

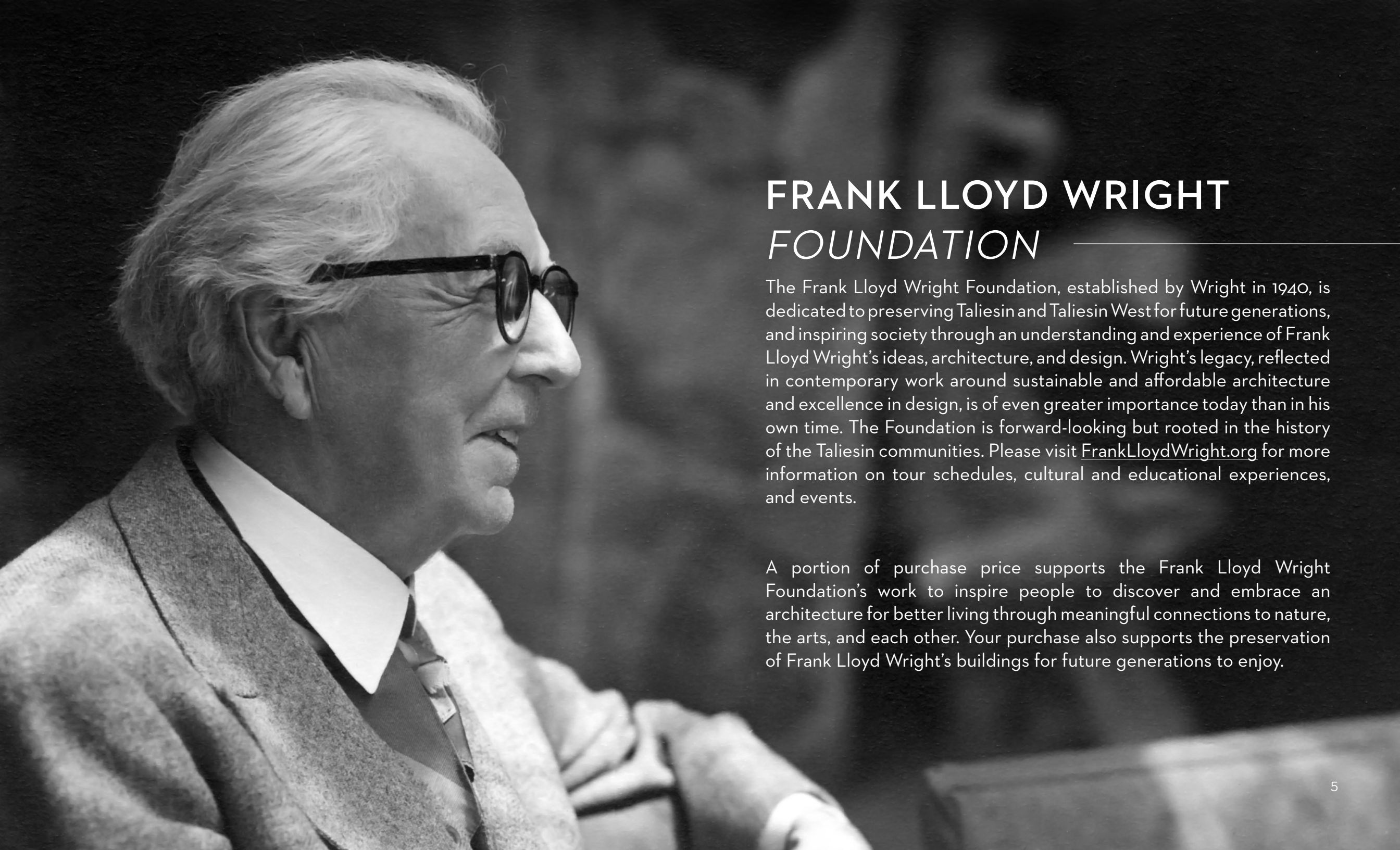
Please note: The use of images in pages found in this guide, are only used to illustrate forms and expressions of Wright's ideas. Those images may not be owned by the Foundation and should not be copied or used for the creation of derivative works. They should instead be referenced only to clarify Wright's ideas visually, in conjunction with Wright's own designs and the other contents of this guide.

In the words of Frank Lloyd Wright, “to make life more beautiful, the world a better one for living in, and to give reason, rhyme, and meaning to life.”

The Frank Lloyd Wright Foundation inspires people to discover and embrace an architecture for better living through meaningful connections to nature, the arts, and each other.

The Frank Lloyd Wright Foundation represents Frank Lloyd Wright’s visual legacy. This legacy is inspired by Wright’s organic architecture. The tone of our visuals is representative of Wright’s belief that everything is part of a whole. The visual tone is cohesive, geometric, and bridges negative and positive space together in the same way that Wright’s architecture bridges nature and the built environment.





FRANK LLOYD WRIGHT *FOUNDATION*

The Frank Lloyd Wright Foundation, established by Wright in 1940, is dedicated to preserving Taliesin and Taliesin West for future generations, and inspiring society through an understanding and experience of Frank Lloyd Wright's ideas, architecture, and design. Wright's legacy, reflected in contemporary work around sustainable and affordable architecture and excellence in design, is of even greater importance today than in his own time. The Foundation is forward-looking but rooted in the history of the Taliesin communities. Please visit FrankLloydWright.org for more information on tour schedules, cultural and educational experiences, and events.

A portion of purchase price supports the Frank Lloyd Wright Foundation's work to inspire people to discover and embrace an architecture for better living through meaningful connections to nature, the arts, and each other. Your purchase also supports the preservation of Frank Lloyd Wright's buildings for future generations to enjoy.

FRANK
LLOYD
WRIGHT[®]
FOUNDATION



PHOTO BY: ANDREW PIELAGE

This section of the Frank Lloyd Wright Foundation Social Media Guide seeks to define and protect the intellectual property associated with the Frank Lloyd Wright® brand and various other trademarks owned by the Foundation, including the Frank Lloyd Wright Collection®.

Consistent, proper use of copyrights, trademarks, logos, and other elements of the Frank Lloyd Wright Foundation's intellectual property strengthens the brand and assists the expensive and vigorous effort to protect it. Inconsistent and improper use diminishes the brand, the ability to protect it, and eventually the value of your license.

This Social Media Guide will bring clear standards to the use of intellectual property, and it will simplify your marketing task.

PRIMARY DIGITAL LOGO

PRIMARY DIGITAL LOGO (NO TAGLINE): For use on digital collateral when the logo is too small for the tagline to be legible.



PRIMARY DIGITAL LOGO (NO TAGLINE), ALTERNATE COLORWAYS: Use alternate colorways if logo or tagline is illegible due to background color.



LICENSING LOGO

LICENSING
PRIMARY LOGO

LICENSING
SECONDARY LOGO



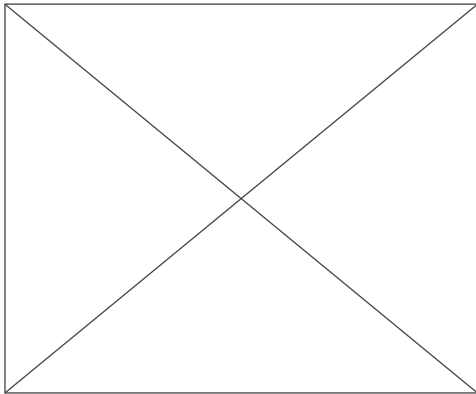
LOGO USAGE

Logo should not be stretched, warped, tilted, or should not use any color other than as shown in this guide.

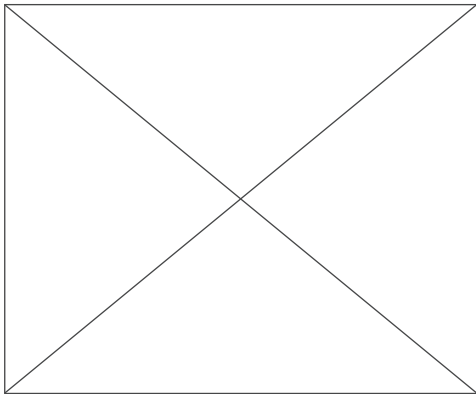
Logo text should not be anything other than 100% White or combine full-color and black & white logo versions.



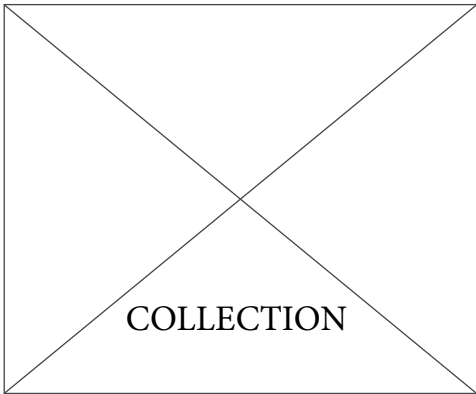
CORRECT USAGE of logo.



stretch, distort, or scale disproportionately.



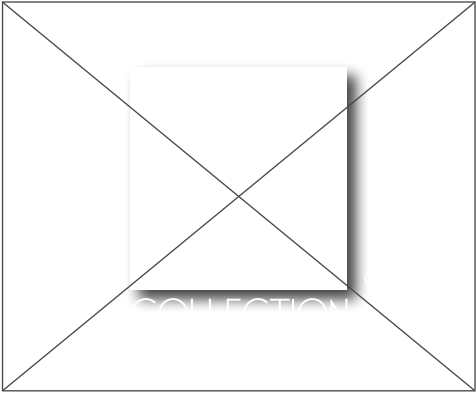
change the orientation of the logo.



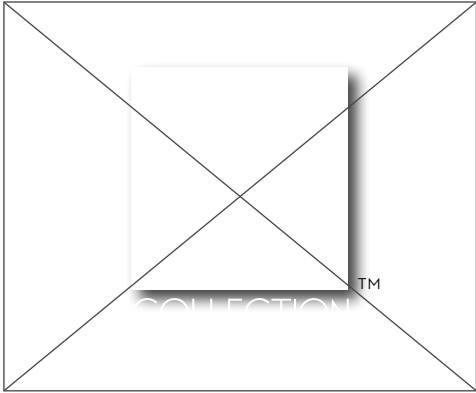
combine alternated fonts.



alter or substitute the color.



add extraneous effects, like drop shadows, outlines, or bevels.



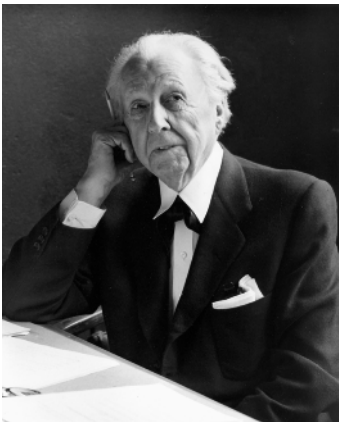
use the logo with the TM symbol.



place the logo on backgrounds that are too busy or crucial details.

LOGO AND PORTRAIT

Consistent, proper use of trademarks and other elements of the Frank Lloyd Wright Foundation’s intellectual property strengthens the brand and assists the expensive and vigorous effort to protect it. Inconsistent and improper use diminishes the brand, the ability to protect it, and eventually the value of your license.



The official portrait is for use in packaging, advertising, and story cards. It can be cropped if necessary. It must always carry the credit “Photo: OBMA, ® F.L. Wright Fdn.” as shown. This credit should be legible but not oversized or intrusive; it should run at the top right of the photo where possible for trademark reasons. All commercial uses of Wright’s name and likeness are protected by the Foundation’s Right of Publicity and require a license from the Foundation.

OBMA, ® F.L. Wright Fdn.

The Frank Lloyd Wright Foundation official logo is used in marketing materials when referring to the relationship with the Frank Lloyd Wright Foundation. It is to be used sparingly and not as the official logo in co-branding situations. All uses of this element must be specifically reviewed and approved by the Frank Lloyd Wright Foundation.

LAYERING COPY

Neutraface 2 is the primary font and can be used for layering copy over an image(s). Tracking should be set between 50-100. Any weight may be used, except bold. Neutraface 2 Display may be used as secondary font. FLWF can provide font if a licensee does not have it. Fonts can only be placed/used on images. Each social media platform dictates what font is used in the caption copy.

NEUTRAFACE 2 TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

NEUTRAFACE 2 DISPLAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

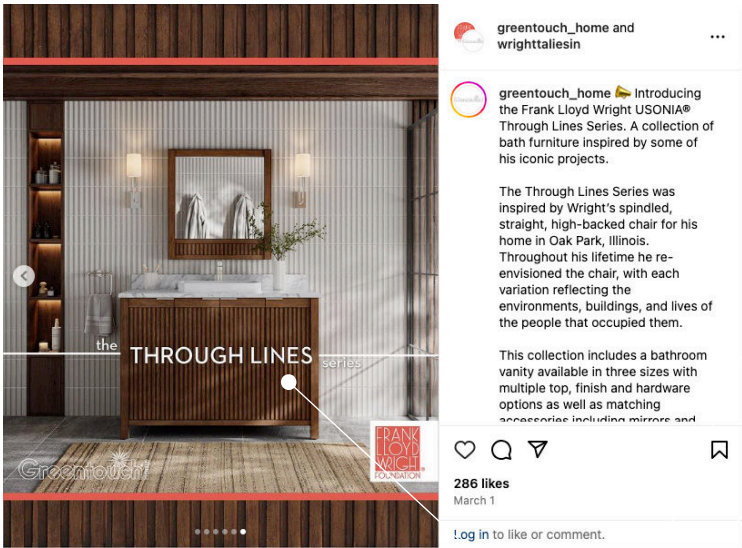
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

LOGO USAGE AND TYPOGRAPHY EXAMPLES



Approved example of the FLWF logo usage and FLWF logo usage on product.



Approved example of logo usage, typography, and emoji usage. Approved example of using branded font over image in post.

CREDITS



Approved example of correct language for photo credit to the Frank Lloyd Wright Foundation.

Historical photo of Wright: The Frank Lloyd Wright Foundation Archives (The Museum of Modern Art | Avery Architectural & Fine Arts Library, Columbia University, New York) All rights reserved.
Contemporary photos of Wright Buildings: Courtesy of the Frank Lloyd Wright Foundation @WrightTaliesin

All portraits of Wright should be high resolution and credited. As many images are historic, images could potentially have tears, dust, or imperfections and can be edited from the image. All commercial uses of Wright’s name and likeness are protected by the Foundation’s Right of Publicity and require a license from the Foundation.



All photographs of Wright provided by the Foundation will require the following rights language:

The Frank Lloyd Wright Foundation Archives (The Museum of Modern Art | Avery Architectural & Fine Arts Library, Columbia University, New York). All rights reserved.

POSTING GUIDELINES



Describe your visual, or draw attention with a statement, question, or headline. Research shows that an everage of 150 characters, or about 15 words, gets the most clicks.

Include relevant emoji to add tone and visual interest.

Ask a question to encourage comments, or share a link to invite your audience to learn more, try, or buy.

