

FAM Branding  
Graphics Standards Guide  
December, 2018



This guide will be periodically updated with more sample applications and specifications.

The new visual identity for the Fitchburg Art Museum is the “face” the Museum will show the public. It is representative of the Museum’s unique character and purpose, and is a strongly influential force, building equity through its exposure.

Any identity system can only be as strong as the means established to maintain it. It is critical that this new identity, despite a wide range of possible applications, retain its integrity—continuing to convey the organization it represents. A graphics standards guide defines the visual identity system—providing a framework that will allow for proper implementation in the future.

Embraced enthusiastically, this unique and distinguishing identity system will serve the FAM for years to come.

The following guidelines have been developed to reinforce the strength of the new visual identity for the FAM. Care should be taken to adhere to the guidelines in all print, interactive, and three-dimensional applications.



## **File formats**

### **Proportions**

- Vector (.ai or .pdf) file formats are best for enlarging the logo proportionally
- Do not stretch or distort the logo in any way
- Logos should never be sized smaller than 1.00" wide

### **Logo files**

- The logo files are organized in folders by language and color:
  - Black and White
  - PMS 186
  - CMYK: 15C 100M 100Y 0K
  - RGB: 210R 35G 42B

### **Colors**

- USE CMYK for print
- USE RGB for digital
- USE PMS for offset printing, when requested

### **File formats**

- AI is an Illustrator file, vector based (original artwork)
- PDF is a hi res vector based file (FOR PRINT)
- TIFF is a 300 dpi image file (FOR PRINT)
- JPG is a lo res web or email file (FOR WEB)
- PNG is similar to a jpg, works well in Word and for graphic images.
  - Has a transparent background. (FOR WEB)

### **Logo Fonts**

Proxima Nova Semibold

Logotype, 2 options



FITCHBURG  
ART MUSEUM



FITCHBURG  
ART MUSEUM

Logo with lock up of full institutional name in Proxima Nova

## Logotype Minimum Size

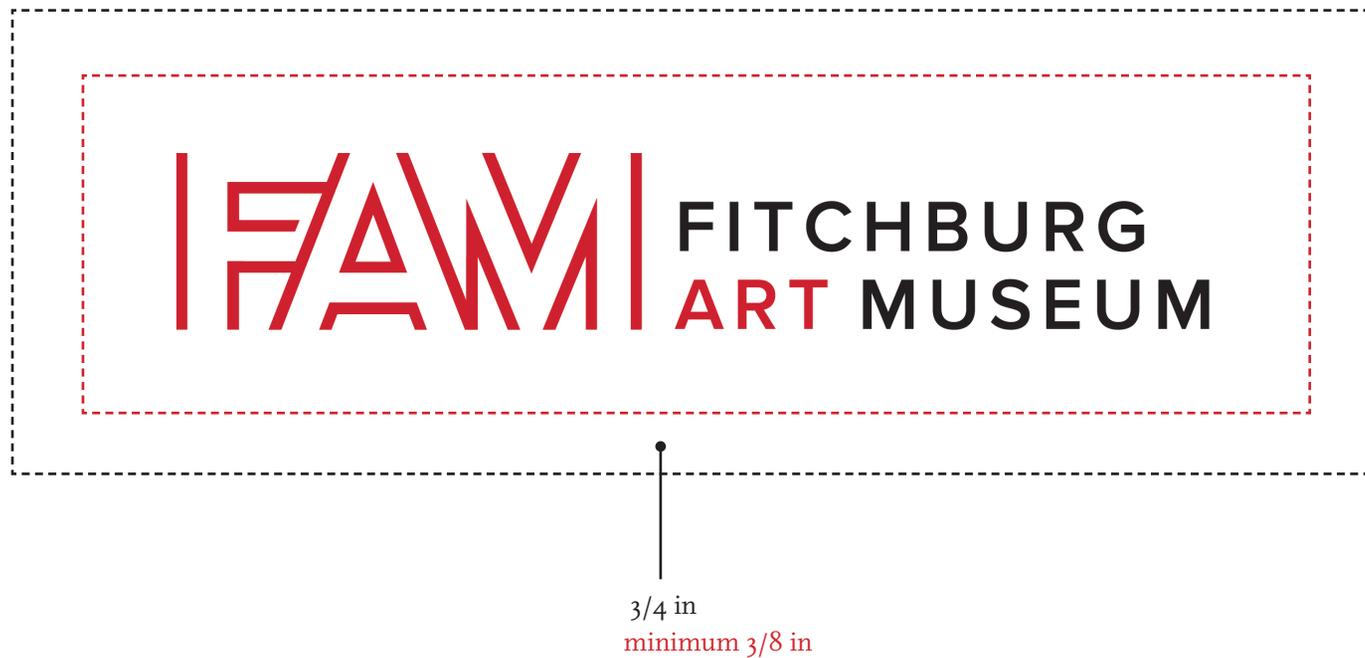
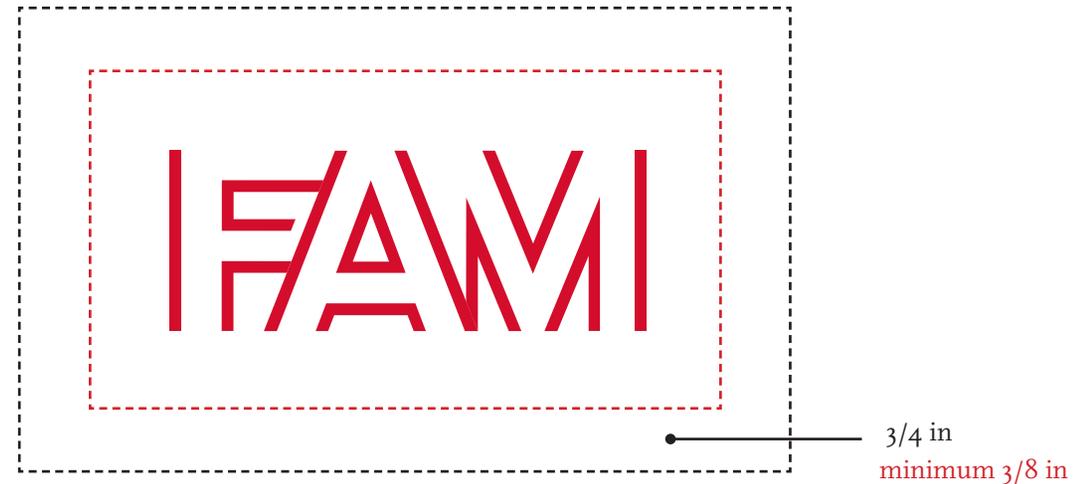
Logotype should never be reproduced smaller than 3/8" high.



