

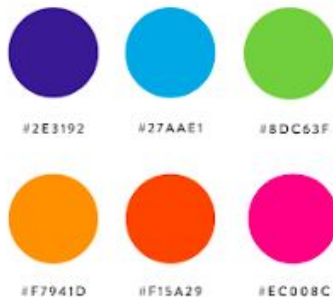


Messaging Strategies
and Deliverables
Group 2

Branding Guide

Branding Guidelines

COLOR PALETTE



KEYWORDS

Creativity, Collaboration,
Confidence, Community,
Cultivate, Inclusive, Diverse

LOGO VARIATION 1



LOGO VARIATION 2



LOGO VARIATION 3



FONTS

HEADER: BRANDON GROTESQUE
BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ

abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*~+()

BODY: BRANDON GROTESQUE
MEDI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ

abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*~+()

HEADING/BODY VARIATION:
ARCHER (BOLD-ITALIC)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ

abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*~+()

Branding Guidelines (Additions)

GRAPHIC ELEMENTS

- Rounded items can be placed on the edges of posts, presentations, and documents to add creative flare
- Rectangular shape can be used as a leading line or divider on social posts, presentations and documents depending on width (see social media posts and following slides as examples)
- Same colors are used; change transparency level to go behind text and other shapes
- Use of bullet points to incorporate color and graphic appeal on slides that might need a simpler design

Social Media Tips and Message Strategies

Twitter

DOs:

- Use the hashtags #WeCultivateCreativity and #CultivateCreativity in captions
- Use relevant images to accompany posts
- Tweet digestible bits of information that members of target audiences can easily share
- Like and retweet arts posts that promote Arts Together (like mentions in the media)
- Follow relevant media contacts and stakeholders to stay up-to-date and find opportunities for promotion and collaboration

DON'Ts:

- Share unnecessary details
- Only share content that encourages people to spend money on programs
- Follow so many accounts that you miss important tweets

Instagram

DOs:

- Use the hashtags #WeCultivateCreativity and #CultivateCreativity in captions
- Continue using the Linktree
- Use highlight reels to advertise separate programs
- Post regularly (at least two to three times per week)
- Tag involved organizations as applicable
- Remind followers about events using stories
- Strong visuals like photographs or eye-catching graphics

DON'Ts:

- Fail to engage with followers
 - Do: Answer questions
 - Do: Take polls
- Post too often for the sake of engagement
- Use stock images
 - Original photos appear more genuine

Facebook

DOs:

- Use the hashtags #WeCultivateCreativity and #CultivateCreativity in captions
- Include a link to an applicable part of the Arts Together website in each caption
- Tag involved organizations
- Post regularly (at least two to three times per week)
- Post videos more frequently

DON'Ts:

- Make the captions too long
- Use too many hashtags
- Post more than two to three times per day

LinkedIn

DOs:

- Use the hashtags #WeCultivateCreativity and #CultivateCreativity in captions
- Follow a posting schedule to update on current and upcoming activities
- Highlight actionable content
- Engage with other art organizations/art leaders in the community
- Include pictures of students, staff, and community members; people want to see the faces behind Arts Together
- Connect with those working at Arts Together and interact with their pages

DON'Ts:

- Use hashtags that are not relevant
- Only highlight flyers and posters as that is a lot of content at once
- Forget to respond to comments or direct messages

TikTok

DOs:

- Use the hashtags #WeCultivateCreativity and #CultivateCreativity in captions
- Identify trends and join in, particularly dancing trends
- This platform should be more candid than other social media platforms
- Develop a posting schedule once created
- Use this platform to target kids rather than parents/guardians
- Collaborate and tell stories!
- Grab attention with a hook

DON'Ts:

- Be repetitive with videos
 - Instead: Get feedback and ideas from kids
- Use own audio
 - Instead: Play into current trends, songs, and funny audio clips
- Posting long videos
 - Instead: Get to the point quickly so more people watch the whole video and the algorithm shows the video to more people

Sample Social Media Posts & Templates for Arts Together Programs

*All links to Canva are in the speaker notes. There are more templates on each link; make sure to open to view all.

