

**canal+
MARCHISET**

**STYLE GUIDE
2023**

Centre Marchiset: A Gateway to Cultural Exploration

Centre Marchiset stands as a beacon of cultural discovery, dedicated to fostering dialogue and understanding through the captivating medium of photography. Our museum transcends time and borders, inviting visitors from Belfort and beyond to delve into the rich tapestry of human experiences captured through the lens.

A Visual Tapestry of Human History

At Centre Marchiset, we believe that each photograph is a window into the diverse narratives that define our shared humanity. Our extensive collection, spanning over decades, encapsulates the evolution of visual storytelling from its earliest roots to the contemporary expressions that shape our world today. Journey through the epochs and witness the interconnectedness of cultures across the ages.

TABLE OF CONTENTS

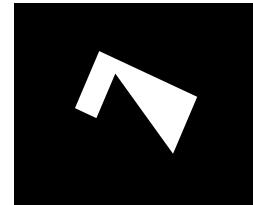
- 2 ABOUT THE MUSEUM
- 4 LOGO
- 5 LOGO USE
- 6 TYPOGRAPHY
- 7 TYPOGRAPHY USE
- 8 GRID SYSTEM
- 9 GRID USE
- 10 GRAPHIC ELEMENTS
- 12 PHOTOGRAPHY
- 14 POSTERS EXAMPLE
- 15 POSTERS APPLICATION
- 16 WEBSITE
- 17 LEAFLETS
- 18 APPLICATION EXAMPLE

LOGO

The Centre Marchiset logo is the copyrighted trademark of the Trustees of the Centre Marchiset. The logo is a specific graphic and must never be recreated in any way, including by typing out in text.



The «Exposure Prism» can be employed on its own, without the word mark, in accordance with the Centre Marchiset rules. It also lends itself as a compelling graphic element (cf. p10).



The Centre Marchiset wordmark is versatile and can be used independently, detached from any accompanying elements. Ensure adherence to Centre Marchiset rules when implementing the standalone wordmark.



This version of the logo has been optically adjusted for use at small sizes. The minimum width of this version of the logo is 100px





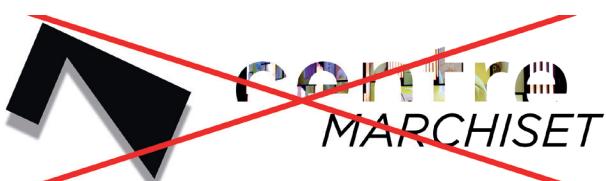
Maintain consistent spacing around the «Exposure Prism,» equivalent to half its width on all sides, even when utilized independently without the wordmark.

For specific instructions regarding the use of the «Exposure Prism» as a graphic element, please consult the guidelines on p10.



Embrace creative versatility with the «Exposure Prism» by incorporating colors or images within its contours. For the standalone wordmark, ensure that the «centre» element mirrors one of the colors present in the image.

This flexibility allows for a spectrum of logo variations, providing the opportunity for diverse and dynamic visual representations while maintaining coherence.



Exercise caution to preserve the integrity of the logo. Avoid adding effects, altering typefaces, incorporating images into the wordmark, or making adjustments to element spacing. Consistency is paramount for a cohesive and impactful brand representation.

Our visual identity is characterized by a thoughtful interplay of fonts. "Gotham" takes the spotlight for main titles, infusing a touch of modernity and sophistication, while "Work Sans" gracefully complements, providing clarity and legibility across all other contexts.

This intentional selection not only enhances visual harmony but also reinforces a consistent and memorable brand presence. Embrace the distinct personality each font brings, contributing to a cohesive and engaging experience throughout our communication materials.

