

# collective museum of art

Brand Style Guide



# table of contents

## mission statement

**04.** who we are

## brand identity

**07.** our logo

**12.** our color palette

**14.** our typography

**16.** our patterns

**18.** wayfinding system

## virtual experience

**21.** button types

**22.** crystal easels anatomy

**24.** artwork label layout

## collateral

**26.** exhibition posters

**27.** catalog

**28.** buttons

**29.** tote bag

**30.** shirts

**33.** mask/neck gaiter



# our mission statement

## who we are

The Collective Museum of Art is a virtual museum dedicated to giving visibility to underrepresented populations and creating an inclusive space where everyone, especially minorities, feels welcomed and represented. Works by artists of color, the LGBTQIA+ community, and disabled artists will be amplified in our virtual space. We intend to spark a conversation about strengthening diversity, inclusion, and cultural equity in our museums. We believe it is important to start a movement for inclusion and representation of the diverse community.

### **There's something for everyone**

Although this project targets Millennials and Generation Z minorities who feel excluded and, disconnected from their cultural institutions, this virtual space is for everyone. The goal of the Collective Museum of Art is to provide a platform where underrepresented populations see themselves reflected in the spaces they visit, while eliminating the perception that museums are only for the educated and wealthy. We aim to empower and validate people's experiences vicariously through the diverse artists exhibited.



# brand identity

## our logo

Our mission is to amplify the voices and talents of underrepresented creatives and this is extended to our branding. The Collective Museum of Art's logotype utilizes "Águila," a typeface designed by Latin American type designer Sofia Mohr. Águila's design is based on curves, straight lines, and triangular shapes making it a clean, modern font with a strong character perfect to represent our brand. The dot on the 'i' becomes an important graphical element throughout our branding because it signifies wholeness and unity.



collective  
museum  
of art



Circle symbolizes wholeness and unity

## logo color variations

**collective  
museum  
of art**

**collective  
museum  
of art**

## alternative logo

This two toned logo can be used in merchandise such as shirts and tote bags.



## minimum size and clear space

The smallest size the logo should be represented is 1" wide. To ensure legibility, the logo must stand out and not be cluttered with competing elements. This is achieved by surrounding the logo with clear space that is kept free of any type of distracting graphics. The minimum space required on all sides of the logo is equal to the size of the "O" from the Collective Museum of Art logotype. This area is to always remain clear of color, imagery, or other elements.

**collective  
museum  
of art**

1 inch



## design restrictions



Do not rotate the logo.



Do not add a drop shadow, blur, or other graphical effects.



Do not change the branding primary colors.



Do not change the branding's primary colors.



Do not add an outline to our logo.



Do not place our logo on saturated colors or non-brand colors.



Do not place our logo on busy backgrounds/patterns.



Do not stretch or compress our logo.

# our color palette

With the concept of inclusion in mind, our color palette consists of earth tone and skin tone colors to convey a warm, inviting, and contemporary feeling. Our terracotta and sandy pink primary colors will be used across marketing and designs (i.e. exhibitions posters, catalogs, buttons). Our skin tone colors will be used as supporting colors in the virtual space such as on the walls and museum labels. In order to preserve the identity design, secondary colors should not be substituted into the logo.

## primary colors



Hex #BD4922  
RGB 189, 73, 34  
CMYK 8, 83, 100, 1



Hex #F7BFA8  
RGB 247, 191, 168  
CMYK 1, 29, 30, 0

## secondary colors



Hex #5D3023  
RGB 93, 48, 35  
CMYK 40, 76, 80, 52



Hex #794937  
RGB 121, 73, 55  
CMYK 38, 69, 76, 34



Hex #B07D62  
RGB 176, 125, 98  
CMYK 28, 52, 63, 7



Hex #CC9676  
RGB 204, 150, 118  
CMYK 19, 43, 55, 1



Hex #E5B7A1  
RGB 299, 183, 161  
CMYK 9, 30, 34, 0



Hex #EBD2B1  
RGB 235, 210, 177  
CMYK 7, 16, 31, 0

# our typography

The two main typefaces that represent our brand are Águila and Latina Essential. To further the idea of inclusivity, we sought out to use typefaces designed by people of color. Águila was developed by Sofia Mohr, a Latin American type designer, and published by Latinotype. Latina Essential was developed and published by the Latinotype team as well. For our audience with a reading disability, ADYS, a font intended for readers with mild to moderate Dyslexia, is used in our museum labels to further ease readability.