Social Media Templates - General Summer Programs



MULTI-ARTS MORNINGS AGES 3-5



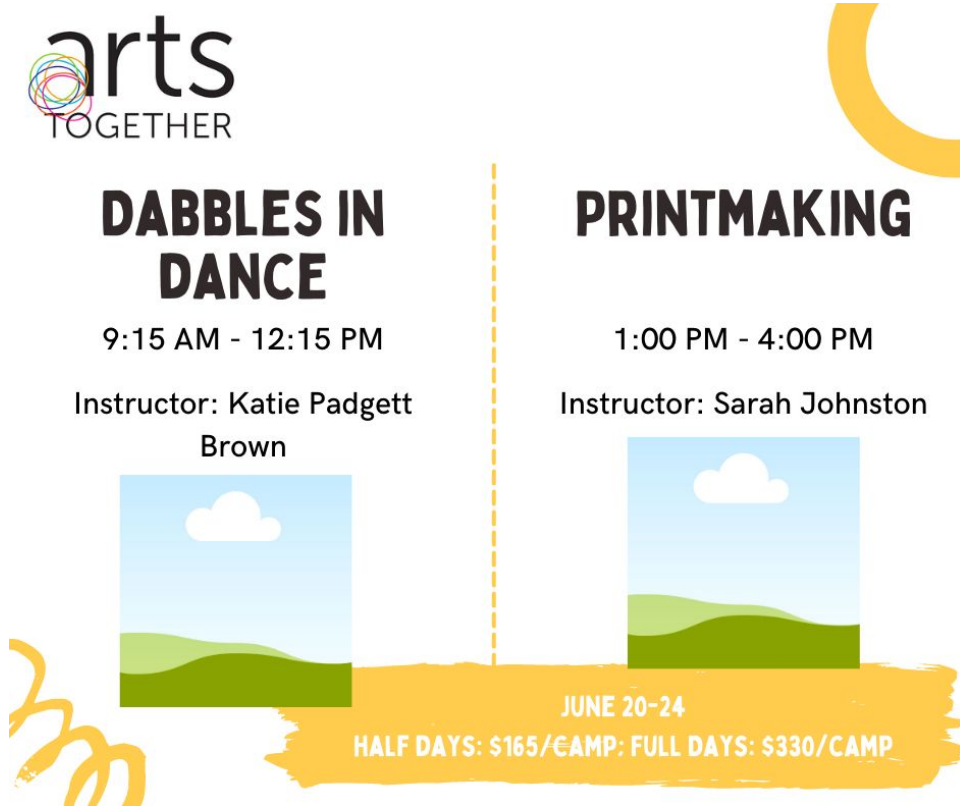
Cultivate Creativity through our Multi-Arts
Mornings summer camps!

JUNE 20-AUGUST 19

RATES RANGE FROM \$180-\$240/WEEK

- Graphic can be posted at the beginning of June, weekly leading up to the first program
- Captions on social media should go into depth on specific upcoming programs and should redirect to the Linktree in social media bios to refer to more detailed information on the website
 - Ex. caption: "Join us the week of [insert dates] for [insert program name]! Kids ages [insert ages] will get to learn how to [insert activity]. We are so excited to #CultivateCreativity with a group of new and returning students."
- Focus on the variety of classes offered
- Subsequent templates promote specific programs (see Canva link)

Social Media Templates - General Summer Programs



- Template can be used to highlight upcoming camps in the Summer Samplers Program
- Can either insert photos of past camps or insert instructor headshots
- Caption could give a short summary of each program for that month and redirect to Linktree in social media bios to visit the website for detailed information
- Emphasize the diversity of camps offered

Social Media Templates - Arts After Dark



- Template can be posted on Facebook and Instagram
- Graphic can be posted weekly until event
- Update QR code with working code on Canva
- Can update Arts Together logo with transparent background logo if desired
- Example caption:
"Experience the magic of Arts Together with Arts After Dark. This night of celebrating and fundraising will #CultivateCreativity."

