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About the Museum

After years of collecting on a small, personal scale, in 1891 Isabella inherited \$1.75 million upon her father's death and was able to begin collecting on a greatly expanded level. Upon purchasing Rembrandt's Self-Portrait, Age 23 in 1896, Isabella and her husband Jack decided their ambitions as collectors required more space than their residence permitted, and first began to consider the idea of a museum. Isabella and Jack reached out to the architect Willard Sears, who had remodeled their house in Brookline. At first the couple considered expanding their current home, combining two houses on Beacon Street. However, as Isabella's collection and ambitions continued to grow, Jack felt it would be more sensible to buy land and build a new building for the museum with apartments for themselves within it.

Audience

Art enthusiasts, educators, academics, pretty much anyone that wishes to learn more and enjoy the collection Isabella wished to share with the world.

"Isabella Stewart Gardner suffered a stroke in 1919, but continued to receive guests in her museum for the next five years. She died in 1924, leaving a museum "for the education and enjoyment of the public forever." She provided an endowment to operate the museum, stipulating in her will that nothing in the galleries should be changed, and no items be acquired or sold from the collection. This painting by John Singer Sargent in 1922, shows a frail but alert Isabella swathed in white."

(Isabella Stewart Gardner Museum - About Page)



Rebrand Strategy

The Isabella Stewart Gardner Museum first opened in 1903, with her only passing 21 years later in 1924 after suffering a stroke 3 years prior in 1919. It has been 100 years since her passing. Isabella, renowned for her passion for the arts and brought it to so many and continues to educate and fascinate crowds over a century after the opening of the museum and of her passing. It would be nice if we could introduce a little bit more of Isabella's taste to express to others of what she loved most.

THE PRIMARY LOGO LOCKUP. USE WITH SUFFICIENT CLEAR SPACE BETWEEN OTHER ELEMENTS.



Minimum Size:
(One) 1 inch.



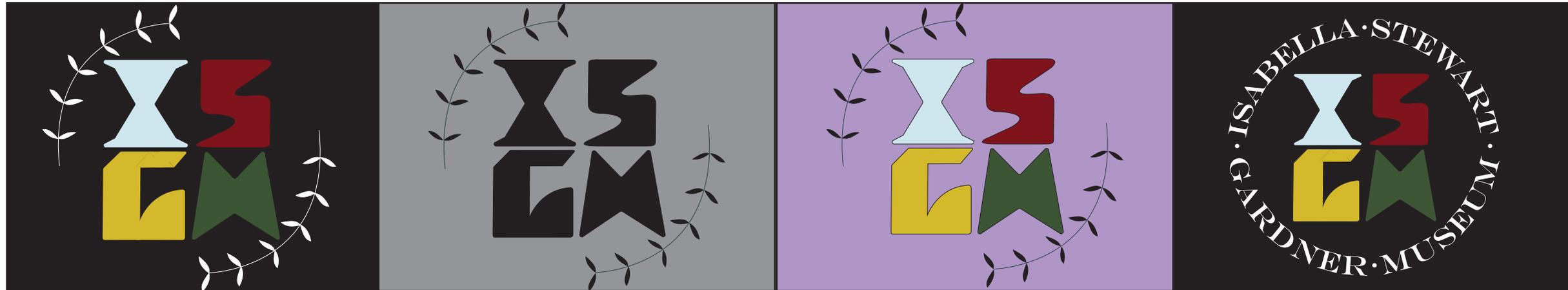
Smaller than 1 inch:
Remove leaves and add .25 black stroke



Symbols may be used with full name with this configuration of text for the complete wordmark

Logo Usage + Misuse

Please adhere to the following guidelines:

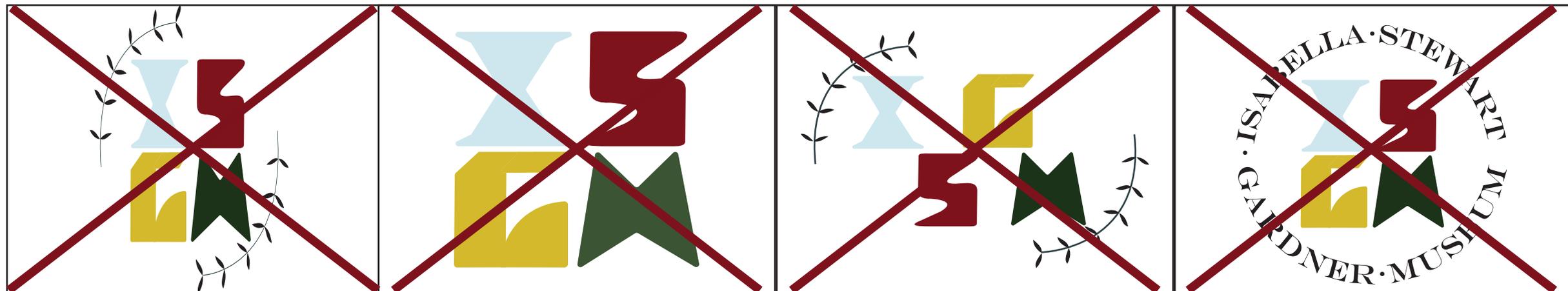


Logo may be used on black/ darker accent colors background but with white leaves and lighter shade of green for the "M", refer to accent colors

Logo may be used as a fully black illustration on a white to 50% K grayscale

Logo may be used on different light accent colors; maintain 1 pt. black stroke to maintain contrast, refer to accent color chart

Logo may be used on black/ darker accent colors background white wordmark and lighter shade of green for the "M", refer to accent colors



Do **NOT** distort or shear the logo

Do **NOT** remove the leaves from the logo unless using the wordmark

Do **NOT** change or reconfigure the lockup or organization of the symbols

Do **NOT** separate the words and the symbols

Brand Typography

Our brand uses the Larken and Segoe UI font families for all brand materials. This typeface was chosen to draw attention to the museum whilst maintaining legibility for historical information.