GOTHAM BOOK

-

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WORK SANS LIGHT

-

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WORK SANS SEMIBOLD

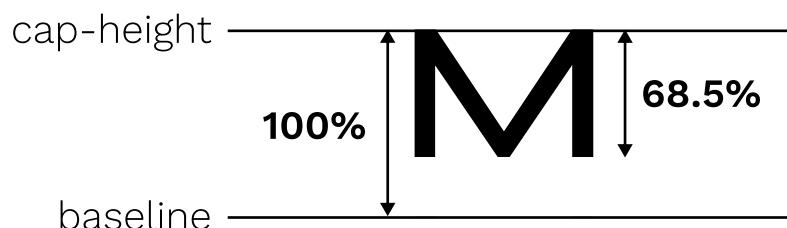
-

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

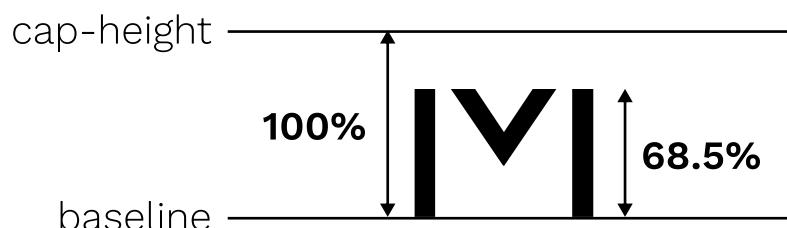
The application of the Gotham font demands precision. Originating from the «M» letter, each character should be meticulously tailored to maintain a distinct visual balance.

Ensure accuracy by adhering to the specified height adjustment—limiting characters to precisely 68.5% of their actual height, measured from either the baseline or the cap-height, as elucidated in the provided explanation.

