



## Marketing and Promotional Guidelines for Grant Recipients

It's essential to maintain the consistency, integrity, and reputation of the **Beth Sholom Village Grant (BSV)** name and logo. Proper representation ensures that the strength and unity of our mission resonate throughout the community. These guidelines aim to provide clear directions on how to use the BSV branding effectively and respectfully in your organization or personal promotional and marketing materials.

### 1. General Instructions:

- a. Usage Permission: The Beth Sholom Village logo is to be used only by grant recipient or with expressed permission from BSV. Unauthorized use is strictly prohibited.
- b. Do Not Modify: The logo should not be altered, distorted, or modified in any way. Always use the provided official versions.

### 2. Print Materials:

- a. Positioning: Ensure the logo is positioned clearly and prominently on your print materials.
- b. Size: Adjust the size of the logo to fit the design but ensure its legible and not disproportionately scaled.
- c. Colors: Use the color version of the logo on light backgrounds. If your design has a dark background, use a white or light version if provided.

### 3. Social Media Posts:

- a. Inclusion: Always include the BSV logo when mentioning BSV in your post.
- b. Captions: Whenever you use the BSV logo, include an acknowledgment in the caption such as "**Recipient of the Beth Sholom Village Grant**" or "**Supported by a grant from Beth Sholom Village.**"

### 4. Websites:

- a. Placement: Ideally, the logo should be placed on the homepage or on the dedicated page discussing the grant. Make sure it is visible and easily identifiable.
- b. Link: If possible, link the logo back to the BSV Grant landing page: <https://foundation.jewishva.org/bethsholom>
- c. Alt-text: Ensure the logo has appropriate alt-text like "Beth Sholom Village Logo" for accessibility purposes.

### 5. Naming Conventions:

- a. Full Name: Always refer to the organization as "**Beth Sholom Village Grant**" in the first mention. Subsequent mentions can use "BSV" if context is clear.
- b. Consistency: Ensure the name is spelled and capitalized correctly in all instances.

### Request for Approval (Optional but Recommended):

Before publishing any material (print or digital) that features the BSV logo or name, consider sending a draft or mockup to a BSV representative. They can provide guidance to ensure proper usage and adherence to their brand guidelines.