CLIR Acknowledgment Guidelines
Version 5.17

Credit Line

We recommend the following credit line: "This project [is/was] supported by a [Digitizing Hidden Collections or Recordings at Risk] grant from the Council on Library and Information Resources (CLIR). The grant program is made possible by funding from The Andrew W. Mellon Foundation."

Logo

CLIR logos are available in .jpg format for print and web at https://www.clir.org/about/CLIR-logos.

Boilerplate

"The Council on Library and Information Resources (CLIR) is an independent, nonprofit organization that forges strategies to enhance research, teaching, and learning environments in collaboration with libraries, cultural institutions, and communities of higher learning. To learn more, visit www.clir.org and follow us on Facebook and Twitter.

Acknowledgment of Support in Grant Products

You must include an acknowledgment of CLIR support in all grant products, publications, and websites developed with CLIR funding. Acknowledgment should include the credit line and where space permits, CLIR's logo. Posters or brochures about CLIR-funded programs and projects may also include the CLIR logo. Online products, publications, and websites must link to the CLIR website, www.clir.org.

Acknowledgment of Support in Publicity and Public Events

News Releases

CLIR's boilerplate and logo should be used in your news releases. It is not necessary for CLIR to approve news releases, but we are happy to review them if you wish.

Social Media

You may use the social media messages CLIR generates on the day of the grant award announcement. On that day, you can retweet the CLIR tweet about the grant program

awards and "like" or comment on CLIR's Facebook post. If you issue your own posts, be sure to include @CLIRNews and either @CLIRRaR or @CLIRHC, as appropriate, in your tweets and link to CLIR's page in your Facebook post.

If you post about the project on social media following the grant announcement, you are encouraged to continue to tag CLIR's relevant social media accounts on Twitter and Facebook.

Press Events

CLIR support should be orally acknowledged during all news media interviews, including radio, television, and press conferences.

The acronym *CLIR* is pronounced "clear."

Public Events

At programs or public gatherings related to your award, acknowledge CLIR orally. Display the logo on signage at events. See the CLIR logo page for details.

Recorded Audio/Video

Audio/video broadcasts must include the tagline, "This project is supported by a grant from the Council on Library and Information Resources." Video broadcasts must display the CLIR logo.

If you have questions regarding the forms of acknowledgment, contact CLIR's Director of Communications Kathlin Smith at 202-939-4754, or ksmith@clir.org.