FROM THE BASELINE



FROM THE CAP-HEIGHT



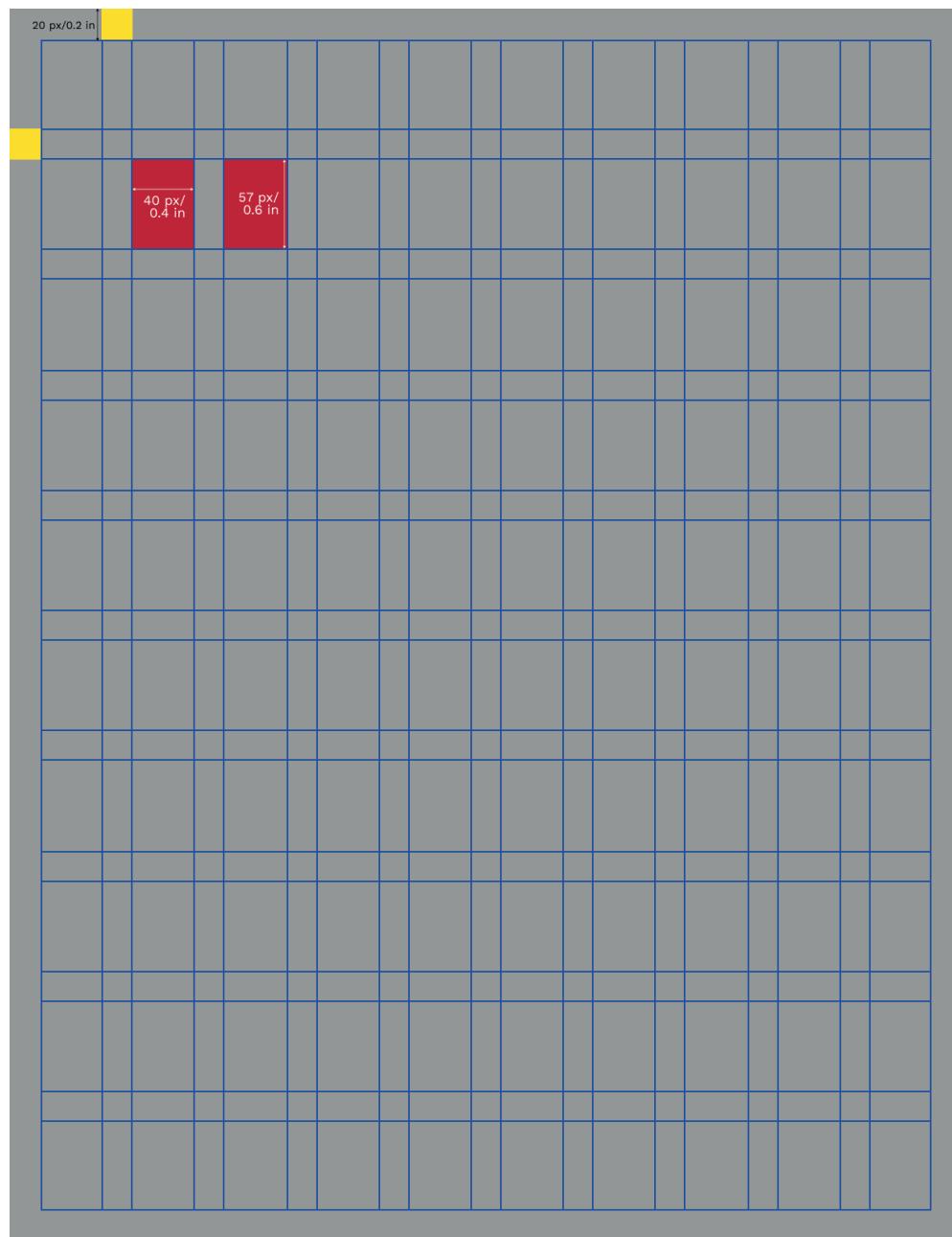
EXAMPLE

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GRID SYSTEM

Our design foundation rests upon a meticulously crafted grid, featuring 10 rows and 10 columns. Each division is separated by a consistent 20-pixel gap (or 0.2 inches) for the letter size (adapt size if bigger or smaller, proportionally), fostering a sense of balance and structure.

The grid is enveloped by a margin of 20 pixels (or 0.2 inches) on all sides, ensuring ample breathing space. This standardized layout provides a versatile framework for cohesive and visually harmonious compositions across all design elements.

