



*BRAND PROPOSAL BOOK*



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# 01

## Brand Assessment

Current Logo  
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Old Logo

## About Us

### *Vinings School of Art*

"Open since 2006, our school has multiple classrooms so that we can offer many different Adult classes, Teen classes & Children's classes for age 2-16. Small group classes in Painting, Drawing, Sculpture-making, Clay-work or Spanish language arts/ language study with 6 different levels. Music Education classes for learning to play the piano or to play guitar. We would love to host your birthday party or private event for a team, and we have the most reasonable prices in the area for these custom events."

## Our Classes Overview

### FINE ARTS

We teach art to students age 3 to adult. We provide an environment where students can build their art skills over time by attending classes with the same instructor, and allowing that particular art instructor to develop a relationship with each individual student in order to enhance the learning process. For adults, we offer a choice of 1 time step-by-step painting lessons, or a more unique and challenging adult drawing or painting course which is one day a week for 7-weeks ADULT Art course. We teach the following types of art classes: Drawing Techniques, Canvas Painting skills, Watercolor Painting, Sculpture-making, Clay-work and Print-making with Ink.

### MUSIC PIANO, GUITAR, UKULELE, VOCAL

Our focus is to teach students how to read music as well as how to apply that knowledge to playing the piano. We use a series of piano books to structure the piano education that offer both piano songs and the corresponding music theory. Students may take piano lessons alone in a private lesson, in pairs or with a sibling, or in our one hour group class. We have been offering piano classes for over ten years. GUITAR lessons are for individuals, private lessons only. We also offer UKULELE. Private lessons are \$30 per half hour, and you pre-pay between two and four lessons with 24 hour advance notice to cancel or reschedule. You simply pay for the lessons and the date of the lessons that you want.

## **LANGUAGE ARTS/STUDY**

We teach Spanish to students age 3 to adult. Our Spanish program offers a series of children's Spanish lessons with multiple levels so that children are always learning and increasing their Spanish language capability. For adults, we offer 2 levels of conversational Spanish courses. We offer more levels of children's Spanish than any other enrichment or afterschool program. This means that students are always progressing in our Spanish program.

## **PARTIES & PRIVATE EVENTS**

We would love to host your birthday party or private event for a team, and we have the most reasonable prices in the area for these custom events. Private adult events are 224 for 2 hours including supplies, and Birthday Parties for Children are 245 and up depending upon how many attend the party. We have more offerings than any other place else. Its all the same price whether you choose canvas paintings, drawing lessons, 3 dimensional sculpture-making or clay work for our instructor to teach at the party. Although we supply all of the art supplies, you can bring in your own food, cake and beverage items.





## PHYSICAL STORE

The Vinings School of Art is a local small business that opened in April 2006 in Atlanta. This school has multiple classrooms so they offer many different adult classes, teen classes and children's classes for ages 2-16. They have four departments: Fine Arts, Language Arts/ Studio, Music, and Parties and Private events. All the departments are open to students age 3 to adult.

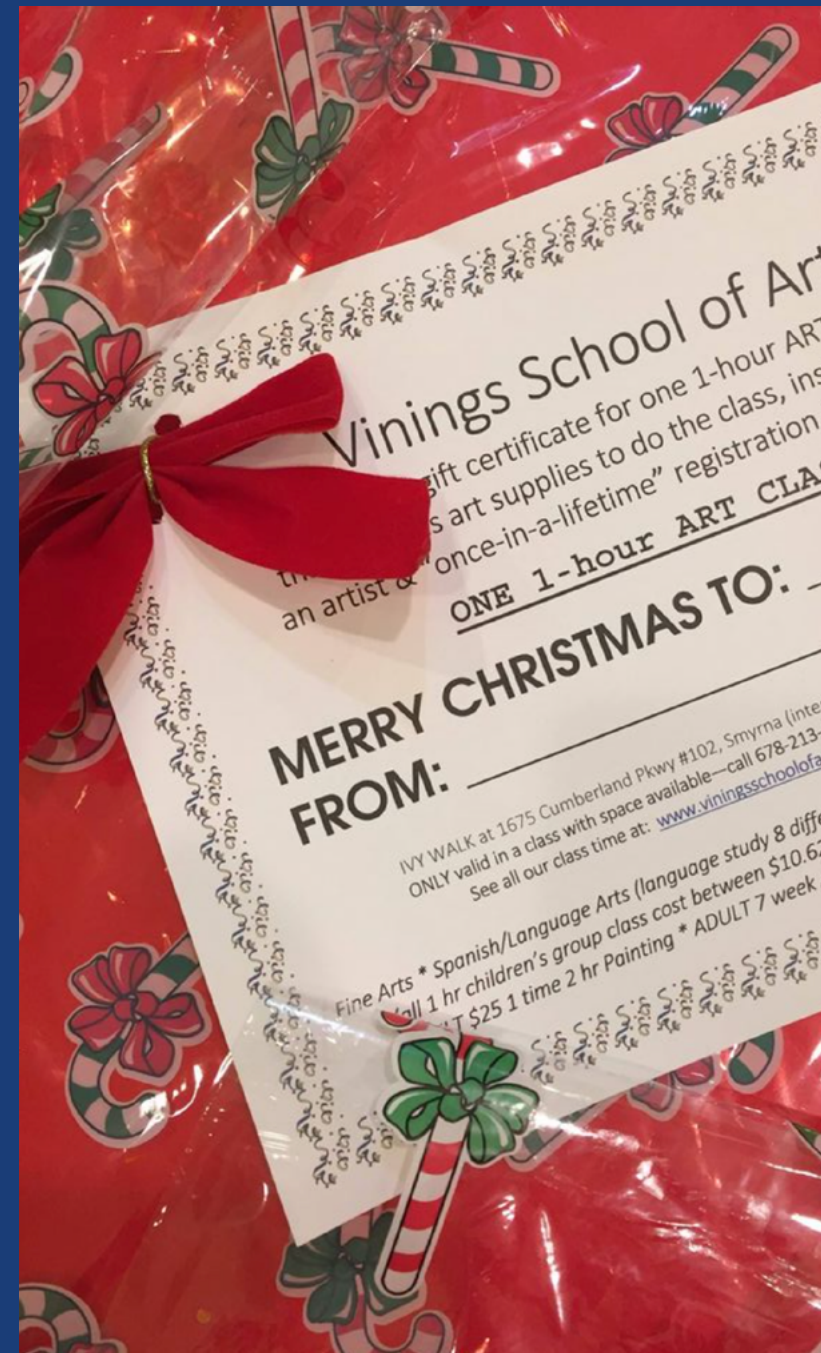
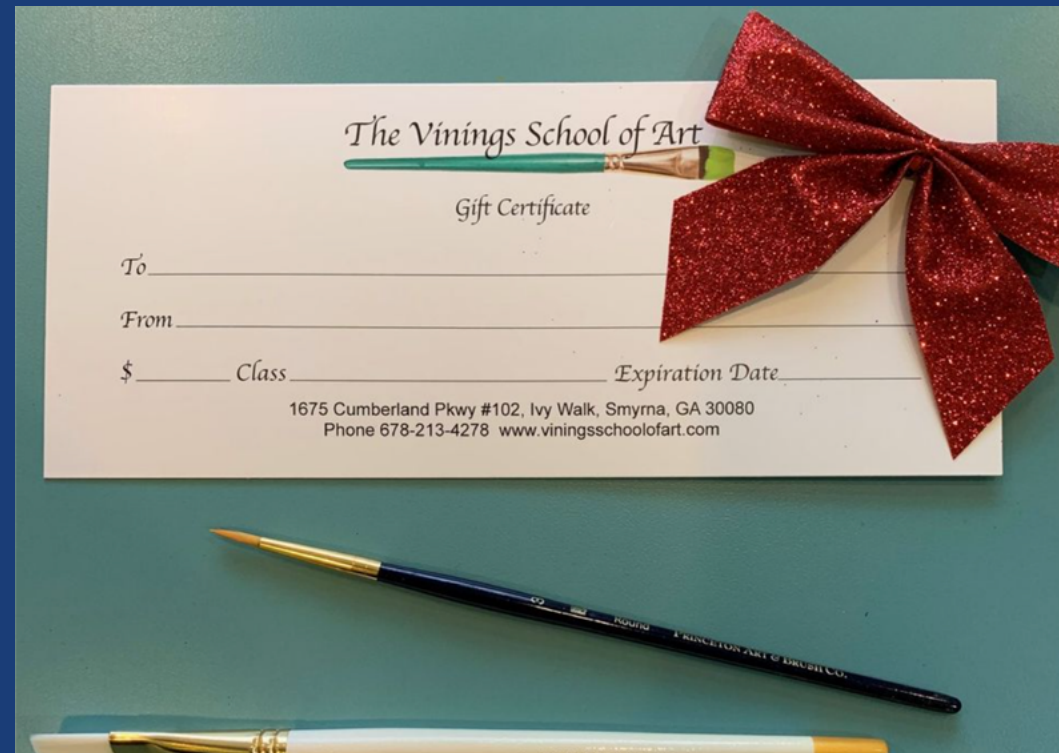