## Águila

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz 1234567890 !@#\$%^&\*()?

## Latina Essential

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz 1234567890 !@#\$%^&\*()?

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz 1234567890 !@#\$%^&\*()?

## type usage

**Águila** should be used for headlines and should remain in lowercase to convey a friendly and approachable feeling.

**Latina Essential light** for body text.

**Latina Essential bold** should be used for subheaders and artwork titles.

**ADYS** is a supporting typeface that is used for our museum labels (headers and body copy).

## ADYS

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz 1234567890  
!@#\$%^&\*()?

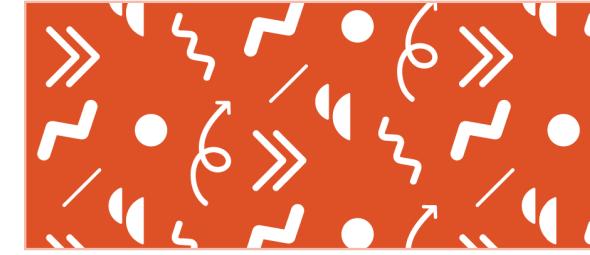
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz 1234567890  
!@#\$%^&\*()?

## our pattern

The icons that make up our pattern abstractly symbolize forward progression, amplification and emphasis. Together, these symbols will represent our brand as dynamic, and a platform for elevation. Our pattern will be used as a supporting element throughout our brand. It will be in our virtual space and merchandise (i.e. tote bags and buttons).



terracotta



white on terracotta



sandy pink

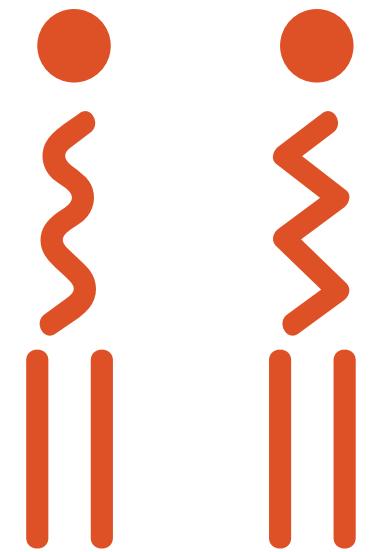


multi

# wayfinding system

The Collective Museum of Art understands the importance of having people feel welcomed and comfortable in our space so this was taken into consideration in the development of our signage system. It is of the utmost importance to have a gender-neutral and easy to identify iconography. The wayfinding icons were influenced by the pattern and the roundness of Latina Essential to create a cohesive image throughout the museum.

gender neutral  
iconography



bathrooms



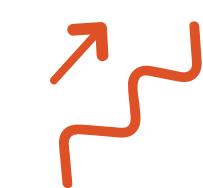
accessible



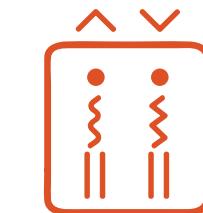
gift shop



down arrow



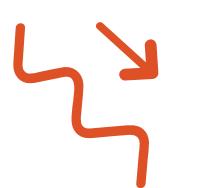
stairs up



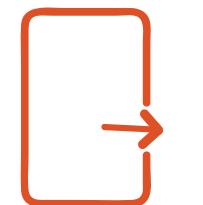
elevator



up arrow



stairs down



exit



coat check



information



left arrow



right arrow

# >> virtual experience

## button types

These buttons were designed with the user and wayfinding icons in mind. Refer to the diagrams on the following pages to learn about correctly positioning the UI elements in the virtual space.

