



MISSION / ABOUT:

Empowering Artists - Transforming Our Community

Ogden First is a non-profit corporation established to create and deliver arts programming, in all forms, in the context of adaptive reuse of historic or iconic spaces, to create vibrant venues where artists can create, learn, perform and exhibit.

PERSONALITY:

Contemporary and clean; fun but serious, creative but structured
Simple style with negative space, not crowded

ADDRESS & REFERENCES:

mailing only:
2444 Washington Blvd.
Ogden, UT 84401
801-810-2898

web: ogdenfirst.org

facebook.com/ogdenfirst.org
@ogdenfirst
@ogdenfirst
#O1ARTS

In all body copy references print or digital
O1ARTS should always be all caps

O1ARTS
capital
"O"
NOT the
number 0
"ARTS"
always typed
as all caps
no space between the
"1" and the "A"

1

LOGO:

stacked: full color



horizontal: full color



stacked: one color



horizontal: one color



space around
the stacked
logo must be at
least equal to
the height of the
O1ARTS letters



space around
the horizontal
logo must be at
least equal to the
negative space
inside the "O"
of O1ARTS

COLOR PALLETTE:

secondary:

PMS#368



web: 66cc33
cmyk: 61,0,100,0
rgb: 102,204,51

PMS#369



web: 669900
cmyk: 66,20,100,4
rgb: 102,153,0

80% black



web: 666666
cmyk: 60,51,51,20
rgb: 102,102,102

60% black



web: 999999
cmyk: 43,35,35,1
rgb: 153,153,153

2

FONTS:

Trade Gothic Bold Extended: logo (O1) and headline

A B C D E F G H a b c d e f g h
I J K L M N O P Q i j k l m n o p q
R S T U V W X Y Z r s t u v w x y z

Trade Gothic Extended: logo (pipe & second word) and subhead

A B C D E F G H a b c d e f g h
I J K L M N O P Q i j k l m n o p q
R S T U V W X Y Z r s t u v w x y z

Arial: web and body copy never full black 80% for softer look

A B C D E F G H a b c d e f g h
I J K L M N O P Q i j k l m n o p q
R S T U V W X Y Z r s t u v w x y z

3

INITIATIVES:



web: ogdenfirst.org

#O1PLATFORMS

O1PLATFORMS has transformed a formerly vacant, disused lot at 25th and Adams, and turned it into a vibrant, community-oriented performance and exhibition venue. This outdoor gallery-without-walls hosts painting, sculpture, dance, photography, video exhibitions, as well as musical and literary performances on custom-built, 13' x 13' decks designed to offer a unique PLATFORM for local artists to mount their project(s).

In all instances print or digital
O1PLATFORMS should always be in caps
with a pipe between the "1" and the "P"

O1 | PLATFORMS
capital
"O"
NOT the
number 0
"PLATFORMS" always
typed as all caps
separated w/ pipe



web: ogdenfirst.org

#O1WALLS

O1WALLS is a program of supported, sanctioned murals and street art in Ogden. We're big believers in the power of murals to enliven and engage a community, provide a unique window into the community's culture, and to act as an economic driver for local artists, residents and businesses alike.

In all instances print or digital
O1WALLS should always be in caps
with a pipe between the "1" and the "W"

O1 | WALLS
capital
"O"
NOT the
number 0
"WALLS" always
typed as all caps
separated w/ pipe



web: ogdenfirst.org

#O1PANES

O1PANES converts vacant storefronts into temporary galleries, transforming and revitalizing pedestrian thoroughfares into vibrant cultural hubs. It is a unique collaboration between local artists, social-service organizations and schools, and offers artists a chance to experiment without commercial considerations.

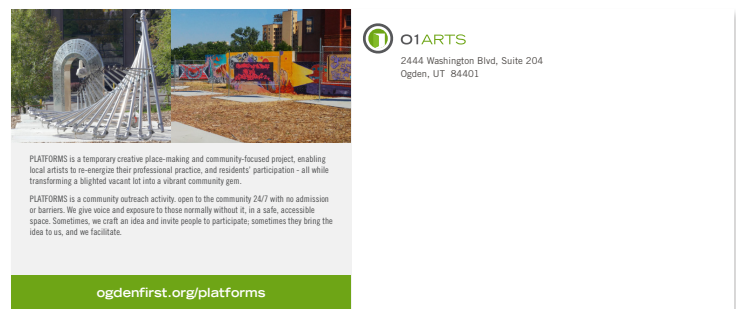
In all instances print or digital
O1PANES should always be in caps
with a pipe between the "1" and the "P"

O1 | PANES
capital
"O"
NOT the
number 0
"PANES" always
typed as all caps
separated w/ pipe

4

A branding guideline was created for O1ARTS, and each of its initiatives, to help with consistency and recognition.

<https://drive.google.com/file/d/1CWNWpgokAZR3wAwvhWzOiQb2muHEr26p/view?usp=sharing>



Cohesive collateral was created to educate, brand, and give a voice to O1ARTS and their initiatives.

