

CHC

CAMP HOUSE
CONCERTS

Brand Style Guide

Camp House Concerts Brand Style Guide

Updated November 26, 2018

Version 1.0

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This guide outlines the standards designed to promote Camp House Concerts and its affiliates. It applies to such material as online articles, brochures, fliers, posters, letterhead, business cards, advertising, merchandise/giveaways and newsletters.

The Branding Guide contains standards that ensure a consistent and cohesive style in all communications and addresses the basic identity elements: wordmarks, logos, guardrails, colors and typefaces that form the basis of our visual identity.

It also contains boilerplate information, recommended vocabulary and terms to use on communication to ensure a consistent message is delivered to our audience.

The CHC Brand Identity Style Guide, which is effective January 2019 and replaces previous editions of the Style Guides, is brand policy and full compliance aligns all departments for a cohesive branding effort.

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BEHIND THE BRAND

1.1 Brand History

1.2 Boilerplate

1.3 Brand Essence + Mission

1.4 Pillars of Success

1.5 Tagline + Motto

1.6 Sub-Brands

A brand goes beyond a logo, name or tagline. It's the sum total of all the images and feelings that someone holds about a particular business. It identifies where a business is. Where it's been. And where it's going.

Through the brand, Camp House Concerts communicates its values and shares its story within the community and the world.

Our brand is reflected in how people think, feel and respond when they hear "Camp House Concerts." That brand is shared with the world by everyone associated with Camp House Concerts. Every associate and member is a brand ambassador. As brand ambassador, we strengthen the Camp House Concerts brand by presenting consistent and authentic messages about Camp House Concerts, its people, mission and values, and achievements.

When we represent the brand in our marketing and communications, we have an opportunity to reinforce the Camp House Concerts brand. The brand starts with what Camp House Concerts is and why it matters.

BRAND HISTORY

The Camp House was built sometime in the early 1900's and still sits on the same foundation and includes some original pieces. In 2006, the snakes and rats were drug out, rotten boards torn off and broken windows removed. Within the next few years, we worked on replacing the siding, roof and even added a patio area that was designed with uniqueness in mind.

It was a family project mostly throughout the late 2000's until the kids moved out to go off to school. Bud proolly figured he couldn't start sprucing up the place until his son had moved out and wouldn't be around to break those new windows with any wild parties. Today, the Camp House has a full kitchen, bedroom and bathroom.

Around 2014, we had put a retired cargo trailer next to the Camp House to use for storage. A couple of years later, with the help of Cody Tuberville, we were installing the foundation for the stage and soon enough the canopy. In December of 2016, we put our idea of hosting concerts into play and the venue Camp House Concerts was established.

The first Camp House Concerts event was in early 2017 and it featured Rodney Hayden and his band, James Steinle, and Sylvia and Matt Kirk. To date, we have had many concerts and performers grace us with their guitar pickin' and storytelling' including notable artists-Dallas Wayne, of SiriusXM's Outlaw Country channel, Richie Allbright, Jason Allen and Kelly Kenning to name a few.

The Camp House Concerts venue continues to grow and improve one Shiner Bock at a time!

BRAND BOILERPLATE

A boilerplate is used to briefly describe the organization in a short paragraph consisting of just a few sentences. Think of the boilerplate as a brand elevator pitch. The boilerplate is to be used when we write press releases or when we are using to introduce who and what the organization is.

Established in 2016, Camp House Concerts is a mid-size, outdoor entertainment venue located back in the brush in Nixon, Texas. The venue is multifunctional but caters towards live music concerts within the genres of Country, Blues, and Singer & Songwriter. Offering a unique and personalized experience to our guests along with quality hospitality for our performers is what sets the venue above others. 65 & Sides Society is an exclusive group made up of family and friends calls this venue home. In between events, Camp House Concerts dedicates their time to serving up news, updates and resources from around the music industry with their Country Music Blog.

BRAND ESSENCE

The distillation of a brand's promise into the simplest possible terms that helps to guide the messaging and creative, and it should serve as an internal guide for all marketing communications. It is not a tagline.

More Than A Concert

BRAND MISSION

A written declaration of an organization's core purpose and focus that normally remains unchanged over time.

To bring friends and family together to share a unique and personalized, live music experience by connecting with likeminded individuals and enjoying illustrious lyrics and fine guitar pickin's of singers and songwriters from all over.

PILLARS OF SUCCESS

The mission is supported by five strategic pillars. These five pillars are not to be directly used when writing copy, but rather as guidance for messaging.

EXPERIENCE

To create a personalized and intimate experience through unique interactions with performers such as, meet and greet, photos and etc., by keeping the crowd size at a minimum.

MUSIC

Hearing songwriters tell stories, having them feel you with their energy and emotion, creating connections with others all the while escaping to a place where you forget all of the world's problems.

GUESTS

Provide an environment free of rude or inconsiderate people, overwhelming crowd size, outrageous parking and ticket prices, unsanitary facilities and undesirable food lines.

PERFORMER

Provide a welcoming environment to artist that serves quality hospitality and a venue made up of people that honestly want to hear their performance.

SOCIETY

Bringing together a group of friends and families that come together that share common interests: live music and food.

TAGLINE

A tagline is a variant of a branding slogan, a tagline can be used in marketing materials and advertising. The idea behind the concept is to create a memorable dramatic phrase that will sum up the tone and premise of a product to reinforce and strengthen the audience's memory of the product.

PRIMARY

Described what an event at our venue is all about and sets the tone for our environment.

"It ain't fancy, but it's fun"

SECONDARY

Describes our geographical location and setting around one of our events.

"Music back in the brush"

TERTIARY

Describes who we value and what we offer.

"Friends, family, music & more"

SUB-BRANDS

SIXTY-FIVE AND SIDES SOCIETY

The 65 & Sides Society is a small, unique group of friends and family, drawn together by the Camp House, that come together to put on one of a kind, live music concerts exclusive to members only.

What makes the 65 & Sides Society different than other musical music loving groups or communities is the way they invoke a bond between their members by coming together over music, conversation and sides. Yep, sides! At any 65 & Sides Society Concert Series, you'll find a mouth-watering main course accompanied by more than 50 side dishes and desserts all of which are provided by the attending members. Here at Camp House Concerts, we don't think that there is there a better way to build a friendship than over good music and even better food.

The 65 & Sides Society is exclusive in the sense that you have to know somebody to be invited to join, and concert spots are not open to the general public. Once you become a member, you are the keyholder to your allotted concert spots - much like season tickets.

Benefits of being a member is the unique and personalized experience you get at the concerts. That experience is gained through unique interactions with performers such as, meet and greet, photos and the "front row" view that every seat offers. This is possible by keeping the crowd size at a minimum which therefore eliminates the overwhelming crowd sizes, undesirable lines, unsanitary facilities and most importantly, inconsiderate people that you are sure to encounter at a large, mainstream concert.

BRAND PERSONALITY

2.1 Brand Name

2.2 Tonal Words

2.3 Brand Guardrails

2.4 Tips For Writing

2.5 Editorial Guidelines

A personality is how an organization acts and perceived by its audience. Our personality will determine how we act and how others define us. These are the enduring perceptions of all Camp House Concerts communication efforts that live in people's minds. It sums up what makes us great and what sets us apart. It is who we are and how we are perceived in the world.

BRAND NAME

The consistent use of the “Camp House Concerts” name plays a critical part in the brand’s identity. By using the official name, we build greater recognition not only throughout the state, but nationwide.

Formal and first reference - “Camp House Concerts”

Second reference - “CHC”

When used in copy, the complete name “Camp House Concerts” should be used on first reference. Thereafter, “CHC” may be used.

When referencing the brand, consider the audience of the publication. Internal audiences are familiar with the acronym “CHC” so it may be used more frequently. For external audiences that may be less familiar with the acronym, use “CHC” sparingly.

DO NOT:

DO NOT capitalize “camp house” when it stands alone. Capitalize it only when it’s being used as part of the proper name: Camp House Concerts.

TONE WORDS

The mission and pillars are supported by tone words that reflect the personality of the brand. Depending on the audience, these tone words can be dialed up or down and can inform copy, design and strategies. The messaging strategy is complemented with tone words that reflect the brand's personality. These words should be used as a guide when drafting marketing copy or ideas, but do not need to be explicitly used within the copy.

EXCLUSIVE

*Limited, Unique, Private, Privy,
Personal, Special, Intimate, Secret*

ENTERTAINMENT

*Recreation, Relaxation, Relief, Satisfaction,
Celebration, Distraction, Enjoyment*

RURAL

*Countrified, Simple, Outland,
Backwoods, Off-the-path, Nature*

COMMUNITY

*Association, People, Society, Family,
Commonality, Kinship, Likeness, Sameness,
Network, Group, Relationship, Affinity*

BRAND GUARDRAILS

Brand guardrails as defined by MartinRoll.com - Brand guardrails are the custodians of a brand's strategic identity. Guardrails act as a strategic frame of reference for a brand's vision, tone of voice and customer experience expectations. In essence, guardrails define what a brand can or cannot stand for, which in turn shapes the brand's architecture framework.

Small Business vs. Corporation

Always support your local small businesses. For example, we prefer our local general store versus Target and the local lumber yard versus a Home Depot.

Local vs. Out-of-Town

If an out of town or non-local brand is ready to align, you need to check with the local brand before moving forward. Example: A Ford dealership from out of town has offered to sponsor an event for X amount of dollars, you need to at the least, offer the same price and package to the local Ford dealership.

Brand Alignment Guardrails

When aligning with other brands for co-sponsored events or advertisements, we need to make sure those businesses are appropriate and that their message or image does not conflict with ours. Remember, you will be judged by the people you associate with.

It is impossible to list all of the right and wrong attributes of someone we collaborate with, however, here are a few guidelines to consider:

- X-Rated Adult Entertainment
- Cash or Payday Loans
- Political Candidates

A Note About Guardrails:

Guardrails are not a set of rules or regulations that require total conformity across all aspect of the brand. Guardrails should act as guides in the lifecycle of a brand and help steer the journey of the brand's evolution. Strong brand guardrails enable a sharper and more focused brand vision and positioning strategies.

Below is a set of words that can help better understand the attitudes of brands that we prefer to do business with:

- Small or Local
- Charitable
- Impactful
- Strong Values
- Responsible
- Educational
- Family Oriented
- Positive Message

TIPS FOR WRITING

Be Consistent

Follow AP style guidelines for general rules, as well as the CHC Editorial Style Guide, found on following page, for points of style specific to the venue.

Establish the Audience

Establish the audience you're targeting before you start writing. The narrower the audience, the more precise the messaging can be.

Think About Audience

Always think about your audience as you write. What do they need to know? Why should they care? Your audience should guide your every word.

Use Brand Tone Words

Capture the essence of Camp House Concerts by referencing the tonal words. Ask yourself if your writing sounds like something that would said by the CHC brand.

Write Clearly and Concisely

Write clearly and concisely and avoid fluff. Read each sentence individually. If it doesn't convey a core message when it stands alone, consider omitting it.

Craft Engaging Headlines

Craft engaging headlines, but make sure they're also representative of the subsequent body text. An effective headline immediately breaks through the clutter and compels the audience to read further.

Edit Spell Check. Proofread. Repeat.

Remember, your materials represent the entire organization.

Be Concise, Clear and Conversational

Delve into the story, explain the details, but make it concise and clear — avoid language you'd expect to read in an academic research paper. Tell the story like you're telling it to a friend.

