



METRO ARTS
NASHVILLE OFFICE OF ARTS + CULTURE



January 18, 2018

Dear Metro Arts Partners:

Hello All. Today, Metro Arts announced a year-long celebration of our 40th Anniversary. This will include special events, activities and social media.

One of the cornerstones of the celebration is the unveiling of a new brand framework for the agency. Effective, today, January 18, Metro Arts is using the new branding as outlined in the brand standards guide [here](#).

Please immediately update any branding on web and other electronic platforms and begin integrating this into print materials. As the instructions outline, please do not modify the logo in any way. We have anticipated all uses and have made allowances for your designers and printers. You can access the logo files [here](#). If you have questions about usage, please reach out to the program manager you deal with directly on grants, THRIVE, public art or other programs.

Additionally, the brand update calls for our agency to be standardly referred to as “Metro Arts” and with the sub heading of Nashville Office of Arts + Culture. Please eliminate uses of MNAC in your written correspondence and other external communications.

We understand that transitions take time and are willing to work with you and your team to ensure you have what you need to make these changes. All documents are also available online at artsnashville.org. Usage of the brand will be a requirement in all contracts and agreements going forward. Thank you so much and we look forward to a great year celebrating our work with each of you.

Best,

Jen Cole
Executive Director