MANTLE
ART SPACE

OPERATIONS MANUAL
JUNE 2017

1. BRAND GUIDELINES

A. GENERAL BRANDING — LOGO

There are two logo orientations - horizontal and square. The square logo is only used where space prohibits the horizontal version. The logo can be printed/used in any color when applicable (see examples). When possible, the white space within the logo should be transparent and allow the background (either a color or a texture) to show through. Use best judgment with photos, and if necessary use a transparent white block underneath to promote readability.

A.1: Horizontal Logo in Mantle Brown

A.2: Square Logo in Mantle Brown

MANTLE
ART SPACE

B. GENERAL BRANDING — FONTS

The font we use for printed documents is Roboto Condensed. The logo is designed in Cocogoose. The website fonts are Katarine Web (headings) and ASAP (body text).

C. GENERAL BRANDING — COLORS

Mantle's primary brown color (called Mantle Brown) is

#533930 (web-safe #663333)

R:83 G:57 B:48

PANTONE 4625 C

Additional branding colors should be selected in neutral tones. Warm greys, cool browns and fleshy pinks are all acceptable. Other colors can (and should) be used to advertise specific shows, where the artist's work takes precedence over Mantle's branding.

SAMPLE COLORS:

#7F584A #FFAF93 #402C25 #E59E85

D. GENERAL BRANDING — SOCIAL MEDIA

FACEBOOK:

Posting Frequency: Approximately 1x a day
Posting Timeframe: 10am - 10pm
Content: Facebook is for longer form announcements and event promotion. Mantle also posts photo albums from gallery openings and other events through Facebook and we encourage RSVPs for monthly events. Cross-promotion with other venues/groups/galleries/etc is also fairly easy on Facebook. Facebook also gets custom headers for upcoming gallery shows, and may get a custom temporary profile photo depending on the banner graphics.
Tips & Tricks:
- You can '@' events currently going on (if they are other page's events you must be RSVP'd) Example: Come check out @Excavations; in Yellow!
- More than one photo per post is encouraged in Facebook.
- No hashtags on Facebook unless for comedic purposes.

Example Post: *Brush up on your Figure Drawing Skills - Mantle Art Space is hosting @Figure Drawing this week! Bring whatever you need to draw - drawing horses are first come, first serve! All levels accepted - this is a BYOB event but light snacks are provided!*

INSTAGRAM:

Posting Frequency: Approximately 1x-2x a day (3x max)
Posting Timeframe: 10am - 10pm
Content: Instagram is primarily about accessing the biggest audience we can with hashtags and bold images. Show announcements and more casual space events (Ikea bag post went really well, for example) as well as 'currently happening' posts.
Hashtags: Medium-specific hashtags and local-specific hashtags work really well on Instagram. *Some most used hashtags: uptownfred, beaconhill, decodistrict, satxart, satx, sanantonio, texasart, texas, painting, painter, art, artist, gallery, exhibition, makerspace*
Tips & Tricks:
- We do post stories occasionally on Instagram, usually during events or leading up to events.
- Instagram is the place to be slightly comedic - especially for repeat events like Figure Drawing.

Example Post: *Figure Drawing is THIS THURSDAY at Mantle! All levels - bring your own supplies, drawing horses are first-come first-serve! #art #artist #gallery #satx #texasart #texas #sanantonioart #drawing #painting #coloredpencils #pastels #figuredrawing #livemodel #nudes*

2. EXHIBITIONS

A. EXHIBITIONS – EVENT CHECKLISTS

Required Items:
- ❏ At least one promotional image from Artist
- ❏ Show Title (from Artist, confirm letter case/spelling)
- ❏ Artist Statement
- ❏ Works list for placards (pricing optional)

Before Exhibition:
- ❏ Facebook Event
- ❏ Website
- ❏ Community Calendars
- ❏ Create and Distribute 8.5" x 11" Flyer
- ❏ Facebook/Instagram Posts
- ❏ Order Vinyl
- ❏ Print Statements (template in Google Docs)
- ❏ Make Placards (template in Google Docs)

After Exhibition:
- ❏ Post 'Thank-You' messages on Facebook/Instagram
- ❏ Post Photo album on Facebook
- ❏ Update 'Past Exhibitions' on website w/statement and photos

B. EXHIBITIONS – PROMOTION GUIDELINES

Facebook Event Creation:
Create 'Event' → Event Title "*Exhibition Title*" → Event time 6pm-9pm unless otherwise noted → Category: Art-Film → Event Description: Use abridged Artist Statement + "Mantle is proud to present…" and add "Light refreshments will be served" → Keywords: "Art Exhibition" + Relevant Medium (ex: 'Painting') → No ticket URL → Exhibitions are always free events

Website Event:
Pages → Events → '+' → Event Title "Exhibition Title" → Date/Time → Copy+Paste description from Facebook event → Add "RSVP on Facebook" and link to Facebook Event Page → Under "Options", upload promotional image → Under "Location" type Mantle's Address → "Save & Publish"

Homepage → Gallery Settings → Gear Icon on only image → Change Heading to "Exhibition Title", Subtitle to "Exhibiting Artist" and change Opening Date. Link stays the same.

Community Calendar Submissions:
The links for all calendar submissions is on the Trello. Information required varies by news organization.

Social Media Promotion:
Posts a few times a week on Facebook/Instagram promoting the event, paired with artist images and links to the artist's social media accounts. See "D. General Branding - Social Media" for more detailed posting instructions.

8.5" x 11" Flyer:
- ❏ Show Name + Artist Name
- ❏ At least one artist image
- ❏ Date & Time
- ❏ "Light Refreshments Provided"
- ❏ Footer should include Gallery Address + Mantle Logo

3. RESOURCES

Trello
    Calendar of events, some links and resources, proposal tracking

Facebook
    facebook.com/mantleartspace

Instagram
    instagram.com/mantle_artspace
    @mantle_artspace

Email: mantlestudios@gmail.com

Website: mantleartspace.com
                 Website Admin

Address: 714 Fredericksburg Road
                 San Antonio, TX 78201

Phone: 210-971-4740