

Brand Marketing

Style Guide



Cultural
Alliance
of WESTERN CONNECTICUT



Contents

Welcome to the Cultural Alliance of Western CT's Brand Marketing Style Guide.



Foundation..... 03

Though our marketing is flexible, it's built on a solid brand foundation, and with a clear vision.

Our Allies..... 09

We don't have an audience, we have Allies. All of our marketing efforts keep our Allies in mind.

Brand Standards..... 10

Our brand becomes instantly recognizable when we maintain a consistent look and feel.

Design Templates..... 15

Not sure where to start? Pickup these templates and adjust as necessary for all brand communications.

Campaign Examples..... 19

Recent campaigns that serve as a great resource and reference for the future.

Our Purpose

Our reason for being – why we connect with people and organizations, and why they would engage with our brand.

Empower the professional
arts community,
grow the economy,
and enrich people's lives.

Our Promise

Our promise is the value or experience people can expect to receive when they interact with us.

To the artists. The dreamers. The creatively driven. To those that think differently. The outsiders and misfits. Those that challenge the status quo. Who question everything. Passionate individuals who act with conviction.

We see you. We hear you. And we challenge you.

Because we know that you'll never settle for the expected, we'll never settle for anything less than art that is accessible. For a Connecticut arts scene that is ubiquitous. And equitable. And thriving.

This is all that we ask from our Allies, and all that we expect from ourselves.

Our Values

It's important to take the time to define your brand values so they can easily be understood by your partners, and the market.

- 1** Creativity is democratic.
- 2** Any challenge can be solved creatively.
- 3** Fast is better than slow.
- 4** Unique culture adds value to our lives.
- 5** You don't need to be an artist to love the arts.

Personality

Key character traits we embody that makes it easy for contributors to ensure they remain on-brand.

Curious

Clever, playful, imaginative. We are the friend with the far-out ideas. We always want to be learning more and considering the things that might not be obvious.

Vibrant

Dynamic, confident, alive. We nerd out on certain topics, and we're damn proud of it.

Empathetic

Honest, inclusive, and approachable. We're never afraid to admit that we don't know everything, but together we can figure it out.

Bold

Powerful, unexpected, non-conforming. We don't live in the world of, "we could have done that." We do what is right and true to us.

Our Voice

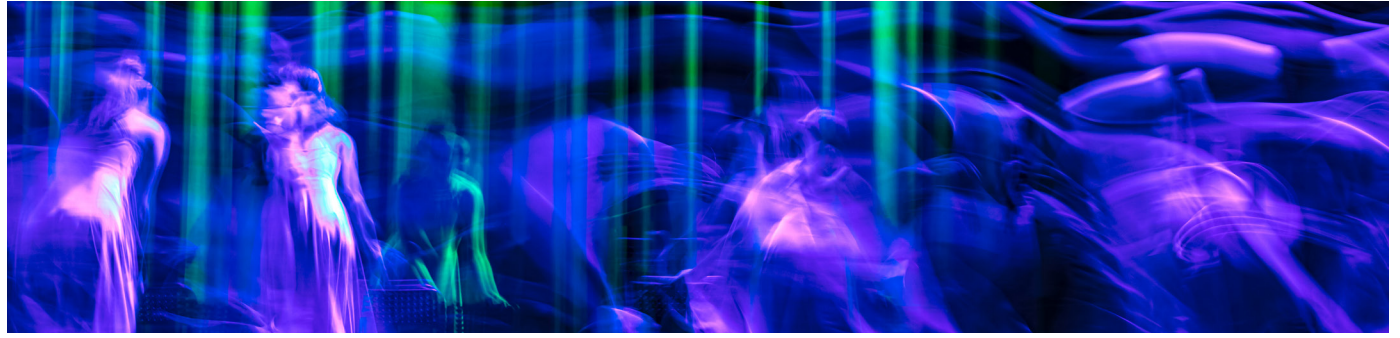
Our verbal branding is just as important as our visual. We speak in a tone of voice that reflects our promise and personality.