Finish Strong

Close how you started. Be provocative and clever, and leave the readers wanting more.

EDITORIAL STYLE GUIDE

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Editorial Style - Editorial consistency and care is critical in creating a positive brand impression. Preferred editorial style for news releases and newsletters is Associated Press style. You can purchase the AP Style Book from their website. Here is a [resource of common AP Style examples](#).

Acronyms

Avoid on first reference and use sparingly throughout the remainder of the story. Note: when using acronyms, do not place in parentheses after the name, even on first use. [3]

Address

When you are using our address to members of the 65 & Sides Society or on social media bios, you may use our primary address format “200 CR 167, Nixon, TX 78140.” Always refer to our country road as “CR” rather than “C.R.” or “Country Road”.

When using our address to the general public, be sure to keep our exclusive identity by using our secondary address format “P.O. Box 586, Nixon, TX 78140.” Always use “P.O.” instead of “PO”.

Ampersand

Use only in charts, tables or lists of companies, where the ampersand is part of the company’s official name, and where it is part of a title, such as U.S. News & World Report. Otherwise, in text, use “and.” [3]

As well as

Avoid overusing this phrase in place of “and”; the phrase has the sense of “too” or “also,” rather than simply “and.” [3]

Book titles, magazines, and newspapers

Use quotation marks rather than italics. This goes against what likely feels right, and how you’d normally format them, but those are the rules.

Center Alignment

Centering text is not a good practice when working with large amounts of copy, and should be reserved for small bits of information, such as date, time and location on an event poster. Body copy should not be centered.

Camp House Concerts

The phrase “camp house” is always two words. Never capitalize these words unless using in a title such as: “Camp House Concerts.”

Cities and States

When the name of a state name appears in the body of a text, spell it out. When the name of a city and state are used together, the name of the state should be abbreviated (except for Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah). [5]

Some American cities are considered well-known enough they don’t need a state abbreviation. This makes sense, since most people know where they’re located. Here’s the full list of U.S. cities that fall under this criteria:

Atlanta - Baltimore - Boston - Chicago - Cincinnati - Cleveland - Dallas - Denver - Detroit - Honolulu - Houston - Indianapolis - Las Vegas - Los Angeles - Miami - Milwaukee - Minneapolis - New Orleans - New York - Oklahoma City - Philadelphia - Phoenix - Pittsburgh - St. Louis - Salt Lake City - San Antonio - San Diego - San Francisco - Seattle - Washington

Colon :

A colon tells the reader that what follows is closely related to the preceding clause. It usually follows an independent clause and should not separate a verb from its complement or a preposition from its object.

Example: Your dedicated whittler requires: a knife, a piece of wood, and a back porch.

Example: Your dedicated whittler requires three props: a knife, a piece of wood, and a back porch. [2]

Datelines

Datelines appear at the beginning of stories and include the name of the city in all capital letters, usually followed the state or territory in which the city is located. [5]

EDITORIAL STYLE - COMMON GUIDES

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Dr. or Doctor

On first reference, the name is written Jon Jones, PhD., and on second reference, Jones said... Never put the acronym “Dr.” before a person’s name. Always include the type of doctoral degree following the name.

Example: John Jones, PhD., Marcia Jones, MD. [4]

Email, e-book, e-business, etc.

Email is acceptable in all references for electronic mail. Do not use a hyphen when mentioning email unless you are referring to e-terms such as: e-book, e-commerce, e-newsletter, e-business, etc.

Etc.

Literally, “and other things”; sometimes loosely used to mean “and other persons.” The phrase is equivalent to and the rest, and so forth, and hence is not to be used if one of these would be insufficient — that is, if the reader would be left in doubt as to any important particulars. Least open to objection when it represents the last terms of a list already given almost in full, or immaterial words at the end of a quotation.

At the end of a list introduced by such as, for example, or any similar expression, etc. is incorrect. In formal writing, etc. is a misfit. An item important enough to call for etc. is probably important enough to be named. [2]

Hyphenation

Hyphenation at the end of a line is to be avoided in body copy and headline copy whenever possible. If hyphenation cannot be avoided, do not have hyphens appear on consecutive lines of copy. Use hyphens to connect words in compound adjectives.

“It ain’t fancy, but it’s fun”

Only use exclamation point when writing. If tagline is used in logo or merchandise, do not use exclamation point.

Example of proper: “It ain’t fancy, but it’s fun!”

Left Alignment

Left justify (left-align) body copy whenever possible. Left aligned copy is the easiest for our eyes to follow and will therefore make your copy easier to read.

Nixon-Smiley CISD

When referring to the local school, always hyphenate “Nixon” and “Smiley” with no spaces. Never put period marks when writing CISD. Always include CISD when referring to the school.

Numbers

Use numerals for ages. Generally, spell numbers one through nine and use numerals for 10 and higher, with the exception of percentages where numerals are preferred. [3]

Percent

Always spell out, except in charts, where “%” is permissible. [3]

Phone Numbers

Use parentheses around the area code and a dash between the ending numbers. Do not use national code unless communicating or advertising internationally.

Example: (555) 555-555.

Phone Numbers

Use a single space after a period.

Do not use commas before a conjunction in a simple series.

Example: In art class, they learned that red, yellow and blue are primary colors. His brothers are Tom, Joe, Frank and Pete. However, a comma should be used before the terminal conjunction in a complex series, if part of that series also contains a conjunction.

Example: The Fall Concert will feature Rodney Hayden, Jana Pochop, Kelly Kenning and the Moonshine Band, and Manzy Lowry. Commas and periods go within quotation marks.

Example: “I did nothing wrong,” he said. She said, “Let’s go to the concert.” [5]

Quotes

It is important to work with the person quoted to ensure that all direct quotes are grammatically and factually correct, and that they accurately convey the intended meaning. [3]

EDITORIAL STYLE - COMMON GUIDES

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RSVP

Uppercase and no periods. Do not include “please” in front of RSVP. Please is redundant, because the abbreviation stands for the French *repondez s’il vous plait*, “please respond.” [4]

Seasons

Lowercase winter, spring, summer and fall when describing a season of the year. [4] Only capitalize when a season is included in an event name.

Example: Next year’s Fall Concert Series is set.

Sizes, Dimensions, and Distances

Sizes and dimensions should use numerals and spell out units of measurement. The same goes for distances.

Examples:

- The party sandwich was 10 feet long.
- The delivery driver travelled 12 miles during harsh weather.
- Bill Smith is 6-foot-5 and plays basketball in his spare time.

T-shirt

The “T” is always uppercase, the “s” is lowercase and the word is hyphenated. [4]

Technological Terms

Download, e-book, email, cellphone, hashtag, internet, social media, smartphone, webmaster [5]

Time

Use periods in a.m./p.m; do not repeat in ranges. Use noon, not 12 p.m. Use midnight, not 12 a.m. Include a space after the numerals. Designate ranges with an en dash OR “from/to.” Do not combine methods. Omit :00.

Example: The morning session is 9-11:30 a.m. Lunch is at noon. Doors will be open from 11:45 a.m. to 1:30 p.m.

Timelines

No need to insert first two digits of second number unless the timeline spans a century mark.

Example: 1937-45, 1998-2004 [3]

URLs

Always omit “http://”, “https://” and “www.” unless required for functionality. Use end punctuation if the URL is part of a sentence. Avoid breaking a URL between lines. If unavoidable, do not hyphenate: do break after a period, underscore, or slash.

Example: You can find country music news at camphouseconcerts.com/blog.

Example: You can find country music news at camphouseconcerts.com/blog.

Web & Website

Lowercase the word web; lowercase related words such as website, webpage.

WORDS AND EXPRESSIONS COMMONLY MISUSED

Aggravate. Irritate.

The first means “to add to” an already troublesome or vexing matter or condition. The second means “to vex” or “to annoy” or “to chafe.” [2]

Effect

As a noun, means “result”; as a verb, means “to bring about,” “to accomplish” (not to be confused with affect, which means “to influence”). [2]

Enormity

Use only in the sense of “monstrous wickedness.” Misleading, if not wrong, when used to express bigness. [2]

BRAND LOGO SETS

3.1 Word Marks + Monogram Sets

3.2 Sub-Brands

3.3 Combination Sets

3.4 File Naming System

3.5 File Types

Our logo sets are used by our audience to identify us. They are designed in a way that implements our brand identity elements and colors. By applying our logo sets properly, we maintain a sense of consistency to our brand. When our brand is seen, we are striving to evoke emotion in our audience in ways of trust, professional and excitement. In this section, you will find logo sets such as: wordmarks, monogram, sub-brands, website marks, and etc.

WORD MARKS + MONOGRAM

Horizontal
Word Mark

CAMP HOUSE CONCERTS

Block
Word Mark

CAMP HOUSE
CONCERTS

CAMP HOUSE
CONCERTS

Stacked
Word Mark

CAMP
HOUSE
CONCERTS

CAMP
HOUSE
CONCERTS

Monogram

CHC

CHC

Horizontal
Website WM

camphouseconcerts.com

camphouseconcerts.com

SUB-BRAND LOGOS

Block
Word Mark

SIXTY-FIVE
AND SIDES
SOCIETY



Numeral
Word Mark



Monogram + 65
Stacked WM



Website
Word Mark

camhouseconcerts.com/65



COMBINATION SETS

Monogram +
Blocked WM



Monogram + 65
Stacked WM



Monogram +
Stacked WM




Alternative
Word Mark



Monogram +
Horizontal WM



MASTER LOGO CHART

 <p>#00</p>	<p>CAMP HOUSE CONCERTS</p> <p>#1</p>	<p>CAMP HOUSE CONCERTS</p> <p>#2</p>
<p>CAMP HOUSE CONCERTS</p> <p>#3</p>	<p>CHC</p> <p>#4</p>	<p>CHC</p> <p>CAMP HOUSE CONCERTS</p> <p><small>camphouseconcerts.com</small></p> <p>#5</p>
<p>CHC</p> <p>CAMP HOUSE CONCERTS</p> <p>#6</p>	<p>CHC CAMP HOUSE CONCERTS</p> <p>#7</p>	<p>camphouseconcerts.com</p> <p>#8</p>
<p>CAMPHOUSE CONCERTS</p> <p><small>NIXON TEXAS EST. 2016</small></p> <p>#9</p>	<p>CAMPHOUSE CONCERTS.COM</p> <p>#10</p>	<p>CHC SIXTY-FIVE AND SIDES SOCIETY</p> <p>#11</p>
<p>CHC</p> <p>SIXTY-FIVE AND SIDES SOCIETY</p> <p>#12</p>	<p>CHC</p> <p>SIXTY-FIVE AND SIDES</p> <p><small>camphouseconcerts.com/65</small></p> <p>#13</p>	<p>SIXTY-FIVE AND SIDES SOCIETY</p> <p>#50</p>
<p>SIXTY-FIVE AND SIDES SOCIETY</p> <p>#51</p>	<p>65</p> <p>AND SIDES</p> <p><small>CAMPHOUSECONCERTS.COM</small></p> <p>#52</p>	<p>File Naming System on Next Page</p>

