



**Communications & Branding Manual**  
**2016**

*A practical guide for producing materials for LEAF Community Arts (LEAF).*

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Every time someone from LEAF communicates with the public, it contributes to **how people perceive who we are**. E-Newsletters, Posters, Thank You Cards, T-shirts, Web Sites, Ads and other forms of communication represent not just the individual or program, but the entire **LEAF brand**.

Thus, it is imperative that our visual, oral and written communications present a clear, consistent image that reflect LEAF's commitment to quality, professionalism, and being on-mission. The consistent use of our logo also conveys the message that while we operate locally and globally, we are **ONE organization**. So whether you are a Board member, Festival staff member twice a year, a LEAF International ambassador, Sponsor, a year-round LEAF Schools & Streets Teaching Artist or volunteer, know that **LEAF's vitality is dependent on you conveying our messaging and mission accurately**.

This **LEAF Communications & Branding Manual** is the organization's resource for maintaining consistency and integrity when producing any communication materials for LEAF. If there are questions that are not answered in these pages, please inquire w/ the Communications Director.

Thank you for helping LEAF embody its mission, of which we can be proud for many, many years to come!

Cortina J. Caldwell

**LEAF Communications Director**

(828) 68-MUSIC [686-8742] | [cortina@theLEAF.org](mailto:cortina@theLEAF.org)

## How to Use this Manual | 3

New to LEAF? Trying to better understand how to craft your message?

This manual defines and outlines how to use all identifying elements pertaining to LEAF Community Arts (LEAF) including logos, designs, fonts, stationery, events, program statements, marketing and advertising materials.

As we continue to define the LEAF model and culture, please use this manual as a guide for consistency and quality work. It serves us all for the public to know what to expect when working or communicating with someone from LEAF. Please treat this guide as proprietary information for internal use unless explicitly requested by the public.

This is a living document that will undergo revisions and additions as the organization continues to transform. Modifications will be announced, if any on a quarterly basis. Any question about this manual and its contents should be directed to *Cortina Caldwell*, **LEAF Communications Director**, at 828-686-8742 or [cortina@theLEAF.org](mailto:cortina@theLEAF.org).

To be truly effective, any messaging from LEAF must give the reader access to the story of the organization – the context, the timeline and the how. When producing any piece of communication on behalf of LEAF, be sure to include any or all of the following points to create easy connections:

**LEAF Community Arts (LEAF)** is a non-profit organization, building community, connecting cultures and enriching lives through the arts – locally and globally – with festivals, community events, and arts education programs.

### **LEAF\* Festival (Do NOT refer to as “Lake Eden Arts Festival”)**

– LEAF’s signature outdoor, family-friendly event voted #1 Festival in Western NC for kids, music and camping. LEAF scours the globe for artists, musicians, performers, entertainers, presenters, and teachers that not only are the great in their craft, but who also care deeply for education through arts.

*\*Do not write as Leaf (should be all caps) or L.E.A.F. this indicates an acronym, which was retired in 2013. We NEVER use Lake Eden Arts Festival, please politely and consistently correct verbal mentions of this archived name. Send any online or print occurrences to the attention of the Communications Director at [cortina@theLEAF.org](mailto:cortina@theLEAF.org)*

### **LEAF Schools & Streets (“LSS” is an internal term ONLY)**

– An arts education program matching artists with youth in schools and communities for hands-on workshops, residencies, interactive performances and mentoring that includes opportunities for youth to perform with the artists at LEAF – and beyond.

### **LEAF International (“LI” is an internal term ONLY)**

– Empowering youth globally through musical traditions to create self-esteem, skills, connection, and community. Connecting youth to their local cultural traditions with local teaching artists, local instruments and costumes.

### **LEAF Downtown AVL**

– To celebrate communities, creativity, diversity, and families in the heart of downtown Asheville!

*\*Note for 2016: LEAF is currently working with New Realities Consultant, Nello on the LEAF narrative so, ALL statements above are subject to change. This is how they currently exist on the LEAF website.*

## **Organizational Mission Statement**

The mission guides the actions of the organization, spells out our overall goal, provides a sense of direction, and guides decision-making.

*LEAF Community Arts is a non-profit organization, building community, connecting cultures and enriching lives through the arts – locally and globally – with festivals, community events, and arts education programs.*

## **Organizational Vision**

The organizational vision (or branding statement) can often help when creating messaging, by defining what the organization is and what we offer to our community.

