Version 1.0 | March 2022

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



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2022 Style Guide

# **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.

Creativity is democratic.

2 Any challenge can be solved creatively.

- **3** Fast is better than slow.
  - Unique culture adds value to our lives.

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 thar reflects our promise and personality.

### We Are

# Confident Empathetic Trustworthy Passionate

### We Are Not

# Irreverant Ethereal Misleading Presumptuous

Brand Marketing Style Guide





# **Our Allies**

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



Brand Marketing Style Guide





#### 2022 Style Guide

# 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



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 Puncuation

GET FONT

2022 Style Guide

# 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

### WITHOUT TAGLINE





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

CTArtsAlliance\_Logo\_Horizontal\_Blue.ai



CTArtsAlliance\_Logo\_Horizontal\_Blue.ai





#### **KNOCKOUT LOGOS**



CTArtsAlliance\_Logo\_Horizontal\_Blue.ai

Collaborate

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

CTArtsAlliance\_Logo\_Horizontal\_Blue.ai



CTArtsAlliance\_Logo\_Horizontal\_Blue.ai

# Colors

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

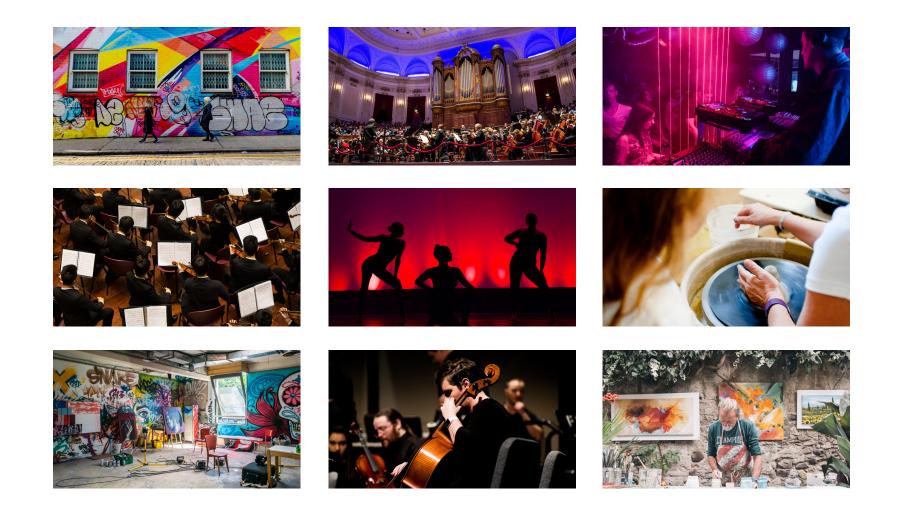


#### Brand Marketing

#### 2022 Style Guide

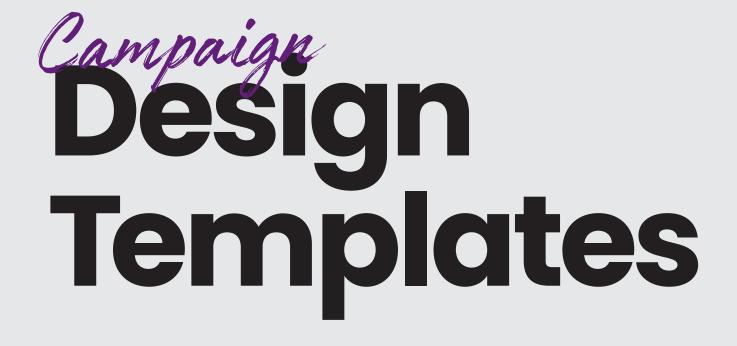
# Photography

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



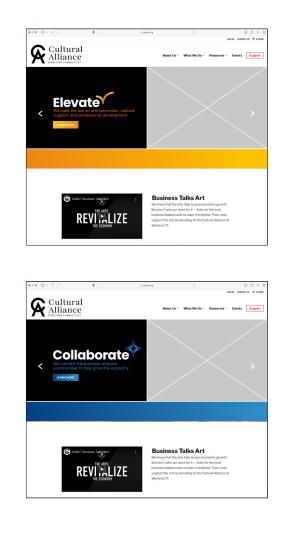
Brand Marketing Style Guide

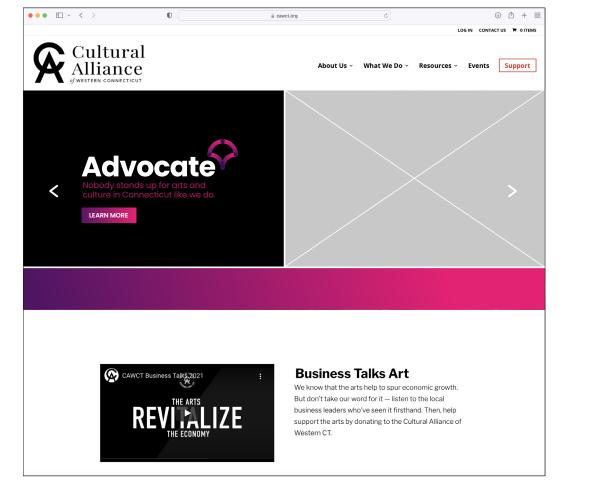




