



BRAND

GUIDELINES

MUSEK GON MUSEUM OF ART

D1.

BUILDING A BETTER BRAND.

- BRAND STORY
- BEHIND THE BRAND
- BRAND BUILDING





BRAND STORY

THIS IS THE MMA

ABOUT US:

The Muskegon Museum of Art is renowned for its fine permanent collection of American and European paintings, sculpture, prints, and drawings. Regularly on view in the permanent collection galleries, you will find works by notable artists such as John Steuart Curry, Edward Hopper, Winslow Homer, Elizabeth Catlett, Pierre Bonnard, and more.

The MMA studio glass collection is among the finest in the Midwest, featuring artists such as Dale Chihuly, Harvey Littleton, Dominick Labino, Sonja Blomdahl and Debora Moore.

The museum also features many rotating exhibitions throughout the year, ranging from exhilarating nationally traveling exhibitions to contemporary regional and Michigan artist shows. Educational programs, such as lectures, films, workshops, classes, and gallery tours have been key to the mission of the Muskegon Museum of Art since its founding in 1912.

OUR MISSION:

The Muskegon Museum of Art, founded on a tradition of aesthetic excellence, is committed to fostering the life-long study and appreciation of the visual arts by strengthening, preserving, and exhibiting its collections; offering a wide range of traditional and contemporary exhibitions; stimulating learning and creativity through diverse public and educational programming; and enhancing community involvement and support in a safe, accessible, and welcoming environment.





BEHIND THE BRAND

HONORING OUR HISTORY

The MMA has always been committed to fostering a life-long appreciation of visual arts by offering a wide range of exhibitions and stimulating artistry in the community. For many years, the Muskegon Museum of Art has been coined the “hidden gem” and “best kept secret” of Muskegon. As much as we adore our local community in trying to keep us all to themselves, it’s time to let this best kept secret out!

With an expanding museum and many exciting things on the horizon for the MMA, we are growing beyond being a small town art museum and into a nationally recognized and respected destination spot for art and museum enthusiasts.

This time of change for the MMA has given us the opportunity to elevate the museum in many ways, some of which you may have already noticed (like our quarterly journals). As well as a rebrand. This project is a means to elevate and refresh our existing brand and to better position ourselves for the national stage and for the next generation of the MMA.





BRAND BUILDING

DESIGNED BY: KARA GERARD, WILLYROO DESIGNS

A tremendous amount of work and research went into creating the new look of the MMA. It was imperative that we made the new brand relevant while still honoring our history.

Ultimately it was the building that told the story. While exploring the architectural renderings for the expansion, following its lines and discovering M after M and A after A's built right into our original and expanded building plans. With the term MMA already coined and familiar to the public it was clear that would be the direction to go.

The new logo icon was developed by blending the old with the new. Using an aerial view of the architectural renderings as inspiration.

BRAND ICON:

The left side being the front of the original building, with the gap being representative of the historic entrance. Then following the lines of the roof peaks, the first M was revealed. Following the plans for the expansion, the left line of the M was extended down and popped back out following the design for the shape of the new expansion creating our second M. To finish the central block was added to create the A in the center.

SIGNATURE SHAPES:

Continuing with the concept for the logo, we discovered a variety of shapes within the rendering that made for perfect brand elements and navigational tools.

And just like that the new brand icon was created.
It's not just a logo, it's our building, it's our brand, it's the new MMA!



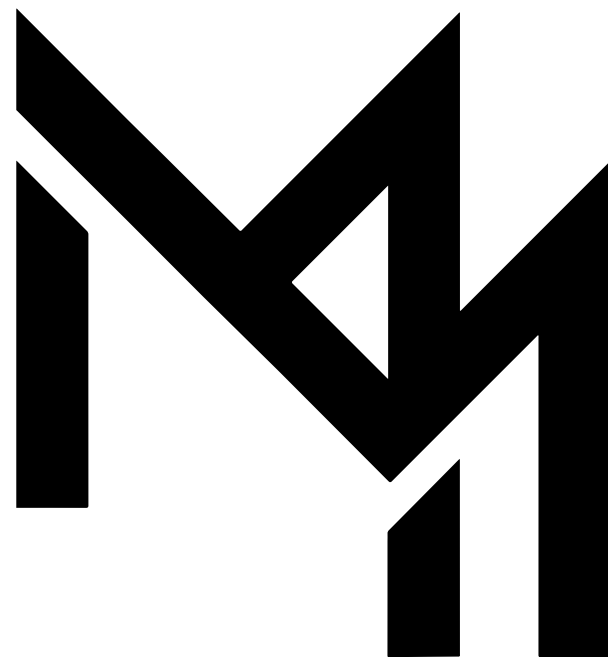
02.

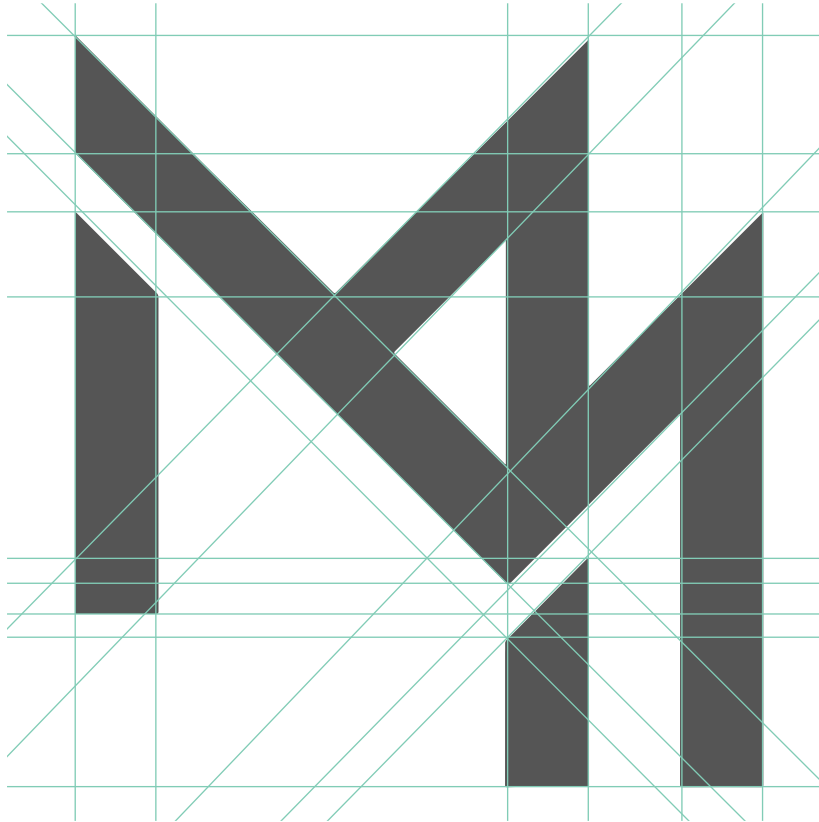
LOGOISIM

- CONCEPT
- CONSTRUCTION
- PRIMARY VARIATIONS
- COLOR POP
- ART INTERGRATION
- SIZING GUIDE

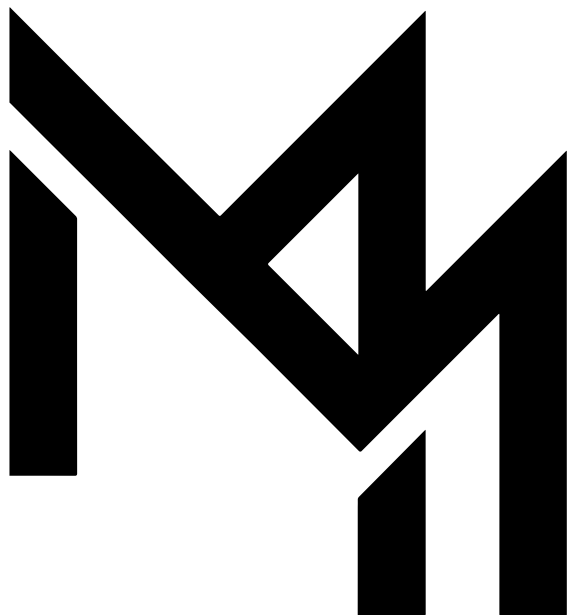
CONCEPT

M + M + A





LOGO ICON



VERTICAL



HORIZONTAL



NAMEMARK

COLOR POP

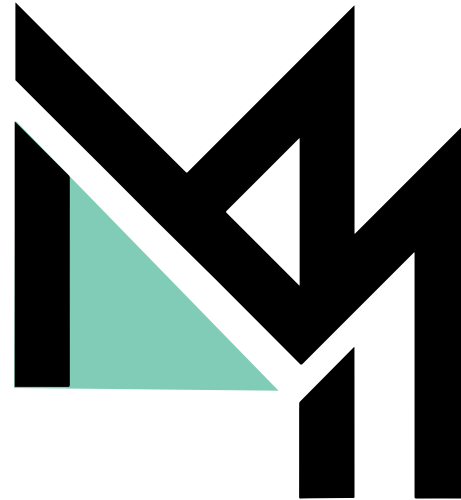
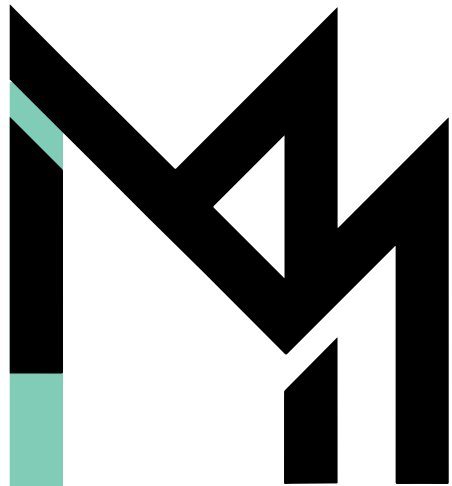
A single color can be used within the brand...

See the following guide.





