Arts through it All.

- Forgo Ticket Refunds
- Donate Today
- Support Colorado Artists

REVISED 4-23-2020
To Colorado Arts Leaders and Advocates:

The current COVID-19 crisis is affecting arts and cultural organizations and artists throughout the state. It has become clear that in addition to the many financial relief efforts that are underway, there is a need for powerful, simple and consistent messaging around how Coloradans who care about arts and culture can support the sector. This message needs to also be relevant to every type and size of organization.

A coalition of organizations, including Bonfils-Stanton Foundation, Colorado Business Committee for the Arts, Scientific and Cultural Facilities District, Colorado Creative Industries, Denver Arts & Venues, and an array of local arts agencies and cultural districts, have been meeting regularly to strategize and share ideas. It became clear we were all delivering similar messages but not in a coordinated or consistent way.

We reached out to the marketing and branding agency Launch, which has worked with several cultural clients, and they graciously agreed to donate their services to quickly develop a campaign that could be used by all of us, as well as by any arts organization in Colorado. This campaign – Arts through it All – is now ready for you!

This guide contains all the tools you need to use this campaign in your own communications and outreach efforts – a graphic image and message that is available in multiple formats for websites, e-blasts, and social media. We have also provided an array of images you can drop into the campaign. Feel free to use one or a series to keep your communications fresh. We also invite you to incorporate a rights-managed image from your own organization, if you prefer.

If you would like to generate donations for your organization specifically, please use a link to your own website/donation portal as part of this campaign. If you would like to direct your audiences to a broader platform for more information on how to give, then please include the link artsthroughitall.org, which is hosted on the CBCA.org (Colorado Business Committee for the Arts) website. Either way, you’ll be guiding patrons on how they can support arts and culture during this challenging time.

This downloadable toolkit contains all you need to join this campaign, and deliver the important message that the arts are there for us, through it all.
Arts through it All message graphic:

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Arts through it All graphic versions:

logo with copy points:
- Arts through it All.
  - Forgo Ticket Refunds
  - Donate Today
  - Support Colorado Artists

secondary logo with copy points:
- Arts through it All.
  - Forgo Ticket Refunds
  - Donate Today
  - Support Colorado Artists
Arts through it All logo & graphic elements:

logo: Arts through it All.

secondary logo: Arts through it All.

chain graphic: Arts through it All.

type graphic: Arts through it All.

URL graphic: ArtsThroughItAll.org
ArtsThroughItAll.org
google font:

Montserrat
www.fonts.google.com
color palette:

- **tan:**
  - HSL: 0/12/10/0
  - Hex: #fce3db

- **red:**
  - HSL: 0/81/62/0
  - Hex: #ee5658

- **green:**
  - HSL: 86/52/52/29
  - Hex: #24565e

- **purple:**
  - HSL: 69/73/53/54
  - Hex: #3a2e3a
social media template: Facebook

1200px x 630px  image post

1200px x 900px  news feed link image

1200px x 630px  customizable image area
social media template: Instagram

1080px x 1350px portrait post

1080px x 1920px stories post

customizable image area

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1080px x 1350px customizable image area

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social media template: Twitter

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1024px x 512px image post

1024px x 512px customizable image
email header template:

650px x 100px  

[Image: Arts through it All.]

- Forgo Ticket Refunds
- Donate Today
- Support Colorado Artists

650px x 100px  customizable image area

[Image: Arts through it All.]

- Forgo Ticket Refunds
- Donate Today
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5”x7” postcard template:

- Arts through it All.
  
  - Forgo Ticket Refunds
  - Donate Today
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Customizable image area

Customizable back

Customizable back
image options: