



# IN FULL COLOR

empowering women of color  
through education & the arts

2022-23 Sales Deck

[summer@infullcolor.org](mailto:summer@infullcolor.org)

201-381-1273

INFULLCOLOR.ORG



**When we listen,  
what can we learn?**

**Sharing our stories & lived experiences is the best way to create connection in a divided world.**

**At In Full Color, we believe...**

**Art creates empathy.  
Empathy creates change.**

Decorative geometric shapes in the bottom right corner, including a large light pink pentagon, a medium light pink hexagon, and a small orange octagon.



In Full Color helps artists of color share **their stories** in **their voices**.



This is a storytelling revolution we call **Authentic Representation**.

**We have an annual theatrical show called “In Full Color” and we also host live events and perform at colleges, universities, festivals, corporate offices, governmental institutions and other venues throughout the year.**

**Our work connects people of all genders and colors with those who are not like them.**

**We also provide real, honest representation for those who feel unseen and unheard.**



**We entertain, educate  
& engage.**



# WHO WE ARE

In Full Color features work by women and people of other marginalized genders from backgrounds of color:

- Black
- Hispanic/Latinx
- Middle Eastern and Arab
- Asian
- Indigenous and Native American
- Biracial and Multiracial

We started producing work in 2015 and were incorporated in 2017 in Jersey City, N.J. by Summer Dawn, a queer woman of Asian and Hispanic descent.

We've received **numerous awards** for our work including two commendations from the New Jersey State Assembly plus the first Jersey City Arts Council award in the Performing Arts --->>



# WHO WE SERVE

Our performers and educators represent the least heard voices in America.

# 250

## Artists Served

Since 2015, we've served  
~250 artists and counting



## 18 States

Our artists are from New  
Jersey, New York, California  
and 15 more states



## 94% BIPOC

People of color make up 94% of  
our roster; women & TGNC folx  
make up 80%  
(The others are white or male allies in  
volunteer/supporting roles)



## 29% LGBTQ+

At least 29% of our artists  
identify as queer – this  
includes gender non-binary,  
gender fluid and trans artists



We also serve the Disabled  
community, undocumented folx  
and immigrants

**Our roster is diverse, and ever-expanding.**



# WHO TELLS STORIES



[Glennifer](#)



[Daniela](#)



[Summer](#)



[Alicia](#)



[Liliane](#)

Meet some of  
our performers!  
Click on their  
names to see a  
video of them  
at work.



[Suzen](#)



[RescuePoetix](#)



[Amita](#)



[Nancy](#)



[Stephanie](#)

Click [here](#) to  
meet more  
of our team.





Access longer versions, social links & a  
Spanish bio [here!](#)

## THE BIO

Our short bio (95 words) is a great way to introduce us to your readers.

