



**MASSACHUSETTS MARKETING PARTNERSHIP
MASSACHUSETTS OFFICE OF TRAVEL & TOURISM**
136 Blackstone Street, 5th Floor
Boston, MA 02109
VisitMA.com

FY24 FUNDING CREDIT & 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 and mini-grants as issued by RTCs. This policy is designed to:

- Brand all state-funded tourism marketing materials
- Maintain the integrity of MOTT's logo on both state and non-state funded material
- Acknowledge funding by the Commonwealth of Massachusetts

REVIEW PROCESS:

- Prior to production, submit a [FY24 Funding Credit & Logo Pre-Approval Form](#) to MOTT and include the proposed artwork/layout/mock-up and submit to: Phyllis M. Cahaly, CMD phyllis.cahaly@mass.gov
- 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. Radio ads must be read at a normal speed. 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:

The approved [MOTT logo](#) may appear in pre-determined seasonal colors, rainbow (LGBTQ+), black & white, reverse (white), or in any one (1) color, subject to MOTT's approval. The MOTT logo is available online in JPEG for print, JPEG for web and EPS. 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. The font used in the logo is Azur Bold. The font for "visitma.com" is Neutra Text book with character spacing set to 125.



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
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
Radio Ad	<i>"Funded, in part, by the Massachusetts Office of Travel & Tourism"</i> Or <i>"Funded by the Massachusetts Office of Travel & Tourism"</i>	Yes
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
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 Include entire publication for review	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
Questions on all other applications?	Consult MOTT while still in the design stage	Consult MOTT