

KNOXVILLE MUSEUM OF ART



BRAND STANDARDS GUIDE

How to use the KMA brand to maintain a cohesive identity in all mediums of visual communication.

BRAND VISION

Going forward begins with understanding where we are.

We are in Knoxville. We are a landmark—culturally, physically—in East Tennessee. We are rooted in the shadow of the Smokies; we are housed in pink Tennessee marble quarried near our home city. We are the Knoxville Museum of Art.

And, at last, we are fully embracing the lens through which we already see the world: East Tennessee. The art we curate will be the art and artists of East Tennessee, along with contemporary art of the world viewed through the context of our region. Our focus is intentionally narrow to create a particular perspective that will broaden the viewer's experience and understanding.

Art always tells us something about ourselves and something about the world. We are going one step further. Our aim is to discover and share art that tells us what the world looks like from here.

BRAND IDENTITY

The mark for our brand identity demonstrates our commitment to the place and perspective of the East Tennessee region.

While the relationship of the sharp angles to each other is reminiscent of similar angles in the letter “K,” its more significant meaning is a relationship we see every day: the mountains and valleys that make up the backbone of the East Tennessee landscape.

It becomes clear that the mark represents mountains and valley, and more specifically, mountains and valley viewed from a particular perspective or viewpoint. The primary brand colors reflect the nuanced pink, orange and warm greys of sunset in the Smoky Mountains. Together, these familiar colors and angles ground the Knoxville Museum of Art in the rich visual traditions of our region.

The brand typeface, Whitney HTF, is modern yet approachable. The humanist sans serif features irregular cuts that both complement the angular edges of the logo mark and mimic the natural flow of handwriting.

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LOGO

Using the KMA logo properly and consistently.

LIMITS & PADDING

2/5 (.4x) of the width should be the minimum padding on all sides of the logo. The logo should be aligned horizontally with the padding established on all sides.

SIZES

The minimum size of the logo for print applications is .6" or 75px tall.



VARIATIONS

The logomark may be extracted for solo use, and when space is limited, two variations of the wordmark are available. The logo may sit over PMS 486 U 10% but never any other color.

*Included in "KMA Brand Fonts" folder provided



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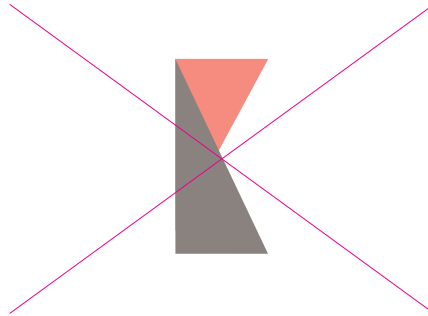
KNOXVILLE MUSEUM OF ART



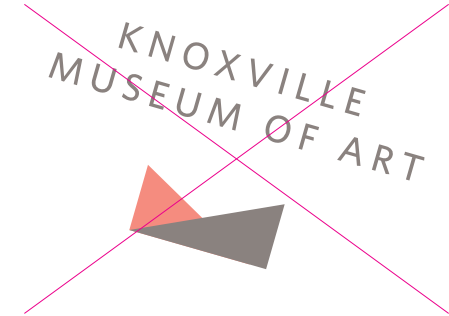
INCORRECT LOGO USE



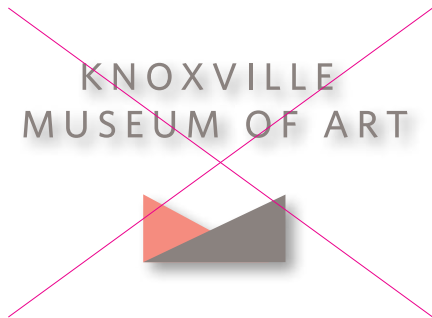
Do not stretch or skew



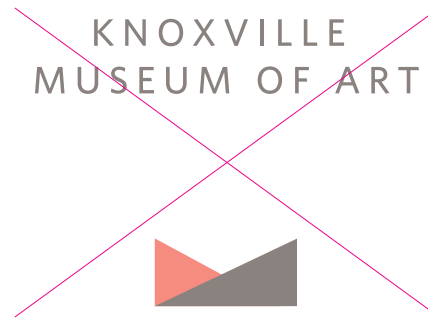
Do not change the orientation of the logomark



Do not rotate



Do not apply effects (ie. drop shadows)



