

Brand Essence: Our “Why”
Creating opportunities for craft artists to thrive.

Audiences

Fair Goers Career Creators
 Patrons Hobbyists
 Donors



What do they all have in common?
They appreciate and value handmade objects.
 They believe art and craft is worth creating, purchasing and supporting.

Positioning


Tennessee Craft is the only statewide, membership-based nonprofit in Tennessee that combines year-round artist development programs with high-visibility public exhibition events.

Color Palette

Primary Colors

	Pantone 5477 C: 66, M: 24, Y: 43, K:66 R: 62 G:93 B: 88		Pantone 5497 C:38, M:9, Y:23, K: 32 R:130, G: 153, B: 149
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Accent Color

 Pantone 144
 C: 0, M: 51, Y: 100, K:0
 R:237, G: 139, B:0

Fonts

Headlines/Call Out Body Copy
Century Gothic Frutiger

Messaging Components

Brand Pillars

High-Quality.

Tennessee Craft creates high-value enrichment and professional development opportunities for craft artists around the state. We produce top-notch, juried, high-quality craft events worth attending, featuring art worth owning from artists worth supporting.

Relationship-driven.

Tennessee Craft creates environments for life-changing connections to spark and grow, fostering supportive, artist-to-artist relationships; creating connections between artists and their customers; building maker communities across the state; and creating intimate connection between curious buyers and handmade, one-of-a-kind pieces that speak to them.

Rooted.

Tennessee Craft is dedicated to the preservation of traditional craft methods, the promotion of local and regional talent, and educating our membership as well as the public on the people, processes, and rich traditions of craft in Tennessee.

Empowering.

Tennessee Craft empowers craft artists around the state by creating opportunities for artistic and professional growth, craft education, community exposure, customer sales, and advocacy. Our network of makers, mentors and appreciators is supportive of growth at all levels.

Brand Voice

Tennessee Craft IS ALWAYS	vs.	Tennessee Craft IS NEVER
Accessible, inclusive		Exclusive, overly academic
Artisan product/trained artists		DIY “crafty”
Professional		Pretentious
Evolving, current		Stale, dated
A leadership organization		A guild or club

Declaration Statement

Tennessee Craft is a nonprofit organization that creates opportunities for the state’s independent craft artists to thrive. As the only networked community of its kind across the state, Tennessee Craft nurtures talent and creates artist connections through programs funded by donations and signature exhibition events. That’s why we’ve been Tennessee’s largest, most visible and most respected craft artist organization since 1965.

Overview Phrases

Tennessee Craft is the only statewide, networked community of independent craft artists committed dedicated to providing opportunities for talent growth, professional development, and one-of-a-kind exhibitions year-round in Tennessee.

Tennessee Craft is a statewide nonprofit that creates opportunities for independent craft artists to thrive. From apprenticeships and professional development to signature annual exhibition events, our efforts benefit our members, the arts community, and the general public.

Tennessee Craft is the state’s largest, most visible and most respected craft artist organization. As a member-driven nonprofit, Tennessee Craft helps independent craft artists thrive through talent development, community building, and highly anticipated annual exhibitions and events.

Every Tennessean benefits from a thriving arts community. That’s why Tennessee Craft creates opportunities for craft artists to thrive through talent growth, professional development, and one-of-a-kind annual exhibition events.

Tennessee Craft creates opportunities for independent craft artists to thrive. We serve the arts community, strengthen connections between makers, and represent craft traditions to the public in new and unexpected ways.

Messaging for Key Audience Groups

Use any combination of verbal and visual messaging below when addressing donors and potential members.

Why Support Tennessee Craft?

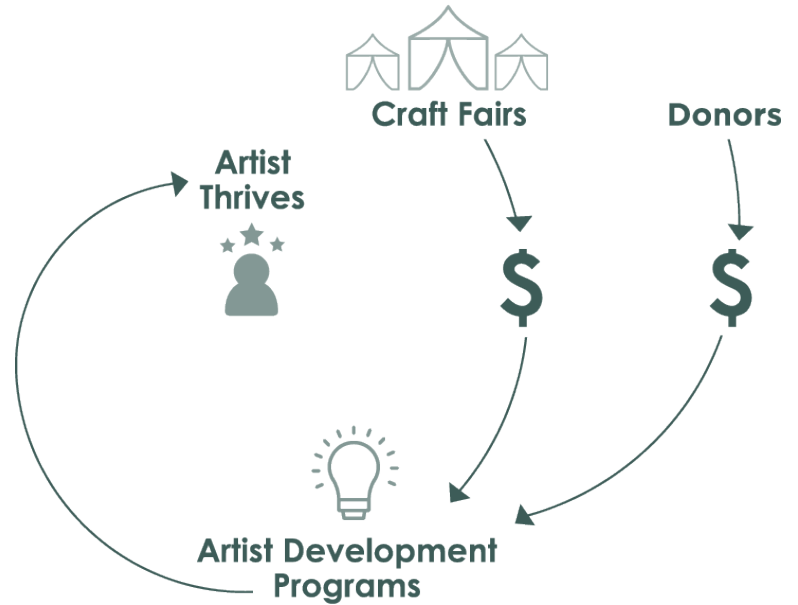
(donors/ patrons/ fairgoers)

Support Tennessee's independent artists with grants, apprenticeships, professional development, exhibitions, etc.

Help preserve and protect rich artisan craft traditions in the midst of a DIY culture.

Pave the way for the evolution and future of craft.

The robustness of Tennessee Craft's artist development programs would not be possible without the funds from the Craft Fairs and other generous donors.



Why Join Tennessee Craft?

(craft artists)

Engage your way, get what you need.



Form meaningful connections with artists in your area and around the state



Be a part of a respected professional organization (build credibility)



Hone your skills through scholarships, apprenticeships, mentorships and more.



Find practical business guidance and professional development opportunities



Exhibit and promote your work.