## Minimum Clear Space

The construction of the logotype has been carefully considered and should not be altered or rearranged in any manner. In order for the identity to achieve the desired impact and strength, it is recommended that a minimum clear space surround it.

Other graphic elements should not crowd the identity. Placing the logotype on a color background, photograph, or illustration is not an intrusion of the minimum clear space, provided that maximum legibility is maintained.



## Preferred Color for Logotype

The preferred identification color for the FAM logo is red  
**Pantone 186.**

When printing the orange on uncoated papers, Pantone  
021U replaces Pantone 021C.

The logotype may be printed in spot-color (specific to  
either coated or uncoated paper), or in four-color (CMYK)  
process (also specific to either coated or uncoated paper).  
RGB colors are for web and interactive use only.

CMYK: 15/100/100/0

RGB: 210/35/42

Pantone color swatches should always accompany any  
artwork given to a vendor.



CMYK 15 /100 /100 /0



PMS 186



RGB 210 /35 /42

## Secondary Colors for Logotype

### FAM COLORS:

#### Orange:

PMS: 158

CMYK: 0C 70M 100Y 0K

RGB: 238R 118G 35B

#### Purple:

PMS: 260

CMYK: 70C 100M 15Y 10K

RGB: 103R 38G 102B

#### Yellow:

PMS: 124

CMYK: 0C 35M 100Y 0K

RGB: 235R 169G 0B

#### Green:

PMS: 340

CMYK: 100C 13M 85Y 0K

RGB: 0R 148G 94B

#### Blue:

PMS: 299

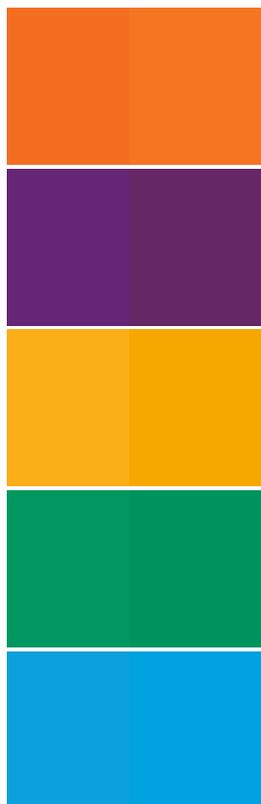
CMYK: 80C 13M 0Y 0K

RGB: 0R 160G 223B

### CMYK

### PMS

FAM  
FITCHBURG  
ART MUSEUM



## Guidelines for placement of name and address with logo

At the 1 inch size, the FAM address is 9/14 with 40% letterspacing in Proxima Nova



minimum distance:  $\frac{3}{8}$ " and maximum:  $\frac{3}{4}$ "