Do not change the distance between the wordmark and the logomark

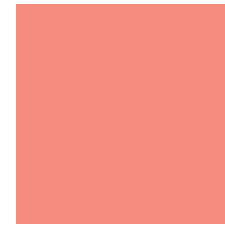
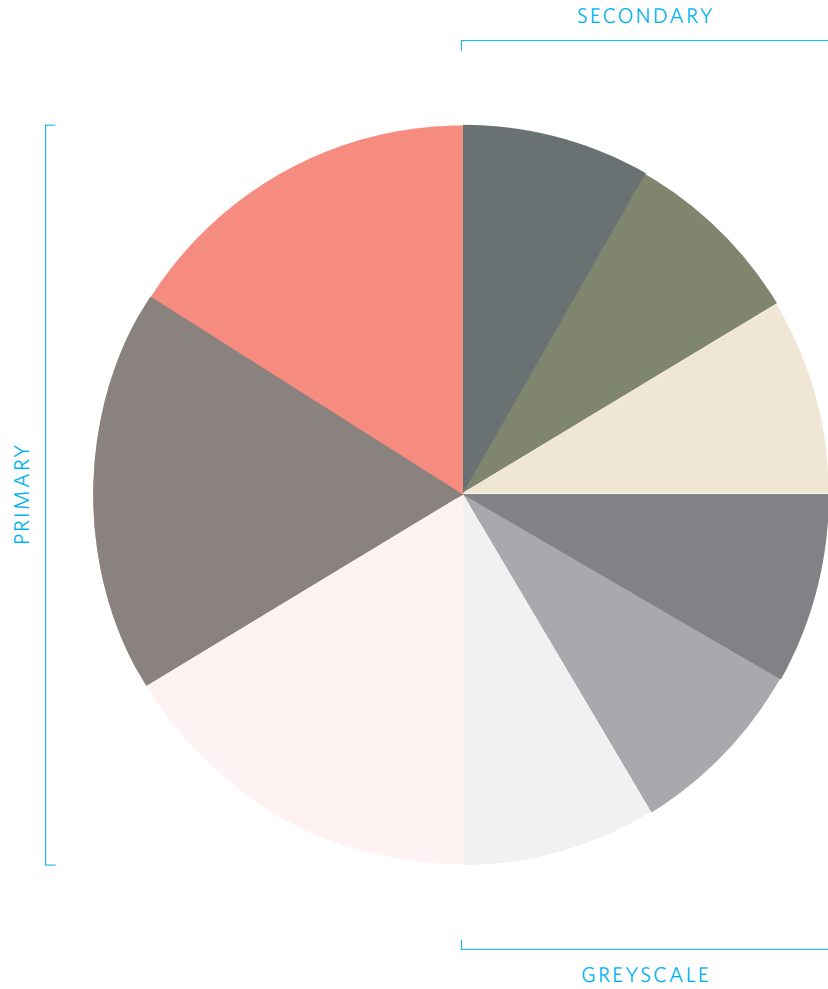


Do not use logomark above the wordmark

COLOR PALETTE

Using colors that represent the KMA brand.

*Included in "KMA_Brand_Palette" folder provided.



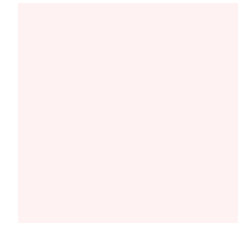
PMS 486 U

C 0 R 245
M 56 G 140
Y 43 B 127
K 0



PMS 410 U

C 47 R 138
M 44 G 130
Y 44 B 127
K 7



PMS 486 U 10%

C 0 R 245
M 56 G 140
Y 43 B 127
K 0



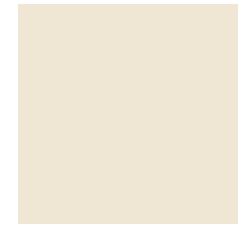
PMS 445 U

C 59 R 109
M 45 G 117
Y 48 B 116
K 13



PMS 5763 U

C 46 R 142
M 34 G 146
Y 54 B 122
K 5



PMS 468 U 50%

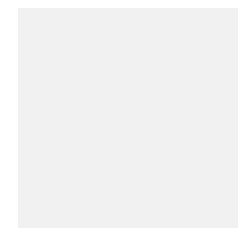
C 5 R 240
M 7 G 231
Y 14 B 216
K 0



40% BLACK



60% BLACK



5% BLACK

COLOR PALETTE APPLIED

Examples of KMA colors in use.

