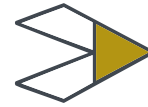




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## ARTWEST

ArtWest's mission is as brilliant as the art and artists they represent.



# ARTWEST

CULTIVATE BRILLIANCE

LOGO DESIGN



**FUTURE  
SCULPTOR**

Your patronage will help send an aspiring young sculptor to a free art house in West Africa.  
SPONSOR TODAY.



**ARTWEST**  
CULTIVATE BRILLIANCE



**FUTURE  
ILLUSTRATOR**

Your patronage will help send an aspiring young illustrator to a free art house in West Africa.  
SPONSOR TODAY.



**ARTWEST**  
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**FUTURE  
PHOTOGRAPHER**

Your patronage will help send an aspiring young photographer to a free art house in West Africa.  
SPONSOR TODAY.



**ARTWEST**  
CULTIVATE BRILLIANCE

## THE WORK

### Brand Strategy

Brand direction  
Naming  
Key messaging

### Brand Implementation

Logo design  
Image system  
Marketing collateral  
Posters  
Website  
Experiential

TENT CARD

## CHALLENGE

As a social enterprise with the grand goal of bridging cultures through art, ArtWest needed a brand that would support its mission of cultivating tomorrow's talent in West Africa while inspiring today's art patrons and collectors in the western hemisphere.

## SOLUTION

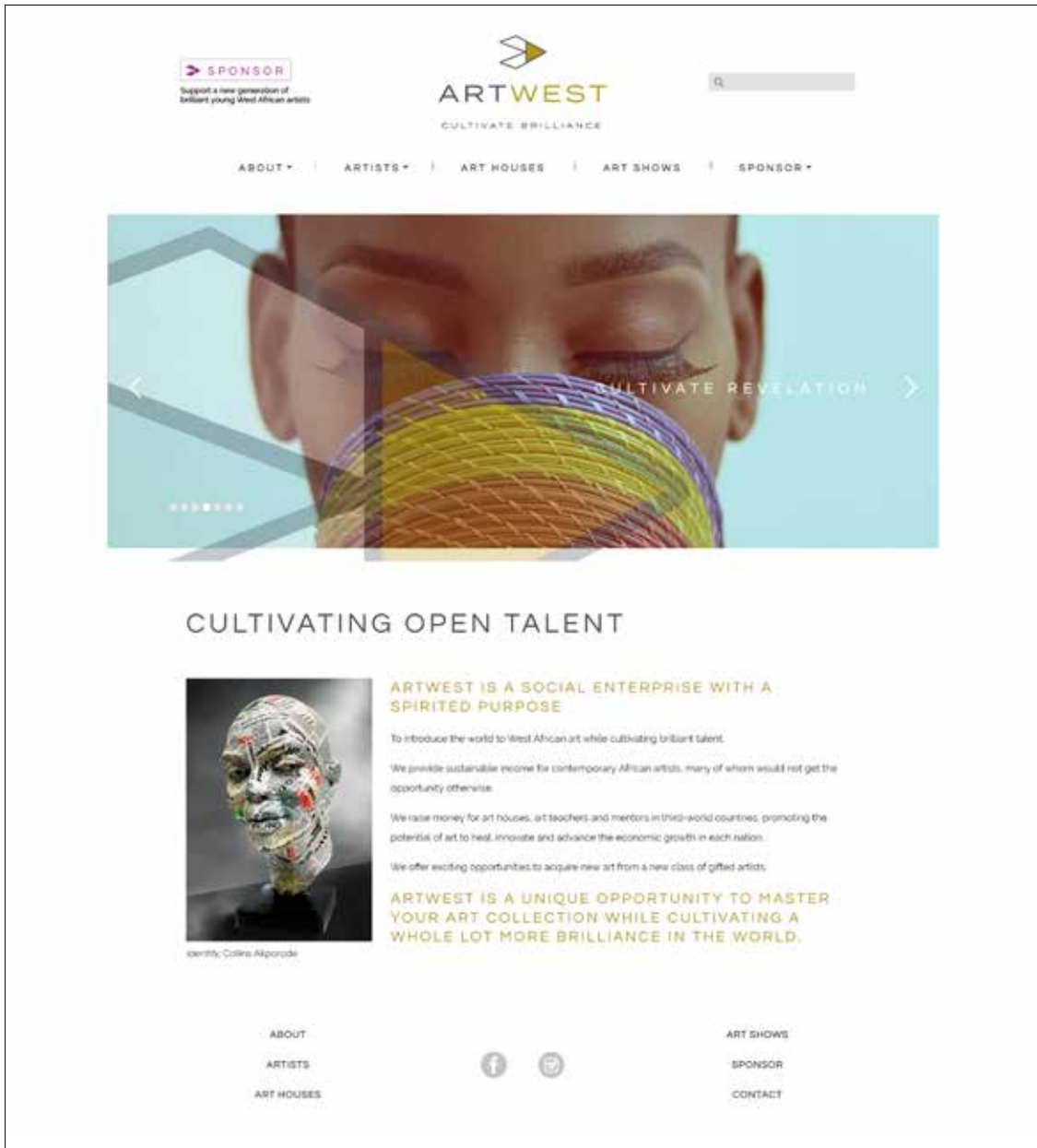
We made art the hero of the brand. It is, after all, the universal language. Through insights gathered both here and in West Africa, we came up with the name, developed all brand elements, including a logo, image system, stationery, marketing collateral, website and event plan, management and support.

