



MARTHA'S
VINEYARD
MUSEUM

Martha's Vineyard Museum
Rhode Island School of Design

Identity Design 2007

Project Overview

The MVM rebranding project and visual identity was developed as a process of three distinct phases and included the following participants from Rhode Island School of Design and the Martha's Vineyard Museum and Martha's Vineyard Historical Society including: Project Coordinators for the Martha's Vineyard Museum were Executive Director, Matthew Stackpole and Leslie O'Brien, Board of Directors member and initiator of the project and a specially formed Communications Committee with Warren Hollenshead, President, Board of Directors; Hugh Knipmeyer, President Emeritus, Board of Directors; Judy Bruguere, Vice President, Board of Directors; Tom Hale, Member, Board of Directors; Leslie O'Brien, Member, Board of Directors; and Amy Houghton, Director of Development.

On the RISD Team: were Project Directors: Dawn Barrett, Dean, Division of Architecture + Design; Matthew Monk, Acting Head, Department of Graphic Design; Instructor: Prof. R.D.E. (Ootje) Oxenaar; Graduate Teaching Assistant: Brandon Miller; and Graduate Research Assistant: Shawn Simmons. The Undergraduate Students of the Research Elective Identity Class were: Shalhevet Barad; Carl Philip Bernadotte; Ronit Cyjon; Angel Huang; Hilary Ann Jordan; Soo Yeon Park; Matt Takach; Joel Voelker; and Jessica Walsh.

Final Design

Design Concept	Carl Philip Bernadotte
Final Design Development	Brandon Miller
Design Advisors	Dawn Barrett Carl Philip Bernadotte Matthew Monk Ootje Oxenaar

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The Symbol

The new Matha's Vineyard Museum symbol depicts a dramatically beaming lighthouse to communicate not only the Museum's historical and geographical context, but also its mission. Two powerful beacons of light, shining in opposing directions, suggest the Museum's dual functions of illuminating the past while leading into the future.



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Color

The colors chosen to represent the new identity establish a prominent and dynamic presence for the Museum. The use of red is derived from the visual language of nautical flags historically used to communicate across great distances. The boldness of the red and black palette are intended to do the same for the Museum, whether in use as wayfinding systems and signage or in advertising and communication materials.

The optional blue and green color palette alternatively reflects the colors of sea and sky – essential elements to the island.

Single color versions are provided to allow for instances where printing costs or simplified applications of the identity limit the use to only one color.



MARTHA'S
VINEYARD
MUSEUM

PRINT:
Pantone 1795 Uncoated
Pantone 186 Coated

Black

SCREEN:
Red: #FF0000
Black: #000000



MARTHA'S
VINEYARD
MUSEUM

PRINT:
Pantone 287 Uncoated

Pantone 320 Uncoated

SCREEN:
Blue: #2B506D
Teal: #007070



MARTHA'S
VINEYARD
MUSEUM

PRINT:
Black

SCREEN:
Black: #000000



MARTHA'S
VINEYARD
MUSEUM

PRINT:
Pantone 1795 Uncoated
Pantone 186 Coated

SCREEN:
Red: #FF0000



Typography

The typeface family chosen for the Martha's Vineyard Museum is FFScala and Scala Sans, designed by Dutch typeface designer Martin Majoor in 1990. This diverse set of fonts allows for a flexible, yet cohesive typographic system for the museum.

The Scala family includes both a traditional serif-faced font, as well as a more contemporary sans-serif font. While the primary font for the identity is Scala Sans, FFScala provides the increased legibility of a serif font and should be used for large bodies of text.

Roman – primary body text

Bold – emphasis, headlines, special circumstances

Italic – inline emphasis, quotes, callouts

Capitals – secondary headlines

Martha's Vineyard Museum

Scala Sans Roman

Scala Sans Bold

Scala Sans Italic

SCALA SANS CAPITALS

0123456789 !@#\$%&*?

Martha's Vineyard Museum

FFScala Roman

FFScala Bold

FFScala Italic

FFSCALA CAPITALS

0123456789 !@#\$%&*?

