RISD

museum

Foreward

This identity manual was created as part of an assignment for "Identity Design for Branding," a course taught at the Rhose Island School of Design (RISD) by Professor Donald Tarallo during the summer of 2020. During the six weeks in which this course was taught, we were tasked with crafting a brand for the RISD Museum of Art, an art museum focused on the role of art, the artist, and the institutions that support them within broad civic engagement and their role in helping create a more open society.[1] This resulting manual was the culminating assignment, incorparting all of the work we have done throughout the course.

[1]paraphrased from the RISD Museum website

Concept

The new RISD Museum logo was crafted with the picture frame in mind. The frame itself can be a work of art while also highlighting the work of art it contains. We wanted this idea to carry over to the RISD Museum, which functions in a similar way. It is important by itself while also helping to emphasize the importance of works of art and artists. As such, the picture frame was used in the construction of the RISD Museum logo.
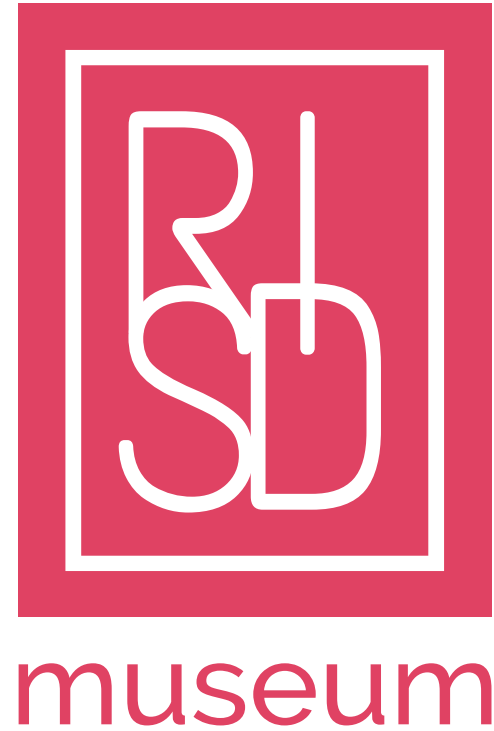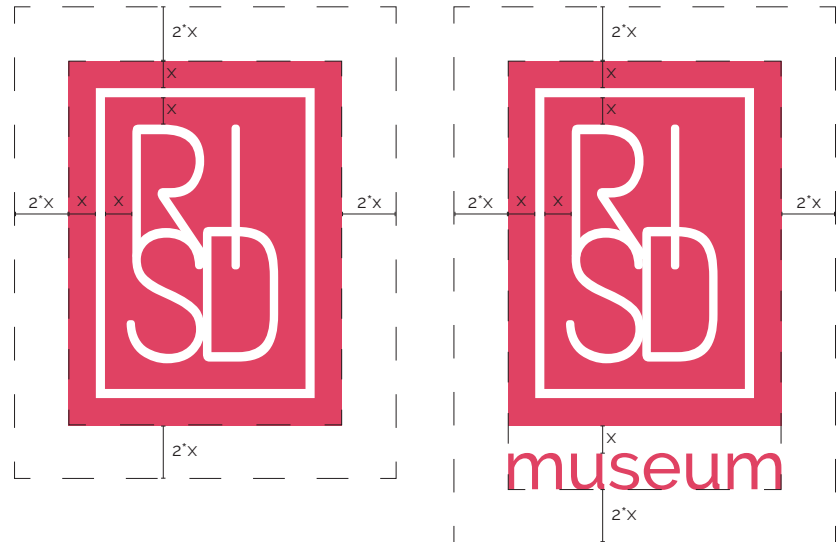
Usage – Primary Logo

The minimum size for the logo with 'museum' is 3/8 of an inch. The minimum size for the logo without any text is 1/4 of an inch.

For the exclusion space, do not place anything within two-times the width of the outer boarder (labeled x).

Minimum Size Requirement

0.25"

museum

0.375"

Exclusion Zone

2˚x

x

x

2˚x   x   x

2˚x

2˚x

2˚x

x

x

2˚x   x   x

2˚x

museum

x

2˚x

Usage – Outlined Logo

When using the outlined logo, the minimum size with 'museum' is 3/8 of an inch, measured with the length of 'museum'. The minimum size for the outlined logo without any text is 1/6 of an inch.