Social Media Templates - Specific Summer Programs



- This graphic can be posted weekly on various social platforms to bring awareness to the Summer Sparks programs
- Summer Sparks Junior and Senior versions have been created
- Can also be posted in a series with the posts that have written descriptions and dates of programs (see Canva link and subsequent templates)
- Captions should tell audience to visit website for more details as well as highlight in-depth information or testimonials from students who have previously done the camp classes
 - Ex. "Join Arts Together at the Longleaf School of the Arts for our Summer Sparks programs for either full-day or half-day camps. Find out more by visiting our website: <https://www.artstogether.org/summer>. #FindYourSparkATLongleaf #Cultivate Creativity"

SUMMER SPARKS JR.

Ages 6 - 8



**Come join Arts Together at the beautiful
Longleaf School of the Arts for weekly
changing art programs!**

#FindYourSparkATLongleaf

2022

JUNE 20 - 24

Ceramic Creations

Give your hands and imagination a spark
as you develop your clay-building skills.

You will explore animals and their
habitats through a variety of hand-
building techniques.

9:00 AM – 4:00 PM

Instructor: Sydney Scherer

#FindYourSparkATLongleaf



Social Media Templates - Specific Summer Programs

JUNE 20 - 25

Trashion Fashion

Find your fashion spark by taking recycled materials and turning them into high-end fashion.

9:00 AM – 4:00 PM

Instructors: Kathryn Auman and Renee Boyette

#FindYourSparkATLongleaf



- The specific camp highlights should be posted prior to the camp week on various social platforms to bring awareness and then again at the start of the week
- Summer Sparks Junior and Senior versions have been created for every program offered in 2022
- Can also be posted in a series with the generic camp posts
- Captions should tell audience to visit website for more details as well as highlight more in-depth information or testimonials from students who have done the camp classes before
- Play into the hashtag created - #FindYourSparkATLongleaf and use of word "Spark"

Social Media Templates - SWAY

- These graphics could be posted on Twitter (template below) or Instagram/Facebook (right template) along with a caption about how to sign up. These graphics help potential participants understand what SWAY means.
 - Ex. caption: "SWAY helps us launch communities and allow more kids to #CultivateCreativity. Sign up here: [Insert registration link]."



Social Media Templates - SWAY

- Template focuses on available opportunities to participate in SWAY programs
- If Arts Together is having multiple SWAY programs in an area: could change “Your Community” to the neighborhood of the program to show that the programs are close to home for target participants
- If Arts Together is promoting programs in different neighborhoods, “Your Community” could be “Raleigh” or “the Triangle”
- Fill in the green boxes with programs/activities in Raleigh

SWAY Program: Making Arts Accessible

SWAY Programs in Your Community:

1. Insert
2. Insert
3. Insert
4. Insert



Program provided in partnership with Raleigh Housing Authority and Wake County Community in Schools

artstogether.org

Arts Together has the mission to cultivate individual, creative strengths the arts in a diverse, inclusive, collaborative and nurturing community.

Social Media Templates - SWAY

- Instagram story template
- Could be a good first slide for the SWAY highlight reel to help viewers of the reel understand what SWAY means



