



Asset Acknowledgment Toolkit /  
RAD Brand Guidelines

Effective January 2021

# Table of Contents

Logo Use.....	3-5
Language.....	6
Website Acknowledgment.....	7
Print & Digital Material.....	8
Environment.....	9
Social Media.....	10
Events.....	11
Questions/Comments.....	12

## Congratulations on your RAD funding!

As a RAD recipient, you are required to properly acknowledge RAD. This toolkit will help to ensure your compliance is made as easy as possible.

RAD funding is made possible by the taxpayers of Allegheny County, who pay an additional one percent sales tax to support our region’s libraries, parks, arts and cultural organizations, regional attractions, sports and civic facilities, public transit, and local government services.

By acknowledging and making visible your status as a RAD recipient, you are making the case for why a funding stream like RAD is so vital in our region. The more visible and recognizable the impacts of RAD funding, the better for everyone!

Proper acknowledgment of RAD funding serves as:

- A **thank you to the public** for their support of our region’s quality of life;
- An **educational tool** for those who may not know what RAD is or does; and
- An **organizational badge of honor** – you are an asset in our region!

Your compliance with RAD acknowledgment helps to demonstrate the impact of public support for our region’s assets and foster a sense of pride in the fact that this unique funding structure exists here in Allegheny County. A more robust public understanding of what RAD is and the many vital organizations that it supports is beneficial for all.

This toolkit provides specific guidelines for use of RAD’s logo and language, as well as other opportunities to acknowledge and celebrate RAD. Please use this guide and its contents as they apply to your organization, and feel free to share with any appropriate staff.

The RAD staff is happy to help or answer any questions you may have regarding acknowledgment.

Visit [radworkshere.org/pages/grantee-toolkit](http://radworkshere.org/pages/grantee-toolkit) for more information.

# Logo Use

As the foundation of the RAD identity, our logo is an essential element of this guide. Regional assets are required to display the 'RAD works here.' logo on their websites and in any appropriate digital or physical promotional material.

Please follow the logo usage guidelines provided in this toolkit.

Logo files for download can be found at [radworkshere.org/pages/grantee-toolkit](http://radworkshere.org/pages/grantee-toolkit)

## PRIMARY LOGO



## SIZE

The RAD logo can be scaled to a variety of sizes. However, at extremely small sizes, the readability may become compromised. To ensure that each configuration of the logo is always legible, it should never be reproduced smaller than 0.25 inches in height, or 18px.



## COLOR

### RAD Orange

PMS: 165  
CMYK: 1 / 73 / 90 / 0  
RGB: 239 / 105 / 48  
HEX: #ef6930

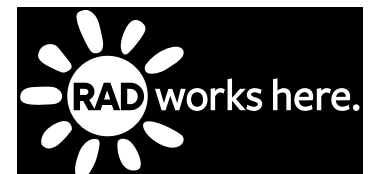


### RAD Blue

PMS: 301  
CMYK: 100 / 78 / 18 / 4  
RGB: 16 / 76 / 137  
HEX: #104c89



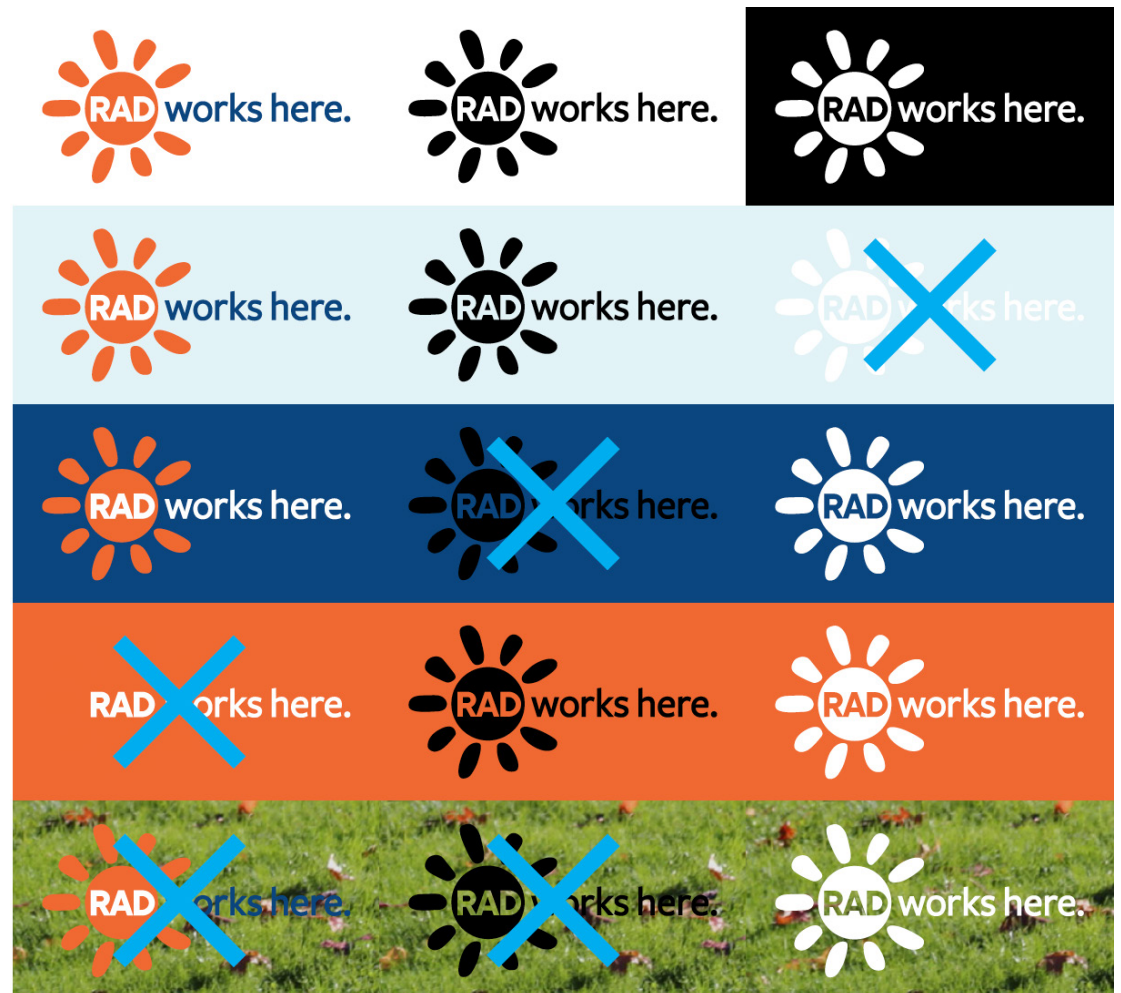
If the primary color logo does not work or fit with your own branding, you may use the black or knock-out version of the logo.