We Are

Confident
Empathetic
Trustworthy
Passionate

We Are Not

Irreverent
Ethereal
Misleading
Presumptuous



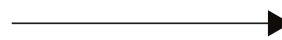
Meet the
Alliance
Allies

Our Allies

We don't have an audience, we have Allies. All of our marketing efforts keep our Allies in mind.



Programs/Services



Elevate 
We raise the bar on arts promotion, cultural support, and professional development.

Business & Arts Partnerships



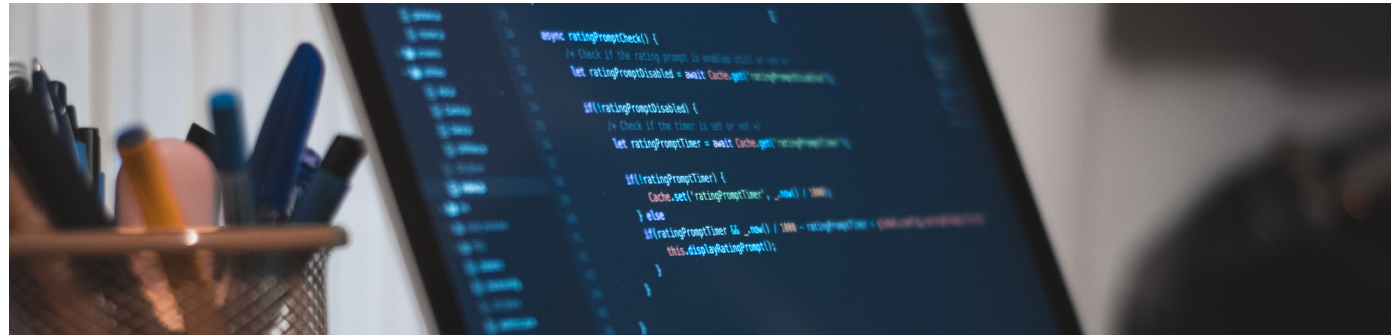
Collaborate 
We connect the business and arts communities to help grow the economy.

Arts and Culture Advocacy



Advocate 
Nobody stands up for the arts and

Brand Marketing Style Guide



Graphic Design Standards

Typography

Appropriate typography, when combined with other elements of design, sets the visual tone of our brand.

Our type is carefully selected to speak in the voice of our brand, which is all about integrity, inclusivity, and inspiration. We are bold and reliable. We are motivational and memorable. We are energetic and approachable. And that's how we engage in conversation with our Allies.

HEADLINE and SUBHEADS

Poppins Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

The typeface "Poppins Bold" has been selected for headlines and subheads because it speaks with the authority, especially when set in Initial caps.

**Headline in Initial Caps
with Punctuation.**

[GET FONT](#)

BODY COPY

Lora Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Lora is a well-balanced contemporary serif with roots in calligraphy. The overall typographic voice of Lora perfectly conveys the mood of a modern-day story, or an art essay.

Body copy is set in sentence case, and includes punctuation.

[GET FONT](#)

ACCENT COPY

Authenia

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Authenia is a casually and quickly written brush script. Letters are made with brush pen on a paper. These elements gives Authenia its organic and authentic look.

*Callout in Initial Case
Without Punctuation*

[GET FONT](#)

Logos

Our brand campaign logos establish two things: The type of program or campaign we are running, and the Ally we are hoping the reach first.

DOWNLOAD LOGOS

WITH TAGLINE

Elevate 

We raise the bar on arts promotion, cultural support, and professional development.

CTArtsAlliance_Logo_Horizontal_Blue.ai

Collaborate 

We connect the business and arts communities to help grow the economy.

CTArtsAlliance_Logo_Horizontal_Blue.ai

Advocate 

Nobody stands up for the arts and culture in Connecticut like we do.

CTArtsAlliance_Logo_Horizontal_Blue.ai

WITHOUT TAGLINE

Elevate 

CTArtsAlliance_Logo_Horizontal_Blue.ai

Collaborate 

CTArtsAlliance_Logo_Horizontal_Blue.ai

Advocate 

CTArtsAlliance_Logo_Horizontal_Blue.ai

KNOCKOUT LOGOS

Elevate 

We raise the bar on arts promotion, cultural support, and professional development.