Included:

Overall tri-fold brochure for
O1ARTS

<https://drive.google.com/file/d/1Vm81G18knbMopFcsJ0CcJBMDXlsYztqv/view?usp=sharing>

Rack cards for

O1IPLATFORMS

<https://drive.google.com/file/d/1jvIII9IXUF1h0WTLjda33wsBXAvSbnT/view?usp=sharing>

O1IWALLS

<https://drive.google.com/file/d/1UfbY2pPiaKb4yXuzJFb1xTYgp9E12Mgi/view?usp=sharing>



O1 PLATFORMS

O1|PLATFORMS transformed a vacant lot at 25th & Adams into a vibrant, community-oriented performance and exhibition venue!

A unique PLATFORM for local artists & creatives to mount their project.
A 24/7 gallery-without-walls.

#ARTicipate #artswithpurpose ogdenfirst.org/platforms

O1 XIBIT

O1|XIBIT is scheduled to open in **September 2019** in The Monarch Building at 25th and Adams.

- 4,500 square foot "Flex-hibition" space
- Programming of **local, national and international** digital, visual and performance art in all forms.
- Supplemented by **educational programs**, performances, films, and talks
- Providing local artists and students with **professional growth opportunities**.

JOIN OUR **EMAIL LIST** OR **FOLLOW US ON FACEBOOK** FOR UPDATES ON PROGRESS, EVENTS & EXHIBITIONS

#ARTicipate #artswithpurpose ogdenfirst.org/xibit

O1 WALLS

O1|WALLS helps community by:

- Uniting Artists & Neighborhoods
- Transforming Public Spaces & Individual Lives
- Empowering Artists (local, national, & international)
 - employment
 - training & tools
 - resources & opportunity
- Engaging Young People in the Beautification of Their Own Communities
- Creating Spaces for Reflection & Celebration

#ARTicipate #artswithpurpose ogdenfirst.org/walls

JOIN THE O1ARTS FAMILY!

Sign up for our e-newsletter for exciting event & exhibition news
ogdenfirst.org
or follow us on social media.

SMITH'S INSPIRE

CHOOSE YOUR FAVORITE

- Visit smithsinspireanddrag.com
- Sign into Your Smith's Account.
- Choose Inspiring Donations in left menu
- Select Your Charitable Organization Ogden First O1ARTS (Org Code: **QV581**)

Smith's donates 0.5% of eligible purchases

DONATE TO HELP:

- Expand Access to Our Programming
- Enrich Our Community
- Introduce New Generations to Contemporary Art

ogdenfirst.org/donate

FOLLOW US & SPREAD THE WORD

[facebook.com/ogdenfirst.org](https://www.facebook.com/ogdenfirst.org) [@ogdenfirst](https://www.instagram.com/ogdenfirst)

#O1ARTS #artswithpurpose

O1 ARTS

email: _____

first name: _____

last name: _____

zip: _____

Are you an: ☐ artist ☐ collector ☐ partner ☐ donor ☐ other

email: _____

first name: _____

last name: _____

zip: _____

Are you an: ☐ artist ☐ collector ☐ partner ☐ donor ☐ other

email: _____

first name: _____

last name: _____

zip: _____

Are you an: ☐ artist ☐ collector ☐ partner ☐ donor ☐ other

email: _____

first name: _____

last name: _____

zip: _____

Are you an: ☐ artist ☐ collector ☐ partner ☐ donor ☐ other

Keeping budget in mind, a booth design was planned for a branded look at street/city events as well as at O1PLATFORMS openings.

- Included:
- Canopy/top banner
 - Back side banner
 - Table cloth
 - Simplified fliers
 - Signup form
 - Green shirts
 - Swag ...

NOTE to SELF



Saturday, JUNE 1, 2019

WORKSHOP WITH MACEO PAISLEY

Note To Self is a **group performance art project and social experiment** by Maceo Paisley that combines mathematics, visual art, and social practice to investigate the role that empathy and emotions play in our decision making and how we orient ourselves in our social environment.

TWO sessions available on
Saturday, June 1
at **PLATFORMS**.



For more info and to register:
(spots are limited!)

[https://www.facebook.com/
events/443325619752834/](https://www.facebook.com/events/443325619752834/)

TAO of MACEO



Sunday, JUNE 2, 2019

Author Talk, Performance & Book Signing...

The Tao of Maceo is a living journal on Money, Relationships, and Work; a book perfect for someone who is looking to find clarity on what success looks like, **how to connect in relationships**, or for those looking to **find purpose and meaning in their work**.

Sunday, June 2
at **The Monarch**
4 – 5:30 p.m.



**For more info
and to register:**

<https://www.facebook.com/>



for more information: connect@ogdenfirst.org or [facebook.com/ogdenfirst.org](https://www.facebook.com/ogdenfirst.org)

#O1ARTS #artswithpurpose

[ogdenfirst.org](https://www.ogdenfirst.org)

A flier and social media template were created (Instagram, Twitter & Facebook) for marketing upcoming events and exhibitions.

