

THE BIAC STORY

This speaks to the notion of inclusiveness and welcoming that emerged from the stories and discussions of last summer's research. Art—and BIAC—have no boundaries, no limitations. The same is true of the artist. An artist may wear many masks: the carpenter framing a building in an exciting and innovative way; a chef working with a gardener to create exciting local menus; digital engineers experimenting with new sources of sound, etc.

TAG LINE

A tag line is a brief, concise, memorable, and—most importantly—inspiring statement that embodies the heart and soul of the brand. The tag line's purpose is to capture stakeholders' imaginations and connect them to BIAC at an emotional level.

The BIAC's tag line is: Believe. It's possible.

WITH THANKS

The Bowen Island Arts Council recognizes the work of Storytellings Inc.™ in leading us through the branding process, and acknowledges all the members of our nonprofit who participated in the Summer Sessions focus groups.

For three decades the Bowen Island Arts Council has been a beacon, guiding the way forward for art and artists on Bowen. BIAC is a viable and visible community of people where artists and art enthusiasts find a sense of belonging and collaboration. It is a safe and nurturing space, allowing creative talent the freedom to explore, experiment and expand.

In significant ways, BIAC's successes—advocacy for the Cove Commons, championing of a community centre, unwavering support of local artists, its innovative Cultural Plan—have brought great benefit to our island. Providing stability and order to the seemingly chaotic and expansive nature of the arts, BIAC's stature as a pillar of our community has grown. As the voice of the creative community, BIAC has helped transform the Bowen community and enriched all our lives.

But there is more to be done. Like the artistic community it serves, BIAC must explore and experiment, break down barriers and push the boundaries of art and culture on Bowen.

Art is everywhere. It is in the Cove Commons. It is inspired by and hidden in the pristine natural beauty of our island. It is germinating in the minds of our young people. It is manifested in the never-ending search for new ways of artistic expression. Gardeners are working with chefs. Visual artists are experimenting with digital engineers. Young and old are making art together, sharing experiences, techniques, ideas, and most importantly, support.

Art is transformational. BIAC, like the arts, is constantly transforming and being transformed. Building on the dedication, vision, and creativity of Bowen artists who have paved the way, BIAC is experiencing its own renaissance, its own renewal. Yes, BIAC is about art and artists on Bowen Island. But it is also about so much more.

The possibilities are endless.

BRAND ATTRIBUTES

Brand Attributes are the characteristics that make up our brand personality. These are the characteristics that define—in very general terms—what the BIAC organization stands for. These can help guide our decisions regarding: which activities we will and will not be involved in, potential partners, future direction, etc.

BIAC's brand attributes are:

- * *Community-builders*
- * *Inclusive*
- * *Supportive*
- * *Advocates*
- * *Values-driven*
- * *Enablers*

BRAND VOICE

BIAC's brand voice is the tone in which we speak to and connect with stakeholders.

BIAC's voice is:

- * *Passionate*
- * *Respectful*
- * *Joyous*
- * *Welcoming*
- * *Warm*
- * *Optimistic*
- * *Creative*

Using our brand voice effectively is about being consistent in our communications and positioning BIAC as an organization that is joyfully passionate, inclusive, and creative. BIAC welcomes everyone.

BRAND ESSENCE

Brand essence is the underlying, foundational beliefs of what BIAC is all about. It is the heart and soul of our brand. It's how BIAC makes members/stakeholder—artists, consumers of art, and all who are drawn in any way to the creative process—feel. It should inform everything we do and say.

BIAC's brand essence is: *Endless possibilities.*

BIAC provides the opportunities, the space, the events, the community, and the support to help stakeholders realize that there are no limits to what they can do. There are no limits to the transformational power of art.

BRAND PROMISE

A brand promise is statement of the benefits BIAC offers our stakeholders. A strong brand promise is one that connects our purpose, our positioning, our strategy, and our member/stakeholder experience. It clearly articulates what people can expect from BIAC. And it is measurable.

BIAC's Brand Promise is: *We're all artists here.*