# Website

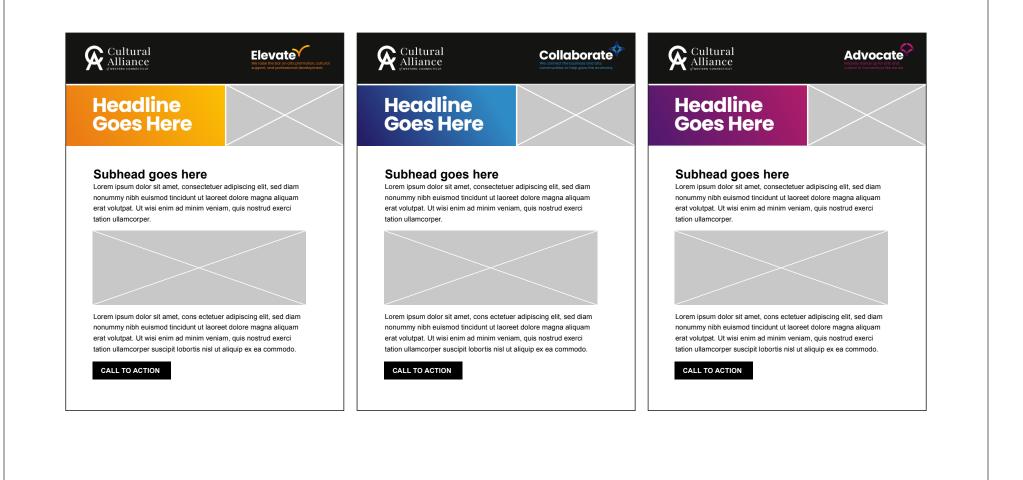
Our website serves as the most comprehensive source of information for our Allies – the content needs to be easy to find, absorb and navigate.





# 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.



# Flyer

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



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#### Subhead or callout

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### **Headline Goes Here** This is a subhead. It acts as a brief description of the prog

Faces quo et rero dolorro eaquataes autem que dolorum repta cum landa volore vel ipsapic aepraer emodit alit earum, untia adis nectotatium fugite

Subhead or callout Ehenimet autecab orepudis coriore peratam eicate voluptati nest et harum fugias et quod undignissit, quia demolori nobistrum atum.



Elevate We raise the bar on arts promotion, c support, and professional developme

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



Advocate

Brand Marketing Style Guide





### Example #1

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

### Fight Racism Walk in Their Shoes The Journey to enti-racism is unique for each individual. Discove

Grow your support network by joining a group of like-minded people for 16 hours of highly-focused online conversations, and expand your understanding about race and culture in America. **Register today** Register **today** Register **today** 

Cultural Alliance

Elevate invaluable arts education, cultural support, and professional development.



# Walk in Their Shoes

Grow your support network by joining a group of like-minded people for 16 hours of highly-focused online conversations, and expand your understanding about race and culture in America.



