

**Newfoundland and Labrador Arts Council launches new brand identity to kick off 35th anniversary
*ArtsNL brand unveiled at 30th anniversary Arts Awards***

July 14, 2015 (St. John's, NL) – The 30th anniversary Newfoundland and Labrador Arts Council (NLAC) Arts Awards took place Friday in the main theatre at The Rooms. At the start of the evening, finalists, their guests, and the audience were all wondering what surprises were in store? Who would be announced as the winner in each category?

One by one, each of the awards were presented, and all of the finalists were celebrated in each category's video pack. At the conclusion of the presentation, gala host Wendy Woodland of RogersTV invited executive director Reg Winsor to the podium. Winsor offered thanks to members of Council and staff for their hard work before revealing that there was one more video left to play, also inviting communications officer Joshua Jamieson to the stage.

The short animation provided by Perfect Day then ran, revealing the new NLAC brand: ArtsNL

"This is a thoughtful evolution of what our original logo represented by using the boat building icon," said Winsor. "When that was created, the NLAC had just been established, and it signified that we were building something that would last, and it has for 35 years."

"You will immediately see that the new brand is ArtsNL," added Jamieson. "We've done this to acknowledge that the Arts is the focal point of the NLAC's activity, and that focus is within Newfoundland and Labrador. The NL is comprised of dots that are each one of seven different colours, representing the seven disciplines that ArtsNL is there to provide funding for – music, theatre, writing, visual arts, dance, multidiscipline, and film."

The new ArtsNL brand was developed by marketing agency Perfect Day, who were one of a dozen that submitted a response to an RFP issued earlier this year. The agency then worked with members of the anniversary committee, comprised of Council members and staff, to work through the creative process over a two week period.

"Perfect Day used 700 dots to create the NL portion of the brand, 100 of each colour, to denote equal full support of each discipline," Jamieson continued. "Some of the dots are clustered, and some single, representing how our professional artists sometimes work independently, and at other times work in collaborative groups."

The word 'Arts' in the brand was done with a clear, solid font to represent the solid foundation that has been built over the last 35 years of the NLAC's existence.

The dispersion of the dots making up the NL portion of the brand demonstrates busy activity, and brings movement and energy to the new brand, representing the vitality of current and future professional artistic practice throughout the province. For the next nine months, the new ArtsNL brand will be expressed with the anniversary celebration component on the left.

In the coming weeks, the new brand will begin to appear more across all ArtsNL's materials and online; an animated version of the new brand is available to watch here: www.nlac.ca/news/20150714.htm. A brand standards guide will also become available at nlac.ca or artsnl.ca.

Media enquiries:

Joshua Jamieson

Communications Officer
Newfoundland and Labrador Arts Council

Phone: [\(709\) 726-2212 ext. 203](tel:(709)726-2212)

Toll free: [1 \(866\) 726-2212](tel:1(866)726-2212) (NL only)

<http://www.nlac.ca>

jjamieson@nlac.ca

The NLAC is a non-profit Crown agency created in 1980 by The Arts Council Act. Its mission is to foster and promote the creation and enjoyment of the arts for the benefit of all Newfoundlanders and Labradorians. The Council is governed by a volunteer board of 13 appointed by government, reflecting regional representation of the province. This includes 10 professional artists who provide sectoral representation of the arts community; one community representative (with an interest in the arts); one business representative (with an interest in the arts); and one representative of the Department of Business, Tourism, Culture and Rural Development (non-voting). The NLAC receives an annual contribution of \$2.1 million from the Province to support a variety of granting programs, program delivery, office administration, and communications. It also seeks support from the public and private sector. It supports the following artistic disciplines: dance, film, multidiscipline, music, theatre, visual art, and writing.