

## Larson Gallery Style Guide



### Newsletter:

Fall - Mailed October 15  
Central Washington Exhibit  
Annual Gift for Art  
Santa's Workshop  
Other stuff

Spring - Mailed April 1  
Tour of Homes (main promotion)  
List of Members  
Businesses & Organizations  
Other stuff..

Membership Brochure  
Prepared by June 1  
Mailed Aug 1

Membership Cards  
ongoing

Advertising Promotion  
(Sales pitch brochure for program ads)  
Prepared by Sept 1  
Available for Sept board meeting.

Guild Letterhead

***Marketing committee works with Director and staff to create branding these materials.***



Exhibits, events, and programs  
Website and Social Media  
Exhibit Calendar  
Larson Gallery letterhead  
All exhibit printed materials  
Annual Gift for Art  
Program booklets



***Director & Staff create branding for these materials***



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