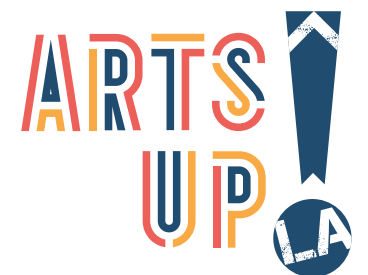


Brand Guide: ArtsUP! LA



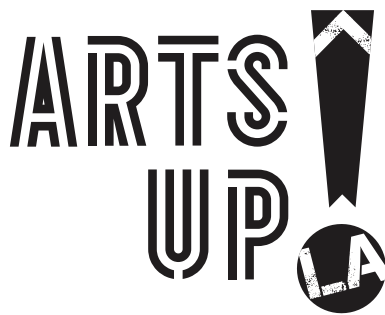
Logo

To build brand awareness, it is critical that the ArtsUP! LA logo appear on every form of communication that comes from our program. This includes all marketing, promotional, advertising, educational and event-related print and digital communications, including email and other correspondence.

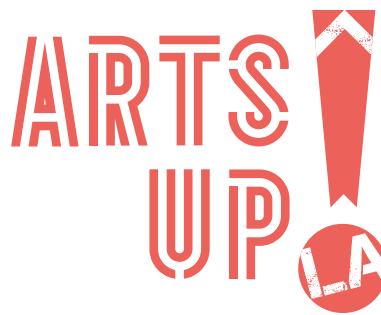
Full Color



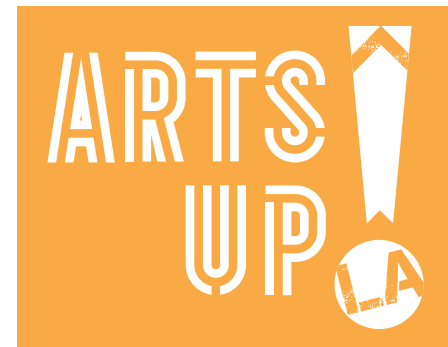
There are occasions when our full color logo is not applicable. Below are other ways to use our logo: as black and white, as one color (in one of the colors in our palette) or reversed out of one of the colors. The logo should never be represented in any other way.



Black and White



One Color

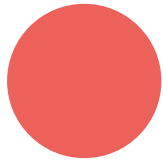


Reversed Out of One Color

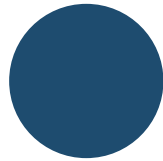
Color Palette

Consistent use of color is critical in maintaining our brand. Any material created in-house should use only the following colors.

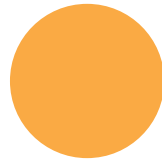
Below each color are the various breakdowns to easily create these colors on our own, whether for web or print use.



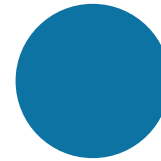
PMS 7416
C=2, M=77, Y=62, K=0
R=236, G=97, B=91
Hex=#EC615B



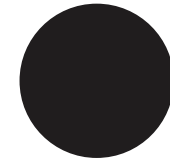
PMS 7477
C=79, M=47, Y=12, K=45
R=34, G=76, B=112
Hex=#224C70



PMS 1235
C=0, M=38, Y=83, K=0
R=250, G=170, B=68
Hex=#FAAA44



PMS 307
C=94, M=48, Y=18, K=1
R=0, G=115, B=162
Hex=#0073A2



Black
C=70, M=67, Y=64, K=74
R=34, G=31, B=31
Hex=#221F1F

Logo With Taglines

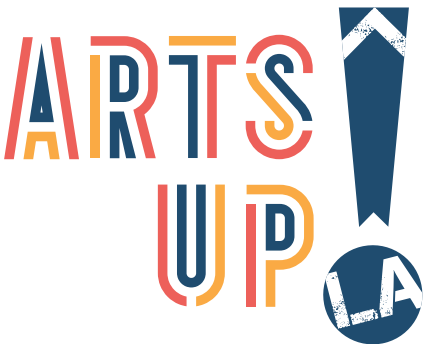
The ArtsUP! LA logo can stand alone or with the tagline as a unit. The tagline can also be used alone as a graphic element, and in different palette colors and orientation.



**unlimited
possibilities.**



**unlimited
possibilities.**



unlimited possibilities.

Font Usage

We use specific brand fonts in all marketing materials, including email. This font offers several weights and specific examples are shown here to guide use and choices. Fonts can be used as both headline or copy weight.

