



Massachusetts Office of Travel & Tourism
136 Blackstone Street, 5th Floor
Boston, MA 02109
Massvacation.com

FUNDING CREDIT AND LOGO POLICY

PURPOSE:

This policy applies to all marketing materials, funded, in whole or in part, by grant funds administered by the Massachusetts Marketing Partnership (MMP)/Massachusetts Office of Tourism (MOTT) including Regional Tourism Council (RTC) grants. This policy is designed to:

- Brand all state-funded tourism marketing materials;
- Maintain the integrity of MOTT's logo;
- Acknowledge funding by the Commonwealth of Massachusetts

REVIEW PROCESS:

- MOTT logos can be found on the media and industry portal at VisitMA.com
- Prior to production, submit a [logo review form](#) to MOTT with the proposed artwork/layout/mock-up to: Phyllis M. Cahaly phyllis.cahaly@mass.gov
- Submissions will be reviewed for proper logo placement.
- If a project is cancelled, please notify MOTT by email.

FUNDING CREDIT:

Funding credit must be a stand-alone paragraph with a minimum of 8 point type. Materials that require funding credit must include one of the following:

If only a *portion* of MMP/MOTT funds are used, the funding credit should read:

Funded, in part, by the Massachusetts Office of Travel & Tourism

If the *entire* project was funded by MMP/MOTT funds, the funding credit should read:

Funded by the Massachusetts Office of Travel & Tourism

LOGOS:

Either of the logos listed below may be used. The logo may appear in pre-determined seasonal colors, rainbow (LGBTQ), black & white, reverse (white), or in any one (1) color, subject. The [MOTT logo](#) is available online. The logo must be reproduced directly from electronic files supplied by MOTT; artwork may not be altered in any way and resetting of type is not permitted. When enlarging or decreasing the size of the logo, be sure that the logo is not stretched vertically or horizontally.



PROJECT	MOTT LOGO	FUNDING CREDIT
E-Brochures Newsletters	Minimum 2"	Yes
Outdoor/Billboard	Same size as sponsor's logo	No
Press Kit	Minimum 2"	Yes: on inside panel or back cover
Trade Show Pull-Up Banner (88"h x 33"w)	15" w x 4.75"h (and equal in size to RTC logo)	No
Trade Show Tablecloth 6' trade show table (imprint area: 30" h x 72"w)	15" w x 4.75"h (and equal in size to RTC logo)	No
Print Ad < 3.5 (small-space print ad (less than 3.5" in width)	Width must be equal or greater than width of sponsoring organization's name but not less than 1.5"	No
Print Materials	On cover	Yes: on first text page or back panel
TV Ad	Same size as sponsor's logo; minimum of 3 seconds, at front or back of spot; present mock-up, then rough cut for final approval	No
Video	Same size as sponsor's logo; minimum of 3 seconds at front or end of video	No
Visitor Guide	Min 2" on cover	Yes: in masthead or Table of Contents
Web Banner	Same size as sponsor's logo	No
Website	Logo on home page as a hyper link	No
All other applications	Consult MOTT while still in the design stage	Consult MOTT