## **Organizational Values**

The organizational values serve as navigation and common ground from which staff, Teaching Artists, community partners, volunteers and Board members can expect LEAF to operate from, consistently and with dedication.

*Empowerment • Community • Cultures • Collaboration • Education • Teamwork  
Positive Attitudes • Respect • Integrity • Creativity • Be on Time • Flexibility*

## **Staff Values**

The LEAF staff chooses:

*Integrity • Openness • “You Got This” Attitude • Mission-Driven • Collaboration*

## **Tagline**

Connecting Cultures & Creating Community Through MUSIC & ARTS.

## LEAF Relationships | 6

Since its founding, LEAF has been fueled by the collective efforts of a dedicated community believing in the power of its work. The same holds true for today. 20 years after its start, the LEAF community is now comprised of Staff, Board, Community Consultants, Interns, Volunteers, Members, Sponsors, Partners, Supporters, Donors, Teaching Artists, Youth/Students, Parents, Ambassadors and others. Some of these key relationships are further defined below:

### **YOUTH/STUDENTS**

LEAF loosely defines youth as students that are under the age of 21 and an active or former participant in a LEAF program, typically LEAF International or LEAF Schools & Streets.

### **TEACHING ARTISTS**

LEAF Teaching Artists are adult mentors that share their skills in the arts or music with the youth involved in LEAF International or LEAF Schools & Streets. Teaching Artists work in communities, schools, events, LEAF Festival or locations of their choosing with the groups.

### **VOLUNTEERS/INTERNS**

Volunteers and interns engage with LEAF in service-learning opportunities to either learn a new skill or help to achieve a collective, project-based goal.

### **MEMBERS**

LEAF Members get swanky perks and make a direct impact on the capacity of LEAF programs by paying annual membership dues, of which 100% of proceeds supports the LEAF programs. More info is available here - [www.theLEAF.org/membership](http://www.theLEAF.org/membership)

### **SUPPORTERS**

Friends of LEAF are sometimes known as Supporters or “Ambassadors”. These are people who align with the mission and demonstrate a special interest in filling a gap in needs whether it be providing a service, space, monetary contribution, sharing promotions or other opportunities.

### **PARTNERS**

LEAF Partners are established organizations or entities - local or global - that we enter into an agreement with to exchange resources to achieve a mutually beneficial goal. Examples include City of Asheville, Proyecto Jirondaj, Children First, Delta House, Prosjekt Haiti and others.

### **SPONSORS**

LEAF Sponsors are established businesses or organizations - typically based in Western NC - that share similar values and wish to create a cooperative relationship to reach our shared target audience. LEAF Sponsors make LEAF Festivals and arts education programs possible! LEAF encourages our community to

choose to do business with our Sponsors FIRST. More info on 2015 & 2016 Sponsors is available here - [www.theLEAF.org/sponsors](http://www.theLEAF.org/sponsors)

## Design Elements of a Logo | 7

The LEAF logo refers to the specific, identifying graphic comprised of the a graphic of the cursive “L” – this is the LEAF logomark. The logomark is an integrated “L” comprised of red and green elements in a graphic look depicting strength and positive movement that, when combined with the organization name, conveys a strong reputation and artistic tradition.

The logo is not only a symbol, but also a piece of artwork that should only be reproduced in type or used in body copy, headlines, or the possessive, plural, or as a part of another word, nor should it ever be altered in any way.

### LEAF Logomark



### LEAF Membership



### Organizational Logo



### Program Logos



### Events/Site Logos





*\*Note: If downloadable files are needed, please check internal server or with Communications Director.*

## Logo Configurations | 8

The LEAF logo exists in two versions that allow for use in a variety of situations. The approved versions and their preferred usage are as follow:

### Horizontal Version

This is the preferred usage of the LEAF logo. Please use it whenever possible.



### Stacked Version

This version is to be used when space is limited and a more horizontal application would fit better.



### Notes

- The logo is NOT vector, pay attention to:
  - Resolution
  - CMYK vs. RGB
  - Image size + Resizing without distorting
  - Background - use above logos on light or white backgrounds, white logos for dark backgrounds available upon request.
  - If there is a white box (or black box) around the logo when placed, please change and use a transparent logo for a professional look.
  - Dropshadows are acceptable on graphic artwork, but not for everyday use.

