# ACD Web Site Review Form

## ACD General Marketing Standards

All materials developed by the local Arts and Cultural District (ACD) Steering Committee for the marketing of the local district; its events, activities and projects should prominently display the state Arts and Cultural District Logo.

There should be a cohesive quality between all forms of local ACD media communication and advertising of text, color and focus of message. The ACD logo should be the identifying icon that identifies the media or communication product as part of the ACD program.

Fonts and colors for text in printed and electronically (sic) media should either follow the guides in the “Identity Standards Manual,” or complement the state’s ACD branding.

There should be a visual and informational connection between media and communications.

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## ACD Website Standards

### Local District Information

- Downloadable general brochure

### Tourism and Visitor Opportunities

- Signature Event
- Annual Calendar of Events
- Cultural and Historical Properties
- Downloadable self-guided tour brochure and map
- Galleries and Gallery Districts
- Downloadable walking tour brochure and map
- Lodging
- Dining
- Shopping
- Links to other regional cultural opportunities
- Links to regional recreational activities
- Links to state web site and other ACD Districts

### Services provided by the ACD Steering Committee to Cultural Entrepreneurs and Artists

- Local ACD organizational documents

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**Comments:**

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