COLOR POP

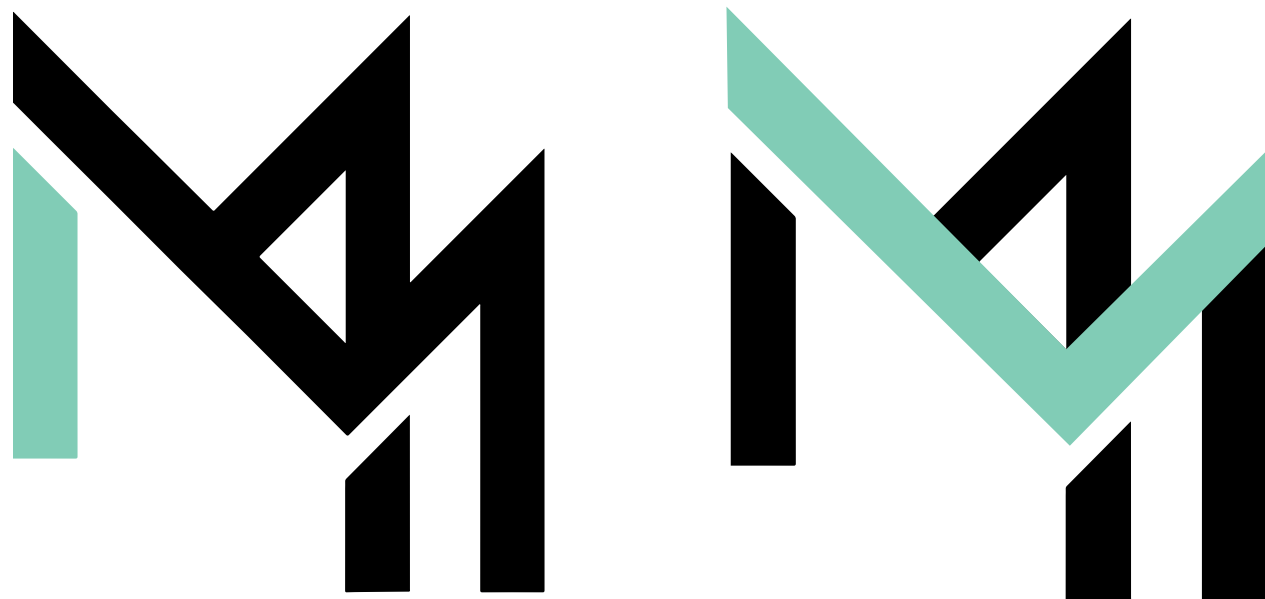


Color can within the primary color paleete may be used to highlight the logo icon, meanwhile the the logo text should stay either black or white.

An extended color bar or a color block may also be used when using the icon alone as a graphic element.



COLOR POP



A solid single color bar within the logo icon and color palette may also be used, however only in the following variations.

ART INTEGRATION



Logo Type, Art Imagery & Color Blocks should stay within the size paramiters of the Logo Icon.

LOGO ICON



VERTICAL



HORIZONTAL



NAMEMARK





MUSKEGON
MUSEUM OF ART



Enclosed Logo Variation



MUSKEGON
MUSEUM OF ART

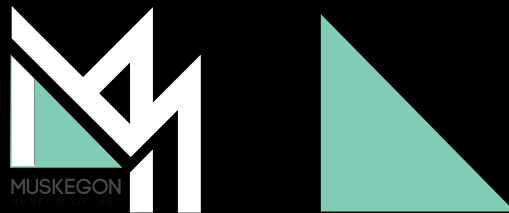


MUSKEGON
MUSEUM OF ART



Enclosed Logo Variation





Enclosed Logo Variation





Enclosed Logo Variation





03.

COLORFUL EXPRESSION

Follow the following palette and color codes.

