

ART SY

Worksheet: How to Build Your Gallery Brand Online



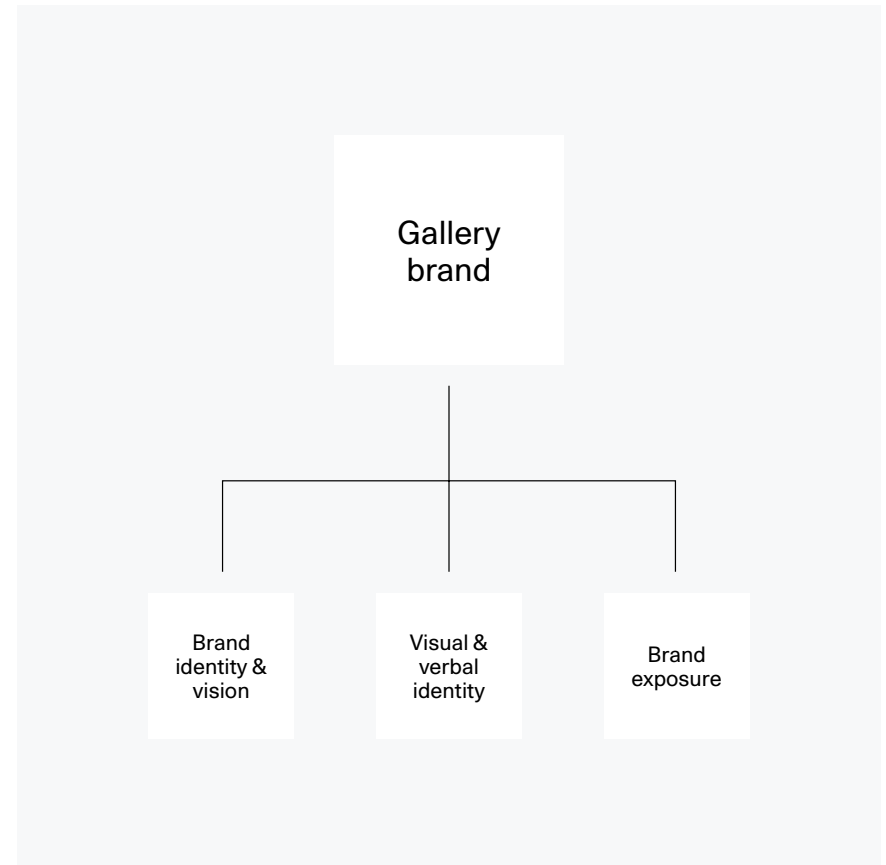
Introduction

With collectors spending an increasing amount of time and money buying art digitally, crafting an authentic representation of your gallery's brand online is imperative for your business's success—today and in the years ahead.

According to branding expert Marty Neumeier, “A brand is a customer's perception of a product, service or company.”¹ For gallery businesses, the brand embodies the artists you choose to represent, the programming you curate, and the way collectors perceive these choices, whether it's through a marketplace like Artsy, a social platform like Instagram, or by visiting your brick-and-mortar location. Your brand is how your audience perceives the sum of all of these parts.

Strong branding also correlates with business success. For example, data from the Prophet Brand Relevance Index shows that revenue growth of the most relevant brands outperformed the S&P 500 by 35% in revenues and 215% in profits.²

Building a brand that actually resonates can be challenging. This 30-minute brand assessment worksheet will help you understand the current strength of your brand and identify ways you can improve the impression you leave on collectors—new and old.



¹ Neumeier, Marty. Brand A-Z. Accessed November 12, 2020. <https://www.martyneumeier.com/brand-az-book>.

² Rejuvenating Colgate's Brand Positioning to Drive Growth in China, and Creating a Brand That Pushes for Progress on and off the Field. "Brand & Activation." Prophet. August 25, 2020. Accessed November 17, 2020. <https://www.prophet.com/work/solutions/solutions/brand-activation/>.

Assess your current brand

Document your current branding

What is your gallery's current mission statement?

What is your gallery's color palette and typeface?

Describe or draw your gallery's logo.

Brand identity and vision

Articulate the core value your gallery brings to the art world.

List the artists you represent and why you are choosing to support them.

Describe your gallery's point of view or reason for being. How does it distinguish you from other institutions in the art world, especially galleries?

Cite two examples of how your programming demonstrates your gallery's point of view or reason for being.

In three words, explain how your gallery differentiates itself from galleries with similar programming.