## Logo Size Restrictions

### *Minimum Size*

The minimum size for use of the preferred (horizontal) LEAF logo will depend on media or how it's produced – digital or print. Use the following as a rule and refer all exceptions to Communications Director for review. When using the stacked version of the logo, size comparably.

*Print:*  
1/2 inch in height

*Digitally:*  
72 pixels in height\*

Measurement should always be from the top of the “L” to the bottom of the logomark.

### *Maximum Size*

There is no maximum size for the LEAF logo usage. However, attention needs to be paid to the integrity of the logo as distortion and image quality can often become a factor in larger-format processes.

### *Proportions*

If you are using the logo on a non-template document, be sure to size the logo proportionally to fit your materials. Never stretch or compress the logo in any way as this distorts the artwork and is no longer a true representation of the organization. The LEAF logo **SHOULD NOT** look like this:



### *Archived Logos*

In order to stay consistent with brand identity, please **DO NOT** use the following logos (below), as they are not current representations of the LEAF organization.



## Logo Colors & Palette | 10



### *Color Formats*

#### **Electronic/RGB**

Red - R:205 G:76 B:11

Green - R:127 G:192 B:4

#### **Web Palette**

Red - c84107

Green - 7fc004

The primary pallet should be used first and foremost on any and all LEAF materials. Over the last few years, we've embraced additional colors from across the spectrum. We are an arts organization, feel free to get creative but remember to reference the color wheel. And when unsure, ask!

Pantone colors can be broken down in two ways:

- RGB - Red, Green, Blue
- CMYK - Cyan, Magenta, Yellow and Black

**RGB** is for online or in-house printing use; **CMYK** is for professional printing. Switching their functions will result in color variations once printed.

For in-house printing, change your printer settings before pushing print. Go to "printer properties" then "quality" under the "RGB Correction" tab, select "manual". Changing this setting each time you print will allow the correct colors to print, if not blues become teal and oranges become golden. Careful!

## Color Palette

The purpose of the color palette is to help quickly identify communication pieces as being from LEAF. They can be used for visual accents like graphic shapes, backgrounds, etc., and can help label or identify specific categories, special programs, themes, etc.

## Photography | 11

At LEAF, we care a lot about the tone of our photographs and images. We want them to be emotion-filled: **joyful, confident, enthusiastic, connected, creative, proud, surprised, victorious and wonderful.**

By looking straight at the camera, people can connect with our students, Teaching Artists, supporters, event attendees, etc and feel what they feel while a part of LEAF. Photos help set us apart from other nonprofit organizations.

*\*Please Note: ALL photos used should be “real” meaning: clip-art and stock photos found online are not acceptable. Press photos are available on server and also on the ‘Media & Press’ page of LEAF website.*





## LEAF Storytelling | 12

### *The LEAF Voice: Three Guiding Questions*

All communications should be able to answer these three guiding questions:

- **How is this related to mission?**
  - Consider how other people can relate and why they should care.
- **What is the impact?**
  - Consider why it matters right NOW and the desired outcome.
- **How is this “LEAFy”?**
  - Consider what makes this a LEAF message (i.e. feeling, content..).

### *Putting LEAF into Words*

The most exciting thing about branding is sharing our story and organizational developments with others. Even still, we have to remember that a message is better received when it is short and TO THE POINT. Paragraph style writing does not always work so, remember these key reminders:

- Be direct + Tell it like it is. Can you say it in 60 secs or 150 characters?
- Don't overcomplicate or use words that won't be easily understood.
- Bring it back to mission, vision and values.
- Step into the shoes of the audience. How will they receive it?

### *Words to Help the Public Understand What We Do*

Many people are still under the impression that LEAF is just a festival at Lake Eden that happens twice a year – and now in Downtown Asheville also. Twenty years in and two programs later, we have a much more expansive story to tell. The work that LEAF does can be hard to articulate and even harder for outsiders to understand. There are several different key words that can be used to help people get social and emotional learning quickly.

*creating community      cultural arts education      connecting cultures*  
*global citizenship   giving youth a voice      empowerment*  
*mission-driven      cultural preservation      sustainability      love      family*

## Videography | 13

At LEAF, we also care about the quality of our videos. We want them to be engaging and creative narratives: **thought-provoking, artistic, community-oriented, showcasing diversity, promoting the mission.**

Although we currently allow any LEAF contributor to upload videos to our YouTube channel, eventually it should be a part of our brand consistency that only high quality, high definition, branded videos are representing us online. If professional artists and musicians operate this way, why shouldn't we?