For the exclusion space, do not place anything within two-times the width of the space between the RISD graphic and the boarder (labeled x).
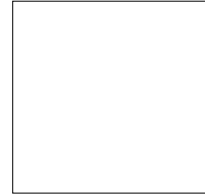
Minimum Size Requirement

0.167"

museum

0.375"

Exclusion Zone
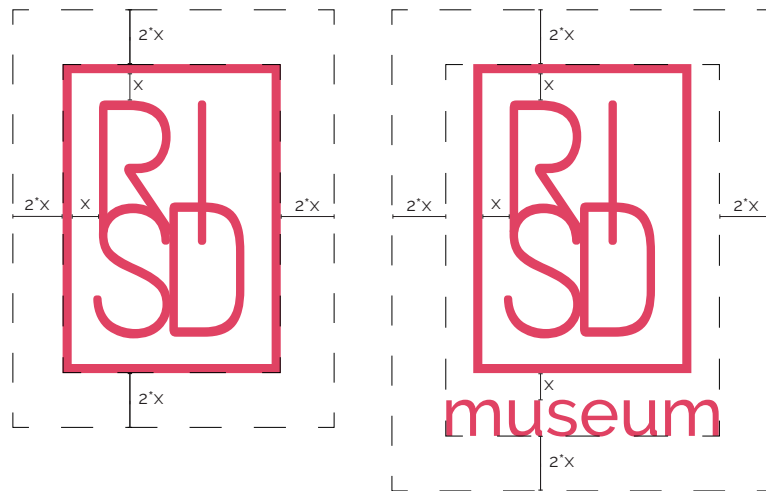
Color

Use white and magenta for all official communications, with magenta being the primary color and white being used as the secondary. The bright magenta color is used in order to convey confidence, energy, and excitement.

Primary Color

Secondary Color

Pantone 206 U
C6 M89 Y47 K0
#E04264

White
C0 M0 Y0 K0
#FFFFFF

If it is necessary to use a black and white version of the logo, use a dark gray to replace the bright magenta. The dark gray adds a sense of timelessness and the contrast between the white and the dark gray adds back to the energy that is lost by replacing the bright magenta.

Primary Color

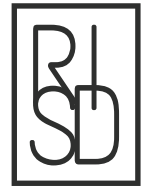Secondary Color

Dark Gray
C70 M64 Y63 K61
#303030
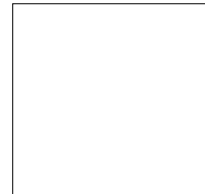
White
C0 M0 Y0 K0
#FFFFFF

Usage – Background Color

When using a white or a very light background, any version of the logo will work, for both color and black and white.
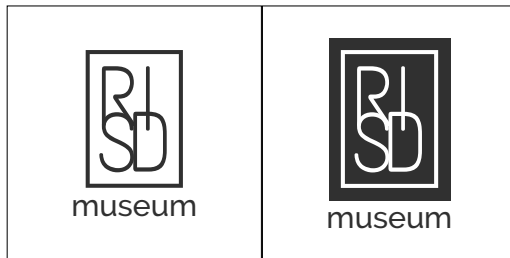
When using a dark or very bright background, use the white outlined version of the logo, for both color and black and white.

When using a busy background, use the primary logo with a white background behind it. The opacity must be 90% for the color version, and 80% for the black and white version.
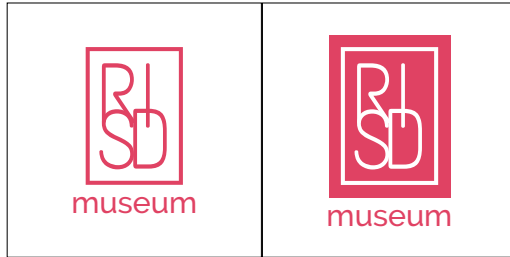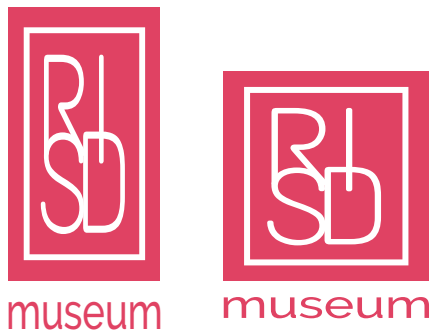
Improper Usage

Do not distort logo

Do not change relationships in logo

Do not change colors of logo

Do not crop logo

Typeface

Use raleway extra light when it is necessary to use a lighter typeface.

raleway extra light

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 . ! ? @ # $ % ^ & * ( ) - – ' "

Use raleway regular when writing large paragraphs of text. This is used for most content.

raleway regular

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 . ! ? @ # $ % ^ & * ( ) - – ' "