## Background colors

Repeated use of the logotype in its preferred orange Pantone 186 color will reinforce the new identity. Contrast between the logotype color and background must be adequate to ensure legibility. In cases where a color logotype is placed on another color, make sure there is enough contrast to ensure legibility.



## Typefaces

The new FAM logotype is composed with the typeface Proxima Nova.

The typeface Minion (serif) can be used for body text in publications and materials. Proxima Nova works well for headlines and a short amount of text. It is recommended to use a serif font as the body text when there are several pages of information.

Each typeface has a variety of weights and styles. When setting body text, the regular weight is preferred, reserving the bold and italic styles for titles, headings, or emphasis within the text. Appropriate line spacing should be determined by the width of the column. The minimum line spacing should be 2 points more than the size of the type.

The font Arial can be used to replace Proxima when sending MS Word files, all Macs and PCs have this font.

Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

Minion

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

## Branding, example applications

### Letterhead



Fitchburg Art Museum  
Nick Capasso  
185 Elm Street, Fitchburg, MA 01420  
978.345.4207 ext. 301  
ncapasso@fitchburgartmuseum.org

To Whom it May Concern,

Fitchburg has always been a place where new ideas are born, manufactured, and sent off to inspire and delight—we make things here. Embracing this Fitchburgian spirit of innovation and industry, we are making something completely new and innovative at Fitchburg Art Museum (FAM). We are modeling a new kind of museum, exploring innovative ways to give life to our core beliefs.

We bring together art and ideas, past and present, and diverse viewpoints to foster human connections through art. We connect people across cultures and backgrounds. We seek innovative ways to use art to inspire our visitors expand their view of themselves and the world. We are a creative laboratory for exploration and learning.

We connect Fitchburg with the world of art and ideas—and the world with Fitchburg. We use art as a bridge to explore timely and sometimes challenging issues and ideas. We are building and sustaining a collection of international scope that is the important asset for our communities that was envisioned by our founder, Eleanor Norcross. We remove barriers to our visitors' personal connection with art. We value living artists as much as works of art and we create a dynamic, vibrant space where artists from throughout our region share thought-provoking art that is being created here, today.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin posuere eu orci in blandit. Ut quis odio iaculis, dictum tellus at, pharetra nunc. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Vestibulum et venenatis lacus, eu congue elit. Maecenas erat ex, tincidunt ut ullamcorper non, tristique vitae elit. Vivamus ante velit, molestie a lobortis nec, mattis id velit. Nulla sem lectus, mollis nec lobortis eu, commodo a lacus. Aenean sit amet molestie metus. Etiam eleifend risus nunc.

Phasellus at mauris risus. In sollicitudin tellus quis hendrerit semper. Donec dapibus porttitor dolor sed vulputate. Pellentesque vitae consequat lectus. Vestibulum ex lorem, pharetra eget ultrices et, laoreet at orci. Vivamus sit amet varius urna. Ut gravida eleifend risus eget dignissim. Mauris ut mi metus. Pellentesque sit amet urna massa. Aliquam finibus odio sit amet nulla feugiat, non varius dui dignissim. Phasellus suscipit, odio sed eleifend malesuada, ligula leo consectetur mi, ac feugiat velit turpis sodales nibh. Aenean sem purus, bibendum non lorem vel, porttitor tempus orci.