FILE NAMING SYSTEM

<p>CAMP HOUSE CONCERTS</p> <p>01_CHC_WM_horz 02_CHC_WM_horz_g 03_CHC_WM_horz_wh 70_CHC_WM_horz_k 71_CHC_WM_horz_rev</p>	<p>CAMP HOUSE CONCERTS</p> <p>04_CHC_WM_block 05_CHC_WM_block_g 06_CHC_WM_block_wh 72_CHC_WM_block_k 73_CHC_WM_block_rev</p>	<p>CAMP HOUSE CONCERTS</p> <p>07_CHC_WM_stack 08_CHC_WM_stack_g 09_CHC_WM_stack_wh 74_CHC_WM_stack_k 75_CHC_WM_stack_rev</p>
<p>CHC</p> <p>10_CHC_MONO_horz 11_CHC_MONO_horz_g 12_CHC_MONO_horz_wh 76_CHC_MONO_horz_k 77_CHC_MONO_horz_rev</p>	<p>CHC CAMP HOUSE CONCERTS camphouseconcerts.com</p> <p>13_CHC_MONO+WM_stack 14_CHC_MONO+WM_stack_g 15_CHC_MONO+WM_stack_wh 78_CHC_MONO+WM_stack_k 79_CHC_MONO+WM_stack_rev</p>	<p>CHC CAMP HOUSE CONCERTS camphouseconcerts.com</p> <p>16_CHC_MONO+WM_block 17_CHC_MONO+WM_block_g 18_CHC_MONO+WM_block_wh 80_CHC_MONO+WM_block_k 81_CHC_MONO+WM_block_rev</p>

Logo File Naming System

1 2 3 4 5 6
17_CHC_MONO+WM_block_g.eps



- 1 Each file is numbered for easy identification and reference.
- 2 After the number, you'll see CHC.
- 3 Next section is the elements that make up the logo set, in this example, monogram and wordmark (WM) .
- 4 Next comes the logo set arrangement: horizontal (horz), vertical (vert), block or vertical.
- 5 Next up is the color: g (gold) wh (white), k (black) or rev (all white).
- 6 Last will be the file extension, .eps, .png or .jpeg. See next page for file type guides.

The File Naming System or "FNS" is a system that is used to simplify the retrieval of logos. By standardizing the logo file names, it makes for an easier retrieval process.

LOGO + FILE TYPES TERMS

Using Files

Using the correct logo file type is important to ensure the clarity, sharpness and consistency of the Camp House Concerts logo. Please refer to the list below to confirm you are using the correct file type for your project.

.eps files

Use these for: large print pieces, apparel, embroidery, video, banners, signage, publications and promotional items. Background is transparent, color formula is CMYK. These files are infinitely scalable, so this is the file type to use when creating a banner or large item when a large logo is needed.

.jpg files

Jpg files have a white background. RGB color formula and low resolution make these best for web or on-screen use, not print. Raster file (cannot be enlarged). Smaller file size, fast upload/download.

.png files

With a transparent background, these files are ideal for web and other on -screen use, as well as the preferred file type for Microsoft products (Word, PowerPoint). Color formula is RGB.

.zip files

A file with the ZIP file extension is a ZIP Compressed file. A ZIP file is simply a collection of one or more files and/or folders but is compressed into a single file for easy transportation and compression.

Program Preferred File Types

Adobe Illustrator	EPS, vector
Adobe InDesign	EPS, vector
Adobe Photoshop	EPS, vector
Adobe Fireworks	AI
Microsoft Word screen	EPS, JPG, PNG
Microsoft Word to print	EPS, JPG
Microsoft Excel	PNG, JPG
Microsoft Publisher	EPS, JPG
PowerPoint on screen	JPG, PNG, EPS
PowerPoint to print	EPS, JPG
Web and e-mail	PNG, JPG

PRINT GUIDELINES

4.1 Color Pallets

4.2 Print Typefaces

4.3 Stationary

4.4 News Release Guidelines

The print guidelines section is to be used to help you stay inside the brand guides when creating: magazines, posters, business cards, flyers, tickets, news releases, and other official documents. The official colors, typefaces along with examples of certain formats are provided to help guide you through your creation process.

PRINT COLOR PALETTES

Our color palette is designed to create continuity for a more easily recognizable brand. The primary colors should always be dominant with any design, while the secondary palette should only be used sparingly, never alone.

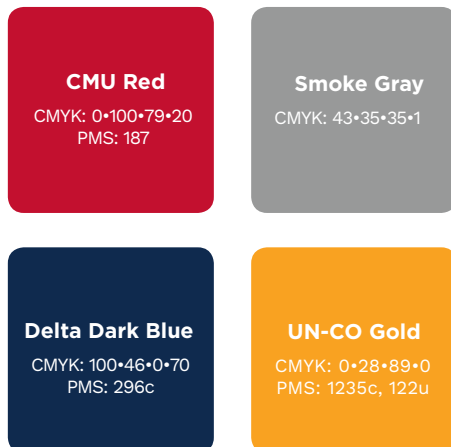
Primary Colors

Use this palette when creating new materials and always include at least one of the core colors



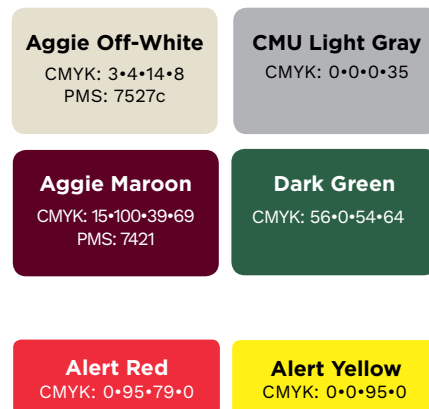
Secondary Colors

The secondary palette should be used to compliment the primary or core colors. Use sparingly and never alone.



Tertiary Colors

The tertiary colors should be applied in a very limited manner and should not be applied as large fields of color.



A Note About Color:

Colors will appear differently on each computer monitor, and will vary from monitor to printed piece. For web color consistency, use the RGB or HEX formulas.

PRINT TYPEFACES

Our specific typefaces help make our brand more identifiable across all mediums, when used in a proper and consistent manner. Printed material such as news releases, brochures or magazines, use **Gotham** for headings and subheadings. Use **Work Sans** for subheadings and all copy. In the event that one of the above fonts are inaccessible, use Proxima Nova and Helvetica as alternates.

GOTHAM

HEADINGS + SUBHEADINGS

Thin	<i>Book</i>
XLight	Medium
Light	Bold
<i>Light</i>	<i>Bold</i>
Book	Black

ALTERNATE:
PROXIMA NOVA

WORK SANS

SUBHEADINGS + COPY

Hairline	Medium
Thin	Semi
XLight	Bold
Light	XBold
Regular	Black

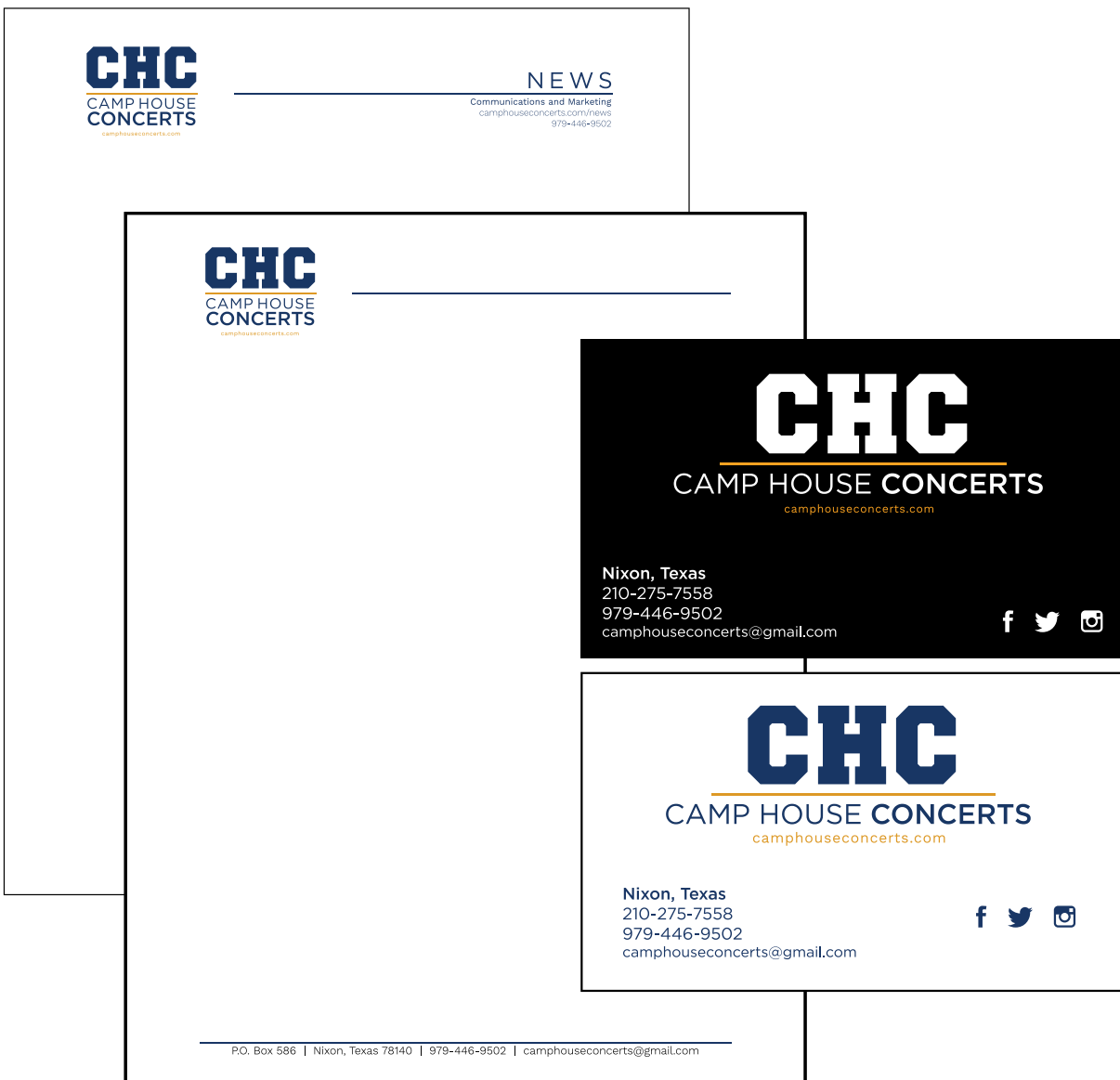
ALTERNATE:
HELVETICA

EXAMPLE

Gotham Bold	—	LOREM IPSUM EXPLAINED	
Work Sans Regular	—	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas sed magna eu sapien efficitur consequat. <u>Praesent vitae elit orci.</u> Nam tortor nibh, lacinia eu lacus eget, faucibus feugiat metus.	Work Sans Bold
Work Sans Light	—	“Lorem Ipsum was created in 1905”	
	—	Nunc ornare consectetur quam, sit amet dignissim <i><u>lacus lacinia</u></i> quis. Donec orci leo, lacinia in suscipit quis, malesuada sit amet felis.	Open Sans Italic

STATIONARY



Using CHC stationery-such as letterheads, news releases, notecards and business cards-is one of the most effective ways to convey official business. Both a level of formality and visual consistency are achieved by using approved logos, typefaces, colors and paper stock.



NEWS RELEASE GUIDE

To avoid confusion among the brand's many media contacts, news releases should follow the same format. News releases should have a tag paragraph or "boilerplate," at the end that reflects information about our brand.

Below is the appropriate format for a news release. Associated Press style, as the style of choice for most newspapers, is the only acceptable news style for CHC.