NAME TAGS

*Reference for production use

A shows brand content on 5% black background.

B shows brand content on PMS 486U 10%.

C shows brand content on white.



TYPOGRAPHY

Best practices for using brand fonts.

FONTS

Whitney HTF is the KMA brand font. Use it for *all* KMA materials.

* **Never** typeset “Knoxville Museum of Art” in Whitney all-caps. Place actual logo/wordmark when needed.

*Whitey font family included in “KMA Brand Fonts” folder provided

In general, use to the following weights:

Whitney HTF

Light

Light Italic

Book

Book Italic

Medium

Medium Italic

SemiBold

SemiBold Italic

Bold

Bold Italic

Black

Black Italic

TYPOGRAPHY (CONT.)

Best practices for using brand fonts.

HIERARCHY

The following shows examples of clear typographic hierarchy. The important thing is to have contrast in scale between headings, body, and captions.

HEADLINE

LOREM IPSUM DOLAR

BODY

Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Nullam quis risus eget urna mollis ornare vel eu leo. Maecenas sed diam eget risus varius blandit sit amet non magna.

CAPTION

DUIS MOLLIS, EST NON COMMODO LUCTUS, NISI ERAT

HEADLINE

Lorem ipsum dolar

BODY

Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Nullam quis risus eget urna mollis ornare vel eu leo. Maecenas sed diam eget risus varius blandit sit amet non magna.

CAPTION

DUIS MOLLIS, EST NON COMMODO LUCTUS, NISI ERAT

TYPOGRAPHY (CONT.)

Best practices for using brand fonts.

HEADING EXAMPLES

Font size (px)/Leading (px)

*When using all caps for heading, set kerning at 100

30px/36px
Bold

**MAGNA PURUS RISUS
CURSUS COMMODO**

24px/28px
SemiBold

**Magna Purus Risus Cursus Commod
Adipiscing Sem Cras**

18px/21px
SemiBold

**MAGNA PURUS RISUS CURSUS COMMODO
ADIPI SCING SEM CRAS**

14px/16px
Black

**Magna Purus Risus Cursus Commod
Adipiscing Sem Cras**

12px/14px
Medium

**MAGNA PURUS RISUS CURSUS COMMODO ADIPI SCING
SEM CRAS**

TYPOGRAPHY (CONT.)

Best practices for using brand fonts.

BODY EXAMPLES

Font size (px)/Leading (px)

*No weight heavier than Medium should be used in body copy

14px/19px
Book

Donec ullamcorper nulla non metus auctor fringilla. Curabitur blandit tempus porttitor. Maecenas faucibus mollis interdum. Nullam quis risus eget urna mollis ornare vel eu leo. Aenean lacinia bibendum nulla sed consectetur. Etiam porta sem malesuada magna mollis euismod.

12px/19px
Light Italic

Donec ullamcorper nulla non metus auctor fringilla. Curabitur blandit tempus porttitor. Maecenas faucibus mollis interdum. Nullam quis risus eget urna mollis ornare vel eu leo. Aenean lacinia bibendum nulla sed consectetur. Etiam porta sem malesuada magna mollis euismod.

12px/16px
Medium

Donec ullamcorper nulla non metus auctor fringilla. Curabitur blandit tempus porttitor. Maecenas faucibus mollis interdum. Nullam quis risus eget urna mollis ornare vel eu leo. Aenean lacinia bibendum nulla sed consectetur. Etiam porta sem malesuada magna mollis euismod.