Best,

Nick Capasso, Ph.D.  
Director

Envelope



185 ELM STREET FITCHBURG, MA 01420

## Business card

**FAM** FITCHBURG  
ART MUSEUM

Nick Capasso, Ph.D. **Director**

ncapasso@fitchburgartmuseum.org (978) 345-4207 ext. 301

185 Elm Street, Fitchburg, MA 01420 [www.fitchburgartmuseum.org](http://www.fitchburgartmuseum.org)



Mailing Label

**FAM** FITCHBURG  
ART MUSEUM

185 ELM STREET FITCHBURG, MA 01420

Note Card



Stickers/ Guest Pass



**FAMM** FITCHBURG  
ART MUSEUM GUEST PASS | ADMIT ONE

NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_  
ZIP \_\_\_\_\_  
EMAIL \_\_\_\_\_

Brochure covers



## THE FITCHBURG ART MUSEUM

### MISSION

The Fitchburg Art Museum is a catalyst for learning, creativity, and community building. We accomplish this mission with art historical collections and exhibitions, special exhibitions of contemporary New England art, education programs, public art projects, community partnerships, and creative economy initiatives.

### VISION

All decisions, initiatives, projects, and programs at the Fitchburg Art Museum reflect our commitment to education and the greater community.

### MEMBERSHIP

A Fitchburg Art Museum Membership is an Investment in Inspiration! You can join online or ask our visitor representative for the application at the front desk.

Contact Jessie Olson, Development Associate, for more information about membership.  
[membership@fitchburgartmuseum.org](mailto:membership@fitchburgartmuseum.org)  
978-345-4207 ext 306

### FREE FIRST THURSDAY

Every first Thursday of the month  
3:00 pm - 7:00 pm

### TOURS

To arrange a guided tour of FAM exhibitions, please contact Ann Descoteaux, Director of Docents, [adescoteaux@fitchburgartmuseum.org](mailto:adescoteaux@fitchburgartmuseum.org) 978-345-4207 ext 302. Tours require 2 weeks advance notice.

## IMPORTANT DETAILS

### MUSEUM HOURS

Wednesday – Friday 12pm – 4pm  
Saturday & Sunday 11am – 5pm  
1st Thursday of the month 12pm – 7pm

FAM is closed Mondays and Tuesdays, as well as:

New Year's Day  
The 4th of July  
Christmas Day

### CHECK OUT OUR WEBSITE

for upcoming events and exhibitions!

[www.fitchburgartmuseum.org](http://www.fitchburgartmuseum.org)

Follow us socially on Facebook, Twitter, Instagram, and more.



Bags, Backpacks, Umbrellas, and Coats must be left in the coatroom located under the stairs in the Museum Lobby. They are not permitted in the galleries



Photography for personal and educational use is allowed in the Museum galleries. Flash photography and tripods are not permitted.



Pencils only in the galleries; markers and pens are not permitted.



Food and drink are not permitted in the galleries.

