

08 JUNE 2021

Mid Atlantic Arts Branding



LANDESBERG DESIGN

Mid Atlantic Arts rebranding:

The Mid Atlantic Arts brand refresh will establish a new voice, look, and feel that illuminates Mid Atlantic Arts passion and delight in serving as a catalyst for a vast creative ecosystem. Aesthetically sophisticated expression will elevate the core messages that convey mission, rouse the imagination, and speak directly to the minds and hearts of diverse audiences.

Concept A: Voice

The Voice for Concept A will be short, engaging and disruptive headlines, with more informative subheads. Messaging that illuminates Mid Atlantic Arts passion and delight serving as a catalyst for a vast creative ecosystem.

Currently

Support for Jazz:

The Jazz Touring Network is one of Mid Atlantic arts flagship programs supporting jazz, Here Makaya McCraven plays at the Arden Gild Hall in October 2019 with support from the network.

New direction

Creative improv:

The Jazz Touring Network takes you beyond borders.

Concept A: Voice PILLAR MESSAGING

Mid Atlantic Arts supports artists and arts organizations:

Creative catalyst.

Cultivating and endowing innovation and artful expression.

Mid Atlantic Arts connects artist and opportunity:

Opening doors.

Collaborating with artists and institutions to create opportunities near and far.

Mid Atlantic Arts is inclusive:

Art for all. All for art.

Inclusion breeds creativity and it's how we uplift the artistic spirit.

He. She. They. Us.

Through art we lift the world together.

Concept A: Voice PILLAR MESSAGING

Mid Atlantic Arts appreciates and is interested in your work:

Unbound.

Your passion equals our love for the arts.

Mid Atlantic Arts has insight that will enhance the creative endeavor or practice:

The road less traveled.

Contact us about our touring and global exchange networks.

Creative anthology.

Your story needs to be written.

Creative agent.

Artistic or financial challenges—we've got your back.

Concept A: Voice PROGRAM MESSAGING

USAI:

Tour guide not included.

Traverse the world performing at the most inspirational festivals.

Get on board.

Take your creativity around the globe.

Jazz Touring Network:

Creative improv.

The Jazz Touring Network takes you beyond borders.

Performing Arts Touring:

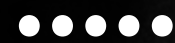
Take the stage.

Live your passion as a Mid Atlantic Arts Creative Fellow.



The Jazz Touring Network
takes you beyond borders.

Creative improu.



I'M AN ARTIST

Grants, programs, and resources
for individual artists

I'M AN ARTS
ORGANIZATION

Grants, programs, and resources
for arts organizations

I'M A
SUPPORTER

Information for partners
and donors

News and happenings





**ART FOR ALL.
ALL FOR ART.**







IMAGINE A MORE
EQUITABLE WORLD WHERE
CREATIVITY TRANSFORMS
INDIVIDUALS AND COMMUNITIES.

I'M AN ARTIST.

Grants, programs, and resources for individual artists.

I'M AN ARTS ORGANIZATION.

