



Arts through it All.

ATIA BRAND TOOLKIT

- 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:



Arts through it All graphic versions:

logo with copy points:



secondary logo with copy points:



Arts through it All logo & graphic elements:

logo:



secondary logo:



chain graphic:



type graphic:

**Arts
through
it All.**

URL graphic:

ArtsThroughItAll.org

ArtsThroughItAll.org

google font:

free font family click to download

Montserrat

www.fonts.google.com

MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

MONTSERRAT HAIRLINE
MONTSERRAT ULTRA LIGHT
MONTSERRAT LIGHT
MONTSERRAT REGULAR

MONTSERRAT SEMI BOLD
MONTSERRAT BOLD
MONTSERRAT EXTRA BOLD
MONTSERRAT BLACK

color palette:



tan:
0/12/10/0
#fce3db



red:
0/81/62/0
#ee5658



green:
86/52/52/29
#24565e



purple:
69/73/53/54
#3a2e3a

social media template: **Facebook**

1200px x 630px image post



1200px x 630px customizable image area



1200px x 900px news feed link image



1200px x 900px customizable image area



social media template: **Instagram**

1080px x 1350px portrait post



1080px x 1350px customizable image area



*1080px x 1920px stories post
customizable image area*



social media template: **Twitter**

1024px x 512px image post

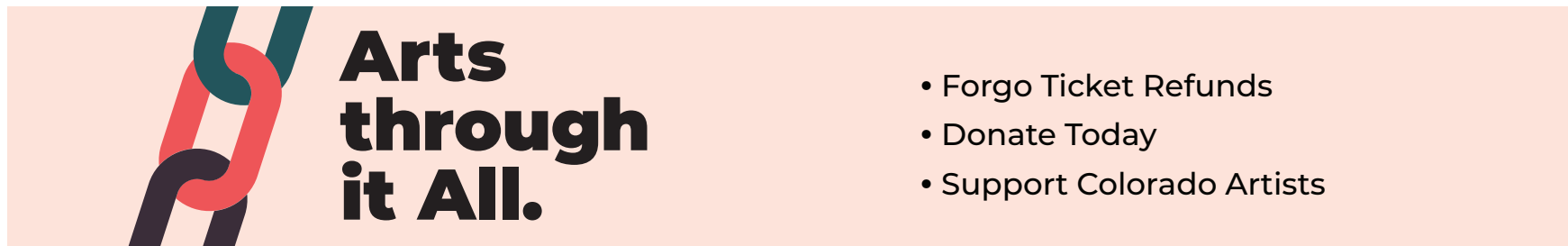


1024px x 512px customizable image

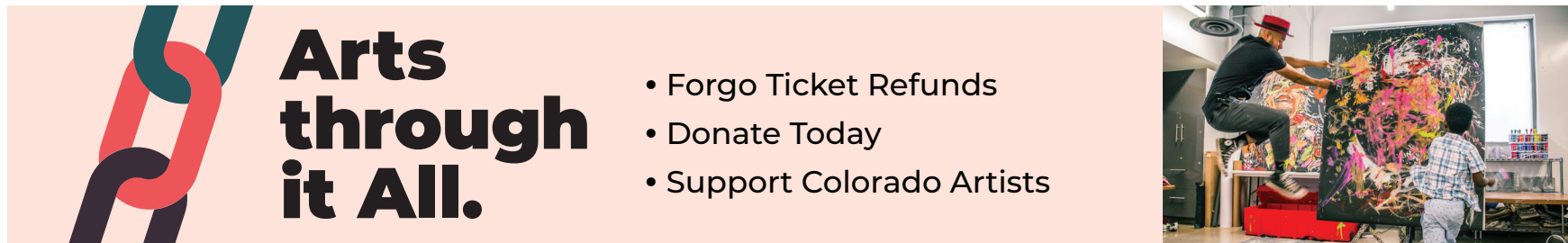


email header template:

650px x 100px



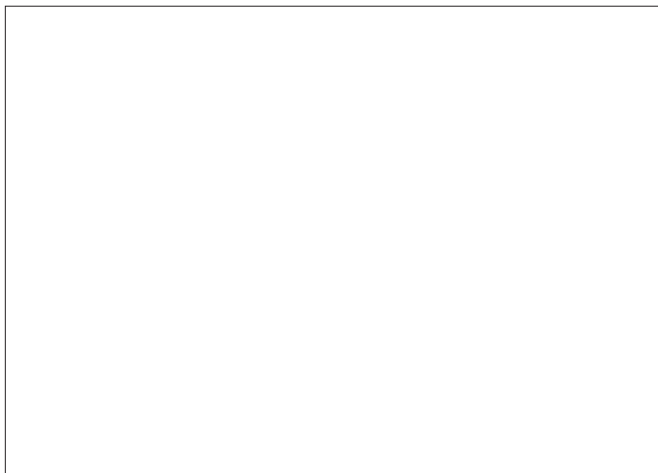
650px x 100px customizable image area



5"x7" postcard template:



customizable back



customizable image area



customizable back

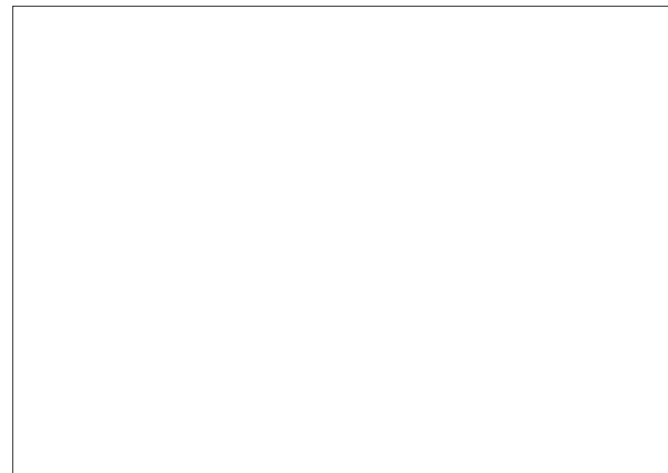


image options:



