Carson Cultural Arts:
360 Ad Campaign

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**Logo**

1. Logo represents diverse communities coming together for the support of enrichment programs sponsored by the City of Carson.
2. Three key pillars cultivated within programs: *education, community, & arts.*
3. Logo reflects modern UI design aesthetics, with fluid adaptation to print and social media platforms.
4. Marketing call to action applied to logo with url, *CarsonCulturalArts.org.*
5. Color schemes and theory:
   a. Orange symbolizes: enthusiasm, fascination, happiness, & creativity.
   b. Blue symbolizes: trust, loyalty, wisdom, & intelligence. *(source: Color Wheel)*
Mobile UI Design and Prototype

1. Ability to register for programs, acquire latest news updates, rate programs, supply comments, and connect with members.
2. Acquired ratings and comments will be curated and delivered to commissioners and city stakeholders for review and consideration of future contract renewals.
3. Responsive architecture across laptops, tablets, and mobile devices to ensure functionality across digital platforms.
4. Click to view mobile prototype or paste link into browser: https://xd.adobe.com/view/6561f8d1-cfb6-4bfd-a077-795d41adb442/
Mobile UI Design and Prototype

By Marco Aguilera, Creative Director | marcoaguilera@marco360design.com | Ad Campaign, Design Visuals
Mobile UI Design and Prototype
Social Media

1. Facebook social media header with cropped logo and image of people embracing.
2. Marketing message next to logo reaffirms value propositions.
Video: Spot Commercial

1. Click to play video or paste link into browser, https://youtu.be/TqrCvjHuokS
2. Video can be edited to 15, 30, or 60 seconds for TV spots, or short form videos for social media posting.
3. Inserting an audio script can help reinforce value propositions.
4. Recording interviews of members and instructors are key for marketing purposes.
Publication

1. Print publication to contain news and information about enrichment programs. In addition to insightful interviews about inspiring Carson residents. The articles can have extended versions online with interactive infographics or statistics, and the ability to like or share an article. Internal sections containing creative and fun facts about businesses and public spaces promoting education and active lifestyles can help residents and visitors rediscover the City of Carson. Lastly, an evening section promoting restaurants and upcoming special events can help the magazine become a keepsake for the year, allowing it to expand its shelf life, eg. Phantom Carriage Brewery (Carson’s first brewery), Carson Calendar of Yearly Events.

2. Image of girl on cover can be replaced with a picture of a real Carson resident bringing value to the community—and interviewed. The goal of the magazine is to have it reflect its diverse communities and maintain a direct connection to the Carson Cultural Arts mission statement.

3. Call to action with url, CarsonCulturalArts.org.
Print Advertisement

1. Background contains heart images, reinforcing logo and the message of caring.
2. Call to action with url, CarsonCulturalArts.org.
3. Value propositions called out in bullet points.

![Image of Print Advertisement]

It’s Your Education. It’s Your Community. It’s Your Arts.

The City of Carson LOVES serving its residents!

- Enrichment programs for all age groups.
- Designed to expand your horizons.
- Instructors live in your community and are committed to your success!
- Carson residents sign-up for free today!
- www.carsonculturalarts.org

Sponsored by the City of Carson | Future Unlimited
Environmental

1. Office/store sign with logo and text.
2. Text placed in center for clarity and balance.
3. Round sign compliments circles and curved lines from logo.
4. Sign specs, price point, and vendor:
   a. 24” diameter, double sided artwork, with internal LEDs: $1,235
   b. https://www.wescosigns.com
Environmental

1. Large and simplified text allows for quick readability.
2. Image of girl can be replaced with pictures of real Carson residents. The goal of the advertisement is to have it reflect and connect with Carson residents.
3. Call to action with url, CarsonCulturalArts.org.
4. Value propositions called out in bullet points.
Booth Exhibit

1. Booth exhibit gives city stakeholders a professional platform to promote programs at live events.
2. Promotes brand building and recognition.
3. Image of girl can be replaced with a picture of a real Carson resident.
4. Display specs, price points, and vendor:
   a. 8’ display with tension fabric and LED Lights, $995
   b. Table top with tension fabric, $545
   c. www.aceexhibits.com
Street Banners

1. Designed with limited value propositions for quick readability.
3. City slogan with branded color schemes and logo.
4. Approximate price point per banner:
   a. $60 to $90 each, depending on durable materials and quantity.
Street Banners

Carson Cultural Arts
Education Community Arts
Sophisticated Dance
[Performing Arts]
Carson Future Unlimited

Carson Cultural Arts
Education Community Arts
Monteclaro Foundation
[Arts & Education]
Carson Future Unlimited

Carson Cultural Arts
Education Community Arts
Rockin Blues Entertainment
[Performing Arts]
Carson Future Unlimited

Carson Cultural Arts
Education Community Arts
Theater & Dance, CSUDH
[Performing Arts]
Carson Future Unlimited
Street Banners

Carson Cultural Arts.org
Education Community Arts
International Printing Museum
[Historical Education]

Carson Cultural Arts.org
Education Community Arts
Alexey Steele
[Fine Arts & Culture]

Carson Cultural Arts.org
Education Community Arts
Mariachi Academy of Carson
[Music & Culture]