

SALT LAKE
CITY
ARTS
COUNCIL



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MISSION

The mission of the Arts Council is to promote, present, and support artists and arts organizations in order to facilitate the development of the arts and expand awareness, access, and engagement.

VISION

We envision a connected and vibrant Salt Lake City where artists and culture-makers thrive, diverse voices shape the city, and the arts are integral to our community fabric.

CORE VALUES

Relevance

We prioritize efforts to assess and ensure our relevance to the community and maximize the benefit we bring to Salt Lake City. We believe our organization should be intimately tied to the pulse of varied communities. As we progress forward in our work, we strive to remain nimble, reflective, and adaptive in our relationship to the ever-changing needs of Salt Lake City.

Empowerment

We care deeply about our community and the benefits we know the arts contribute. By leveraging tools and resources, we hope to support and amplify artists, arts organizations, and community members to take bold steps, to tell their stories, to create powerful works of art, and to engage deeply in the arts.

Inclusion

We work to ensure our team, processes, programming, and services include the diverse values, voices, and cultures found throughout Salt Lake City. We are committed to broadening inclusion in our organization and in all that we do. This work is ongoing and requires constant learning, inquiry, listening, and dialogue.

Engagement

We know that collaboration within and beyond our organization will amplify our impact, expand our reach, strengthen our capacity, and catalyze powerful change. Through engaging processes, projects, and relationships we can work together to ensure Salt Lake City is an inclusive, safe, and supportive environment where our arts community can thrive. We acknowledge that this work requires active listening and collaborative relationships.

Integrity

We hold strong ethical, social, operational, and fiscal standards through which we measure all that we do. We work to ensure our organization is accessible to all community members and that we are trusted as a vital resource for Salt Lake City.

AUDIENCE

The Salt Lake City Arts Council reaches and serves four key audiences. These audiences are intertwined and all play a crucial role in supporting and promoting the Salt Lake City Arts Council's initiatives.



General Public

Members of the general public living in Salt Lake County and its surrounding counties including Utah, Davis and Weber Counties. The general public audience consist of primarily adults who are 18 years or older, and evenly split between men and women.

Sponsors, Partners, and Donors

We cultivate both existing and new sponsors, partners and donors on both a local and national scale, so that the Salt Lake City Arts Council can continue offering programming and events that the community can enjoy for years to come.

Artists

Local artists are at the core of who we serve and what we do. Artists can apply for performances and exhibitions, receive technical assistance, get involved in community events, or seek grant funding.

Visitors

Visitors to Salt Lake City who are looking for vibrant or interesting points of interest in the city to explore. The public art installations facilitated by the SLC Arts Council add vibrancy to the Salt Lake community; vibrancy brings in interested visitors who are willing to spend time and support the local economy.

tone of voice



The overall voice should always feel like it's coming from the same place, but just like humans, at times the tone can fluctuate depending on the medium it's in. In broad terms, we want to speak professionally, yet not overly formal. This generates confidence in us as professionals, while still cultivating a welcoming, inclusive feeling.

When writing about specific programs, a statement indicating the program being under the Salt Lake City Arts Council umbrella should be included in the introduction. In some cases, it's perfectly fine to abbreviate to simply "SLC Arts Council," but "Arts Council" should never be used on its own.

PRESS RELEASES

These are the most buttoned up of all mass communication materials. When in doubt, lean towards the more formal and proper way of saying something in order to demonstrate our knowledge and value as a trusted brand.

PRINT

Broader Salt Lake City Arts Council awareness material should be more formal, although it's perfectly fine (and encouraged) to have fun headlines. Program specific pieces should closely reflect the vibe of the program in question, while still reinforcing it is part of the Salt Lake City Arts Council.

SOCIAL MEDIA

Here we can be at our most casual. At the same time, we should employ proper grammar and, in most cases, avoid the overuse of internet slang or acronyms. Think cool, casual, English professor.