		 Communications and Marketing camphouseconcerts.com/news 979-446-9502
Date	01/22/2019	
Two Contacts	Primary contact, 555-555-5555 (camphouseconcerts@gmail.com) Secondary contact, 555-555-5555 (camphouseconcerts@gmail.com)	
	TITLE OF NEWS STORY SET IN ALL CAPS GOES HERE	
Work Sans Regular 10pt font	<p>NIXON, Texas – Body of news release goes here. Body of news release goes here. Body of news release goes here. Body of news release goes here. Body of news release goes here.</p> <p>Body of news release goes here. Body of news release goes here. Body of news release goes here. Body of news release goes here. Body of news release goes here.</p> <p>Body of news release goes here. Body of news release goes here. Body of news release goes here. Body of news release goes here. Body of news release goes here.</p> <p>Body of news release goes here. Body of news release goes here. Body of news release goes here. Body of news release goes here. Body of news release goes here.</p> <p>Body of news release goes here. Body of news release goes here. Body of news release goes here. Body of news release goes here. Body of news release goes here.</p>	
Boilerplate tag sample - can be put at the end after the ### if preferred.	<p>For more news about Camp House Concerts, visit camphouseconcerts.com. Additional media information including logos and photographs can be found at camphouseconcerts.com/news.</p> <p>Established in 2016, Camp House Concerts is a mid-size, outdoor entertainment venue located back in the brush in Nixon, Texas. The venue is multifunctional but caters towards live music concerts within the genres of Country, Blues, and Singer & Songwriter. Offering a unique and personalized experience to our guests along with quality hospitality for our performers is what sets the venue above others. 65 & Sides Society is an exclusive group made up of family and friends calls this venue home. In between events, Camp House Concerts dedicates their time to serving up news, updates and resources from around the music industry with their Country Music Blog.</p> <p>(Contributed by "Author's Name")</p> <p>###</p> <p>jan19:CHC-release</p>	

WEB GUIDELINES

5.1 Web Color Pallets

5.2 Web Typefaces

5.3 Favicon + Web Templates

5.4 Web Best Practices

The web guidelines section is to be used to help you stay inside the brand guides when creating: web page copy, digital news releases, blog posts, e-mail and other web based platforms. Along with the official colors, web typefaces and best practice examples, you will find examples of applying our brand marks to certain digital platforms.

WEB COLOR PALLETS

Web colors were chosen to be easy on the eye when viewed on-screen, while maintaining brand identity.

Primary Colors

Use this palette when creating new materials and always include at least one of the core colors

Delta Blue

RGB: 0•51•102
#003366

Gold

RGB: 86•60•12
#DC981F

Special Web Colors

An important color palette for website and digital design. These are the primary ones we use.

Light Red

RGB: 100•35.3•37.3
LAB: 61•62.8•31.9 #FF5A5F

Often used for headers.
Use sparingly.

Mostly Black

RGB: 16•15•16
#282728

Often used in place
of black.

Link Color

RGB: 0•31•85
#0050D9

Used for links in standard
text on white background.

Text Color

RGB: 29•29•29
#494949

Used for standard text on a
white background.

Secondary Colors

The secondary palette should be used to compliment the primary or core colors. Use sparingly and never alone.

CMU Red

RGB: 187•0•0
#B00000

Smoke Gray

RGB: 153•153•153
#999999

Delta Dark Blue

RGB: 0•42•80
#002A50

UN-CO Gold

#F6B000

Tertiary Colors

Tertiary colors should be applied in a very limited manner and not be applied as large fields of color.

Aggie Off-White

RGB: 214•210•196
#D6D3C4

CMU Light Gray

RGB: 244•244•244
#E0E0E0

Aggie Maroon

RGB: 80•0•0
#500000

Dark Green

RGB: 25•111•61
#196F3D

Alert Colors

These colors are given as options in case you severally need to call attention to the reader. Use sparingly.

Alert Red

#E4002B

Alert Yellow

#FCE300

A Note About Color:

Colors will appear differently on each computer monitor. For web color consistency, use the RGB or HEX formulas to assure exact color style.

WEB TYPEFACES

Our specific typefaces help make our brand more identifiable across all mediums, when used in a proper and consistent manner. Web or digital material such as, blog posts or long forms of copy on our website, use **Open Sans** for headings and subheadings. Use **Work Sans** for subheadings and all copy. In the event that one of the above fonts are inaccessible, use Proxima Nova and Helvetica as alternates.

OPEN SANS

HEADINGS + SUBHEADINGS

Light	<i>Light</i>
Regular	<i>Regular</i>
Semi	<i>Semi</i>
Bold	<i>Bold</i>
XBold	<i>XBold</i>

ALTERNATE:
PROXIMA NOVA

WORK SANS

SUBHEADINGS + COPY

Hairline	Medium
Thin	Semi
XLight	Bold
Light	XBold
Regular	Black

ALTERNATE:
HELVETICA

EXAMPLE

Work Sans Light — LOREM IPSUM EXPLAINED

Open Sans
Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas sed magna eu sapien efficitur consequat. Praesent vitae elit orci. Nam tortor nibh, lacinia eu lacus eget, faucibus feugiat metus.

Open Sans Bold

Work Sans Light — “Lorem Ipsum was created in 1905”

Nunc ornare consectetur quam, sit amet dignissim lacus lacinia quis. Donec orci leo, lacinia in suscipit quis, malesuada sit amet felis.

Open Sans Italic

WEB BEST PRACTICES

Links In Copy

Always underline links to make them distinguishable from other text. If possible, use a bottom border instead of an underline to improve readability, as bottom borders won't intersect with descenders.

Don't Click Here

Linked text should be relevant and meaningful. Do not link words like "here" or "this page." This is important for accessibility, readability and search engine optimization (SEO). It's difficult for humans and search robots to determine the context of poor link text.

Incorrect: Watch our YouTube playlist [here](#).

Correct: You can [watch videos](#) on our YouTube playlist.

Same Tab vs. New Tab

Links within your own website should open in the same tab. Non-CHC websites, PDFs and Word Docs should open in a new tab.

Call To Action Links

Links can stand out with a Call to Action (CTA) style. CHC's CTA is bold in caps with an arrow after the text:

READ MORE NEWS »

READ MORE NEWS »

FAVICON + ONLINE TEMPLATES

Favicon

Favicons are a useful branding and identification tool for websites. They appear in both a browser tab and in bookmarked lists and can provide instant recognition of a website's identity.



Site + App Icon

Google Forms Guidelines

Google Forms is about gaining insight on our audience and sometimes the requested information can be personal. It is pertinent that we assign a unified look when publishing these forms or surveys. Official CHC-themed Google Forms header images can be downloaded at: <https://www.chc.org.uk/>.

Cover Image Size

1600 x 400 px



MEDIA RESOURCES

6.1 Photography

6.1.1 Audience

6.1.2 Performers

6.1.3 Stage + Animals

6.2 Video

6.3 Writing For The Web

6.3.1 RSS Blog Post

6.4 E-mail Guidelines

The strongest vehicle for Camp House Concerts to portray its brand and messaging is through media - photos and videos. Well-lit and vibrant images help to convey the dynamic energy of the venue. Below you will find examples of how to capture our brand through media.

PHOTOGRAPHY

“CAPTURING PHOTOS”

Print Resolution

To print correctly, high-resolution graphics must be at least 300 dpi (dots per inch) at the actual size at which they will appear.

Web Resolution

Photos taken from cell of smartphones are not of acceptable quality. On-screen resolution for Web, e-mail and presentations is much lower and the logo should be at least 72 dpi at the actual size it will appear on screen.

Oversized Photos

High resolution photos should only load for desktop visitors. Extravagant imagery increases load time and deters mobile visitors.

Photo Compression Help

To improve load time and cut bandwidth consumption for visitors to your website, compress all images. We recommend using compressjpeg.com and compresspng.com.

Photo Retrieval

Camp House Concerts images can be found on Flickr and 500px. Click the icons below to view photos.



AUDIENCE PHOTOS

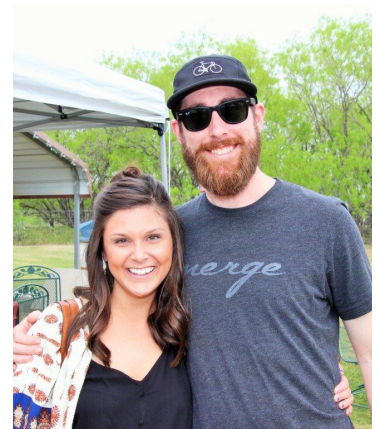
When capturing photos of fans, use the brand message to help understand what kind of picture to take. Think about what scenes will best represent our brand message and tone words: exclusive, rural, entertainment, and community.

Capture happiness, togetherness and excitement. Be sure not to come across as staged rather more **candid**, but not in the middle of eating cake candid.

When capturing portraits, try to have a minimum of two people in the shot. We can do much more with a multi person photo then with a single person portrait.

GOLDEN RULE

When shooting fan portraits - be real and capture natural moments.



CAPTURING THE PERFORMERS

The action shot! We want photos that show the artists' true emotions while at our venue. Take photos of all aspects of a band's performance- setup, teardown, autograph signings and always include a post-show group photo.

Keep in mind that these photos might be attached to our booking proposals and potential artists or bands will see them. In other words, think about what a potential performer want to see: What does a full band look like on stage? What does the stage look like?

Be sure to snap shots of every band member because we encourage past performers to use images captured for personal use. This helps spread brand awareness and memories.



CAPTURING THE STAGE + ANIMALS

CAPTURING ANIMAL PORTRAITS

At any given time out at the Camp House Concerts venue, you will find an array of different animals or critters. Including, donkeys, goats, one-eyed dogs, two-eyed dogs, cattle, deer, hogs and other wildlife.

Our setting helps set us apart from the big production and big city venues, and these critters serve as our mascots that help us better tell the story of the environment surrounding the venue.

The style of these photographs are laid back, casual and entertaining.



On occasion, some of our guests are lucky enough to interact or feed our animals. Capturing these moments helps potential guests visualize the benefits of attending a concert at our venue.

CAPTURING STAGE PORTRAITS

Apart from our distinctive setting, our stage is the one of the most unique parts of our venue. We take pride in the artwork surrounding the stage including the various items on the stage itself.

The Camp House Concerts' stage is the foundation of our venue and should be portrayed in the way of importance.



VIDEOGRAPHY



Drew Moreland Band Live - Camp House Concerts



“Unorthodox” by James Steinle at Camp House Concerts

Video Hosting Platforms

Examples of Camp House Concerts videos can be found on Vimeo and YouTube. Click the icons below to view photos.



VIDEOGRAPHY

As with photography, our videography about the venue, strives for an entertainment approach of thoughtful, engaging, and honest representation of the topic at hand.

Video should focus first on communication intentions, which inform approach, content, and style. Video should visually be clean, modern, and vibrant in look and embody the personality of the brand.

Basic Guidelines

1. Record anything and everything- videos can be trimmed later.
2. Make sure audio is easy to understand and hear. Beware of background noise and language.
3. Place the subject in the main part of the frame.
4. Make video stable while centering the subject in frame.

When To Post

Posting to our Video Hosting Platforms is not a spontaneous decision. Video is one of the major ways people interact with us. Since CHC is not video heavy, we need to spread out our video posts.

Before posting, please review: visual and sound quality, background noise and language, and be sure permission has been granted.

WRITING FOR THE WEB

Keywords

Keywords are ideas and topics that define what your content is about. In terms of SEO, they're the words and phrases that searchers enter into search engines, also called "search queries." If you boil everything on your page — all the images, video, copy, etc. — down to a simple words and phrases, those are your primary keywords.