Mention other accounts (yours or others) for added visibility and reach with with approved Title Case or Pascal Case for accessibility

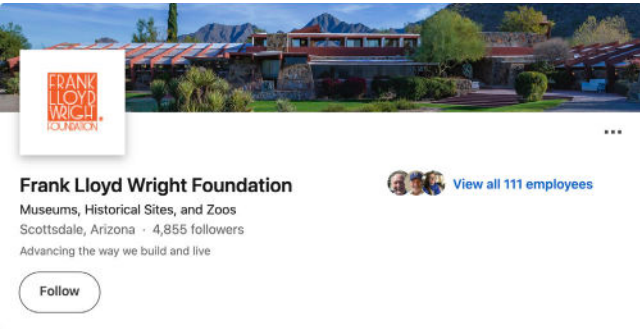
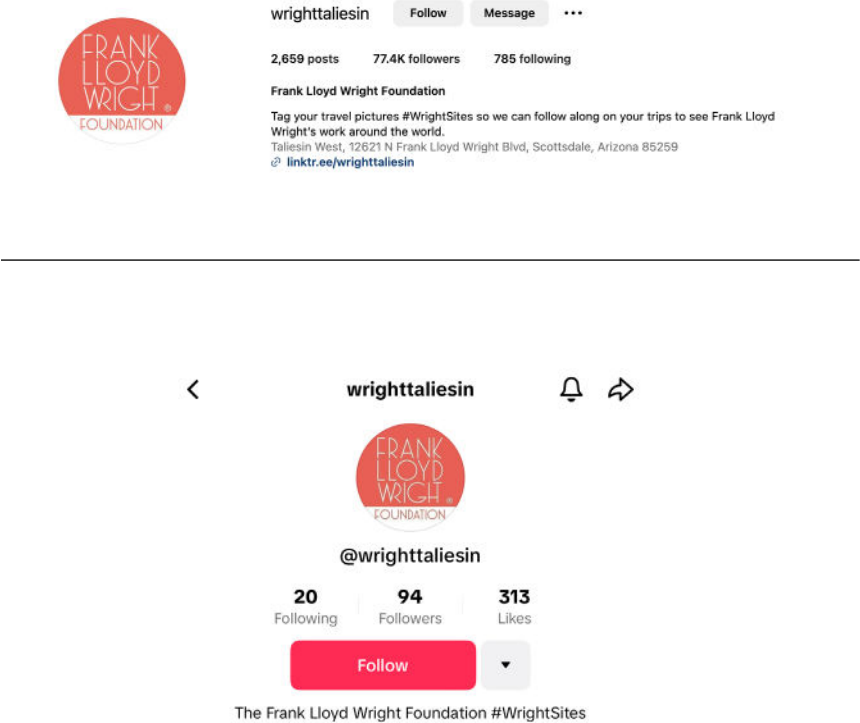
Add topical and relevant keywords for added reach. For hashtag recommendations for each socia media platform see For accessibility guidelines, see

Include one or more (based on the platform) compelling, high-resolution photos, GIFs, or video clips, specific to your brand and your audience.

POSTING GUIDELINES

When posting, Include FLWF designated tags. Any other tags must be submitted to FLWF Marketing Department before use.

- FACEBOOK: Frank Lloyd Wright Foundation
- INSTAGRAM: @WrightTaliesin
- TIKTOK: WrightTaliesin
- LINKEDIN: Frank Lloyd Wright Foundation

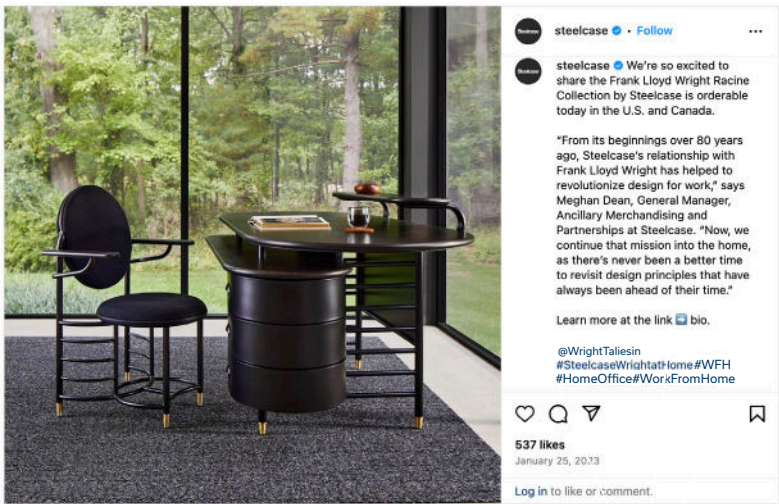


POSTING GUIDELINES

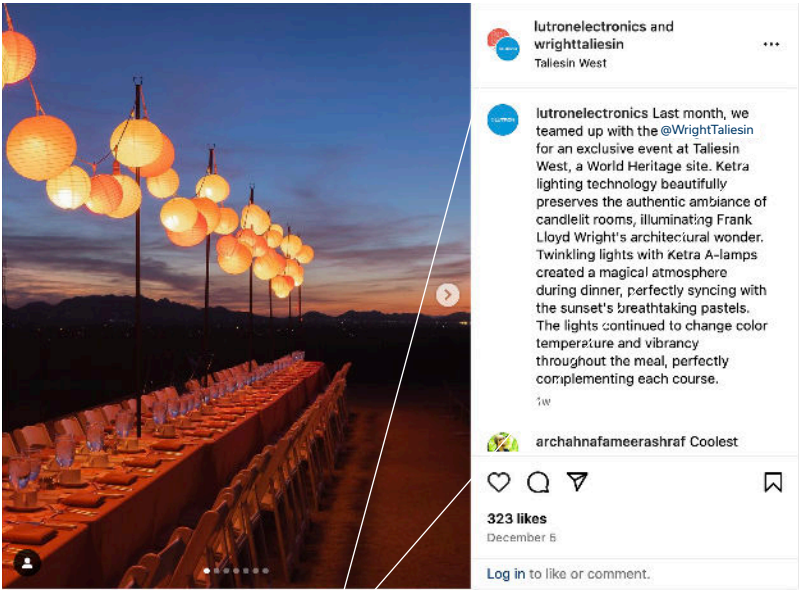
Ensure all posts include these two hashtags:
#TaliesinWest #FrankLloydWright.

Additional approved hashtags can be included based on post content:
#Architecture #Architect #Archilovers #Organicarch #FrankLloydWrightArchitecture #FrankLloydWrightDesign #FrankLloydWrightHouse.

For new specialty hashtags, seek approval from FLWF marketing team before inclusion.



Approved example of using special hashtags agreed upon by the FLWF marketing team. Approved call out for learn more in our bio in the caption and shows tagging in the caption copy using Pascal/Title Case.

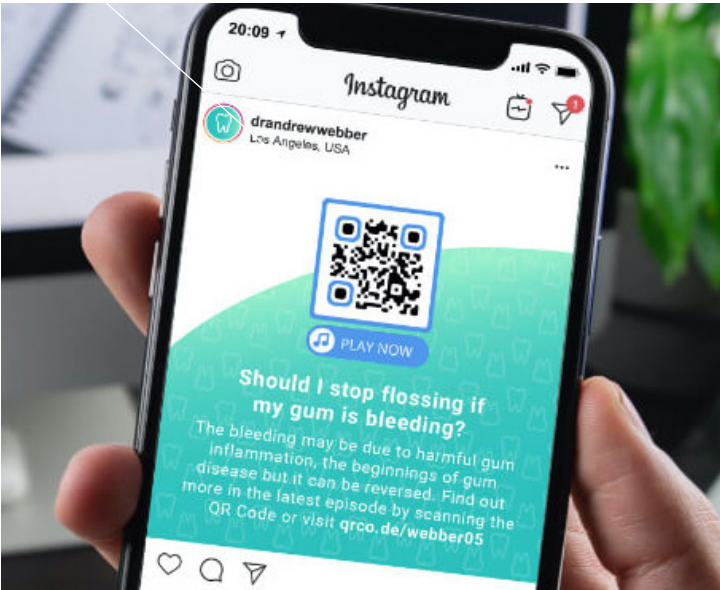


Approved example of collaboration on Instagram. Also shows tagging in the caption copy using Pascal/Title Case.