COLOR CODES

#000000

BLACK

#5BC3B0

TEAL

#F47C5F

CORAL

#FAA84A

GOLD

#3BBCE6

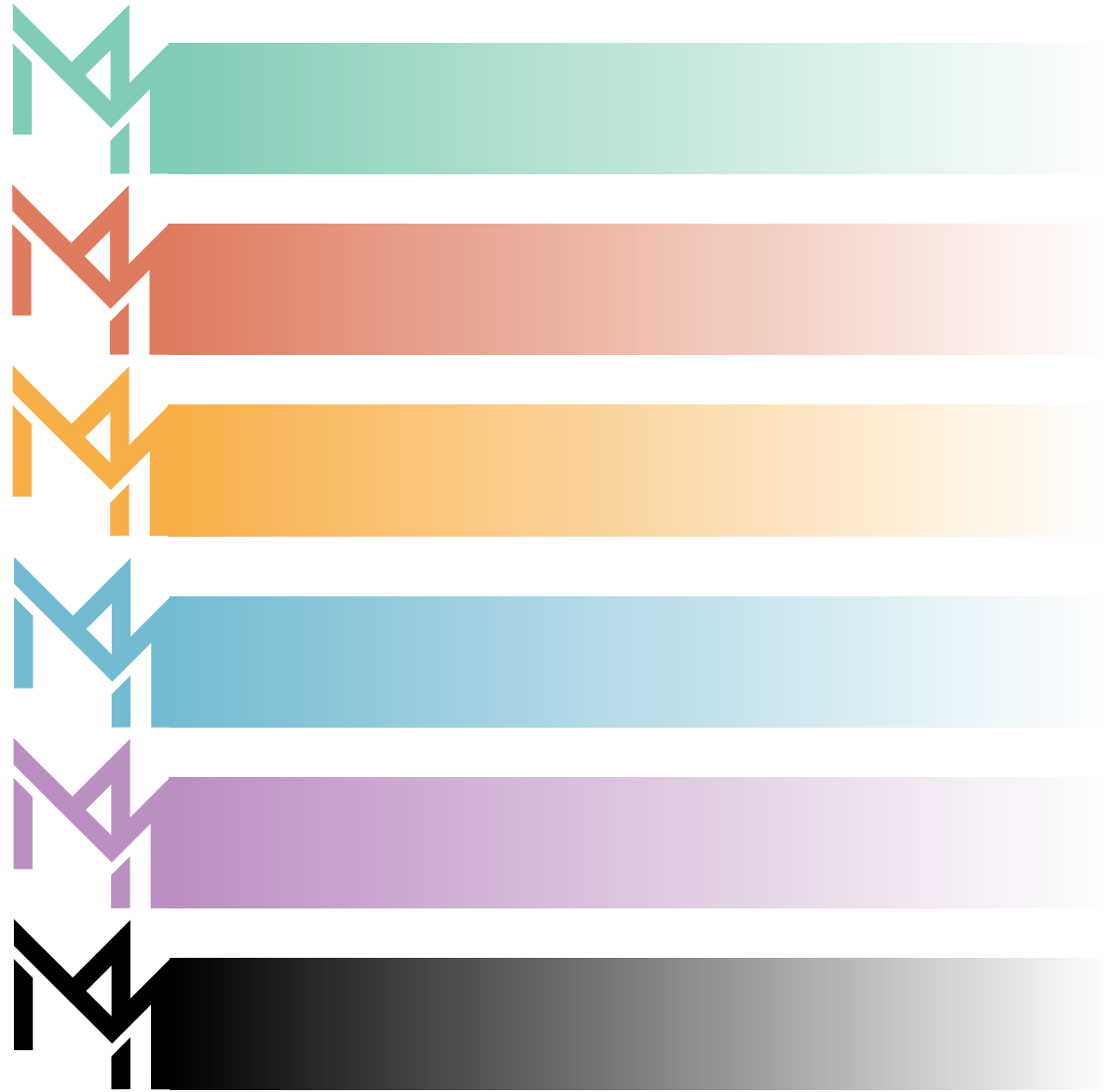
BLUE

#CA8FC0

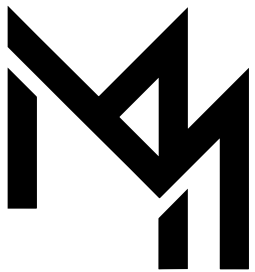
VIOLET

COLOR OPACITY

Shade of thr colors may be altered within it's own opacity hues.



Color should be selected with the corresponding navigational category being the priority.



HOME



VISIT



ART



EVENTS



LEARN



JOIN/GIVE



VISIT

TEAL

ART ART ART



ART

CORAL



On Tap & Uncorked is a multi-sensory
tasting event with an *artist twist*.

Explore the galleries while getting a taste of
artfully crafted beer, wine, cider, and food
from around West Michigan. Stay tuned to
your email for more info about participating
breweries, wineries, and restaurants.

Tickets:
MMA Members: \$30
In Advance: \$40
At Door: \$50

The poster features a woman in a purple dress and a red hat with a large flower, holding a glass of beer. The background is black with the event title 'On Tap & Uncorked' in a large, stylized, light-colored font. The woman is positioned in the lower right, looking towards the left. The beer glass has a logo on it. The overall aesthetic is artistic and elegant.

LEARN LEARN



LEARN

BLUE



CORPORATE & FOUNDATION MEMBERS

Ambassador
 Lorin Industries
 Benefactor
 Build Companies
 The Cheese Lady
 Consumers Energy
 DTE Energy Foundation
 Fifth Third Bank
 Harbor Steel
 The Heartstone Bistro
 Hines Corporation
 Homnet Aerospace
 Jackson-Merkey Contractors
 Paul C. Johnson Foundation
 Meijer Foundation
 Motion Dynamics Corporation
 Gary Neland State Farm
 Insurance
 Raymond James Downtown
 Sidick Group, Inc.
 Van Kampen Boyer Molinari
 Charitable Foundation
 Shaw & Betty Walker
 Foundation
 Warner Norcross + Judd LLP