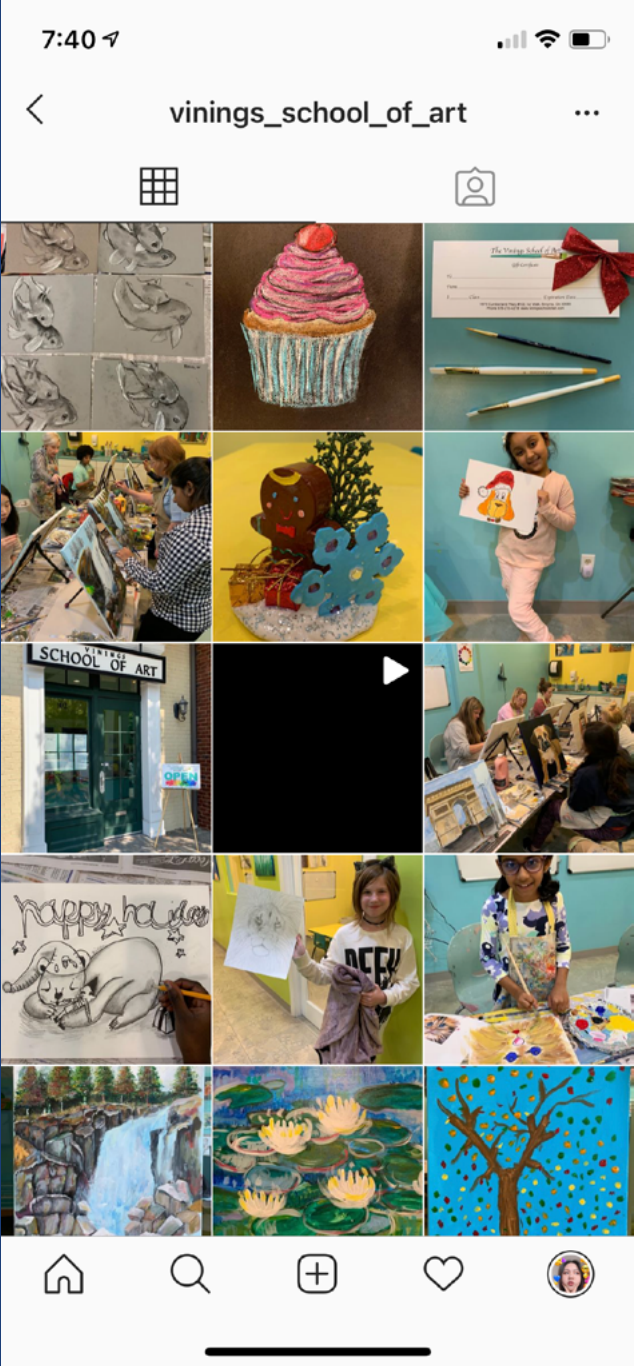
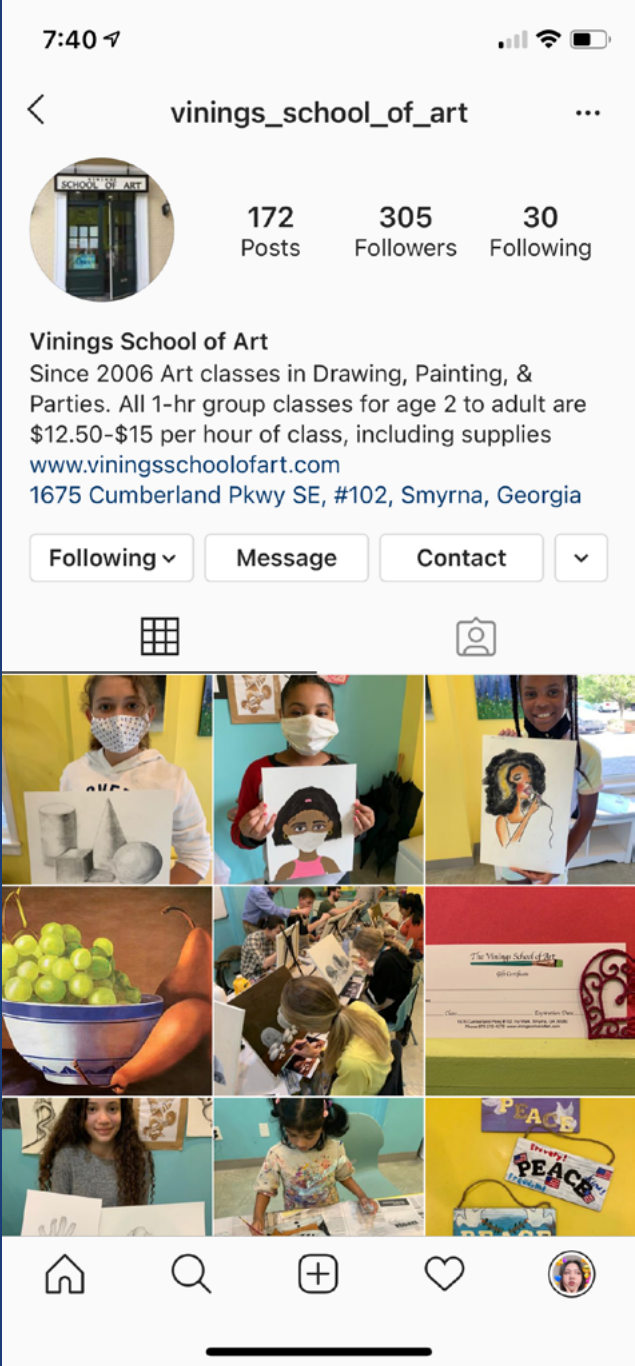
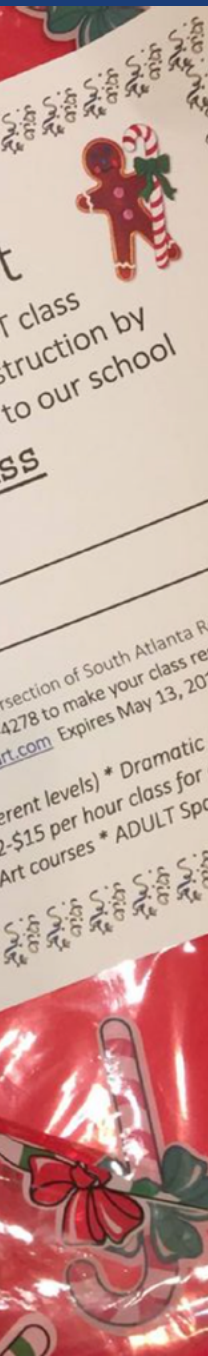
## Brand Assessment

### BRAND ITEMS AND SOCIAL MEDIA

Regarding their current logo, they only use the full name, VININGS SCHOOL OF ART. The typeface lacks the personality, and the size of each word is different. They do not have any responsive logos or secondary logos. Also, they do not have any advertisements or brand related items, which can showcase their main activities and brand style. For their social media, there are many mixed pieces of information in the Instagram profile.





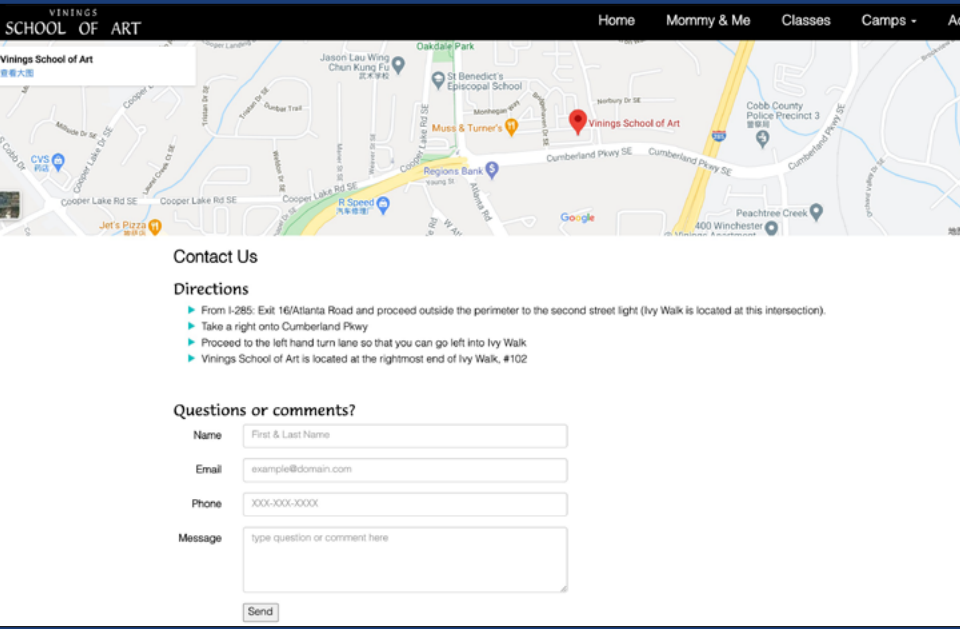
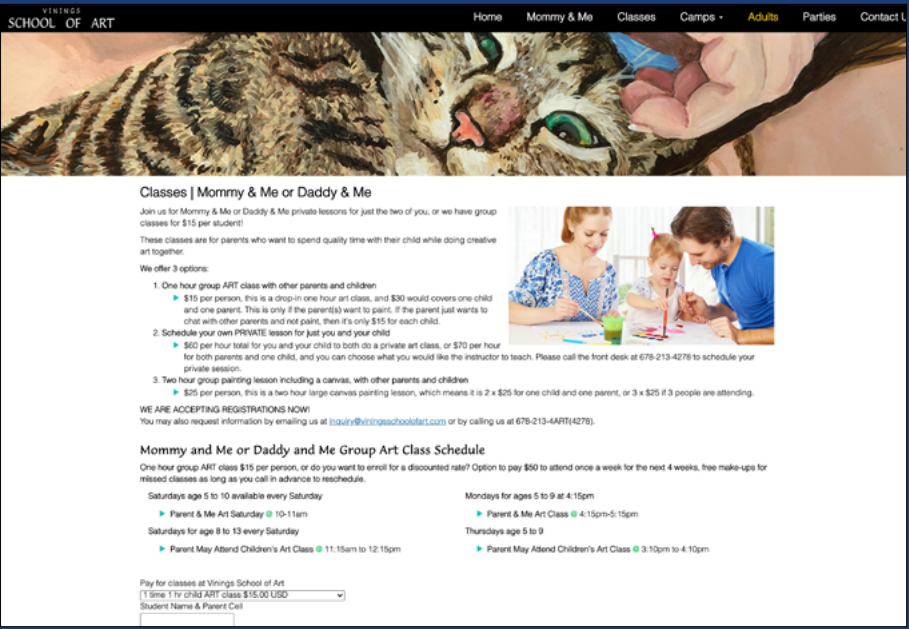
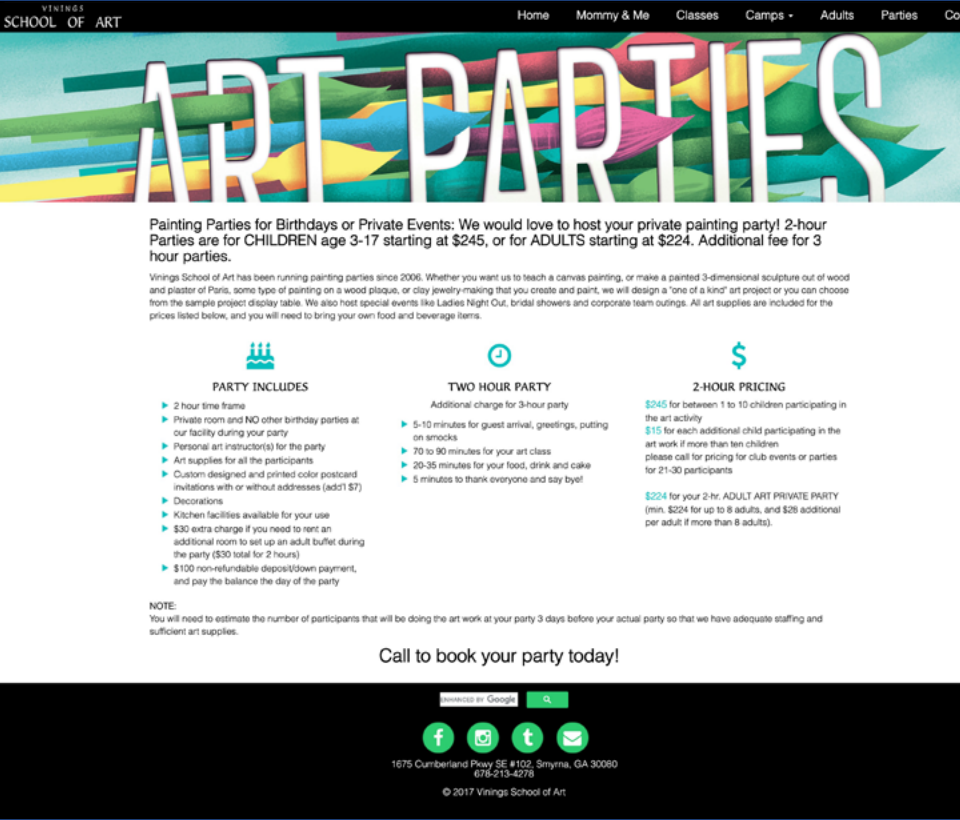
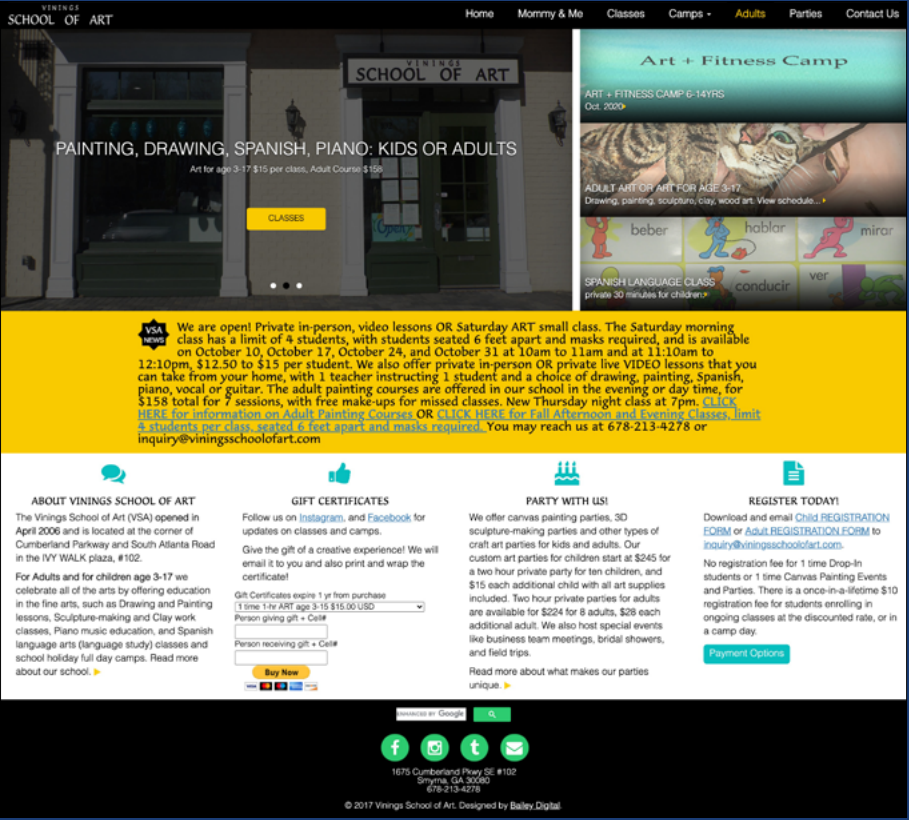




