



Arts and Education Council Brand Guide

This is a guide to the basic elements that make up the Arts and Education Council's brand. Inside you will find:

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To our partners

These guidelines are for the use of the Arts and Education Council, corporate and community partners.

Thank you and keep up the great work!

Mission Statement

To build appreciation, participation and support for arts and arts education throughout the St. Louis community.*

**Community is defined as the St. Louis bi-state region.*

Vision Statement

Shaping a vibrant arts community for all.

Taglines

Primary tagline

Keep art happening.

Alternates

We keep art happening.

Together, we keep art happening.

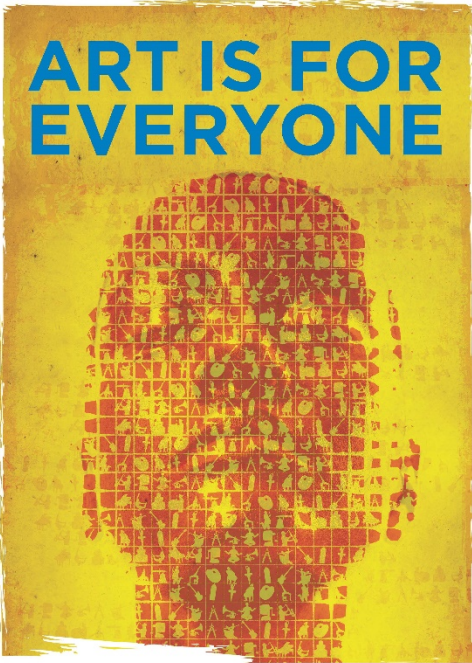
Belief Statement

We believe a region rich with arts and cultural experiences is critical to creating and sustaining vibrant communities.

Our Campaign

The following is our 2020 annual fundraising campaign poster. Please note, this image is not intended to be used in e-mail signatures. If you are interested in a customized collateral piece for this campaign (e.g. web banner, social media photo, etc.), please contact Andie Murphy, marketing manager, at Andie-M@KeepArtHappening.org.

***Please note:** internal requests should be made using the Marketing Project Request Form here: <https://airtable.com/shr2tTg4o6Lnph0uX>.



Give today!

Your gift to the Arts and Education Council makes a more vibrant community for all.

Our Logos and Colors

The following are the approved logos:



Logo Colors

Arts and Education Blue

PMS: 300CV

RGB: 0/122/195

CMYK: 100/44/0/0

Hex #: 007ac3

Arts and Education Gray

PMS: 877CVC

RGB: 143/143/146

CMYK: 16/11/11/29

Hex #: 8f8f92

Logo Fonts

Arts and Education Council Font: Folio Full Condensed

Keep Art Happening Font: Andale Mono Regular (Mac based)

Sub-brand Logo Guidelines:

- Colors and fonts in sub-brand logos must be the same as those in the Arts and Education main logo.
- For affinity groups, the name of the group replaces “Arts and Education Council” in the main logo and “Arts and Education Council” replaces “KeepArtHappening.org”.
- For programs and operations (e.g. St. Louis Arts Awards, etc.), the name of the program replaces “KeepArtHappening.org” in the main logo.

Our Typeface

Arial Narrow is our company font. It is a clean, simple font and can be used for anything from headlines to type face. Please use Arial Narrow in all official Arts and Education Council correspondence.

Aa

Aa

Aa

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!?"&@\$) 0123456789

Social Media Policy

The Arts and Education Council actively engages with prospects and donors on Facebook ([@ArtsandEducation](#)), Instagram ([@arts_education_council](#)), Twitter ([@ArtEdStl](#)) and LinkedIn ([arts-education-council](#)). We use #KeepArtHappening on all platforms.

On Facebook, we share everything from feel-good stories from our blog to news from the arts community and our partners to events. On Instagram, we share photos when we're on the go at various events, photos of a feel-good impact story from the blog, etc. We also use Facebook and Instagram as fundraising tools.

On Twitter, we share news related to the Arts and Education Council. We will also use it during programs and events to document conversations of speakers, etc. ***Note: following an account does not indicate endorsement. We follow local sitting politicians or representatives and journalists in order to stay informed about the area we serve, but do not engage in political or religious conversation in any form.**

LinkedIn is where we share blog posts and news related to nonprofit arts, workplace giving, the corporate sector and arts/creativity, professional development, stARTup Creative Competition, etc.