NOTE TO SELF WORKSHOP with Maceo Paisley



Saturday, JUNE 1

click here to sign up
(seats are limited)



O1ARTS

TAO OF MACEO

Talk, Performance
& Book Signing



Sunday, JUNE 2



O1ARTS

NOTE TO SELF WORKSHOP with Maceo Paisley



Saturday, JUNE 1

click here to sign up (seats limited)



O1ARTS

TAO OF MACEO

Talk, Performance & Book Signing

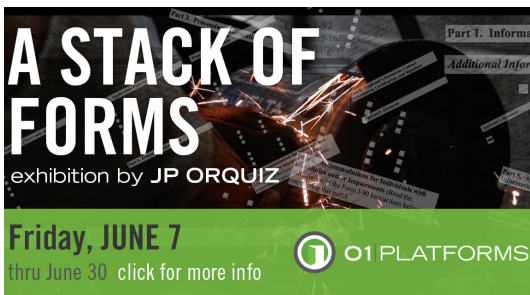


Sunday, JUNE 2

click here for more info

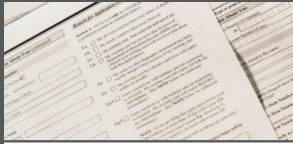


O1ARTS



Using the template, social media assets were created for the *Stack of Forms* and *UnRest* exhibition utilizing the #artswithpurpose hashtags.





A STACK OF FORMS JUNE

JP Orquiz explores the anxiety that surrounds the immigration process and how it affects the lives of applicants and their families. The work looks at the daunting amount of forms and documents that are involved in the process of obtaining legal residence in the U.S. filtered through the lens of Orquiz's experience.

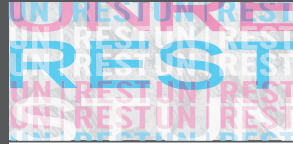
At one PLATFORM, we invite area residents to contribute a memento indicating their family's immigration / lineage.



FOR FREEDOMS JULY-AUGUST

A co-production with **ForFreedom.org**, featuring established national artists and opportunities for local participation.

"For Freedoms is a platform for greater participation in the arts and in civil society, inspired by Franklin D. Roosevelt's Four Freedoms (1941)—freedom of speech, freedom of worship, freedom from want, and freedom from fear. We use art to encourage and deepen public explorations of freedom in the 21st century."



Un | Rest SEPTEMBER

The bed is: a piece of furniture on which to sleep, a plot of cultivated or planted land, a place for sexual intercourse, rest or dreaming, etc.

Richard Ramos examines the bed as an object with which human beings engage in activities including, but not limited to sleep. Each platform will support a sculptural representation of the concept of a bed. Social justice, mental health, vulnerability, illness and death will be addressed through the lens of common definitions and ideas about what a bed is.

O1 PLATFORMS, a 24/7 gallery-without-walls at the corner of 25th & Adams, Ogden, UT 84401

facebook.com/ogdenfirst.org [@ogdenfirst](https://twitter.com/ogdenfirst) #O1PLATFORMS #O1ARTS #artswithpurpose ogdenfirst.org/platforms



UP NEXT AT O1 PLATFORMS ...

Freedom of Expression

Each July, Americans celebrate our Nation's founding, and freedom from Great Britain. On a day marked with parades, barbecues and time off, it's easy to forget the real drivers of that event.

In the Declaration of Independence, it is stated that "...all men are created equal... with certain unalienable Rights..." and yet it took nearly 13 years to further codify these in the Bill of Rights, another 76 (!) years to actually include "all men" ... and another 55 years to include women.

In 1941, Franklin Roosevelt declared that four essential human freedoms – **Freedom of Speech, Freedom of Religion, Freedom From Want, and Freedom From Fear** – should extend to any person, anywhere in the world.

As an arts organization with a social mission, we believe in Freedom of Expression (i.e., Speech), and are committed to bringing you **#ArtsWithPurpose**. So for July and August this year, O1ARTS has partnered with ForFreedom.org, an international arts project, to bring a special **For Freedoms** exhibit to our PLATFORMS site at 25th & Adams.

For Freedoms is a platform for creative civic engagement and discourse, inspired by **Norman Rockwell's** paintings depicting Roosevelt's Four Freedoms. In 2018, For

Freedoms launched the 50 State Initiative: the largest creative collaboration in U.S. history... and O1ARTS is bringing a subset of that to PLATFORMS, opening Friday July 5.

Our partnership with For Freedoms uses art to deepen public discussions on civic issues and core values, and to advocate for equality, dialogue, and civic participation.

Like ForFreedom.org, we believe citizenship is defined not by ideology, but by participation. Or in our case, **#ARTicipate**.

