



**ARTS**  
GREENSBORO

# Verbal Identity

# Verbal Identity: **Key Messaging**

## Key Messaging

### **Pillars of Service:**

1. ACGG and the Community
2. ACGG and the Artists
3. ACGG and the Businesses
4. ACGG and the Arts Organizations
5. ACGG and the Government/Policy Makers

These five messaging pillars are also the five areas of service the AC represents.

Creating weekly content directed at each of these pillars is key to brand growth, success, and clarity of services.

**As a brand,  
the ACGG is:  
VIBRANT,  
IMAGINATIVE,  
CREATIVE,  
and NEIGHBORLY.**

## Verbal Identity: **Brand FAQs**

### **What/Who is the Arts Council of Greater Greensboro?**

ACGG cultivates an inclusive, sustainable, and vibrant community through the support, promotion, and expansion of the arts.

### **What does ACGG do?**

ACGG serves as the connector of the Five Pillars of Service - Creatives, Arts Organizations, Government and Policy Makers, Businesses, and the Community - as a means of empowering the arts through funding resources and economic growth.

## Verbal Identity: **Brand FAQs**

### **Why does ACGG matter to me?**

ACGG is the resource for MY art, or the art I support, to thrive within our community, ensuring that everyone has access to create, promote, and enjoy it.

### **Why should I support ACGG?**

ACGG is the primary organization within the community dedicated to safeguarding that art and culture stay a central part of our rapidly evolving region.

## Verbal Identity: Voice Writing Guide

# Voice Writing Guide

**The voice of The  
Arts Council of  
Greater Greensboro  
is FRIENDLY,  
APPROACHABLE,  
KNOWLEDGEABLE,  
and  
TRUSTWORTHY.**

The ACGG has several key values that together will make a deeply personal and impressive voice. In the following pages, we will provide in-depth guidance on how to communicate using these values.

# Verbal Identity: Consistency of Voice and Tone

Consistency  
of Voice and  
Tone

It is essential that you speak in a consistent and distinct way that creates a sense of familiarity and trust, no matter what channel your audience chooses to interact the ACGG with—direct mail, web, social media, etc.

## **By developing a consistent voice, we will:**

- Make the ACGG instantly recognizable to anyone who has had previous experience interacting with the brand.
- Build interest, engagement, and brand loyalty by giving people a unique and genuine experience with the brand from the first interaction.

# Verbal Identity: Consistency of Voice and Tone

Consistency  
of Voice and  
Tone

## **Voice is intimately tied to personality.**

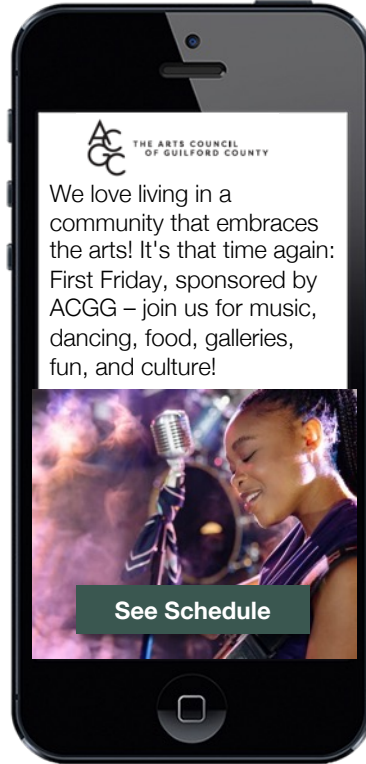
The ACGG has worked hard to ensure that the personality of the brand comes to life in how it is expressed through communication. These two elements combine to give the ACGG an identity much like a person who can build lasting, engrossing relationships.



# Verbal Identity:

## Guiding Principles for Communication

# Guiding Principles for Communication



When you represent the ACGG voice in your messaging, it's important to keep these **key writing principles** in mind:

- As a brand, the ACGG is vibrant, imaginative, creative, and neighborly.
- Reframe the familiar: Create interest by addressing common themes in new, interesting, and provocative ways.
- Create the connection: always keep context in mind, both for the content, and the channels that content will move across.
- Engage your audience with relevant insights, stories, and events, always connecting to them why it's important, and **why they (the audience) are important to ACGG.**



# Verbal Identity:

## Guiding Principles for Communication

# Guiding Principles for Communication

### Examples

- "Spreading the word about art opportunities is what we do here at the ACGG. Did you know..."
- "We're making connections:..."
- "We're inspiring the next generation of creatives by exposing them to the arts..."
- "We are committed to the long-term growth and success of the Arts Sector. This is how we do it: advocacy, funding, training, and a little dancing..."

