

i  arts  
**RESOURCE KIT**



**ROUNDAABOUT  
THEATRE  
COMPANY**

## OBJECTIVES

# OUR MISSION

This resource kit is an overview of the elements for the “I Heart Arts” campaign. Roundabout Theatre Company created this initiative to help arts advocates across the country create a chorus of voices in support of the National Endowment for the Arts. For organizations across the U.S., the NEA provides not only crucial financial support, but the endorsement and encouragement of a nation that believes in its culture. That is the country in which we are proud to produce the theatre, the education programs and the inspiration we create.

In our Roundabout theatres, we distributed postcards for audience members to sign and drop off at designated locations, which we would mail to Congress on their behalf. We encourage those who support the cause to create their own postcards and other materials, and we provide this resource kit to help you do just that. With visual consistency throughout the effort, our campaign can be even greater than the sum of its parts.



## OUR LOGO

There is one official logo for the “I Heart Arts” campaign, which comes in both a horizontal and a vertical orientation for easy use.

The “I Heart Arts” logo should be used on all designs that are created for the campaign, following the recommendations presented in the pages ahead.

Logos can be downloaded in .pdf and/or .jpg format, with the file names provided to the right, from the Roundabout Theatre Company website—links also included.



## HORIZONTAL LOGO



IHEARTARTS\_HORIZONTAL\_LOGO.pdf (**Editable Illustrator PDF**)  
IHEARTARTS\_HORIZONTAL\_LOGO.jpg

Download link: [roundabouttheatre.org/iheartarts](http://roundabouttheatre.org/iheartarts)

## VERTICAL LOGO



IHEARTARTS\_VERTICAL\_LOGO.pdf (**Editable Illustrator PDF**)  
IHEARTARTS\_VERTICAL\_LOGO.jpg

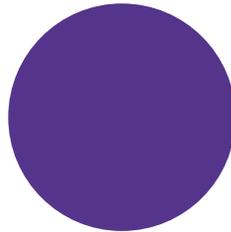
Download link: [roundabouttheatre.org/iheartarts](http://roundabouttheatre.org/iheartarts)

## OUR COLOR PALETTE

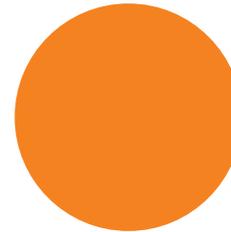
The color palette to the right reflects the "I Heart Arts" branding colors. These colors should be used in creating designs for the campaign.

The **ORANGE** and **PURPLE** are the primary colors, while **GOLD** and **BLACK** should be utilized in smaller scale uses as secondary colors.

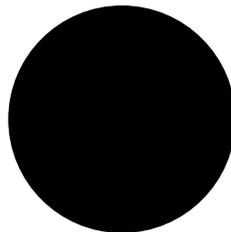
The **BEIGE** should be used in replacement of white when necessary.



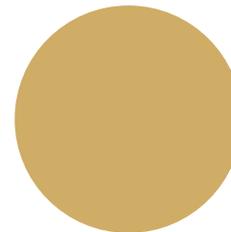
**C 82 / M 95 / Y 9 / K 1**



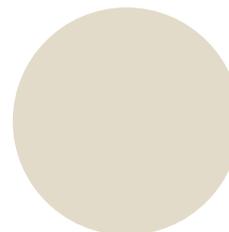
**C 0 / M 60 / Y 100 / K 0**



**C 0 / M 0 / Y 0 / K 100**



**C 20 / M 30 / Y 70 / K 0**



**C 10 / M 10 / Y 20 / K 0**



## OPTIONAL BRANDING DESIGN

The “I Heart Arts” campaign is composed of five colors (as explained on page 4) as well as optional designs to accompany the logo. These design elements are circles and stripes in some combination of the color palette (**aside from black or beige**). While the logo and color palette are most important for consistency throughout the campaign, these elements are available to use as well, if desired.

If used, the multi-ringed circles should be at a width of at least **5 pt.** and usually are some combination of multi-ringed and solid circles in different sizes. For convenience, pre-existing circles for download can be found on the Roundabout Theatre Company website, link included.

The stripes should be thick, but can vary in size depending on the design.

