



MARKETING GUIDELINES

As a recipient of Warren County Occupancy Funds, The Lake George Area logo must appear prominently in all advertising and publicity in order to receive reimbursement. Below are the guidelines that must be adhered to for all marketing tactics.

Social Media

All social media ads/posts must include **#myLGarea** and tag our channel in the copy/caption. See below for the list of our channels:

<https://www.pinterest.com/LakeGeorgeArea/>

<https://www.tiktok.com/@lakegeorgearea>

<https://www.threads.net/@lakegeorgearea>

<https://twitter.com/LakeGeorgeArea>

<https://www.instagram.com/lakegeorgearea>

<https://www.facebook.com/TheLakeGeorgeArea>

<https://www.youtube.com/user/visitlakegeorge>

Website

Logo must appear in the Sponsor section. If there is not a designated sponsor section then on the home page. Logo MUST link to www.VisitLakeGeorge.com.

Digital Placement (e-newsletter, digital ads, bloggers/influencers, etc.)

Where applicable logo should appear with link to www.VisitLakeGeorge.com. All ads must include **#myLGarea**, and when posting on social media tag the appropriate channel listed under Social Media.

Radio / Event Announcements

Must include "Sponsored by the Lake George Area and the Warren County Supervisors!"

Print (newspaper ads, magazine ads, postcards, banners, etc.)

See Logo Usage Requirement on next page.



LOGO USAGE REQUIREMENTS



LOGO APPLICATION/PRINTING INSTRUCTIONS

PLACEMENT:

Logo must be separated from other elements by a minimum of .25 inches. The logo must be easy to read by viewer.

ONE-COLOR PRINTING:

The entire logo prints 100% black with no screens. Alternatively, the logo may print reversed (knocked out) of any background color to white. No other colors allowed.

FOUR-COLOR PRINTING:

Logo prints 100% with no screens. No color changes allowed.

LOGO FILES AVAILABLE: Tourism Coordinator Paul Tackett tackettp@warrencountyny.gov

AD REVIEW AND PLACEMENT: Marketing Coordinator Kacey O'Brien obrienk@warrencountyny.gov

I will adhere to the Marketing Guidelines and Logo Usage Requirements outlined above, and acknowledge that failing to do so may result in reduction of Occupancy Tax award reimbursements

Authorized Signature

Date

Printed Name

Organization