# Logo Use (cont.)

## BACKGROUND CONTROL

The logo is adaptable to a range of background requirements; however, it is essential that the logo is always highly legible in every application. As a rule of thumb, a dark logo should not be used on a dark background, nor should a light logo be used on a light background.



# Logo Use (cont.)

## MISUSE

Please note these representations of misuses that **must be avoided** whenever applying the RAD logo. The logo must never be altered or recreated. Only use approved files received from RAD or at [radworkshere.org/pages/grantee-toolkit](http://radworkshere.org/pages/grantee-toolkit)



NEVER RE-ARRANGE THE ELEMENTS OF THE LOGO.



NEVER DISTORT THE LOGO.



NEVER STYLIZE THE LOGO IN ANY WAY.



NEVER RE-TYPESET THE LOGO.



NEVER APPLY THE LOGO TO A BACKGROUND THAT DOES NOT PROVIDE SUFFICIENT CONTRAST.



NEVER RE-ARRANGE COLORS WITHIN THE LOGO.



NEVER OUTLINE THE LOGO.



NEVER APPLY A COLOR OUTSIDE OF THE PALETTE TO THE LOGO.



NEVER RE-ARRANGE, MOVE, OR ROTATE THE SUN RAYS.

# Language

Wherever appropriate, please include RAD's boilerplate or credit line.

## BOILERPLATE

For over 25 years, the Allegheny Regional Asset District (RAD) has invested in Allegheny County's quality of life through financial support of public libraries, parks & trails, regional attractions, arts & cultural organizations, sports & civic facilities, public transit, and local municipal services with revenue from an additional, countywide one percent sales and use tax. Since its inception, RAD has resulted in over \$4 billion invested in the region. Visit [radworkshere.org](http://radworkshere.org) for more information.

## CREDIT LINE

[*Organization*] is supported in part by the taxpayers of Allegheny County through a public grant from the Allegheny Regional Asset District (RAD). RAD works here.

## ACRONYM

The proper acronym is RAD (**not** ARAD). The first time you use it in writing, put the acronym in parentheses after the full name: Allegheny Regional Asset District (RAD). Thereafter, you can stick to using the acronym.

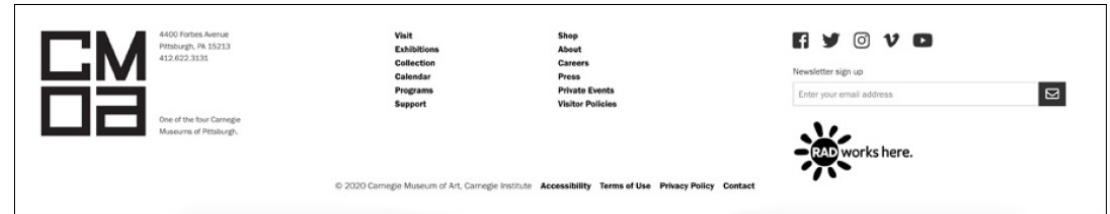
# Website Acknowledgment

RAD's logo must appear on your organization's website, with a preference of location in the lower right corner of your website's footer. As is possible, the logo should link to [radworkshere.org](https://radworkshere.org).

