

STUDIO KIDS
 COLLECTIVE
comprehensive brand guide



BRAND OVERVIEW

MISSION STATEMENT

Studio Kids Collective is dedicated to fostering creativity, individuality, and connection in every child, through engaging, hands-on art experiences, we provide a space where children can explore their unique talents, build meaningful friendships, and grow holistically.



CORE VALUES

Creativity, individuality, community, inclusion, holistic development, exploration, collaboration, parent partnership, empowerment, and having fun are core values that guide our approach.

POSITIONING

Studio Kids Collective positions itself as a premium, expert-driven creative place for children, offering a high-quality, holistic arts education that emphasizes both artistic expression and personal development.

UNIQUE SELLING PROPOSITION

Studio Kids Collective stands out by offering a comprehensive approach to creativity that goes beyond just one art form. While many local programs focus on STEM or single-discipline art, our holistic approach empowers children to explore their artistic potential, build confidence, and connect with their community, all without replacing traditional school.



TARGET AUDIENCE

demographics

- Located in Highland, Utah or Utah County
- Parents in their 30s or 40s with multiple kids
- Highland medium income is \$166,000
- College degree

Psychographics



- Parents with children interested in art, music, dance, & theater.
- Values education, holistic development, individual expression, collaboration, & social skills

goals

- Foster well-rounded children who excel in creativity.
- Find quality, well-trusted programs.
- Encourage healthy child development.

Challenges

- Struggles to find extracurricular programs that provide high-quality instruction without overstimulating their children
- Concern about enrolling kids in a program that might limit them to one interest or exclude other potential hobbies or passions in the future.
- Wants to prioritize child-led learning without sacrificing a traditional education



lifestyle

- Busy but family-focused, balancing work, school, and extracurriculars
- Prioritizes high-quality experiences
- Has disposable income



persona



The Mckellan family lives in Alpine, Utah, where they are raising their two kids ages 6 & 9. As a family, they value learning and development. The mom works in education and the dad as a business professional, earning a combined \$150,000 salary. The children show interest in the arts and continued learning. Since the parents prioritize their children's interests and have an income that allows for investment in high quality programs, they are looking for an opportunity that will nurture academic and personal growth. They are influenced by expert opinions and community word-of-mouth.

VISUAL IDENTITY

fonts

The main font used for the name, logo, and other text.

OWNERS WIDE BOLD

Secondary font used for stand-out texts.

handwriting

logo

Main logo.

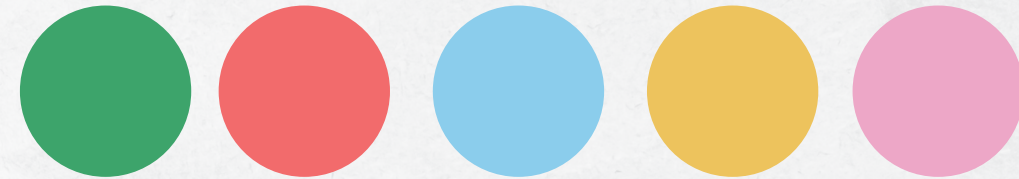


Secondary logo for optimal space.



COLORS

The colors are used interchangeably and reflect the primary colors used in children's artwork.



APPLICATION



VOICE & TONE

The tone reflects a balance of expertise and approachability. It speaks directly to parents who are passionate about their children's development. It conveys a sense of trust, expertise, and care, making families feel confident that their children are in good hands. It should be enthusiastic as well, to highlight the fun aspects, while still maintaining an elevated, high-quality feel.



guidelines

- The tone should be professional, but not overly formal
- The voice should feel like a partner in the child's development, positioning Studio Kids Collective as a leader in creative and child-centered education
- It should be warm and inviting, making parents and children feel welcomed and excited

SOCIAL MEDIA GUIDE



- Don't overwhelm with information
- Don't use overly formal or impersonal language
- Don't use too much humor or follow trends, and instead keep the content professional while still relating to parents
- Do keep the content child-centered, sharing images of children engaging in activities
- Do share success stories and testimonials
- Do create value driven, educational posts that parents find helpful
- Do be transparent and clear about what parents can expect, and always focus on the process of growth rather than the outcome
- Do focus on inclusivity and community, celebrating milestones and diversity
- Do engage with followers and foster a community of parents
- Do share both posed photos from professional shoots as well as candid photos, reflecting both the quality and focus of the studio
- Do focus content on the core values (Creativity, collaboration, development, etc)
- Do collaborate with popular family creators.
- Do use visual elements, such as the doodles, sparingly and over more promotional content

CONTENT EXAMPLES

- Professional, candid photo of a group of kids working together on a project with the caption focusing on inclusion, collaboration, and learning together
- Newsletter section about how to support your child's creative journey at home
- Studio shoot showcasing new merchandise paired with unconventional clothing (like rain boots with shorts), with the caption emphasizing self-expression and comfort found in the new items
- Spotlight post on a child who's had a recent success
- Professional photo of a dance team practicing in the studio, with the caption promoting their upcoming event & highlighting their hard work.



CAMPAIGN CONCEPTS

- Take a high quality reel of children handing out free art kits to families entering in & out of grocery stores, or at parks. The art kits include sign up information and a limited-time sign up offer with the code. Take a reel handing out the kits, what's in them, and reactions (blurred faces of kids & parental permission). This would build community rapport, gain social media traction, and likely drive traffic to the website. Use #StudioKidsShare and encourage ways families can encourage sharing creativity and resources from home, like donating art supplies to school classrooms.
- Conduct a giveaway that requires participants to share a photo of their child's artwork tagging Studio Kids Collective, follow the account, and using a hashtag like #StudioKidsCreate. The selected participant would receive a discount on classes and merchandise bag.
- Create a high quality reel of kids in the program painting a mural for a local school or other child-centered business, focusing on the community service & artistic experiences gained through the studio.
- Create a high quality reel interviewing different children at the studio on all things creative, and at the end showcasing their talent on video. Use the caption to encourage parental involvement by reminding parents to ask questions and engage with their different interests.



PLATFORM STRATEGIES

instagram

- Since Instagram is primarily visual, use vibrant, visually appealing images and videos to showcase art and the studio atmosphere.
- Prioritize professional candid shots of kids in action as well as photos from shoots.
- Post only high-quality reels, steering away from humor or trends
- Use stories for quick behind-the-scenes peeks inside the classes, reposting tagged photos, and community engagement through Q&As and polls.
- Focus on the positioning the brand as high-level, professional, child-centered, and fun.

facebook

- Share long-form content such as newsletters, articles, and other helpful resources for parents.
- Share more candid photos and behind-the-scenes, focusing on the benefits and expertise.
- Use Facebook Events to promote workshops and events.
- Focus on being informational, promoting events, and fostering community.

newsletter

- In depth updates on inside each art program, upcoming events, and seasonal workshops.
- Share more personal photos, like children receiving rewards or engaging with each other.
- Include feature stories on individuals.
- Share educational content and at-home creative learning ideas.

