



Foundation of Greater Montréal visibility requirements

These visibility requirements apply to organizations receiving a grant from the Foundation of Greater Montréal (FGM), and to the FGM's partners.

Objectives

- Set out the modalities for recognition of the FGM, for communications regarding it, and for the correct use of the FGM's image;
- Ensure appropriate visibility for the FGM's contributions to the realization of projects, or its support for an organization's mission, or at an event;
- Ensure compliance with the norms and rules governing the usage of the FGM's logo.

Modalities

The Foundation of Greater Montréal requires that organizations receiving grants, as well as supported partners, clearly mention the FGM's contribution. This visible reference must relate directly to the project, activity or event funded, or mention the support provided for the organization's mission.

The recipient organization or partner organization commits to using the following communications tools, as needed:

- Utilize the recognition statement below and insert it in all communications, whatever the format or the platform, including press releases, publications, advertising, videos, social media, and in any other relevant public or media announcement relating to the project;

This initiative was made possible by the support of the Foundation of Greater Montréal.

or *This initiative was made possible by the support of the (name of granting fund) Fund at the Foundation of Greater Montréal.*



- Incorporate the appropriate form of the FGM's logo in all documents (print and digital) used in promoting the said project or event, including websites and social media. Ensure that all logos utilized in a given document are the same size;
- Include a link to the FGM's website (<http://www.fgmtl.org/indexen.php/>);
- When it organizes or participates in public events relating to the project, verbally refer to the FGM's or the granting fund's financial contribution;
- Mention the FGM's or the granting fund's financial contribution in annual reports and other official publications and reports;
- Appropriately tag the FGM on social media in any post referring to the event, the project or the partnership:
 - Facebook: [facebook.com/fondationdugrandmontreal](https://www.facebook.com/fondationdugrandmontreal)
 - Twitter: twitter.com/fgmtl
 - LinkedIn: [linkedin.com/company/fondation-grand-montreal](https://www.linkedin.com/company/fondation-grand-montreal)
 - Instagram: [instagram.com/fgmtl](https://www.instagram.com/fgmtl)

The preferred hashtag is #FGMtl.

Logos and graphic standards: correct usage

- When displaying the logo, the user must comply with the Visibility and Logo Use Guidelines: www.fgmtl.org/fr/pdf/Normes_logo_2016.pdf
- English and French logos are available for download **on the FGM's website:** <https://www.fgmtl.org/en/logos.php>

Any usage of the abovementioned tools must be submitted for approval as soon as possible.

The above directions are intended as general guidelines. In some cases, the FGM may require more specific communications modalities.

Share your images with us

The grant does not obligate you to do so, but the FGM will be happy to receive your photos of supported events and projects, so that we can put the word out about your accomplishments. Please send them our way when you can.

Contact us

If you have any questions or need any additional information, please contact the communications team: communications@fgmtl.org