



Salt Lake County  
**ZOO, ARTS  
& PARKS**  
(ZAP) Program

**Contractual Media  
Obligations**  
**Acknowledgement  
Expectations**



## CONTRACTUAL MEDIA OBLIGATIONS

### INTRODUCTION

Congratulations on receiving a grant from Salt Lake County Zoo, Arts & Parks (ZAP) program.

ZAP's mission is to enhance Salt Lake County resident and visitor experiences through cultural and recreational offerings. While we don't need to tell you how important arts, culture and recreation are, we do need your help in telling others.

ZAP grants are different funding from foundations or private donors because ZAP funds are public tax dollars approved by the voters of Salt Lake County. That's why as part of your contract we require you, our cultural partner, to spread the word about the value of ZAP to your constituents.

This guide reviews your contractual media obligations and defines the correct usage of the ZAP IS YOU.ORG logo and citation, to ensure that ZAP's visual identity remains consistent through the many applications in which it occurs.



### RECOGNIZING ZAP

In your ZAP Contract, your organization has agreed to acknowledge the Salt Lake County Zoo, Arts and Parks program ("ZAP Program") in multiple mediums, including acknowledging the Salt Lake County ZAP Program at events for which funds have been utilized.



## CONTRACTUAL MEDIA OBLIGATIONS

1. As a grantee you agree to use your organization's best efforts to use the official Zoo, Arts & Parks logo on: **written material such as playbills, brochures, appropriate advertisements, flyers, banners, websites and newsletters.** You may use other acknowledgments as appropriate, such as announcements from the stage, in media releases, on supertitles, on pre-event videos, etc.

The correct usage can be found on **Page 4 (ZAP Logo Usage Guide).**

2. You also agree to provide the County with press releases and other public relations material designed to promote your organization's programs and projects. Submission by email is preferred at [PRZAP@slco.org](mailto:PRZAP@slco.org).

3. On your organization's website, the Zoo, Arts and Parks logo must be displayed on the donor/sponsor page or other prominent page of the website. Please follow the logo usage guidelines on **Page 4 (ZAP Logo Usage Guide).**

4. Your organization further agrees to publicly announce (in some manner) that the applicable programming is supported by the Salt Lake County Zoo, Arts & Parks Program (using this or similar wording). **Please use "supported by" or "partially funded by" as opposed to "sponsored by".**

For additional suggestions for wording your ZAP acknowledgments, please see **Page 8 (Acknowledgment Expectations).**

5. Your organization must also provide the County with a copy of programs or other printed material acknowledging the County and the ZAP Program in your Evaluation Report (submitted via ZoomGrants).

## CONTRACTUAL MEDIA OBLIGATIONS

### NOW PLAYING UTAH

Your organization must also use the [www.nowplayingutah.com](http://www.nowplayingutah.com) (NPU) website to promote your events.

This arts and cultural calendar is managed under Utah Cultural Alliance, and was created in order to benefit Utah's arts and cultural community and individuals interested in attending arts and cultural events.

Your organization should provide its publicity materials to NPU in a timely manner and shall promote the NPU website among your constituents, patrons, audiences, etc., including linking to NPU from your organization's website.

Your organization also agrees to list artist profiles on NPU.

### BOARD INVITATIONS

As a grantee, your organization agrees to provide tickets to any non-fundraising event, without charge and within reason, as requested by your County's representative to enable your ZAP Advisory Board to better review and evaluate your organization and programs.

You are encouraged to extend to Advisory Board members an invitation to at least one event per year without charge for evaluation purposes. Please use the ZAP invitation form, most easily found on the "Tools for Currently Funded Organizations" page of the ZAP website,, to submit invitations to the Advisory Board

### ZAP MONTHLY NEWSLETTER

***Although not a contractual media obligation,*** as marketing and promotion staff or volunteers for your organization, it is important that you subscribe to the ZAP Monthly Newsletter in order to stay abreast of ZAP grantee updates, program news, important announcements, and opportunities we have to share with your organization. This is our **PRIMARY** mode of communication with your organizations throughout the year.

You can subscribe to the newsletter at the "Tools for Currently Funded Organizations" page of the ZAP website.

