

# **DORCHESTER ART PROJECT**

**A BOSTON LEADERSHIP AND ARTS CO-OPERATIVE INITIATIVE**

**DORCHESTER ART PROJECT  
BRAND  
IDENTITY**

**Dorchester Art Project is an arts & cultural organization with a focus on arts education, grassroots organizing, community engagement and performance and visual arts. Dorchester Art Project is a cultural incubator and support system for the arts, empowering and amplifying artists of all mediums. The Dorchester Art Project brand embodies independence, simplicity, artistic expression and cultural expression.**

## **COMMUNITY:**

**Dorchester Art Project is all about community and contributing to the creative economy through our actions, programming, events, partnerships, content and development.**

## **EXPRESSIVE:**

**Telling. Vibrant. World Building. Dorchester Art Project prides itself on sharing information, details and developing a world around the programs and efforts we create. We don't want you to just see us, we want you to feel us.**

# OPTIMISTIC

**We here at Dorchester Art Project believe in artists, organizers and creatives from all walks of life. We know anything is possible with organizing, community and being resourceful and we want our space, programs and efforts to reflect that.**

# **AUTHENTIC**

**Here at Dorchester Art Project: we are who we are. We want our brand and our action to represent us in the truest form possible. We pride ourselves on connection, truth, transparency and an absolute dedication to partnerships and growth.**