CTArtsAlliance_Logo_Horizontal_Blue.ai

Collaborate 

We connect the business and arts communities to help grow the economy.

CTArtsAlliance_Logo_Horizontal_Blue.ai

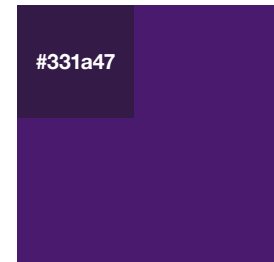
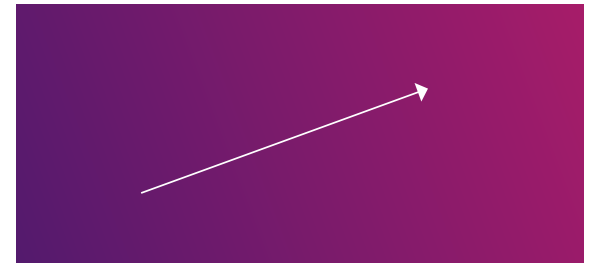
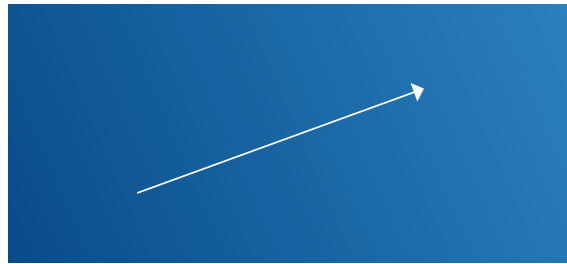
Advocate 

Nobody stands up for the arts and culture in Connecticut like we do.

CTArtsAlliance_Logo_Horizontal_Blue.ai

Colors

Our colors are bold, bright, and impactful. The color gradient represents fluidity, flexibility, and a sense of movement.



#eb731f
R235 G115 B31

#ffd900
R255 G217 B00

#034282
R3 G66 B130

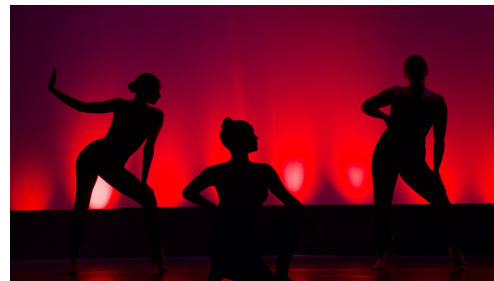
#308ac4
R48 G138 B196

#4a1a6e
R74 G26 B110

#b21c69
R178 G28 B105

Photography

Whether it's painting, sculpture, music, or theatre, we prefer authentic moments of the arts in action.