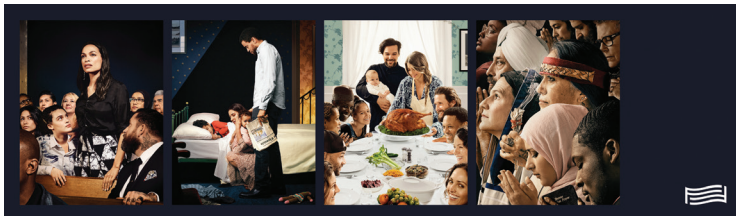
The artworks on display, (resized from 50 State Initiative billboards), variously address Roosevelt's Four Freedoms ... by exhorting us to vote (Freedom of Speech), or calling attention to the environment (Freedom from Fear? Want?), mental health issues, immigration and more.

Once again, we ask the community to **#ARTicipate**, by using the supplied sharpies to add your input - what do you seek Freedom OF or FROM?

We also encourage any citizen or organization with ideas for further events and partnerships around these ideas to drop us a line at connect@ogdenfirst.org and let's see what Change we can make - together.



For Freedoms, "For Freedoms 1 (Rosario)", 2018

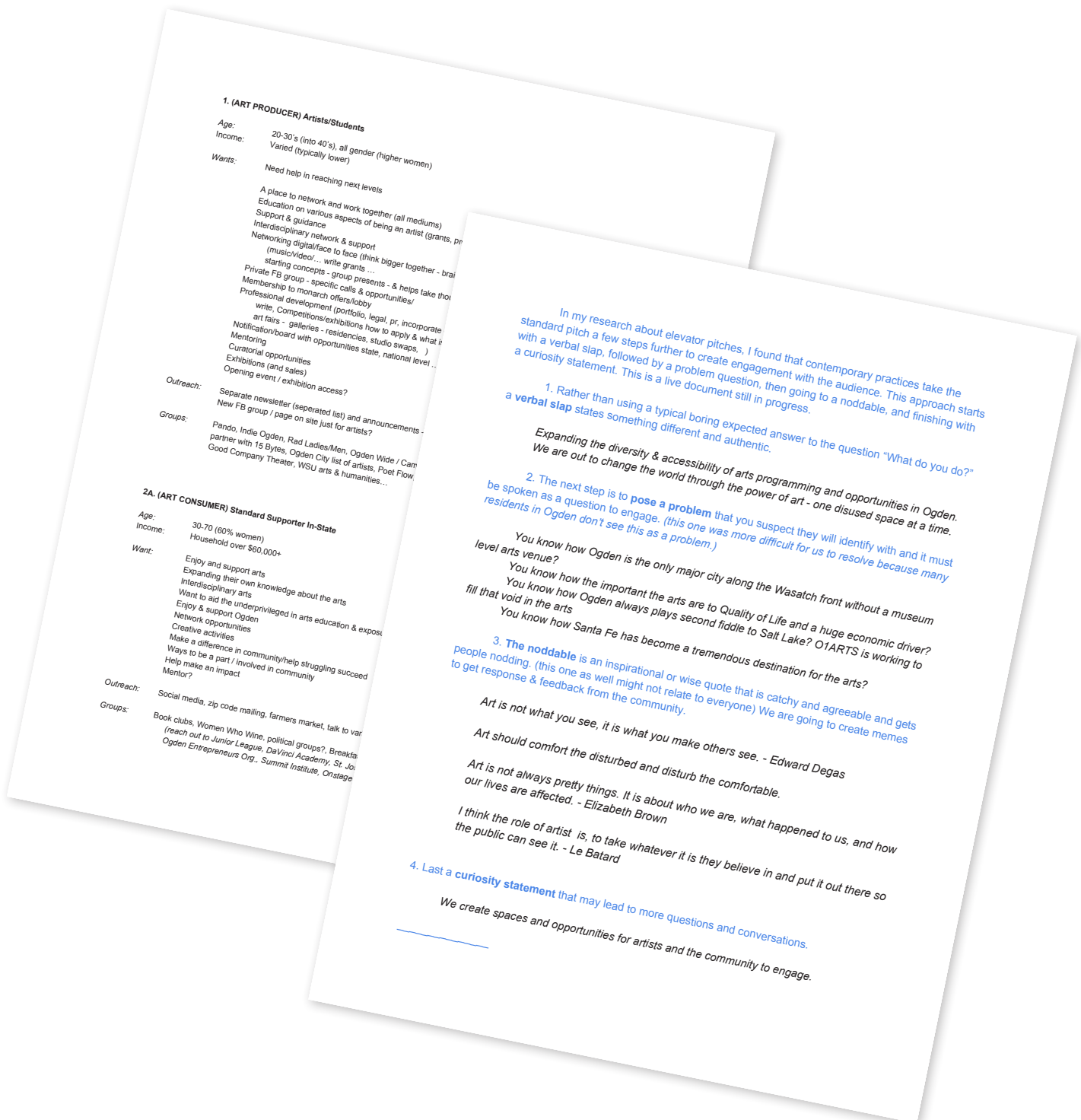


An ad was created for *Indie Ogden* magazine incorporating the O1PLATFORMS calendar of events, hashtags and proper branding.