EXAMPLE TYPOGRAPHIC SYSTEM: BRAND TYPOGRAPHY IN USE WITH ALL STYLES.

SAMPLE MUSEUM

Our Mission

The Sample Museum is dedicated to showcasing the most interesting branding examples in the country. We appeal to audiences far and wide who are interested in graphic design and branding.

VISIT WWW.GARDNERMUSEUM.COM FOR MORE INFORMATION

DISPLAY TYPE: LARKEN - (BOLD W/ SMALL CAPS)

DISPLAY TYPE

HEADERS: SEGOE UI - (SEMIBOLD - W/ -10 TRACKING)

Subheaders, when contrast or hierarchy is needed.

PARAGRAPH TYPE: SEGOE UI - (REGULAR)

Paragraph type should be set significantly smaller than subheaders to create sufficient contrast.

CAPTIONS: SEGOE UI - (BLACK)

WHEN CAPTIONS OR TERTIARY TYPE IS NEEDED, WE SET IT SMALLER THAN PARAGRAPH TYPE AND IN ALL CAPS.

Brand Color Palette

The primary brand colors are the main colors used in brand materials or logo. The secondary palette may be used in brand materials but should NOT be used within the logo.

PRIMARY COLOR PALETTE

SECONDARY COLOR PALETTE (FOR PROMOTIONAL MATERIALS)

<p>The Blue Room</p>	<p>Raphael</p>	<p>Fragrant Lilac</p>	<p>Botanical Sage</p>	<p>Sunday Afternoon</p>	
<p>R=207 G=230 B=237 C=17 M=2 Y=4 K=0 HEX #CFE6ED</p>	<p>R=126 G=20 B=30 C=30 M=100 Y=91 K=37 HEX #7E141E</p>	<p>R=0 G=86 B=100 C=93 M=53 Y=48 K=20 HEX #AF97C7</p>	<p>R=227 G=139 B=125 C=8 M=54 Y=46 K=0 HEX #CFE8CE</p>	<p>R=124 G=43 B=24 C=31 M=89 Y=100 K=38 HEX #FAF8CF</p>	
<p>The Yellow Room</p>	<p>Garden Shade</p>	<p>Garden Sun</p>	<p>Night at the Museum</p>	<p>Artist's Attic</p>	<p>Isabella's Passion</p>
<p>R=68 G=10 B=70 C=69 M=100 Y=29 K=48 HEX #D4BA2C</p>	<p>R=32 G=52 B=28 C=76 M=51 Y=87 K=65 HEX #20341C</p>	<p>R=62 G=84 B=54 C=72 M=45 Y=83 K=40 HEX #3E5436</p>	<p>R=16 G=0 B=66 C=95 M=100 Y=0 K=68 HEX #100042</p>	<p>R=55 G=24 B=0 C=0 M=49 Y=100 K=92 HEX #371800</p>	<p>R=53 G=0 B=64 C=64 M=100 Y=0 K=68 HEX #350040</p>

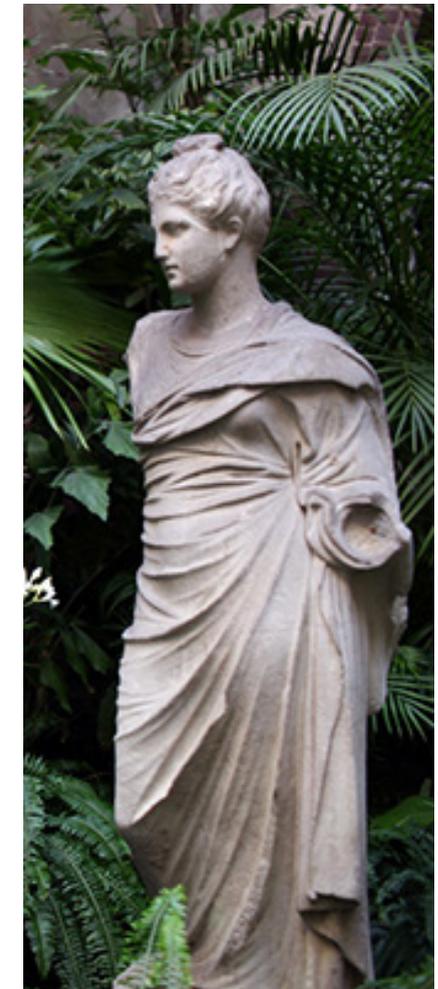
Brand Imagery



NATURAL LEAFAGE PATTERN THAT CAN BE UTILIZED WITH BRANDING COLORS AS AN ELEMENT ON BRANDING MATERIALS AND MERCHANDISING.



WE WILL UTILIZE IMAGES FROM THE BOTANICAL GARDENS FOR BRAND MATERIALS.



Brand in Use



