

MFA EXHIBITION STYLE GUIDE

Version I: Issued March 29, 2016

WITHIN BETWEEN

NAME & CONCEPT

WITHIN BETWEEN

Exhibition Name

Within Between

Exhibition Concept

Punctuation marks serve to clarify relationships between words and sentences, and symbols are representative of a material or object, especially one that is abstract. The creation of our ‘icons,’ or custom glyphs, function as punctuation marks that are specific and symbolic of something more abstract and hard to define (our personal theses). Thus, these ‘icons’ are transitional marks that are representative of very abstract connections between all of our work.

The function of punctuation/symbols in this identity system is that they are seen as transitional marks. The use of a light or subdued blue is representative of, for example, non-printable marks in a word document or hyperlinks, hashtags and handles; marks that are in the background or on the back end; that meant not to override primary content, but still to denote a differentiation in function. Although the punctuation marks will not be as bold

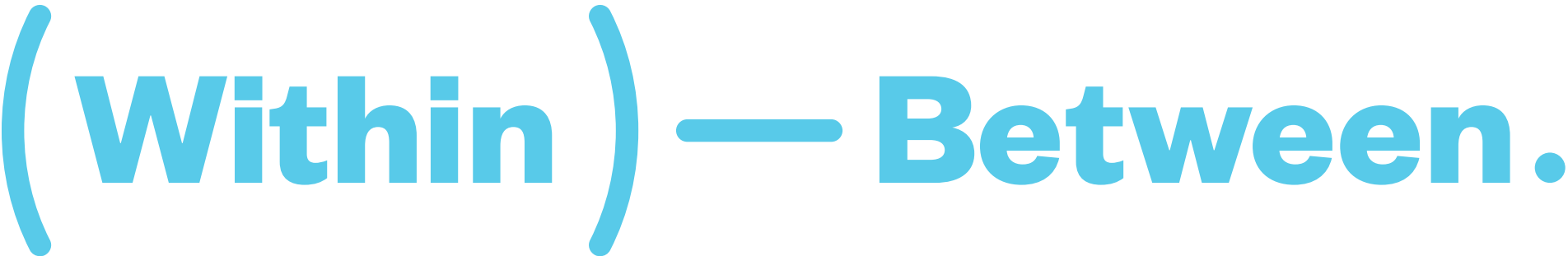
or contrasting as the black text, they still certainly stand out and denote a break in between content or groups of content. Thus, the punctuation marks will be lighter than primary text (either blue on a white background, or white on a blue background). These marks are used as vector shapes rather than typographic marks in order to keep a formal unity between the symbols and to denote their separation from other primary content (text, image or other) that goes between the symbols.

Keeping with the idea of “within and between”, the marks should systematically be used within and between primary content. Throughout all forms (web, print, exhibit), the punctuation symbols should be used to tie content together in order to read as one, flowing statement; using the punctuation to specify different types of breaks between content.

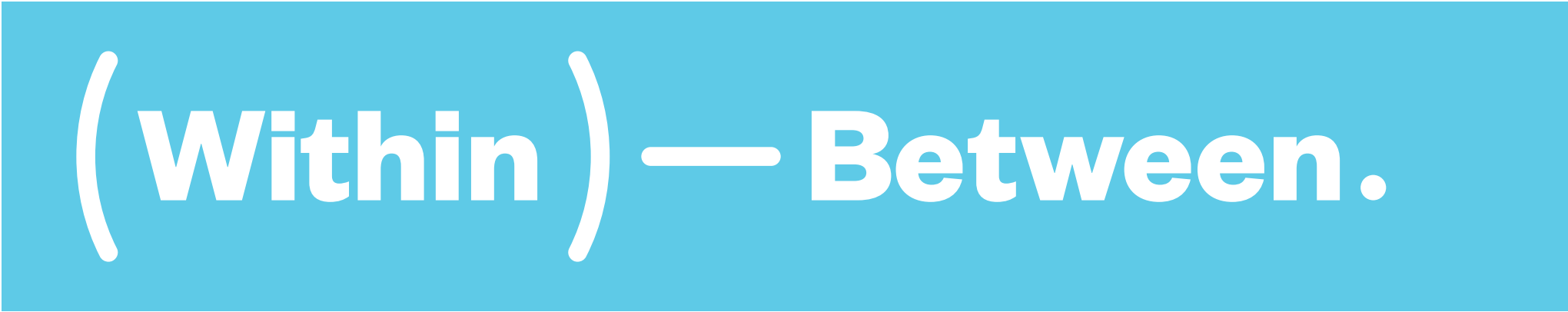
LOGOTYPE

WITHIN BETWEEN

POSITIVE STATE



NEGATIVE STATE



Usage Rules

- Every effort must be made to use the logotype in its positive state. Use of the logotype as a knockout must be approved by Team Brand.
- The logotype can only be used as a knockout in conjunction with the Class Statement. Please see page 7.
- The positive state logotype must only be used on a white background. No exceptions allowed.
- The logotype must remain in its horizontal orientation.
- Please respect a .25 inch clear space around the logotype.