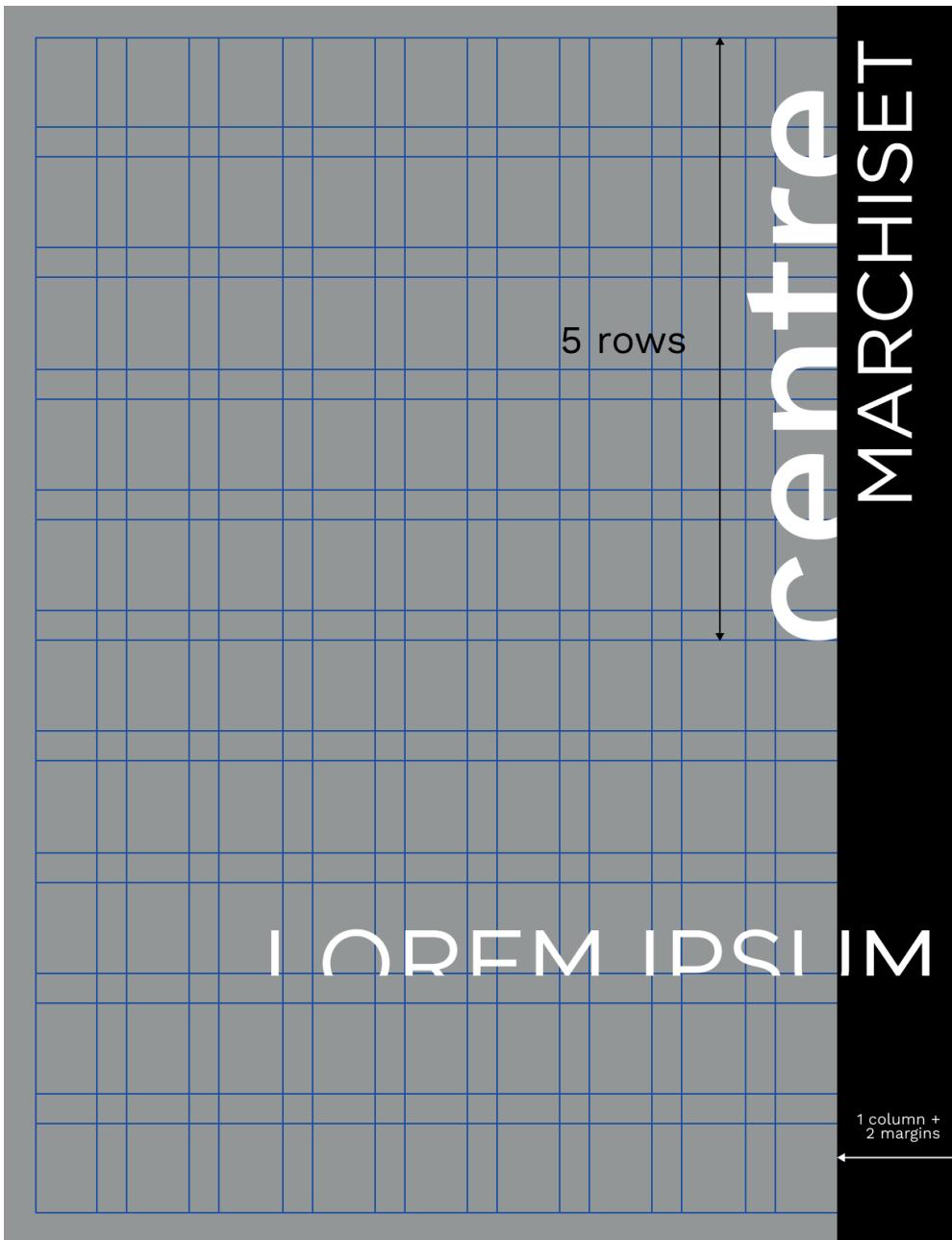


For the «Strip Frame Rectangle,» stretch its height to match the page, situating it on the right or left as indicated in the graphic elements section.

Elevate the wordmark's impact by allocating 5 rows and rotating it 90°, pointing upward for a distinctive touch.

When incorporating text, uphold a polished aesthetic by placing the baseline above, not within, the margin.

These guidelines ensure a cohesive and visually appealing layout, contributing to a unified brand presence.

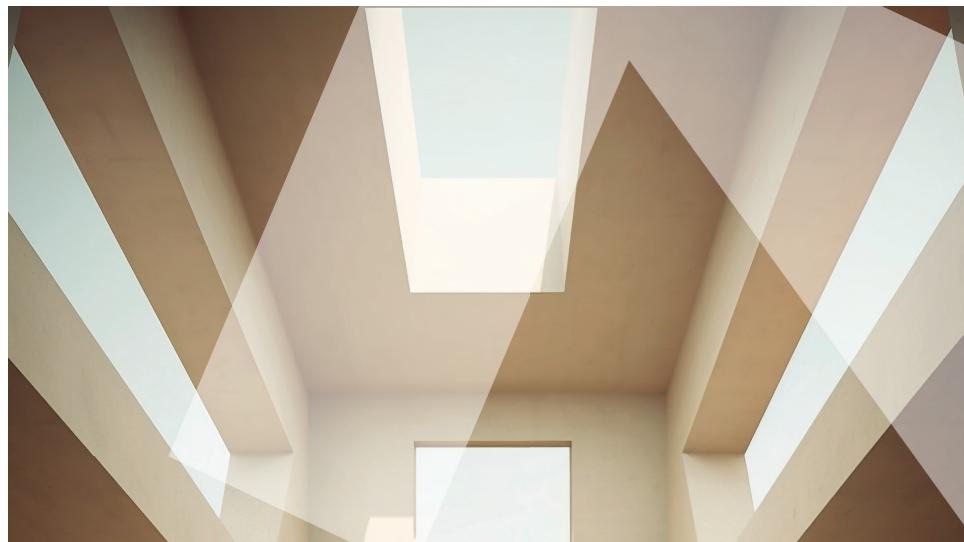


«Exposure Prism»: A symbol of distinction, the «Exposure Prism» can be integrated into various communications but not on posters. It's a subtle yet powerful element, selectively used when its presence enhances the message. It symbolizes the museum's uniqueness without overshadowing other visual elements.¹