## RESULTS

ArtWest successfully launched in Minneapolis with an acclaimed art show. ArtWest currently represents seven artists from West Africa and is making plans to begin art classes in 2020.



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WEBSITE



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ARTWEST

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# ART EVOKES EMOTION IT AWAKENS MINDS IT CHANGES LIVES

ArtWest is a social enterprise dedicated to providing free art education through the sale of high-end, contemporary art from West Africa. Our goals are dynamic:

- Provide sustainable income for contemporary African artists
- Raise money for art houses, art teachers and mentors in developing countries
- Promote the potential of art to heal, innovate and advance economic growth

Your ArtWest purchase will make all that happen. It will change lives.

To learn more, visit [myartwest.com](http://myartwest.com). To see ArtWest's extraordinary collection, contact us at [art@myartwest.com](mailto:art@myartwest.com). 40 percentage of each art purchase will be considered a tax-exempt donation.

POSTER



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## BRILLIANT ART

CULTIVATED IN WEST AFRICA



LEVITATION, BERNARD COKER

## BRILLIANT TALENT

Introducing ArtWest, a social enterprise bringing West African art to the world. In addition to showcasing new work, ArtWest cultivates new talent through accessible art fairs. Through world-class openings, you have the opportunity to discover extraordinary art while becoming a patron to deserving young artists ready to burst through to brilliance.

Our social enterprise goals are powerful:

- Provide sustainable income for contemporary African artists.
- Raise money for art homes, art teachers and mentors in developing countries.
- Promote the potential of art to heal, innovate and advance economic growth in developing countries.

## BRILLIANT BREAKTHROUGHS



### ROYAL GUARD

SPENE AROWOGBE

A rowing boat's 7' x 7' oil on canvas depicts a lion-headed royal guard from southern Nigeria. His vibrant palette, adorned with red, yellow, and blue, reflects power and prestige in his art.



### UNTITLED

COLLINS ANJORIN

This 10" sculpture was inspired by a neighbor fascinated by the artist's process and eager for museum. A natural face with prominent ear depicts a good friend.



### IDENTITY


COLLINS ANJORIN


This 12" mixed media piece symbolizes the African man's struggle to gain global identity. Newspaper print depicts the history. A three-dimensional face illustrates the struggle.

BROCHURE



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CLOSER TO  
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DISCOVER  
◀ **BRILLIANCE**

  
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POSTERS