9px/12px
Light

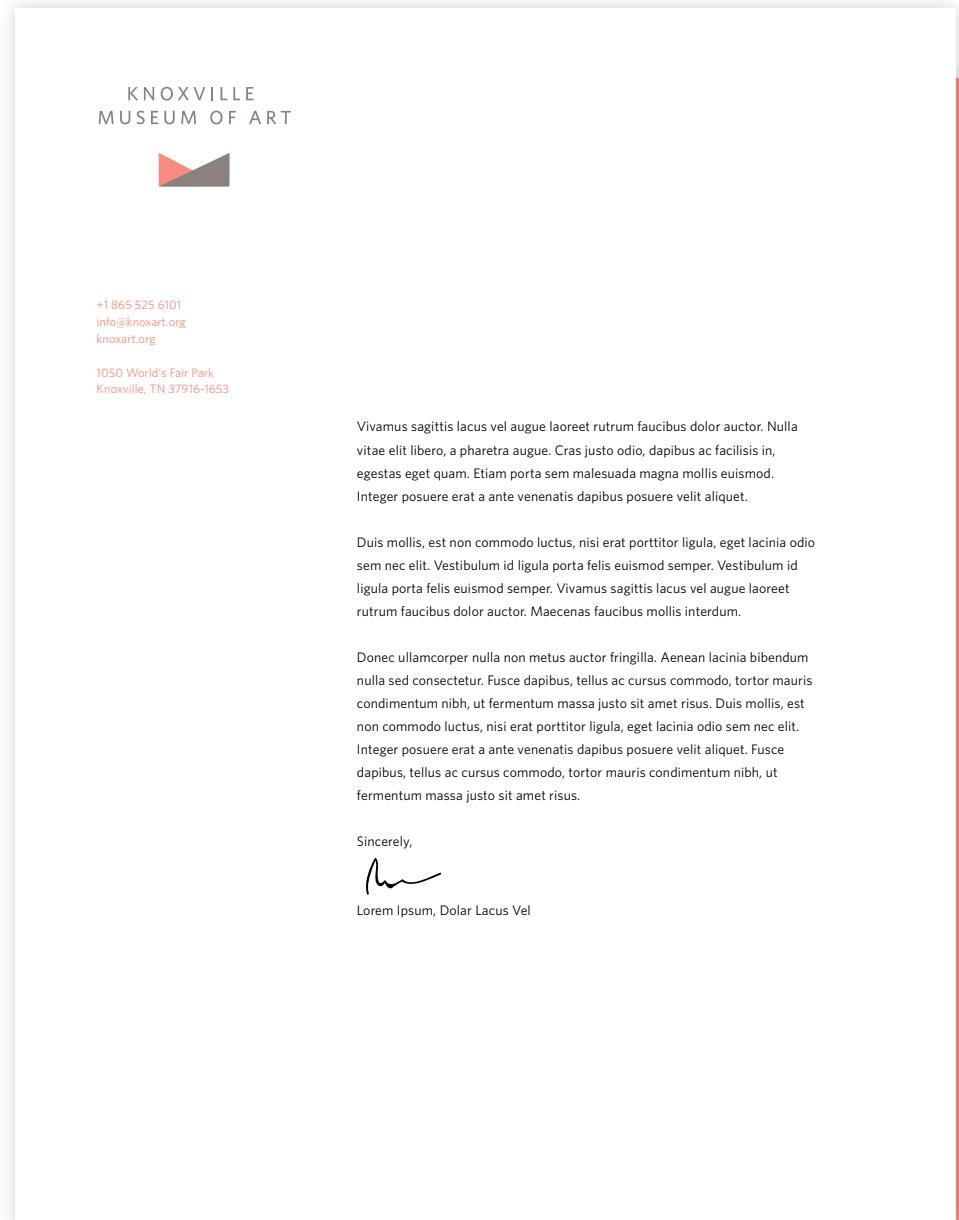
Donec ullamcorper nulla non metus auctor fringilla. Curabitur blandit tempus porttitor. Maecenas faucibus mollis interdum. Nullam quis risus eget urna mollis ornare vel eu leo. Aenean lacinia bibendum nulla sed consectetur. Etiam porta sem malesuada magna mollis euismod.

COLLATERAL REFERENCES

Pieces that should be referenced for production.

STATIONARY

*Template provided as "KMA_Brand_BusinessCard.ai"
and "KMA_Brand_Letterhead.ai"

