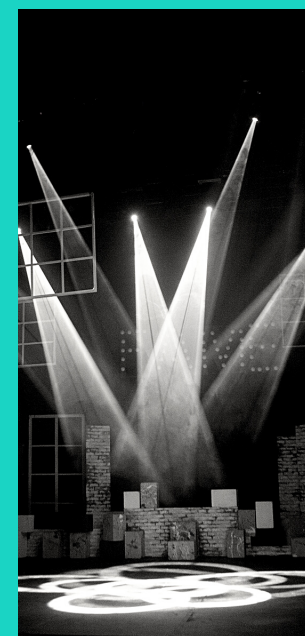




Brand Guidelines

2020/1



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MISSION STATEMENT

THE ARTS BUSINESS aims to teach **Business and Marketing Skills** to the **Creative Sector**.

The way the **cultural world** works is **changing...**

THE ARTS BUSINESS
exists to help companies and freelancers
navigate through and continually **develop**.

Aiming to be leaders in **Teaching, Consultancy** and **Producing THE ARTS BUSINESS**
fills a gap in arts education enabling
creatives to learn how to run a business and
grow their potential exponentially.

CORE VALUES

TARGET AUDIENCE



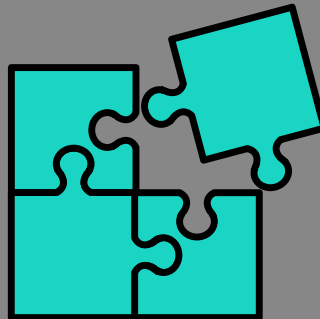
Key Demographic

- Age Range: 16-35
- Gender: 50% Female, 50% Male
- Working or training in the Creative Industries.



Key Psychographics

- Passionate about the Creative Industries
- Entrepreneurial drive and want to learn new business skills.
- Striving for positive change in the Arts workplace



Challenges

- Limited Business and Marketing Skills due to a lack of education at Arts Schools and Colleges.
- Years of the belief that arts and business are polarising concepts.

LOGO

About Our Logo

The Arts Business Logo takes inspiration from the Creative Industries using a playful graffiti font with minimal colouring to mix the artistic and the corporate.

Logo PLEASE DON'Ts

PLEASE DON'T stretch, squash or distort the logo.
PLEASE DON'T remove or resize elements of the logo.
PLEASE DON'T change the logo colours.
PLEASE DON'T add elements to the logo without prior permission from The Arts Business.



Minimum Sizing

Never use The Arts Business Logo with a height of less than 200px.



Greyscale

Greyscale logo can be used in high contrast so that all font is legible.



Logo Clearspace

When using The Arts Business Logo please give it space to breath!



Business & Marketing Support
for the Creative Industries & Beyond



Business & Marketing Support
for the Creative Industries & Beyond

TAGLINE

TAGLINE DOS

PLEASE DO centralise text
under logo. DO use white
font when displaying logo
on a coloured background.
PLEASE DO use black font
when displaying logo on a
white background
PLEASE DO use Roboto
Condensed Font.

TAGLINE DON'TS

PLEASE DON'T overuse
tagline. It doesn't need to
be used whenever the
logo is used so wait for an
appropriate situation.

COLOURS

Primary Colours

are taken from our logo and used to help images and titles pop. They can be used for emphasis and to keep images on brand.

Secondary Colours

are used for large bodies of text or passive backgrounds to improve accessibility and legibility.

Primary Colours

WHITE

HEX #FFFFFF

RGB, 255,255,255

CMYK(0,0,0,0)

AQUA

HEX #55F1E4

RGB 85,241,228

CMYK(0.6473,0.0000,0.0539,0.0549)

TURQUOISE

HEX #1ACCBD

RGB 26,204,189

CMYK(0.8725,0.0000,0.0735,0.2000)

Secondary Colours

GREY

HEX #878787

RGB 135,135,135

CMYK(0,0,0,0.4706)

BLACK

HEX #000000

RGB, 255,255,255

CMYK(0,0,0,0)

Raleway

An elegant sans-serif typeface and our primary font choice used across The Arts Business website.

Roboto Condensed

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. This is a secondary font choice used for certain headings, emphasis and contrast.

Architects Daughter

Unsurprisingly this font is inspired by the writing of the daughter of an architect this font incorporates the graphic, squared look of architectural writing, combined with the natural feel of daily handwriting. Use a secondary font to add some creative flair.

SOCIAL MEDIA

Please Dos

Instagram

- Do use B&W images only
- Do use approved fonts and colours in images and ensure all script can be easily read.
- Where using another company's branding or logo, do frame it inside The Arts Business colouring.
- Use stories to share thoughts and ideas.