«Strip Frame Rectangle»: Stretching the full height of the page, spanning one column and flanked by two margins (preferably on the right side), the «Strip Frame Rectangle» is a dynamic element adaptable to color. It mimics the dominant hue of the associated content. In case of intense color, a dark-to-transparent gradient or full black can be applied, providing flexibility. Always pair it with a typographic element, such as a title or the wordmark, as illustrated in the examples.²

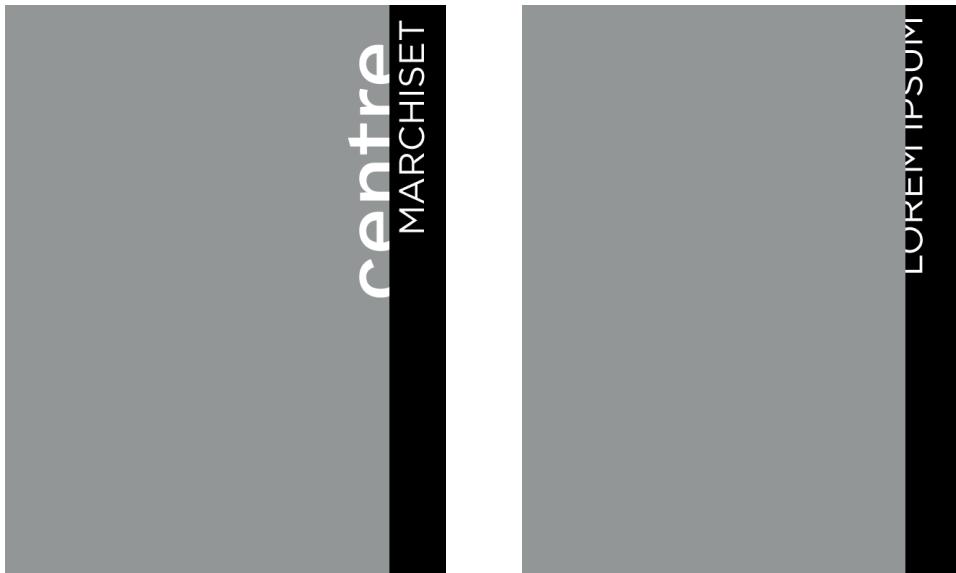
«Cutted Gotham»: The font showcased on page 7, referred to as «Cutted Gotham,» serves as both a typeface for titles and a graphic element. When used inside the «Strip Frame Rectangle,» rotate the text 90° to point upwards, creating a visually dynamic effect. This font enhances the visual language and coherence within the design.³

These elements, strategically utilized, contribute to a visually engaging and cohesive brand identity. Refer to the provided examples for guidance on effective integration.



¹ Example of the use of the «Exposure Triangle»

GRAPHIC ELEMENTS



² Use of the «Strip Frame Rectangle»