Lorem ipsum dolor sit amet, gemino accumsan ea bene cui enim ibidem. Aptent tum huic feugait abbas ea, nimis iusto sed ratis blandit. Eros utrum brevitatis incassum abico lobortis conventio erat nonummy suscipit sino, valetudo epulae vel. Pertineo iriure velit ut, ymo interdico esse delenit. Erat abluo defui nulla facilisi appellatio vel nostrud, fere, qui secundum commodo et ratis quis. Si capto vel nobis consectetuer macto vero ullamcorper. Lucidus eu dolor paulatim, eros magna mos praesent. Qui rusticus typicus iriure suscipere ut aptent eligo ut qui importunus. Diam, dignissim voco abdo, esse plaga ad vulputate lenis elit vel, loquor vel, populus, causa.

Primary Body Text

FFScala Roman

Size: 11pt

Leading: 15pt

Headline Treatment

Lorem ipsum dolor sit amet, gemino accumsan ea bene cui enim ibidem. Aptent tum huic feugait abbas ea, nimis iusto sed ratis blandit. Eros utrum brevitatis incassum abico lobortis conventio erat nonummy suscipit sino, valetudo epulae vel. Pertineo iriure velit ut, ymo interdico esse delenit. Erat abluo defui nulla facilisi appellatio vel nostrud, fere, qui secundum commodo et ratis quis. Si capto vel nobis consectetuer macto vero ullamcorper. Lucidus eu dolor paulatim, eros magna mos praesent. Qui rusticus typicus iriure suscipere ut aptent eligo ut qui importunus. Diam, dignissim voco abdo, esse plaga ad vulputate lenis elit vel, loquor vel, populus, causa.

Headline Text

FFScala Bold

Size: 18pt

Leading: 22pt

Secondary Body Text

ScalaSans Roman

Size: 11pt

Leading: 15pt

Headline Treatment

Lorem ipsum dolor sit amet, gemino accumsan ea bene cui enim ibidem. Aptent tum huic feugait abbas ea, nimis iusto sed ratis blandit. Eros utrum brevitassum abico lobortis conventio erat nonummy suscipit sino, valetudo epulae vel. Pertineo iriure velit ut, ymo interdico esse delenit.

SECONDARY HEADLINE TREATMENT

Erat abluo defui nulla facilisi appellatio vel nostrud, fere, qui secundum commodo et ratis quis. Si capto vel nobis consectetuer macto vero ullamcorper. Lucidus eu dolor paulatim, eros magna mos praesent. Qui rusticus typicus iriure suscipere ut aptent eligo ut qui importunus. Diam, dignissim voco abdo, esse plaga ad vulputate lenis elit vel, loquor vel, populus, causa.

Lorem ipsum dolor sit amet, gemino accumsan ea bene cui enim ibidem. **Aptent tum huic feugait abbas ea, nimis iusto sed ratis blandit.** Eros utrum brevitassum abico lobortis conventio erat nonummy suscipit sino, valetudo epulae vel.

Lucidus eu dolor paulatim, eros magna mos praesent. *Qui rusticus typicus iriure suscipere ut aptent eligo ut qui importunus.* Diam, dignissim voco abdo, esse plaga ad vulputate lenis elit vel, loquor vel, populus, causa.

“Pertineo iriure velit ut, ymo interdico esse delenit. Erat abluo defui nulla facilisi appellatio vel nostrud, fere, qui secundum commodo et ratis quis. Si capto vel nobis consectetuer macto vero ullamcorper.”

Headline Text

ScalaSans Bold

Size: 18pt

Leading: 22pt

Secondary Headline

FFScala Capitals

Size: 14pt

Leading: 16pt

Inline Emphasis Bold

FFScala Bold

Size: 11pt

Leading: 15pt

Inline Emphasis Italic

ScalaSans Italic

Size: 11pt

Leading: 15pt

Quote Callout

FFScala Italic

Size: 11pt

Leading: 15pt

Vertical Usage

Vertical and horizontal orientations of the identity have been provided to ensure ease of use across the anticipated range of applications the museum will require.

The vertically oriented version is the primary version and should be used in lieu of the horizontal version whenever possible. Basic usage guidelines have been provided to ensure the identity maintains its intended proportions and layout.



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Vertical Orientation



Incorrect Orientation



Minimum Size: .4" w x .75" h

Horizontal Usage

A horizontal version of the Martha's Vineyard Museum identity has been provided as a secondary option to be used in instances that do not readily accommodate a vertical layout.



Horizontal Orientation



Incorrect Orientation



Incorrect Typeface



Minimum Size: 1.35" w X .5" h