Use raleway extra bold for headings or when it is necessary to emphasize keywords. For subheadings, either use raleway regular or raleway extra bold in a smaller font size.
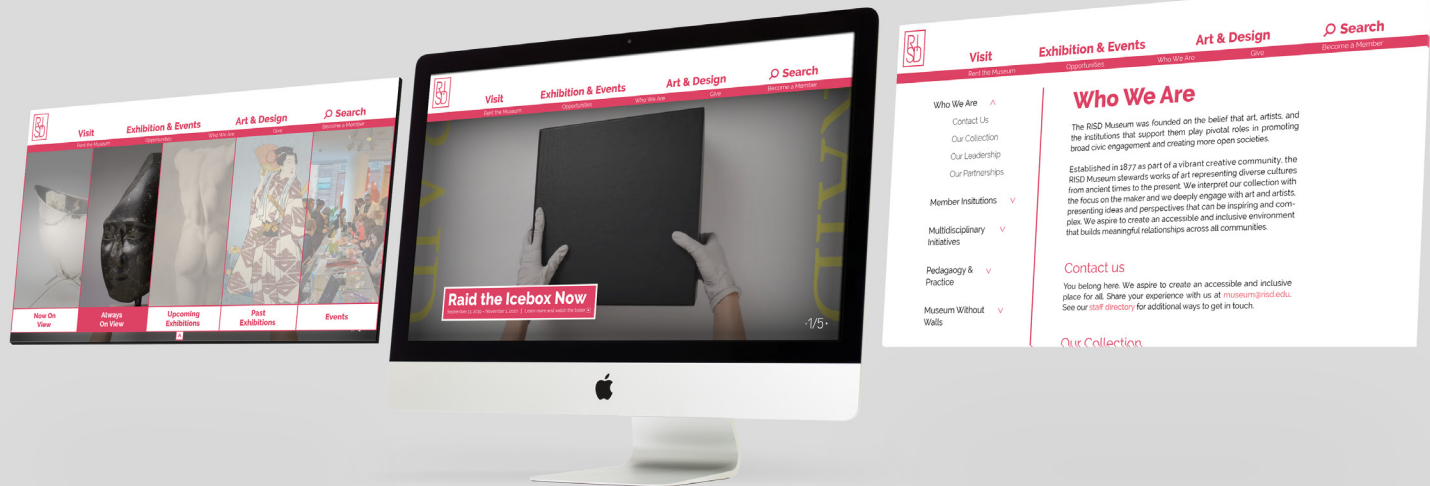
raleway extra bold

**a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
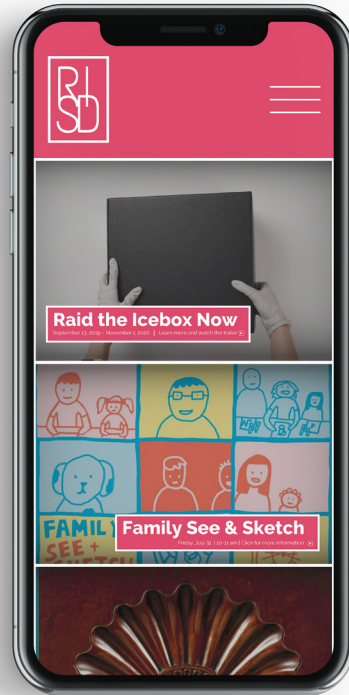1 2 3 4 5 6 7 8 9 0 . ! ? @ # $ % ^ & * ( ) - – ' "**

Stationery
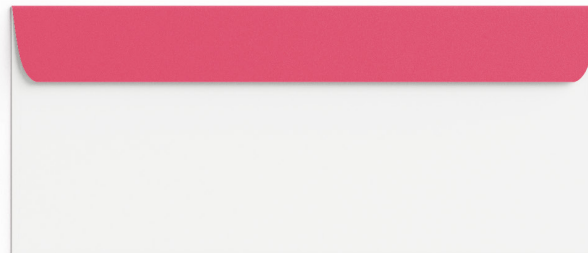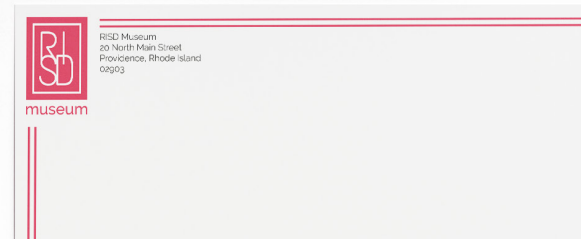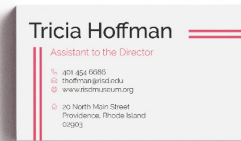
Website

Mobile Website

Ticket

Advertisement

Mugs

Tote