# Brand Assessment

## WEBSITE

They placed everything together without a clear layout or hierarchy. For the website, there are tens of millions words, the interface looks messy so it is hard to focus on each single part. Also, the school website is without a clear layout, hierarchy of information, and organic fonts.



VININGS  
SCHOOL OF ART

Home Mommy & Me Classes Camps - Adults Parties Contact Us

© Vinings School of Art

ADULT ART seven session painting courses (choice of step-by-step OR create your own) for \$158 total, including free make-ups for missed classes, starting in OCTOBER 2020. Choice of 12:30pm or 7pm class times. All courses include a 100% cotton canvas and supplies, or you can bring your own if you want to do so. We offer different class formats, with a choice of the step-by-step course where the instructor determines what you will be taught to paint, or the Studio Art where you can determine what you want to work on (for example a pet portrait, abstract art, flowers, landscapes, or a drawing). Call 678-213-4278 to enroll over the phone, or pay online here, includes all supplies. Our instructor has completed both a BFA/MFA and has over 20 years of teaching experience. Do you love Art and love Music like we do? Want to learn to play the PIANO or GUITAR? We have multiple classrooms and have offered private music lessons since 2006!

We have been offering 5 different formats of ART LESSONS since we opened in 2006! [click HERE for Adult Drawing & Painting class dates and a photo of the painting being taught in the step-by-step class!](#)

- OPTION 1: Step-by-step 7 session adult painting course, instructor determines lessons, includes supplies, free make-ups if you attend a different day during the course
- OPTION 2: You determine what you want to paint or draw, 7 session course with guidance/instruction by our teacher, Studio ART format using our supplies, limit 9 adults
- OPTION 3: Private lessons, 1 teacher and 1 adult student, and you determine what you would like to be taught, drawing skills or painting skills, \$45 per hour.
- OPTION 4: On some Saturdays, one time 2-hour canvas painting lesson, just for fun. Step-by-step basic large canvas painting to be completed in 1 session, \$25.
- OPTION 5: one time 2-hour adult private painting for Friday party or private business meeting with a team building art lesson, starting at \$204 for a private 2-hour event.

Click the right side of the **Classes & Prices** box to see the DROP DOWN menu with pricing options. There is NO registration fee for 1 time party events or 1 time paint lessons. There is a \$10 once-in-a-lifetime registration fee for new adult students enrolling in multiple session courses.

Choice of Classes & Prices  
7 session Adult Art Course returning student \$158.00 USD  
Name, Class Day+Time, Cell #

[Pay Now](#)

[CLICK HERE for Registration Form](#) [View class schedule & book today!](#)

### Class Descriptions

#### 7 SESSION ADULT ART COURSES

WOW! Choose either format, step-by-step or Studio Art. Our courses are limited to 7 students, include supplies, and have free make-ups for missed classes within the 7 week course period, all for \$15 per hour of class!

[Click HERE for Adult Drawing and Painting course options and class dates](#)

Our instructor for these courses teaches all levels of art students, from basic beginners (she also teaches our toddler class and is super patient) to really advanced students, since she has a BFA/MFA and has taught at Boston University.

- \$158 ART 7 Thursdays 7pm to 8:30pm
- \$158 ART 7 Mondays 7pm to 8:30pm
- \$158 ART 7 Tuesdays 7pm to 8:30pm
- \$158 ART 7 Wednesdays 12:30pm

The Evening courses and the Day Time courses meet once a week, and the 7 session course is \$158 total and some courses are 6 sessions for \$135 total. We offer 2 different formats of Adult Art Education. We offer step-by-step art lessons or the other choice is our studio art class format where the art teacher will continually go around the room and give individual instruction as requested. The studio art format is for people that want to make a unique piece, but need guidance and instruction to do so. You can decide on the style... landscapes, abstract, vases, portraits, pets, etc. and the colors that you want to use. All of our instructors have completed a university degree and have over 20 years experience in teaching drawing or painting to adult students. We also offer step-by-step courses for adults that want the teacher to lead them through the drawing and painting process. In the step-by-step courses, the teacher determines what the lesson will be according to a given course theme. The same instructors also teach children at our facility, so they have the ability to help anyone at any level!

These courses will allow you to learn new skills, and to learn how to apply those skills to your own original art work in a supportive environment.

- Art supplies included in the \$158 course fee:** use of our drawing and painting materials: brushes, acrylic paint, charcoal, pastel, liquid watercolor paint, heavy artist paper, pouring medium, glass medium, and one large 16x20 canvas...but you can also bring in your own canvas if you want to work on a different size.
- Free make-ups for missed adult art classes during the 7-week course:** You will be enrolling for a specific day of the week, but you may attend one of the other days of the week if you miss your class. This means that a person enrolling for Monday can attend a Thursday class if they miss a Monday, as long as it is with the 7 week course period. All make-ups are forfeited if not completed by the last day of class in the 7 week course period.
- \$10 once-in-a-lifetime registration fee** if this is your first time enrolling click on the **GREEN BOX** above to download the adult registration form. If you need to miss a class and reschedule the make-up session, you can call the front desk at 678-213-4278 or email the front desk at:

#### 1 TIME ART LESSON

Our **1 Time Drawing** is a "step-by-step" style class and all adult students will be able to paint one painting that our instructor will be teaching. Each lesson has a different painting style. The step-by-step classes are so wonderful because we offer a comfortable small group setting, minimum of 4 and maximum of 12 adults!

Doors open 10 minutes early. Bring your own food and beverages.

**PRIVATE 2-hour ADULT ART PARTIES** starting at \$224 total for up to 8 adults, and \$28 for each additional adult if more than 8 adults at your event.

For private ART parties, we will design a unique painting for you and your friends, \$28 per adult, 8 to 12 adults (no children's) call to select your party's date/time. Groups of more than 12 adults will need to arrange for our entire facility.

**JUST FOR FUN \$25 SMALL GROUP LESSONS**

**UPCOMING 1-time PAINTING LESSON:**

- Some Saturdays at 1-3pm \$25 per person to attend

Pay online today or call 678-213-4278 to enroll with our front desk manager.