Making arts accessible

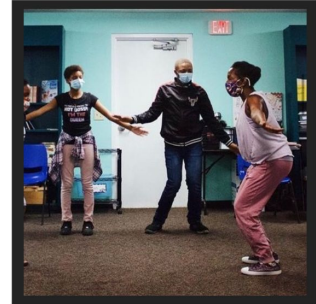
Story

Wellness

Art

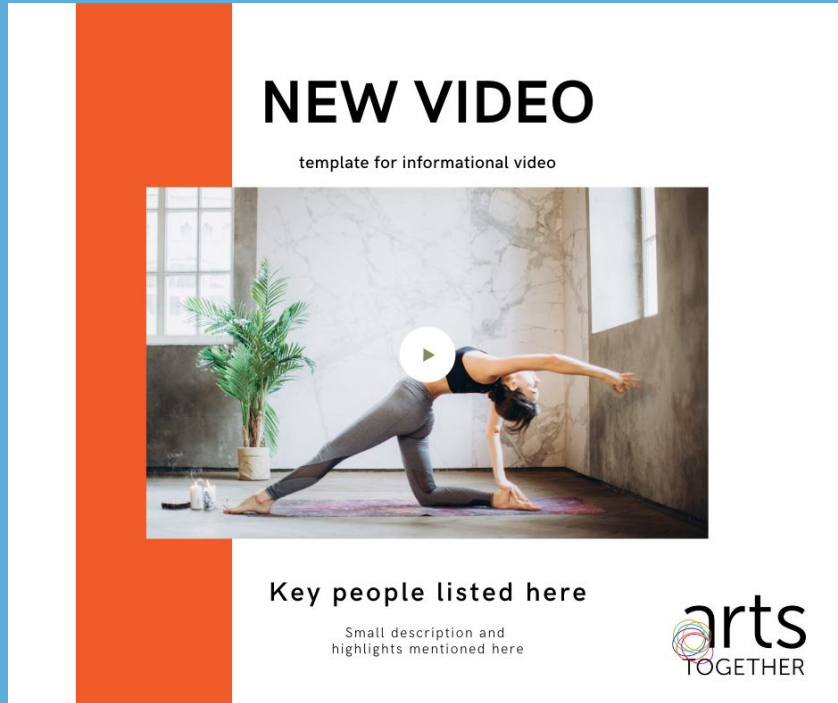
You

arts
TOGETHER



Visit artstogether.org to learn more

Informational Video Template



- This template could be used for posts with informational videos. Some of these posts could include:
 - Teacher highlights/testimonials
 - Kid/parent testimonials on Arts Together and their experiences
 - Messages from staff or director about new opportunities, classes, etc.
- The template has a place to highlight key people in the video with a small description, mission, or call to action
- Additional messaging would be in the caption and redirect to the website, newsletter or most applicable content
- Having a video can be more engaging for audiences in addition to specific program templates

Registration Deadline Template



- Use of calendar image to signify deadline
- Play into the graphic design elements using color scheme
- Provide a small description or call to action for people to join the program
- The caption could be a kid's testimonial on the program in addition to the link to the website on where to sign up
- Ex. caption: "Remember to register for [insert class] by [insert date] so your child can #CultivateCreativity with us this [season]. [Kid's name] said [insert quote] about this program! Visit [insert website]."

Messaging Strategies for Arts Together's Target Audiences

Each target audience has “personas,” or example members, to help visualize the people receiving Arts Together's communications materials. Each target audience has relevant primary and secondary messages, which can be used with the social media templates.

Target Audiences

(A refresher)

1. **Primary-** Families of kids (from pre-K to grade 12) and parents/guardians who are diverse (in race and/or income), live outside of immediate neighborhoods, and are interested in activities outside of school.
2. **Secondary-** Faculty, staff, and students at public and private schools in Raleigh.
3. **Tertiary-** Other community stakeholders including staff members for the City of Raleigh (particularly managers and communications specialists) and business owners of the city who are willing to support partnerships or provide donations for funding.

Branding (Primary Audience)

Persona 1: Constantly Caring Connie

- Female age 43
- Lives in the suburbs of Raleigh and has a husband as well as three kids ages 5 to 11 who are all very involved in after-school activities
- Works a full-time office job as a software engineer; after work ends, her life revolves around her kids
- Is known as warm and compassionate
- Enjoys getting dinner with her friend group from college twice a month
- Grew up going to dance classes as a kid
- Wants her kids to have happy and healthy lives, including getting regular exercise and having fun
- VALS Type: Achievers

Primary Messages:

- Create the future with arts programs for your kids.
- Take yourself back to the days of your youth with our adult art classes.

