



# ARTSFAIRFAX

## Rebrand Frequently Asked Questions (FAQ)

### **What is your new brand?**

We are delighted to announce that we are now doing business as **ARTSFAIRFAX**.

### **Why are you rebranding?**

We are rebranding to better communicate the important role of the arts in Fairfax County to drive creativity, our broad reach and service to our many constituents, and the growing power of the arts to build a thriving, first-class community.

### **Could you describe the ARTSFAIRFAX brand?**

**ARTSFAIRFAX** focuses on advancing the creative landscape for a prosperous Fairfax County by:

- Contributing to a robust economy and high quality of life in Fairfax County by attracting businesses, residents and visitors;
- Ensuring a thriving arts community that creates a sense of place, fuels social and economic growth, and connects people of diverse backgrounds;
- Supporting the production and presentation of the arts in all disciplines by distributing approximately \$500,000 through grants each year;
- Helping Fairfax County be a place where people want to live, work and play; and
- Encouraging unique, creative experiences for social and community engagement.

**ARTSFAIRFAX** will continue to be the voice of the arts, dedicated to fostering dynamic and diverse local arts, ensuring that arts thrive by providing vision, leadership, capacity-building services, advocacy, funding, education, and information.

### **What is the meaning of the ARTSFAIRFAX visual identity?**

The text of our new brand intentionally connects the arts and Fairfax to signify how integral the arts are to Fairfax County and to better align our organization to other major civic services organizations in the community. The symbol conveys the forward, growing movement of the arts community. The six shapes in the symbol evoke the laurels, historically awarded for outstanding achievement, and there are six to signify the key categories of the arts that we support – music, dance, theatre, visual art, media and literary arts.

### **How should I reference the organization?**

You will begin seeing the full roll-out of our new look. If you are producing materials referencing our name or logo, please use our new [ARTSFAIRFAX logos and branding](#). If you have any questions, please contact us.

### ***I'm a grant recipient of the Arts Council. Do I need to do anything when the Arts Council begins doing business as ARTSFAIRFAX?***

All grantees may find the *Grant Communications Kit* and instructions for integrating our new [ARTSFAIRFAX logos and branding](#) into marketing materials. Please use our new [ARTSFAIRFAX logos and branding](#). If you have questions, [contact us](#).

### **Are there any other changes coming with the ARTSFAIRFAX rebrand that I should know about?**

**ARTSFAIRFAX** is investing in this leap of service and visibility to better serve our constituents throughout Fairfax County and beyond. Our new website includes an Arts Directory of artists, arts organizations and arts venues in Fairfax; an area to post and check local employment opportunities in the arts; an Arts Digest blog that will feature stories of the success and positive impact artists and arts organization have achieved in Fairfax; and an events calendar of Fairfax arts activities.