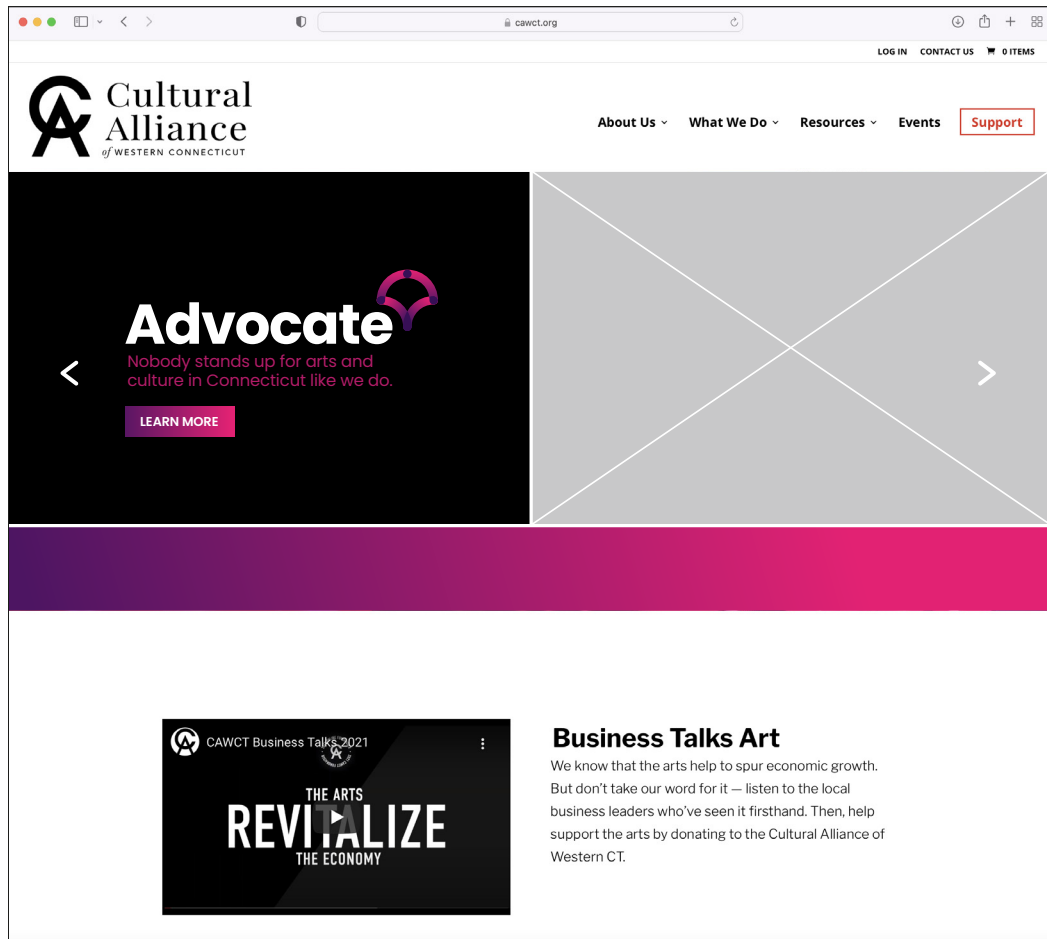
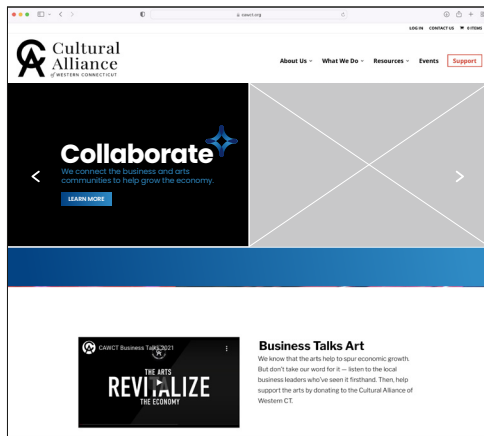
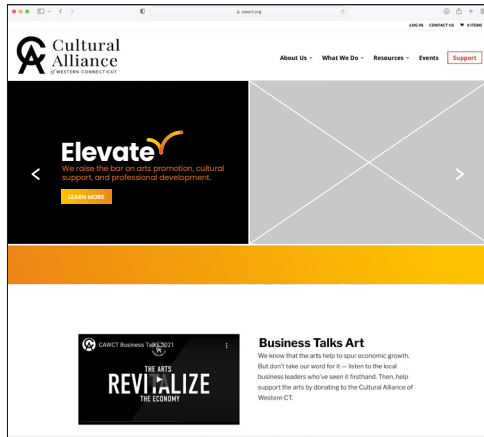
**Brand Marketing
Style Guide**



Campaign
**Design
Templates**

Website

Our website serves as the most comprehensive source of information for our Allies – the content needs to be easy to find, absorb and navigate.



Email

For many of our Allies, our emails serves as the most consistent source of information about the arts in our community. Our design and cadence needs to be just as consistent.

Cultural Alliance
of WESTERN CONNECTICUT

Elevate
We raise the bar on arts promotion, cultural support, and professional development.

Headline Goes Here

Subhead goes here
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper.

Placeholder image

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

CALL TO ACTION

Cultural Alliance
of WESTERN CONNECTICUT

Collaborate
We connect the business and arts communities to help grow the economy.