Secondary Messages:

- Get your kids in touch with their creative sides by signing up for Arts Together programs.
- Arts Together summer programs are the perfect way to bridge your child's growth, artistic expression, and fun all into one day.
- Dance for your kids so they can literally follow in your footsteps!
- You can show off your old dance skills or master new types of dance.

Branding (Primary Audience)

Persona 2: Rushing Rona

- Female age 34
- Lives in the suburbs of Raleigh as a single mom with two kids ages 5 and 7
- Works multiple jobs to ensure her kids get to have a “normal” childhood
- When she is not working, she is often tired and wants a way to keep her kids engaged with others their age
- Wants her kids to join activities she never got the chance to experience when she was a kid
- VALS Type: Strivers, Achievers

Primary Messages:

- Art expression is for everyone and all budgets.
- Make sure your child gets the freedom to shine their brightest.

Secondary Messages:

- Get your kids in touch with their creative sides by signing up for Arts Together programs.
- With a wide range of classes and scholarship opportunities, Arts Together is here to make sure each child gets to SWAY and dance however they wish!
- Watch your kids find their spark in our full-day and half-day summer programs

Branding (Secondary Audience)

Persona 3: Ambitious Amy

- Female age 10
- Oldest of two children in a middle-income family
- In fifth grade at a Raleigh private school and is looking to get more involved in activities outside of school
- Has parents who emphasize the importance of academic success and extracurricular activities
- Played recreational soccer and played piano outside of school
- Won an award for her age division at a piano competition
- Is a bit shy when trying new activities and meeting new people but still wants to have fun and make new friends while feeling successful
- VALS Types: Achievers, Experiencers

Primary Messages:

- Arts Together provides a variety of arts activities.
- Arts Together creates a community as kids come of age.

Secondary Messages:

- Kids can do summer or after-school programs.
- Programs involve many activities like singing, dancing, crafting, and acting.
- Kids can sign up with friends or make new friends.
- Kids will have a safe space for expressing themselves through the performing arts.

Branding (Secondary Audience)

Persona 4: Energetic Emily [For promoting SWAY]

- Female age 8
- Is part of a low-income household in Raleigh and attends a school lacking resources
- Energetic and creative
- Enjoys feeling independent and successful
- Can sense her parents' worry about finances and feeding the family
- At recess, she likes running around the playground and choreographing dances to do with her friends
- Wishes she had more opportunities to dance
- VALS Types: [Achievers](#), [Survivors](#)

Primary Messages:

- Arts are affordable with Arts Together.
- Arts Together helps kids sculpt their destinies.

Secondary Messages:

- Arts Together provides low-cost opportunities to experience the arts.
- Arts Together offers some scholarships.
- Arts Together brings programs to you, close to home.
- You get to play a role in developing programs to fit your interests at Arts Together.
- You can make new friends through a supportive community with Arts Together.

Branding (Secondary Audience)

Persona 5: Teaching Terri

- Female age 52
- Art teacher at a public elementary school in Raleigh
- Passionate about the arts and grew up winning state awards in the visual arts
- Does not have enough funding from the school to give her students bigger art projects
- Makes \$35,000 a year and has to pull from her own funds to get supplies if they are not offered by the school
- Spots talent in young artists easily and wishes she could help cultivate their skills more
- VALS Type: [Believers](#)

Primary Messages:

- Cultivate your artistic skills at Arts Together.
- Support young artists by sending them to Arts Together.

Secondary Messages:

- Arts Together provides year-round arts education with a diversity of programs in visual art, dance, music, and drama
- Continue to grow in your artistic ability with Arts Together
- Support a community of artists in the Triangle area
- Learn from renowned staff with a diverse range of skills

Branding (Secondary Audience)

Persona 6: Bored Bonnie

- Female age 11
- In sixth grade at a public school in Raleigh
- Excels in her coursework and finishes all of her homework quickly after school
- Loves to learn new skills
- Does not feel challenged in her studies and finds herself bored at home once school is over
- Only child and both her parents work
 - Mom works from home and does not like to be disturbed when she is in her home office
- Enjoys doing art projects, but she cannot think of what to make without guidance
- Is interested in learning more about art and joining a community of other artists
- VALS Type: [Achievers](#)

Primary Messages:

- Explore something new every day at Arts Together!
- Discover your passion at Arts Together.