*\*Please Note: ALL videos uploaded to YouTube should be placed in the appropriate playlist and given a title and hashtag that makes them easily searchable. When possible, please brand w/ LEAF logo(s).*

Examples of GREAT storytelling videos that we should all aspire to create in our work - individually and collectively.

LEAF Spirit of NOLA | K23 Media (new release)

[https://www.youtube.com/watch?v=s-acKyZ3f\\_c](https://www.youtube.com/watch?v=s-acKyZ3f_c)

Nickoli @ Youth Poetry Slam | Jesse Romaine (11,000+ views)

<https://www.youtube.com/watch?v=4uvku-tYoBg>

I AM LEAF | Wonderland Woods Productions (4,000+ views)

<https://www.youtube.com/watch?v=ZVrP3K5z3YU>

Spring 2015 "Live from Eden" | Wonderland Woods Productions (1,500+ views)

<https://www.youtube.com/watch?v=PpYoksAzbuQ&feature=youtu.be>

LEAF International Documentary (500+ views)

<https://www.youtube.com/watch?v=NscWEAV9o-E>

## Communication, Best Practices | 14

When crafting a letter, announcement or document that will be viewed externally, please remember these key points:

- Place current LEAF Community Arts header at top (see below).
- 1" page margins, max.
- Short and sweet – get your point across in the first three sentences.
- Spell out all numbers under nine, 10+ can be written numerical.
- Include full LEAF (or program you are speaking about) mission in footer.
- Use a relevant quote when possible.
- Use a high-quality, relevant photo when possible (that we own).
- Get a second set of eyes before you finalize. Before you print, have fresh eyes take a look over the work you created.

Consistency is a critical factor in the success of our work. As more people become exposed to LEAF, the tone, message and image should be unified and give the same “feel” regardless of which member of the team it came from.

### Letterhead



377 Lake Eden Road  
Black Mountain, NC 28711  
828. 68. MUSIC (686-8742)  
[theLEAF.org](http://theLEAF.org)

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connecting cultures & creating community through music & arts

## Poster Guidelines | 15

These guidelines can be edited at any point if no longer relevant. We will continue developing our list of design guidelines that make LEAF poster and postcard designs collector's items.

### **Visual Do's and Don'ts**

- No straight line borders
- No primary colors (red, blue and yellow)
- Prefer to stick to LEAF color pallet with some alterations (green, Red, black)

*2015 Samples:*

**Fall LEAF Festival**





Poster Guidelines | 16

LEAF Downtown AVL

**1st ANNUAL LEAF DOWNTOWN IV**

**AUG 1-2 2015**  
PACK SQUARE PARK  
ASHEVILLE, NC  
[theLEAF.org](http://theLEAF.org)

Where the Community Gathers  
Family Friendly  
Para Toda La Familia

**GRATIS**

Save the Date  
Fall LEAF Festival  
Oct. 15-18 | Lake Eden

Bootsy Collins' Rubber Band  
Red Baraat | Dangermuffin | LEAF Love Band  
Sister Sparrow & The Dirty Birds | The Main Squeeze  
Old Landmarks Spiritual Revival | The London Souls  
Empire Strikes Brass | Arounda Diara | Santos  
Marced Anton | Indigo De Souza  
To All My Dear Friends  
Unfire Friends  
Unfire Theatre  
Patrice Kin  
Savvyville  
Yo go  
Old Timers  
In the Round

LEAF ART DASH ASHEVILLE  
Saturday, Aug. 1 | 10am - 5pm | 10am - 2pm  
Register at [theLEAF.org](http://theLEAF.org)

Program provided by: Asheville Downtown Association  
Center for Open Learning & Education | City of Asheville | Date My City  
Prestige | SILHART | WNCN | WNCN 89.7 | WNCN 90.7 | WNCN 93.7 | WNCN 97.7

Enable Market Streets Development Corp | BLOCK-by-BLOCK Industries  
HACA Residents' Council | Green Opportunities | Asheville Grown business Alliance

