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Summary

Profile

Galerie de Bellefeuille is an art gallery with four locations, three in Montreal and one in Toronto, with an additional sculpture park in Knowlton. For the past 39 years, they have been showcasing works in all areas of fine Canadian and international art from paintings and prints to photography and sculpture. Some of the international artists include: Jim Dine, Damien Hirst, Chuck Close & the Tom Wesselmann Estate. They have been named one of the best galleries in the world by Modern Painters two years running.

Locations

01. Galerie de Bellefeuille I
1367 Greene Avenue, Montréal, Québec

02. Galerie de Bellefeuille II
1366 Greene Avenue, Montréal, Québec

03. Galerie de Bellefeuille III
1455 Sherbrooke Street West, Montréal, Québec

04. Galerie de Bellefeuille Toronto
87 Avenue Road, Suite 2, Toronto, Ontario

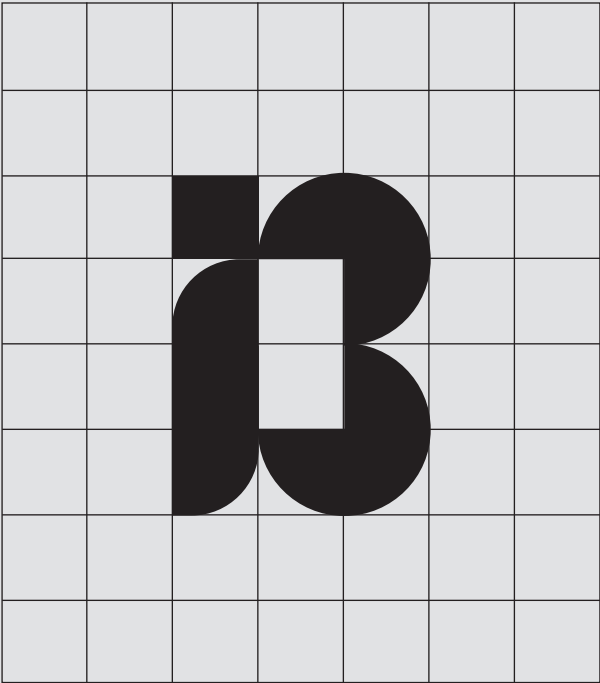
05. Sculpture Park
Located in Knowlton

Tone & Target Audience

It has been established that the target audience is art connoisseurs, as well as art students. This means that they want to appease to an older crowd by setting a prestigious and high class tone, all while appealing to Gen Z's fresher aesthetics. In order to achieve this, the logo chosen has a modern feel with a callback to sophisticated blackletter type which is actually very trendy amongst young adults. Since there is a balance and mix present within the logo and audience, the challenge is to continue delivering applications that upload that intersection without it clashing. In order to keep the harmony, the colour choice is just as important as the add ons. The main colours should be more on the muted pastel side, paying ode to the renaissance period. The design and actual physical applications need to be "insta" worthy, to appeal to the younger audience. Stickers, tote bags, and notebooks, are just a few examples of merchandise people from a younger crowd absolutely love. Selling posters, prints, and greeting cards will also be great for the older crowd.

Logo Rational

The logo combines blackletter type with a modern flair, creating an symbol that acts as both the face of the gallery as well as art. The geometric shapes and reliance on a strict grid gives the logo its modern and calculated look. However, the spontaneous curves deonstrates the curiosity that art provokes.



The grid

As previously noted, the logo was created using a strong yet basic grid to make something both foreign and familiar. This use of the grid sheds light on the gallery's attention to detail, all while demonstrating how much you can create with the basics as a canvas.

Colours

Colours

The flexibility of this logo doesn't end with the several variant shape possibilities, but also when it comes to colour choices.

Galerie Bellefeuille

Classic Black

While this may be a default, it is a perfect option. It shows the brand's minimalist style.

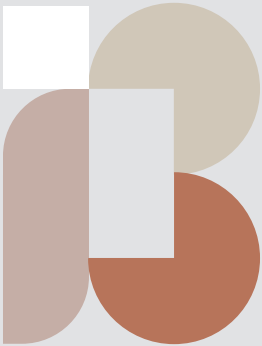
#000000



Renaissance

Sometimes the gallery showcases an artist with a more renaissance flair. This is when this look is perfect.