Example:

"13 Helpful Resources for Musicians"

"Country Music Awards | Winners and Losers"

In the first example above, our keywords are "Musicians" and "Resources." In the next example, our keywords would be "Country Music" and "Awards."

For keyword research tool, use - seo.danzambonini.com, a free tool from Dan Zambonini.

Naming URLs

Your URL will typically be the title of your blog post. Once you have this, you'll have a pre generated URL.

Next, you will need to cut down the words for better optimization. Use this example from Louisem.com: My keywords for this post are: "how to name images and images seo."

I edited the URL down to: "how-to-name-images-seo," removing the extra words.

Naming Images

Naming images for SEO will improve your search engine rankings and website traffic. After you edit down your URL down to priority keywords, you can then simply copy your edited URL / keyword phrase, and paste that phrase, including the hyphens, when saving (or renaming) the image you're using with your blog post.

Next, you'll want to copy that same phrase, without hyphens, and paste it as the Alt Text of the image. You can then add it as the Image Title and Image Description too. You can add other words after the phrase in the description.

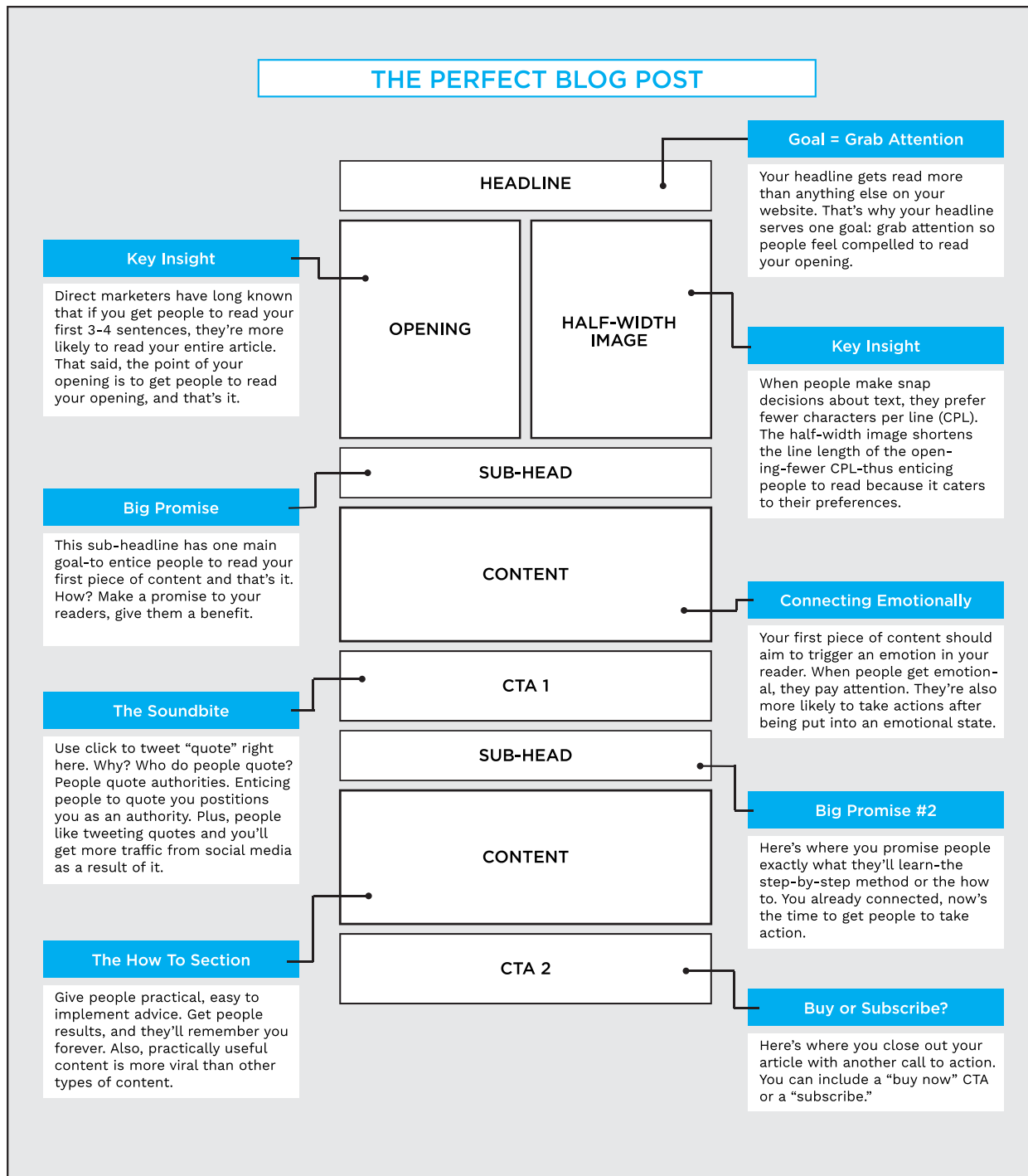
This guide, [how to name images seo](#), from Louisem.com will help give you a better understanding of naming images for seo.

Image Optimization

To improve load time and cut bandwidth consumption for visitors to your website, compress all images. We recommend using compressjpeg.com and compresspng.com.

RSS BLOG POST EXAMPLE

Below is an example from cobomktg.com that will help you better visualize the outline of a proper blog post. Remember, not every blog post will contain all of the listed areas, but the image below will give you a great start to building your post.



EMAIL GUIDELINES

A company's brand represents who it is and what it does, which is why it's essential for branding to be used and displayed correctly in every possible medium. Below is the outline along with three reasons why this is so important.

Brand Awareness

Every email you send is an opportunity for the recipient to get to know your brand, it's an opportunity to raise brand awareness.

Creates Trust

Branded signatures also help to create a sense of trust, recipients are more likely to listen and trust that you are official.

Professionalism


Not having consistent branding across mediums can give our brand an unprofessional and sloppy look. Keep it clean!

New Message

To _____





Subject _____

Sender Name — **Cody Box**

Brand Logo — 

Venue Contact Info — **m: 979.446.9502**
a: Nixon, TX 78140

Brand Domain — camphouseconcerts.com

Brand Social Media Accts. —    

Brand Tagline — *"It ain't fancy, but it's fun"*

Send

SOCIAL MEDIA

7.1 Platforms by Category

7.2 Best Practices

7.3 Content Ideas

7.4 Posting Timing + Frequency

7.5 IFTTT Guidelines

7.6 #Hashtags

7.7 Influencers To Follow

7.8 Profile Photo Examples

7.9 Image Size Guide

Social media platforms provide a tremendous opportunity to promote the CHC brand. Never before has there been such an immediate (and public) way for the university to reach key audiences.

As with other forms of communication, content is the key. Keeping your accounts both engaging and professional requires significant time and dedication.

PLATFORMS BY CATEGORY

Main Social Media Networks



Facebook
Camp House Concerts
facebook.com/camphouseconcerts



Instagram
@camphouseconcerts
instagram.com/camphouseconcerts



Twitter
@CampHouseConcr
twitter.com/camphouseconcr



LinkedIn (Company Profile)
Camp House Concerts
[/company/camp-house-concerts](https://company/camp-house-concerts)

News Networks



Tumblr
@camphouseconcerts
camphouseconcerts.tumblr.com



Blogger
@thecamphouse
thecamphouse.blogspot.com



Google+
@camphouseconcerts
plus.google.com/camphouseconcerts



Reddit
/u/camphouseconcerts
reddit.com/user/camphouseconcerts

Photography Networks



Flickr
@camphouseconcerts
flickr.com/camphouseconcerts



500px
@camphouseconcerts
500px.com/camphouseconcerts

Videography Networks



Vimeo
@camphouseconcerts
vimeo.com/camphouseconcerts



YouTube
@camphouseconcerts
youtube.com/camphouseconcerts

RSS Syndication Feeds



WordPress Blog
camphouseconcerts.com/blog/



XML
camphouseconcerts.com/feed/



FeedBurner (Primary)
feeds.feedburner.com/camphousenews/



FeedBurner (Featured)
feeds.feedburner.com/chc-featured/

Miscellaneous Platforms



Pinterest
@camphouseconcerts
pinterest.com/camphouseconcerts



Soundcloud
@camphouseconcerts
soundcloud.com/camphouseconcerts



Spotify
@camphouseconcerts
spotify.com/user/camphouseconcerts

SOCIAL MEDIA BEST PRACTICES

ENGAGE

Find creative ways to provide value to your audiences through exclusive content, offers, advice, multimedia, etc. Consider your audience's interests. Learn what your audience finds valuable in the social media realm. Remember, social media is about conversation. Avoid overly composed-sounding posts and responses, and respond to comments in a timely manner.

***Note:** Engagement also means posting throughout the day and week, not updating with 10 posts in an hour. A flood of posts indicates to your audience that you are not really engaging. Timely updates, however, indicate that your audience is important to you.

POSTING LINKS

When linking to a post on Facebook, copy and paste the URL into the post. Once the preview has loaded, you must delete the URL- your attached link will not disappear.

(If the preview is still visible, your link is still live.)

VERIFY LINKS

This seems like a no-brainer, but it is easy to just repost a link you've seen somewhere else. Take some extra time to click on the link yourself and make sure it works.

USING MEDIA (PART 1)

The most popular content on all social media platforms is visual. From infographics to photos and videos, create content that can be shared by followers.

USING MEDIA (PART 2)

Including a logo will help viewers know the content originated from our brand. While most social users prefer visual content, they still need to understand what the content is about. Find ways to tell quick, simple stories to accompany the visual content.

AUDIENCE

When posting on social media - always keep your goal and audience in mind.

POSTING PHOTOS

Photos taken from cell of smartphones are not of acceptable quality.

THINK BEFORE POSTING

Use common sense when posting and commenting. Remember, nothing is truly private online.

SOCIAL MEDIA BEST PRACTICES

DELETING COMMENTS

As administrators have the ability to delete comments made by users on your page, be sure to make these deletions very sparingly, since the point of social media is to allow open, honest communication. Only delete comments when they are vulgar or disparaging to a particular individual or particularly egregious and inappropriate. If someone simply makes a complaint, use it as an opportunity to listen to the feedback, not as an opportunity to cover up imperfections.

LISTEN - DON'T BE DEFENSIVE

If a user is complaining about your services or product, use the communication as an opportunity to obtain their frank feedback. It is often best to simply make sure they know you are listening. Almost more important than what you post is what you hear or read. Social media has become the new suggestion box. The customer service line.

BE POLITE + RESPECTFUL

You're certainly allowed to disagree with a comment or posting, but be polite about it — don't be rude. Especially when responding to negative comments. You will have more success achieving your goals with constructive and respectful responses. When you make a mistake (posted the wrong URL; made a typo, etc.), admit it. If someone points out your mistake, thank them for letting you know.

DEALING WITH ERRORS

Errors should be corrected quickly and visibly. Your audience will be more forgiving of honest mistakes than surreptitious deletions.

THE WORLD IS WATCHING

Any time you post something or receive a reply, the world is watching.

SOCIAL MEDIA CONTENT IDEAS

The most popular content on all social media platforms is visual. From infographics to photos and videos, create content that can be shared by followers.