10.3.3

ASHEVILLE  
SUPPORTS  
GO LOCAL

Capital Play | KUDZU | WNCN 89.7 | WNCN 90.7 | WNCN 93.7 | WNCN 97.7

**Spring LEAF Festival**

CELEBRATING 20 YEARS & 40 FESTIVALS

**LEAF FESTIVAL**

ASHEVILLE | BLACK MOUNTAIN, NC

FEATURING NEW TRIBAL TRIBUTE ARTISTS

**MAY 7-10, 2015**

SAVE THE DATE FOR FALL LEAF OCT. 15-18, 2015

GET YOUR TICKETS  
[theLEAF.org](http://theLEAF.org)  
828.66.MUSIC

BEST OF WNCN 2014

#1 MUSIC FESTIVAL  
#1 FESTIVAL FOR KIDS  
#1 FESTIVAL FOR CAMPING

POSTER BY ROBERT HIND

Xavier Rudd & The United Nations | Bombino Charles Bradley & His Extraordinaires  
R. Carlos Nakai | Lágbája | Karsh Kale | Donna The Buffalo | Natalia Clavier (Vocalist of Thievery Corporation)  
The Dukas | Ganga Girl | Martha Redbone Roots Project | Sierra Hull | Secret Agent 23 Skidoo  
KINABE & THE WANK SQUAD | BULLY CROSSBOW & KAHN DA | FREE PLANET BANDA | PROYECTO JORDAN | WASSANBO BANDA | GRANDPOTER MALZATIN  
AZEKAYOLAKALLI | CHIEF SHAKA ZULU | POETRY SLAMS | PRESTON FRANK ZYCCO | BAILEY SPIRITUAL SOUNDS (FKA MADISSON ELITES) | CONTRA W/  
FREE RAISINS | BOBBY SYSTEM | CLAYBROT STRAITERS | ANJINA GORDON | CHARLOTTE CRITTENDEN | THE WARRIORS OF ANIKITHWA | UNFIRE THEATER  
KICKIN' IT | JELLY BONE | TOM BOAT CHORDS | FOX & BESSON THEATER | INKAWAT | TRAVERS BROTHERS BAND | STUBBS B | JUAN BENEVIDES COOP | GLOBAL  
GRATITUDE MURAL PROJECT | NEWSONGS | LEAF SINGER SONGWRITER COMPETITION | PISCAN 10TH ANNUAL JAMS & Many More...

MUSIC • DANCE • HANDCRAFTS • POETRY • HEALING ARTS • KIDS VILLAGES • LAKE SPORTS • LOCAL BREWS & EATS • CAMPING & CABINS

Food & Drink | Food Corps | NEW LABS | WNCN 89.7 | WNCN 90.7 | WNCN 93.7 | WNCN 97.7 | MARS | neerworks | SOUTHERN RIVER | Revolution | WNCN 89.7 | WNCN 90.7 | WNCN 93.7 | WNCN 97.7 | DEWEES | CAPITAL PLAY | scene

SKYLAND | Greenlife | MA | WNCN 89.7 | WNCN 90.7 | WNCN 93.7 | WNCN 97.7 | SUNDANCE | WNCN 89.7 | WNCN 90.7 | WNCN 93.7 | WNCN 97.7

\*This project is supported in part by a grant from the National Endowment for the Arts.

**Key Elements:**

Below are the key elements required, in addition to awesome mood setting artwork, we need. They elements are listed in order of importance.

## 1. Event Name

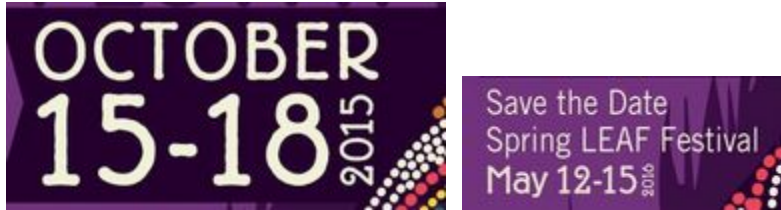
- Name/Recognition - "LEAF" must extend across the whole poster. "Festival" underneath
- Pay attention to the contrast (i.e. - dark background use light letters)
- Readable from a distance
- Must be LEAF font (Letterpress Aurora, Berliner Grotesk Light/Medium & Habana are acceptable standard fonts)
- Logo - L cycle icon and LEAF must appear at the top and the event title (i.e. FESTIVAL or DOWNTOWN AVL) in the brand fonts. White LEAF logo(s) preferred.
- The logo can appear horizontal or stacked with the text under
- If logo is altered (i.e. see Fall 2015 Poster design), first send for approval by LEAF Communications team.
- Include event number, horizontal, end from bottom up (21st for Festival, 1st for DT)



## 2. Date

- Move under name
- Make year (i.e. 2015) horizontal, from bottom up at end event dates

- Save the date for the next leaf event must be under actual event being promoted and legible. \*Note: for Fall poster, the save the date for next event must have next year.