POSTING GUIDELINES


- Utilize URL shorteners like bitly.
- Include QR codes in graphics to be used in posts.
- Format all links with UTM parameters for tracking purposes.
- For Instagram, FLWF marketing uses Linktree, and will add dedicated links separately on the FLWF Instagram page.

Campaign source = Facebook	https://franklloydwright.	
Campaign medium = post	org/?utm_	&utm_
Campaign name = visitWebsite		&utm_



POSTING GUIDELINES

Linktree is a web tool and platform that allows users, particularly those active on social media, to create a single, customizable landing page that houses multiple links. Instead of being limited to a single link in their social media bios, users can use Linktree to create a page with a collection of links to various online destinations, such as their website, blog, social media profiles, products, or other important content.



wrighttaliesin

Follow Message ...


2,662 posts 77.4K followers 785 following

Frank Lloyd Wright Foundation


Tag your travel pictures #WrightSites so we can follow along on your trips to see Frank Lloyd Wright's work around the world.

Taliesin West, 12621 N Frank Lloyd Wright Blvd, Scottsdale, Arizona 85259


linktr.ee/wrighttaliesin




Careers



Products




Blog



Education


Wright's work around the w
Taliesin West, 12621 N Fran
linktr.ee/wrighttaliesin

...




@wrighttaliesin


Inspiring people to discover and embrace an architecture for better living.




Highlights Audio Tours at Taliesin West




Sunsets & Sips Twice monthly on Thursdays!




IN CONVERSATION ONLINE - Ayad Rahmani on Wright and Emerson




Frank Lloyd Wright, the Fashion Muse



Donation Drive - Frank Lloyd Wright Foundation



Taliesin West Discovery Day. May 25 Tickets



Iconic Frank Lloyd Wright Scottsdale home opens for visitors

POSTING GUIDELINES

Spell out numbers one through nine. Numbers 10 and above are written as numerals.

Date and times should be written as: January 1 not Jan. 1.

Use 4:00 a.m. or 4:00 p.m. not 4 am or 4 pm and include time zones e.g. (MST or PST).

The work of Frank Lloyd Wright (1867-1959) is recognized worldwide as pivotal to the development of modern architecture. Through a deep understanding of our relationship with the natural world, Wright's ideas and designs were inspired by organic forms. His vision, "to make life more beautiful, the world a better one for living in, and to give rhyme, reason, and meaning to life" is carried on through the Frank Lloyd Wright Foundation and represented on the World Heritage List.

When referring to Frank Lloyd Wright, please do not use Mr. Wright, Frank, or Frank Lloyd. Use Frank Lloyd Wright or Wright.



Frank Lloyd Wright Foundation ✓

2d · 🌐

There is still time to sign up to join us at Taliesin West next Saturday for a serene journey into nature with the [McDowell Sonoran Conservancy](#). Immerse yourself in a mindfulness walk, discovering inner peace amidst the breathtaking desert landscape.

We'll meet at the Taliesin West Ticketing Kiosk

Saturday, January 13

9:00 a.m. – 10:30 a.m.

Tickets: <https://ow.ly/I6TN50QkQwP>

Please be prepared. Wear comfortable, close-toed shoes. Bring sunglasses, a hat, water, and sunscreen. Note: The 1.5-mile walk includes uneven ground and limited shade.

Let's connect with nature, explore the Historic Core, and witness how the desert influenced the work of Frank Lloyd Wright and his Apprentices over time.

[#MindfulnessWalk](#) [#McDowellSonoranConservancy](#) [#TaliesinWest](#)

Approved example writing styles with dates and times.

THIRD PARTY ENDORSEMENTS

Influencers are a great way to reach audiences with a product message in an authentic way. Their endorsements often take products from two-dimensional perspective to a three-dimensional lifestyle representation. If done well, they bring products to life.

Influencer campaigns are collaborations, with the Influencer taking responsibility for the brand equities. Selecting the right type of Influencer is critical for success.

Remember, when Influencers endorse your brand or product, they become responsible for supporting and protecting the brand and its equities.

EVALUATING SUCCESS:

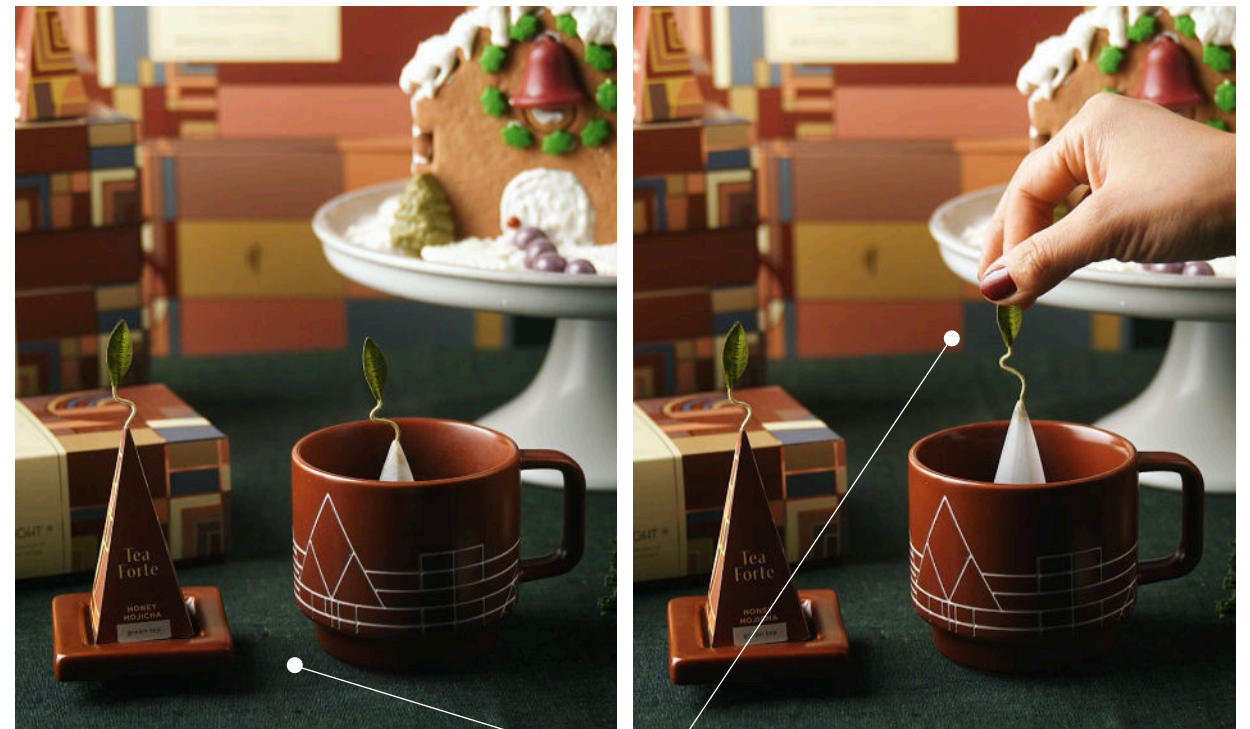
- Establish goals for the Influencer program (e.g., traffic directed to parent website)

- Set clear Key Performance Indicators (e.g., click-through)

- Measure reach (e.g., trackable UTMs)

- Evaluate audience engagement and interaction with the campaign (e.g., affiliate links)

- Track sales and conversions (e.g., purchases and new followers)



Approved example of an Influencer bringing a product to life.

THIRD PARTY ENDORSEMENTS

ACCESSIBILITY

One in six people have a disability, which is about 16% of the population. When social media content is made accessible and created with diverse audiences in mind, we can be inclusive of all audiences as well as expand our reach, audience, and engagement. Content is produced to be intentionally inclusionary, rather than exclusionary, and ensures access for all.