Below are 35+ examples of content types:

GIFS	Question & Answer (Q&A)	Newsletters	Podcasts
Stories	Interviews	PSA's	Album Reviews
Behind the Scenes	Product Reviews	Awards	Artist Spotlights
User-Generated Content	Company News	Polls	New Music Alerts
Infographics	Industry News	Surveys	FAQs
Live Video	Facts and Stats	Contests	Twitter Chats
Quotes	Photos	Challenges	Link Pages
Client Testimonials	Videos	Long Form Articles	Timelines
How-To Guides	Memes	Fliers	Free Downloads
Lists	Hand-Written Notes	Event Replays or Recaps	

Creative Tips

When creating content, keep these three tips in mind:

- #1** Including a logo will help viewers know the content originated from our brand.
- #2** While most social users prefer visual content, they still need to understand what the content is about. Find ways to tell quick, simple stories to accompany the visual content.
- #3** Include a hashtag, web address or a way for followers to learn more.

Where Content is King

Image is King

- Instagram
- Twitter
- Pinterest
- Flickr
- 500px

Video is King

- YouTube
- Vimeo
- Snapchat

Editorial is King

- RSS
- Reddit
- LinkedIn

All Content is King

- Facebook
- Blogger
- Tumblr
- Google+

POSTING FREQUENCY

Frequency of posting depends on which platform you're using. But overall, updating frequently helps users to interact with you and your content. For instance, many Twitter channels are updated several times a day. On the other hand, some YouTube channels are only updated on a monthly basis. Take your situation into account.

Facebook: 1-2 times per day

LinkedIn: 1 time per day

Twitter: 5+ times per day

Google+: 1-5 times per day

As a **golden rule** or when in doubt - Post as often as you have engaging, entertaining, or useful content to share with your audience.

POSTING TIMING

According to [SumAll](#), these are the best practices for social media timing. You will find your own preferred timing once you are fully engaged and learn your audience.

For starters, here is a guide:

Facebook: 12-4pm (weekdays)

LinkedIn: 6-7:30am (T - Th)

Twitter: 12-2pm (weekdays)

Google+: 8-10am (weekdays)

Instagram: 4-5pm (weekdays)
5-7pm (Mondays)

Tumblr: 6-9pm (weekdays)
3pm (Fridays)

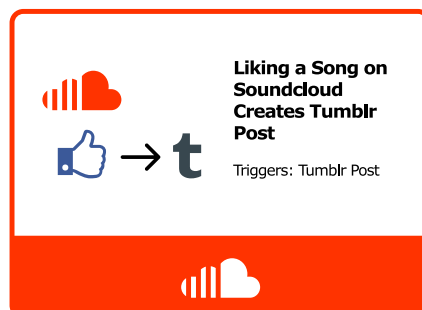
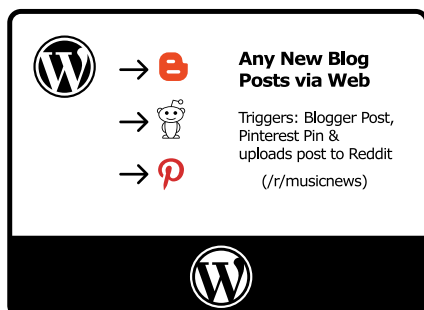
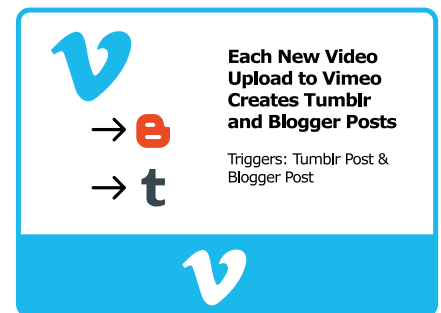
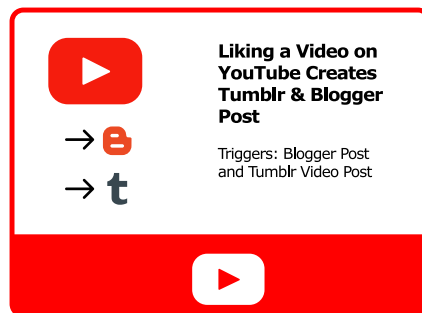
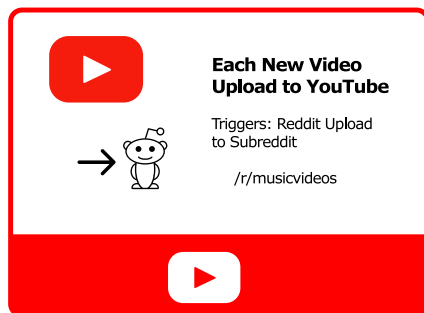
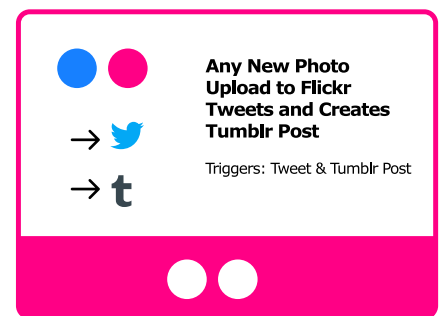
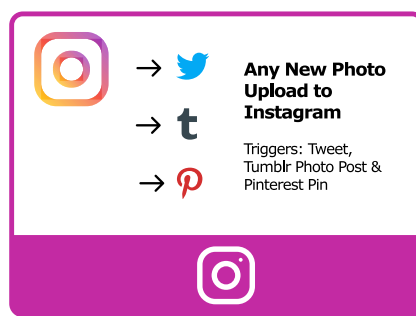
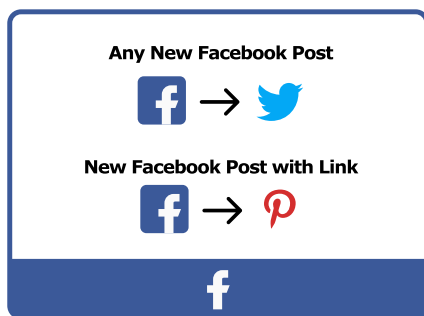
Pinterest: 1-3pm (all days)
7-10pm (all days)

IFTTT GUIDELINES

If This Then That, or IFTTT is a free web-based service to create chains of simple conditional statements, called applets. An applet is triggered by changes that occur within other web services such as Gmail, Facebook, Telegram, Instagram, or Pinterest. For example, you could use an Applet to sync Amazon Alexa to-dos with your Google Calendar. Or one that lets you create events in your iPhone Calendar, via Google Assistant.

When posting content to a certain site, keep in mind that it may-if set up-automatically post to another platform. You can turn the applets off without deleting them. To do so, please visit IFTTT. Below is a list of the current Applets we have running through IFTTT.

***Note:** None of these applets overlap.



USING #HASHTAGS

In practice, hashtags are used to categorize social media content into easily navigable lists. By including the #[INSERT KEYWORD] in a tweet, it then becomes visible inline with other posts using that same hashtag.

Consider using the following CHC hashtags on social media.

Primary Brand Tags

#chclive
#musicvenue
#65society

Secondary Tags

#countrymusic **#livemusic**
#liveconcert **#musicfestival**
#texascountry
#countrymusicvenue
#livemusicvenue
#~artistname~live
#privateconcert
#iwasthere

More Useful #Tags

#liveshow
#music
#instamusic
#band
#musician
#musicphoto
#festival
#concerts
#concertphotos

#concert
#stage
#performance
#onstage
#venue
#musicvenue
#concertphotography
#bandphotography
#livemusicphotography

#texascountrymusic
#countrymusicconcert
#bestmusicshots
#itaintfancy
#southtexas
#nixontx
#soldoutshow
#livesession
#indievenue

Facebook:

Use 1-2 hashtags per post

Twitter:

Use 1-2 hashtags per post

Instagram:

Use 10+ hashtags per post

Pinterest:

Use 2-3 hashtags per post

Find more useful hashtags at
[All-Hashtag.com](https://all-hashtag.com)

Still unsure what a hashtag is?
[Get more info here](#)

INFLUENCERS + LEADERS

BUILDING & LEARNING FROM YOUR NETWORK

The goal of social media is to connect people and information. In order to use it successfully, you'll need to be a part of the conversation — not just the broadcaster or the listener. A great way to join the discussion is by connecting with individual users and replying to messages/posts.

Similarly, a good way to broaden your network is to keep up with other industry leaders on social media. Engage with them and watch to learn how they handle or interact in different situations.

Below are a few brands that we keep on our radar.

@Handles

@TexasCMA	@cmtt
@CountryClones	@TxMusicPickers
@CountrysChatter	@texaslocallive
@CMT	@TXmusicTV
@DallasWayne	@NashCntryDaily
@SiriusXM	@gactv
@SoundsLikeNash	@CountryMusic
@TXMusicChart	@TasteOfCountry
@RSCountry	@RedDirt_Roots
@Roughstock	@SXMOutlaw
@KyleCoroneos	@lukasnelson
@ameripolitan	

#Hashtags

#countrymusic	#supportlivemusic
#texascountry	#TexasMusic
#outlawmusic	#ilovecountry
#reddirt	#oldcountry
#reddirtmusic	#honkeytonk
#westernmusic	#ameripolitan
#newmusic	#countrymusicnews
#musicvenue	#countryandwestern
#musicfestival	

PROFILE + COVER IMAGES

Profile pictures and other shared images should be sized properly for each social media platform to avoid unintended cropping of logos and images.



Oval profile photo.
ex: Facebook or Twitter











Squared profile photo.
ex: Tumblr



Example of our commonly
used cover photo.

IMAGE SIZING GUIDE

Profile pictures and other shared images should be sized properly for each social media platform to avoid unintended cropping of logos and images. All dimensions are represented in pixels. Source: SproutSocial.com

180 X 180 Profile Avatar 820 X 312 Cover Photo 1200 X 630 Share Image 1920 X 1080 Event Cover 	110 X 110 Profile Avatar 1080 X 1080 Square Photo 1080 X 1350 Vertical Photo 1080 X 1920 (16:9) Stories 	400 X 400 Profile Avatar 1500 X 500 Header Photo 420 X 220 (2:1) Share Image 	300 X 300 Profile Avatar 1536 X 768 Cover Photo 646 X 220 Share Image 
300 X 300 Profile Avatar 1280 X 720 720p HD 1920 X 1080 1080p HD 	800 X 800 Profile Avatar 2560 X 1440 Header Photo 1280 X 720 Video Size 	165 X 165 Profile Avatar 236 X ∞ (2:3) Pin 222 X 150 (2:1) Board Display 	128 X 128 Profile Avatar 1600 X 900 (16:9) Header Photo 500 X 750 (2:3) Image Post 

For an always up-to-date reference, check out the [Social Media Image Sizes](#) guide prepared by COBO MKTG

EVENT PROMOTION

8.1 Communication Checklist

8.2 Design Checklist

8.3 Performer Checklist

8.4 Publishing New Events Online

Camp House Concerts' marketing is currently focused on word-of-mouth and in a sense, exclusive. Therefore, when we get the opportunity to showcase our brand, it is of utmost importance that we take full advantage. When we host a event we must follow the following guidelines. This section helps you better grasp the understanding of promoting a new event and how to properly broadcast that promotion to the media, internal and external audience, various social media platforms and the many web-event platforms.

COMMUNICATION CHECKLIST

It is important to create all of the below listed items for a new event. These communication items are pertinent in our brand exposure efforts. They are set up to look professional and by advising to these guidelines below, we will develop a better relationship with media partners.

