A photograph of the Hamilton Wood Type & Printing Museum building, a large, light-colored structure with a sloped roof. The word 'Hamilton' is mounted on the side of the building in large, blue, three-dimensional letters. The letters are in a stylized, slightly cursive font. The building is set against a clear blue sky with a few wispy clouds. The photograph is framed by a blue border on the left and bottom, and a green border on the right.

Hamilton

**HAMILTON WOOD TYPE
& PRINTING MUSEUM
STYLE GUIDE**

Hamilton

INTRODUCTION

The Hamilton Wood Type & Printing Museum is the only museum dedicated to wood type preservation, study, production and printing. With over 1.5 million pieces of wood type and blocks, and more than 1,000 styles and pattern sizes, the Hamilton collection is one of the world's premier wood type collections.

Hamilton is a working museum that provides educational opportunities, field trips and workshops, and offers opportunities for artists, printers, historians and other scholars to experience this vast wood type collection. Our mission is to advance the understanding of our printing and design heritage by documenting, archiving and reproducing the history and images of American letterpress printing. Our premier collection of printing type, engravings, prints and equipment supports scholarship and education at all levels by preserving through use, research and demonstration.

The Hamilton Wood Type & Printing Museum has been in existence for 22 years. We have a very unique history that is over 140 years long. The museum is tied to Two Rivers, the Hamilton Manufacturing Company, and the craft of letterpress printing. We are providing exciting programming and creating memorable experiences. This style guide helps us tell our story and welcome a wide, diverse audience.

BIG IDEA

The Hamilton Wood Type & Printing Museum creates a unique, tactile, and authentic experience that shares printing history through a working museum.

BRAND ADJECTIVES & KEYWORDS

Authentic, Welcoming, Tactile



Authentic: of undisputed origin; genuine.

Welcoming: greet someone in a glad or friendly way.

Tactile: of or connected with the sense of touch.

Round 1:

History
Working Museum
Hands-on
Process
Unique
Experience
Community
Ham Fam
Togetherness
Vintage
Historical
Factory
Manufacturing
Type
Typography
Letters
Letterpress Printing
Printing
Inky
Ephemera
Pantograph
Tells a Story
Hand of the Maker
See the Process
It Takes Time
It Has a History
The Tools are Important
World's Largest Collection of Wood Type
Still Make Wood Type
Shapes of Letters
Factory Feel
Smell: Wood, Ink, Mineral Spirits

Round 2:

From Public Survey in 2019 & Strategic Plan

Charm
Warmth
Creative
Welcoming
Gem of the City
Lighthouse in the Field
Household Word
Friendly Staff
Darned Great Smell
Fun
Inviting
Interactive
Educational
Family-friendly
Unique
Preserve History
Creating Type
Mecca
Dedicated Staff/Volunteers
Passion
Collection
Partnerships and Artistic Connections
Making
Sense that you have arrived somewhere
Art
Graphic Design
Design

LOGOS

PRIMARY LOGO - VERTICAL



PRIMARY LOGO - HORIZONTAL



SECONDARY LOGO



LOGO USAGE



Primary Logo - Vertical
Used typically for portrait compositions or ones with limited space

Primary Logo - Horizontal
Used typically for landscape compositions or ones with more space to occupy



Secondary Logo
Used typically for headers or colophons



COLORS



PANTONE 7427
CMYK 25, 100, 82, 23
RGB 142, 29, 47
HEX 9b1b2f



PANTONE 214
CMYK 2, 100, 44, 0
RGB 215, 34, 94
HEX e81561



PANTONE 7579
CMYK 6, 77, 99, 1
RGB 212, 103, 56
HEX df5e27



PANTONE 1235
CMYK 2, 26, 100, 0
RGB 242, 191, 51
HEX f8be15



PANTONE 367
CMYK 36, 0, 100, 0
RGB 185, 206, 21
HEX b0d235



PANTONE 638
CMYK 79, 5, 9, 0
RGB 47, 175, 214
HEX 00b1da



PANTONE 7655
CMYK 35, 84, 0, 0
RGB 161, 83, 160
HEX ac4c9d



BLACK
CMYK 75, 68, 67, 90
RGB 0, 0, 0
HEX 000000



WHITE
CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX ffffff

TYPE STYLES

LARGE HEADERS

WOOD TYPE PROOFS

- Manually set in Photoshop
- Can be different type families, i.e. Gothic, Antique, Tuscan, etc.
- Can be digital for Type Legacy Project fonts
- Cannot be a ransom note style of many different sizes and styles

