



Asset Acknowledgment Toolkit /
RAD Brand Guidelines

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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 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

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



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 30 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 \$5 billion invested in the region.

Visit 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.

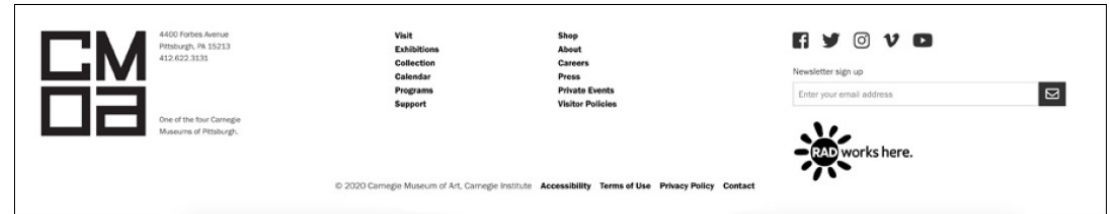
Website Acknowledgment

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.

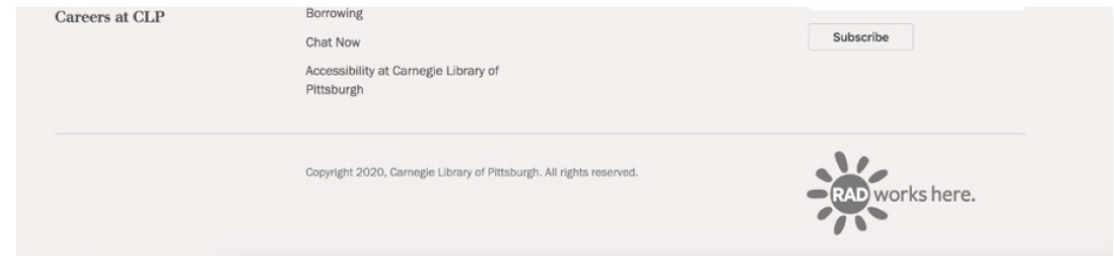
RAD should also be acknowledged anywhere funders are listed on your website, at the appropriate level of support. Please list as:
Allegheny Regional Asset District (RAD)

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 Communications Director 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 30 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. 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' x 3') and yard signs with stakes (18" x 24") are available upon request.

WINDOW CLING
11" x 5.5"



VINYL BANNER
6.5' x 3'



YARD SIGN
18" x 24"



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:
#RADPass

FACEBOOK



Allegheny Regional Asset
District

@RadWorksHere

INSTAGRAM



radworkshere ...

RAD | Allegheny Regional Asset District

245 posts 6,855 followers 341 following

Government organization

Keeping Allegheny County vibrant through support of libraries, parks & trails, arts & culture, sports & civic facilities and transit.
#RADworkshere

Events

All RAD recipients must participate in RAD Pass. If free ticketed programming isn't the right fit for your organization, we'll work with you to identify an alternative.

Get your organization set up with RAD Pass by contacting Meredith Soeder, Director of Operations and Special Projects: ms@radworkshere.org

You're encouraged to input your free events into our year-round Free Event Calendar on radworkshere.org/events

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 Communications Director, preferably with at least two weeks' advance notice.

RAD PASS

Participating in free ticket days through **RAD Pass** and other taxpayer appreciation events designated by RAD is an important part of being a funded Asset.

If free ticketed programming—or a specific RAD designated event—isn't the right fit for your organization, we're happy to work with you to identify an alternative RAD free day or appreciation opportunity within the same fiscal year that aligns with your mission, capacity, and programming. Our goal is to make participation meaningful, achievable, and rewarding for both your organization and the communities you serve.

Learn more about RAD Pass at RADPass.org

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 and weekly email blast: <https://www.radworkshere.org/pages/free-event-submission-form>



RAD Pass provides free, fun, and engaging, year-round access to Allegheny County's most beloved arts and entertainment destinations. RAD Pass expands access and opportunity for residents across the county—every day of the year.

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 Rachel Handel, Communications Director:
rachel@radworkshere.org

THANK YOU!

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

YOU are

