



DAEMEN COLLEGE SPEAKER SERIES

Branding for Artists

with Emily Burns Perryman

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& Christy Francis

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Founder, Avery & Harlow

RECORDED WEDNESDAY, JUNE 23rd, 2021 6pm-7pm

- 00:20:13 Rosemary [Book Arts]: Hi everyone! Welcome!
- 00:20:30 Rosemary [Book Arts]: Please introduce yourself in the chat!
- 00:20:50 Nicole Cooke - WNY Book Arts Center: Hi all! Nicole from Book Arts here - thanks for joining us tonight!
- 00:20:53 Rosemary [Book Arts]: We'll give folks a chance to settle in and get started at 6:05pm!
- 00:21:01 Emily: Emily from B-lo: Book Arts fan :)
- 00:21:22 Rosemary [Book Arts]: This is Rosemary here at Book Arts. I'll be monitoring the chat today :) Send me your comments & questions!
- 00:21:27 Casi Hall: Hey Everyone! This is Casi Hall (She/Her). Graphic designer, artist, illustrator, photographer.
- 00:21:42 Emilee: Hi! My name is Emilee Kassay! I'm an illustration major (just recently switched from animation)
- 00:21:45 Casi Hall: Have my camera off while I cook dinner, lol
- 00:22:13 Rosemary [Book Arts]: Enjoy cooking! Thanks for joining us Casi!
- 00:22:33 Nicole Cooke - WNY Book Arts Center: Hey Casi! AIGA Upstate represent!!!!
- 00:22:44 Emily Perryman: Emily from Daemen and Unite by Night :) Thanks for joining us!
- 00:23:00 christy: Christy from Daemen and Avery & Harlow! So thrilled to be here with everyone!!
- 00:23:49 Debra Eck: Hi - Deb from Jamestown here :)

00:24:06 WNY Book Arts Center: Mel from Book Arts! Nice to meet ya! :)

00:24:08 Rosemary [Book Arts]: Western New York Book Arts Center:
<https://wnybookarts.org/>

00:24:13 Rosemary [Book Arts]: Hi Deb!!

00:24:36 Rosemary [Book Arts]: ASK ME!!!!

00:25:10 Rosemary [Book Arts]: Daemen College's Leadership and Entrepreneurship in the Arts
B.S. Program:
<https://www.daemen.edu/academics/areas-study/visual-and-performing-arts/leadership-and-entrepreneurship-arts-bs>

00:33:35 Rosemary [Book Arts]: As a reminder, please drop and comments/questions for Christy & Emily in this chat box! Thanks :)

00:39:39 Rosemary [Book Arts]: Drop ?s here!

00:43:11 Dylan & Ariel Blair: How do you identify what your story is, based on what you have already?

00:44:46 Rosemary [Book Arts]: Thanks for these ?s

00:48:13 Rosemary [Book Arts]: Customers and supporters of your art as influencers!

00:51:46 Rosemary [Book Arts]: Am I wearing Book Arts yellow? It's one of our secondary brand colors :D

00:51:54 WNY Book Arts Center: Emily you're also wearing the colors of your branded presentation! Blue & pink ;)

00:52:24 Emily Perryman: Intentional!!! :)

00:55:15 Rosemary [Book Arts]: Experience sets you apart!

00:56:59 sandy: What was that documentary again?

00:58:26 Rosemary [Book Arts]: 7 Days Out

00:58:38 Mel (Book Arts): additionally are there other docs or sources showcasing great branding?

00:59:42 Rosemary [Book Arts]: Documentary: Fake Famous (HBO)

01:00:01 Rosemary [Book Arts]: *Normal people turn into influencers*

01:00:28 Rosemary [Book Arts]: Because influencers aren't normal! JK

01:00:39 Emily Perryman: <https://www.hbo.com/documentaries/fake-famous>

01:00:45 Rosemary [Book Arts]: Thanks Emily!!

01:02:01 Mel (Book Arts): Casual focus groups with friends!

01:02:47 Nicole Cooke - WNY Book Arts Center: Always important to consider your call to action!