Normal

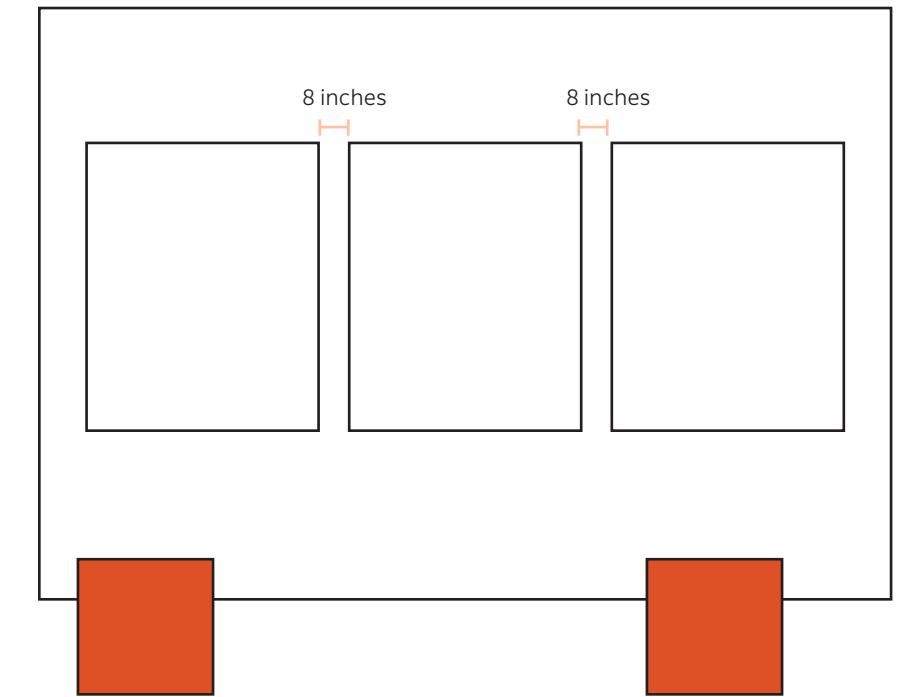
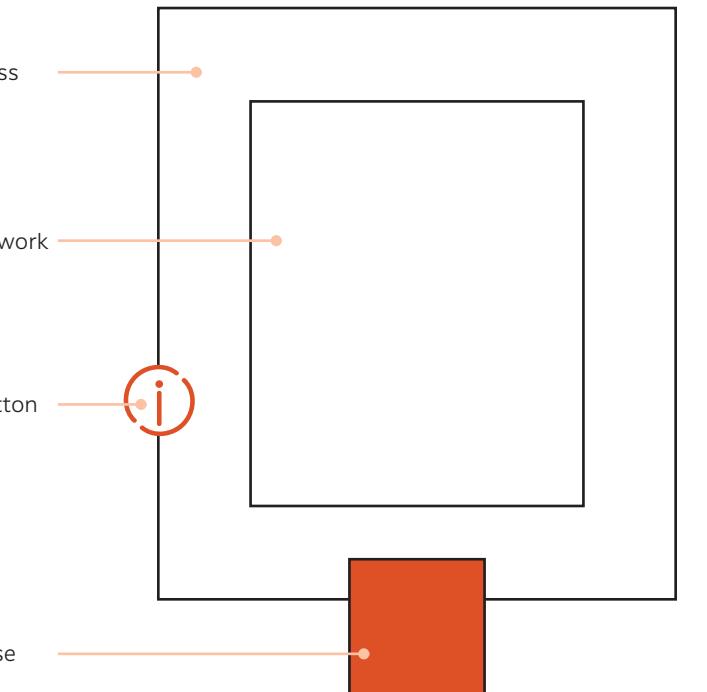