Headline Goes Here

Subhead goes here
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper.

Placeholder image

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

CALL TO ACTION

Cultural Alliance
of WESTERN CONNECTICUT

Advocate
We help you raise the bar on cultural in Connecticut like we do.

Headline Goes Here

Subhead goes here
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper.

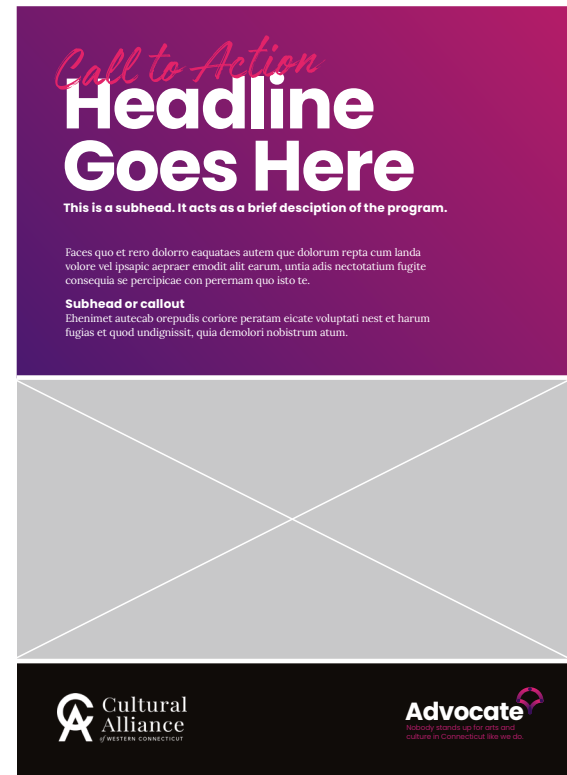
Placeholder image

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

CALL TO ACTION

Flyer

Our flyers provide an opportunity to provide both inspiration and information about important topics, upcoming events, and new initiatives.