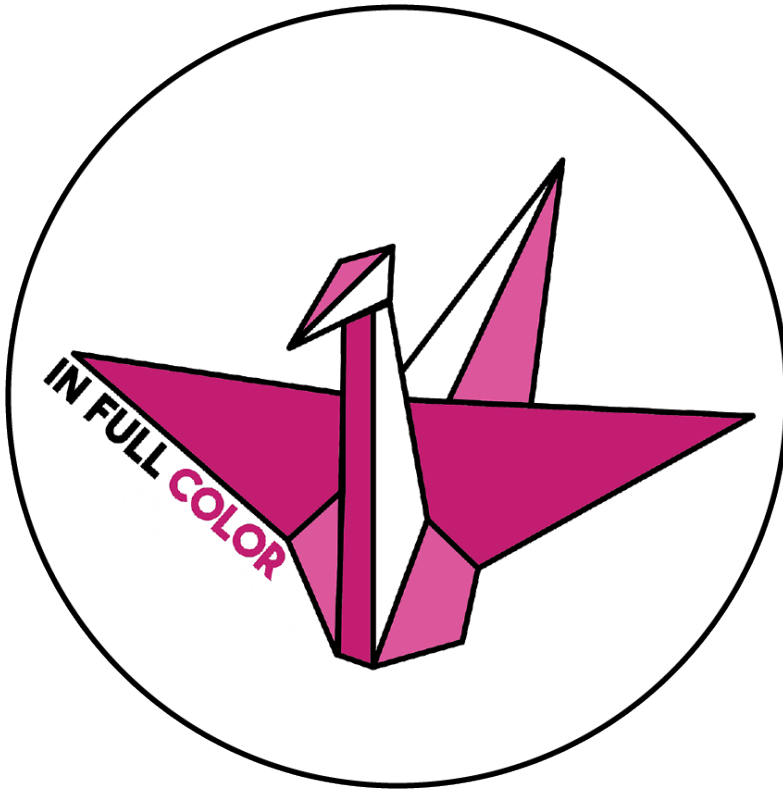
## ABOUT IN FULL COLOR

In Full Color is an award-winning organization that empowers women of color and other BIPOC of marginalized genders through education and the arts. We lead a storytelling revolution called Authentic Representation in theater, visual art, comedy, music, dance and other media. We empower BIPOC to be their best selves. We also educate, entertain and engage audiences of all colors and genders about diversity, equity, inclusion and justice.

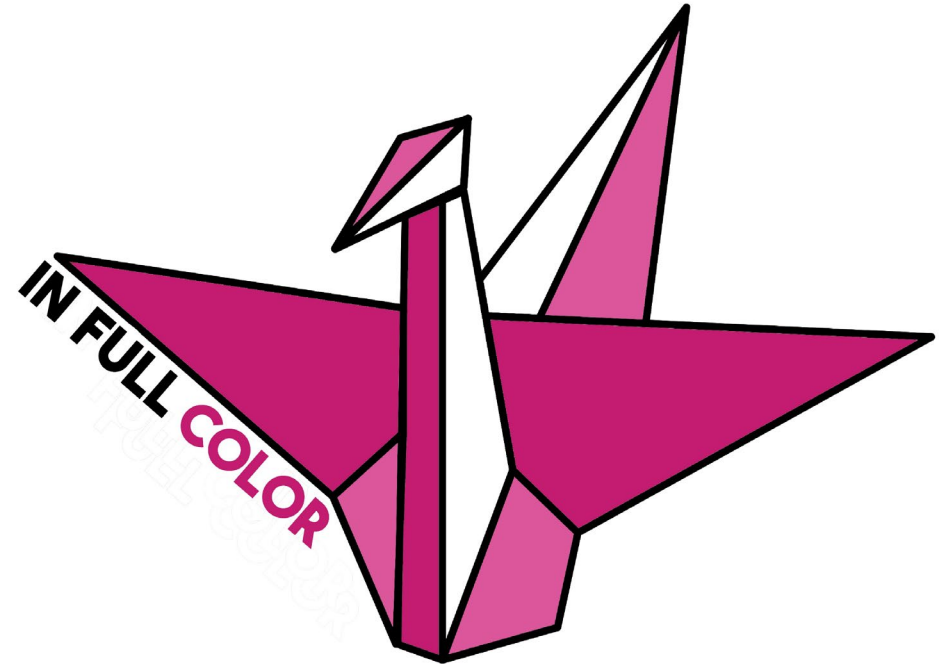
We were previously known as Thinking In Full Color. IFC is a sponsored project of Fractured Atlas, a non-profit arts service organization. For more information, visit <http://www.InFullColor.org>

# THE LOGOS

For a full range of logos and assets, click [here](#).



preferred standard logo  
(works well with light & dark backgrounds!)



alternate logo  
(best with light backgrounds)



