



LAO ARTS AND CULTURE COLLECTIVE

Culture lives when we share it.

Brand kit and digital identity guide. A proposed refresh built around LACC's existing logo, community-centered learning, and living cultural practice.

Preserve. Celebrate. Share.

PROPOSED REFRESH / OCTOBER 7, 2026

A collective with a clear purpose.

Organization description

Lao Arts and Culture Collective (LACC) is a Minnesota nonprofit organization connecting youth, families, artists, and elders through Lao arts, culture, and shared learning. LACC provides educational arts opportunities to Lao youth and creates spaces where cultural knowledge can be learned, practiced, shared, and carried forward.

Mission - retained from the current website

Create inclusive, community-forward experiences where Lao arts and culture sit at the center of multigenerational exchanges of skills, knowledge, and joy.

Vision - retained from the current website

Build a sustainable Lao cultural hub where students, artists, and community members learn, lead, and preserve heritage through music, storytelling, and intergenerational exchange.

Name and tagline

Use the full name on first reference and LACC afterward. Preserve the ampersand in the existing logo artwork. Retain the current tagline: Preserve. Celebrate. Share. The proposed campaign headline is: Culture lives when we share it.

Make the purpose concrete.

Connect culture, learning, relationships, and the organization that sustains them.

Youth-centered learning

Young people build cultural knowledge, creative confidence, and relationships. Describe specific learning experiences rather than promising unmeasured outcomes.

Living arts and culture

Language, artistic expression, and cultural practices are learned, practiced, and shared. Present culture as active and evolving.

Connection across generations

Youth, families, artists, instructors, and elders bring knowledge and learn from one another. Recognize different experiences and language abilities.

Shared stewardship

Community participation and strong organizational foundations help sustain cultural learning. Describe tangible ways to contribute.

04 / COLOR

A palette that connects the pieces.

Blue and gold align with the existing logo. Maroon and Paper continue the current website palette. Hex values below are the proposed digital standard.



Collective Blue

#0B3547

Primary identity, headers, footer, large surfaces



LACC Maroon

#7A0F2D

Primary buttons, emphasis, secondary brand



Champa Gold

#FFCC73

Accents and light text on dark blue

Paper

#FBF7F1

Primary light background



Ink

#1F1A17

Body text on light backgrounds

Accessible pairings

Use white on blue or maroon, blue on gold or Paper, and Ink on Paper. Gold on Paper is decorative only, never body text. Reserve the previous #C89B3C gold for legacy reference; the refreshed digital accent is #FFCC73.

Expressive headings. Clear details.

Georgia for headings

Use Georgia Regular for headlines and section titles. Pair expressive headlines with concise, useful descriptions. Website H1 scales from about 45 to 86 px; H2 from 35 to 59 px.

Arial for everyday information

Use Arial Regular and Bold for body copy, navigation, buttons, and program details. Website body copy is 17-18 px with generous line spacing. Digital labels should normally be at least 14 px.

Lao-language text

For new Lao body copy, use Noto Sans Lao where available. Have a fluent reviewer check wording, font rendering, and line breaks. Preserve approved Lao text in the existing logo. This kit adds no unreviewed translations.

Our voice

Warm, specific, respectful, and invitational. Use active voice and concrete experiences. Avoid exoticizing language, deficit framing, and claims that all Lao people share the same experience. Keep dates, ages, costs, and next steps easy to find.

Example invitation

Join LACC for Lao language learning through conversation, sounds, letters, games, and cultural activities. See the registration form for dates, ages, fees, and availability.

Let the community carry the story.

Photography

Use real LACC program photos showing participation, relationships, and creative practice. Keep a consent record for each use, particularly images of children. Avoid staging or implying that unrelated people are LACC participants.

Cultural imagery

The existing logo already includes cultural elements. Keep it intact. Additional symbols or motifs should come from community knowledge and reviewed source material, with attribution or permission where appropriate.

Included editable layouts

Program flyer (816 x 1056), square social post (1080 x 1080), presentation title (1600 x 900), and letterhead (816 x 1056). SVG files retain editable text and embed the existing logo. Replace all bracketed fields before distribution.

Consistent information hierarchy

Organization name and identity; program or message title; one useful description; essential details; registration or contact information. Keep text readable and use photos purposefully.

Included supporting files

Existing logo PNG; messaging Markdown; palette JSON; CSS color and typography tokens; this PDF guide. The SVG presentation title is a vector layout, not a PowerPoint file.

A practical path to launch.

Refreshed website

Home introduces LACC and links to programs. About retains the mission and vision. Programs explains offerings and preserves current registration links. Get Involved covers volunteering, cultural contributions, and board participation. Brand Resources hosts the kit.

Connected destinations

Existing Google Forms, Facebook, and Instagram destinations are retained. No new payment system, contact inbox, or data collection is connected. The forms were not submitted, and current program availability needs verification.

Before wider use

Review and adopt the proposed palette and campaign headline. Verify active registration forms and program details. Confirm photo permissions. Assign a contact channel and content owner. Add verified giving information when available. Check mobile layouts and keyboard navigation on the target host.

Keep the brand useful

Review program information before each offering. Keep one master logo and template set. Revisit messaging when programs or organizational priorities change.

Source notes

Current LACC website: laoarts.org and laoarts.org/about.html, retrieved October 7, 2026. LACC Organization Snapshot, October 5, 2026. Mission, vision, tagline, logo, and photos come from existing LACC materials. Palette organization, campaign headline, templates, and website copy are proposed refresh work.