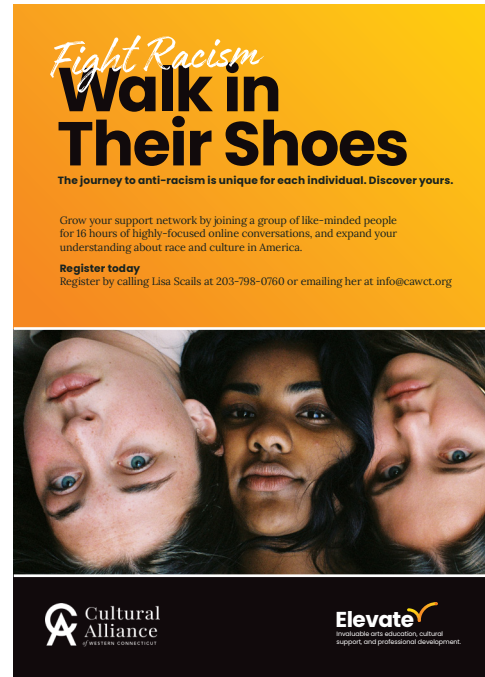


Most Recent
**Campaign
Examples**

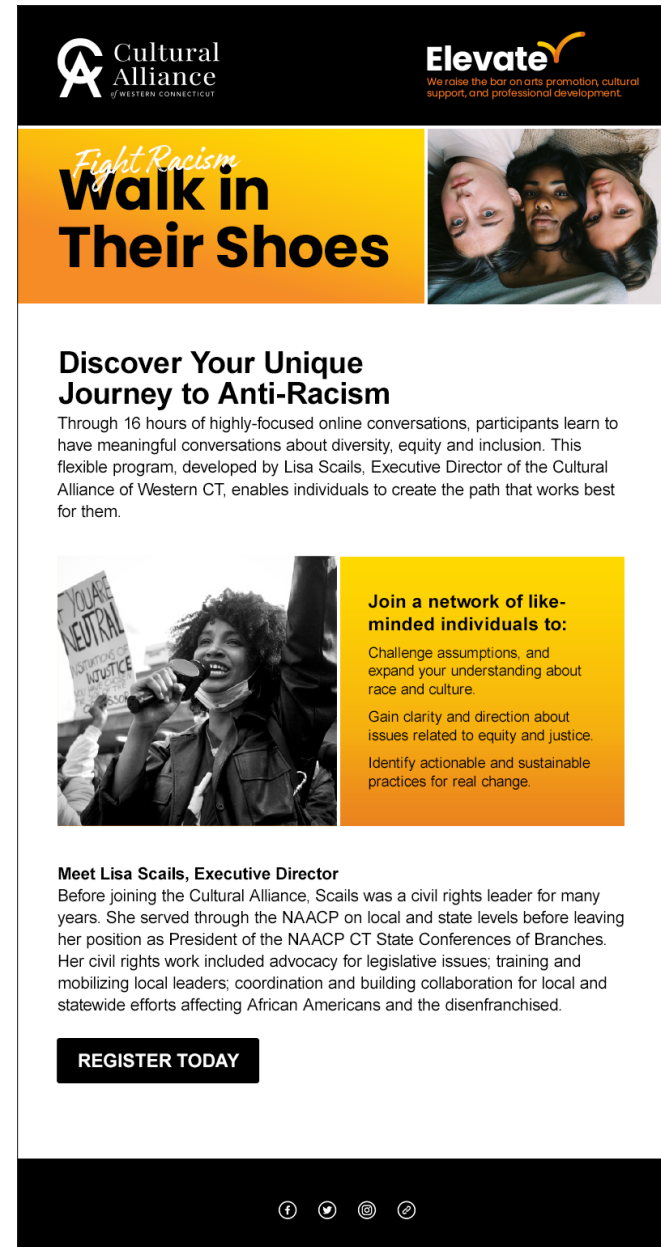
Example #1

Walk in Their Shoes is a six week program where participants learn to have meaningful discussions about diversity, equity, and inclusion.