## ZAP LOGO USAGE GUIDE

### ELEMENTS

The elements of the ZAP logo are:

- A. Four colored illustrative squares (the 'mark')
- B. ZAP IS YOU. ORG typography (the 'logotype')
- C. Salt Lake County type and logo

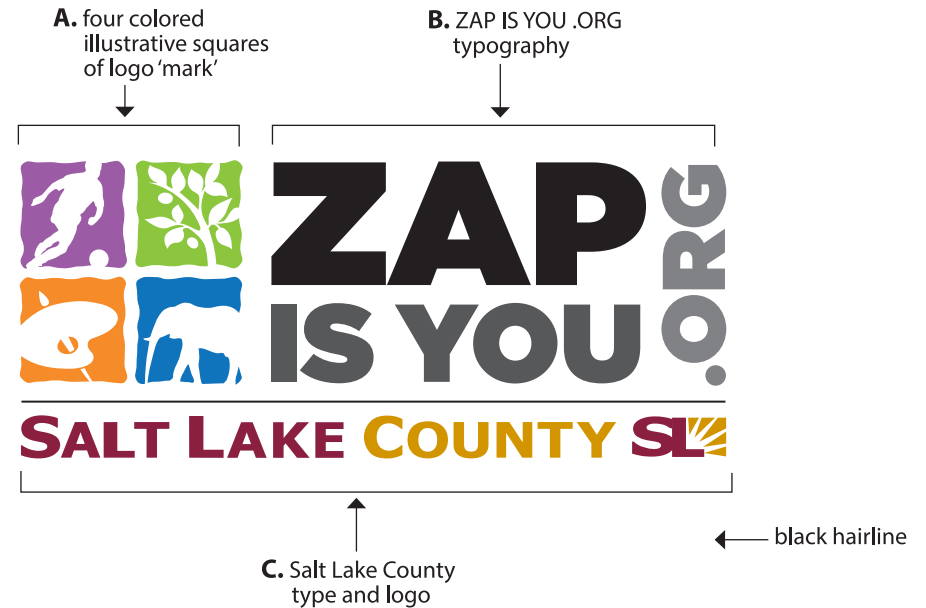
### FORMATS

There is both a horizontal and vertical version of the ZAP logo.

Visit the ZAP website ([www.zapisyou.org](http://www.zapisyou.org)) — specifically, the “Tools for Currently Funded Grantees”— to download all logo artwork.

- The horizontal logo is the primary logo and is to be used wherever possible.
- The Spanish version of the ZAP logo may be used at the recipient's discretion.
- The relative size and position of each of these elements must remain as shown in each of the two logo versions (no stretching/ skewing).

### HORIZONTAL ZAP LOGO



### VERTICAL ZAP LOGO



## ZAP LOGO USAGE GUIDE

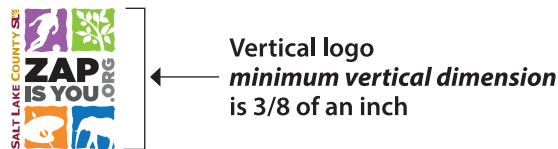
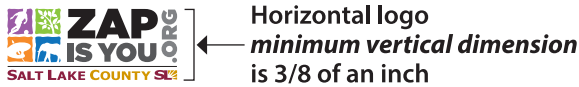
### SIZE REQUIREMENTS

- The height of the horizontal logo must remain legible & therefore never be printed smaller than 3/8 inch.
- The height of the vertical logo must remain legible & therefore never be printed smaller than 3/4 inch.

Note:

In the event the marketing piece is less than 4 inches tall, the ZAP logo's height, regardless if you are using the horizontal or vertical logo, must never be less than 5% of the marketing piece's height.

The ZAP logo should always be the same size as other sponsor logos on an organization's marketing material. It can appear bigger if ZAP is the primary funder of your organization's activities.

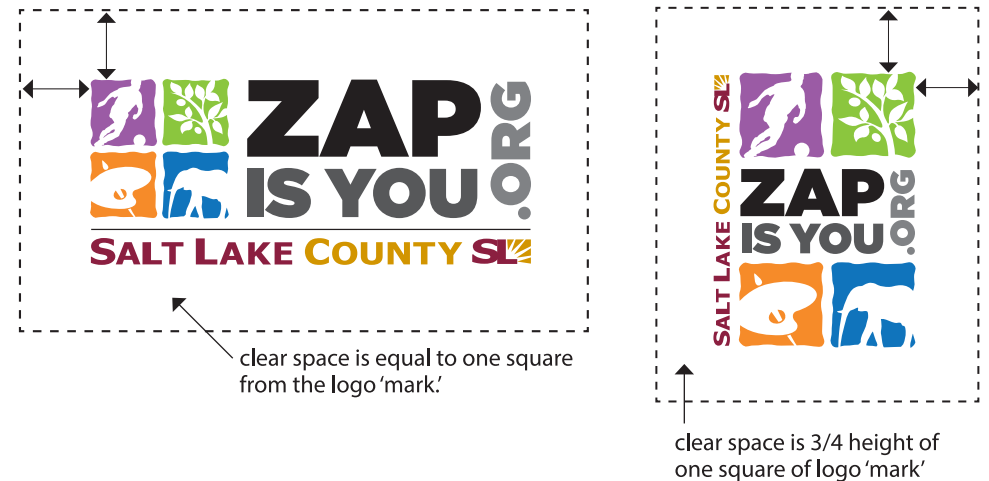


### CLEAR SPACE

In order for the ZAP logo to be clearly seen, please don't place other elements too close to the logo.