REQUIRED

Digital News Release

When creating our event press release, make sure to include our brand and sub-brand boilerplates, sponsor and artist information as well as concert details. This digital copy can be mass emailed to local and regional media outlets if the event warrants it. The digital release is to be published via our website as well as the below listed which will help increase our website traffic. Press release distribution sites include:

- PRLog.org
- PressReleasePoint.com
- Free-Press-Release-Center.info
- NewswireToday.com
- 24-7PressRelease.com
- Express-Press-Release.net
- PRSubmissionSite.com

IF REQUESTED

Physical News Release

The physical copy of the press release is to be the exact same wording and format as the above digital copy. The only difference is our news release letterhead is applied to it and is used to be mailed or delivered to our VIP media partners.

OPTIONAL

Sound Bite

[Optional] A short, 15 to 30 second sound bite that sums up our event press release and can be delivered via radio, podcasts or website.

DESIGN CHECKLIST

We need to make sure we are delivering customized content for each new concert. Below are some of the different designs needed for a new event.

MEDIA IMAGE

Create a graphic that can be used across all media platforms, Facebook, Instagram, Event platforms and news release. Try to maintain brand style guides.

Image size guides can be found on the [IMAGE SIZING GUIDE PAGE](#)

CONCERT POSTER

When designing concert posters, all brand guidelines are overthrown. You are free to make a poster where the colors and fonts represent the event's theme. The required size for these are 11 x 17 inches and is to be printed full-color on the heaviest weighted paper with 80pt being the minimum.

CONCERT TICKETS

Design a special set of tickets that can be either mailed or delivered digitally. Once again, all brand guidelines are overthrown.

All designs should include:

Brand Logo

Sponsor Logo

Central message

Be informative

Consistency across mediums

PERFORMER CHECKLIST

One of our pillars of success is to help make the experience for performers the best possible one. These following efforts not only helps deliver appropriate content to our audience, but it helps spread the message and music of our performers. Leading up to our concerts, you should do the following:

#1

- **Write an “Artist Profile” news piece for each performer of the event.**

These are to be shared on Facebook, Twitter and on our Blog. Make sure to spread out the posting of all performers- a good rule is to post one per week 30-45 days out.

#2

- **Add the “Artist Profile” to the list on our “Past Performers” page.**

Visit camphouseconcerts.com/past-performers/ to see what we are talking about here.

#3

- **Follow each artist on all social mediums that they publicize via website.**

Example: Twitter, Facebook, Instagram, Soundcloud, Spotify, etc. This will help with sharing future information as promoting artist is one of our pillars of success.

#4

- **Video Content - Liking videos adding videos to playlists**

Add no more than three videos of performers on YouTube to our dedicated playlist - “Camp House Performers”. Keep in mind that when you like a video on YouTube, IFTTT will auto post to other platforms (see IFTTT guidelines).

#5

- **Music Content - Promoting artist music on streaming platforms**

Be sure to support our artists on our music streaming platforms Spotify and Soundcloud. Add them to our specified playlists, “CHC Artists”.

Don’t Forget to Tag - @artistname

When sharing content via social media, be sure to tag the artist in the post so that they can see our efforts and to increase organic traffic.

PUBLISHING EVENTS ONLINE

It is important to publish our events on these following sites to help increase our brand exposure and website traffic while properly promoting our artists. We have various platforms and the reason is, many of artist host their schedules through these various applications.

- Facebook
- Event
- Eventbrite
- Eventful
- Evensi
- Evvnt

The image shows the logos for Eventbrite and eventful. Eventbrite is in orange and eventful is in blue and green.

Follow These Steps

Simply, login and create a new event. Remember to fill out all applicable information. Examples include:

- Name & Date
- Start & End Times
- Website Information
- Include Facebook Event Page if applicable
- Include Event Image

GLOSSARY

GLOSSARY OF TERMS

500px

500px is a photo sharing site intended to be an alternative to Flickr where photographers can showcase their best work. 500px is certainly geared more toward pro and semi-pro photographers.

AP Style

The Associated Press Stylebook, usually called the AP Stylebook, is an English grammar style and usage guide created by American journalists working for or connected with the Associated Press. Standard guide for most U.S. newspapers, magazines and public relations firms.

Audience

The group to which a product, service, or message is aimed; also called the target audience. [1]

Avatar

A brand icon designed to be used as a profile image for the brand across various media platforms. [1]

Blogger

Blogger is a blog-publishing service that allows multi-user blogs with time-stamped entries. The blogs are hosted by Google and generally accessed from a subdomain of blogspot.com

Blog Post

The blog post is an entry (article) that you write on a blog. It can include content in the form of text, photos, infographics, or videos. [7]

Blog Content

It is the main part of your blog post content. Think of the headline as the promise and the main content as the fulfillment of that pledge. Your main content should please anyone who visits your post based on the headline. If you create content that does not meet the promises of your headline, people will start to identify your blog as unfulfilling. The length of your blog posts can range from 300 to 3,000 or more words. It's best to alternate the length of your posts as you gain insight into what works best for your audience. [7]

Body Copy

Body copy is defined as the main information on a page, usually found in paragraph form. Because of the amount of text and the detailed nature of information conveyed, a highly readable typeface is preferable.

Brand Boilerplate

A boilerplate is used to briefly describe the organization in a short paragraph consisting of just a few sentences. Think of the boilerplate as a brand elevator pitch. The boilerplate is to be used when we write press releases or when we are using to introduce who and what the organization is.

Brand Essence

The distillation of a brand's promise into the simplest possible terms that helps to guide the messaging and creative, and it should serve as an internal guide for all marketing communications. It is not a tagline.

Brand Guardrails

Brand guardrails are the custodians of a brand's strategic identity. Guardrails act as a strategic frame of reference for a brand's vision, tone of voice and customer experience expectations. In essence, guardrails define what a brand can or cannot stand for, which in turn shapes the brand's architecture framework.

Brand Mission

A written declaration of an organization's core purpose and focus that normally remains unchanged over time.

Brand Tagline

A tagline is a variant of a branding slogan, a tagline can be used in marketing materials and advertising. The idea behind the concept is to create a memorable dramatic phrase that will sum up the tone and premise of a product to reinforce and strengthen the audience's memory of the product.

Branding

Any effort or program to build a brand; the process of brand-building. [1]

GLOSSARY OF TERMS

Call To Action (CTA)

The part of a marketing message that attempts to persuade a person to perform a desired action. A call to action aims to persuade a visitor to perform a certain act immediately. “Buy Now!” and “Register Today!” are some common examples. The call to action is intended to improve the market’s response rate to the ad copy, as its absence may cause a visitor to forget about the ad and move on to other things. [8]

Combination Logos

It’s in the name! A combination mark is a logo comprised of a combined wordmark or lettermark and a pictorial mark, abstract mark, or mascot. The picture and text can be laid out side-by-side, stacked on top of each other, or integrated together to create an image.

Center Alignment

Centering text is not a good practice when working with large amounts of copy, and should be reserved for small bits of information, such as date, time and location on an event poster. Body copy should not be centered.

CMYK

CMYK (or “process”) refers to the 4 ink colors that are used to create every other color of the rainbow. Those colors are cyan (C), magenta (M), yellow (Y) and black (K). This is the color system used for print pieces, and both solid colors and photographs should be converted to CMYK color for printing.

Co-Branding

The purposeful linking of two or more brands for mutual benefit. [1]

Core Purpose

The reason a company exists beyond making a profit; part of a core ideology. [1]

Core Values

An enduring set of principles that defines the ethics of a company; part of a core ideology. [1]

Direct Message (DM)

A direct message is so you can talk privately to another user.

Display Typeface

Refers to type that is specifically used for headlines or small amounts of non-body copy (such as a player’s name on the Back of a sports jersey).

Editorial Style Guide

An editorial style guide, in the simplest terms, a style guide is a document that your teams (including freelance writers and guest contributors) can use to make sure they’re using the same words, writing style, tone, and more.

Elevator Pitch

A one-sentence version of a brand’s purpose or market position, short enough to convey during a brief elevator ride. [1]

Emblem Logo

The last major type of logo is the emblem. An emblem logo consists of font inside a symbol or an icon; think badges, seals and crests. These logos tend to have a traditional appearance about them that can make a striking impact, thus they are often the go-to choice for many schools, organizations or government agencies.

.EPS

Use these for: large print pieces, apparel, embroidery, video, banners, signage, publications and promotional items. Background is transparent, color formula is CMYK. These files are infinitely scalable, so this is the file type to use when creating a banner or large item when a large logo is needed.

Evensi

The Events search engine. Find more than 100 million events based on your interests.

GLOSSARY OF TERMS

Eventbrite

Eventbrite is a global platform for live experiences that allows anyone to create, share, find and attend events that fuel their passions and enrich their lives. From music festivals, marathons, conferences, community rallies, and fundraisers, to gaming competitions and air guitar contests.

Eventful

Eventful is an online calendar and events discovery service owned by Entercom. The service allows users to search for and track upcoming entertainment events in their area. [9]

Evvnt

Evvnt is a digital events marketing platform that allows you to promote your event quickly and efficiently via multiple listing sites, its classed as syndicated content marketing and is one of the best ways to market your event.

Facebook

Facebook is a social networking website where users can post comments, share photographs and post links to news or other interesting content on the web, chat live, and watch short-form video. Shared content can be made publicly accessible, or it can be shared only among a select group of friends or family, or with a single person.

Facebook Event

A Facebook event is a calendar-based resource which can be used to notify users of upcoming occasions. Events can be created by anyone, and can be open to anyone or private. The creator can invite his friends, members of a group, or fans of a page.

Favicon

Favicons are a useful branding and identification tool for websites. They appear in both a browser tab and in bookmarked lists and can provide instant recognition of a website's identity.

FeedBurner

FeedBurner is a web feed management provider launched in 2004 and is a web 2.0 service. FeedBurner provides custom RSS feeds and management tools to bloggers, podcasters, and other web-based content publishers.

File Naming System

The File Naming System or "FNS" is a system that is used to simplify the retrieval of logos. By standardizing the logo file names, it makes for an easier retrieval process.

Flickr

Flickr is a photo sharing platform and social network where users upload photos for others to see. What sets Flickr apart from other popular photo sharing apps like Facebook and Instagram is that it's truly a photo-centric platform built for professional photographers and photography enthusiasts to show off their work while enjoying the work of others.

Full Justification

Fully justified type (type that stretches from margin to margin to create an even block, often seen in newspaper columns) should never be used. This type of alignment creates uneven and gap in word spacing that makes reading copy cumbersome and difficult.

Geotags

The location attached to an image or post, which corresponds to a longitude and latitude on a map. This means your image or post can be viewed alongside other photos geotagged for this location.

GIFS

A GIF (with the file extension, .gif) is basically an image file format that is animated by combining several other images or frames into a single file. This single file is encoded as graphics interchange format (better known as GIF).

GLOSSARY OF TERMS

Google+

Google Plus (also known as Google+) is a social networking service from Google. The idea is pretty similar to other social networking services, but Google attempts to differentiate Google+ by allowing more transparency in who you share with and how you interact.

Gotham

Gotham's forms come from the urban environment. From the lettering that inspired it, Gotham inherited an honest and straightforward tone that is neutral without being clinical and authoritative without being impersonal. The result is a typeface that is friendly without being folksy, confident without being aloof. Gotham Rounded is used for web and screen applications.

@ Handle

Handle is the term used to describe someone's @username on various social media platforms like Twitter and Instagram.