#b7745a
#d0c7b8
#c5aea6
#ffffff



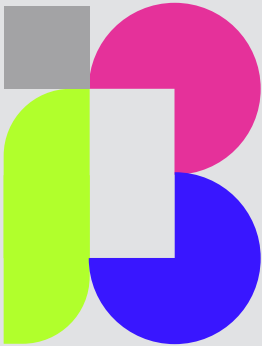
Brand Book

Funky & Bright

#b1ff2c

At times the gallery will hold exhibits of more “out there” and vibrant artists.

#b1ff2c
#e5319a
#a3a3a5
#b1ff2c



Cool & Modern

#c0ced9

A cool tone palette is also important to have, as the brand is strving to be able to adjust to any style.

#ffffff
#a3a3a5
#c0ced9
#000000



Typography

Typeface

The typeface chosen to accompany the logo and to be used through out the branding is Basis Grotesque Pro. It was released in 2015 by Colophon Foundry, which comes in 12 different weights.

Galerie Bellefeuille

Light
Regular
Italic
Medium
Bold
Black

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

w h s g k i b v

Brand Book

m j a p c o d n

e q x l f u r

Stationery

The Stationery

The stationery of a brand says a lot about them. This is why this sleek, minimal, yet innovative style works perfectly. There is a cut out in the logo to include interactive elements all while pushing the “frame” meaning of the logo.



Stickers

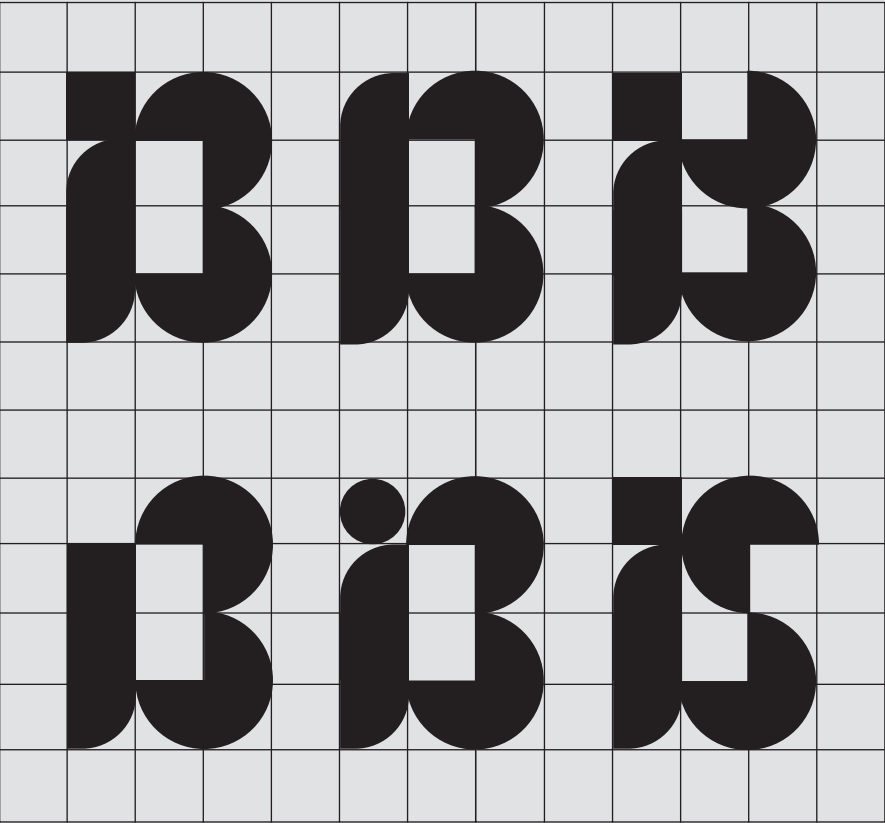
One signature element in the stationery is the sticker placed on the envelop flap. This silver-reflective rectangle does not have any actually functional purposes and truly just serves aesthetic values. However, depending on what event or exhibit is being hosted, the sticker is subject to change. An example of this is if the gallery was exhibiting only queer artists during the month of June, pride month, they can switch out the signature sticker for a design of the pride flag (see image below). This can also work by replacing the silver with a popular work by the artist that they are showcasing that month. This simple emblem works as a relic of the gallery and encourages the consumer to collect them.