#### LANGUAGE ARTS/SPANISH

Adult Spanish language class available via ZOOM video conference on Wednesdays at 7pm to 8:30pm. Please [click HERE for the El Treble conversational Spanish with supporting grammar class description](#). If you want to see all of our Spanish class offerings and levels, then you can [Click HERE for information on all Spanish classes that we teach](#). This Adult Spanish course is designed to build a foundation of useful vocabulary for general office and customer service related conversation, or for vacation travel or business trip purposes. The conversation and vocabulary is centered around meeting people, money related conversations, and describing something that you want or a problem that you have. It is also an encouraging and supportive venue to practice speaking Spanish. You will not find such a small setting that allows you to practice speaking and to learn more—minimum 3 and maximum 6 students!

The cost for each Adult Spanish session is \$158.00 which is a session of seven weeks. They both include:

- All class supplies. There is no text book to buy. The instructor will provide the materials, handouts, practice sheets and references. Please bring your own binder to collect these materials and create your own workbook.

The course is divided into sections which cover:

- greetings, courtesies, and talking about how you feel or about your concerns
- making basic conversation such as about the weather or describing a problem
- setting a schedule for the day, a trip, or an event
- talking about pricing and how much things cost
- setting up a meeting at a specific time (business or for casual purposes)
- introduces basic grammatical construction including definite and indefinite articles, plurals and gender agreement

In order to speak correctly in Spanish, we will cover the grammar necessary for each subject area listed above. Our Spanish instructors are all native speakers of the language. Most people that sign up for this course have done some Spanish study during their life (high school or college), but are not able to speak the language correctly and fluidly during a conversation.

Visit our [class schedule](#) and book a session today.

#### MUSIC: PIANO OR GUITAR

We have been offering music lessons since 2006. All adult level music lessons are private lessons with 1 adult and 1 instructor. Our teachers are all employees and paid as employees (not contractors). Students pay for lessons they want, and there is no monthly fee.

Our focus is to teach students how to read music as well as how to apply that knowledge to playing the piano or playing the guitar. We use a series of music books to structure the piano education and guitar playing that offer both songs and the corresponding music theory. All of our music instructors are part-time employees, not contractors, and these employees have been teachers at our school for many years.

Adult students may take private piano or guitar lessons only, which cost \$30 per half hour.

Visit our [class schedule](#) and book a session today.

## COMPETITORS AND OPPORTUNITY

They face a lot of competitors, and the current visual identity is unable to help them catch people's eyes. Their logo looks too plain and meaningless, does the typeface choice. Also, the visual identity is incomplete, so it is unable to reflect their brand identity.

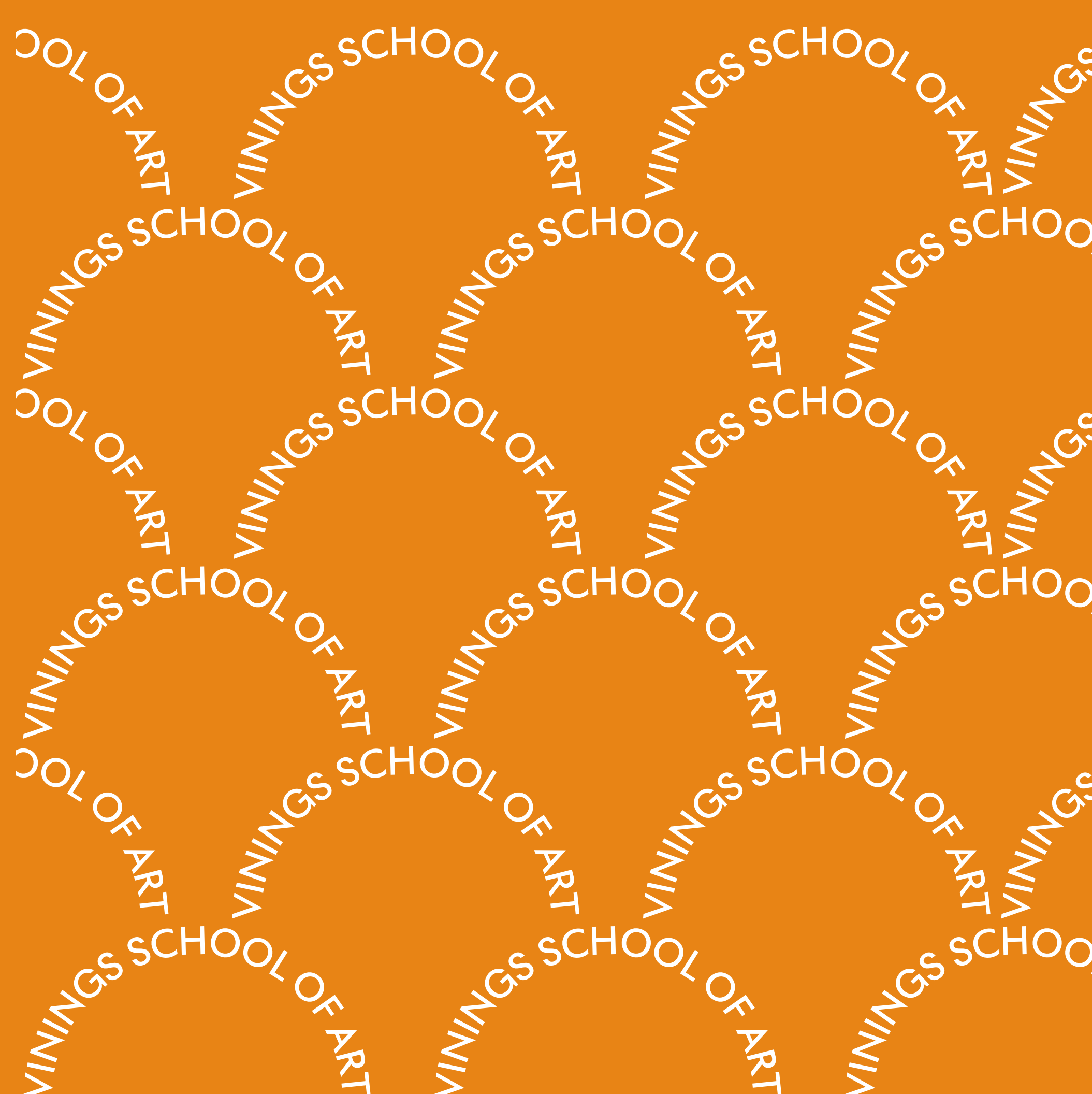
They also do not have a responsive logo, which can be used in different products, social media, and platforms.

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# 02

## New Brand

- Solution
- Logo clearspace
- Color palettes
- Typography
- Responsive Logo
- Secondary Logo
- Brand Pattern
- Full Stationery Set Mockup









## Logo Clearspace

Our logo is one of our most valuable asserts. Always position it for maximum impact and give it plenty of room to "breathe." Clearspace frames logo, separating it from other elements such as headlines, text, imagery and the outside edge of printed materials. For the primary/ horizontal logo and secondary logo, use one "V" for the clearspace.



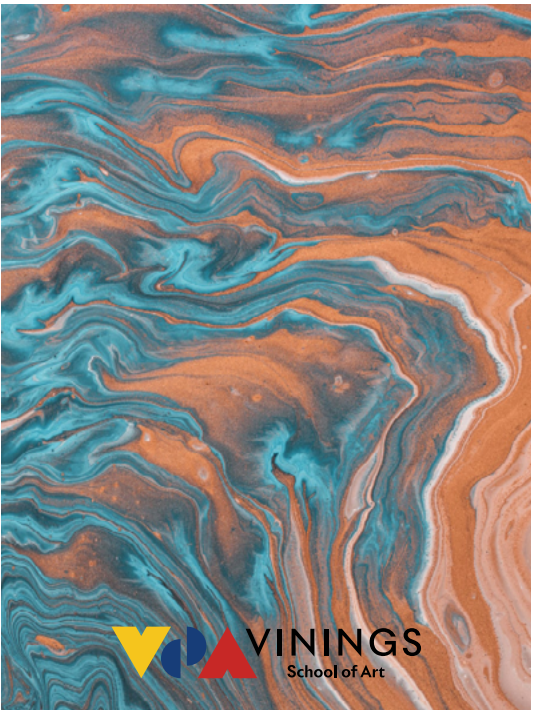
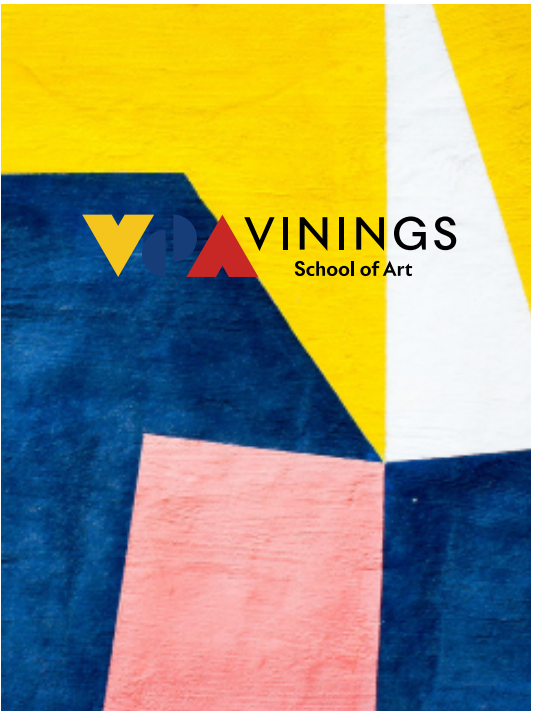




## VSA DO'S AND DON'TS

The VSA brand logo should never be altered in any way and must always be scaled proportionally. Never condense, stretch or angle the logo in anyway. When using the VSA brand logo out of a coloured background always use the version that offers the highest visual contrast. The VSA brand logo should never be placed close to the edge of any item and should not appear to be crowded or linked to any other elements.

