

(Re)Branding Panel

NASAA Assembly

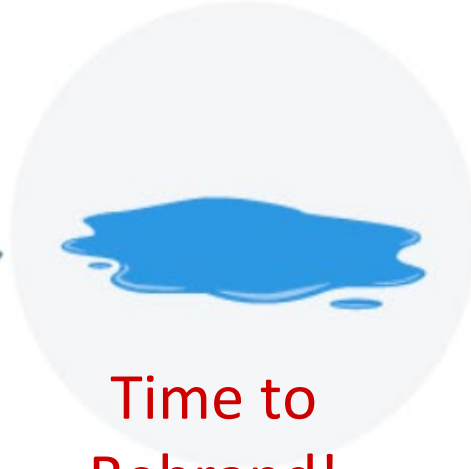
A photograph of four dancers in traditional Chinese costumes performing outdoors. The costumes are primarily red and green with gold accents. The dancers are in various poses, with some arms raised and others extended. The background shows a paved area, trees, and a building with a circular sign. A dark green semi-circular overlay is in the bottom left corner.

1. Discovery

UNFREEZE



CHANGE



Time to
Rebrand!

REFREEZE



Order/Knowing
Fear of Change
Tired

Inflection Point
Ambiguity/Creativity
Turbulence/Tension

Reformation/Adaptation
Consensus
More Clarity, and
Burnout



- Opportunity for Deep Thinking
- Willingness to have Mind Changed, Culture of Curiosity.
- Move as Slowly as Possible. Rinse/Repeat. Build Consensus
- Trusted, Knowledgeable, Neutral Facilitator
- More than a Logo. A Revitalized Identity. Images, Words, Ideas

We Are Here

Our First 50 Years

WESTAF

Our Next 50 Years



Inflection Point



1.

Socializing
conceptual
framework of
WESTAF's work (2x2
grid)

2.

Discussing whether
or not WESTAF
should change its
name

3.

(If necessary)
Choosing a new
name for WESTAF

4.

Evaluating and
deciding on new
messaging for
WESTAF

5.

Evaluating and
deciding on visual
mood boards (i.e.
logo reference
examples)

6.

Evaluating and
deciding on new
logo for WESTAF

7.

Developing
information arch/
"constitution" for
WESTAF website

8.

Evaluating and
making final
decisions on
website template
designs; populating
content; launch

FEBRUARY?

1.

Socializing
conceptual
framework of
WESTAF's work (2x2
grid)

FEB/MAR?

2.

Discussing whether
or not WESTAF
should change its
name

TBD IF NEEDED

3.

(If necessary)
Choosing a new
name for WESTAF

MARCH/ APRIL?

4.

Evaluating and
deciding on new
messaging for
WESTAF

APRIL/MAY?

5.

Evaluating and
deciding on visual
mood boards (i.e.
logo reference
examples)

MAY/JUNE?

6.

Evaluating and
deciding on new
logo for WESTAF

JUNE/JULY?

7.

Developing
information arch/
“constitution” for
WESTAF website

AUG- Q1 '24?

8.

Evaluating and
making final
decisions on
website template
designs; populating
content; launch

A photograph of three female dancers in traditional Chinese costumes performing outdoors. They are wearing bright green and red outfits with gold trim and headpieces. The dancer in the center is smiling and has her arms extended. The dancer on the right is also smiling and has her arms raised. The dancer on the left is seen from the side, with her arms extended. They are performing on a paved surface with trees and a building in the background.

2. Core Messaging



Nielsen Norman Group

[Log in](#)

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How Users Read on the Web

Summary: They don't. People rarely read Web pages word by word; instead, they scan the page, picking out individual words and sentences.

By [Jakob Nielsen](#) on September 30, 1997

Topics: [Writing for the Web](#)