#Hashtag

Hashtags are used in front of words or short phrases to provide context, for example when we post during a live show, we use #chclive. Social networks use hashtags to categorize information and make it easily searchable for users.

Header Image

A header image refers to the large photo displayed at the top of your profile on various social media platforms.

HEX

Hex refers to the hexadecimal number assigned to solid colors for use on the web. Hex formulas will appear as #xxxxxx.

Headings

Headings are usually 1-5 words. They give an idea of what the section of the paper is about, but not an in-depth analysis.

Hyphenation

Hyphenation at the end of a line is to be avoided in body copy and headline copy whenever possible. If hyphenation cannot be avoided, do not have hyphens appear on consecutive lines of copy.

IFTTT

If This Then That, or IFTTT is a free web-based service to create chains of simple conditional statements, called applets. An applet is triggered by changes that occur within other web services such as Gmail, Facebook, Telegram, Instagram, or Pinterest.

Icon

The visual symbol of a brand, usually based on a differentiated market position; a trademark. [1]

Infographic

Infographics are graphic visual representations of information, data or knowledge intended to present information quickly and clearly. They can improve cognition by utilizing graphics to enhance the human visual system's ability to see patterns and trends. [9]

Instagram

Instagram is a social networking app made for sharing photos and videos from a smartphone. Similar to Facebook or Twitter, everyone who creates an Instagram account has a profile and a news feed.

.JPG or .JPEG

.jpg files have a white background. RGB color formula and low resolution make these best for web or on-screen use, not print. Raster file (cannot be enlarged). Smaller file size, fast upload/download.

Keywords

Keywords are ideas and topics that define what your content is about. In terms of SEO, they're the words and phrases that searchers enter into search engines, also called "search queries." If you boil everything on your page — all the images, video, copy, etc. — down to a simple words and phrases, those are your primary keywords.

GLOSSARY OF TERMS

Left Alignment

Left justify (left-align) body copy whenever possible. Left aligned copy is the easiest for our eyes to follow and will therefore make your copy easier to read.

Link Pages

The accessible way for readers to reach other sites/blogs that you enjoy or recommend. If shared, they could return the favour.

LinkedIn

LinkedIn is a social network for professionals.

Live Video or Livestreaming

Live video streaming service is still in its infancy, but it's already one of the top ways to form real connections with your audience. Live is informal—and by definition, unscripted—which means viewers feel like they're getting a more intimate experience. You can see the effect on engagement: according to Facebook, people spend 3x longer on real-time video. [10]

Logo

An abbreviation of logotype, now applied broadly (if incorrectly) to all trademarks. [1]

Logotype

A distinctive typeface or lettering style used to represent a brand; a wordmark. [1]

Lorem Ipsum

In publishing and graphic design, lorem ipsum is a placeholder text used to demonstrate the visual form of a document without relying on meaningful content. Replacing the actual content with placeholder text allows designers to design the form of the content before the content itself has been produced. [9]

Marketing Aesthetics

The principles of perception used to enhance the feelings or experiences of an audience. [1]

Media

The channels through which brand messages are delivered, such as television, printed publications, direct mail, the Internet, and outdoor posters. [1]

Meme

A meme is a virally-transmitted cultural symbol or social idea. The majority of modern memes are captioned photos that are intended to be funny, often as a way to publicly ridicule human behavior. Other memes can be videos and verbal expressions.

Mission Statement

A concise statement of the purpose or aspirations of an organization. [1]

Monogram Logo

A lettermark is a typography-based logo that's comprised of a few letters, usually a company's initials. The lettermark is all about simplicity. By utilizing just a few letters lettermark logos are effective at streamlining any company brand if they have a long name.

News Release or Press Release

A press release, news release, media release, press statement or video release is a written or recorded communication directed at members of the news media for the purpose of announcing something ostensibly newsworthy. [9]

Open Sans

Optimized for print, web and mobile interfaces, with excellent legibility characteristics in its letterforms, Open Sans is available free for all mediums and performs well on both Windows and Macintosh Operating Systems.

Organic Traffic

Organic traffic is the primary channel that inbound marketing strives to increase. This traffic is defined as visitors coming from a search engine, such as Google or Bing. This does not include paid search ads, but that doesn't mean that organic traffic isn't impacted by paid search or display advertising, either positively or negatively. [6]

GLOSSARY OF TERMS

Photo Compression

To improve load time and cut bandwidth consumption for visitors to your website, compress all images. We recommend using compressjpeg.com and compresspng.com.

Pillars of Success

Pillars are the mission, values, purpose, voice, tone, look and feel. These are to be the brand compass- the lens through which you evaluate all decisions at every level of the organization.

Pinterest

You can think of Pinterest like a web-based pinboard or bulletin board—but with greater organizational functionality. You can also think of it as a bookmarking tool. People typically pin or save images they found on the web (or on Pinterest itself) to different boards (used to categorize their image collections).

PMS

An acronym for Pantone Matching System, this color system is also often referred to as “spot” colors. This color system is for print jobs when an exact color match is necessary.

.PNG

With a transparent background, these files are ideal for web and other on -screen use, as well as the preferred file type for Microsoft products (Word, PowerPoint). Color formula is RGB.

Print Resolution

To print correctly, high-resolution graphics must be at least 300 dpi (dots per inch) at the actual size at which they will appear.

Promoted or Boosted Post

Pay to boost a post and get more eyeballs.

Reach

The number of people exposed to an advertising or brand message. [1]

Reddit

Essentially, Reddit is a massive collection of forums, where people can share news and content or comment on other people’s posts. It is broken up into over a million communities known as “subreddits,” each covering a different topic.

RGB

RGB (red, green, blue) refers to colors used on screen only (web, phone, video, etc.). Photos and solid colors should be in RGB when intended for on-screen viewing.

RSS+

RSS stands for “really simple syndication,” or, depending on who you ask, “rich site summary.” At their heart they are just simple text files with basic updated information — news pieces, articles, that sort of thing. That stripped-down content is usually plugged into what is called a “feed reader” or an interface that quickly converts the RSS text files into a stream of the latest updates from around the web.

Snapchat

Snapchat is both a messaging platform and a social network. Snapchat’s disappearing content makes online interaction feel more human and a little more grounded in the present moment.

Social Media

Social media are interactive computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.

Social Media Content

The term social content was recently coined with the rise of social media and generally means anything that someone has posted or shared with others. Content marketing are methods by which businesses or individuals use their social media content to attract and retain customers or followers. Social media content models refer to the link between social media and content-sharing that occurs online on multiple social media platforms.

GLOSSARY OF TERMS

Social Media Influencer

A Social Media Influencer is a user on social media who has established credibility in a specific industry. A social media influencer has access to a large audience and can persuade others by virtue of their authenticity and reach.

Social Network

A network of people that can be leveraged to spread ideas or messages using viral marketing techniques. [1]

Sound Bite

A sound bite is a short clip of speech or music extracted from a longer piece of audio, often used to promote or exemplify the full length piece. [9]

Soundcloud

Soundcloud is an online audio distribution platform which allows musicians to collaborate, promote and distribute their music.

Spotify

Spotify is a digital music, podcast, and video streaming service that gives you access to millions of songs and other content from artists all over the world.

Stories (Social Media)

In short, Stories is one of the most trending social media storytelling formats today that enables users to create photo and video collections that can be viewed only a few times before disappearing after 24 hours. For marketers, Stories allow posting more, without tarnishing your brand's image.

Strategy

A plan that uses a set of tactics to achieve a business goal, often by out-maneuvering competitors. [1]

Sub-Brand

A secondary brand that builds on the associations of a master brand. [1]

Subheadings

Subheadings can be slightly longer than headings since they are essentially expanding on the heading. They should provide a good frame for the context, but without bogging down the paper.

Tag

Tagging is a social media functionality, most often used on Facebook and Instagram. It lets users link back to the profile of the person shown in the photo.

Tagline

A sentence, phrase, or word used to summarize a market position, such as Mini's "Let's motor" and Taco Bell's "Think outside the bun." [1]

Target Marketing

The group of customers a company has decided to serve.

Tone Words

Tone words reflect the personality of a brand. The messaging strategy is complemented with tone words that reflect the personality. These words should be used as a guide when drafting marketing copy or ideas, but do not need to be explicitly used within the copy.

Tumblr

Tumblr is both a blogging platform and a social network. You can use it strictly for blogging or strictly for social networking with other users—or you both.

Twitter

Twitter is known as a micro-blogging site. People make connections by following other people's twitter feeds. Once you click follow, anything that person or organisation says will appear on your timeline. You can tweet a person by putting the @ symbol before their username.

Twitter Chat

A Twitter chat is an organized online discussion about a topic, that is associated with a specific hashtag. It usually occurs on a weekly basis. The typical format of a Twitter chat is a question-and-answer session which lasts about an hour, and is moderated.

GLOSSARY OF TERMS

URL

A Uniform Resource Locator, colloquially termed a web address, is a reference to a web resource that specifies its location on a computer network and a Mechanism for retrieving it. A URL is a specific type of Uniform Resource Identifier, although many people use the two terms interchangeably. [9]

User-Generated Content (USG)

Drive engagement with outstanding content from others. Example: Reach out to community members 1:1 whenever you spot a great image, mention the users when you share the post, repeat. You may even notice users sending content your way all on their own! [10]

Vimeo

Vimeo is a video sharing platform. It differs largely from YouTube because of its “artsy” distinctiveness. Simply put, you upload your own creative videos for others to enjoy and browse through the available videos on the platform to watch ones from other creators.

Viral

When a piece of content achieves noteworthy awareness and goes batshit crazy all over the Internet.

Vision

The aspirations of a company that drive future growth. [1]

Voice

The unique personality of a company as expressed by its verbal and written communications; the verbal and written communications; the verbal dimension of a brand personality. [1]

Web Resolution

On-screen resolution for Web, e-mail and presentations is much lower and the logo should be at least 72 dpi at the actual size it will appear on screen.

Web-Safe Fonts

Web safe fonts are fonts that are pre-installed by many operating systems. While not all systems have the same fonts installed, you can use a web safe font stack to choose several fonts that look similar, and are installed on the various systems that you want to support.

Word Mark

Word mark (aka logotype) is a freestanding acronym, company name, or product name that has been designed to convey a brand attribute or positioning.

WordPress Blog

WordPress is a free personal publishing platform. It is an easy to use, fast and flexible blog script. It comes with a great set of features, designed to make your experience as a publisher as pleasant as possible.

Work Sans

“Work Sans” is a typeface based loosely on early Grotesques. The core of the fonts are optimised for on-screen medium-sized text usage (14px-48px) – but still can be used in print well. The fonts extreme weights are designed more for display use. Overall, features are simplified and optimised for screen resolutions – for example, diacritic marks are larger than how they would be in print.

XML

XML is a metalanguage which allows users to define their own customized markup languages, especially in order to display documents on the Internet.

YouTube

YouTube is a video sharing service where users can watch, like, share, comment and upload their own videos. YouTube is a free to use service. The video service can be accessed on PCs, laptops, tablets and via mobile phones.

.Zip Files

A file with the ZIP file extension is a ZIP Compressed file. A ZIP file is simply a collection of one or more files and/or folders but is compressed into a single file for easy transportation and compression.

SOURCES + INSPIRATION

EDITORIAL STYLE GUIDE

+

GLOSSARY TERMS

+

DESIGN INSPIRATION

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Camp House Concerts Brand Style Guide
Updated November 26, 2018
Version 1.0

Prepared by: COBO MKTG