An article for the *For/Four Freedoms* exhibition was created with a simple and clean look, letting the artwork shine.

The PR for this exhibition was picked up by the *Standard Examiner* and featured in the *Go* section.





Personae were defined for the O1ARTS audience.

https://drive.google.com/file/d/1GY7R12LjiG_oCpkuXXV6qm8OCdHngiR/view?usp=sharing

Elevator pitch possibilities were worked up for volunteers, ambassadors and board members to share the O1ARTS story in an exciting manner.

<https://docs.google.com/document/d/1SWHfsdrHhKhRH8oHOYshRvZBAopouLLLLoh-5fJQrA/edit?usp=sharing>

Social media was used to gauge likes and comments from art quotes to inform the pitch messaging.

This document was shared with the O1ARTS board for comment and fine-tuning to their preferences.

**Art is
too important
not to share.**

–Romero Britto



**My goal as an artist
is to create art
that makes people
look at the world
in a different way.**

–Autumn de Forest



**Great art
picks up
where nature
ends.**

–Marc Chagall



**There are two distinct
languages.
There is the verbal,
which separates people ...
and there is the
visual that is
understood by everybody.**

–Yaacov Agam



**Art transcends
cultural
boundaries.**

–Thomas Kinkade



**All art should
inspire and evoke
emotion.
Art should be
something you can
actually feel.**

–Chris DeRubeis



**Don't worry
about mistakes.
Making things
out of mistakes,
that's creativity.**

–Peter Max



**A simple line painted
with the brush
can lead to freedom
and happiness.**

–Joan Miró



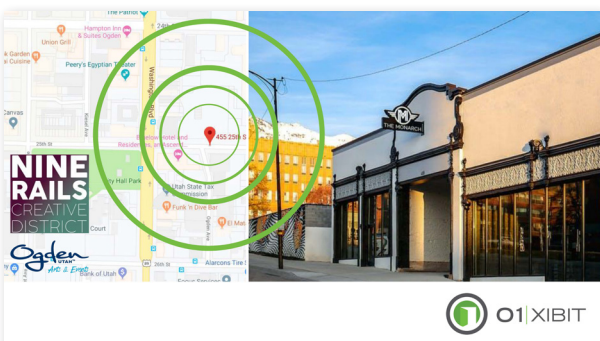
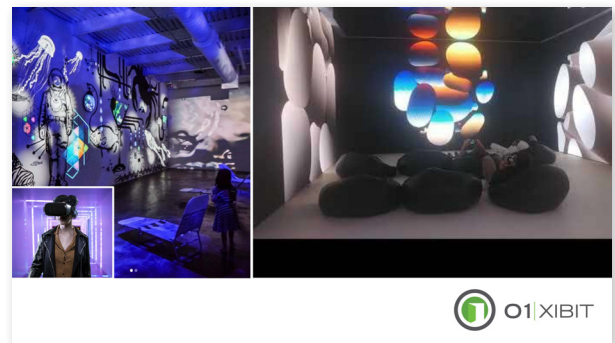
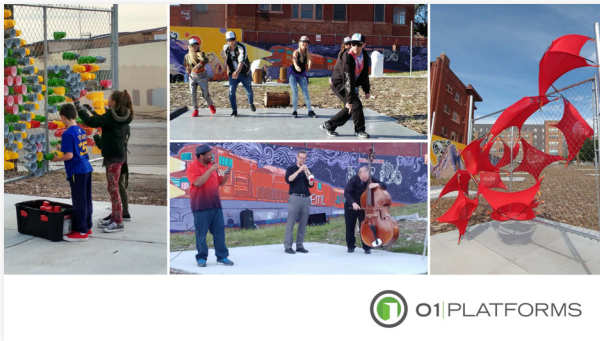
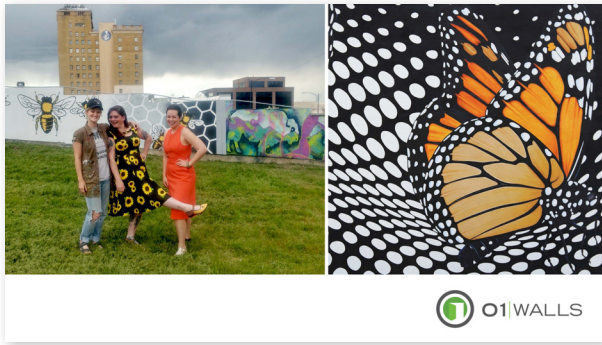
**There is life
in movement,
death in stagnation.
I approach every painting
with the idea that
I want that painting
to continuously move.**

–Tim Yanke



Art Quotes were researched/chosen and visuals created to share on social media. The “like/share” results will assist in guiding the verbiage for the O1ARTS elevator pitch.