Specific hashtags and social media toolkits may be created on an ad hoc basis for events or programs.

Our Image Database

Our image database is a source for images and logos that can be used in campaign materials as well as other organization collateral.

Our image library is located on Zenfolio.com (<http://artsandeducation.zenfolio.com>).

Please use the title and photo credit associated with each image, as in the example below, the caption is the same as the title and photo in the image database. (The photo credit can also be listed on the side of the photo)

Example:



The St. Louis Children's Choirs is an Arts and Education Council grantee. Photo courtesy of The St. Louis Children's Choir.

Putting It All Together

Our Name:

Text

The first mention in the body of the text, and whenever possible thereafter, should be Arts and Education Council. Only use A&E in subsequent references when it is not possible to use Arts and Education Council. However, the full name, Arts and Education Council, should always be used when it stands alone (for example, when used in a caption under a photo). The name should NOT be followed by (A&E), as this is not AP style.

Headlines

Do: Arts and Education Council

Do NOT:

- Refer to the Arts and Education Council as the council, Arts and Ed, A and E or Arts Ed
- “The” is not a part of our name and should only be used when grammatically necessary in text. Therefore, “the” should not be capitalized unless it is the first word in the sentence.

Arts and Education Council programs and projects:

Program / Publication	Do	Do NOT
ARTS Card	ARTS in all capital letters	Use Arts Card, arts card or art card “The” is not part of the name and should only be used when grammatically necessary in text. “Therefore, “the” should not be capitalized unless it is the first word in the sentence.
Centene Center for the Arts	Full name when possible the Center for later references	Centene Center for Arts and Education Centene Center CCA CCAЕ
Happenings	Capital “H”	Use happenings Do not italicize
Know and Go	Capital “K” and “G” and lower case “a”	Use know and go or Know And Go

Program / Publication	Do	Do NOT
Arts and Education Council's St. Louis Arts Awards	Awards is plural Arts is plural Whenever possible, list as the Arts and Education Council's St. Louis Arts Awards	St. Louis Art Award St. Louis Arts Award St. Louis Art Awards
stARTup Creative Competition	ART in all capital letters, Creative and Competition capitalized.	Use stARTup on its own
Workplace Giving Campaign	Workplace Giving Campaign Employee giving WPG Campaign Campaign "Coordinator" is capitalized when following Workplace Giving Campaign or WPG but lower case when used alone WPG Coordinator	Work Place Giving Campaign Your Campaign Workplace Giving Campaign coordinator Campaign Coordinator
Young Friends of the Arts	Young Friends of the Arts <i>whenever possible</i> YFA should be used <i>minimally</i> .	Young Friends, Young Friends of the Arts and Education Council, or YF of the Arts
Web address	KeepArthappening.org (with capital "K," "A" and "H")	www.KeepArthappening.org keeparthappening.org

Other guidelines*:

**Note: we follow AP style. These guidelines are based on that.*

Do:

- 314.289.4000
 - Do NOT use (314) 289-4000 or 314-289-4000
- Nonprofit (one word)
 - NOT non profit or non-profit
- Spell out the name of a state when used in text
- Professional titles are upper case when before a name but not after.
 - Andie Murphy, marketing manager OR
 - Marketing Manager Andie Murphy
- Time should be listed as 10:00 a.m. or 7:30 p.m.
- Numbers 0 – 9 should be spelled out (e.g. zero, one, two, etc.) and numbers, 10+ should be in number form (e.g. 11 not eleven)
- Omit the Oxford comma (used in a series at the end of a list) unless that omission would cause confusion or misunderstanding.
 - Example: The arts include music, dance, theatre, film, literary and visual arts. NOT The arts include music, dance, theatre, film, literary, and visual arts.