Credit must be given to the Salt Lake City Arts Council in brochures, news releases, programs, and other printed materials of events, activities, or programs that are funded by the City Arts Grants program.



LOGO FORMATS

Unity and consistency throughout the Salt Lake Arts Council is crucial. This section provides guidelines to ensure logos are cohesive with the overall look and feel of our brand.

LOGO VARIATION DO'S & DON'TS

The height and width of the logo must remain in proportion. The logo should never be stretched or manipulated to fit into a space. Do not crop the logo.



Always allow a clear space around the logo of at least 1/4 height, example shown.

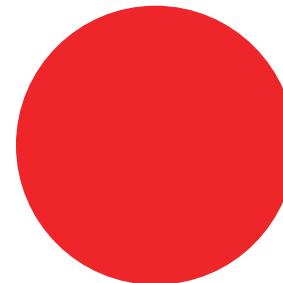
When you cannot use the logo, please list the organization as the Salt Lake City Arts Council. You must use the organization's full name. Do not abbreviate or shorten.

COLOR PALETTE

This logo may be used in red, black, or grayscale. Do not use other color variations or previous versions.

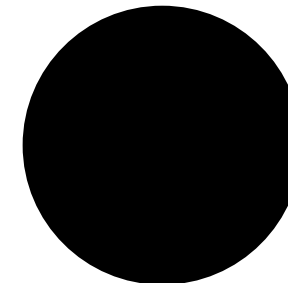
Red

Pantone: 3556 C
 CMYK: 0, 98, 95, 0
 RGB: 238, 37, 41
 HEX: EE2529



Black

Pantone: 6 C
 CMYK: 0, 0, 0, 100
 RGB: 0, 0, 0
 HEX: 000000



White

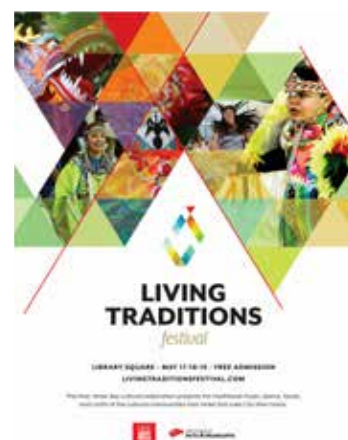
Pantone: 000 F
 CMYK: 0, 0, 0, 0
 RGB: 255, 255, 255
 HEX: ffffff

LOGO USAGE

POSTCARDS & FLIERS



PRINT & DIGITAL ADS



SIGNAGE



SPONSOR DECKS



TYPOGRAPHY



This section provides guidance on acceptable fonts the Salt Lake Arts Council uses in our communications and marketing materials.

For press releases, email correspondence, and other communications our primary font is Roboto and Georgia, shown below.

TITLE, FOOTER HEADER & COPY

Left aligned/justify Roboto
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

SUBTITLE, HEADING & BODY COPY

Left aligned/justify Georgia
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

It is important that the website is simple and easy to navigate. Below is the text on the site, it is in a sans serif typeface and must be sized appropriately for legibility. Typeface usage must be consistent across all pages, with a hierarchy for headings and body copy.

HEADER

All caps **PT Sans Bold**
Left aligned/centered **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

SUBHEAD & BODY COPY

Left aligned/justify PT Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

PHOTOGRAPHY GUIDELINES

SUBJECT

The subject is the focus on the image, both literally as the sharpest point in the photograph and in a more figurative sense. In every photo you use to promote or submit to the Salt Lake Arts Council ensure that there is a clear subject in each frame. Additionally, consider the story your photography is telling. When photographing individuals make sure they are aware and if applicable, looking into the camera.

COMPOSITION

Composition is what guides our eyes through a photograph and gives importance to the subject in relation to the rest of the photo. Composition through flow, direction, and visual balance, helps drive the story behind your image and grabs your viewer's attention. It is one of the most important components of photography and can turn an ordinary scene to something special.