Patron
 Bekins Appliances & Electronics
 Bishop Heating & Air Conditioning
 Edward Jones
 Frame & Mail Shop, Inc.
 Gord Dog Storage
 Greenwood Trust
 Gunter Accounting
 Huntington Bank
 J&J Foundation
 Laketown Family Dental
 Landscape Design Services, Inc.
 PNC Bank
 Rehrmann
 Shape Corporation
 Smith Houghtry Rice & Roegge
 Sells & Structures Inc.
 Swanson Pickle Co. Inc.

Friend
 Blended Furniture Market
 Corlies
 ChoiceOne Bank
 City of Muskegon

CMF Marketing
 Community Foundation for Muskegon County (CFMC)
 Conrad Machine Co.
 Core Real Estate Group
 The Andrea Crossman Real Estate Group
 Debby Does Dishes
 Dr. Ruff's Barbecue
 The Early Owl
 LJ
 Erhardt Construction
 Ginnham Tire Co. Inc.
 Grand Valley State University
 GVSU-Anna Water Resources Institute
 Hockley Community Care Center
 Hammond, Martin & Associates
 Huntington Bank
 James Jackson Museum of African American History
 Lakeshore Museum Center
 Le Fleur Shoppe
 Muskegon Area Intermediate School District
 Muskegon Community College
 Muskegon Family Care
 Muskegon Public Schools
 Northside Veterinary Hospital
 Portland Properties
 The Redwater Group
 RBA America
 Revel
 Sand Products Corp.
 Shoreline Insurance Agency
 Solutions Learning Group LLC
 St. Paul's Episcopal Church
 Summit Lawn Care & Snow
 Plowing
 Trinity Health
 Unruh Kitchen
 The Village Baker
 Weissman's Flowers
 West Wind Construction

ChoiceOne Bank
 Onville & Susan Cloutier Crain Fund
 Consumers Energy
 Jon & Laura Deas Fund of CFMC
 Edward Jones
 Friends of Norton Shores Library
 Goldman Sachs Ayco
 Hammond, Martin & Associates
 Jean C. & Alex H. Hornberger Fund - CFMC
 Steve & Deb Jackson Family Fund - CFMC
 Joel & Kathie Jarvis Charitable Fund
 Paul A. Johnson Foundation
 Paul C. Johnson Foundation
 Laketown Family Dental
 The Lewis House Bed & Breakfast
 MMA Friends of Art
 Muskegon Area Intermediate School District
 Muskegon Family Care
 Muskegon Public Schools
 PayPal Giving Fund
 Poetry Society of Michigan
 Rehrmann
 Shape Corporation
 Smith Houghtry Rice & Roegge
 Swanson Pickle Co., Inc.
 Timber Run Associates, LLC
 Trinity Health
 Van Kampen Boyer Molinari Charitable Foundation
 The Vandenberg Family Charitable Gift Fund
 Warner Norcross + Judd LLP
 Webb Chemical Service Corporation

Goyle Davis & Fred Kraft
 Jeanne de Vetter
 Kent & Corale DeRouge
 Robert & Jackie Engel
 Ann Eiler
 Axel Ewald
 Canon Farmer
 Patricia Flynn
 Robert & Ruth Fountain
 Glenn & Alice Gombel
 Judith Hoyer & Char Romanovsky
 Robert & Kathy Hoogstra
 Pauline Kominaki
 Karen R. Konecko
 Jerry & Alison Lang
 John & Jessie Martin
 Steven & Caroline Mayberry
 Chris McQuigan & Gary Neal
 Karen & Tom Olson
 Linda Noble
 Steve & Deb Olson
 David Perquet
 Susan Saville
 David & Suzanne Selim
 Jonathan Seyferth
 Janice Shearman
 F. Remington & Ginny Sprague
 Marguerite Strouhal
 Michael & Carol Sutton
 Charles D. & Frances Theibor
 Donald & Jane Tipton
 Michael & Pat Wade
 Jay D. & Jodi Wallace, Jr.
 Kathleen West
 Jerry & Katie Westgate
 Julie Zuk-Hutton
 Douglas & Jennifer Ziemer

