



Missouri Department of Natural Resources Grants

Identifying the Department in Grant Projects for Public Distribution

Recipients of grant funds from the Missouri Department of Natural Resources should identify the department as a funding source on all grant projects for public distribution. On most projects, identification should include the department's logo with the full-department name. This applies to publications, news releases, videos, displays and all other projects from which information may be obtained by reading, watching or simply seeing the material. Camera-ready copies of the logo may be obtained by calling the Department of Natural Resources at (573) 751-4465.

For other projects, such as audio cassette tapes and news releases, the department should be identified audibly by including its full name. See the following guidelines for specific directions.

For district webpages, if the Department of Natural Resources logo is included on the webpage, the logo needs to be one of the examples below. Contact SWMP for a web-formatted logo file if needed.

Logo Usage

Logo: The Missouri Department of Natural Resources logo includes the full name of the department and the quadrangular graphic. See examples below.



This project was funded by the
Missouri Department of Natural Resources



This project was funded in part by the
Missouri Department of Natural Resources

ATTACHMENT 3

Placement: The logo should be readily visible, either on the front or back cover of publications with separate covers. On folded publications, the logo should be visible on the back outer panel.

The logo should be aired at the end of video tapes long enough for easy visibility by viewers.

Size: Type size for the text of the logo in publications should be no smaller than 10 points. The logo art should be in proportion to the type size, as shown in examples above. When other sources of funding also are identified, the Missouri Department of Natural Resources logo shall be no smaller than the type size of other funding sources listed.

The logo should be aired at the end of video tapes large enough for easy visibility by viewers.

Additional Credit: When space allows, the following verbiage should precede the logo: "This project was funded by the..."

Note: When only a portion of the project is funded by department grant funds, "funded" may be replaced with "funded in part."

Audible Identification of the Department

Name: The department should be identified as follows:

The Missouri Department of Natural Resources

Credit: The following verbiage should be announced at the beginning and end of the project:

"This project was funded by the Missouri Department of Natural Resources. "

Note: When only a portion of the project is funded by department grant funds, "funded" may be replaced with "funded in part".