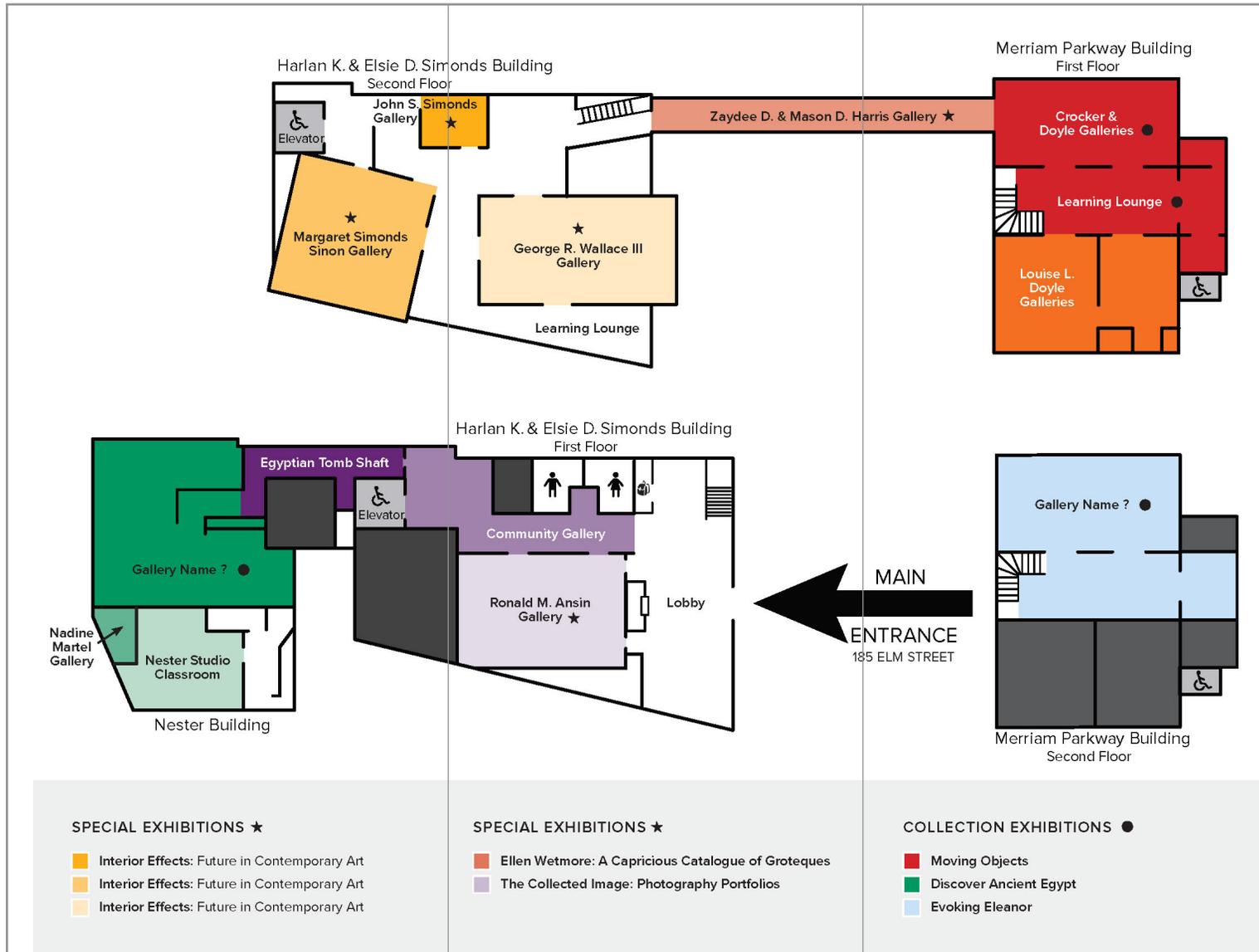
FITCHBURG ART MUSEUM  
185 ELM STREET FITCHBURG, MA 01420  
978.345.4207  
[www.fitchburgartmuseum.org](http://www.fitchburgartmuseum.org)



## VISITORS GUIDE

**FAM**  
FITCHBURG  
ART MUSEUM

# Visitors Guide



Email Blast



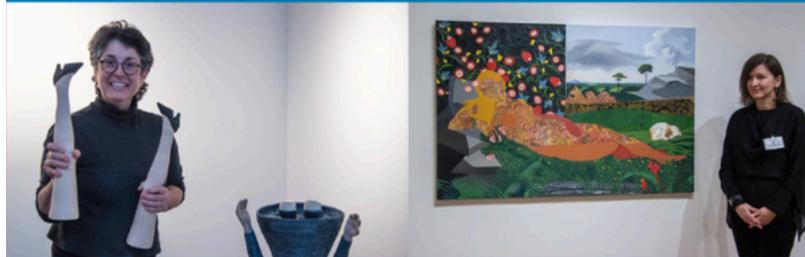
ART IN COMMUNITY, COMMUNITY IN ART

# April at FAM

COMING SOON!

**FANTASTICAL**  
POLITICAL

ARTIST TALKS WITH CYNTHIA CONSENTINO AND DINORÁ JUSTICE  
SUNDAY, APRIL 15 1-2PM



FREE WITH ADMISSION



Website



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## FIND SOMETHING YOU LOVE AT FAM



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Password

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@FitchburgArtMuseum

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### Photos



December 13<sup>th</sup>

January 10<sup>th</sup>

February 14<sup>th</sup>

March 14<sup>th</sup>

*The Collected Image & Refreshments*

Self Guided Visit

Self Guided Visit

*Fire and Light & Art Activity*

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**Fitchburg Art Museum**  
Contemporary Art Museum in Fitchburg, Massachusetts

4.7 ★★★★★

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4,361 people follow this

Announcement



# SPRING FLING FAMILY DAY!

SATURDAY, MAY 19

1 – 4PM

FREE FOR EVERYONE!



Create memories with your family! We're celebrating spring with creative art activities, **GAMES** (lawn dominoes and mancala), **LIVE ANIMALS** from Central and South America courtesy of Animal Adventures, and the sounds of **STEEL DRUM MUSIC BY JASON ROSEMAN**. Soothe your hunger with food from a local **FOOD TRUCK** and stay for the entire afternoon!



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