



Brand Guidelines

Musicians & Venues

Thank you for being a part of the second annual Make Music Hartford! To help ensure all of the musical events across our community are connected to Make Music Day, we ask that all participating venues and musicians follow these guidelines when promoting your participation.

Social Media

Facebook

Events

- Add the Greater Hartford Arts Council as an event co-host.
- Add this line to your event description: "This event is part of Make Music Hartford, which is organized by the Greater Hartford Arts Council."
- Add the official Make Music Hartford website to your event description: MakeMusicDay.org/Hartford

Mention/tag the Arts Council in posts/photos @greaterhartfordarts

Instagram

Mention/tag the Arts Council in your posts/photos
@letsgoarts

Hashtags

#MakeMusicHartford
#MakeMusicDay
#LetsGoArts

Twitter

Mention/tag the Arts Council in your tweets
@ letsgoarts_org

Design

The Make Music Hartford wordmark utilizes two of the Arts Council's primary brand colors, Indigo and Cardinal.



Indigo

HEX: #222463

RGB: R34 G36 B99

CMYK: C100 M99 Y30 K21



Cardinal

HEX: #ff043d

RGB: R45 G4 B61

CMYK: C0 M99 Y73 K0