



330 West 42nd Street
New York, NY 10036
Phone: 212.643.7770
Fax: 212.643.7780 | 7781 | 7715

www.nyc.gov/culture

KATE D. LEVIN
Commissioner

August 22, 2006

Dear Colleague:

I am delighted to announce that DCA is introducing a new logo as part of our 30th anniversary celebration. This logo is an important symbol of the City's support for our non-profit cultural community.

Upon receipt of this notification, we ask that all DCA-funded organizations begin using our new logo on all programs, brochures, flyers, posters, announcements or similar matter relating to services funded by DCA. Please refer to the attached document for instructions on how to request the appropriate format for your printing needs. Should you have any questions about appropriate usage, please do not hesitate to contact us via email at pr@culture.nyc.gov.

The support you receive from the City allows all New Yorkers and visitors to benefit from your services, and your use of DCA's new logo is a reflection of the City's support for the arts. Special thanks to Paula Scher and her team at Pentagram Design, who graciously donated their pro bono design services. We hope that you see this as an opportunity to show your pride in being part of New York's rich and vibrant cultural community.

Sincerely,

Kate D. Levin
Commissioner