STUDENT LIFE
EDWARD GINSBERG CENTER
UNIVERSITY OF MICHIGAN

Ginsberg Center Attribution & Acknowledgement Guidelines

This guide contains instructions on how to credit Ginsberg Center in any marketing (ex: reports, presentations, talking points, announcements) you produce around the partnerships and projects that we have supported. Please note that as a condition of funding, **recipients of Ginsberg Center grants and co-sponsorship funds are required to include Ginsberg Center logo and name Ginsberg Center as a co-sponsor** in campus and public-facing materials.

Name Ginsberg Center as a co-sponsor (e.g. press releases, printed brochures, flyers, video, audio, and social media posts). 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."

Include the Ginsberg Center Logo:
Per University of Michigan branding standards, our logo should have a minimum width of ⅜" 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

Add additional Graphics for Matchmaking:
If Ginsberg Center has 'matched' you with a community partner, you may also use this 'Connected by Ginsberg' stamp in your 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
Website If you are including live links, we would	https://ginsberg.umich.edu

appreciate being included	
Contact Info	1024 Hill Street, Ann Arbor, MI 48104 Phone: (734) 763-3548 Fax: (734) 647-7464 Email: ginsberginfo@umich.edu

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!