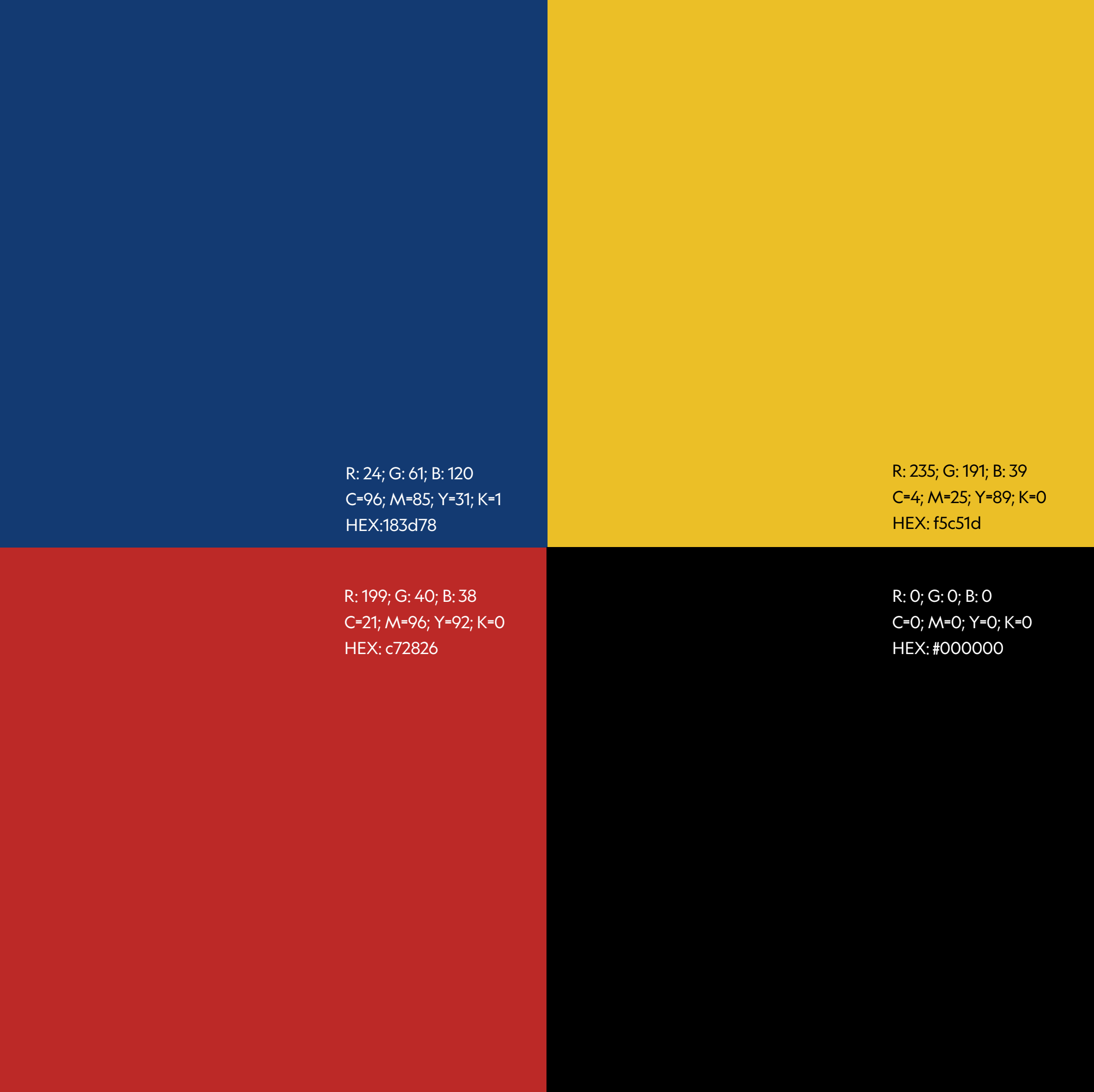




# COLOR PALETTES

Red, yellow, and blue for the logo, these are the main colors in color pallets. For an art school, it is necessary to create a unique and powerful logo that represents their brand and marketing positioning.

The color swatches can help brand main colors to deliver variety of brand style. For each main color, color swatches from dark to light, which can bu used in different suitations and posters.



## Hierarchy

Use Riviera Nights Middle for brand font, use Riviera Night Regular for headline and body copy. Athelas Bold is used for subheadline. When used consistently, it helps create powerful recognition for our brand.

Ut lab ium volupta  
qui blautaquia  
consequ

Headline style

**Porem doluptas ium ipsam consed qui que cus, ut errorum  
renduciaes ex et ut aut estium excea imo cusdam sum**

Subheadline style

Ut lab ium volupta qui blautaquia consequ incte dolorero iusdamus, idis vitas quas eum cullorrovit, officip iducitatem de sit id quos qui tem que cus, tem quia cus. Nam, eos conseru ptaspe cone laceptas et laut acit dolut offictis quiscimperum eum aut ate nis eiur ma voluptatur mi, omnimus is sandunt et aliqua dem que nitio.

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Body copy



TYPOGRAPHY

*Brand Font & Headline*

Riviera Nights Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Ut lab ium volupta qui blautaquia  
consequae incte dolorero iusdamus,  
idis vitas quas eum cullorrovit, officip  
iducitatem de sit id quos qui tem que  
cus, tem quia cus. Nam, eos conseru  
ptaspe cone laceptas et laut acit dolut  
offictis quiscimperum eum aut ate

Regular  
Medium  
Bold

TYPOGRAPHY

*Subheadline*

Athelas Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

*Body Copy*

Geograph Regular

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abcdefghijklmnopqrstuvwxyz

1234567890

Regular Athelas

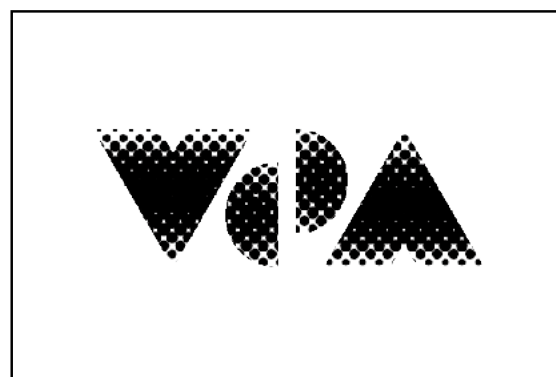
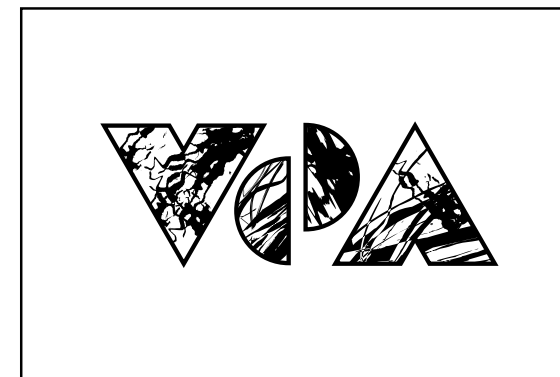
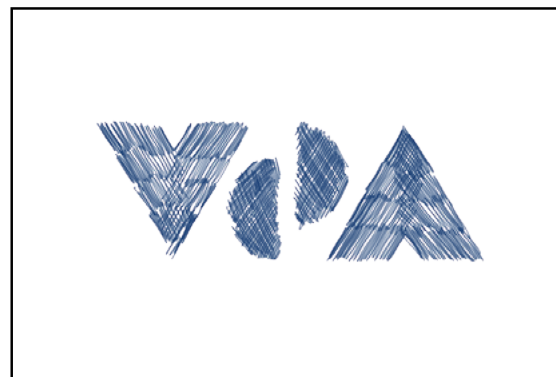
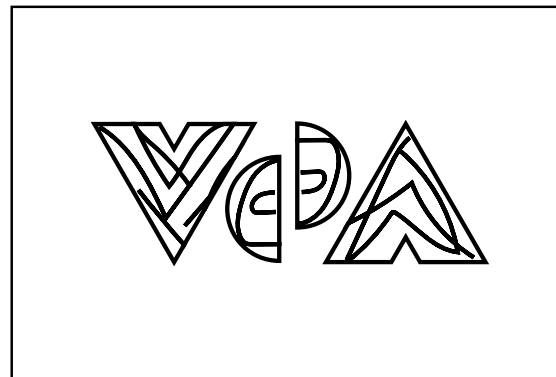
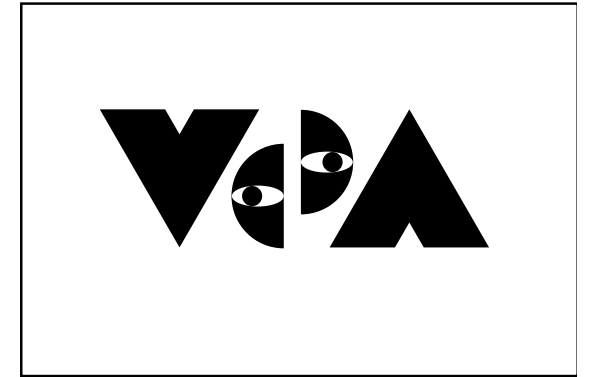
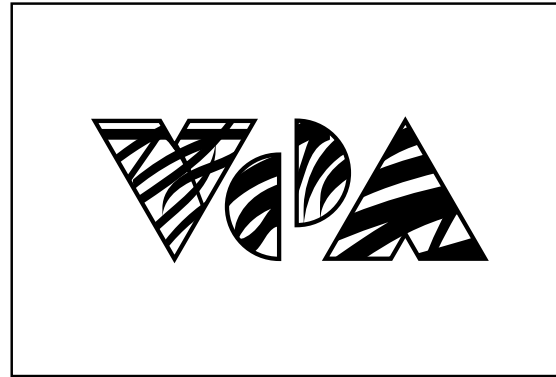
Medium Athelas

Regular Geograph

Medium Geograph

## SECONDARY LOGOS

The secondary logos can be used in different artworks, campaigns, social media, or platforms. Secondary logos should keep the basic shape and outline from the primary logo, and the content and colors can be replaced, depend on different suitations, themes, and content.





## RESPONSIVE LOGOS





## Photography

When using photography, images should represent the brand positioning. Use images that have abstract patterns or colorful background. Dynamic landscape or portrait should be used to different kinds of paintings. Do not use images that look busy or crazy or fill out too much colors. photography should showcase a comfortable, creative, and beautiful visual feeling when possible.

