

# Press Kit

## 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 our media contact.

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.

### 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 about 48,000 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.



# Brand Guidelines

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## Messaging

Arts for Learning engages children with the arts by bringing teaching artists into schools and communities. We believe in the arts and their ability to transform education. Studies show that when learning is enriched with the arts, students get more out of school.

Arts for Learning offers programs in various forms - including performances, hands-on workshops, and in-depth residencies. Our programs integrate the arts with the curriculum to supplement learning.

Our programs occur wherever learning takes place, including afterschool programs, libraries, community centers, juvenile detention facilities, and hospitals.

### Tagline

We engage children in learning through the arts.

### Mission

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

### Vision

A future in which all children and youth have the opportunity to engage in quality arts learning experiences that nurture creativity, build cultural understanding, and enhance the development of their learning and life skills.

### 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.