James W. F. & Donna K. Brooks
 Lorrie Brown
 Dalmon & Stephanie Cathey
 Ruby Chavis
 Colleen Christophersen
 Don & Neil Ling Clemens
 Anne Duke
 Rachel Drelles & Michael Jantsig
 Tatum Dykstra
 Kevin & Janet Elliott
 Lori Estick
 Marian M. Fagan
 Agnes Fisher
 Jay Gooch
 Kate Giffin
 David & Susan Stephanie Harding & Ryan Weissman
 Roberto Hill
 Deborah Hochberg
 Jenna Iokine
 Frank Hollister
 Mary Holmes Sorensen
 Jim & Linda Hopper
 Alysa Hunton
 Abdeen Jabara
 Kuarone James & Rebecca St. Clair
 Juliet Jaramaso
 Nancy A. Jaspers
 Joel Kamp
 Mary A. Knoll
 Lisa Lee
 Kathryn Lindquist

Melissa Lundberg
 Kathryn Lynnes
 Christine Mattson
 Sharon Mazzola
 Melissa Medendorp
 Karl Miller
 Dana Morgan
 Tim Motley
 Julie Myrland
 Greg & Shelley Olson
 Christy Parker
 Lynn Penning
 Travis & Michelle Piper
 Carol Pyka
 Leslie Ragan
 Faye Redmond
 Patricia R. Renucci
 Krista Reuter
 Andrea Riegler
 Char Romanovsky
 Kitty (Karen) Ryan
 Janet Schultz
 Tamiako Scott
 William Selenoe
 Eric B. Seltzer
 John & Elaine Severson
 Jonathan Seyferth & Matt Ellis
 Thomas Sibley
 Irene & Francesco Sipe
 Joan H. Smith
 Steven Snyder
 Kate Sower
 Donna Stacy
 Bob & Lucia Steinlage
 Bryce Thompson

Thomas Toebe
 David Vanderson & Susan Vogel-Vanderson
 Becky Veltman
 Laura & Brianna Wagner
 Jay D. & Jodi Wallace, Jr.
 Annie Wassmann & Tom Edwards
 Jim & Carol Weber
 Pam Westra
 Jill White
 Stephen & Janice Willford
 Chester Winowiecki & Cora Otlen
 Lou Wolf Wallace
 Kevin & Cheryl Wolfe
 Mary Woodruff

Individuals
 Helen Altshouse
 Mary M. Appelt
 Steven Bennett & Dr. Elaine Maletti Schmidt
 Douglas & Kathryn Brehm
 John F. & Shelley A. Broodi
 E. Jane Cornell
 Dr. Donald & Nancy Crandall

NEW & INCREASED MEMBERS
 Linda Barnett
 Cathy Benetson
 Patricia Bethke
 Peter & Susan Blackburn
 Larry Blotts
 Allison Boyer

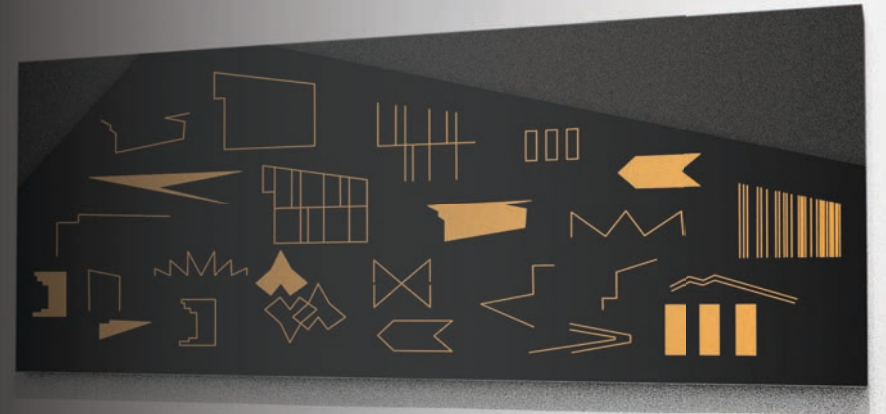
WISH LIST

SCAN TO PURCHASE
 (2) Rubbermaid Collapsible Cart XL \$179 Each

04.