Visual and verbal identity

Describe how your gallery's visual and verbal materials reflect its point of view.

Describe the meaning behind your gallery's current visual identity.

Describe your gallery's current verbal identity and explain how it relates to your point of view.

Brand exposure

Assess how and where your gallery brand lives in the world.

List the organizations you partner with or associate your gallery with.

List the places where you exhibit and sell artworks online.

List the ways that you educate collectors about your artists and gallery.

Assess your strengths and identify areas of improvement

If you aren't a partner yet, [apply to become an Artsy gallery partner](#), and our Gallery Partnerships team can help bring your gallery brand online.

Brand identity and vision

Articulate the core value your gallery brings to the art world.

Review the questions you answered about your gallery's brand identity and vision. Write down at least two areas of improvement or changes you'd like to implement.

Visual and verbal identity

Describe how your gallery's visual and verbal materials reflect its point of view.

Review the questions you answered about your gallery's visual and verbal identity. Write down at least two areas of improvement or changes you'd like to implement.

Brand exposure

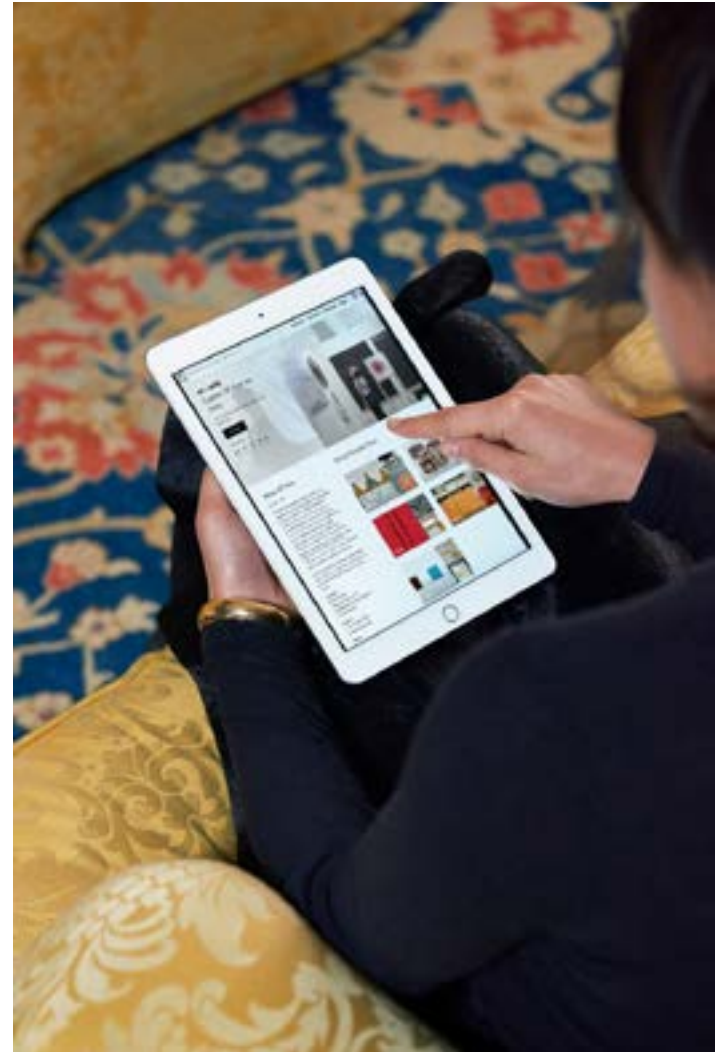
Assess how and where your gallery brand lives in the world.

Review the questions you answered about your gallery's brand exposure. Write down at least two areas of improvement or changes you'd like to implement.

Conclusion

While it takes time, effort, and craft to build a brand that will leave a lasting impression, creating accessibility and visibility into your gallery is imperative when it comes to branding. Artsy is the largest art marketplace in the world. Associating your gallery and its artists with Artsy signals authenticity and an established, trusted reputation to collectors looking to purchase online—a vital quality for any brand.

Interested in becoming an Artsy partner? [Apply now](#) and connect with a partnerships manager who can discuss opportunities for your gallery on Artsy.



Additional resources



The 2020 Gallery's Guide to Content Creation

- Webinar: The Art of Digital Storytelling
- Webinar: Optimizing Your Artists' Digital Presence
- The Gallery's Guide to Online Exclusive Shows
- The Gallery's Guide to Photography for Online Use