HEADERS

KNOCKOUT 66-94

- Tracking usually set at 25, but not required in every scenario

LEGACY FONTS

- HWT/P22 Legacy fonts can be used for headers when a proof is not available or more variety is needed

SUB-HEADERS

KNOCKOUT 26-54

BODY

Montserrat

COLOR USAGE

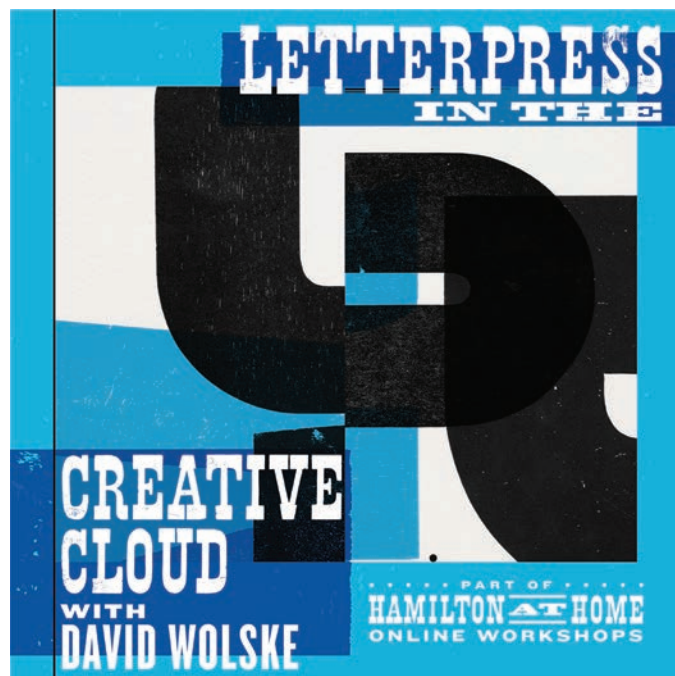


Always have a color background, no black or white

Monochromatic with solids set on multiply

Multiply to reflect ink transparency
(Avoid when color is drastically changed, set opacity to 95% instead)

Color chosen to compliment photo & artist's aesthetic



Typically warm & cool colors work well with others in their family, but not a requirement

2-3 colors, along with black & white, reflects typical letterpress constraints



TYPE USAGE

Type set in a way reminiscent of letterpress lock-ups (Grid based, no diagonal type, type is often justified)

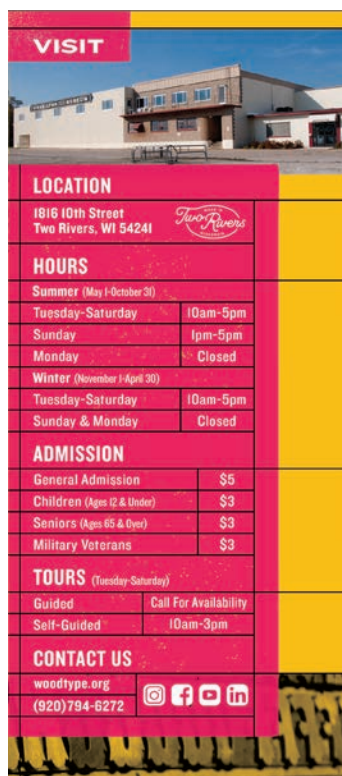
Type color is usually white, but can be black, the background color set on multiply, or a secondary color



No ransom note type, meaning no mixing type styles in a header

Type interacts with imagery

If multiples of the same letter are needed use different instances of that letterform (For example here: the DD in GIDDY)



Headers are always uppercase, but sub-headers or body text can use lowercase

RULES/GRIDS USAGE

These evoke a type case, type ordering form, and time card. It references Hamilton's history and works within the more modern aesthetic of the new brand as well. It will be a keystone design feature throughout the brand. The rules and grids will work well for designs containing large amounts of information or for establishing hierarchy. They can also act as graphic elements and don't always need to serve a strictly functional use.