Secondary Messages:

- Always keep learning at Arts Together.
- Join our community of young artists so you can collaborate with new friends.
- Explore various programs, including dance, drama, and art.
- Find your calling at Arts Together.
- Learn from experienced professionals across a diversity of artistic fields.

Branding (Tertiary Audience)

Persona 7: Artistic Annie

- Female age 48
- Lives comfortably in downtown Raleigh in an eclectic one-bedroom apartment with lots of plants and her pet
- Works in downtown Raleigh as the arts coordinator and manages the arts, culture, and entertainment segment of a company
- Has college degree from four-year university and 20 years experience in various arts roles
- Enjoys going to the theatre and teaches adult ballet classes in her free time
- Is single with no kids
- Is interested in sharing her arts knowledge and resources to help others, particularly kids, develop their own passion for art
- VALS Type: Innovators

Primary Messages:

- Partner with Arts Together and support the future artists of the world.
- Help kids at Arts Together reach their full artistic potential.

Secondary Messages:

- Connect the world of art to our future generations.
- Provide scholarships to help students experience art, and their parents will learn about your company.
- Together, we can empower children to keep creativity part of the future.

Branding (Tertiary Audience)

Persona 8: Small Business Owner Steven

- Male age 40
- Annual income is just above median
- Lives comfortably in a home in a suburb outside of Raleigh
- Has a wife and no kids
- Has a college degree from a four-year university
- Local business has been open for four years and has decent financial success
- Is looking to expand portfolio and expand small business
- Grew up in Raleigh and attended a public school near his current home
- Enjoys visiting restaurants and museums in Raleigh in his free time
- Hopes to use any extra money from his business to buy a sports car
- Desires to support his home city and grow his business
- VALS type: Achievers

Primary Messages:

- Expand your horizons and our students' full artistic potential with Arts Together.
- Your sponsorship can help Arts Together bring people of all ages together.

Secondary Messages:

- Arts Together brings all members of the community of Raleigh together.
- Your partnership will help Arts Together improve the Raleigh community one brush at a time.
- Arts Together can help your business flourish.

Calendar Additions - May 2022 to April 2023

Highlights:

- May: Creative Beginnings Month
- First week of May: Teacher Appreciation Week
- July 30: International Day of Friendship
- August: Family Fun Month
- October 25: International Artist Day
- January: International Creativity Month
- January 3: International Mind-Body Wellness Day
- April 15: World Art Day
- April 29: International Dance Day

See [all calendar additions](#)

Sample Post for Calendar Additions

**HAPPY INTERNATIONAL DAY
OF FRIENDSHIP**



Join our community to make new friends
as we *cultivate creativity.*



- Use this graphic as the first slide on Instagram and follow it with pictures of kids/friend groups at Arts Together programs
- Use graphic elements consistently on calendar posts; change to what is most fitting for the holiday
- Example caption: "Arts Together has led to so many friendships. Swipe to see some of the friendships being built in our community.
#InternationalDayofFriendship"

Sample Post for Calendar Additions

**HAPPY INTERNATIONAL
DANCE DAY**



Let's celebrate our community of
dancers of all ages.



- Use this graphic as the first slide on Instagram and follow it with pictures of different dance groups and types of dances
- Continue to use graphic elements consistently on calendar posts; change to what is most fitting for the holiday
- Example caption: "Today is the day to celebrate our dancers. We love to #CultivateCreativity through a variety of dance programs for all! What is your favorite dance [program, trend, etc.]? #InternationalDanceDay."

Questions?