Media and titles

According to AP style, the following titles should be listed in **quotes** (not italics or underlined):

- | | |
|------------------------------|----------------------------------|
| ● Albums | ● Operas |
| ● Art | ● Poems |
| ● Books | ● Radio programs and series |
| ● Classical music, nicknames | ● Songs |
| ● Lectures | ● Speeches |
| ● Movies | ● Television programs and series |

According to AP style, the following titles should NOT be listed with any special treatment:

- Apps
- Catalogs
- Classical music, identified by sequence
- Magazines (e.g. Happenings)

Writing Letters and Documents

- All letters should be printed on Arts and Education Council letterhead using Arial Narrow 12-point font with the following pages on blank letterhead paper (aka “second sheet” stationery)
- All documents that are not printed on letterhead should have the Arts and Education Council logo embedded in the header (see pages 3 – 4 for correct logo usage)

Email signature block

The following content and formatting should be used in the email signature block for Arts and Education Council staff, updated according to employee’s name, title, email address and phone number. Note: images and logos are NOT to be used:

First Last

Job title

Arts and Education Council | [We keep art happening.](#)

Centene Center for the Arts | 3547 Olive Street | St. Louis, MO 63103

Email@KeepArtHappening.org | 314.289.4000

Grantees

The most up-to-date list of grantees can be found here: KeepArtHappening.org/grantees

Corporate & Community Partners

Find a list of the Arts and Education Council’s corporate and community partners at KeepArtHappening.org/who-we-are/our-donors.

Key Talking Points about the Arts and Education Council

- The Arts and Education Council pools together contributions from individuals, corporations and foundations across the bi-state region to invest in more than 70 arts organizations that build creativity, inspire kids, bridge cultural divides, energize communities and enrich lives through the arts.
- One of the most powerful examples of our impact is the Centene Center for the Arts, an incubator owned and operated by the Arts and Education Council that is home to 21 arts organizations. Located in the heart of the Grand Center Arts District, the Centene Center for the Arts provides the resources and community these organizations need to thrive, growing their impact across our region.
- As the oldest and only entirely privately supported arts funder serving the bi-state region, the Arts and Education Council is an opportunity for St. Louisans to join together to create a real, lasting impact on this remarkably vibrant arts community we all call home. Much of that giving comes through workplace giving campaigns, which are increasingly cited as powerful drivers of employee engagement.

Frequently Asked Questions

About the Arts and Education Council

1. What is the Arts and Education Council?

The Arts and Education Council is our region's only united arts fund that pools together donations from individuals, foundations and corporations to invest in people, organizations and programs that keep art happening across the St. Louis bi-state region. Since our founding in 1963, the Arts and Education Council has raised and distributed more than \$100 million for the arts and arts education in our community.

2. Why is the Arts and Education Council important?

We all have a role to play in fostering a vibrant, connected community for all. By supporting a wide variety of art forms and providing strategic leadership for the arts in the broader community, the Arts and Education Council creates an environment where the growing impact of the arts is felt and celebrated by the entire community.

The Arts and Education Council drives community impact by investing in organizations and programs that promote the elements of a vibrant community, including:

- **Build creativity and innovation** by attracting and retaining talent, visitors and businesses to the region.
- **Energizing communities** by widening participation in local arts experiences that deepen feelings of engagement and connection of residents to neighborhoods.
- **Inspiring kids and engaging minds** through the arts in a way that promotes the development of 21st century skills like creative thinking
- **Bridging cultural divides** by promoting cross-cultural understanding through increased availability to and access of arts experiences that include and represent all races and ethnicities
- **Enriching lives** by widening participation in arts experiences that deepen feelings of joy and connection to the community.

3. How is the Arts and Education Council funded?

The Arts and Education Council is the region's only united arts fund, which means we rely entirely on donations from individuals, corporations and foundations committed to the value and benefit of the arts to our community. The Arts and Education Council receives no government or tax dollars.

Those private donations are contributed in a variety of ways.

Workplace giving campaigns, or employee giving, raise more than half of total contributions for the Arts and Education Council's annual fund each year. These campaigns happen in a variety of workplaces – including corporations, schools and universities, government entities, and nonprofit and professional organizations. These campaigns have benefits to both the employee and the Arts and Education Council.

Since employers often match employee contributions, workplace giving provides the employee with the opportunity to influence their company's philanthropic endeavors. Also, these programs offer the convenience of payroll deduction without losing the tax benefits of charitable giving. For the Arts and Education Council, even a small pledge from an employee makes an impact when it is increased by the employer's matching funds.