FRONT

HAMILTON WOOD TYPE H & PRINTING MUSEUM	
S	Stephanie Carpenter
	Program Officer
	stephanie@woodtype.org
1816 10th Street, Two Rivers, WI 54241	
(920) 794-6272	woodtype.org

BACK



1816 10th Street Two Rivers, WI 54241	(920) 794-6272 woodtype.org	HAMILTON WOOD TYPE & PRINTING MUSEUM
February 18, 2021		
Nick Larson 742 Evergreen Terrace Springfield, WI 54241		
Dear Nick,		
<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p>		
Sincerely,		
Stephanie Carpenter		



FRONT

HAMILTON WOOD TYPE & PRINTING MUSEUM

HOURS		
SUMMER MAY 1 - OCTOBER 31 TUES - SAT: 10 AM to 5 PM, SUN: 1 to 5 PM	WINTER NOVEMBER 1 - APRIL 30 TUES - SAT: 10 AM to 5 PM	
1816 10th Street, Two Rivers, WI 54241		
Daily guided tour at 1 pm	(920) 794-6272	woodtype.org

ONE FREE ADMISSION

BACK

HAMILTON WOOD TYPE & PRINTING MUSEUM

JOIN US TO SEE THE WORLD'S LARGEST COLLECTION OF TYPE!

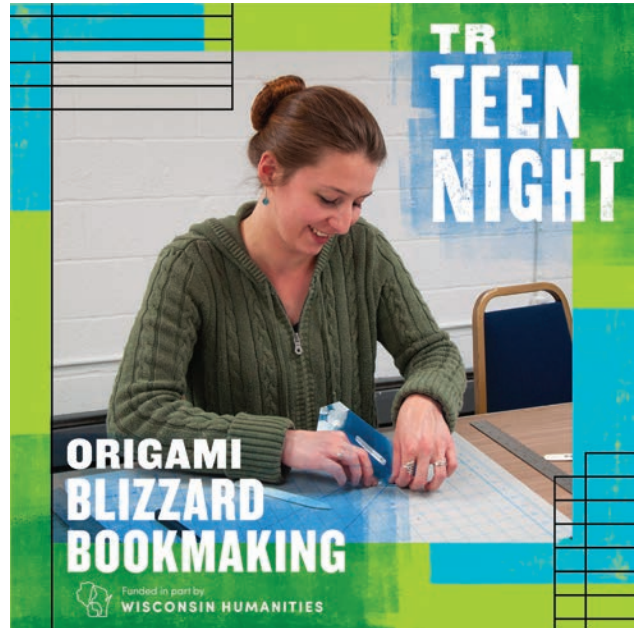
A visit to Hamilton is sure to leave you with a wealth of wood type knowledge. Self-guided tours may be taken any time during regular business hours and guided museum tours are offered daily at 1 p.m. Learn about historic and decorative wood type from one of the world's largest collections, take a journey through the machines and tools that were used to manufacture wood type, and see working pressrooms where we teach and continue to produce letterpress printed pieces. See you soon!

@hamiltonwoodtype

RULES/GRIDS USAGE

Rules always black or white
(White used usually just on
duotone photos)

Grid elements work well for
filling negative space, but
not required on all designs



Like time cards & order
forms, grids work well for
containing large amounts
of information

Designs often have a left
side rule, which serves as
an anchor point



Typical Line Weights
(Depends on size of design)

- .75 pt. for Print
- 3 pt. for Digital

Keep line weights &
spacing consistent

Rules can be used top &
bottom, like a typical show
print lock-up



COLLECTION USAGE

To establish the visual identity, large graphics and wood type headlines are incorporated in designs. The color, type, and visual elements are bold, invigorating, and welcoming. We have type and images that are unique to Hamilton, using them to tell our story reinforces the idea of authenticity.



COLLECTION USAGE

HAMILTON
WOOD TYPE & PRINTING
MUSEUM

GIDDY UP!

UPCOMING WORKSHOPS	
LETTERPRESS PRINTING	JULY 10
INK & DRINK	JULY 16
STARSHAPED PRESS	JULY 24
INK & DRINK	AUGUST 6
GLOBE SPECTACULAR	AUGUST 14
SECRET BELGIAN BINDING	AUGUST 28

SIGN UP TODAY AT: WOODTYPE.ORG (920)794-6272

Proofed Antique wood type
used for headline

Proofed solid wood block for
background element

Cowboy & horse woodcut
from the Enquirer Collection

Etta typeface used
for headline

Hearts & woman woodcuts
from the Enquirer Collection

HAMILTON DRY GOODS
VALENTINE'S DAY SALE

FREE DOMESTIC SHIPPING
NOW THROUGH
FEB. 14

LETTERPRESS TEXTURES USAGE

An important design element will be incorporating direct textures that come from the letterpress printing process. This will reinforce the tactility of the museum and avoid an overly clean and digital aesthetic. Scanned proofs of wood type and blocks will be used for headlines and graphic elements. Brayer marks and various other inking methods will be used, and further explored, for a variety of background elements.