<https://docs.google.com/document/d/1SWHfsdrHhKvRH8oHOYshRvZBAopoguLLLLoh-5fJQrA/edit?usp=sharing>



A fundraising **presentation** was created with (16) slides and accomodating script sharing the past, present, and future vision of O1ARTS and O1XIBIT.

https://drive.google.com/file/d/1vL_nst51xNjWbPv2g_J3Arum2NhyEZ48/view?usp=sharing

O1ARTS timeline doc (4)													
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75% \$ % .0 .00 123 Sans Serif 9 B I A													
fx Date													
1	Date	Content Category/ Title	Finalized text, ready to post (with hashtags & tagged pages/people)	Channels (mark which channels you are posting to)						post development (ideas, links, sources, etc)	Visual ideas or link to actual image		
				PRESS	FB	IG	IG Story	T	Indie Ogden				
2			GENERAL HASHTAGS: #artswithpurpose #O1WALLS #O1PLATFORMS #publicart #mineralsogden #FFAS #fridayartstrol #O1ARTS #mural #streetart #streetartphotography #community #wallart #mural #muralart #urbanart #arteverywhere #ARTtoipateOgden #ARTtoipate #MuralMonday #WeCreateOgden										
3													
4													
5													
6													
7													
8	5/10/2019	community	Just realized it's #TeacherAppreciationWeek ... Online in in the comments with names/tag/ stories of your favorite #art #teacher!		x						national day share		
9		O1 community event	Head downtown today and listen to multiple generations play live jazz music that helped make Ogden great!		x						community share	https://www.facebook.com/ogdenfirer/photos/a.516585011799709/1308709122597890/?type=3&theater	
10		community event	Head downtown today & listen to generations of jazz ... If you see us...stop and talk to us... UPDATED LOCATION: Good Morning peeps! We're getting ready to head down to the #HeritageFestival on 25th, where we'll have our first-year street fair booth. We'd LOVE to meet the hundreds of you who are likers and followers and fans, and chat about the State of the Arts in Ogden...what you like, what you want, how you can #ARTtoipate with us going forward...		x			x			community share		
11													
12	5/11/2019	O1 community event	Here's something interesting to do today... The Corner is in Ogden, Utah Like Page May 13 at 7:02 AM Spoken Word Workshop today!	Indie Ogden article & ad	x	x					O1 community participate	https://www.facebook.com/ogdenfirer/photos/a.516667901491480/1330134279111444/?type=3&theater	
13											ogden community		
14	5/12/2019											https://www.facebook.com/5067791	
15													

O1ARTS timeline doc (4)													
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fx Date													
1	Date	Content Category/ Title	Finalized text, ready to post (with hashtags & tagged pages/people)	Channels (mark which channels you are posting to)									
				PRESS	FB	IG	IG Story	T	Indie Ogden				
2													
3		filler items	memes, Motivational or Mural Mondays / Transformation or Tip Tuesdays / Wellness or Wisdom Wednesdays / Throwback Thursdays (HTBT) / Foodie, Follow, Fact, Happy, Science Fridays or Friday Funday / Saturday (Saturdays) / Selfie Sundays										
4		Four weeks prior to event											
5			Contact next artist(s) let them know what O1 needs Ask artist(s) if there is anything special O1 will need to provide If specifics were not provided about the exhibition - talk through their work and concept to get information for best promotion messaging and visuals (any tie-ins?)										
6		current show	Promote current exhibition, images, social/community tie-ins, video every other day (for first 2 weeks) some kind of touch re: current										
7			SUPPORT outreach -										
8			Ways to support O1 ...										
9		Three weeks prior to event											
10			Make sure you have content for the next exhibition images, artist bio, exhibition statement ... if XIBIT: inventory: title, medium, size, pricing if PLATFORMS: is there any design/layout/ printing help needed for install?										if you don't have all information needed email/call artist to get what is needed
11			Exhibition/lecture needs? projector, mic, video/camera ... program of events ...										&/or findout what assistance they need for exhibition promotion and presentation

+	≡	pre-calendar of events	social media documentation	assets	art quotes / data	monthly template	overarching calendar
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O1ARTS social media routine was documented to understand their current processes. With the collected information, and additional research, a **monthly marketing calendar** was created for assistants to follow. This document includes steps to successfully market an exhibit, from contacting artists and press releases, to social media, and website specs.

https://docs.google.com/spreadsheets/d/1aPoNW3kSn1L_SckA2VQMKSJoZqqSv5KV3v1d75xy1AY/edit?usp=sharing

O1ARTS timeline doc (4)

