

TCAA

OUR MISSION

“Our mission is to establish, support, and grow our charter schools, the Texas Boys Choir, and our other artistic programs which are designed to foster a lifelong passion for artistic and academic excellence.”

COMMUNICATIONS GUIDEBOOK

MARKETING COMMUNICATIONS TEAM

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Plan Ahead

The Marketing Communications Team (Mktg Comm Team) is happy to work with the faculty and staff of Texas Center for Arts + Academics (TCAA). We want to help create your marketing materials for classes and events. We know that it can be overwhelming to decide how to start the process, so we've outlined the basic steps of how to plan your next project.

1. Purpose of the Project

You need to have an idea of the purpose of the project. Who is the audience? What is the overall message? What is the call to action? How does it align with the organization's message?

** The Marketing Communications Team will assist with aligning your project with TCAA standards.*

2. Budget

Are there limitations or constraints budget-wise? Will this be going to an outside vendor?

** Please have the specs from the vendor ready so that the graphic designer can format the design appropriately.*

3. Deadline

When do you need the project completed by? If it is for an event, when is the event date? If I have to go to a vendor, how long will it take?

** Graphic design services have a minimum turn around time of two - three weeks for new designs, and longer if it is an event or large project.*

*** In-house printing will be an additional week. Outside vendors will be an additional two weeks.*

**** Shorter turn around time available for revisions/updates to previously designed material.*

Let's Talk About It

Setting Up a Meeting

As soon as you know of an event, we strongly encourage you to contact us so we can talk about your project. This will ensure you are taken care of through the whole process, and will be able to ask any questions you may have. We will also be able to tell you what materials we recommend for your project and whether or not the project will have to be outsourced to a vendor.

Job Priority

The Mktg Comm Team has a job priority list that we follow, and basically looks like this:

	Tier 1	Tier 2
<p>Description <i>*Priority level/spend allocation is based on combination of audience size and revenue/funding</i></p>	<ul style="list-style-type: none"> • Enrollment <ul style="list-style-type: none"> • Open Enrollment • Conservatory Enrollment • Summer Camp Enrollment • Open House • Annual Fund • Performing Arts Series • Gala • TBC Tour • SGT Tour 	<ul style="list-style-type: none"> • Showcase Series • Major Art Shows: <ul style="list-style-type: none"> • Juried Art • Monster Art • Sculpture & Ceramics
<p>Marketing Materials Options <i>*Requests must be submitted to the Mktg Comm Team at least two weeks in advance</i> <i>**All marketing materials must meet TCAA standards</i> <i>***Program specifications are at the discretion of the Mktg Comm Team</i></p>	<ul style="list-style-type: none"> • Paid Facebook Ad • Facebook Event • Instagram Post • Email Blast • Calendar • Screen/CCTV • Graphics: <ul style="list-style-type: none"> • Print Options: <ul style="list-style-type: none"> • Poster • Program • Flyers • Rack Cards • Postcards • Banners • Digital Options: <ul style="list-style-type: none"> • FB Cover • FB Event • IG Square 	<ul style="list-style-type: none"> • Non-paid Facebook Post • Facebook Event • Instagram Post • Email Blast • Calendar • Screen/CCTV • Graphics: <ul style="list-style-type: none"> • Print Options: <ul style="list-style-type: none"> • Poster • Program • Digital Options: <ul style="list-style-type: none"> • FB Event • IG Square

Tier 3	Tier 4	Tier 5
<ul style="list-style-type: none"> • Family Series • Talent Show: <ul style="list-style-type: none"> • Student • Faculty 	<ul style="list-style-type: none"> • School Specific • Parent Teacher Organization 	<ul style="list-style-type: none"> • Grade Specific • Student Organization • Community Events <i>*Some additional print materials and/or swag may be available dependent upon event</i> • Student Spotlight
<ul style="list-style-type: none"> • Non-paid Facebook Post • Instagram Post • Email Blast • Calendar • Screen/CCTV • Graphics: <ul style="list-style-type: none"> • Print Options: <ul style="list-style-type: none"> • Program • Digital Options: <ul style="list-style-type: none"> • IG Square 	<ul style="list-style-type: none"> • Non-paid Facebook Post • Email Blast • Calendar • Screen/CCTV • Graphics: <ul style="list-style-type: none"> • Print Options: <ul style="list-style-type: none"> • Program • Digital Options: <ul style="list-style-type: none"> • IG Square 	<ul style="list-style-type: none"> • Email Blast • Calendar • Screen/CCTV

Material Types

Graphic design services include a number of materials to help market your project. Below is a list of what materials are made in-house and what will need to go to a vendor.

IN-HOUSE SERVICES	VENDOR
Digital Signage	Postcards
E-File (PDF to print or Email)	Books
8.5x11 Flyers	Brochures
12x18 Poster	Invitations
Programs	Shirts
Pushcards	Banners
Social Media	Promotional Items

Digital Signage: Used on the CCTV.

E-File: For emails or to print at your office/copy center.

Flyers: 8.5" x 11" printed on 80# text.

Posters: 12" x 18" printed on 80# gloss text.

Social Media: Event artwork formatted to fit FB Cover, FB Event Cover, and Instagram.

Pushcards: Paper type and size dependent on needs.