The accessibility initiatives outlined below may accommodate users who are D/deaf or hard-of-hearing, blind or have low vision, neurodivergent, and/or use assistive technology like screen readers.

Accessibility benefits everyone, and you may notice that the examples included on the following slides benefit both disabled and nondisabled audiences. Alternative text and image/video descriptions, for example, are accessibility initiatives that also improve performance of SEO.

- Captions on every shared video
- Alternate text or image/video descriptions for all visual media
- Properly formatted hashtags, handles, and websites
- Limited use of emojis

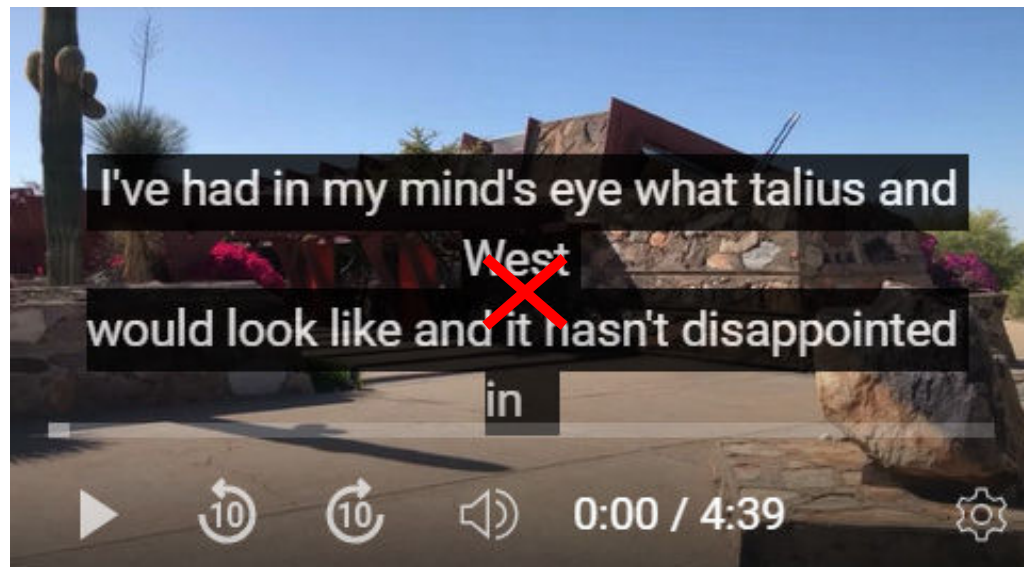


Approved example showcasing properly formatted hashtags and an acceptable string of emojis.

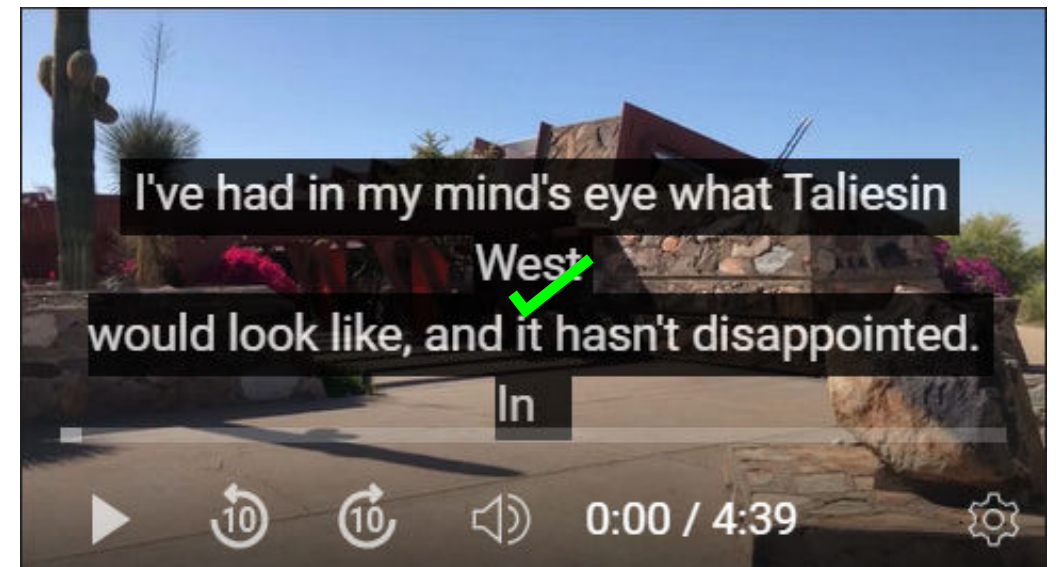
ACCESSIBILITY

Many social media platforms, like YouTube, provide auto-generated captions; however, they do not use proper grammar and may contain inaccuracies. When possible, add your own captions to videos, whether editing auto-generated captions, adding captions manually within each platform, or embedding proofed captions into a video. D/deaf and hard-of-hearing users will not have to exhaust labor making sense of nonsensical captions when they are accurate and grammatically correct.

Most social media users watch videos without sound, often in public spaces. Quality captions make content accessible to multiple audiences, reflect a refined and polished brand, and increase the likelihood of users engaging with content.



Incorrect grammar
Misspellings
Difficult to read



Correct grammar
Proper spellings
Easy to read

ACCESSIBILITY

Alt text and image/video descriptions should be included in all social media posts to ensure that users who are blind or have low vision and utilize screen readers to access visual information have access to shared visual media and understand its context.

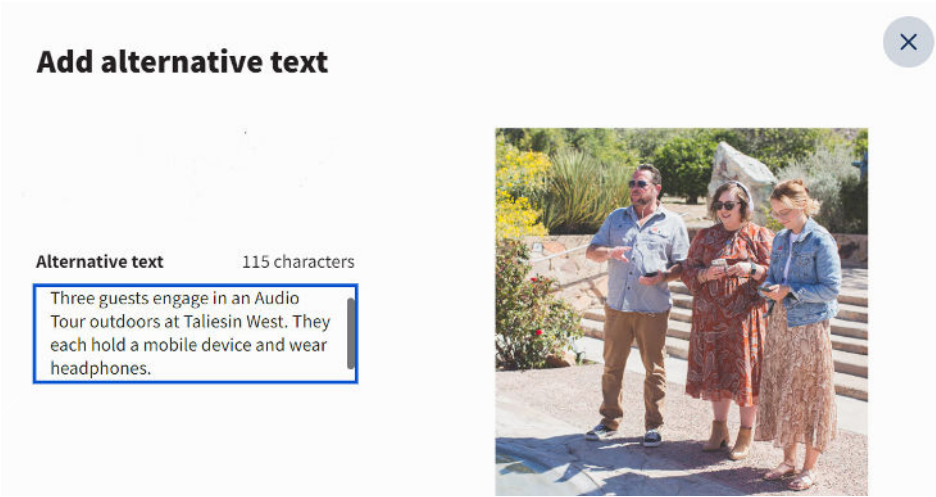
Conveys all visual information, including textual information that may not be included in the caption of a post but is included in a shared graphic

Uses plain language

Is contextually related to the post copy—a user should have an understanding of why visual media is being shared

Shares only the most important details, while maintaining effective descriptions

Should be emotionally compelling—ex: a photo of Taliesin West at night should convey details of its beauty and architecture during sunset; a historic photo of Frank Lloyd Wright may mention that it is an aged black-and-white photograph and feature unique details of the photograph



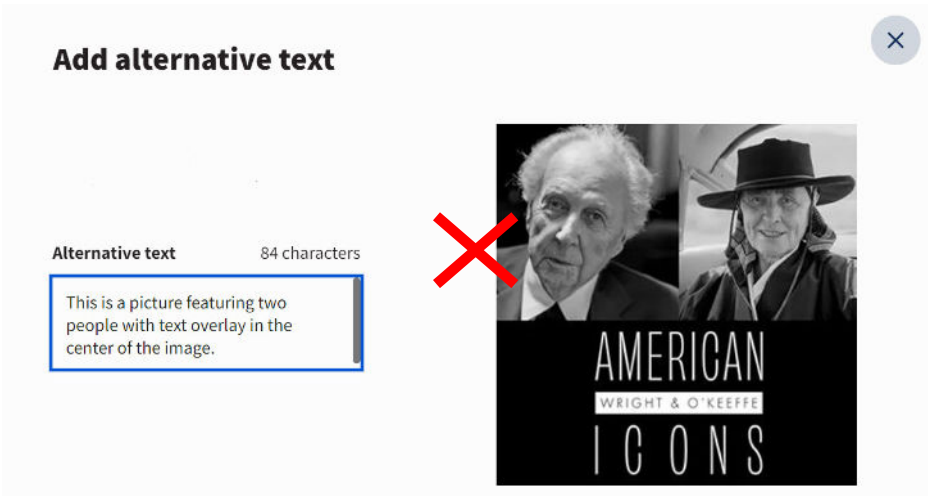
Contains useful descriptions and maintains brevity.