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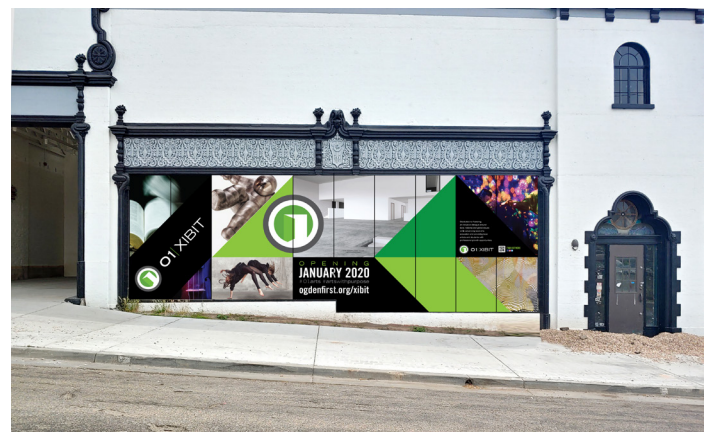
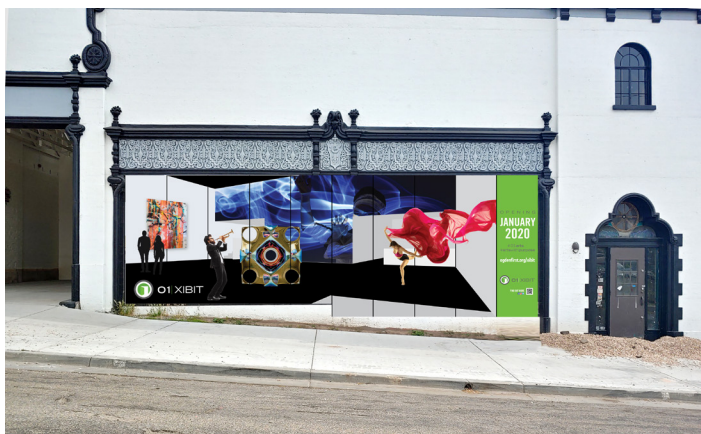
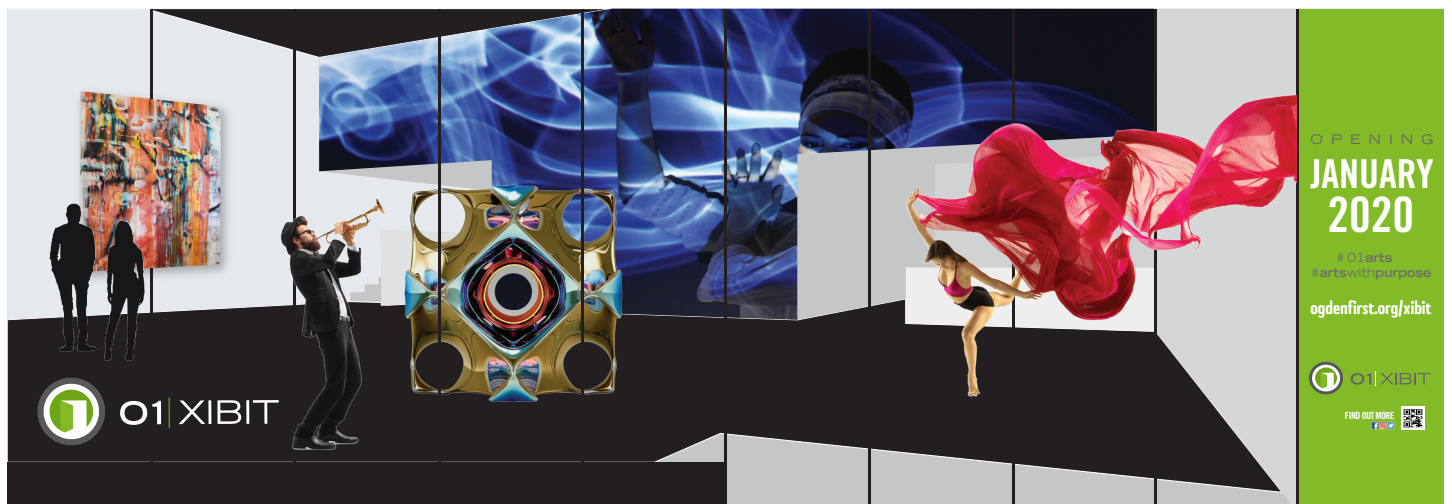
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An **overarching calendar** was created for the board and directors to follow. This information will assist them in staying ontrack for the grand opening celebration and the O1XIBIT marketing outreach plan.

https://docs.google.com/spreadsheets/d/1aPoNW3kSn1L_SckA2VQMxSJoZqSv5KV3v1d75xy1AY/edit?usp=sharing



Window concepts were created to announce the opening of O1XIBIT. Art was submitted for review.



