



Brochure Guidelines

- Fund brochures are provided to museums and archives participating in the Manitoba Heritage Trust Program (MHTP) as an element of program support.
- Heritage organizations will be provided brochures using a standardized template for brochure layout and design. The “Whitney” font will be used for all brochures. Changes will not be made to the standard template, which includes a clear description of the MHTP.
- The Winnipeg Foundation will cover production and delivery of 100 copies of a fund brochure, via Canada Post. A PDF file of the final version will be provided to organizations, should they wish to create additional copies at their own expense.
- Information required to produce a brochure:
(subject to our edits for readability and formatting purposes):
 - Name of heritage organization (ie: Manitoba Agricultural Museum)
 - Name of fund: (ie: Manitoba Agricultural Museum Fund)
 - A **final-version**, 150 word description of your Museum or Archive (we suggest talking about why someone should come and visit; what will they see, etc. why it is important to your community, etc)
 - Your museum’s or archive’s logo (Vector EPS format preferred)
 - Your local community foundation’s name and contact information (address, phone, email)
- Once a draft is completed by The Winnipeg Foundation, a courtesy PDF draft will be submitted to the heritage organization for review for any factual text edits. ***Please note that only one complimentary edit will be permitted.*
- Once all necessary content has been submitted to The Winnipeg Foundation, fund brochures can take up to two weeks for design. Once the draft is approved, please also anticipate an additional two weeks for printing and mailing into your timeline planning.