so can only provide written acknowledgement, please use the phrase:

"[organization name] is funded in part by Salt Lake County Zoo, Arts & Parks (ZAP)."

VERBAL

We encourage all ZAP recipients to verbally thank the public just before a performance or event begins.

Sample Verbal Statement #1

"[Organization's name] would like to thank the residents of Salt Lake County for their continued support of arts, culture and recreation through the Salt Lake County Zoo, Arts & Parks (ZAP) Program.

When you pay sales tax, one penny out of every \$10 is set aside to strengthen our community. Your support matters. Thank you!"

Sample Verbal Statement #2

"[Organization's name] is funded in part by the residents of Salt Lake County through the Zoo, Arts & Parks (ZAP) Program. Your support matters. Thank you!"

TELEVISION, RADIO & NEWSPAPER

Whenever paying for television ads, use the ZAP logo. If paying for a radio spot, use the phrase *"[Organization's name] is funded in part by the residents of Salt Lake County through the Zoo, Arts & Parks (ZAP) program. Your support matters. Thank you!"*

Whenever being interviewed on television or radio or for a newspaper story, make your best efforts to (1) thank the public (2) acknowledge Salt Lake County and (3) acknowledge Zoo, Arts & Parks.

ZAP GRAPHICS

Instead of using the ZAP logo alone, whenever space allows in your playbill, program, and/or brochure, please use a ZAP Graphic. All artwork is available on the ZAP website.

VENUE SIGNAGE

Contact ZAP staff to reserve a Zoo, Arts & Parks banner for your events. If your budget permits, or you need to reserve a banner for an extended period of time, feel free to print your own using the artwork file available on the ZAP website.

We encourage all ZAP recipients to display a window cling at their facility year-round. Window clings are available and can be picked up at the ZAP office:

2001 South State Street, Salt Lake City, UT
84114 North Bldg., 4th Floor, Suite N4400



window clings



horizontal banner



vertical banner

ZAP AND SOCIAL MEDIA

ZAP is active on social media. If you are too, please “like us” on Facebook, “Follow us” on Twitter and/or “Subscribe” to our YouTube channel.

FACEBOOK www.facebook.com/zapisyou

When referring to ZAP on Facebook, tag/link directly to the Salt Lake County Zoo, Arts and Parks Facebook Page [@Salt Lake County Zoo, Arts and Parks]

TWITTER www.twitter.com/@slcoZAP

Include either the ZAP twitter handle @slcoZAP or the hash tag #slcoZAP on Twitter posts highlighting ZAP as it relates to your organization.

YOUTUBE www.youtube.com/zooartsandparks

More and more, organizations are videotaping their events and sharing them on YouTube. ***If you have already produced videos, we would like to share them on our ZAP YouTube channel.***

Please first subscribe to the ZAP YouTube Channel, and then send appropriate video links to PRZAP@slco.org with “YouTube Video link(s)” in the subject line.

Recommended Social Media Tips

We encourage you (through your organization’s own social media accounts) to:

- Thank the public for their support of the ZAP Program
- Let your followers know you are funded in part by Salt Lake County Zoo, Arts & Parks
- Highlight how the public benefits from your programs