Hover

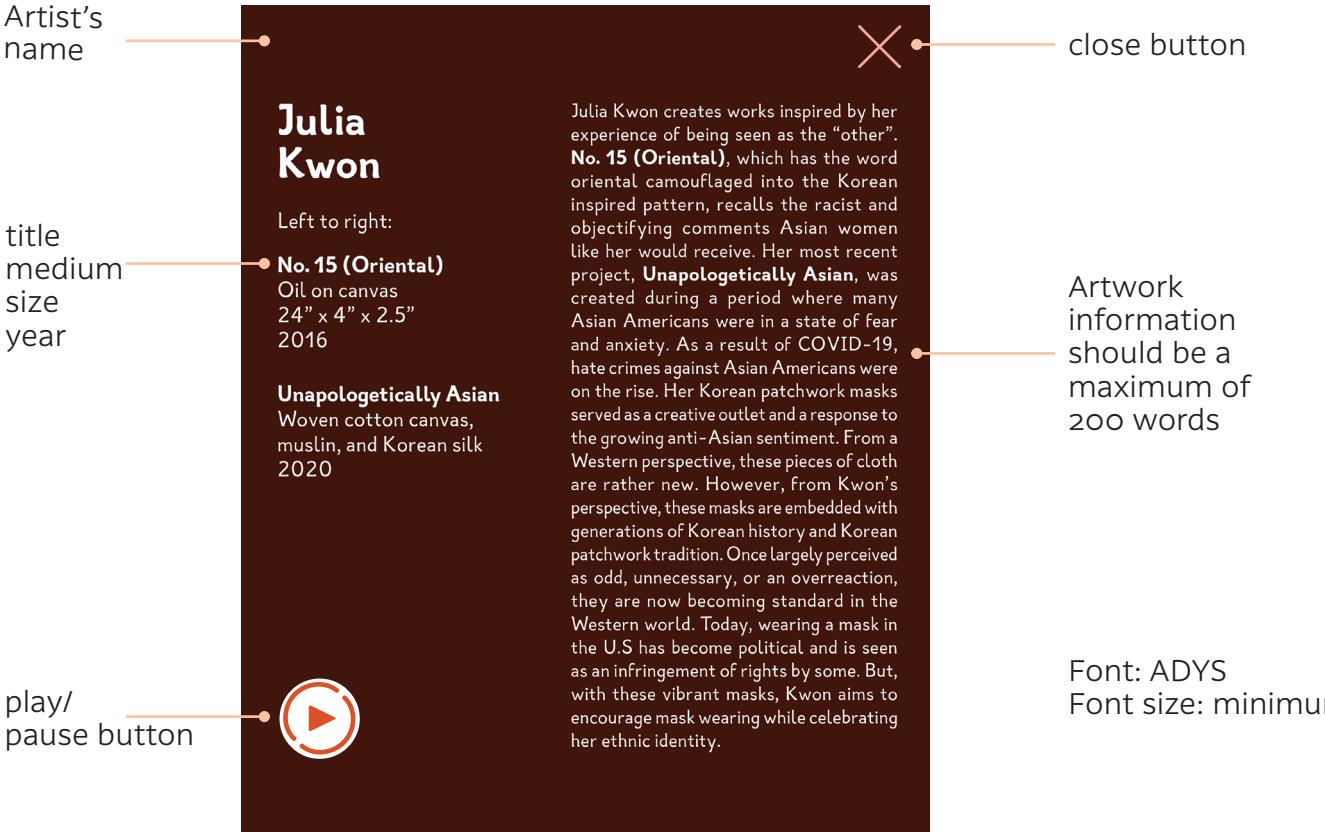


## crystal easels anatomy

Virtual works of art will be mounted on crystal easel displays influenced by Lina Bo Bardi. Frames will be simple and modern. Each artwork will be placed on a glass plate at eye level. There should only be a maximum of 3 works of art on one crystal easel display. Artwork labels will appear once the viewer has clicked on the information icon next to the artworks, thus encouraging first encounters with the artworks without any contextual influence.