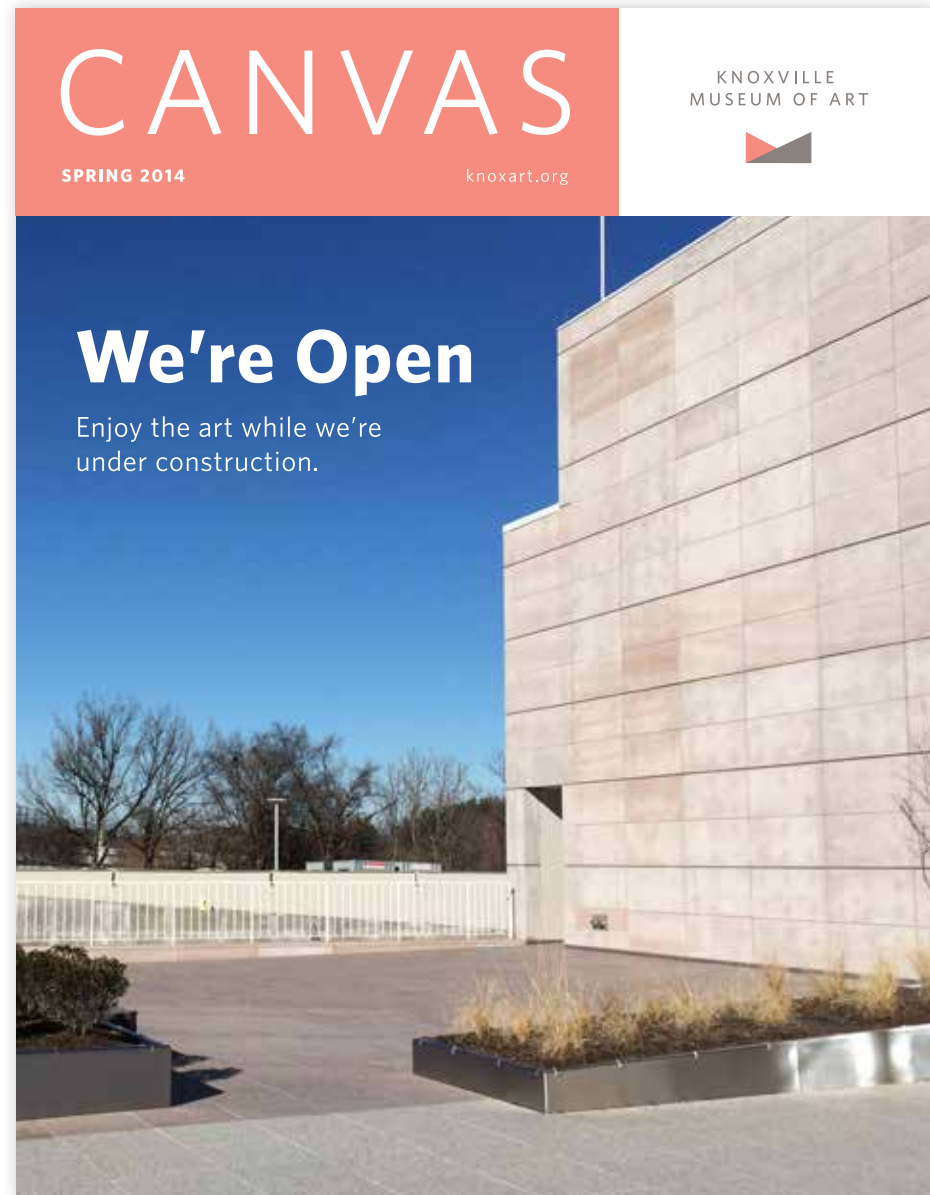


COLLATERAL REFERENCES (CONT.)

Pieces that should be referenced for production.

CANVAS NEWSLETTER

*Template provided as "KMA_Brand_CanvasNewsletter.idml"



COLLATERAL REFERENCES (CONT.)

Pieces that should be referenced for production.

STANCHION SIGN

*Template provided as "KMA_Brand_StanchionSign.ai"