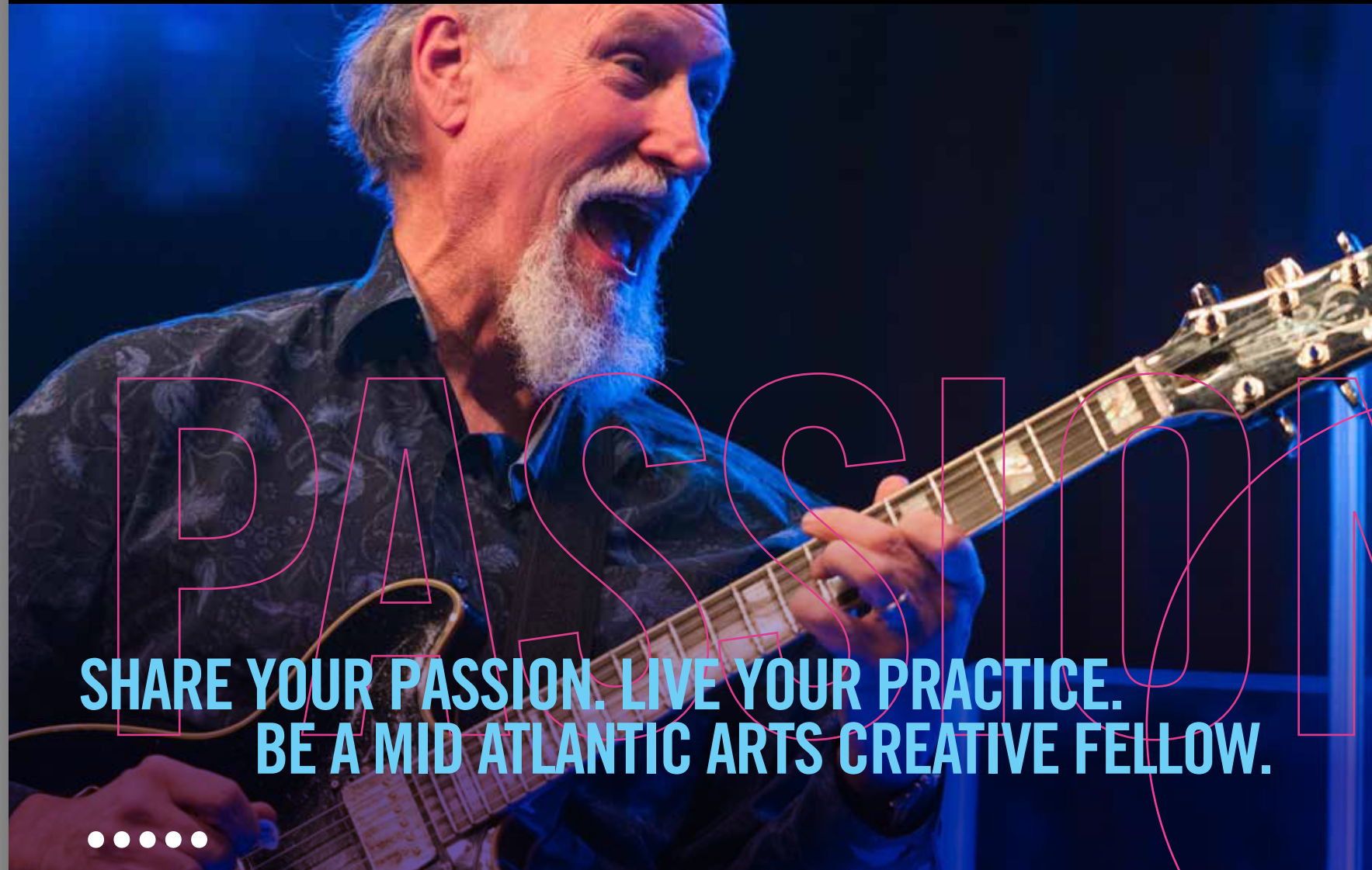
Grants, programs, and resources for arts organizations

I'M A SUPPORTER.

Information for partners and donors.

NEWS AND HAPPENINGS





**SHARE YOUR PASSION. LIVE YOUR PRACTICE.
BE A MID ATLANTIC ARTS CREATIVE FELLOW.**



I'M AN ARTIST.

Grants, programs, and resources for individual artists.

I'M AN ARTS ORGANIZATION.