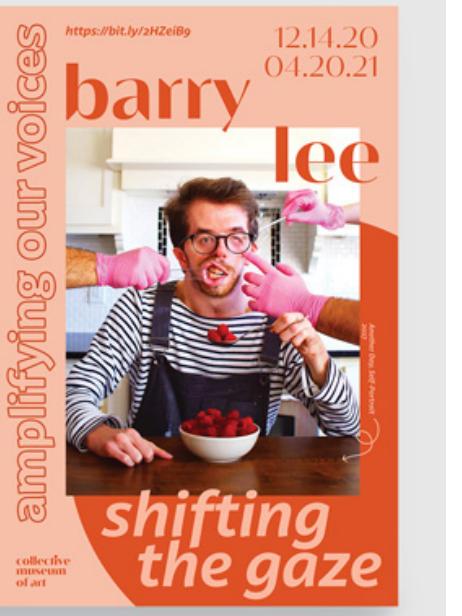
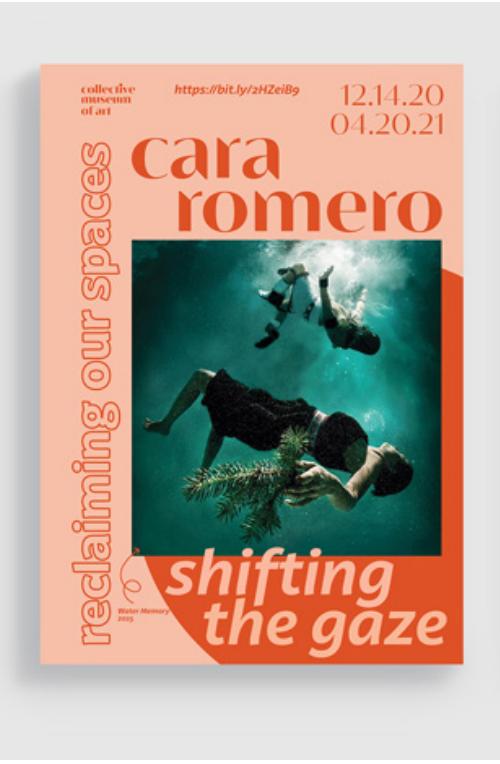


## artwork label layout



# design elements

## exhibition posters



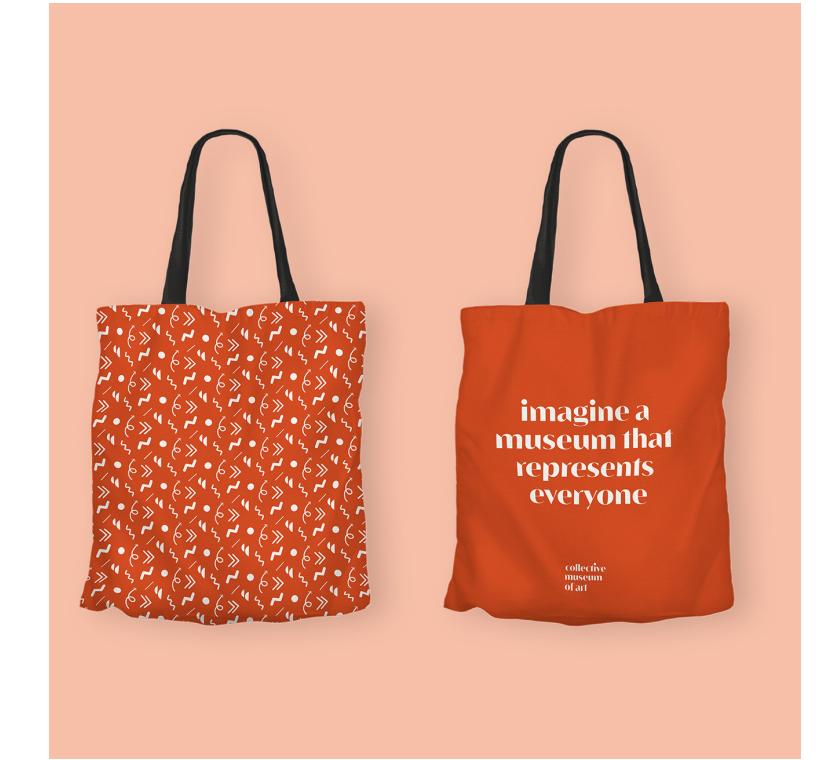
## exhibiton catalog



## buttons



## tote bags



## shirts



## mask and neck gaiter



# colophon



**Designer**  
Ada Comonfort  
Fall 2020

**Contact**  
[ada.comonfort@gmail.com](mailto:ada.comonfort@gmail.com)  
[adacomonfort.com](http://adacomonfort.com)

**Editors**  
Ada Comonfort  
Gilad Bendavid  
Mark Smith

**Typefaces**  
Águila designed by Sofia Mohr  
Latina Essential designed by  
Latinotype Foundry

This branding style guide was  
produced in tandem with the  
BFA Senior Thesis class at the  
City College of New York.