So You Need to Use A Vendor

You may need to use an outside vendor for items like shirts or marketing materials made with the organization's official logos. The Mktg Comm Team will need to be involved in the process to ensure brand standards are being maintained. To expedite the process, please follow the steps below:

1. Contact the Marketing Communications Manager

Let us know that you wish to go to a vendor and will need the appropriate logo or to set up a graphic for a t-shirt. You will need to include the imprint area (provided by the vendor, usually on the item page) so we know how big to make the logo or graphic.

2. Approvals

The Mktg Comm Team will work with you to make sure the wording or look of the graphic is correct. Once the design is correct, it will need to be approved by you and the CEO. You will need to get a quote and submit a purchase order. If approved, you will get a final approval letter from the CEO.

3. Send EPS file to your vendor.

You will send the approved EPS file to your vendor for them to finish creating your item. They will send you their own proof to make sure the product looks the way you want it to.

PLEASE COME TO THE MARKETING COMMUNICATIONS TEAM FIRST!

Each design has to go through an approval process before being sent out. Even if the vendor can create the design, they are not familiar with the branding standards of TCAA. The TCAA designer may have to change the design the vendor makes, delaying the process.

Working Together: The Process

1. Plan the Project

Talk with the Mktg Comm Team beforehand to better plan your project.

2. Send Copy to the Graphic Designer

The editing, adding, and deleting of text can mean a complete redesign of a project. This can further delay your project. All content is subject to additional proofreading and editing before the designing process begins.

** Projects do not begin until the designer has all approved copy.*

3. Request Designation

The Mktg Comm Team will review the request and designate it a priority level according to the specifications referenced to in the section, “Job Priority.”

4. Review and Proofing

The designer and the client will work with each other to solidify the project design. The job will stay in the proofing phase until the client gives **written (e-mail) approval**. Designs for **Tier 1** projects require additional approval and will have to be received by the CEO.

** Content and design are subject to change in order to align with TCAA standards.*

5. Production

After approval, the designer will send appropriate files to the client and start in-house production of collateral.

6. Job Completed

The job is completed once all materials, electronic and/or physical have been delivered/picked up by the customer or displayed around the school.

Remember, this process can last anywhere from 2 weeks to a month. So please add that time to your event schedule.

TCAA Graphic Standards

Every time someone from TCAA communicates with the public, it contributes to our reputation. Newsletters, flyers, stationery, T-shirts, web sites, displays, and other forms of communication represent not just the individual or program, but the entire TCAA organization.

Thus, it is imperative that our visual communications present a clear, consistent image that reflects TCAA's quality, professionalism, and mission. The consistent use of our logos also conveys the message that while we operate two charter schools and multiple conservatories, we are indeed one organization.

The Graphic Standards section is your resource for maintaining this consistency and integrity when you are producing any communication materials for the organization.

If you have questions that are not answered in this manual or wish to place a request for assistance, please contact the Mktg Comm Team.

Thank you for helping TCAA maintain a clear and consistent image that supports our mission, an image we all build together and of which we can be proud.

Official Colors

RGB:

Red: 201/18/66

Blue: 0/62/126

Grey: 105/106/109

CMYK:

Red: 0/100/66/13

Blue: 100/72/0/32

Grey: 0/0/0/72

PMS:

Red 1935c/Blue 654c/Cool Gray 10c

“The” before TBC

- We do not use “The” before Texas Boys Choir because we treat Texas Boys Choir as a proper noun and do not use an article before it.

Website Usage

- Proper capitalization of the websites:
TexasBoysChoir.org, TexasDanceConservatory.org, FWAFa.org, myTeSA.org, ArtsAcademics.org
- Do NOT add “WWW.” in front of the website addresses
- There needs to be a web address on all materials, with the exception of some internal digital materials. All digital materials need to have the hyper-link to the website.

Logo Usage

TCAA has strict guidelines when using the organization’s logos. This is to ensure brand identity and how the organization is represented. Below are some examples of approved and not approved logos. There are white and black variations available of the approved logos.

Logos can be found on the Shared drive: <smb://monet/Shared/Logos>

YES

NO

TEXAS CENTER FOR
ARTS +
ACADEMICS



All logos must have the TCAA logo before it, see below.

TEXAS CENTER FOR
ARTS +
ACADEMICS

TEXAS CENTER FOR
ARTS +
ACADEMICS

TEXAS CENTER FOR
ARTS +
ACADEMICS

No stretching or skewing of any of the logos.

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Only TCAA approved color variations allowed.

All printed and digital media must have the TCAA logo along with the corresponding organizational logo. The line must be present and is to be the TCAA grey for color logos. If using the approved white/black variations of the logos, the line can match. If the organizational logo is to appear alone, it must have the “Texas Center for Arts + Academics “ line underneath.

TEXAS CENTER FOR
ARTS +
ACADEMICS



Email Signatures

There are standardized email signatures for each organization under TCAA. Your name must be **bold**. Then your title, organization, an active link to the website, and organization logo that is an active link. Please see the template and examples below:

Template

Name

Title

Organization

Phone (Optional)

Website (hyper-linked)

Logo (hyper-linked)

Examples

John Smith

Chief Academic Officer

Texas Center for Arts + Academics

817-123-4567 x890

ArtsAcademics.org



John Smith

Geography Teacher

Texas School of the Arts

myTeSA.org



For TeSA, you can receive all of the documents you need to set up your email signatures from the Principal. For FWAFa, the files can be found on the Shared drive: **smb://monet/Shared/Logos/Email_Signatures**

The folder includes instruction on how to create your email signature and the needed files to do so. Please use the specific logos provided in this folder. They have been sized specifically for this use and should not be used for anything else.

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