



**Brand Mission Statement Overview:
Artist's Academy**

Our Vision	To help you grow and elevate your artistic skills so you can bring your creativity to life.
Mission Statement	<i>Artist's Academy is your online resource for visual art lessons, guides, and tutorials where you can find everything you need to improve your artistic skills from basic instruction to advanced techniques. Our community is full of aspiring and established artists who strive to create beautiful artwork through painting and drawing.</i>
What We Do	Our goal is to help you become a better artist through video instruction and in-depth lessons. Our classes are taught by talented, experienced artists who walk you through each technique with clear, step-by-step demonstrations, providing their expert tips, tricks, and insights along the way.
How We Do It	On our website you'll find an extensive library of painting and drawing videos that will teach you new skills and help you master the essentials. To keep you inspired, new videos are added each month, as well as painting and drawing exercises, how-to guides, product reviews, and lots more. Follow Artist's Academy on social media, where you can ask questions, share your work, and connect with a community of fellow artists.
Why We Do It	At Artist's Academy, we know that when you're passionate about art, you never want to stop creating. We strive to be your go-to place online to find creative inspiration, grow your artistic abilities, and express yourself with new ideas, tips, and techniques, all while connecting with a network of fellow artists as unique as you are.

Brand Personality	Passionate, creative, welcoming		
Tone of Voice	Inspiring, genuine, expressive, encouraging		
Key Messages	Grow Your Skills and Become a Better Artist	Make Life a Work of Art Live Life Artfully	Express Yourself Bring Your Creativity to Life
Examples	Learn new techniques Find creative inspiration Discover your artistic style	Connect with other artists Ask questions, share ideas Share the love of art	Learn and grow as an artist Express your unique perspective Live the artful life
Other Taglines	Stay Inspired	Express Your Passion	Make Life Beautiful
	Live the Creative Life	Create Something Beautiful	Share Your Passion