Three guests enage in an Audio Tour outdoors at Taliesin West. They each hold a mobile device and wear headphones.

ACCESSIBILITY

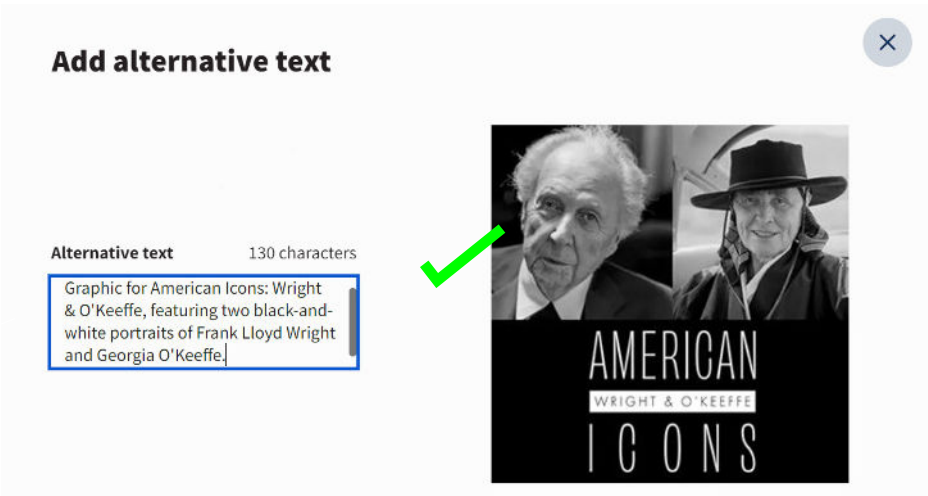
Please note: it is not necessary to include “photo of” or “this is an image of...” in your image description when you are embedding the description within an alt text field on various platforms. If you are adding your description to a caption of a post, the content should be labeled as alt text or an image description.

Some social media scheduling platforms (like Hootsuite and Sprout Social) have limitations when it comes to embedding alt text in an image, especially on Instagram. In instances like these, it is necessary to add the description to the caption of a social media post and label it, as mentioned above. Include your description at the end of your caption and before hashtags.



Contains unnecessary text
Doesn't convey textual information
Doesn't convey any specific and/or descriptive information

Graphic for American Icons: Wright & O'Keeffe, featuring two black-and-white portraits of Frank Lloyd Wright and Georgia O'Keeffe.



Highlights the type of image being shared, as needed
Conveys textual information
Conveys specific and descriptive visual information

ACCESSIBILITY

To ensure accessibility for users utilizing assistive devices like screen readers, hashtags should be formatted using Pascal Case or Title Case, which means the first letter of each word in the hashtag should be capitalized. #FormatHashtagsLikeThis

This guidance may also be applied to social media handles and websites. Use Pascal Case or Title Case when tagging accounts like @McDowellSonoranConservancy or @ScottsdaleCC. A website may be formatted like this: FrankLloydWright.org.

Words included in hashtags, handles, and links will be read in a comprehensible manner when content follows these guidelines and ensures a positive user experience. If content is not formatted in this way, a screen reader may read the content as an indiscernible jumble of words. Hashtags that utilize Pascal Case or Title Case may also prevent unfortunate misreading and visually aid readers.



Approved example of properly formatted hashtags is legible and ensures coherence when read by assistive devices like screen readers.

ACCESSIBILITY

The following guidance considers the best way to create a positive and comprehensible experience for a user accessing information with an assistive device like a screen reader.

Each emoji has a unique description that screen readers can access. Limit emojis to ensure clarity.

Use no more than 3 emojis per post

Do not incorporate a string of emojis into caption copy—limit to a maximum of 3 emojis in a row

Do not use emojis in the middle of sentences

Note: emoticons are not accessible. Emoticons are manipulated punctuation marks (ex: a colon and a parenthesis used to create a smiley face) and are read back by assistive technology as punctuation, not as they appear visually.

Alternative characters and fancy fonts are also not accessible because assistive technology is not always able to properly read them.



Approved example of compelling, intentional, and accessible use of emojis.

BEST PRACTICES

Agree on a primary goal that can be tracked and measured. It should be something tangible—like driving traffic to a specific product page or increasing sales of the product featured in our collaboration.

To maintain the success of collaborations, checking in regularly and maintaining good communication is essential. Schedule regular meetings with both teams to discuss progress and objectives, resolve any problems that come up and set new goals.

BEST PRACTICES

Best times for FLWF are 10:00 a.m. or 5:00 p.m. MST time. Please note, Arizona does not participate in daylight savings.

Captions should be concise and include tags to both collaborators Facebook pages.

Determine the number of photos to be used preferably no more than eight.

Include hashtags.

UNPACKING THE
IMPERIAL HOTEL
AT 100:
FRANK LLOYD WRIGHT
AND THE WORLD

ONLINE LECTURE SERIES ON
THE NATURE OF MATERIALS,
PEOPLE AND PLACE



NOVEMBER 9, 2023

PROFESSOR KEN TADASHI
OSHIMA, UNIVERSITY OF
WASHINGTON

REPORT FROM JAPAN:
1923-2023

FULL SERIES OR SINGLE
SESSION TICKETS AVAILABLE

PURCHASE TICKETS:
SAVEWRIGHT.ORG/IMPERIAL



FRANK
LLOYD
WRIGHT
FOUNDATION

ADVANCING THE WAY
WE BUILD AND LIVE

IN PARTNERSHIP WITH:



FRANK LLOYD WRIGHT
BUILDING CONSERVANCY

SUPPORT FOR THIS EVENT
SERIES PROVIDED BY:

- Lee Altmyer

- Rotary Historic Preservation
Fellowship

Example of Facebook graphic (above) with both entity logos and proper fonts.