FALL COHORTS STARTS APRIL 18th

#### Email

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### Fight Racism Walk in Their Shoes



Elevate

### Discover Your Unique Journey to Anti-Racism

Through 16 hours of highly-focused online conversations, participants learn to have meaningful conversations about diversity, equity and inclusion. This flexible program, developed by Lisa Scails, Executive Director of the Cultural Alliance of Western CT, enables individuals to create the path that works best for them.



#### Join a network of likeminded individuals to:

Challenge assumptions, and expand your understanding about race and culture.

Gain clarity and direction about issues related to equity and justice.

Identify actionable and sustainable practices for real change.

#### Meet Lisa Scails, Executive Director

Before joining the Cultural Alliance, Scails was a civil rights leader for many years. She served through the NAACP on local and state levels before leaving her position as President of the NAACP CT State Conferences of Branches. Her civil rights work included advocacy for legislative issues; training and mobilizing local leaders; coordination and building collaboration for local and statewide efforts affecting African Americans and the disenfranchised.

**REGISTER TODAY** 

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### Example #2

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

#### Flyer

### On View New Renewal and Self-Discovery

The Cultural Alliance of Western Connecticut has partnered with Aquila's Next Vineyards of Newtown to present an outdoor art show that will reflect a connection to community through upcycled and/or repurposed objects and materials.

Cultural Alliance



C

Collaborate

SUMMER 2022 Location to be

Eventbrite Header

### Opening April 15th Renewal and Self-Discovery

The Cultural Alliance of Western Connecticut has partnered with Aquila's Nest Vineyards of Newtown to present an outdoor art show that will reflect a connection to community through upcycled and/or repurposed objects and materials.



**REGISTER FOR OPENING** 

#### Email

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### Renewal and Self-Discovery



### Cultural Alliance and Aquila's Nest Seek Artists for Upcoming Show

The Cultural Alliance of Western Connecticut has partnered with Aquila's Nest Vineyards of Newtown to present an outdoor art show that will reflect a connection to community through upcycled and/or repurposed objects and materials. Artists from Connecticut and New York are asked to submit proposals for the exhibit, "Renewal and Self-discovery," which will run from May to November.



#### Deadline: March 31st

Submissions are open to artists 18-years-old and up who live in Western Connecticut and in the New York counties of Dutchess, Ulster, Putnam, and Westchester. The deadline for entry is March 31. Works must be three-dimensional or an assembly of works, or original design, no smaller than 10 cubic feet, and offered for sale.

#### Meet the Curator

Brian "Antonio" McCarley, a visual artist based in Danbury, will curate the exhibit. McCarley works within the Danbury Public Schools as the School Climate Specialist. As a teacher and a counselor, McCarley said, he is always encouraging others to use art as a coping skill and searches for deeper meanings and stories within the works he sees. He draws most of his inspiration from his experiences in the military and from old, discarded items.

SUBMIT ENTRY

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### 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

### Thank Your Legislators

In the latest budget, they approved unprecedented levels of funding for the arts community. Let them know you appreciate their support and encourage their continued support of the arts!

Showing our appreciation for their support of the arts is a critical piece of long-term support for the arts from legislators. This simple method is easy and provides legislators an understanding of how the allocated funding is benefitting the arts community.



Cultural Alliance

Advocate

Website Hero





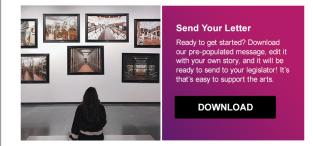
#### Email

### Cultural WINTER CARENCE Market Your

## Show your appreciation for their support of the arts

Legislators

In the latest budget, they approved unprecedented levels of funding for the arts community. Let them know you appreciate their support and encourage their continued support of the arts!



#### Meet Lisa Scails, Executive Director

Showing our appreciation for their support of the arts is a critical piece of long-term support for the arts from legislators. This simple method is easy and provides legislators an understanding of how the allocated funding is benefitting the arts community.

REGISTER TODAY

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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.