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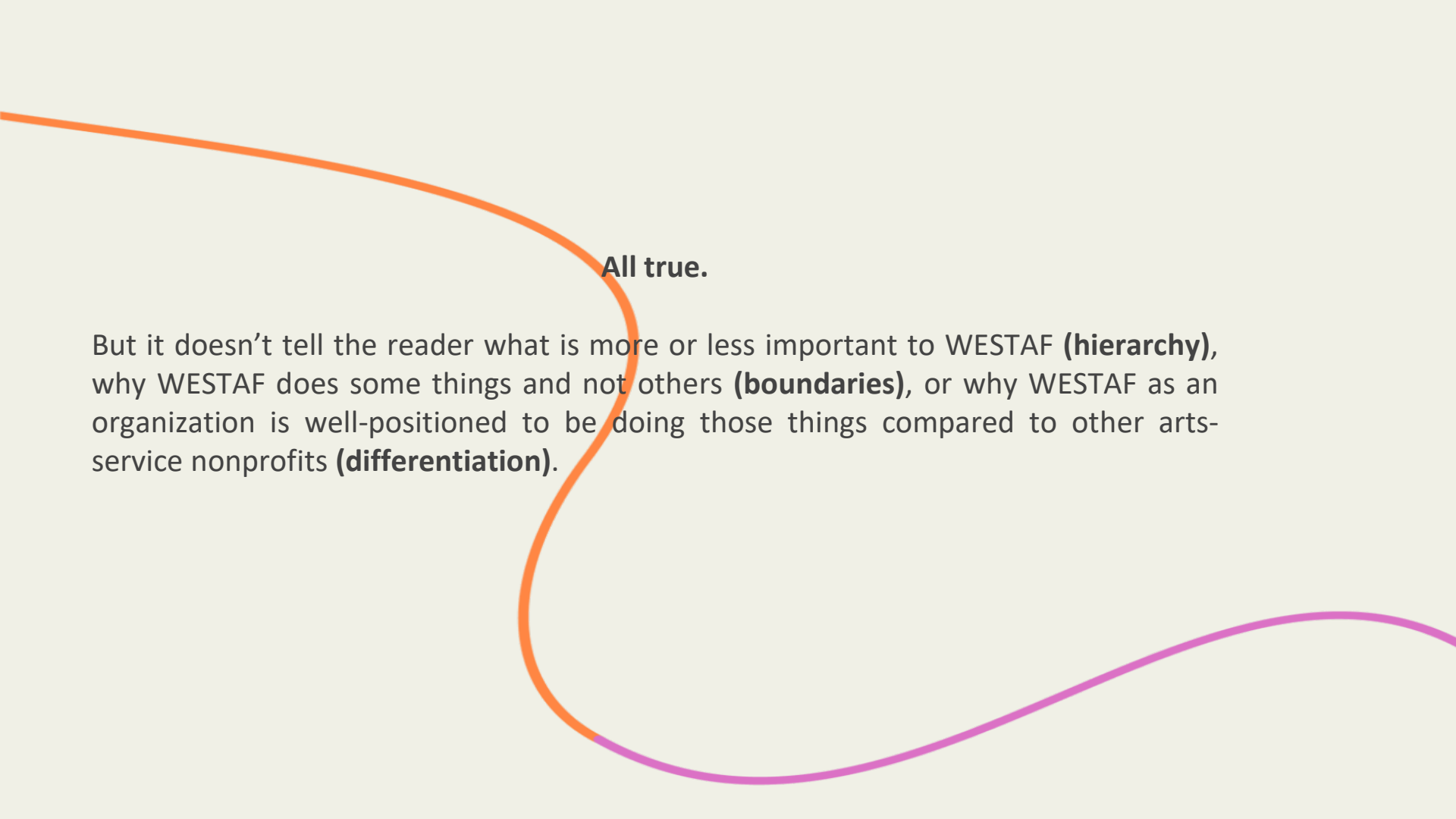


WESTAF

WESTAF weaves technology, diverse thought leadership, and innovation to energize, network, and fund public sector arts agencies and communities.

Headquartered in Denver, Colorado, WESTAF (Western States Arts Federation) is a regional nonprofit arts service organization dedicated to strengthening the financial, organizational, and policy infrastructure of the arts in the West.

WESTAF assists state arts agencies, arts organizations, and artists in their quest to serve diverse audiences, enrich the lives of local communities, and provide access to the arts and arts education for all. Through innovative programming, advocacy, research, technology, and grantmaking, WESTAF encourages the creative advancement and preservation of the arts regionally and through a national network of customers and alliances.



All true.

But it doesn't tell the reader what is more or less important to WESTAF (**hierarchy**), why WESTAF does some things and not others (**boundaries**), or why WESTAF as an organization is well-positioned to be doing those things compared to other arts-service nonprofits (**differentiation**).



At Creative West, supporting creativity is what we do. **We build equitable technology, funding, advocacy, and policy systems to generate creative capacity in the West and beyond.**

Creative West offers direct, practical support to arts agencies, artists, culture bearers, and creative organizations, serving a region that stretches from the **Arctic Coast to the Desert Southwest, and from the Great Plains to the Pacific Islands.**

By building systems that change systems, we advance equity, justice, and regenerative action — seeing these values as essential as creativity itself.