When using the horizontal logo, leave a clear space that equals AT LEAST the width/height of a single square from the logo 'mark' (the illustrative elements of the logo).

When using the vertical logo, leave a clear space that equals AT LEAST approximately 3/4 the width/height of a single square from the logo 'mark'.



## ZAP LOGO USAGE GUIDE

### COLOR & VERSIONS

The ZAP logo MUST be printed in color when printed on color marketing material.

(Refer to CMYK and RGB values at right.)

When needed, a one-color BLACK version is provided. In one-color applications, the ZAP logo must always appear in **black**.

If the value of background on which the logo will appear is darker than 50% (-ish), the reversed version of the logo should be used.

The reversed version of the logo must always appear as **white**.

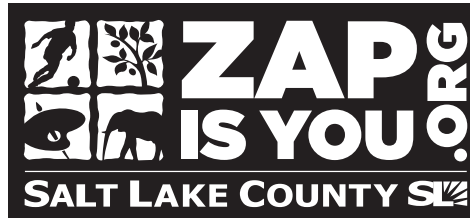
#### FULL COLOR ZAP LOGO











#### BLACK & WHITE ZAP LOGO



#### REVERSED ZAP LOGO



#### COLOR PALETTE

 C = 43 M = 76 Y = 0 K = 0	 C = 50 M = 0 Y = 100 K = 0	} ZAP logo 'mark'
 C = 0 M = 55 Y = 95 K = 0	 C = 85 M = 50 Y = 0 K = 0	
 80% Black 70% Black when offset printed	 60% Black 40% Black when offset printed	} ZAP logotype
 PMS 208* *PMS 216 when laser printed	 PMS 117* *PMS 125 when laser printed	} Salt Lake County Logo

## LOGO DON'TS

The integrity of the ZAP brand is highly dependent on consistent and proper use of the ZAPISYOU.ORG logo

Please:

- Use color only as specific within this guide. Do not use colors outside of the ZAP logo color palette.
- Do not move colors around within the logo.
- Do not extend or condense the logo.
- Do not rotate or tilt the logo.
- Do not delete any part of the logo (ie. Salt Lake County).



Do not change logo coloration



Do not stretch or skew logo



Do not rotate or tilt logo



Do not delete any part of the logo (i.e. "Salt Lake County")





## ACKNOWLEDGEMENT EXPECTATIONS

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### REQUIREMENTS

#### Recipients must include the ZAP logo on:

- Brochures, printed programs, and/or playbills  
*(May choose to use a ZAP graphic in place of logo; see Page 8 for designs)*
- Organization's website  
*(Logo image should be linked directly to the [www.zapisyou.org](http://www.zapisyou.org) website)*
- Organization's newsletter  
*(Especially in the event that this is your primary mode of communication with your constituents)*

### EXCEPTIONS

#### Do not include the ZAP logo on:

- SWAG
- Material for Fundraising events  
*(Only public activities & programming)*
- Guerilla/Non-traditional marketing items

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### IMPORTANT

Whenever donors are listed (ei. on a brochure, playbill, etc) ZAP must be acknowledged in your organization's donor list at the donation level of funds received from ZAP.

ZAP should be acknowledged at the donation level of funds received for each program your ZAP funds are being used to support.

If your organization has questions about acknowledging ZAP across your different kinds of media assets or programs, please contact ZAP staff for clarification.

Please do not acknowledge ZAP on materials for activities that ZAP cannot fund (ei. political or lobbying events, religious programs, social service programs, etc).



## ACKNOWLEDGEMENT LANGUAGE

### WRITTEN

When you absolutely cannot use the ZAP logo (ei. do not have a printed program) and can only provide a written acknowledgment, please use the phrase:

*"[organization name] is funded in part by Salt Lake County Zoo, Arts & Parks (ZAP)"*

### VERBAL

We encourage all ZAP recipients to verbally thank the public just before a performance or event begins.

#### ***Sample Verbal Statement #1***

*"[Organization's name] would like to thank the residents of Salt Lake County for their continued support of arts, culture, and recreation through the Salt Lake County Zoo, Arts & Parks program.*

When you pay sales tax, one penny out of every \$10 is set aside to strengthen our community. Your support matters. Thank you!"

#### ***Sample Verbal Statement #2***

*"[Organization's name] is funded in part by the residents of Salt Lake County through the Zoo, Arts & Parks program. Your support matters. Thank you!"*

### TELEVISION, RADIO & NEWSPAPER

When possible when paying for television ads, please use the ZAP logo.