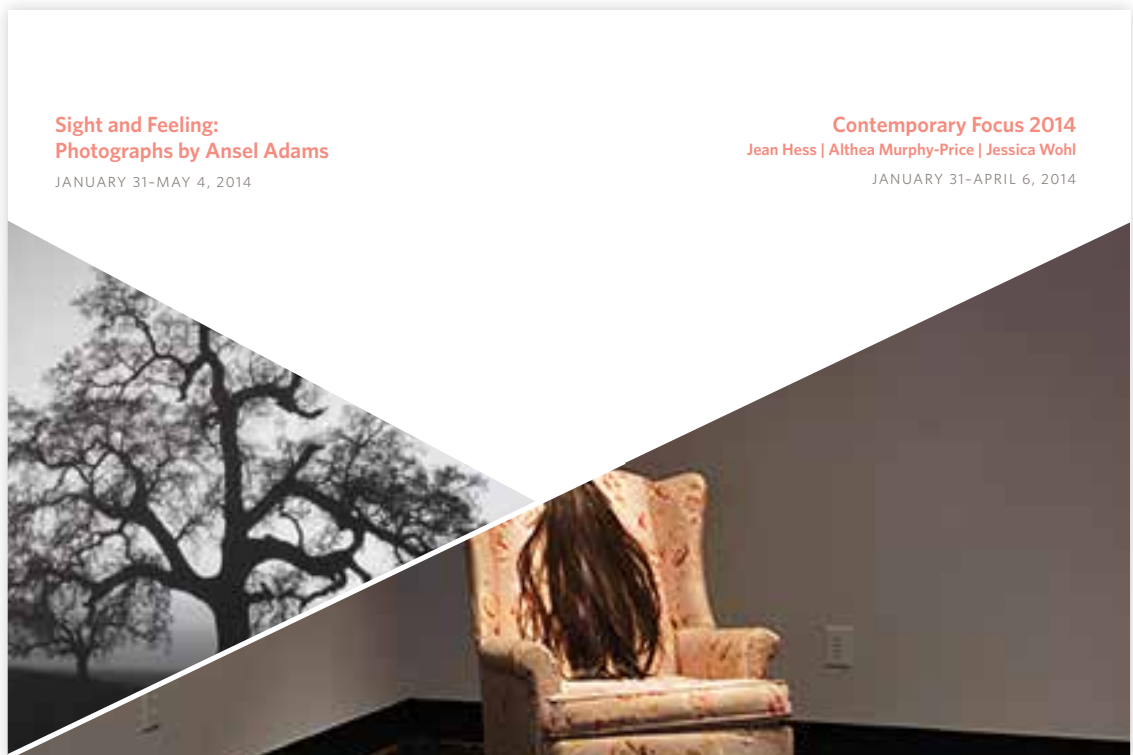


COLLATERAL REFERENCES (CONT.)

Pieces that should be referenced for production.

EXHIBITION POSTCARD

*Template provided as "KMA_Brand_Exhibition Postcard"



COLLATERAL REFERENCES (CONT.)

Pieces that should be referenced for production.

INVITATION ENVELOPE

*Template provided as "KMA_Brand_Invitation Envelope"

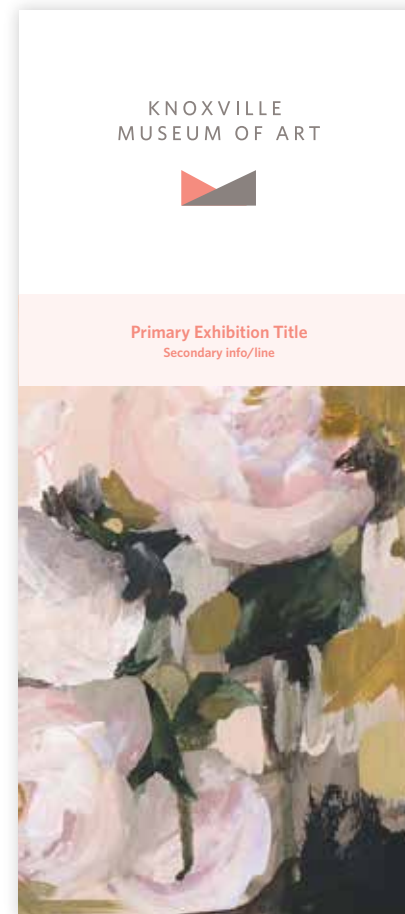
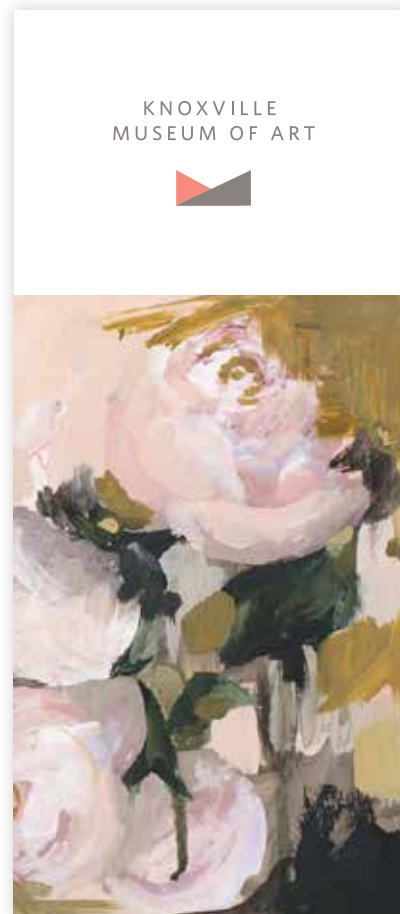


COLLATERAL REFERENCES (CONT.)