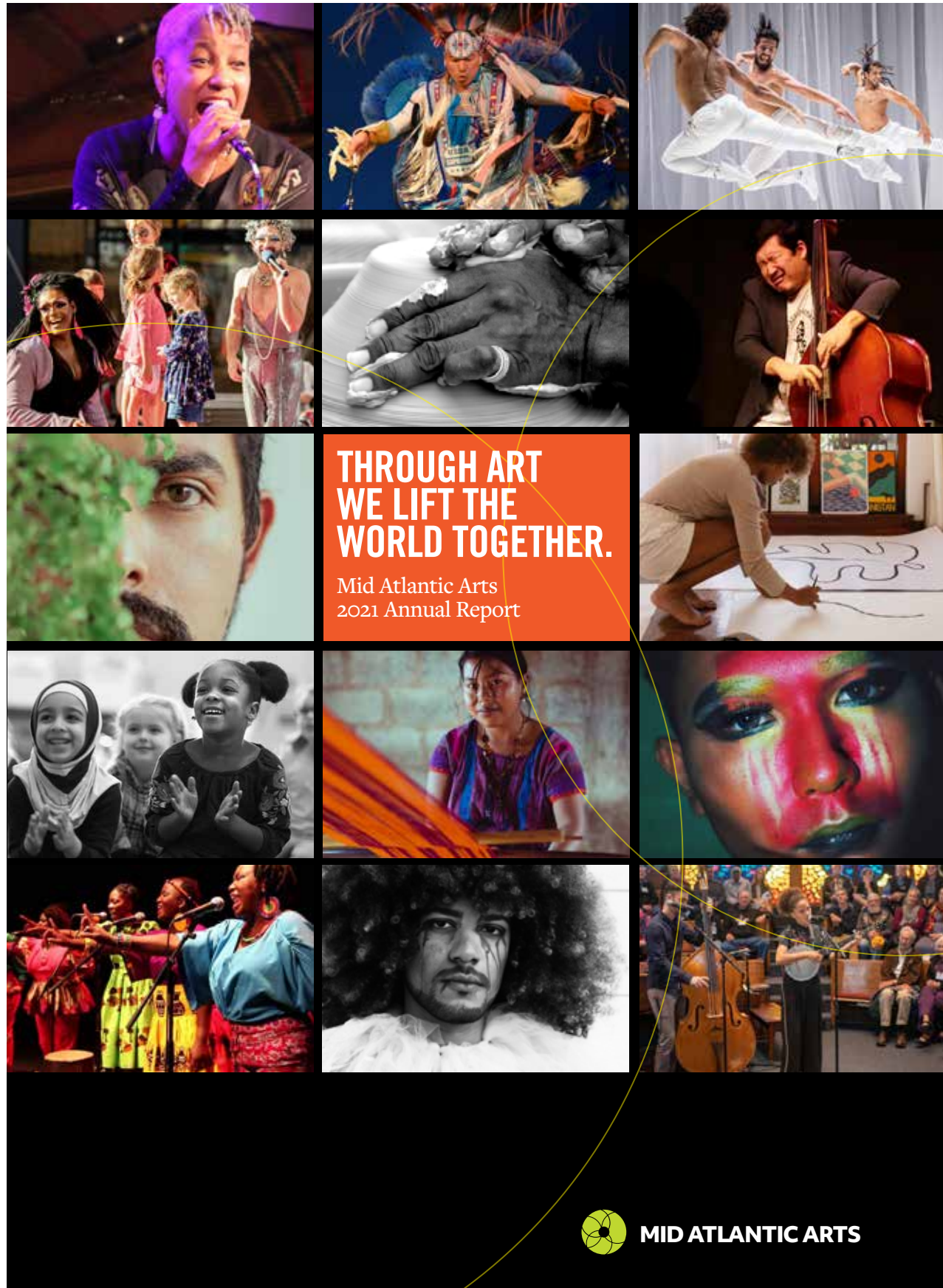
Grants, programs, and resources for arts organizations

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Information for partners and donors.

NEWS AND HAPPENINGS





**THROUGH ART
WE LIFT THE
WORLD TOGETHER.**
Mid Atlantic Arts
2021 Annual Report



**INCLUSION IS HOW WE UPLIFT THE
COLLECTIVE ARTISTIC SPIRIT. EQUITY IS HOW WE
HEAL THE WORLD.**