Individual donations from people who believe in the work of the Arts and Education Council are critical to our success. Donors who give \$50 or more annually receive an ARTS Card, which can be used for discounts (often half off) at cultural events year-round. Donors can also choose to join the Arts and Education Council's **Young Friends of the Arts** (\$65 and above, ideal for ages 21-40) or the **Muse Society** (\$1,000 and above), a women's leadership giving group, to connect with others who share their interests and gain access to special member events.

Corporate and foundation gifts are made by companies and organizations who believe in the benefits that a strong, vibrant arts community has on fostering St. Louis as a region where people want to live, learn, work and play. Corporate and foundation partners may choose to sponsor a particular event or program or contribute more generally to the Arts and Education Council. They may also match gifts made by their employees and establish a workplace giving campaign, encouraging their employees to contribute as well.

Donor directed investments, in which donors specify how they want their money to be used, help the Arts and Education Council increase its local impact by working to inform and educate our donors on how their money can help the arts community through allocations and other initiatives.

4. How is the Arts and Education Council different than the Regional Arts Commission or Missouri Arts Council?

The Arts and Education Council was founded in 1963, before either the Missouri Arts Council or the Regional Arts Commission. The Arts and Education Council continues to be the only major arts funder in the region serving both Missouri and Illinois with funds raised entirely through private donations rather than any government or tax dollars.

5. Where counties in Missouri and Illinois does the Arts and Education Council support?

The Arts and Education Council supports the arts in 16 Missouri and Illinois counties.

Missouri Counties: Jefferson, Franklin, Lincoln, St. Louis City and County, St. Charles, Warren and Washington.

Illinois Counties: Bond, Calhoun, Clinton, Jersey, Macoupin, Madison, Monroe and St. Clair.

6. How does the Arts and Education Council keep art happening?

The Arts and Education Council's primary focus is to strategically invest dollars contributed by private donations in arts and arts education organizations in the bi-state region that present exhibitions, performances, festivals, workshops and art education opportunities. Through a variety of grants and programs, each year the Arts and Education Council invests in more than 70 arts and arts education organizations that reach 1.6 million adults and children across the region.

Perhaps the greatest investment the Arts and Education Council makes each year is in the Centene Center for the Arts, an arts incubator owned and operated by the Arts and Education Council that is home to 21 arts organizations. Located in the heart of the Grand Center Arts District, the Centene Center for the Arts provides the resources our tenants need so they can focus on growing their impact in the community. The Arts and Education Council provides tenants with affordable office and administrative space, free access to meeting, event and performance spaces, and the technology and collaborative areas necessary for 21st century organizations.

Recently, the Arts and Education Council introduced original programs that help reach our goals for a more vibrant community. For example, the Katherine Dunham Fellowship promotes diversity in arts leadership, the stARTup Creative Competition mentors arts entrepreneurs with innovative ideas for the St. Louis arts community.

7. How do you promote diversity in the arts?

To support a full creative life for all, the Arts and Education Council is committed to championing cultural equity through its policies and practices, including where we invest donors' contributions.

In reviewing grant applications and program proposals, one of the key metrics the Arts and Education Council considers is how the applicant promotes cross-cultural understanding by including and representing diverse races and ethnicities in artistic programming.

In the Centene Center for the Arts, the Arts and Education Council strives for at least 50% of the tenants to be led by or serving people of color.

The Arts and Education Council's Katherine Dunham Fellowship is a paid opportunity that aims to diversify arts leadership by training African-American undergraduate and graduate students in arts administration.

The Art Education Fund, generously underwritten by Wells Fargo Advisors, promotes socioeconomic diversity in the arts by providing resources to exceptionally talented students in low income areas within the city of St. Louis.

The stARTup Creative Competition, a partnership with the PNC Foundation, eliminates barriers like access to seed funding that entrepreneurs and makers of color have traditionally faced.

In 2019, the Arts and Education Council board of directors has set a goal that 20% of board members are people of color.

Grants and Programs

8. What programs do you offer?

The Arts and Education Council offers a variety of grants and programs. Grants range from operating support for larger arts organizations to program grants, grants for rural arts organizations and new arts programs and grants for teachers who want to bring art education into their classroom. Each grant program have specific criteria and dates that can be found on our website at KeepArtHappening.org/grants. For questions about the Arts and Education Council's grants, please contact Cynthia P. Davis, director of grants and programs, at Cynthia-D@KeepArtHappening.org or 314.289.4007.

