



Arts through it All.org

2021 GUIDELINES

About

Arts through it All presents **Ensure Arts & Culture Endure** an ongoing public awareness campaign to **Give. Engage. Shop.** in support of local artists and cultural organizations.

The **Arts Through it All** campaign launched April 15, 2020, during the early stages of the unprecedented Coronavirus pandemic. It focused on three core messages — **Forgo Ticket Refunds, Donate Today** and **Support Colorado Artists**.

Campaign branding and assets were used widely by arts and cultural organizations throughout the state to communicate with patrons, donors and stakeholders. These messages are still relevant today and the need even more dire as social distancing and crowd limitations continue to impact arts and culture.

How to use these Guidelines

The purpose of these guidelines is to provide individuals and organizations with **easy-to-use graphics, customizable templates** and **pre-written copy** to encourage the support of local arts and culture throughout the pandemic and beyond.



Logo



Arts Through It All — blue

*primary logo in small instances of the logo



Arts Through It All — pink

*primary logo for large instances of the logo



Arts Through It All — white

*secondary logo ideal on solid colors or images with clean backgrounds

Fonts & Color

The **Arts Through It All** campaign uses Montserrat, a free Google font, for all of its graphics. You can also find this font included in our downloadable toolkit.



HEX = #25565d

R=37 G=86 B=93

C=86 M=52 Y=52 K=29



HEX = #ed5658

R=237 G=86 B=88

C=1 M=82 Y=62 K=0



HEX = #3f314f

R=63 G=49 B=79

C=77 M=82 Y=43 K=38



HEX = #003a5c

R=0 G=58 B=92

C=100 M=78 Y=39 K=30

Messaging

Headline and tagline

**Ensure Arts &
Culture Endure**

GIVE • ENGAGE • SHOP

Why

The pandemic and economic recession continues to have a disproportionate and devastating effect on the local creative sector. Until our local artists & organizations can get back on their feet, they need your support to endure.

Calls to Action

- GIVE a donation to local organizations & relief funds
- ENGAGE safely with arts & culture experiences
- SHOP local and support artists through goods, memberships, and classes

Copy

EXAMPLE SOCIAL MEDIA CAPTIONS

Adapt our campaign copy to make your social media posts unique and personal.

Arts and culture need your help! One way you can make a difference is to GIVE by donation, ENGAGE with attendance, and SHOP small.
artsthroughitall.org #ArtsthroughitAll

Arts and culture are struggling to survive. GIVE the gift of experience with annual memberships, subscriptions or tickets.
artsthroughitall.org #ArtsthroughitAll

Help keep arts and culture alive! ENGAGE with the arts online through social media or participation in virtual events.
artsthroughitall.org #ArtsthroughitAll

Ensure arts and culture endure. SHOP at your local arts organization for unique one of a kind gifts all year-round.
artsthroughitall.org #ArtsthroughitAll

Templates

Arts Through It All has designed easy-to-use square and rectangle templates to create your own custom social media graphics.



Templates_{cont.}



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Social Media

Share your support for arts and culture using Instagram, Facebook, LinkedIn and Twitter! Post a pre-designed graphic from our toolkit or customize an arts and culture photo from your own collection.

ADD A CAPTION

Make it personal. Adapt our campaign copy with anecdotes and your unique reasons for supporting the arts.

LET'S GO VIRAL

Add **#ArtsThroughItAll** to spread arts and culture support

LINK TO MORE RESOURCES

Find more resources and ideas to support the arts at artsthroughitall.org

TAG CBCA

For a repost, tag Colorado Business Committee for the Arts, who administers the Arts Through It All campaign.

Instagram [@_cbca_](https://www.instagram.com/_cbca_)

Facebook [@ColoradoBusinessCommitteefortheArts](https://www.facebook.com/ColoradoBusinessCommitteefortheArts)

LinkedIn [@Colorado Business Committee for the Arts \(CBCA\)](https://www.linkedin.com/company/colorado-business-committee-for-the-arts-cbca)

Twitter [@CBCA](https://twitter.com/CBCA)

Social Media cont.

FACEBOOK & INSTAGRAM EXAMPLES



Arts and culture need your help. I remember attending my first Colorado Dragon Boat Festival in 2011. I love the lion dances — they remind me of Lunar New Year celebrations with my family. Support local arts and culture — donate today!
#ArtsThroughItAll @_cbca_



Ensure arts and culture endure. Local Theater has been doing an amazing online series with world-renowned arts professionals called Living Room Local. I cannot wait to see a Local premier when the world opens up again.
#ArtsThroughItAll @_cbca_

Arts campaign is managed and administered by Colorado Business Committee for the Arts (CBCA)
and sponsored in part by Denver Arts & Venues and PNC Bank



Designed by