## STRIPES EXAMPLES



## CIRCLE EXAMPLES



IHEARTARTS\_CIRCLES\_ELEMENTS.pdf (**Editable Illustrator PDF**)

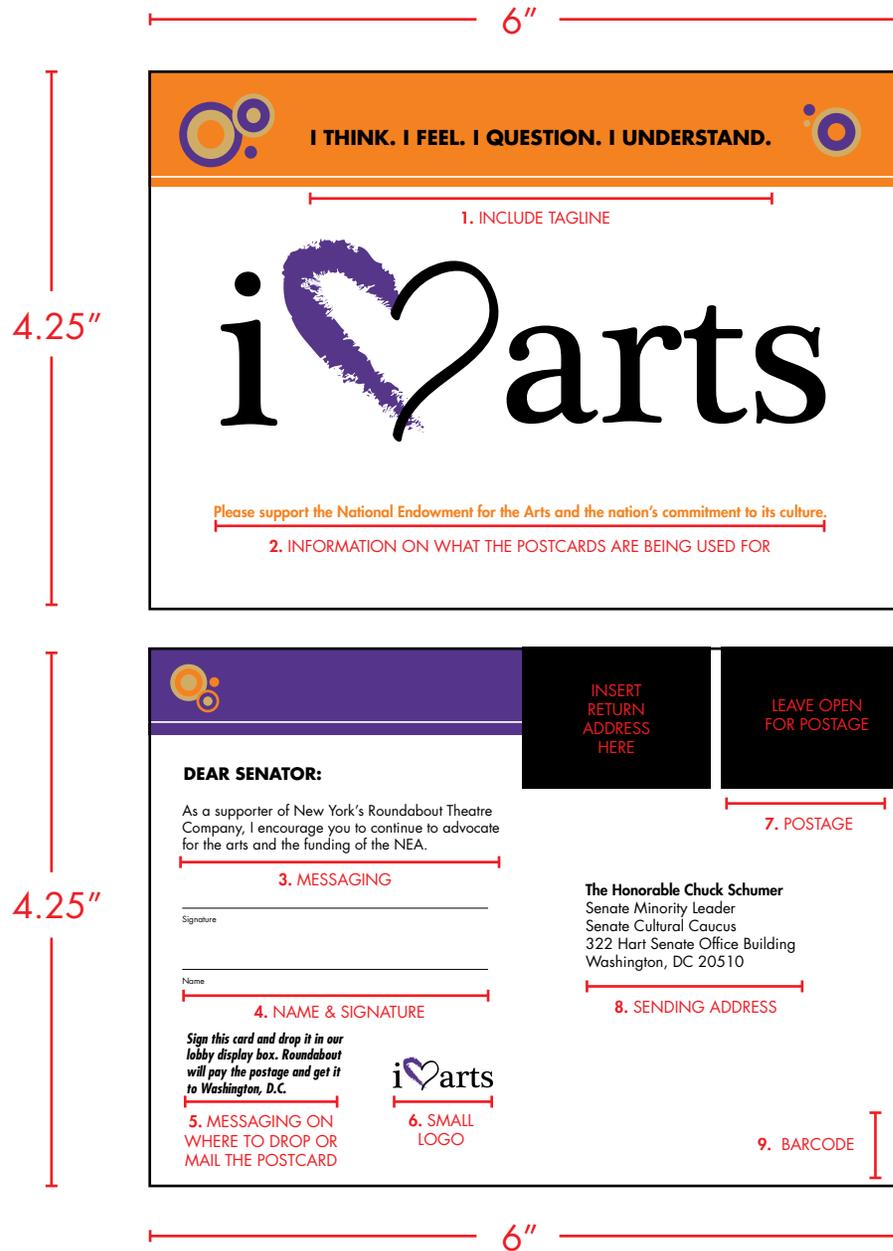
Download link: [roundabouttheatre.org/iheartarts](http://roundabouttheatre.org/iheartarts)



## POSTCARD GUIDELINES

This sample postcard design is based on our original **6" x 4.25"** size. The following should be kept in mind.

1. Include the tagline **"I THINK. I FEEL. I QUESTION. I UNDERSTAND"**.
2. Keep messaging about the purpose of the postcard visible, preferably on the design side.
3. Please include a message with instructions for signing, adapted to your needs from the sample language provided.
4. Include an area for supporters to sign and print their name.
5. Messaging about where to drop or mail the card is to be included on the bottom.
6. "I Heart Arts" logo should be used on both sides, on the mailing side being small enough to leave room for visible mailing instructions.
7. Leave an area at the top right corner of the mailing side for proper postage.
8. Address and send to your national legislators, as Congresspeople most want to hear from their local constituents.
9. Space for barcode needed at the bottom of the mailing side (at least 0.625" when used on a 6" x 4.25" card).



i ♥ arts

**WE APPRECIATE YOUR SUPPORT!**