Aside from grants, the Arts and Education Council also offers a range of programs that contribute to our goals for a more vibrant community.

- The **Art Education Fund**, generously underwritten by Wells Fargo Advisors, provides tuition and transportation subsidies for exceptionally talented students in St. Louis city so they can continue their artistic training.
- **Arts Marketers** is a free series of learning and networking sessions for nonprofit arts administrators led by field experts. Topics focus on key challenges and new opportunities available to arts marketers, such as social media, analytics, digital communications, branding and more.
- The **Centene Center for the Arts** is an arts incubator owned and operated by the Arts and Education Council that is home to 21 arts organizations in the heart of the Grand Center Arts District. The Centene Center for the Arts provides the resources our tenants need so they can focus on growing their impact in the community. The Arts and Education Council provides tenants with affordable office and administrative space, free access to meeting, event and performance spaces, and the technology and collaborative areas necessary for 21st century organizations.
- The **Katherine Dunham Fellowship** promotes diversity in arts leadership by training African-American undergraduate and graduate students and recent graduates the ins and outs of arts administration through a paid semester-long opportunity.
- The **Keep Art Happening Scholarship**, funded by the Arts and Education Council, is presented to a teen at the Fox Theater Performing Arts Foundation Teen Talent Competition each April.
- **Leadership Roundtables** is a professional development and networking program for leaders of St. Louis area arts organizations. In the monthly series hosted by the Arts and Education Council and led by facilitators from The Rome Group, participants discuss shared challenges in a confidential environment. The program is by invitation only and there are two sections - one for small

organizations and one for larger organizations.

- The **stARTup Creative Competition**, a partnership between the Arts and Education Council and PNC Foundation, identifies arts entrepreneurs with innovative ideas for the St. Louis arts community and provides the resources they need to further develop those ideas.
- The Arts and Education Council, in partnership with EducationPlus, manages the **St. Louis Suburban Music Educators Association**. The association manages the honors bands and music festival competitions in St. Louis County school districts and some school districts in St. Charles County. Retired music educators and clinicians run the honors bands and music festival competitions for middle and high school students each year.

9. Do you offer programs or funding for individuals?

The Arts and Education Council does not offer individual artist grants. However, arts entrepreneurs may be eligible to submit a proposal to the Arts and Education Council's annual stARTup Creative Competition. For more information about available grants and programs, visit KeepArtHappening.org/grants

10. Do you support new or small arts organizations?

The Arts and Education Council's grants and programs are designed to serve the needs of large, established organizations as well as small, emerging startups. In fact, some of our region's best-known cultural landmarks such as The Repertory Theatre of St. Louis, Opera Theatre of Saint Louis and Shakespeare Festival St. Louis, among others, were started with seed funding provided by the Arts and Education Council.

The Arts and Education Council has a variety of programs to meet the needs of small, emerging arts organizations including the Centene Center for the Arts, our arts incubator located in the heart of the Grand Center Arts District, the stARTup Creative Competition, PNC Program Grants and the Creative Impact Fund. For more information, please contact please contact Cynthia P. Davis, director of grants and programs, at Cynthia-D@KeepArtHappening.org or 314.289.4007.

11. What organizations do you support?

The Arts and Education Council supports more than 70 arts and arts education organizations each year. Ranging from centuries-old cultural landmarks to small, emerging startups, organizations benefiting from the Arts and Education Council's support represent the breadth and depth of our region's arts community. A complete list is available at KeepArtHappening.org/grantees or in our brochure.

12. How do you decide what organizations get funded?

Grant applications are evaluated based on each program's stated criteria, including but not limited to fit with the mission of the Arts and Education Council and commitment to promoting the Arts and Education Council's goals for the community (e.g. building creativity and innovation, inspiring kids and engaging minds, energizing communities, bridging cultural divides and enriching lives). Grants are determined by the Grants and Programs Committee of the Arts and Education Council's board of directors along with additional representatives depending on the program.