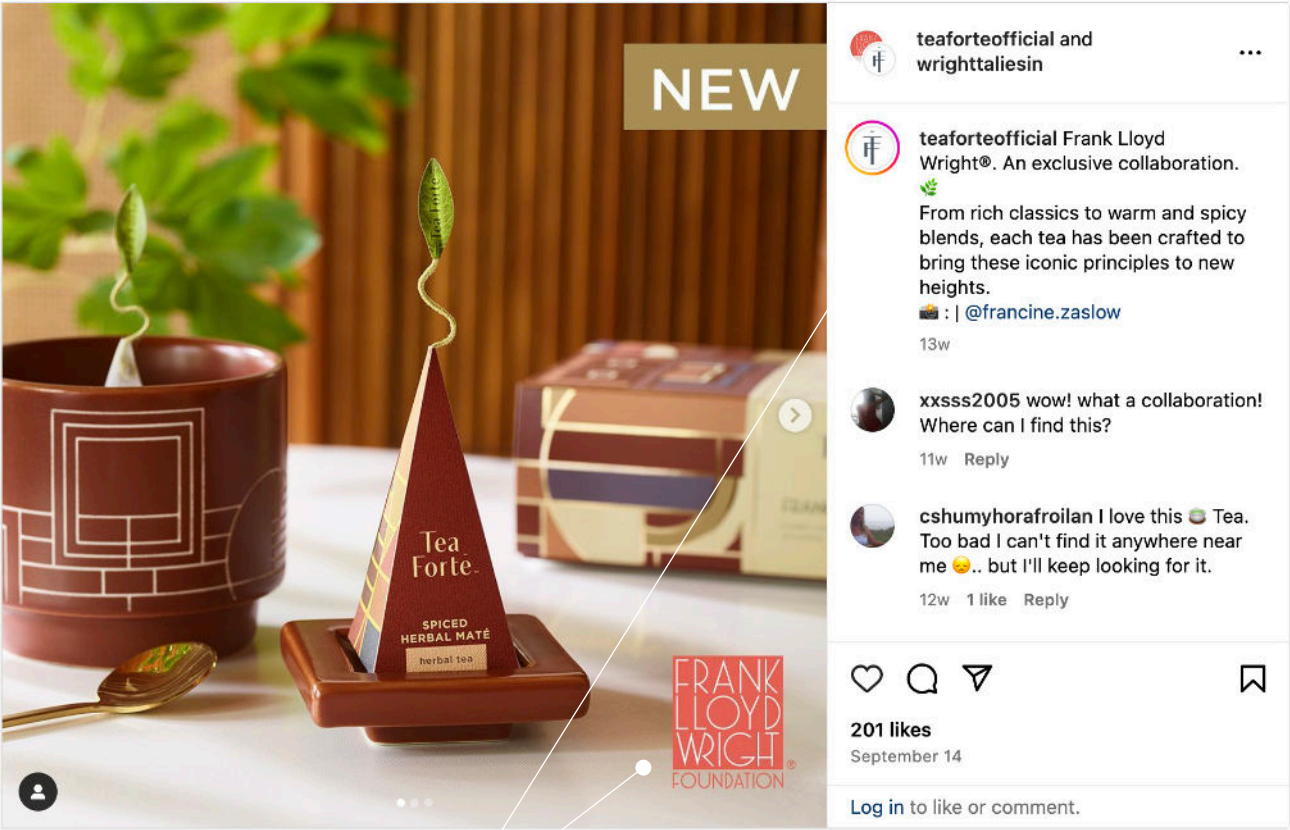
BEST PRACTICES

Best times for FLWF are 10:00 a.m. or 5:00 p.m. MST time. Please note, Arizona does not participate in daylight savings.

Use Collaboration posts on Instagram as much as possible to broaden our audience reach by leveraging the influence of two accounts. This will help with increasing visibility for both our brands or campaigns as an effective strategy to enhance our reach, engagement, and follower count.

Determine the number of photos to be used to be no more than eight.

Include hashtags.



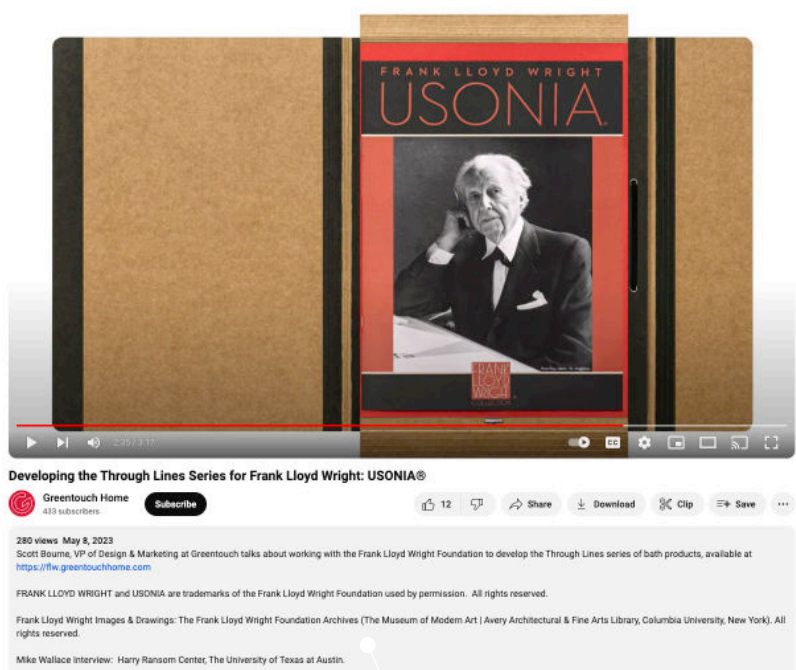
Example of good use of emoji in the first line of the caption.
Approved usage of FLWF logo, very prominent.

BEST PRACTICES

Add timestamps manually or YouTube can auto-create them.

To add them manually, type them into your video description. You need to: List at least three timestamps. Format them as “01:05 Name of Chapter”. Use 0:00 as the time of the first timestamp.

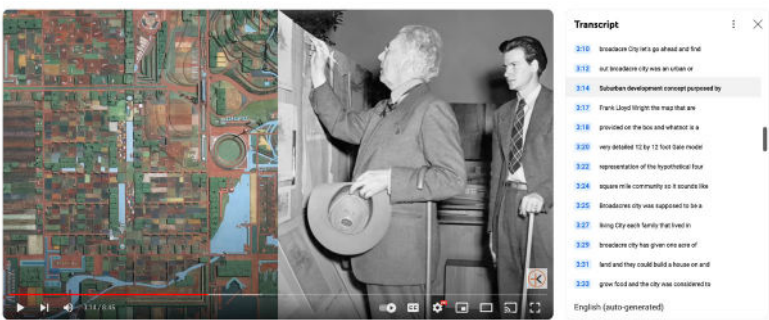
Design eye-catching video thumbnails.



Example of YouTube video with information and image credits in the description.



Example of YouTube video with approved FLWF logo usage and high resolution video.




Approved example of YouTube video with timestamped transcripts option.

PROMOTION OPTIONS & RESOURCES




Other options for promoting Licensees include our blog posts, FLW Store at Taliesin West and monthly Shining Brow newsletter. We might offer to do dedicated emails to certain groups like members only.

