



## Foundation of Greater Montréal Visibility Requirements

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

### Objectives

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

### Modalities

The Foundation of Greater Montréal requires that organizations receiving grants, as well as supported partners, clearly mention FGM's contribution. This visible reference must directly relate 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:**

- Use the recognition statement below and insert it in all communications, whatever the format or the platform, including but not limited to press releases, publications, advertising, videos, social media posts, 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 FGM's logo in all documents (print and digital) used in promoting said project or event, including websites and social media. Ensure that all logos used in a given document are the same size;
- Include a link to the FGM's website (<https://fgmtl.org/en/>);
- When it organizes or participates in public events relating to the project, verbally refer to FGM's and/or the granting fund's financial contribution;
- Mention FGM's and/or the granting fund's financial contribution in annual reports and other official publications and reports;
- Appropriately tag 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/fgmontreal](https://twitter.com/fgmontreal)
  - 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 Logo Use Guidelines: <https://bit.ly/logoFGMguideEN>
- English and French logos are available for download **on FGM's website**: <https://bit.ly/logosFGMen>

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, FGM may require more specific communications modalities.

### **Share your images with us**

The grant does not obligate you to do so, but FGM will be happy to receive photos of supported events and projects, so that we can share them and 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](mailto:communications@fgmtl.org)