The Grants and Programs Committee does not review applications and proposals for Katherine Dunham Fellowship and the stARTup Creative Competition. There are separate panels for these programs.

Donating and Donor Privacy

1. Why would I donate to the Arts and Education Council if I can donate directly to my favorite arts organizations?

Your gift to the Arts and Education Council pools together with those from thousands of other individuals, corporations and foundations that believe in the value of the arts for our community. Those donations form a collective group of resources that are able to have a larger impact on more than 70 arts organizations that reach 1.6 million adults and children annually.

Plus, you can enjoy the benefits of your gift to the Arts and Education Council at a variety of cultural events throughout the year with your ARTS Card. Members save on subscriptions, tickets, summer camps and even hotel stays.

2. How do I donate?

To make your gift online safely and securely, visit KeepArtHappening.org/Give. To donate by phone or for questions about donating, contact Tonya Hahne at 314.289.4005 or Tonya-H@KeepArtHappening.org.

3. Is my data secure when I donate?

The Arts and Education Council takes pride in the strength of its donor relationships. Because of that, we take donor privacy and security very seriously. Donations can be made safely and securely online at KeepArtHappening.org/Give. Rest assured, the Arts and Education Council protects donor privacy. The Arts and Education Council does not sell, swap or share donor information with any other third parties for marketing or other commercial purposes. You can read our full donor privacy guidelines online at KeepArtHappening.org/Give.

The ARTS Card

1. What is the ARTS Card?

Donors who give at least \$50 per year (or \$4.17/month) receive an ARTS Card, which unlocks great discounts at arts and culture events, camps and even hotel stays throughout the region year-round. Many of these discounts are as much as half-off regular ticket prices, so the card can pay for itself after just one use. The ARTS Card can save you as much as \$3,000 in just one year.

The Arts and Education Council has partnerships with arts organizations across the region, including the Repertory Theatre of St. Louis, the St. Louis Symphony Orchestra, Jazz St. Louis, Opera Theatre of Saint Louis, Cinema St. Louis, Metro Theater Company, Angad Arts Hotel and many more.

For a complete list of partners and events offering discounts and free events, visit KeepArtHappening.org/calendar.

2. How do I use my ARTS Card?

Instructions for how to redeem an ARTS Card deal and any restrictions on the discount are determined by the arts partner offering the discount. The Arts and Education Council includes restrictions and redemption

instructions in event listings on the ARTS Card calendar (KeepArtHappening.org/calendar). Some partners require donors to purchase tickets in person and present their ARTS Card at time of purchase to redeem a discount. Others may ask you to show your ARTS Card when picking up your tickets purchased online. When partners require a promo code for online redemptions, that information is included in the weekly Know and Go e-newsletter from the Arts and Education Council.

3. I've lost my ARTS Card. What can I do?

We are happy to replace a lost or stolen ARTS Card for you. Simply call us at 314.289.4000 or email Tonya Hahne at Tonya-H@KeepArtHappening.org and we will reissue your card.

Getting Involved

4. How do I learn more about the Arts and Education Council?

Visit KeepArtHappening.org where you can learn more and join our email list. Email subscribers get weekly updates about what's happening in the arts across our region.

5. Do you have any membership-based groups I can join?

Yes! Currently, the Arts and Education Council has two membership-based groups – Young Friends of the Arts and the Muse Society.

Young Friends of the Arts is ideal for people ages 21-40 interested in connecting with others while exploring the arts community and making an impact. Membership starts at \$65 (less than \$6 per month) and includes an ARTS Card for discounts at cultural events throughout the year and special benefits like invitations to member meet-ups and member discounts on Arts and Education Council events.

Muse Society is a women's leadership giving group where members gain access to invitation-only events and unique experiences at arts organizations around St. Louis. Membership starts at \$1,000 annually.

For more information about Young Friends of the Arts or Muse Society, contact Jessie Youngblood, director of development, at Jessie-Y@KeepArtHappening.org or 314.289.4009.

6. Can I volunteer?

People interested in getting more involved with the Arts and Education Council should consider the Young Friends of the Arts board or the Arts and Education Council board of directors. For more information about these opportunities or any other volunteer opportunities, please contact Jessica Kilmade, office manager, at Jessica-K@KeepArtHappening.org or 314.289.4004.