



Branding Guidelines

for use of Arts for Learning logo, messaging, and more

Media Contact

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Logo

When using the Arts for Learning logo, always download off the website in order to get the most recently updated AFL logo. Do not use blurred or unclear logos. Sizing must remain according to scale. Do not in any way alter the colors of the Arts for Learning logo. If a black and white logo must be used, use gray scale and avoid coloring the sun black. If assistance is needed prior to using a logo, contact office@yaindy.org or call 317-925-4043.

When placing the Arts for Learning logo next to or among other company logos, ensure the protected space of all logos.

The Arts for Learning logo is the combined visual element that includes the “sun” graphic, the Arts for Learning name, and the descriptor: The Indiana Affiliate of Young Audiences. Only when all three items are present is the Arts for Learning logo complete.

Messaging

Arts for Learning closes the “aspiration gap” in Indiana schools and communities by introducing kids to the arts and making connections that unlock their creative and intellectual potential.

Arts for Learning is Indiana’s oldest and largest provider of arts education programming. AFL believes that when you connect kids with the arts, you spark their creativity and inspire them to get more out of learning.

Tagline

“Spark Something Smart”

This tagline is meant to represent Arts for Learning’s messaging and cannot be used in any other context.

Photos

Arts for Learning photos are meant to be used for marketing purposes exclusively by Arts for Learning. These photos cannot be used in any materials for any reason without the approval of Arts for Learning and the guardians of any children that appear in the photographs. Do not edit Arts for Learning photos without permission.

History

Since its founding in 1961, Arts for Learning, the Indiana Affiliate of Young Audiences, has established itself as the voice for arts education in Indiana. Reaching over 64,000 students annually, Arts for Learning is the largest provider of arts education programming in the state.

Arts for Learning is part of a national network comprised of 32 affiliates that work throughout the United States to provide arts education to 8.1 million students each year.

Mission

Arts for Learning empowers children to achieve their creative and intellectual potential through arts in education.

Vision

Arts for Learning is the voice of arts education in Indiana. We shape opinion, convene resources, provide programming, and work collaboratively with others to make the arts a part of every child's life and assure a significant presence for the arts in every educational environment.

Values

Arts for Learning values the right of every child to have access to the arts and the participatory arts experiences that unlock minds, expand lives, and fulfill creative and intellectual potential. We work proactively with all stakeholders in a spirit of team work and collaboration so that the arts are a part of every child's life and education.