Wood type as background pattern can be used for large areas that balance other design elements



LETTERPRESS TEXTURES USAGE

Backgrounds are never just solid color, needs some kind of texture

These textures always come from “ink on paper” and are not created digitally

Brayer marks used in background



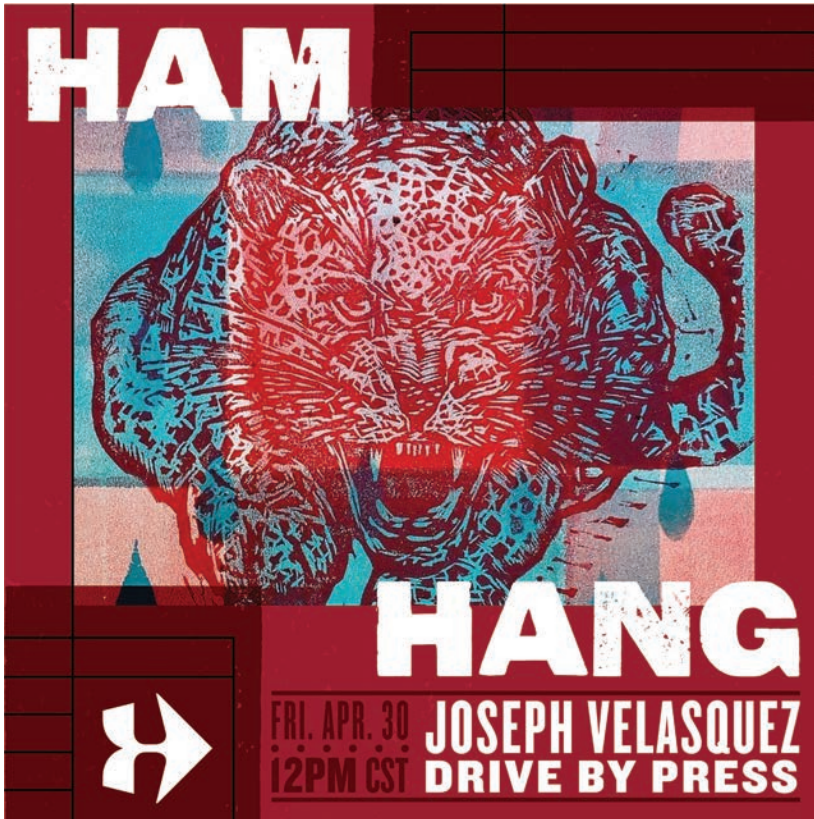
Brayer offset inking marks used in background

Proofed Antique wood type used for headlines

EXAMPLES OF TEXTURES	“INK ON PAPER”	
	<ul style="list-style-type: none">• Set on multiply• Not too dark or distracting• Can be tinted with colors or other transparency settings	
	Brayer Offset Inking	Background Block
		Brayer Marks

PHOTOGRAPHY USAGE

We will need some designs that are able to showcase photos. This becomes especially important when we work with other artists and need to showcase their work or when we need to do more storytelling about what people can see and experience when they visit. Duotone images will be used only for background images or when photos are used as textural elements. Unmanipulated photos will emphasize the museum's welcoming nature and show a priority for it's community and visitors.



PHOTOGRAPHY USAGE

Main focus on
workshop participant

Image is bright and clear
with good contrast

Person or their project
not covered by type or
graphic elements



Duotone image in
background, works as a
graphic element & alludes to
museum's history

Main focus on volunteer
interacting with wood type





IN CONCLUSION

The Hamilton Wood Type & Printing Museum is honored to work with many talented designers, printers, and artists. Each day brings new challenges and opportunities. By applying a consistency to our communications we share our story and present a unified voice to our audience. These guidelines are fairly flexible and allow for enough creative freedom to create strong pieces that apply well across all applications.

A huge thank you to everyone that helped bring this Style Guide together!

Designers:

Stephanie Carpenter

Nick Larson

Type and Block Printers:

Jim Moran

Larry Corrado

Tom Walker

Created in 2021

Hamilton Wood Type & Printing Museum

1618 10th Street

Two Rivers, WI 54241

woodtype.org

info@woodtype.org

