



One Percent Funding Acknowledgement Guidelines

Adopted November 20, 2018

The Campbell County Board of Commissioners has established the following guidelines for organizations and Improvement and Service Districts that receive One Percent sales tax funding.

Acknowledgments

Organizations awarded One Percent sales tax funding shall publicly acknowledge program support through all reasonable mediums as a stipulation of accepting the award.

Organizations receiving One Percent funding must acknowledge funding in the following:

- Media releases about the funded activity/program
- Advertisements to promote funded activities/programs
- Posters or flyers promoting funded activities/programs
- Publications for or about the funded activity/program
- Banners that promote funded activity/program
- Articles in District newsletters promoting funded activities/programs.

Media Releases

All media releases about funded activities and programs must include the following acknowledgment: “This program is made possible in part through funding from the Campbell County One Percent sales tax.”

Logos

The Campbell County Penny Power logo must be displayed in all publications, advertising, and promotional and marketing material. Promotional materials include, but are not limited to printed materials, websites, audio/visual materials, displays, banners, exhibits, press kits and stationary. Logos may vary in size but must be easy to read when placed near other text and graphics. The logos must be clear of text or images. For more information on how to apply the Campbell County Penny Power logos, refer to the Logo Formats section below.

Each organization receiving One Percent sales tax funding shall prominently display a vinyl logo in their place of business. Vinyl logos will be provided by Campbell County.

Improvement and Service Districts (ISD) that receive one percent funding shall prominently display a 30-inch Penny Power sign at each ISD entrance. Signs will be provided by Campbell County.

Logo Formats

The following are approved formats which contain the correct CMKY colors. Logos can be downloaded for use at ccgov.net/pennypower. Changes to color, transparency, and size must be approved prior to use. Color logos can be used on dark or light backgrounds alike.

[CC PennyPower CMYK.eps](#)

EPS

Use for graphic design, high-quality printing on presses, large logo needed (e.g., banner)

[CC_PennyPower_CMYK_small.png](#) PNG Preferred for the web, PowerPoint, other documents that will be printed on laser or inkjet printers (720x720 pixels)

[CC_PennyPower_CMYK_large.png](#) PNG Graphic design, high-quality printing on presses (1000x1500 pixels)

Black and White Logos

[CC_PennyPower_BW.eps](#) EPS Use for graphic design, high-quality printing on presses, large logo needed (e.g., banner). Use on a light background. To use on a dark background invert to white and black.

[CC_PennyPower_BW_small.png](#) PNG Preferred for the web, PowerPoint, other documents that will be printed on laser or inkjet printers (580x580 pixels). For use on a light background.

[CC_PennyPower_BW_large.png](#) PNG Graphic design, high-quality printing on presses (1000x1500 pixels)