Merchandise

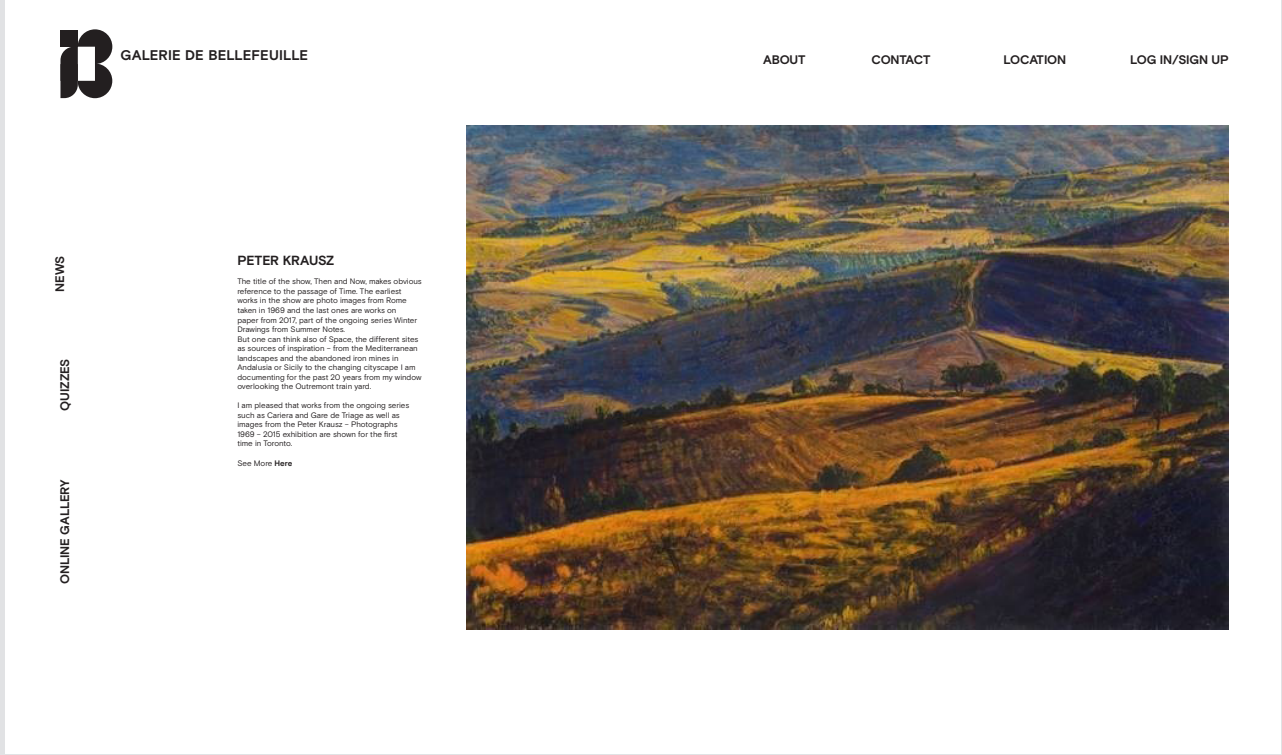
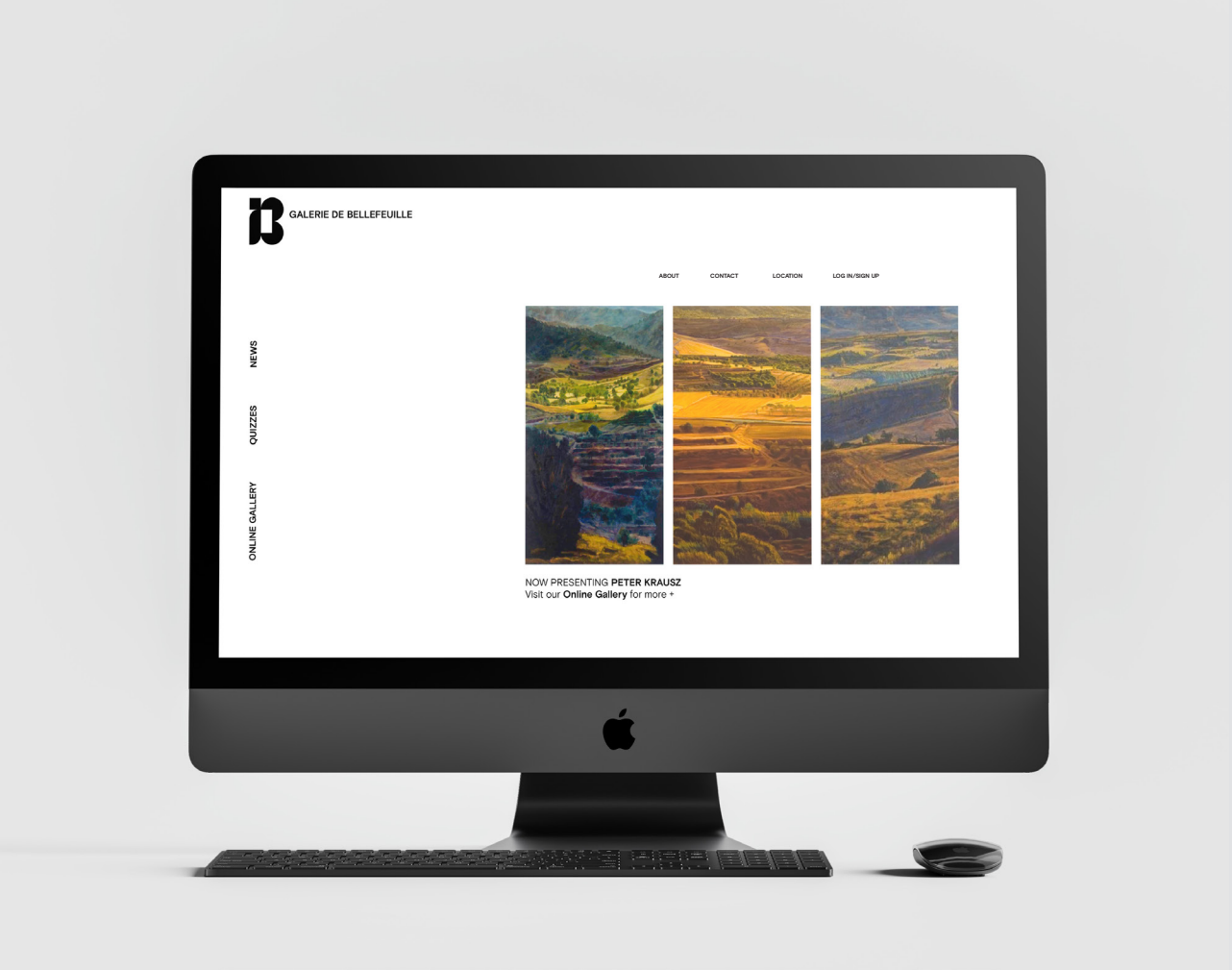
Notebooks

This notebook will be made with graph paper to encourage people to redo the logo in any manner they wish to, further pushing the gallery's message that art can be created and perceived in so many ways.



Website

Considering this is an art gallery’s site, it implements an element of interactivity on the landing page.You are able to click on specific pieces and navigate through its history and details. The website also includes quizzes that create a call to action to visit the gallery. An example of this is the quiz “What artist are you more like?” After completing the quiz, it reads that the artist you’re more similar to will be shown on (insert date).



Quizzes

Here is an upclose example of what the quizzes look like on the website. As aforementioned, the results redirect the quiz-taker to a current or soon to happen exhibit the gallery will be holding.