Pieces that should be referenced for production.

MUSEUM BROCHURES

*Templates provided in "KMA_Brand_Brochures"

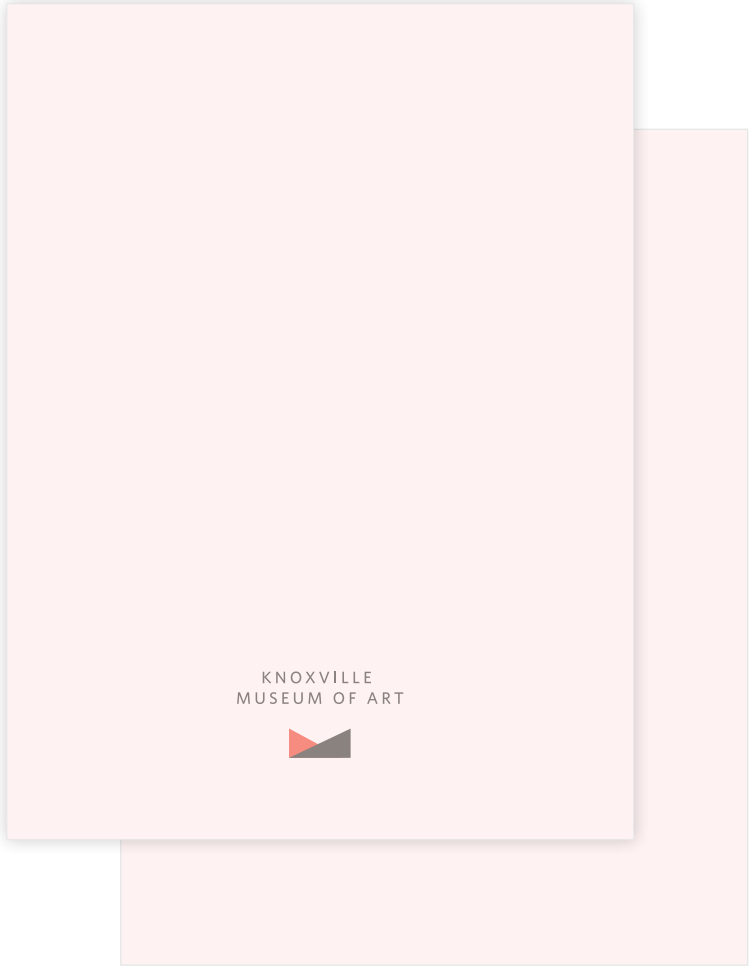
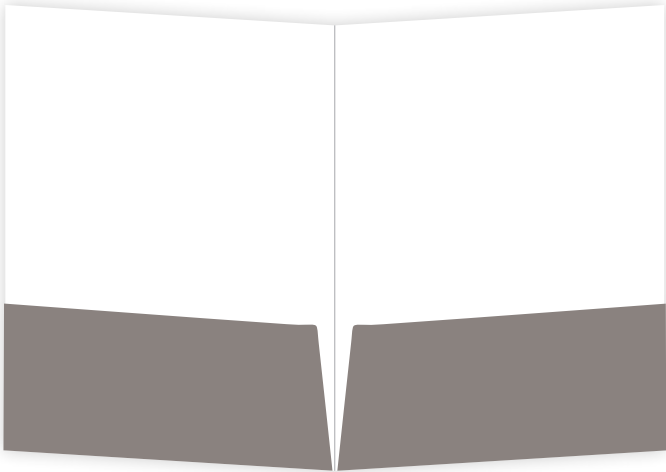


COLLATERAL REFERENCES (CONT.)

Pieces that should be referenced for production.

DOCUMENT POCKET FOLDER

*Template provided as "KMA_Brand_PocketFolder.idml"



COLLATERAL REFERENCES (CONT.)

Pieces that should be referenced for production.

EXTERIOR BANNERS

*Templates provided in "KMA_Brand_ExteriorBanners.psd"