MEMBERSHIP LEVELS

:CORNERSTONE:

\$10000. one time **LIFETIME** Membership
(2019 ONLY)

:CONTEMPORARY:

\$500. monthly | \$6000. year | **YEARLY** Membership

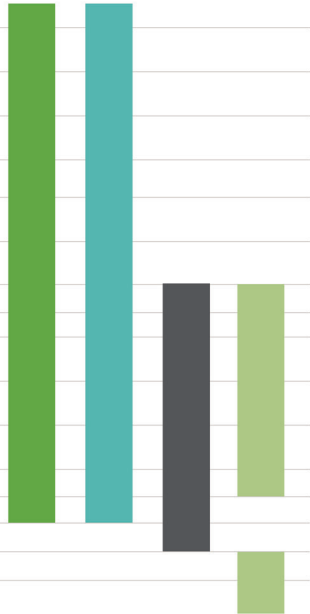
:VISIONARY:

\$250. monthly | \$3000. year | **YEARLY** Membership

:SUSTAINER:

\$100. monthly | \$1200. year | **YEARLY** Membership

- Free access to all O1ARTS events
- Dinner with visiting artist(s) 1 per year
- Name recognition in printed programs for first year
- Privately guided exhibition tours (with appointment)
- Special communications from the director, artists & curator
- Individual level: ability to host a cocktail party in XIBIT 1 per year
- Corporate level: friend membership for all employees
- Name recognition on donor wall
- Access to receptions & artist lectures
- Early access to tickets for O1PRESENTS live productions
- Special communications from the director, artists & curator
- Partner memberships & special offers
- 10% discount at the gift shop
- Custom print box set of local art
- Two passes to all previews
- Two passes to two previews
- A custom print of local work



O1ARTS

I would like to join O1ARTS and Open Doors to the Arts, Opportunities and the World.

Membership Level:

- ☐ CORNERSTONE | \$10000. once
- ☐ CONTEMPORARY | \$500./12 months
- ☐ VISIONARY | \$250./12 months
- ☐ SUSTAINER | \$100./12 months

OR: at this time, I would prefer to support O1ARTS at a different level \$ _____

Credit Card No. _____

Exp. _____

Name(s) _____

Address _____

City _____

State _____ Zip _____

Phone _____

Email _____

Name(s) as you would like it to appear in all listings: _____

☐ Enclosed is a check (payable to Ogden first, Inc., MAIL TO: 2444 Washington Blvd., Ogden, UT 84401)

O1ARTS is a 501(c)(3) non-profit organization. Gifts are tax deductible as allowed by law.

connect@ogdenfirst.org | 801-810-2898
ogdenfirst.org



MEMBERSHIPS

:ART CONSUMER:

\$100. individual | \$175 couple YEARLY membership

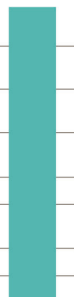
- Special communications from the director, artists & curator
- Members only reception to monthly exhibition openings (admit one/individual membership, admit two/couple membership)
- Priority notifications to events and lectures
- Member networking opportunities
- 10% discount online store



:ART PRODUCER:

\$50. individual (student/artist) YEARLY membership

- Admission to exhibition preview (admit one)
- Membership to a creatives focused newsletter
- Provide resources to aid creatives in reaching next levels:
 - First access to lectures and workshops
 - Access to a private Facebook group
 - Professional development opportunities
 - Quarterly networking opportunities
 - "Reduced" Monarch membership



Join us today for first access to information, events, tickets and more!

We rely on our members to support us in opening doors to the arts, opportunities, and the world. As an O1ARTS member, you'll join a passionate, innovative community dedicated to supporting unique and creative experiences.

We believe that access to art is a right, not a privilege. Community support is essential in helping us realize our mission of empowering artists and transforming community.

THANK YOU FOR YOUR SUPPORT.

All categories, benefits, and prices are subject to change. Memberships are not refundable or transferable. Discount memberships available for seniors and military families.



O1ARTS

I would like to join O1ARTS and Open Doors to the Arts, Opportunities and the World.

YEARLY Membership Level:

ART CONSUMER

- ☐ Individual | \$100.
- ☐ Couple | \$175.

ART PRODUCER (artist/student)

- ☐ Individual | \$50.

OR: at this time, I would prefer to support O1ARTS at a different level \$ _____

Credit Card No. _____

Exp. _____

Name(s) _____

Address _____

City _____

State _____ Zip _____

Phone _____

Email _____

☐ Enclosed is a check (payable to Ogden first, Inc., MAIL TO: 2444 Washington Blvd., Ogden, UT 84401)

O1ARTS is a 501(c)(3) non-profit organization. Gifts are tax deductible as allowed by law.

connect@ogdenfirst.org | 801-810-2898
ogdenfirst.org

A membership program was outlined and created as a handout and/or webpage. Documents were submitted for review.

https://drive.google.com/file/d/1t3ICBJcxT0aMS_ikWzuZmWslEfwTrrv/view?usp=sharing



<https://ogdenfirst.org/event/o1presents-troubeliever-acoustic-cafe/>



<https://youtu.be/NPLK6KTKwBw>

Story telling video assets were gathered from the Troubeliever Fest (O1|PRESENTS Brooke Mackintosh & Naomi Harlan) and an upcoming feature artist (Richard Ramos). Video bookends were created to use on basic social media shares.