THE WHIRLING ARROW

News and updates from the Frank Lloyd Wright Foundation




Frank Lloyd Wright Foundation and Greentouch Home Launch New Usonia Collection

SHARE   




FRANK LLOYD WRIGHT FOUNDATION | MAR 31, 2023

THE WHIRLING ARROW

News and updates from the Frank Lloyd Wright Foundation

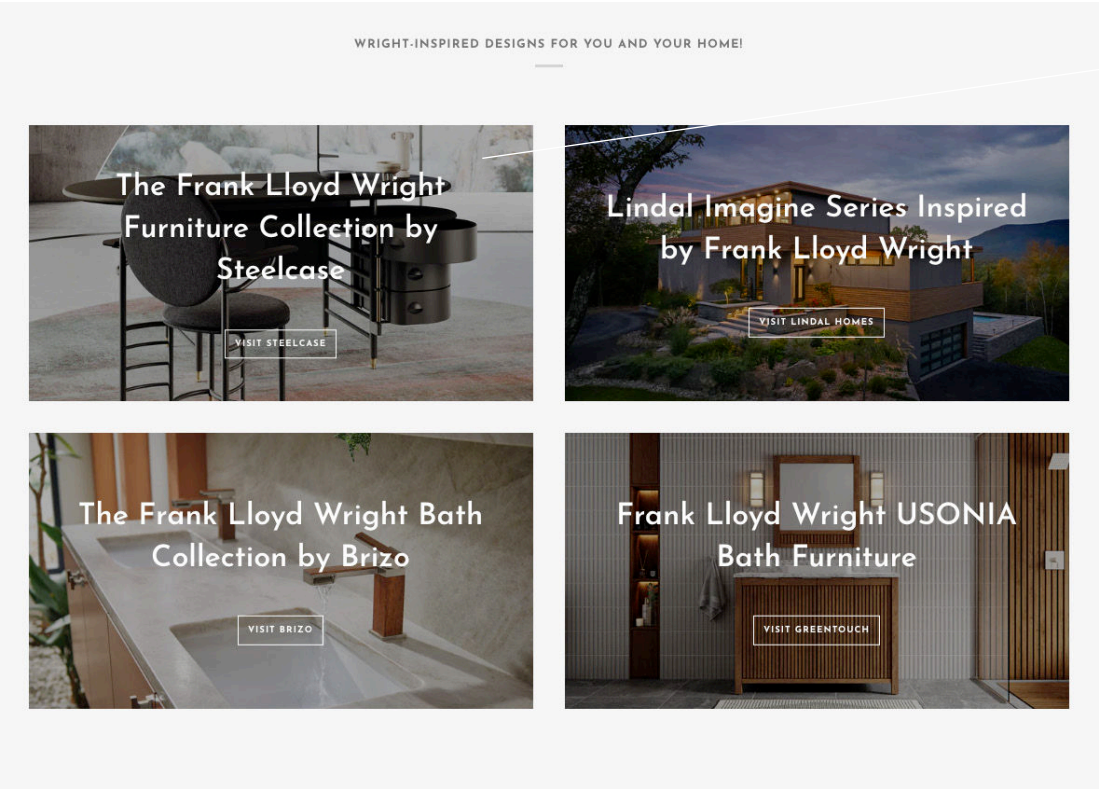


Frank Lloyd Wright Foundation and Steelcase Launch New Collaborative Collection

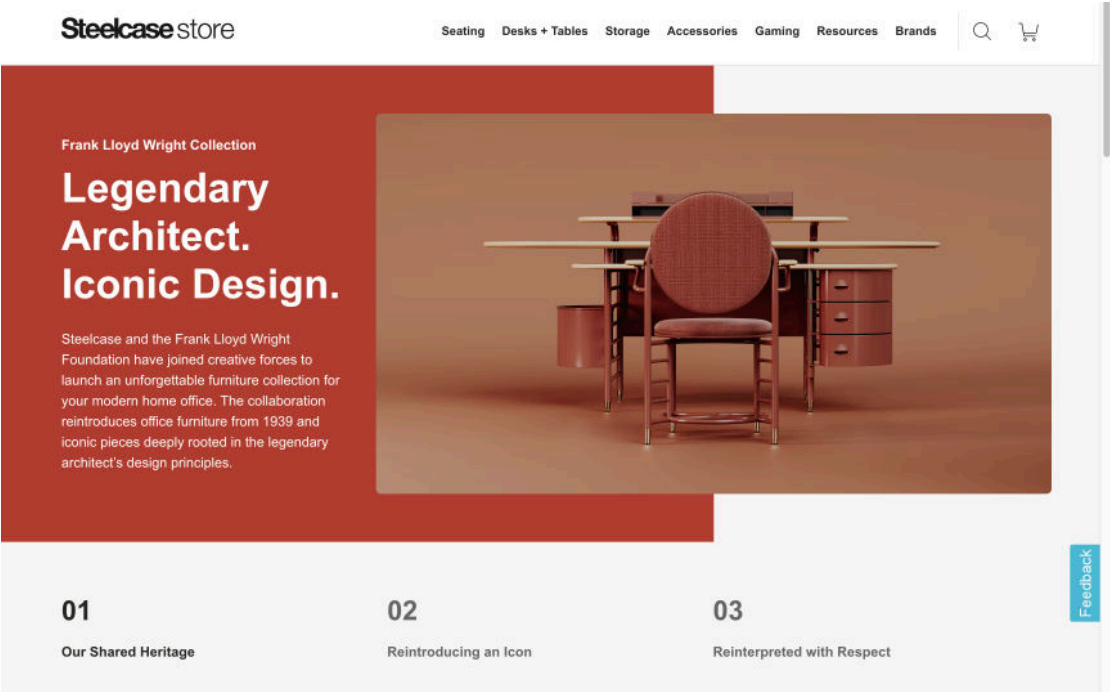
SHARE   

FRANK LLOYD WRIGHT FOUNDATION | JAN 25, 2023

PROMOTION OPTIONS & RESOURCES



Additional promotion links on our store landing page to Licensees’ website featuring their collection with the Frank Lloyd Wright Foundation.



Example of direct link to the Licensee collection page from the FLW Store shop website.

BEST PRACTICES

Decide what Key Performance Indicators (KPIs) are most important to measure before starting the campaign.

When tracking results for an entity’s own Facebook account, recommended Key Performance Indicators (KPIs) include: Reach, Clicks, Shares, Engagements and Comments.

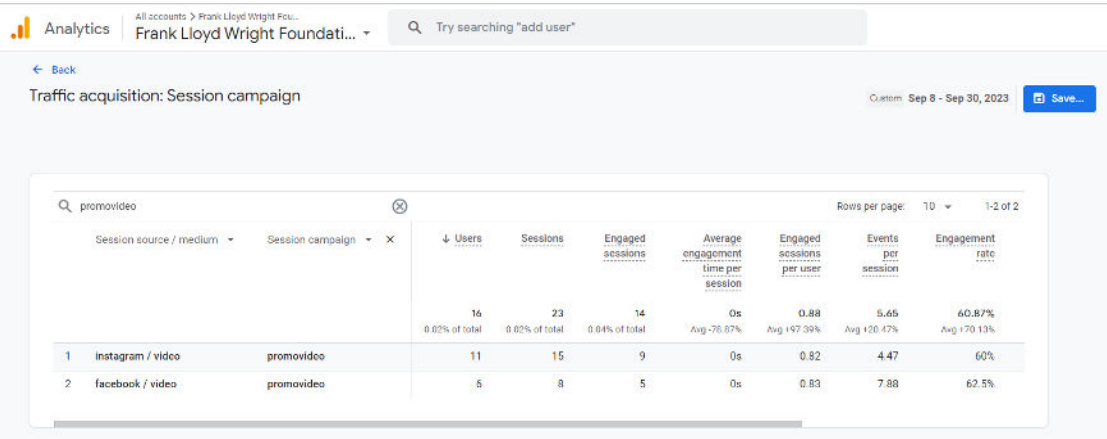
Description	People Reached	Total clicks	Shares	Engagements	Comments	Likes
FACEBOOK						
American Icons, on view at Taliesin West, opening October 20. Learn more at https://ow.ly/qooz50PHZUy #americanicons #TaliesinWest	2310	23	2	44	0	42

Similarly for tracking results for an entity’s own Instagram account recommended Key Performance Indicators (KPIs) include: Impressions, Reach, Shares, Follows, Plays (video), Likes, Comments, and Saves.

Description	Impressions	Reach	Shares	Follows	Plays	Likes	Comment	Saves
INSTAGRAM								
American Icons, on view at Taliesin West, opening October 20. Tickets are available now at the link in our bio. @monroegallery @tonyvaccarophotographer #americanicons #TaliesinWest	3431	3023	5	1	3473	92	3	6

For tracking activity and engagement for a campaign in an entity’s own Google account, use UTM* parameters to see reporting results in Google Analytics. KPIs for Google Analytics we recommend including: Users, Sessions, Engaged sessions, Average engagement time per user, Events per session and Engagement rate.

A UTM (Urchin Tracking Module) code is a snippet of text added to the end of a URL to track the metrics and performance of a specific digital marketing campaign. UTM codes can contain up to five parameters: Campaign, source, medium, content, and term.



```
https://franklloydwright.org/americanicons/?utm_source=      &utm_medium=      &utm_campaign=

      = facebook
      = video
      = promovideo
```

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