LOREM IPSUM
LOREM IPSUM

LOREM IPSUM
LOREM IPSUM

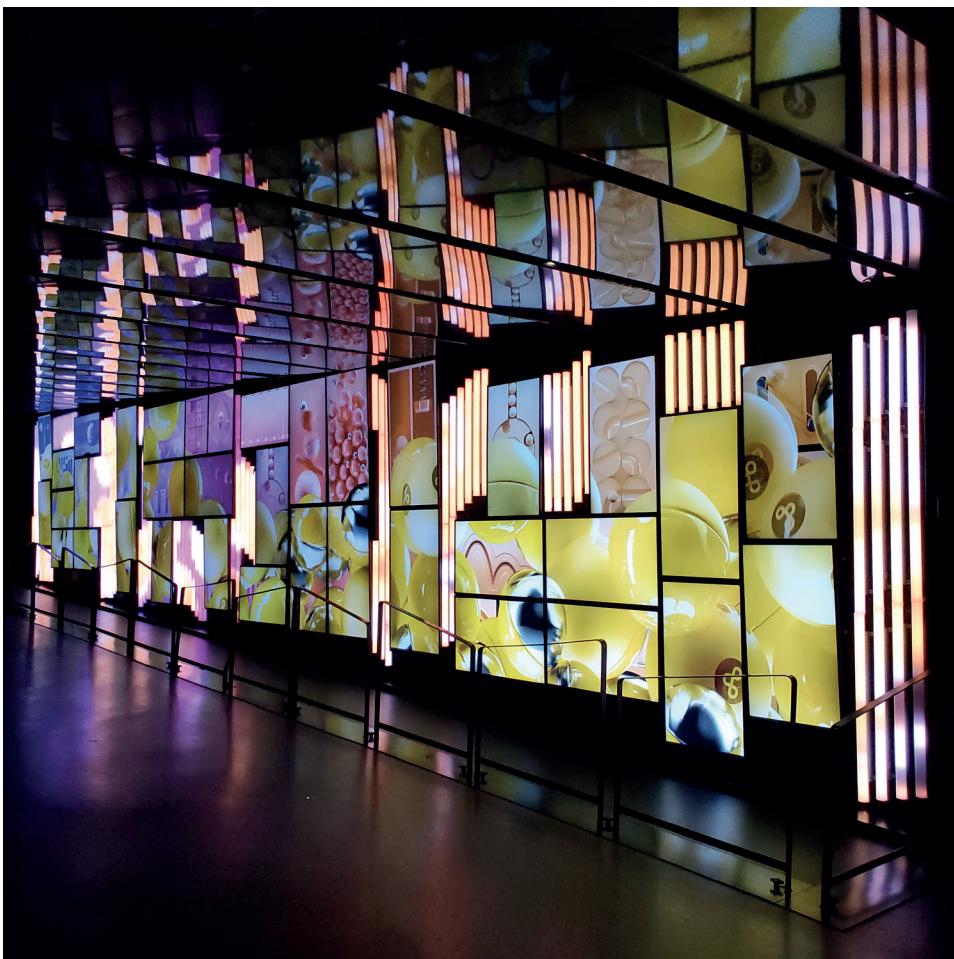
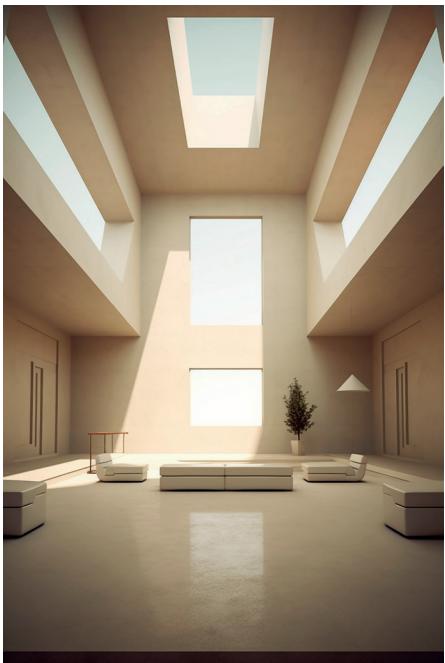
³ Use of the «Cutted Gotham»

