



## **Guideline: Educational Institution Use VSAC Advancement Grant Language and VSAC Logo**

### Summary

Vermont Student Assistance Corporation (VSAC) and educational institutions share a goal of publicizing aid and helping Vermonters obtain further education. VSAC allows educational institutions to include a link to [vsac.org](http://vsac.org) on their site, in advertisements, social media, and other materials based upon the guidelines in this document.

### Approved language

Educational institutions may choose from the slate of options below. Please choose a short, medium, and/or long blurb that fits your purposes without modifying the language as written. You may choose different lengths for different purposes (e.g. website v. brochure).

- Short: Tuition assistance is available for qualifying Vermont students. Apply at VSAC.org. [*Link to this URL: <https://www.vvac.org/pay/student-aid-options/grants#vermont-grants>*]
- Medium: Tuition assistance is available for qualifying Vermont students. The Advancement Grant is calculated based upon financial need and the cost of your course. Apply at VSAC.org. [*Link to this URL: <https://www.vvac.org/pay/student-aid-options/grants#vermont-grants>*]
- Long: Tuition assistance is available for qualifying Vermont students. The Advancement Grant offers funds for training in a non-degree program and is calculated based upon financial need and the cost of your course. Apply at VSAC.org. [*Link to this URL: <https://www.vvac.org/pay/student-aid-options/grants#vermont-grants>*]

*Optional, to use with any of the required language choices above:* VSAC works with students of all ages to provide financial support, career and education planning, and information about how to learn or grow in your career. For more information, visit VSAC.org.

### Restrictions

Institutions may choose from the slate of paragraphs above. Language may not be modified under any circumstances without prior approval of VSAC.

VSAC's logo and language may only be used as a method of visually identifying information about VSAC and should not imply VSAC's endorsement, accreditation, or approval of the educational institution or programs.

All references to VSAC in media (such as a press release) must receive pre-approval from VSAC. Contact Vicky Tebbetts, Public Affairs: [tebbetts@vsac.org](mailto:tebbetts@vsac.org), 802.793.9729.

### Recommendations

Consider tagging VSAC on social media posts about accessing programming with the Advancement Grant – we can help amplify your message.

### VSAC's responsibility

If language or use of logo deviates from recommendations above, VSAC will request immediate removal of this information.

### Educational institution's responsibility

The educational institution is responsible for adhering to the guidelines outlined in this document.

*Updated August 1, 2024*