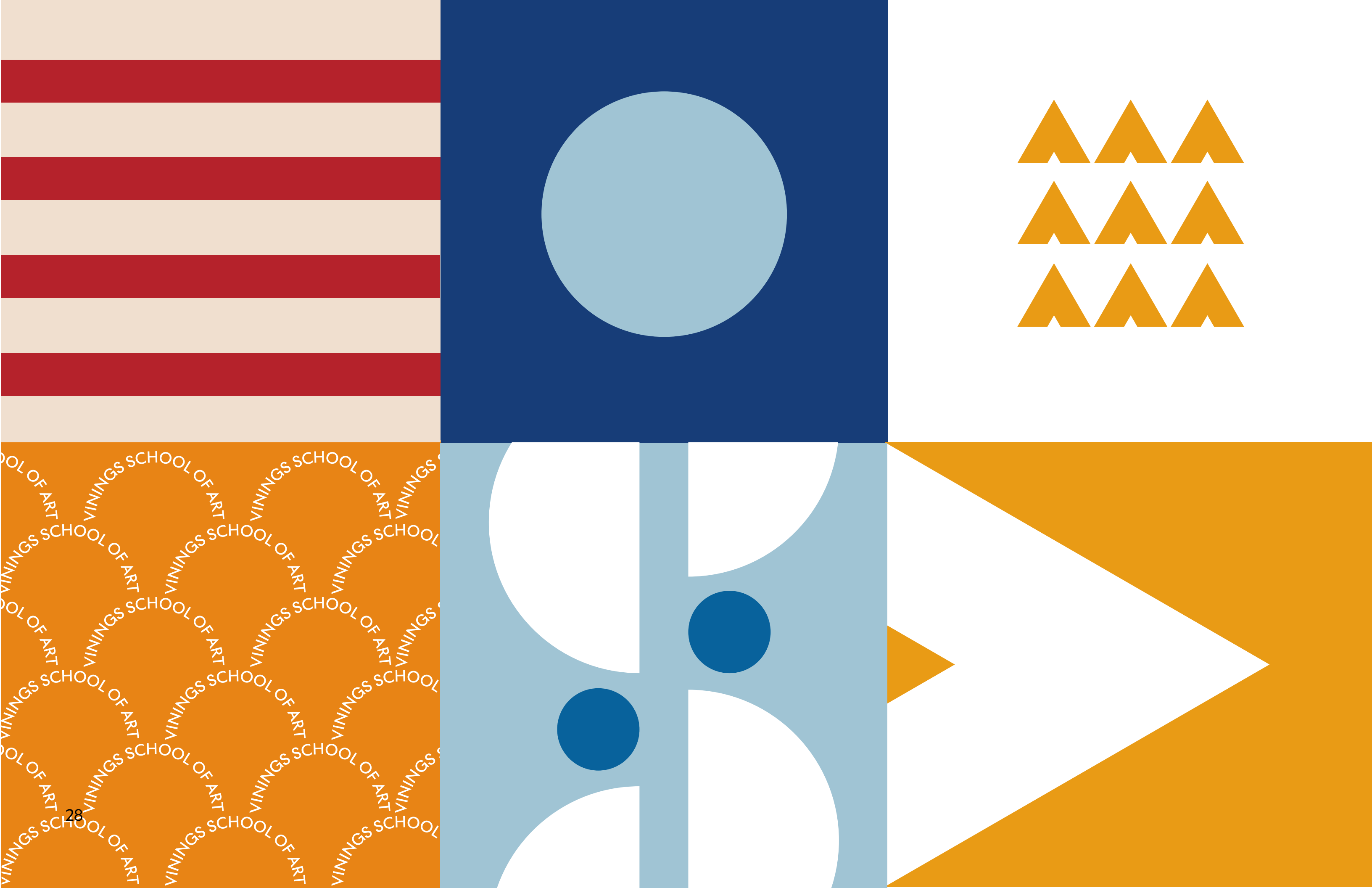




## Photography Style

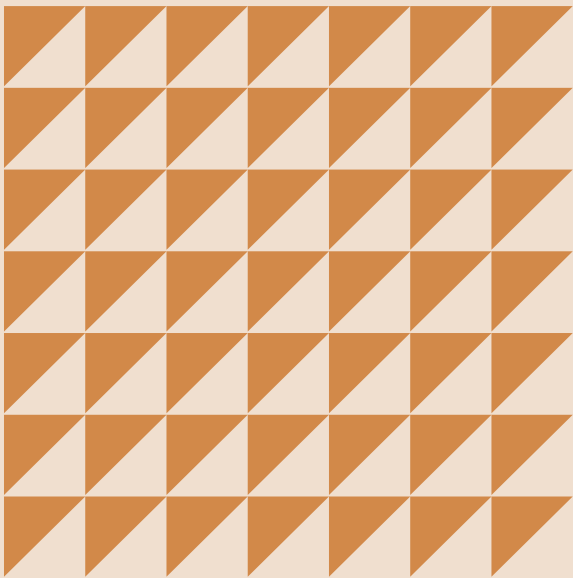
*Keywords: kids painting, abstract pattern, colorful, paintings, sketches, lives.*





Meet  
Your Passion  
Here

VININGS  
School of Art





FULL STATIONERY MOCK UP





BUSINESS CARDS



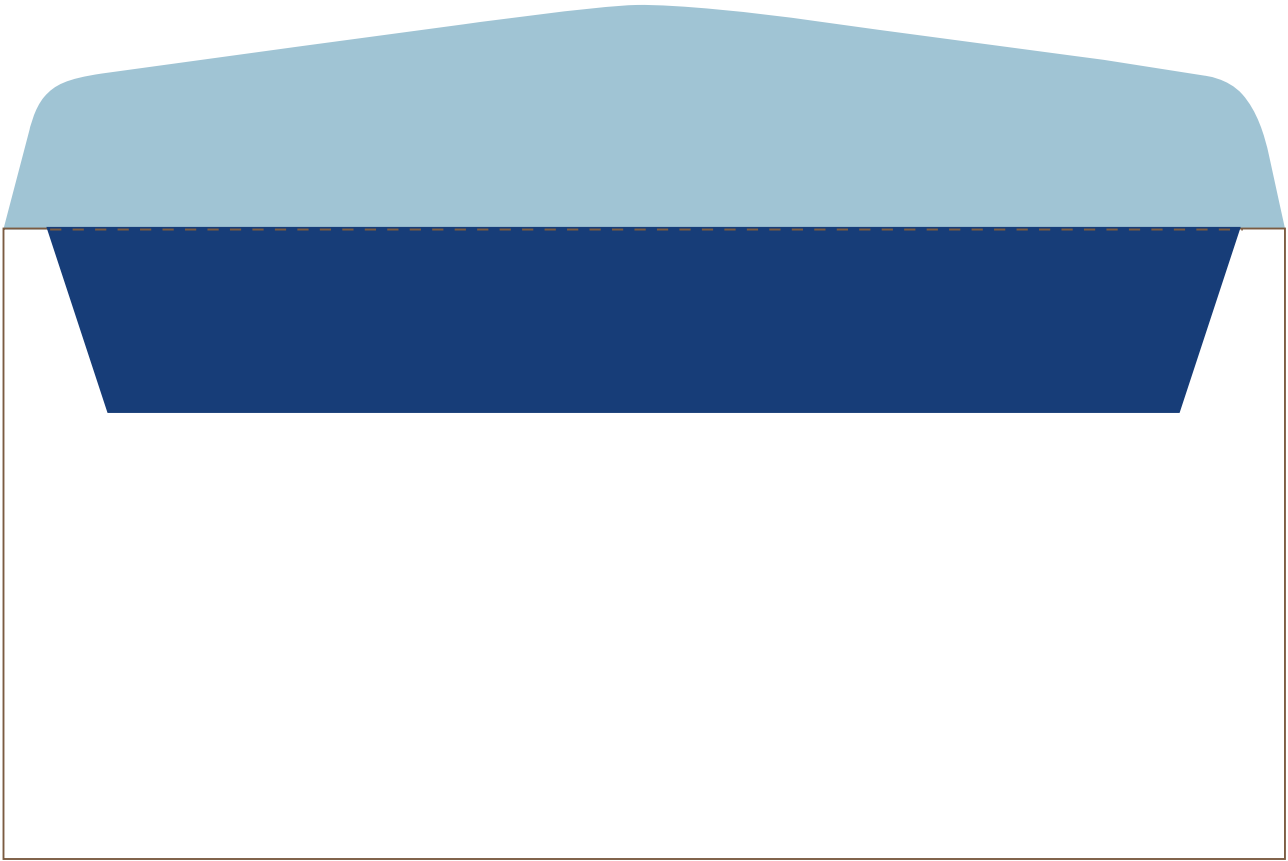
|  |                                                                                                                                                                                                      |
|--|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <p><b>Brandon A. Coleman</b><br/><i>President</i></p> <p>1675 Cumberland Parkway SE<br/>Suite 102 30080, GA<br/>678-213-4278<br/>viningschoolofart@gmail.com</p> <p><b>viningschoolofart.com</b></p> |
|--|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

The logo for the Vinings School of Art is centered on a dark blue rectangular background. It features a stylized white 'VPA' monogram at the top, followed by the word 'VININGS' in a large, white, sans-serif font, and 'School of Art' in a smaller, white, sans-serif font below it.