# THE PHOTOS

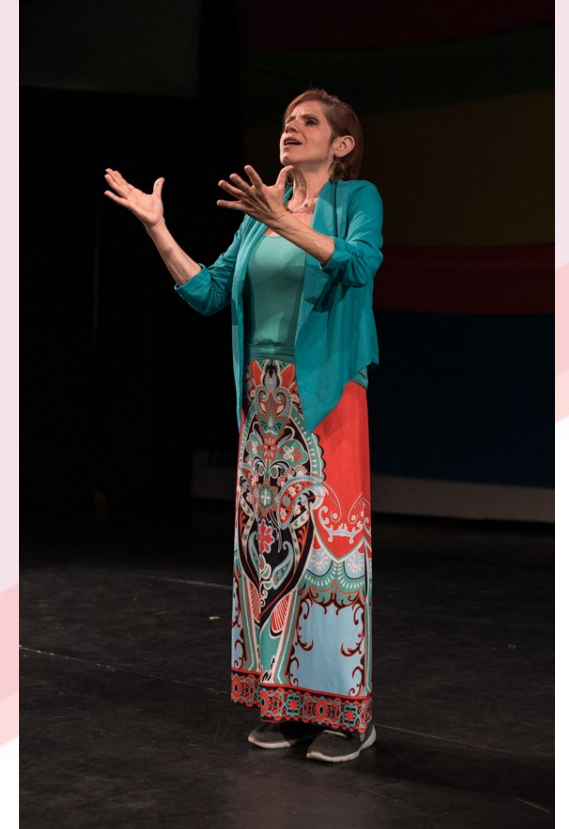
Our photo collection is as diverse as our casts! Our assets are:

- ...Well, *in full color!*
- High-res
- Suitable for print & web
- Available in vertical & horizontal

Also note that our photo subjects are diverse in terms of:

- Race/Ethnicity/Nationality
- Body Types
- Ages
- Color Palettes
- Tones/Moods
- Gestures
- Shot Type

If you are looking for visuals with a certain facial expression, type of person or vibe — let us know!



Browse more assets [here](#).

Caption & credit info in file names. Inquire for details if needed.

# HOW WE BEGAN

I started In Full Color for fun as an actor who wanted better roles and knew other women of color did too. I figured, let's write our own stories! Then I discovered that our work **sparked needed conversations**, created empathy and inspired people to push for real change.

Today, our work is still fun, but it's also become so much deeper. We advocate for key social, racial and feminist issues. We empower women and TGNC folx to be their best selves.

We're leading a **storytelling revolution**.

*Contact us for exclusive quotes and interviews.*

**Summer Dawn**  
Founder/Director







## WHAT WE SAY

Our artists perform monologues and poems – and sometimes even songs!

Their work is inspired by real issues that impact women of color. Here are some of the diverse topics we cover.

Are you covering a specific topic, demographic or angle?

Let us know, we may have video or text of a piece relevant to your readers.

Stevens  
Institute of  
Technology

Rutgers  
University

University of  
Connecticut

State  
Farm

Comcast

Wiley  
Publishing

Tommy  
Bahama

Newark  
Public  
Library

And more!  
(click me)

*Several colleagues have stopped me in the hallway to say  
what an amazing experience it was.  
– Lattelle Reaves, Wiley Publishing*

*We thought it was excellent... I would definitely recommend  
In Full Color to other schools, groups and libraries.  
– Heidi Schwab, Hoboken Public Library*

**Here's what groups who brought  
In Full Color into their communities  
have to say about our work.**

*I really enjoyed the workshops...It was nice to see women  
empowering each other and lifting each other up!  
-- Kathy Hoa, audience member*

*It was the first time I felt connected to people energetically  
through a Zoom event. Very needed, very grateful for that!  
-- Hannah Weeks, audience member*

*Summer is a great facilitator and the artists that she invited were  
perfect. They were talented but also very knowledgeable and  
were able to mix art with learning in a fun, easy-going way.  
-- Nikki Johnson-Smith, Visit.org coordinator*





**Hear about our impact on our artists – in their own voices.**

## **Let's make a connection!**

**For more information about us, simply reach out. We are available for traditional interviews, video content, and special projects for social platforms.**

**Virtual, telephone and email interviews available all year-round. In-person, socially distanced interviews in the Greater NY/NJ area accepted.**

### **Email**

**summer@infullcolor.org**

### **Phone**

**+1 -201-381-1273**

### **Learn More**

**INFULLCOLOR.ORG**