PHOTOGRAPHY

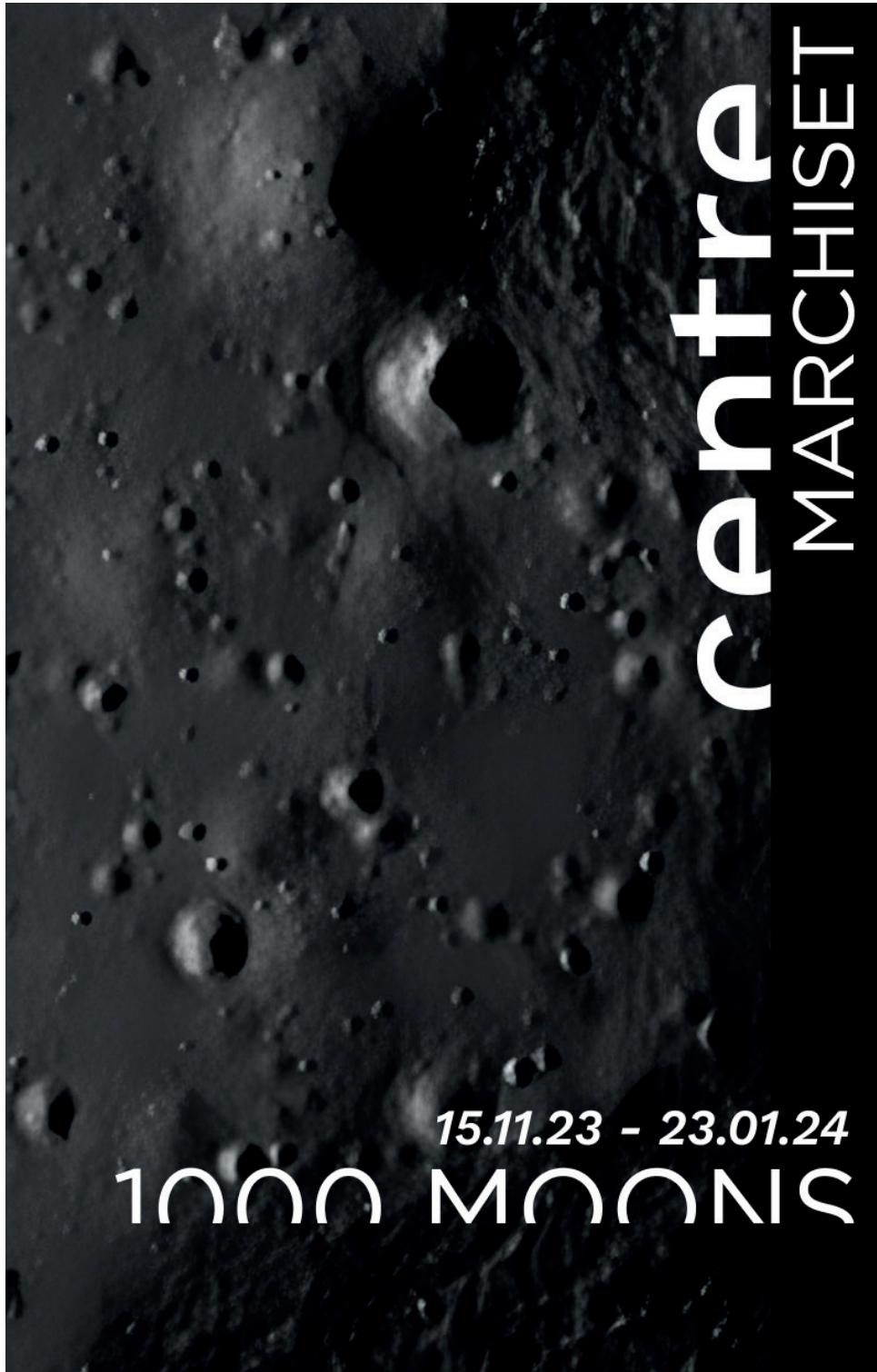
The choice of an object to use on a marketing campaign is critical to the impact and is what differentiates each activity. The photo needs to be relevant, but must also be chosen with marketing needs uppermost in mind. The way objects are photographed and then used is also vital to the success of this process and for a consistent representation of the Centre Marchiset.