01:02:59 Rosemary [Book Arts]: Woohoo!

01:04:06 Rosemary [Book Arts]: “Engage with your community to promote your brand” - Christy

01:04:10 Rosemary [Book Arts]: I like this quote!

01:05:09 Nicole Cooke - WNY Book Arts Center: I’m also loving these high quality photographs, really elevates the collabs!

01:06:08 Rosemary [Book Arts]: Yes, for an individual artist this translates into high quality photos of your artwork to help viewers see your work in the best light

01:06:45 Mel (Book Arts): and *best light* don’t underestimate the quality of natural light ;) !!

01:07:49 Rosemary [Book Arts]: <https://www.linkedin.com/in/emilyalexandriaburns/>

01:09:07 Rosemary [Book Arts]: <https://www.unitebynight.com/>

01:09:32 Rosemary [Book Arts]: Christy’s artwork: <https://www.averyandharlowprints.com/>

01:09:41 Emily Perryman: Do not underestimate the power of a good SWOT analysis to help determine your brand!

01:10:11 Emily Perryman: Casi Hall- I see you, connecting!! :)

01:11:26 Rosemary [Book Arts]: Learn more about the Book Arts branding process: <https://wnybookarts.org/from-wnybac-to-book-arts/>

01:12:01 Rosemary [Book Arts]: A lot of soul searching for our organization, but also applicable for independent artists

01:12:26 Emily Perryman: YESSS!!!

01:14:27 Rosemary [Book Arts]: Learn more about the Book Arts branding process: <https://wnybookarts.org/from-wnybac-to-book-arts/>

01:15:05 Rosemary [Book Arts]: Also, sign up for our mailing list to get more fun Book Arts brand in YOUR inbox <3 <https://wnybookarts.org/mailling-list/>

01:15:09 Nicole Cooke - WNY Book Arts Center: If you’re not sure how to start, hiring a brand consultant can be a great first investment - even before you’re ready to design a logo! - it is a huge help for establishing your ~vibe~

01:15:24 wendytrout: Thank you for a great presentation!

01:15:48 christy: Thank you for being here!!

01:16:18 Emily Perryman: This is part of your brand!! Relatable!! :)

01:16:40 wendytrout: It is very time consuming as one person to create AND do social media!

01:16:57 Joyce Strobel: Great presentation - thank you!

01:17:05 Emily Perryman: Hi Joyce!!!!

01:17:50 linda collignon: Thanks so much~ great content, and loads to ponder~

01:18:29 Rosemary [Book Arts]: Wendy - yes! It is. Check out the recording from last month- Marketing For Artists. Setting up a schedule really helps. It is a lot of work. I find that when you have a solid brand, creating content is faster, because its almost made for you

01:19:07 Emily Perryman: brand tools are key!!

01:19:31 christy: Yes, user-friendly templates are so awesome!!

01:20:02 sandy: Canva is awesome!

01:20:17 Rosemary [Book Arts]: [canva.com](https://www.canva.com)

01:20:26 Joyce Strobel: I agree when you have a well-defined brand, it makes our lives and designer's jobs so much easier!

01:20:57 Dylan & Ariel Blair: Thank you very much! Lots of helpful information!

01:21:20 Rosemary [Book Arts]: Email us!!!! curious@wnybookarts.org

01:21:55 Rosemary [Book Arts]: Book Arts & Daemen Collaborative Speaker Series:
BLOG | MORE INFO
<https://wnybookarts.org/daemen-speaker-series/>

Daemen College's Leadership and Entrepreneurship in the Arts B.S. Program:
<https://www.daemen.edu/academics/areas-study/visual-and-performing-arts/leadership-and-entrepreneurship-arts-bs>

01:22:18 Emily: Thank you for the presentation!

01:22:19 Stephanie Wolff: Thanks for the presentation!

01:22:27 Rosemary [Book Arts]: Thank you all!! Enjoy the evening!

01:22:56 sandy: Thank you!

01:23:15 Rosemary [Book Arts]: <https://wnybookarts.org/bookfest2021/>

01:23:23 Rosemary [Book Arts]: I'll follow up with the survey!