A photograph of three female dancers in traditional Chinese costumes performing outdoors. They are wearing bright green and red outfits with gold embroidery and traditional headpieces. The dancer in the center is smiling and has her arms extended. The background shows a paved area, green trees, and a building with a circular sign.

3. Visual Design



Representing
a feeling or outcome



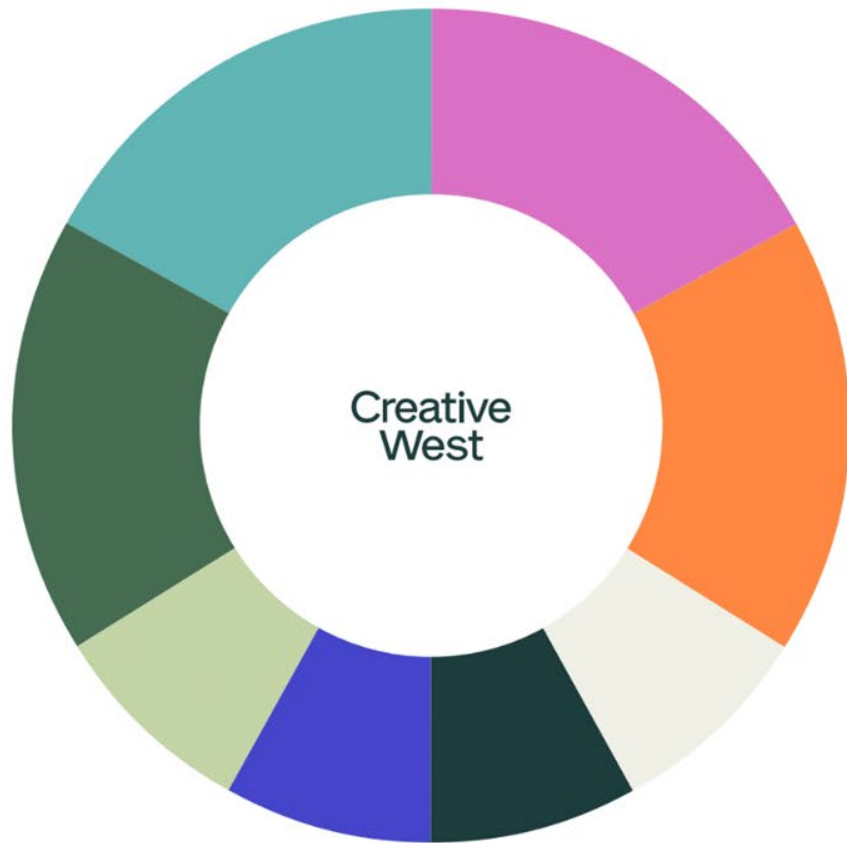
Representing
a thing



Representing
too much!

Color Palette

Inspired by the vast landscapes of the West, the Creative West color palette features a combination of warm and cool colors, and earthy and bright tones – it is playful and optimistic yet also grounded.

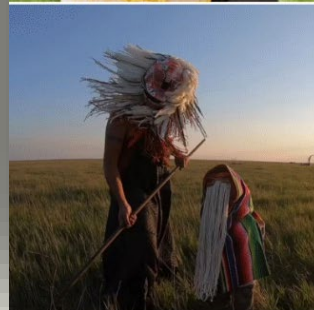
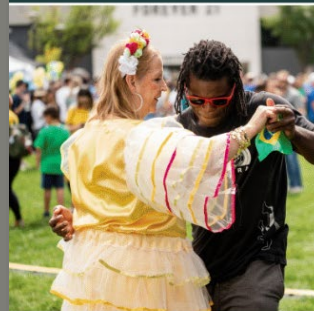
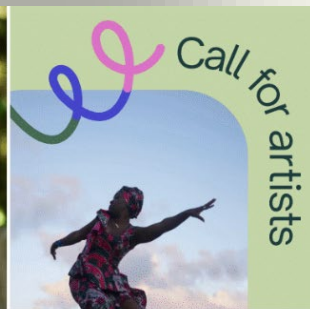




Our **new name** frames the work of artists and culture-bearers, underscoring our founding belief that *place matters* to the creative process.

Our **new logo** then expands on these ideas, representing our region's interconnected multitudes, and expressing collective themes of intertwinement, imperfection, openness and transformation.









Creative
West



Thank you!

WeAreCreativeWest.org