LETTERHEAD & COVERLETTER



ENVELOPE



# 03

## Brand Mockups

Gift Certificate  
ID Cards  
Three Fold Brochure  
Stamps  
Door Signs  
Cavas Tote Bags  
Notebooks  
Umbrella



GIFT CERTIFICATE



ID CARD



Three Fold Brochure





STAMPS



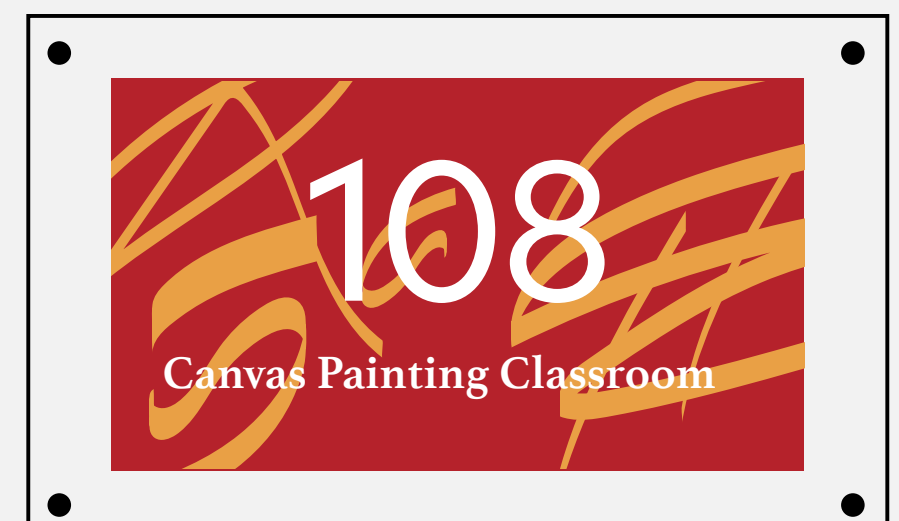
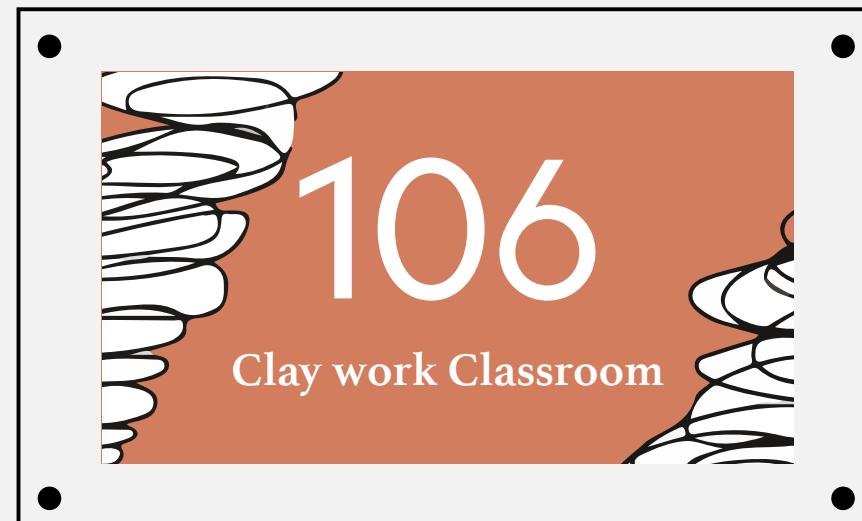
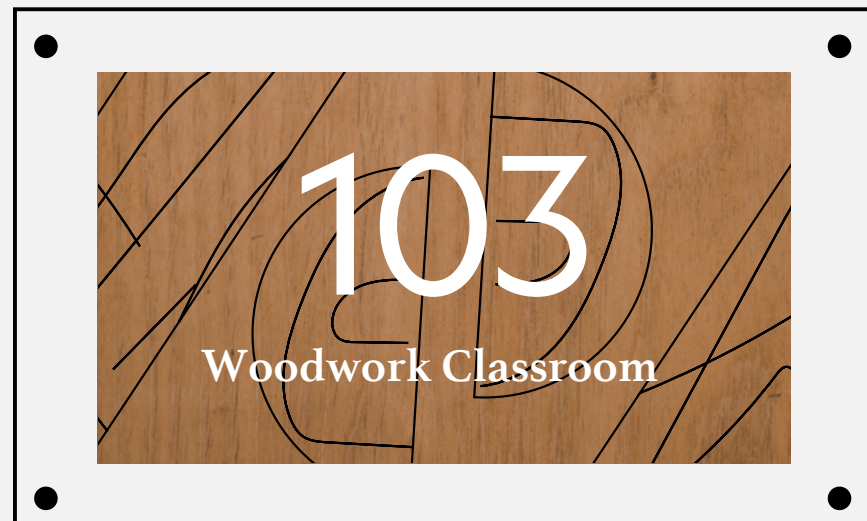
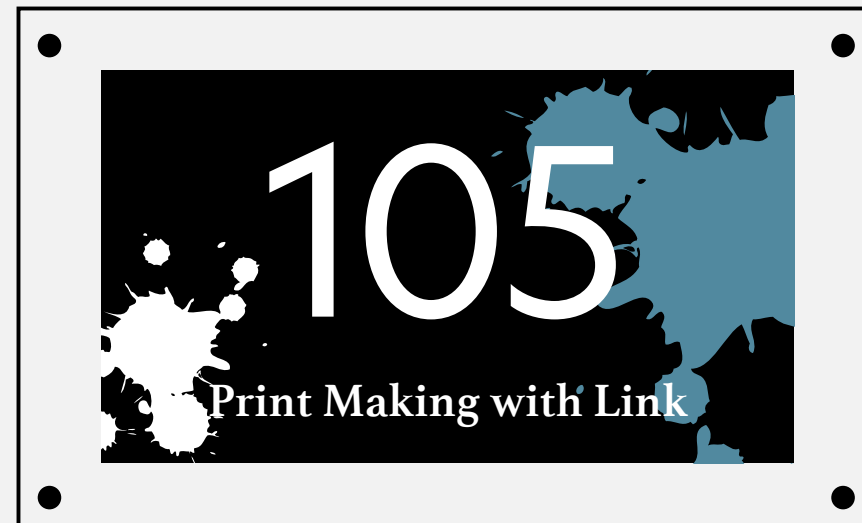






## Door Signs







Canvas Tote Bags





NOTEBOOK





Umbrella







# 04

## Campaigns

Print Campaign  
Lamp Campaign  
Bus Stop Campaign  
Digital Campaign  
Banner Campaign



PRINT CAMPAIGN





LAMP  
CAMPAIGN



1675 Cumberland Parkway SE  
Suite 102 30080, GA



**VININGS**  
School of Art



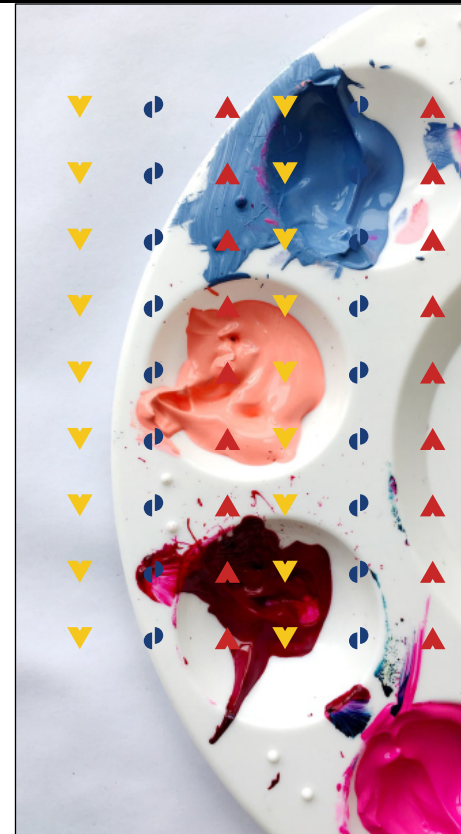
1675 Cumberland Parkway SE  
Suite 102 30080, GA  
678-213-4278



