



## **ADDENDUM TO THE MEMORANDUM OF UNDERSTANDING: BRANDING GUIDELINES FOR FUNDED AGENCIES FY 2023-2024**

Dear Community Partner, below is the list of the marketing procedures submitted as part of the Memorandum of Understanding associated with your annual allocation, or impact grant. We appreciate your commitment to these principals, and remind you that funding is contingent on the fulfillment of those branding requirements.

### **1. Printed and electronic materials:**

- The Federation should be recognized at the appropriate sponsor level consistent with the annual agency allocation, impact grants, including but not limited to events, digital and printed signage, and other marketing materials.
- Impact Grant funded initiatives (e.g. exhibitions, luncheons, etc.) should recognize Federation's support. Examples of the written recognition are: "Funding for XXX, provided by Jewish Federation of Greater Dallas" or "Jewish Federation of Greater Dallas XXX Program."
- The Federation logo should be included appropriately on printed and electronic materials, including invitations, annual reports, letterhead, newsletters, communications releases, signage, and other agency publications. The logo should be used following these design standards:
  - The logo should retain a constant ratio of length and width. The logo should never appear smaller than ¾ of one inch
  - The logo should include the words Jewish Federation of Greater Dallas (a variety of electronic and print files are available for your use from the Federation's Communications and Marketing Department.)

### **2. Electronic Newsletters, and periodic announcements:**

- On the footer of the newsletter, please pick ONE of the three options:
  - i. Write "The Agency (insert your official title) is proudly supported by the [Jewish Federation of Greater Dallas](https://www.jewishdallas.org) (hyperlinked to the [jewishdallas.org](https://www.jewishdallas.org))."
  - ii. Place Federation's logo, hyperlinked to [jewishdallas.org](https://www.jewishdallas.org)
  - iii. Place "Community Partner" logo, hyperlinked to [jewishdallas.org](https://www.jewishdallas.org)

### **3. Website:**

- On the footer of the main page of your website, pick ONE of the three options:
  - i. Write "The Agency (insert your official title) is proudly supported by the [Jewish Federation of Greater Dallas](https://www.jewishdallas.org) (hyperlinked to the [jewishdallas.org](https://www.jewishdallas.org))."
  - ii. Place Federation's logo, hyperlinked to [jewishdallas.org](https://www.jewishdallas.org)
  - iii. Place "Community Partner" logo, hyperlinked to [jewishdallas.org](https://www.jewishdallas.org)

Signed By \_\_\_\_\_, CEO/Executive Director/Rabbi