Raleway

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Raleway Thin

Raleway Semibold Italic

Raleway Light Italic

Raleway Extrabold

Raleway Medium

Raleway Black Italic

Example:

Welcome to ArtsUP! LA

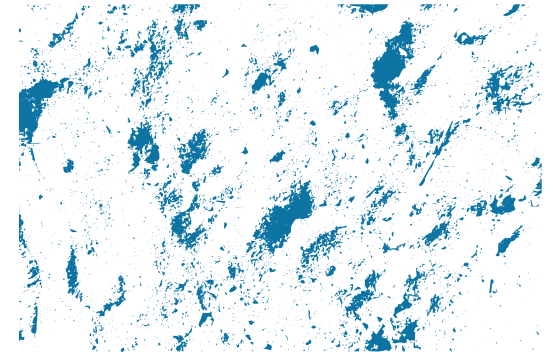
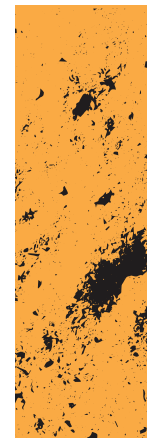
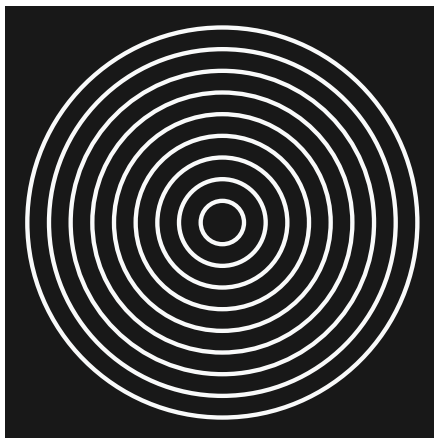
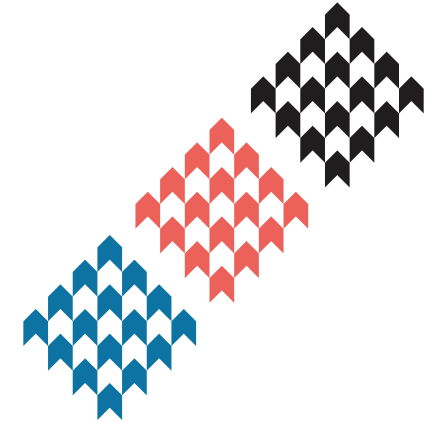
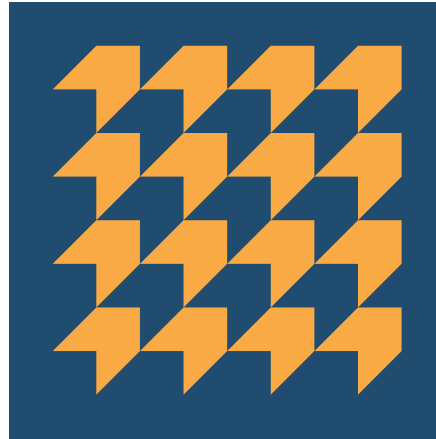
Raleway Extra Bold

ArtsUP! LA is a nonprofit theater and arts program serving people with disabilities, military veterans, and opportunity youth. They remove barriers to participation and provide unlimited possibilities for artistic expression, building diverse artists and audiences who are changing how the arts are presented and experienced.

Raleway Regular

Graphic Elements

This page shows the types of imagery used in our collateral pieces. Patterns and graphics can be used in any palette color.



Core Messaging

Tagline

Unlimited Possibilities

Our Mission

ArtsUP! LA is a bridge between professional theater and overlooked communities. Our stage ignites artistic expression, fosters human connection, illuminates understanding, and brings diverse artists and audiences of all mind, body, and life experiences into a shared place of unlimited possibility.

Our Vision

ArtsUP! LA is building a community where the creative expression of diverse people opens minds, transforms lives, ushers in equality, and changes how the arts are presented and experienced.

Position Statement

ArtsUP! LA is a nonprofit theater and arts program serving people with disabilities, military veterans, and opportunity youth. They remove barriers to participation and provide unlimited possibilities for artistic expression, building diverse artists and audiences who are changing how the arts are presented and experienced.

Sample Hashtags

#ArtsUPLA
#WhatsUPArtsUP
#BelieveAbility
#BlueDoorTheater
#UnlimitedPossibilities
#Uplifting
#showUP
#BecomeArt

Additional Key Points, Position and Voicing

- Believe. Perform. Express. Transform.
- BECOME the Art
- BelieveAbility
- Authentic. Diverse. Original.
- Say YES to Art
- Arts Participation for All

Core Messaging

WE BELIEVE IN:

Unlimited Possibility

Our artists are people of all mind, body, and life experiences. ArtsUP! LA fosters creative human expression beyond perceived challenges, promoting artistic freedom in a supportive place of unlimited possibility.

Our Communities

Our work ignites the artistic spirit and voice of people with disabilities, military veterans, and opportunity youth to the benefit of the larger Los Angeles community.

Transformation

We are a company of believers, visionaries, and risk takers holding fast to our dreams. Art is our platform for courage, change, and achievement. We acknowledge the power of personal transformation along the journey of creativity and performance.

Saying Yes

The arts must work for everyone. We promote optimism in all we do, shouting YES to ideas and possibility. We break barriers and destroy boundaries because we can. We say yes. Every time.

Generating Joy

We are serious about fun. We channel positive energy into a culture that is wildly creative, upbeat, and inspirational. Artists are encouraged to express the vast range of human emotion in shared moments that are moving, profound, and ultimately uplifting.

Equity and Respect

ArtsUP! LA promotes the power of people to be seen and heard outside of the under-box society puts them in (underserved, underprivileged, underrepresented). We offer open, accessible, and inclusive arts experiences that nurture diversity in all forms for both artists and audiences.