



DIVISION OF PUBLIC PROGRAMS  
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## ACKNOWLEDGEMENT REQUIREMENTS

The National Endowment for the Humanities requires public acknowledgment of the projects it supports, as outlined in your grant award memo. **The NEH logo, credit line, and policy statement must appear on all materials publicizing or resulting from grant activities.** An acknowledgment must be contained at the beginning and end of each radio or television program and in all non-broadcast materials related to the project, including any elements of production re-purposed for distribution as digital media. **It must appear on signage at the entrance to exhibitions and on brochures, catalogues, exhibition video materials, and websites, both at the originating institution and all traveling venues.** The prominence of the acknowledgment should be in direct relationship to the level of Endowment funding provided for the project relative to any other sources of funding. Where possible, NEH support should be mentioned in newspaper articles, radio interviews, and other media activities to extend the effects of your project. If you have any questions regarding the forms of acknowledgment for your project, please contact our office at 202/606-8269 or [publicpgms@neh.gov](mailto:publicpgms@neh.gov).

### LOGO

The logo can be downloaded electronically from the NEH website at <http://www.neh.gov/logo/>.

### POLICY STATEMENT

The acknowledgment on grant products must also include the following statement: "Any views, findings, conclusions, or recommendations expressed in this (publication) (program) (exhibition) (website) do not necessarily

represent those of the National Endowment for the Humanities." The statement does not need to be in the same size font as that of the NEH logo and tag line, nor must it be located immediately adjacent to the logo.

### SAMPLE CREDIT LINES

*The National Endowment for the Humanities:  
Exploring the human endeavor*

*The National Endowment for the Humanities  
and {funded institution} together: Exploring  
the human endeavor*

*The {title of project} has been made possible in  
part by a major grant from the National  
Endowment for the Humanities: Exploring the  
human endeavor*

*This {exhibition, program discussion series}  
has been made possible in part by the National  
Endowment for the Humanities: Exploring the  
human endeavor*

### PRINTED MATERIALS

Printed acknowledgments and publicity materials are expected to carry the NEH logo. The type in the logo must be legible and no smaller than 5 points. If the logo is not appropriate for the design, the full Endowment name (no abbreviations) may be substituted in an appropriate type size. For large posters, etc., the point size should be correspondingly larger.

### FILMS and VIDEOS

A film credit clip is available from the Division of Public Programs for use in acknowledging Endowment support. NEH is to be acknowledged in videos funded as part of an exhibition or other public programs, as well as in films broadcast on television. If the

filmmaker intends to vary the design of the credits, NEH must approve the new format that is created. Please contact your NEH Program Officer to work with you on the credit as the film approaches production.

### **AUDIO AND RADIO MATERIALS**

To assist you, an audio credit clip is available from the Division of Public Programs for use in acknowledging Endowment support. The NEH should be credited for radio programs, as well as for recorded audio tours of exhibitions. Please contact your program officer to obtain a copy of the audio credit clip.

### **EXHIBITIONS**

**Acknowledgement requirements apply to the host site for the exhibition and to all participating venues. It is the grantee's responsibility to convey this requirement to all venues as part of the contract.**

### **WEBSITES**

Hyperlinks must be made between the project's website and that of the NEH.

### **PUBLIC EVENTS**

At programs or public gatherings related to the project, the Endowment must be acknowledged orally as sponsor. Signage at the event must acknowledge Endowment support. Please let your Program Officer know the schedule of all opening events at least three months in advance, so that, if possible, a member of the Chairman's staff or that of the Division of Public Programs can attend.

### **PROMOTION**

The design for all print, promotion, and advertising related to the project is your responsibility as the grantee, but must be submitted to your Program Officer for approval prior to implementation. This includes publicity campaign materials,

publications, advertisements, press kits, press releases, wall panels, educational programs, special events, and receptions.

### **PRESS EVENTS**

At press conferences, the Endowment must be acknowledged orally as a sponsor. Endowment support must be acknowledged on all press kits, preferably on the cover, and in all press releases. The Endowment will provide a fact sheet on NEH for press kits (one copy of which is attached).

### **ADVERTISING**

All advertisements for the project should acknowledge Endowment support.

### **PRINT AND ELECTRONIC USE**

Excerpts from NEH-funded exhibition catalogs, audio, and film clips must be made available to the Endowment for use in its publications and on the NEH homepage.