### 3. Location

- When an event is at Lake Eden, please use “Asheville | Black Mountain”.
- When an event is not at Lake Eden, please use the location w/out the physical street address unless it's absolutely necessary (i.e LEAF Downtown AVL's location listed as Pack Square Park).



### 4. URL

- Must say - theLEAF.org in readable from a distance
- Include phone number directly under the url - 828-68-MUSIC [686-8742]
- Call to action must stand out in some way and direct people to the website. ( i.e.Get your tickets)



### 5. Sponsors

- This will be a collaborative process with the LEAF Development Director -

LEAF will provide sponsor content in an organized/ordered list (ex. top right to left, column 1 list logos, check off the sponsor logos we have, need updated, missing) Add with logo files named and order approved prior to delivering them to the design team.

- Ordered list left right top bottom, sent as Google Sheet (all Sponsors must send a 1. eps (vector), 2. png transparent background, rgb web sized 72 dpi), 3. jpeg - High Res CMYK 300dpi) --

*LEAF Sponsors - Design Placement*

<https://drive.google.com/open?id=1YG1WD5VTv7WBoVo1eimpWPYUmXMf8UnOoNdZCXv2W9j>

*LEAF Sponsors - Logos*

<https://drive.google.com/open?id=0B3bExUOivmlUfnJfVmpCaWI3b3NyTXIZY2VtZWptdmtDQW9Lek1uTEtVREowRGhoeFI5YUo>

- Before the list is sent in to designer, LEAF Sponsorship Director/Development Director MUST approve list and confirm that the correct logos are being used.
- If a logo is missing, a note must be included with the list so a placeholder can be reserved. If a logo gets changed (i.e. commemorative, rebranding, etc), LEAF must have the updated files switched out on documents above and note on the list that logo has changed.



## 6. Other Important Information

- Symmetry/Balance on both sides of the page is important.
- Include design credit for Sound Mind Creative

- Include Mountain Xpress “Best Of” award emblems for current cycle (transparent).

## Postcard Guidelines | 20

2015 Samples:

### Fall LEAF Festival



### Spring LEAF Festival



## 1. Event Name

### On the Back

- Rather than using “LEAF Festival” the inclusive organizational logo “LEAF Community Arts” should be used along with the number of years in existence, that will be used on the front.
- Must be LEAF font (Letterpress Aurora, Berliner Grotesk Light/Medium & Habana are acceptable standard fonts)



### On the Front

- Name/Recognition - "LEAF Festival" must extend across the whole postcard.
- Pay attention to the contrast (i.e. - dark background use light letters)
- Must be LEAF font (Letterpress Aurora, Berliner Grotesk Light/Medium & Habana are acceptable standard fonts)
- Logo - L cycle icon and LEAF must appear at the top and the event title (i.e. FESTIVAL or DOWNTOWN AVL) in the brand fonts. White LEAF logo(s) preferred.
- If logo is altered (i.e. see Fall 2015 Poster design), first send for approval by LEAF Communications team.

- Logo - L cycle icon and LEAF must appear at the top and the event title (i.e. FESTIVAL or DOWNTOWN AVL) in the brand fonts. White LEAF logo(s) preferred.
- If logo is altered (i.e. see Fall 2015 Poster design), first send for approval by LEAF Communications team.



## 2. Date

### *On the Back*

- Prominent on top, center. Should fall under event name and theme tagline.
- Save the date for the next event in small print under the prominent dates.



### *On the Front*

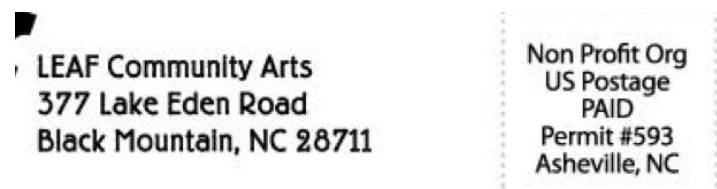
- Move under name
- Make year (i.e. 2015) horizontal, from bottom up at end event dates



## 3. Location

### *On the Back*

- Return address and proper postage must be used on the mailer postcard (printer to set up)



### *On the Front*

- When an event is at Lake Eden, please use “Asheville | Black Mountain”.
- When an event is not at Lake Eden, please use the location w/out the physical street address unless it’s absolutely necessary (i.e LEAF Downtown AVL’s location listed as Pack Square Park).



