

MANITOBA HABITAT CONSERVANCY

Logo & Grant Recognition Guidelines

Please see below for guidelines on how to recognize MHC and the Conservation Trust or GROW Trust's partnership on your project.

LOGO:

To obtain our logo please email your Trust Grants Associate. Always use the provided logos. Never manually reverse the colours, stretch or squeeze, add any effects, alter the colours, adjust the logo's elements, rotate or tilt or alter the typeface of the logo. The minimum application size for the primary logo is 0.6 inches (15 mm) in height. When representing Conservation Trust, use only the MHC logo. When representing GROW Trust, use MHC, GROW, and Manitoba logos.



SOCIAL MEDIA:

Include, mention or tag MHC accounts on X, Instagram, and LinkedIn.

X @MBHabitat

Instagram @manitobahabitat

LinkedIn Manitoba Habitat Conservancy

#MHC

SIGNAGE:

Please contact us if you are planning to install a sign at the project site that will recognize the MHC by name and/or logo.

NEWSLETTER OR PROGRAM:

In articles about the project and/or grant in your print/electronic newsletter or program, please reference the Trusts. If you require information or a quote for your article, please contact us (granting@mbhabitat.ca).

ADVERTISING:

If you prepare an advertisement recognizing contributions of sponsors and funders, please ensure the Trusts are included.

EVENTS, PRESENTATIONS AND REPORTS:

If you host a media event or public celebration of your project, please mention the Trust's role in your project.

PHOTOS:

If you have digital photos of your project and permission to publish from any individuals (or guardians in the case of minors) who appear in the images, please include them in your Reports to the Trust. Click [here](#) for a sample photo release form. From time to time, the Trusts will feature project stories in newspaper ads, print materials and on our website. Please include all relevant photo information (name, location, photo credit).

MEDIA RELEASE:

In a media release about the grant you've received, standardized descriptions of the Trust are provided below for your use.

Funding Acknowledgment:

(Project name) was made possible with funding from Manitoba Habitat Conservancy (MHC) through the *(Conservation or GROW)* Trust. Established by the Province of Manitoba, the Conservation and GROW Trusts are an innovative way to fund nature-based approaches to climate change mitigation and habitat conservation, forever.

Longer Funding Acknowledgment:

(Project name) was made possible with funding from Manitoba Habitat Conservancy (MHC) through the *(Conservation or GROW)* Trust. Supported by the Province of Manitoba, Trust funds provide opportunities to improve peoples' connection to nature, enhance wildlife populations and habitats, and address water and soil conservation needs across Manitoba.

The \$204 million Provincial endowment was established to create the Conservation, GROW, and Wetland Grow Trusts. The Winnipeg Foundation holds the endowment from which the annual interest revenues will, forever, support conservation projects in Manitoba.

See mbhabitat.ca/the-conservation-trust for more information about the Trusts.

KEEP US IN THE LOOP:

Sending out a news release? Is your project having a big impact? Are there strong visual elements and great spokespeople? MHC may feature grantees in promotional communications such as news releases and social media. Let us know what's happening in your organization and we'll consider it for upcoming multi-media communications activities. If possible, please save a digital copy of any publications and include them in your project reporting.

Please Note:

While it can be common practice to recognize donors via plaques, framed photos/posters or other mementos, these gestures are often costly to the environment and/or the organizations that produce them. Public recognition as described in this package is sufficient.

If you need any of the above tools, or have any questions about grant recognition, please contact your Grants Associate or granting@mbhabitat.ca