**These principles apply to both how ACGG promotes the events, artists, partners, and programs it supports and how it talks about itself.**

# Verbal Identity:

## Guiding Principles for Communication

# Guiding Principles for Communication

- **Speak out:** Clearly state a point of view across messaging. Art isn't created and doesn't exist in a vacuum.
- **Strike a balance:** Give subjects the gravity they deserve but convey a sense of optimism and helpfulness.
- **Build momentum:** Keep the dialogue moving with active verbs and strong descriptions. Use phrases and words that evoke the energetic, inventive, and originative nature of the art created by the artists you serve.



# Verbal Identity:

## Guiding Principles for Communication

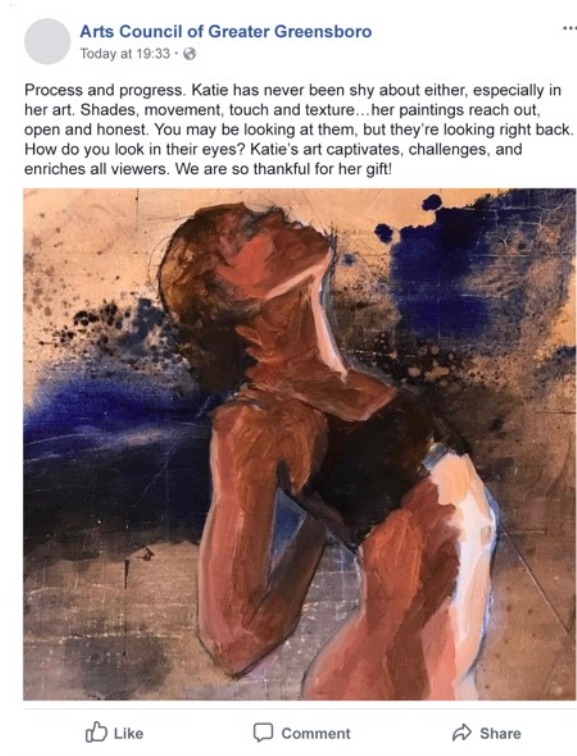
# Guiding Principles for Communication

- Use everyday language you'd hear from an ordinary business meeting conducted at a cafe in downtown Greensboro.
- A brand's consistency of voice means maintaining a consistent tone and syntax throughout all content created to represent the ACGG brand. This creates an atmosphere of vitality and honesty, regardless of where a patron engages with the ACGG.
- Keep it real: does your copy sound relaxed? Like something you'd say to your friend or colleague?

# Verbal Identity:

## Guiding Principles for Communication

# Guiding Principles for Communication

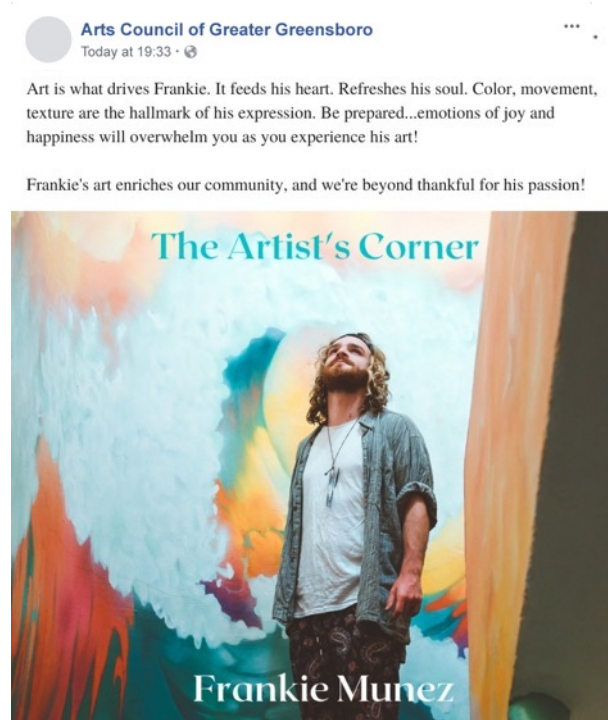


Let the stories of the artists, businesses, and organizations be the ACGG's stories, especially on social media.