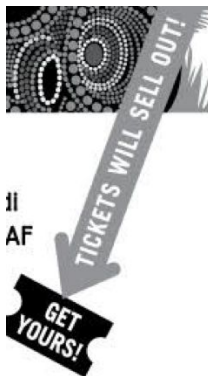
#### 4. URL

*On the Back*

- Must say - theLEAF.org along with social media info and phone number near url - 828-68-MUSIC [686-8742]



- Call to action that tickets will sell out and to get theirs NOW.



*On the Front*

- Must say - theLEAF.org in readable from a distance
- Include phone number directly under the url - 828-68-MUSIC [686-8742]
- Call to action must stand out in some way and direct people to the website. ( i.e. Get your tickets)





## 5. Sponsors

*On the Back*

- Include logos for the Stage Sponsors, Red Oak Sponsor & Live Oak Sponsor
- Sponsor logos will be top right for the mailer postcard...



...and bottom center for the handbill postcard.



## 6. Top Performing Artists

*On the Front*

- "Featuring Performances By" (contrast color), top 6 acts (in order from lineup announcement).
- Line following should be any required grant credit lines or special features at the event.



## 7. Other Important Information

*On the Back*

- Colors will be grayscale

*On the Front*

- Colors will be full spectrum
- Symmetry/Balance on both sides of the page is important.
- Include Mountain Xpress "Best Of" award emblems for current cycle (trans) on bottom left.

Fonts, or typefaces, are also a key visual component in communicating a brand. LEAF's official fonts are **Letterpress Aurora** for headers and subheads, and **Berliner Grotesk Light** for body copy. When working on a computer without these fonts, use Gills Sans, Myriad Pro, Calibri or Arial.

Promotional banners and merchandise may use **Habana** or **Berliner Grotesk Medium** for an artistic pop. **Centaur Italic** is used for more 'formal' documents.

**Letterpress Aurora**

**Berliner Grotesk Light**

OH HABANA!

**Berliner Grotesk Medium**

*Centaur Italic*

These fonts can all be downloaded for FREE at [ufonts.com](http://ufonts.com). Once you type the name of the font in the search box, you'll need to prove you're not a robot (enter the captcha code) and then download the **.ttf (True Type Font) file**.

## Standards for the Web | 23

When using the LEAF website/phone on design or graphic elements, please ALWAYS use this branded file:



When writing the LEAF website/phone in an email, letter or other document, please write the website and phone number as follows:

**theLEAF.org** - written without the preceding "www" and "LEAF" in all caps  
**(828) 68-MUSIC [686-8742]** - written as the branded number then, digits

## **LEAF Lingo**

A big part of the LEAF culture comes from our love and usage of all things related to arts, music and education – this is the intersection of which our organization exists. (Note LEAF Lingo answers the question “How is this ‘LEAFy?’”) Even though it seems silly, people who have contact with us like our language; it makes us who we are. Below is a beginners list of go-to lingo.

“**LEAF Love**”

“**Gratitude**”

“**LEAFer**”

“**Grow LEAF**”

Quick, helpful tips for how to get your message across on these **platforms**:

**E-Newsletter** – This goes out TWICE per month to main/general e-newsletter list and as needed for targeted lists. In 2015, LEAF moved away from ‘long’ and ‘text heavy’ enews to ‘graphic heavy’ enews with links to info on the website. In other words, if you have something to share in the enews, put photo of choice and headline in enews draft and content/text on website. E-news subscriber lists should be cleaned up/organized every December/January.

**Press Release** – From an organizational standpoint, should only go out ONCE per month (twice per month in April, June, Sept) so we do not overwhelm inboxes of our media network and reduce open rates. We want to be welcomed! See Communications Director or ‘Media & Press’ page for Press Release template.

**Social Media** – helpful for network building, sharing updates and ‘behind the scenes’ moments. Trend will continue to move toward paid promotions.

- **Facebook** – Keep to 2 sentences max. Hashtag. Branded graphic or video works best. Facebook is becoming oversaturated so find ways to tell people what you want them to know or do. Personal & authentic works!
- **Twitter** – Keep it to 140 characters or less. HUGE potential for LEAF to become more engaged here. Direct connects with performers, businesses, partners and local community. Hashtag. Links to webpages/articles work!
- **Instagram** – Image focused. Less words, heavy on hashtags. Great for network building w/ visual media world. Graphics, posters, etc work!
- **YouTube** – Exclusively for video. See videography section for insights.