Flyer



Email



Eventbrite Header



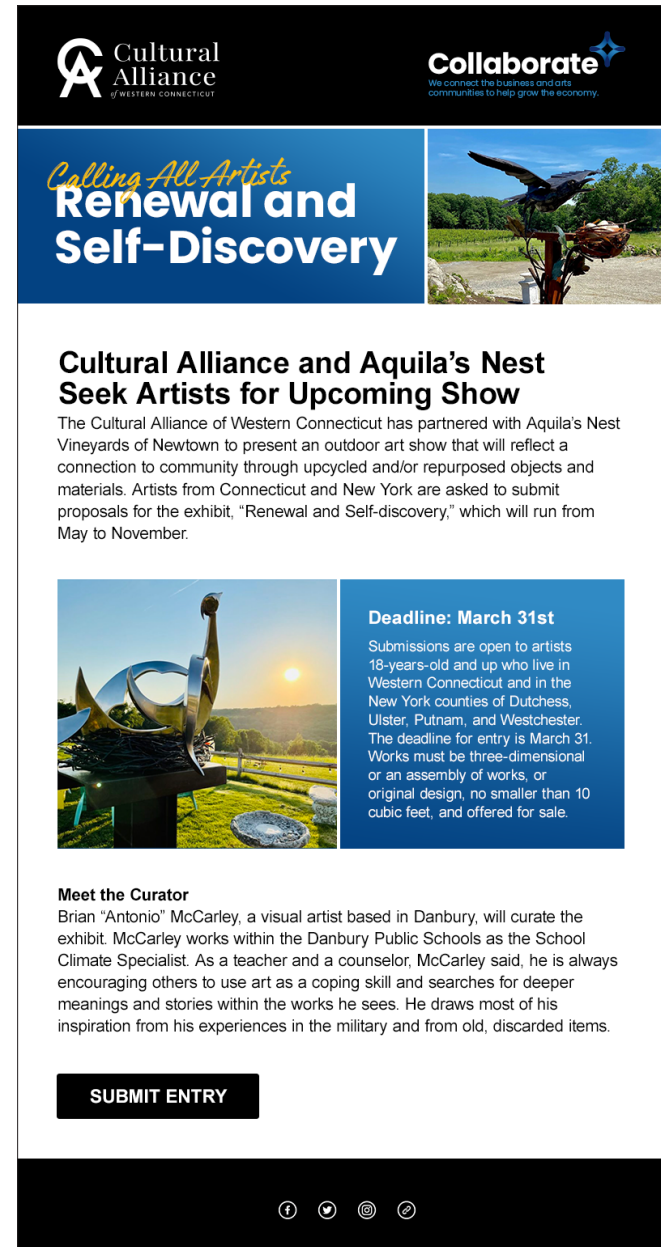
Example #2

Renewal and Self-Discovery is an outdoor art exhibit in partnership with Aquila's Nest Vineyard.

Flyer



Email



Eventbrite Header



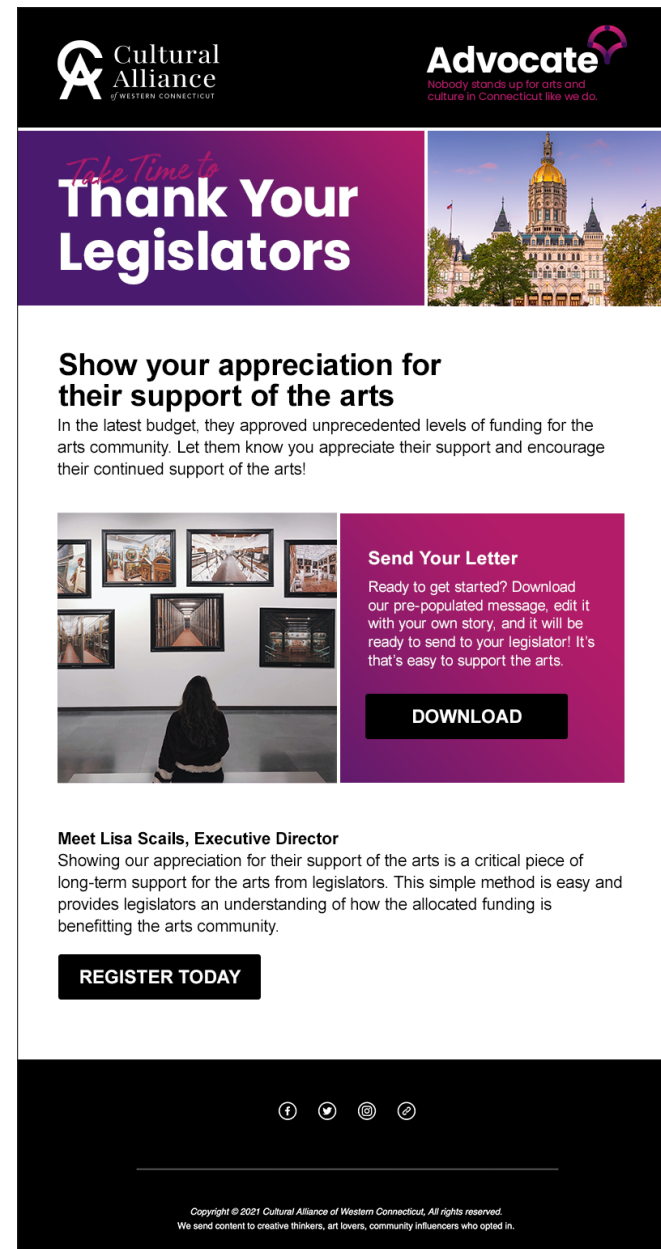
Example #3

Thank Your Legislators is an email campaign designed to show appreciation to legislators for the unprecedented amount of funding allocated in the 2022/23 State budget.

Flyer



Email



Website Hero





The Cultural Alliance connects with artists, creative entrepreneurs, arts and cultural organizations and we provide support to them. We engage the public, businesses, and government leaders to advance the arts and integrate creativity in communities.

Questions?

Reach out to us at info@cawct.org to request any assets from this style guide. We'd be happy to provide them to you at our earliest convenience.