If being interviewed on television, radio, or for a newspaper story, please make your best effort to 1) thank the public, 2) acknowledge Salt Lake County, and 3) acknowledge Zoo, Arts & Parks.

#### ***Sample Statement #1***

*"[Organization's name] is funded in part by the residents of Salt Lake County through the Zoo, Arts & Parks program. Your support matters. Thank you!"*

## ZAP GRAPHICS

Instead of using the ZAP logo alone, your organization may use a ZAP graphic to acknowledge the program. All artwork is available on the ZAP website under the “Tools for Currently Funded Grantees” page.

## VENUE SIGNAGE

Contact ZAP staff to reserve a Zoo, Arts & Parks banner for your events. If your budget permits, feel free to print your own using the artwork files available on the ZAP website.

We also encourage all ZAP recipients to display a window cling at their facility year round.

Window clings and banners are available and can be picked up at the ZAP offices at the Salt Lake County Government Center at any time during regular business hours:

2001 South State Street  
North Building, Third Floor, Suite 200  
Salt Lake City, UT 84190



window clings



horizontal banner



vertical banner

## NON-CONTRACTUAL MEDIA OBLIGATIONS

These opportunities are not contractual obligations and are not required. They do not effect application review or your ability to receive funding.

### ZAP AND SOCIAL MEDIA

ZAP staff uses best efforts to collaborate with our grantees and amplify your impact with Salt Lake County Residents by sharing grantee programming and events on social media. Our goal is to help maximize impact and equitable engagement.

Connect with us on social media! Please:

- like our Facebook Page
- Follow us on Instagram and Twitter
- Subscribe to our Youtube Channel

See below for more information regarding our social media streams:



**INSTAGRAM** @SLCOZAP

[www.instagram.com/slcozap/](http://www.instagram.com/slcozap/)

In addition to following us on Instagram, please tag ZAP in any photo that shows your organization's event or activity that was directly funded by your ZAP grant, and please use the ZAP hashtags.



**TWITTER** @SLCOZAP

[www.twitter.com/slcoZAP](http://www.twitter.com/slcoZAP)

Include either the ZAP twitter handle @slcoZAP or the hashtag #slcoZAP on Twitter posts highlighting ZAP as it relates to your organization.



**FACEBOOK** @SLCOZAP

[www.facebook.com/slcoZAP](http://www.facebook.com/slcoZAP)

When referring to ZAP on Facebook, tag/link directly to the Salt Lake County Zoo, Arts and Parks Facebook Page

### #ZAPTICKETTUESDAY

On Facebook, we host a weekly giveaway called #ZAPTicketTuesday, where Salt Lake County residents can enter to win tickets upcoming shows, performances, or admission to grant recipient locations.

This is a great way to promote your organization and attract new audiences. If you would like to participate and donate a giveaway prize, please visit our website [zapisyou.org](http://zapisyou.org), and under the "Tools for Current Grantees" tab on the left-hand side there is a link to fill out a ZAP Ticket Tuesday Form

### HASHTAGS

On all platforms:

**#ZAPisyou**

**#slcoZAP**

For ZAP Summer Passport Related Posts:

**#ZAPKidsSummerPassport**

## NON-CONTRACTUAL MEDIA OBLIGATIONS

### ZAP BLOG

ZAP hosts a blog on the ZAP Website, and we invite your organization to submit posts to the ZAP blog. We want to share stories of your work, and the personal impact of arts, culture and recreation with the public and officials. Your blog post will be shared on our social media in addition to being put on our website.

If you're interested in contributing, please contact the ZAP Program Coordinator to discuss details and schedule a date.

A successful blog post includes:

- 3-5 images
- 500-700 words
- A short, snappy title
- A short, two to three sentence bio of the author
- An engaging story with short paragraphs

Remember: Blog posts are not press releases...this is storytelling! People love watching (or reading about) other people. This is a great chance to make it personal.



[www.youtube.com/zooartsandparks](http://www.youtube.com/zooartsandparks)

If you have produced videos highlighting your organization, we would like to share them on our ZAP YouTube channel. Please first subscribe to the ZAP YouTube Channel, and then send appropriate video links to PRZAP@slco.org with "YouTube Video link(s)" in the subject line.

### RECOMMENDED SOCIAL MEDIA TIPS

We encourage you (through your organization's own social media accounts) to:

- Thank the public for their support of the ZAP Program
- Let your followers know you are funded in part by Salt Lake County Zoo, Arts & Parks
- Highlight how the public benefits from your programs

### IMAGES

These are suggested tips on what images your organization should be sharing to better promote your programming.

- High resolution photo (landscape or portrait, both are great!)
- Dynamic or showing actions of what your organization does (i.e. rehearsals, painting, outreach, etc.)
- Photo credit (if needed)

We want your images to tell your story, to show all the hard work you do and what you provide to the public.