Facebook

- Do post any events in Facebook and ensure all participating companies are linked in someway or another.
- Do reply to messages that come in as quickly as possible. Don't keep our customers waiting!
- Do share great content from friends and colleagues! What are the Creative Industries if not collaborative?
- Use stories to share thoughts and ideas.

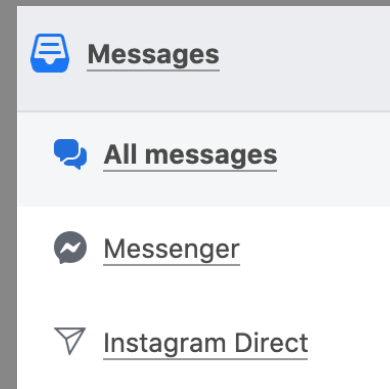
Twitter

- Do use trending hashtags where possible and appropriate.
- Do retweet and tag other artists and companies who are appropriate to the brand.
- Do be hilarious, don't be afraid to show personality!

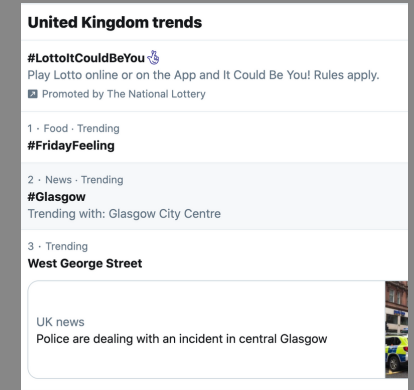
Instagram



Facebook



Twitter



Instagram



Facebook

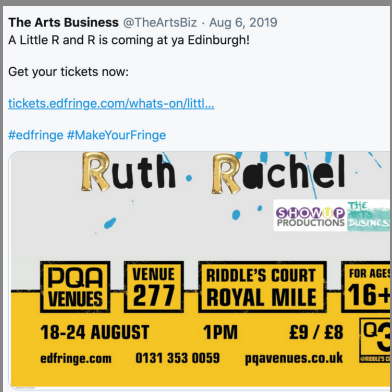


Twitter

Bad hashtags

We've collected ten of the worst ever Twitter hashtags and bad publicity....

- #RIMJobs. The #Fail. ...
- 9. # Cairo.
- #notguilty. The #Fail. ...
- #susanalbumparty. The #Fail. ...
- #CLitFest. The #Fail. ...
- #WaitroseReasons. The #Fail. ...
- #TRENDING. The #Fail. ...
- #MadeMeSmile. The #Fail.



SOCIAL MEDIA

Please Don'ts

Instagram

- Don't use coloured images if it can be avoided. Where using another company's branding or logo, frame it inside The Arts Business colours.
- Don't use unapproved fonts and colours in images and ensure all script can be easily read.

Facebook

- Don't overuse Facebook for self promotion. Always make sure promotions are juxtaposed with interesting, engaging content.
- Don't overuse Instagram content, make sure our Facebook users always receive unique content.
- Don't forget to post consistently.

Twitter

- Don't forget to proofread hashtags, we don't want to end up trending with another #susanalbumparty .
- Don't be afraid to use videos/gifs/bright imagery, Instagram is a gallery, twitter is used to grab people's attention.
- Don't overuse Twitter for self promotion. Always make sure promotions are juxtaposed with interesting, engaging content.

PHOTOGRAPHY, ILLUSTRATION & ARTWORK

- Keep any illustrations or clip art simple and, where possible, adapt to be in The Arts Business brand colours.
- Always credit artwork and photography where possible and appropriate.
- Try to make sure that images are related to either the blogpost subject or to the Creative Industries.
- Don't distort images and ensure that the main focal point is visible.



The way we talk is integral and should be maintained throughout our posts and creative content.

Friendly & Conversational

When our customers interact with us we want them to feel like they are joining us for a coffee where we are explaining different business and marketing strategies.

Explanatory & Simple

We don't want our customers to be intimidated by business and marketing speak so break it down to the basics and make it easy to digest without being patronising.

Positive & Optimistic

The Creative Industries can be rife with cynicism so at The Arts Business we aim to bring the feel good factor along with a 'can do' attitude to everything we do. (Although we do like a little sarcasm on the side).

Personal & Empowering

The Arts Business is written from personal experience. We learn as we go and hope to empower others with the knowledge we wish we'd had when we started out.

TONE OF VOICE

STATIONARY

Email Signature



Business Cards



FLYERS, POSTERS & MERCHANDISE



Examples

All must include The Arts Business Logo even if the event is independently branded.

Marketing & Business Advice for the Creative Industries & Beyond...

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