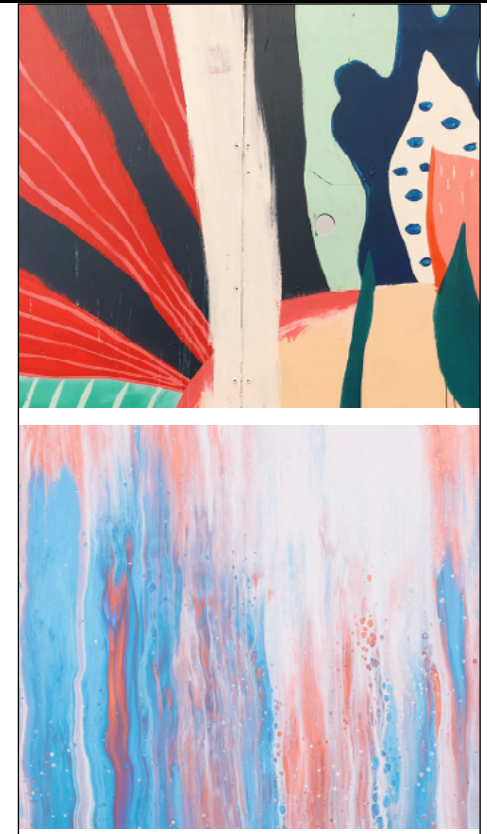
**VININGS**  
School of Art



Creativity  
begins  
here  
Paint more  
live more  
Meet your  
passion  
here



**VININGS**  
School of Art



678-213-4278  
viningsschoolofart.com



BUS STOP CAMPAIGN









DIGITAL CAMPAIGN  
Web banners



DIGITAL CAMPAIGN





# 05

## Responsive Web Mockup

iMac Desktop

Iphone

Ipad



WEB MOCKUP





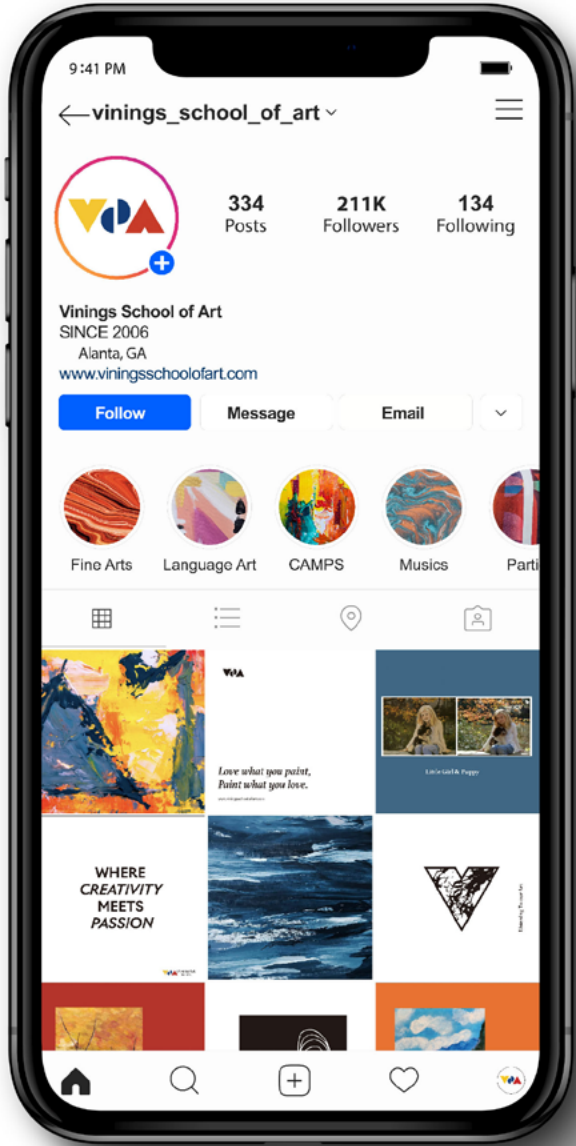
# 06

## Social Media

IG Feeds  
IG Story

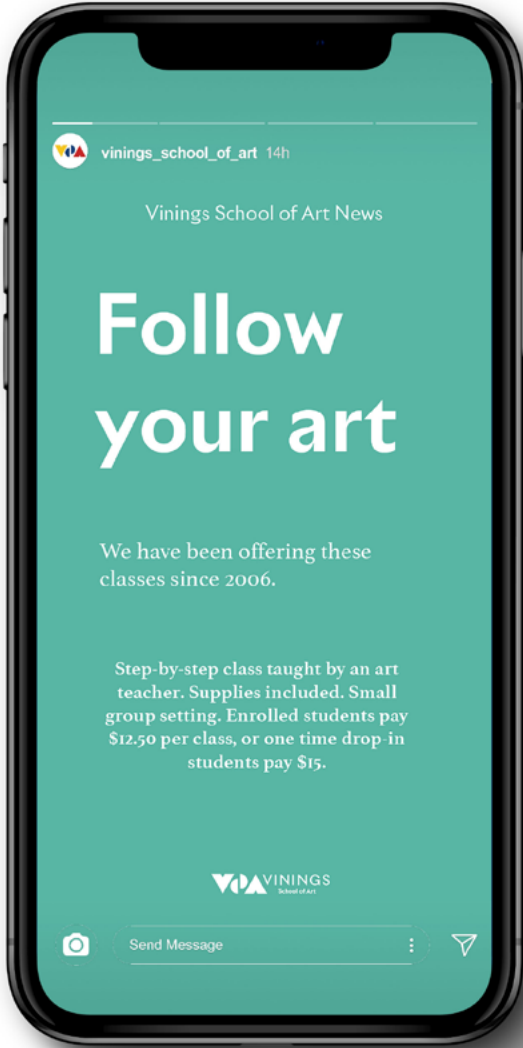


IG FEEDS

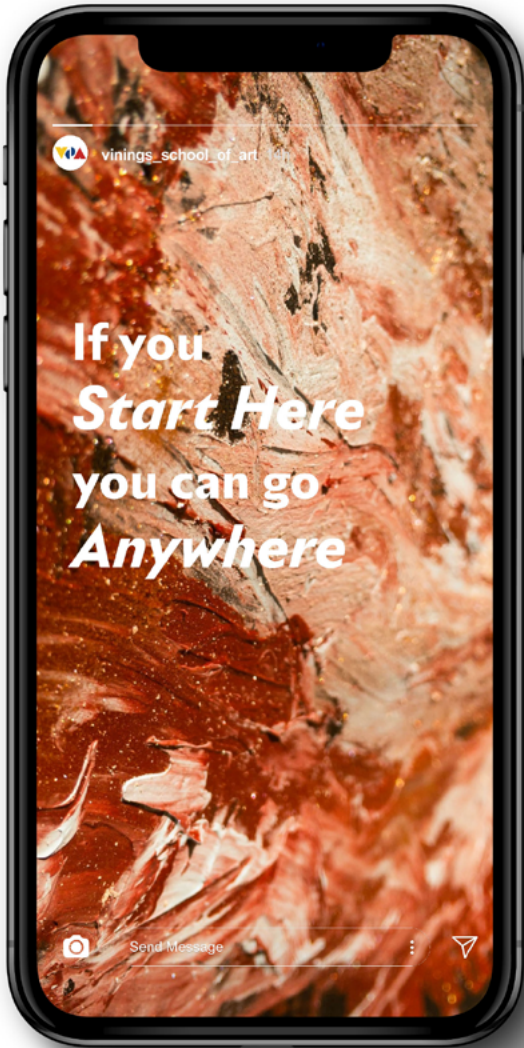
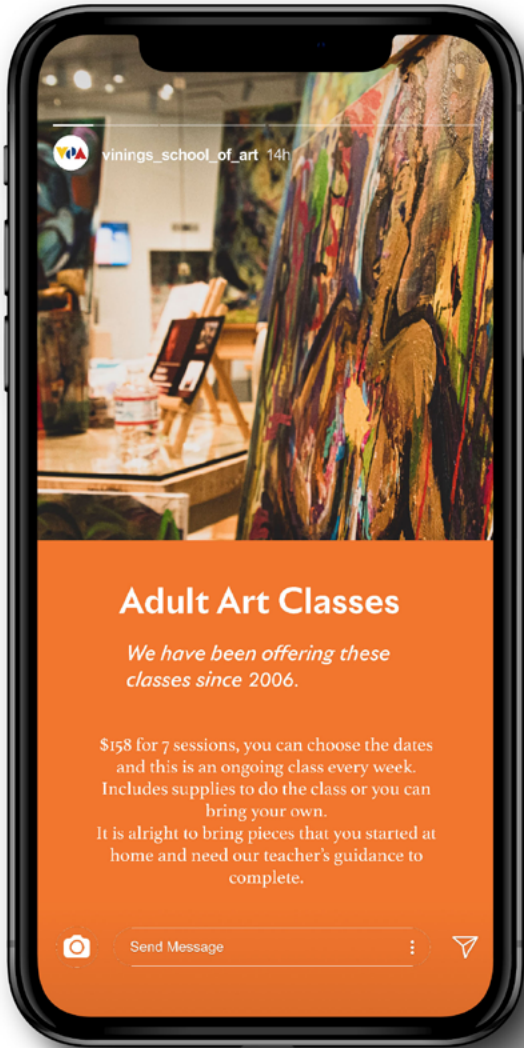




SOCIAL MEDIA IG STORY



SOCIAL MEDIA IG STORY





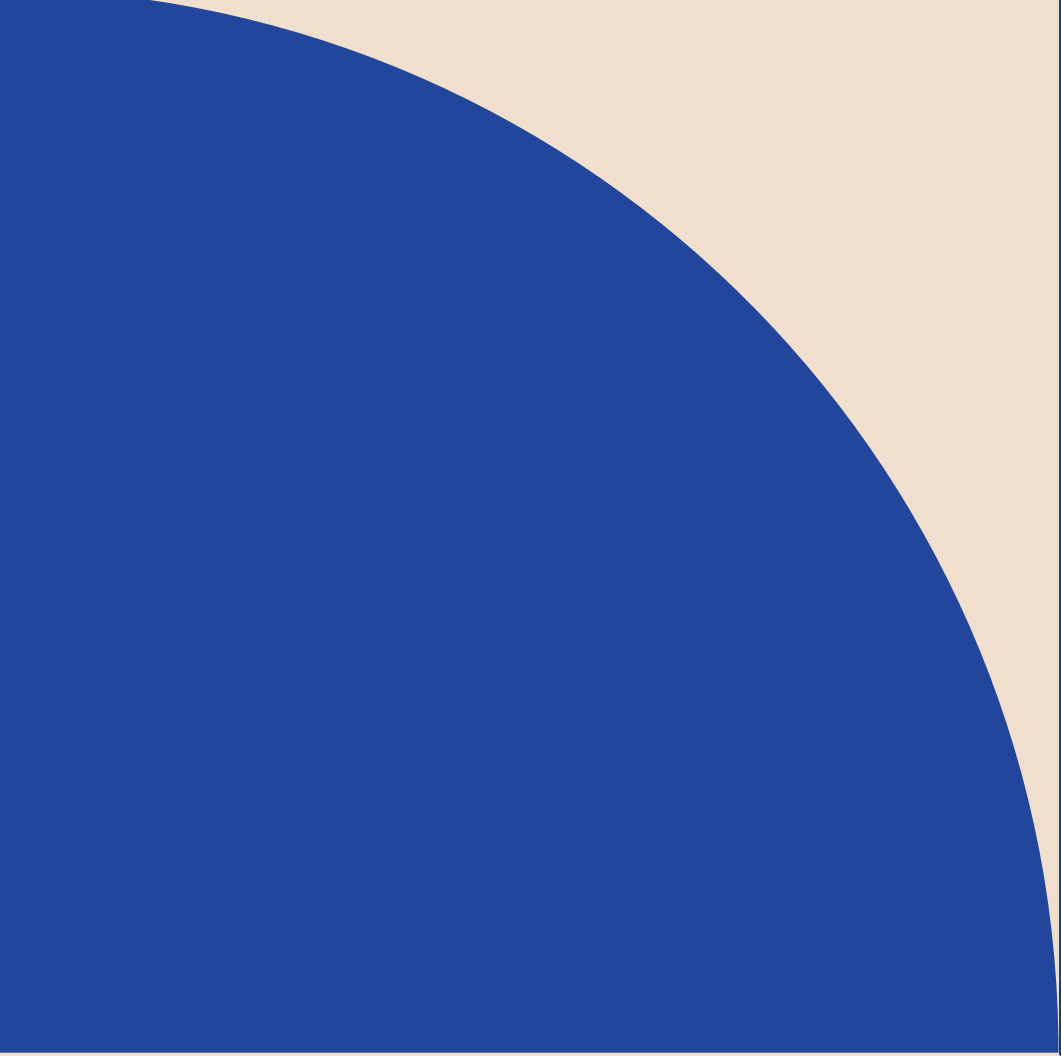
BEFORE AND AFTER LOGO



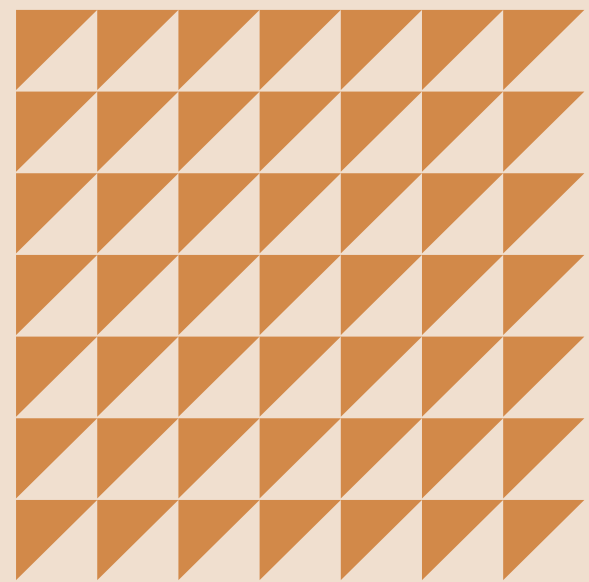


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