***Frequently Used Hashtags*** (can be used to search feeds/conversations)

- #LEAFCommunityArts
- #LEAFInternational
- #LEAFSchoolsandStreets
- #LEAFFestival
- #LEAFDowntownAVL
- #LEAFDowntown
- #LEAFFunkyCocktails
- #RunYourAshOff
- #ShowYourLEAFLove
- #LEAFLove
- #LEAFLocal
- #LEAFLife

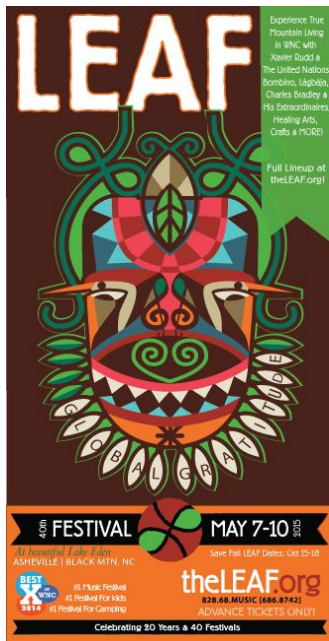
***LEAF Festival- Specific Hashtags***

- #LEAFGlobalGratitude - Spring 2015
- #LEAFSpiritofNOLA - Fall 2015
- #LEAFCubanSpice - Spring 2016

***LEAF Life Blog*** - A blog is a 'web log' or personal reflection of some sort. This is NOT where we post enews content, press releases, ticket sale pushes or other call to actions. This should be where people truly get to know the 'culture' and 'voice' of LEAF. A good rule of thumb is that if it is too formal, it is probably NOT a blog. Examples of how this platform can be used are: interviews ('5 Questions With..' or 'A Day in the Life of...'), quotes, videos, personal reflections on LEAF 2020 journey, etc).

Print advertising is an important part of the LEAF marketing efforts and serves as an introduction, for many people, to the LEAF brand. Print advertisements can be created in color or black and white depending on the publication. Any print ad/flyer needs should be requested **2 wks in advance**. Send size, color, details of ad/flyer (what is being promoted), date artwork is due and ad contact to Communications Director, [cortina@theLEAF.org](mailto:cortina@theLEAF.org).

Sample Ads



### Email Correspondence

Email correspondence to the public should be branded with your name, title, the organization name, contact info and link to website. If possible (depending on which email hosting service you are using), please also add the LEAF logo, hyperlinks, the organizational tagline and program mentions. For LEAF Festival, the dates for upcoming events should **ALWAYS** be current, never past dates.

{**Your Name in bold**}, {*Your Title in Italics*}

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**LEAF Community Arts** | Connecting **CULTURES** & Creating **COMMUNITY** through **MUSIC & ARTS**

828.68-MUSIC [686-8742]

[theLEAF.org](http://theLEAF.org) | [cortina@theLEAF.org](mailto:cortina@theLEAF.org)

[LEAF Facebook](#)

**LEAF**  **COMMUNITY ARTS**

**LEAF Festival:** May 12-15 & October 20-23, 2016 | **LEAF Downtown:** July 30-31, 2016

*Best of WNC Mountain Xpress: #1 Festival for MUSIC • KIDS • CAMPING*

**LEAF Schools & Streets:** Year-round locally | **LEAF International:** 10 countries globally

### Business Cards

Business cards should use current versions of the LEAF branding. If you still have a business card with an old logo, plan to update as soon as your cards run out. Similar to the email signature, please always include name, title, the organization name, contact info, link to website and organizational tagline when designing your card. Another set of eyes helps! See example below:

#### Front



#### Back



This manual has been issued as guide for communication that comes from or on behalf of LEAF Community Arts (LEAF) and the guidelines within it must be adhered to. Those expected to use this **Communications & Branding Manual** include *Staff, Interns, Board, Community Consultants, Contract Team Members, Teaching Artists, Ambassadors, Sponsors and Media*. If you have questions regarding this document, please contact Cortina Caldwell, Communications Director, at 828-686-8742 or [cortina@theLEAF.org](mailto:cortina@theLEAF.org).

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377 Lake Eden Road | Black Mountain, NC 28711 | [theLEAF.org](http://theLEAF.org)

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