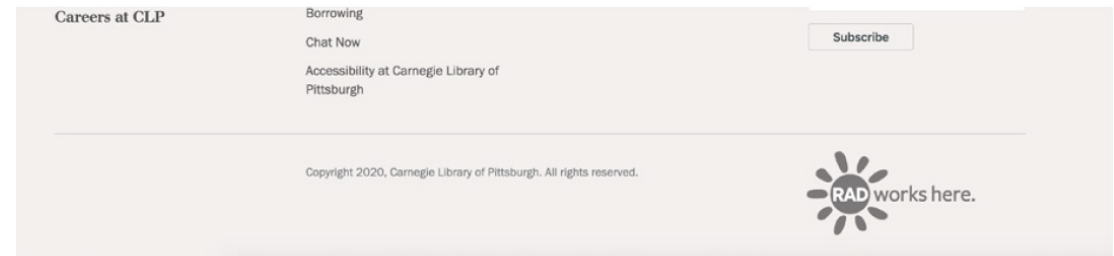
RAD should also be acknowledged anywhere funders are listed on your website, at the appropriate level of support. Please list as:  
Allegheny Regional Asset District (RAD)

## ISOLATED WEBSITE FOOTER PLACEMENT

### BLACK



### NEUTRAL COLOR



## CO-SPONSORED WEBSITE FOOTER PLACEMENT

### KNOCKED-OUT



# Print & Digital Material

Whenever possible, RAD's logo should appear in the bottom right corner of any print or digital media.

Opportunities to use RAD's logo include, but are not limited to: playbills, postcards, email signatures, e-newsletter footers, news releases, sponsorship signage, and any other public promotional material.

Customizable RAD ads are available upon request. Contact RAD's Director of Communications for more information.

RAD should also be acknowledged anywhere funders are listed in print or digital materials, at the appropriate level of support. Please list as:  
**Allegheny Regional Asset District (RAD)**

## LOGO ON PRINT OR DIGITAL MEDIA

**Think about a time you felt out of place.  
What was it like?  
What made you feel that way?**

*All Pittsburghers are Poets*



## RAD ADS

**RAD works here.**

**For more than 25 years**  
RAD has invested in our region's quality of life through financial support of our libraries, parks, cultural institutions, and more. Thanks to Allegheny County taxpayers, RAD works here.

VISIT **RADworkshere.org** FOR MORE INFORMATION.



## Environment

Every asset will be mailed a new 'RAD works here.' window cling. If you have the old version, please replace as soon as possible with the new one. The sticker is 11 in. x 5.5 in. and should be displayed on a public-facing window or door of your physical location, preferably in a high-traffic area, at a comfortable height for visibility.

Vinyl banners (6.5 ft. x 3 ft.) and yard signs with stakes (2.5 ft. x 1 ft.) are available upon request.

**WINDOW CLING**  
11" x 5.5"



**VINYL BANNER**  
6.5' x 3'



**YARD SIGN**  
2.5' x 1'



# Social Media

Please make sure to like and follow RAD's social media accounts, and whenever possible, tag us in your posts and use our hashtags. We will like and share appropriately tagged posts and photos.

Social media handle:  
**@RADworkshere**

Hashtag:  
**#RADworkshere**

Program-specific hashtags:  
**#RADicalDays**  
**#RADicalImpAct**

## FACEBOOK



Allegheny Regional Asset District

@RadWorksHere

## TWITTER



Following

**RAD (Allegheny Regional Asset District)**

@radworkshere

## INSTAGRAM



radworkshere



85  
Posts

1,360  
Followers

232  
Following

**RAD**

Government Organization

RAD keeps Allegheny County vibrant by supporting its libraries, parks, arts & cultural orgs, sports & civic facilities, and more! #RADworkshere

# Events

All RAD recipients must participate in RADical Days each year.

Other free events are encouraged to be uploaded to our year-round Free Event Calendar on [radworkshere.org](http://radworkshere.org).

If your organization has an event and would like to have a RAD representative make remarks or participate in any way, a member from the board or staff would be happy to attend. Please reach out to RAD's Director of Communications, preferably with two weeks' advance notice.

## RADICAL DAYS

As a RAD Asset, you are required to participate in RADical Days – a dedicated time throughout the year where our regional assets make their programming and/or admission available for free to the public in recognition of taxpayers' support. RAD provides marketing and promotional support and will be in touch with your organization to schedule your RADical Days participation.



## FREE EVENTS CALENDAR

If your organization has a FREE upcoming event, please submit the details on RAD's website to be featured on our Free Events Calendar:

<https://www.radworkshere.org/pages/free-event-submission-form>

# Free Upcoming Events

Category ▼ | Search Events 🔍 | Calendar View 📅 | List View ☰

## Questions / Comments

If you have any questions about any of RAD's acknowledgment guidelines, please reach out to Shannon Musgrave, Director of Communications, at [sm@radworkshere.org](mailto:sm@radworkshere.org)

THANK YOU!

We thank you for your compliance and are so happy to be your partners.