# Verbal Identity:

## Guiding Principles for Communication

# Guiding Principles for Communication

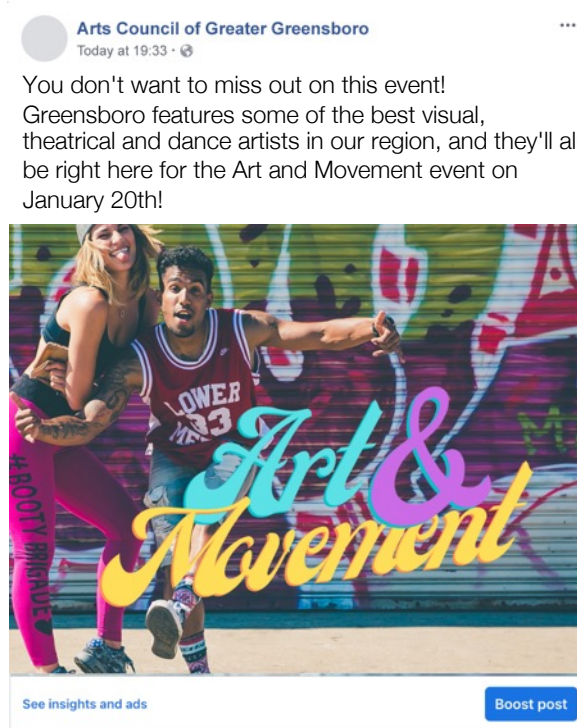


The community must feel, through the ACGG's content, the passion it has for the art, artists, businesses, and organizations that enrich the entire Greensboro community.

# Verbal Identity:

## Guiding Principles for Communication

# Guiding Principles for Communication



Paint a picture in the mind of the reader. This requires a bright tone and relaxed grammatical structure that is inviting to all artists and patrons of the Greensboro region.

## Verbal Identity: **Voice Attributes**

# Voice Attributes

The heart of AC's mission is to serve and grow the community by way of the arts. Using a neighborly voice familiar to the region is paramount to building a brand the community can trust.

**NEIGHBORLY**

**CHEERFUL**

**KNOWLEDGEABLE**

**TRUSTWORTHY**



## Verbal Identity: **Voice Attributes**

# Voice Attributes

**A neighborly, cheerful, knowledgeable, and trustworthy voice leaves people feeling:**

- **Welcomed**
- **Encouraged**
- **Connected**
- **Guided**
- **Grateful**
- **Heard**

### **What neighborly is and is not:**

Our voice is friendly, respectful, welcoming, thoughtful, and approachable, not chummy, juvenile, or overly complaisant.



## Verbal Identity: Copywriting Tips

Invite the audience by using approachable, personal pronouns like “you” and “we.” Formal references create distance.

**DO WRITE:** Your whole family will enjoy the ACGG showcase of teen artists on Saturday!

**DON'T WRITE:** The ACGG offers quality family-friendly art showcases.

## Verbal Identity: Copywriting Tips

Write to a 6th - 10th grade reading level to make the content appealing and understandable to all people.

**DO WRITE:** Join April Butler for Painting Perspectives to see how art is viewed through different eyes.

**DON'T WRITE:** Discover the practical application of Michael Fried's Perspective theory on visual arts, hosted by April Butler.

## Verbal Identity: Copywriting Tips

# Copywriting Tips

Make sure messaging is friendly and positive. To keep the audience involved, point them toward specific solutions to satisfy their requests.

**DO WRITE:** Greensboro is the place where art thrives, & this spring ACGG awarded 15 grants to local artists. While the grant cycle is now closed, we are always advocating for new opportunities. Click [here](#) to stay connected & to learn how to prepare to apply next time.

**DON'T WRITE:** The grant cycle is closed.

## Verbal Identity: Copywriting Tips

Employ a lighthearted voice to make the audience feel at home. Context is important here as some matters do require a more serious voice.

**DO WRITE:** Supply chain issues have hit the arts community hard. Let's come together to explore ways to find free, natural, & creative alternatives.

**DON'T WRITE:** Learn how to properly create your own supplies.