



Ginsberg Center Attribution & Acknowledgement Guidelines

The Ginsberg Center works to support campus-community partnerships. In order to help other potential partners learn how the Ginsberg Center can support them, please include the Ginsberg Center in any marketing (ex: reports, presentations, talking points, announcements) you produce around the partnerships and projects that we have supported.

For press releases, printed brochures, flyers, video, audio, and social media posts, etc, here is sample language for attribution:

- “This partnership was facilitated by the University of Michigan’s Ginsberg Center.”
- “This initiative or project was supported by the University of Michigan’s Ginsberg Center.”
- “As a community engagement center, the Ginsberg Center’s mission is to cultivate and steward equitable partnerships between communities and the University of Michigan in service to the public good. The Ginsberg Center strives to increase U-M’s capacity for positive community impact by bringing students, faculty, and community members together to address pressing social concerns.”

To include the Ginsberg Center Logo:

Per University of Michigan branding standards, our logo should have a minimum width of ¾” for print materials and 36 pixels for online materials. Download a copy using the links below:

- Blue text, transparent background: <http://bit.ly/GCLogoBlue>
- White text, transparent background: <http://bit.ly/GCLogoWhite>

Additional Graphics:

Ginsberg Center has also created a Connected by Ginsberg “stamp” that can be added to marketing materials. Download a copy using the links below:

- Blue text, transparent background: <http://bit.ly/connectedbyGCblue>
- White text, transparent background: <https://bit.ly/ConnectedByGCWhite>

Cross-Promotion

We also can acknowledge your organization in our social media efforts. If you have a Facebook presence, a website link, etc. that we might share, on social media or in our biweekly newsletter, please send details to ginsberginfo@umich.edu.

Social Media If you are using social media to share about your partnership, we ask that you tag us.	Facebook: U-M Ginsberg Center https://www.facebook.com/ginsbergcenter/ Instagram: ginsbergcenter Twitter: ginsbergcenter
Website If you are including live links, we would appreciate being included	https://ginsberg.umich.edu



STUDENT LIFE

EDWARD GINSBERG CENTER

UNIVERSITY OF MICHIGAN

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Additional requests

If you have questions about this process or need additional materials, we're happy to help. If you have questions about this partnership or project, please reach out to us. Please email ginsberginfo@umich.edu. Thank you for your partnership!