



## VISIT HARDY TOURISM ADVERTISING PROGRAM

### Guidelines & Logo Usage for Event Advertising & Print Literature Grants

#### Grant applications will be reviewed bi-monthly

Applications must be received no later than the  
1<sup>st</sup> of February, April, June, August, October, or December

**Each Tourism Advertising Program grant has specific criteria.**

**Please read each grant application and eligibility requirements carefully.**

- Incomplete and/or late applications will not be reviewed. Late applications may be reviewed at the following Visit Hardy Board review session.
- Notification of award will be emailed to applicants by the 4th Thursday of the month reviewed.
- These are reimbursement grants. Funds will be reimbursed for approved expenses within 30 days of receipt of the final report and any other required documentation (see specific grant application and/or the reimbursement form)
- *Advertising and printed literature with incorrect logo usage will not be reimbursed.* Contact Visit Hardy if you have any questions about logo usage.
- Expenses incurred prior to the grant approval are not eligible for reimbursement.

All eligible marketing materials must include an imprint of one of the

Visit Hardy logos below and/or the following sentence:

*"Funded in part by a Visit Hardy Tourism Advertising Program Grant"*



(Digital ads may use just the sentence)

Links will be made available to download the logos. The logo may also be reproduced in all black or all white if needed; contact Visit Hardy for a .png file. When placing the logo in an ad, do not stretch or compress it to fit. If using the sentence on print material it must be reproduced in the bold font used above (Calibri or Apple SD Gothic Neo) and no smaller than 9pt.

For television commercials and radio advertising, the line above must be added to the script and spoken at the end of the advertisement.

For assistance or questions, please call Visit Hardy at 304-897-8700  
or send email to [visithardy@gmail.com](mailto:visithardy@gmail.com).