TONE

Tone in photography is the range of lightest to the darkest part of an image. Tone is a very important element in photography and is especially difficult to manage at onsite events. The images below demonstrates when tone was correctly used, showing both light and dark areas of the scene.



CREDIT

When posting work from photographers or from other organizations make sure to always give the appropriate credit to the photographer and/or organizations associated.

PROGRAMS

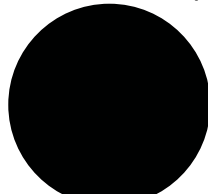
LIVING TRADITIONS PRESENTS

The Living Traditions Presents program includes the Living Traditions Festival, Mondays in the Park concert series, Garden Party, and community engaging workshops. Each event fosters community conversations around social justice, equity, and diversity by presenting folk art including dance, music, crafts, food and more that reflects both the unique qualities of various cultures and the similarities of human experience in a festive and safe environment.

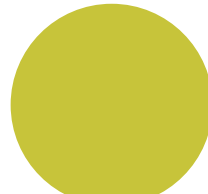


COLOR PALETTE

The Living Traditions presents logo text may be used in black and gold. Do not use other color variations or previous versions.



Black
Pantone: 6 C
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: 000000



Gold
CMYK: 26, 13, 94, 0
RGB: 199, 196, 58
HEX: C7C43A

TYPOGRAPHY

The Living Traditions logo uses two fonts, shown below. For all other correspondence use the body font.

HEADER

All caps

Left aligned, centered

PT Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

SUBHEADER, BODY

Left aligned/justify

PT Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()



FINCH LANE GALLERY

Finch Lane Gallery facilitates year-round visual arts exhibitions, featuring emerging and established Utah artists. The Gallery program encourages local artists to produce new work, explore exhibition themes or media relevant to the community and field of arts at large, and foster the development of curatorial skills through exhibition production and collaboration.

PUBLIC ART PROGRAM

The Public Art Program commissions artists' work for new and existing eligible City-owned buildings and public spaces including parks, fire stations, skate parks, and plazas in all seven districts. Established in 1984 by the Percent for Art Ordinance, the public art program partners with many City departments and various stakeholders to add to the value and experience of the natural and built environment with high quality and site-specific artists' work.



PROGRAMS CONTINUED...



CITY ARTS GRANTS

The City Arts Grants Program supports the arts activities of over a hundred artists, arts organizations, nonprofits, and elementary schools conducting programming each year. Applicants range from small cultural groups requesting support for community workshops, established legacy arts organizations that request general operating support, individual artists conducting hands-on arts education activities with youth, and neighborhood festivals hoping to expand their performing arts offerings.

OUTREACH AND ENGAGEMENT

The Salt Lake Arts Council provides additional professional development and activation opportunities to local performing artists including musicians, singers, and dancers to engage with audiences through such programs as the Brown Bag Concert Series and Busker Festival, among others. These programs contribute to the cultural vibrancy of public parks, plazas and businesses by creating temporary placemaking.



TWILIGHT CONCERT SERIES

Each summer the Twilight Concert Series presents a wide range of nationally recognized and upcoming musicians from across the country and around the world, paired with local musicians and performers. Musical acts are prioritized and selected on the basis of diversity through both musical genres and those that represent, speak to, and serve as role models to multiple communities including underrepresented demographics in music.

TECHNICAL ASSISTANCE, SERVICES, & RESEARCH

Salt Lake City Arts Council staff have expertise in various artistic disciplines and provide assistance to artists, organizations, and community members through communication efforts (such as a monthly newsletter, website blog posts, and a strong social media presence), technical assistance (by providing on-site support to performing arts partners, artist consultation, and by serving on committees and boards), and through referrals. Additionally, the organization participates in national studies such as the Americans for the Arts & Economic Prosperity study and conducts local-level research for the benefit of the arts and creative industries.