COLOR PALETTE

WITHIN BETWEEN



WHITE



100% K



55% C. 7% Y. PANTONE 305

Usage Rules

Pantone 305 should be used sparingly, as an accent color.

Please see pages 5, 6, and 7 for additional color usage rules.

TYPOGRAPHY

WITHIN BETWEEN

FOUNDERS GROTESK SEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

FOUNDERS GROTESK REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Usage Rules

Typography must always appear as black text on a white background. The ONLY exception to this rule is the Class Statement.

No transparencies, all caps, or blue text is allowed.

Body text should be typeset in Regular.

Header text should be typeset in Semi Bold.

In catalog and web environments, all headers should be 6pt larger than the body text.

CUSTOM GLYPHS

WITHIN BETWEEN

SAMPLE GLYPH COMBINATIONS



Usage Rules

- Custom Glyphs must always be used in blue on a white background, except when used in the Class Statement.
- Each student will be assigned to one of three punctuation groups: enclosing, connecting, or ending. Assignment to one of these three groups will not necessarily depend on a student’s Custom Glyph choice.
- Custom Glyphs should never be used as large display elements in comparison to other graphic elements. They should be kept small in size relative to an overall hierarchy.
- Custom Glyphs should never be separated, or used as a transparency.

(Within) — Between.

[*Login for interactive obedience*] scoff at this while reflecting
on existence^— thou ought to&/ { % get in the zone % } ultimate
empathy=; there is strength in numbers+! Dead world walking—...
(=nature inspires=) how do you know+? “+The same only
different+” Shia LaBeouf~— wait what~? From this angle* —
[~ you are when you are where you are~] “* adobe won’t fork
with you*” it is natural entropy #/ two dyslexics walk into a bra*!
Design pedagogy reloaded*.

Usage Rules

The class statement should not be modified in any way from the provided.

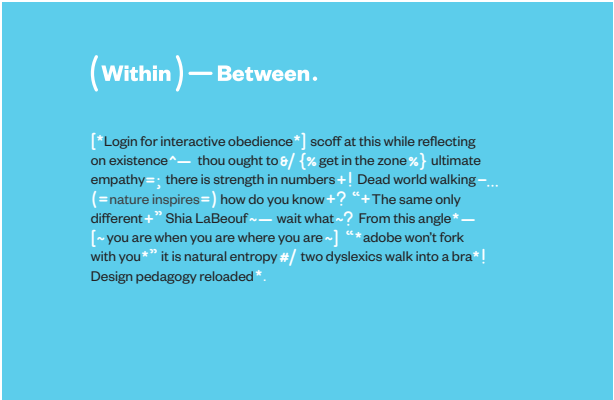
Core design moves include:

- Logotype as knockout.
- Custom glyphs as knockout.
- Body copy in 100% K.
- Pantone 305 background.
- Ample clear space maintained around statement.

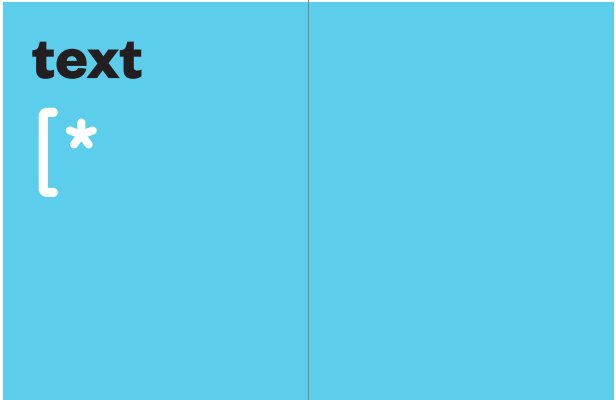
If you are scaling the Class Statement, start with the provided attachment as your baseline. In that attachment, the body text is 24/30 pt. Use multiples of 6 to scale the Class Statement to your desired size.

CATALOG

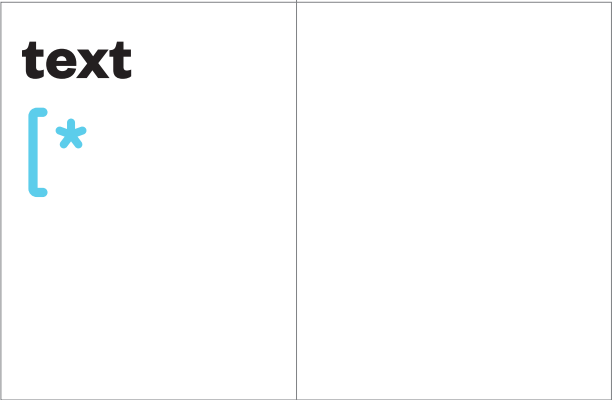
WITHIN BETWEEN



CLASS STATEMENT



COVER & CHAPTER SPREADS



BODY SPREADS

Usage Rules

The catalog must represent the Class Statement as it is provided in the attached file.

Cover and chapter spreads may incorporate blue backgrounds with knockout glyphs as exemplified by the Class Statement.

Body spreads must remain black text on white backgrounds.