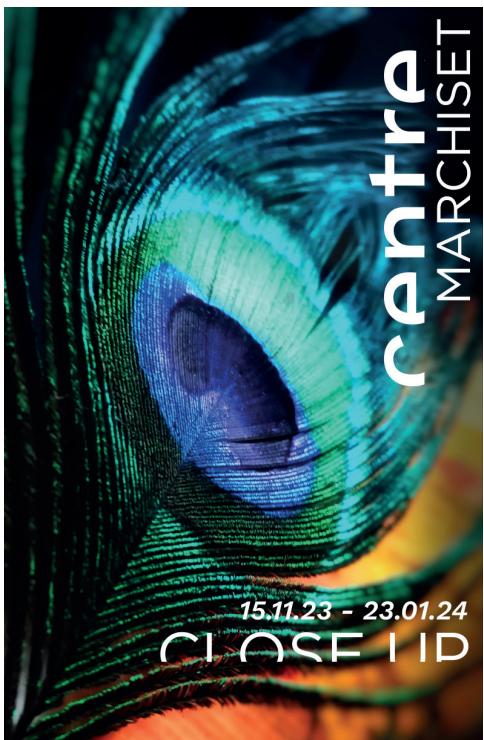
PHOTOGRAPHY



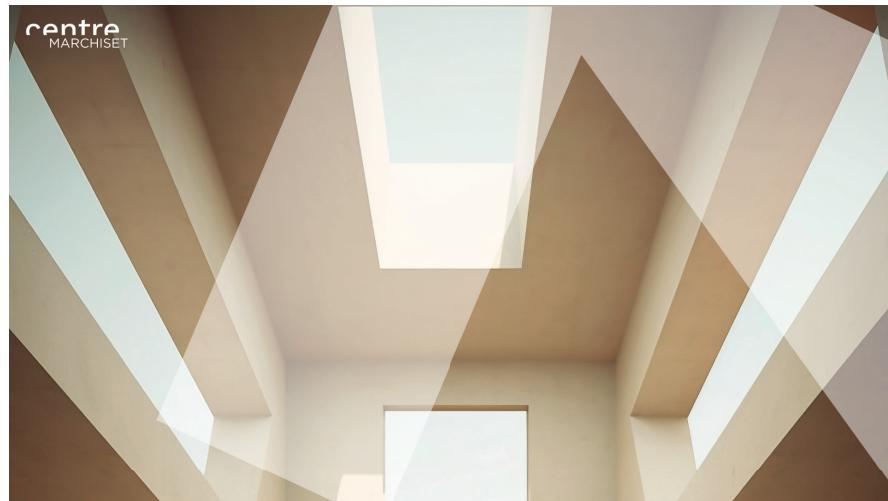
POSTERS EXAMPLE



POSTERS APPLICATION

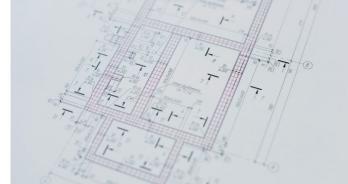


Ensuring accessibility and legibility is crucial for an inclusive online experience. Here are some general recommendations for enhancing the accessibility of the website www.centremarchiset.fr



OPENING

Monday to Saturday: 9am to 6pm
Sunday: 10am to 5pm
Annual closure: 24th to 31st December



OPENING

EXHIBITIONS

EXHIBITIONS

[see more](#)



1000 Moons

21.10.23 to 01.02.24

Discover '1000 Moons' by Pedro Slinger, a photography exhibition that transports you to a world where a myriad of moons light up the night sky, blurring the lines between dreams and reality.

CURRENT



Close Up

03.01.24 - 14.05.24

Discover 'Close Up' by Felinda Perez, a photography exhibition that will show you the macro and microcosm in the world where we are living.



Chicago

27.07.23 to 14.12.24

Explore the heart and soul of the Windy City in 'Chicago' by Trace Hudson. Through striking visuals, Hudson captures the city's dynamic energy, architectural marvels, and its vibrant urban pulse.

For each leaflet, maintain a consistent A4 format with a 90° rotation, dividing it into three equivalent sections using the A4 grid system. The initial page should be a simple yet impactful introduction, featuring only the wordmark and a weblink to connect audiences effortlessly.

The central section, structured within the A4 grid, becomes a focal point. Highlight the name of the current exhibition, ensuring clarity and visual appeal. Display the museum's opening hours prominently, creating a streamlined and informative experience.

On the last page, adhere to the A4 grid system to present the museum's narrative. Utilize the «Exposure Prism» as a negative triangle and the central leaf to craft an engaging about section. Conclude with detailed information about the current exhibition, maintaining a cohesive and visually pleasing layout throughout the leaflet.



APPLICATION EXAMPLE



APPLICATION EXAMPLE



centre
MARCHISET

PAUL MARCHISET