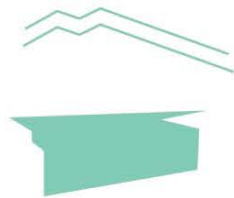
SIGNATURE SHAPES

- SHAPE NAVIGATION
- SHAPE LIBRARY
- PUTTING THEM TO WORK
- PRINT MATERIALS + MARKETING
- PATTERN

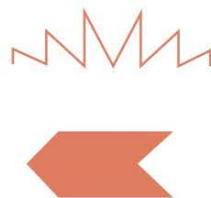




HOME



VISIT



ART



EVENTS



LEARN



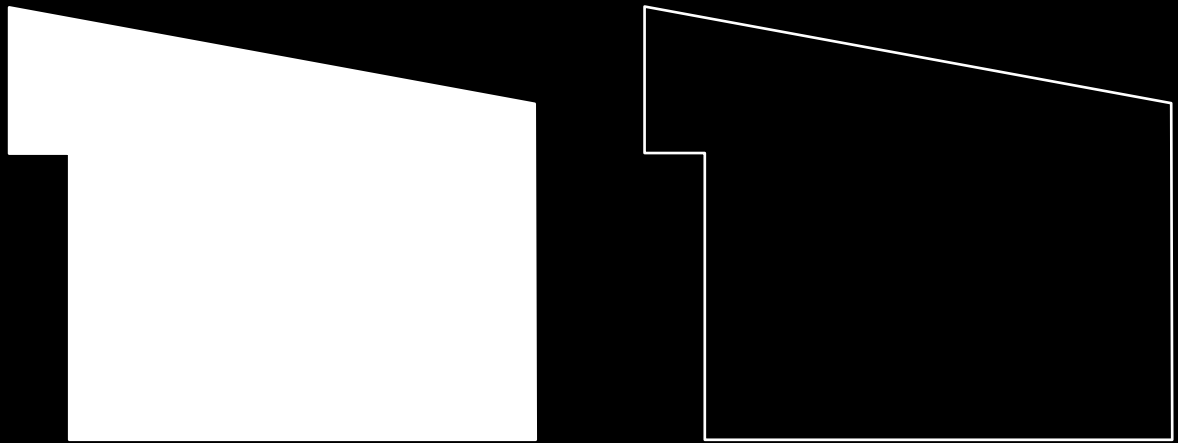
JOIN/GIVE

Navigational shapes should be used within it's own category.

Crossing over shapes causes confusion and waters down the brands clean messaging.

Signature Shape HOME is used for general information about the museum, including affiliations, staff, location, etc.

The use of color should be limited to BLACK, WHITE & GREY.

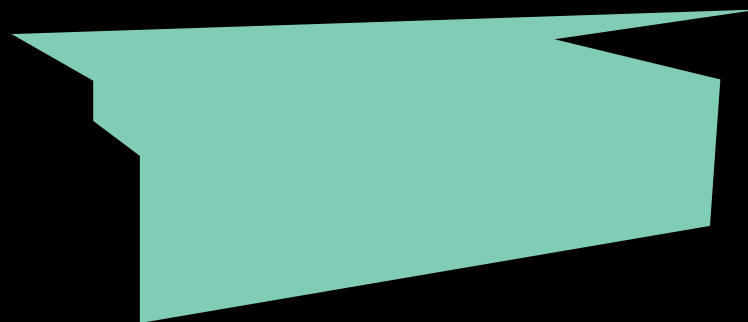
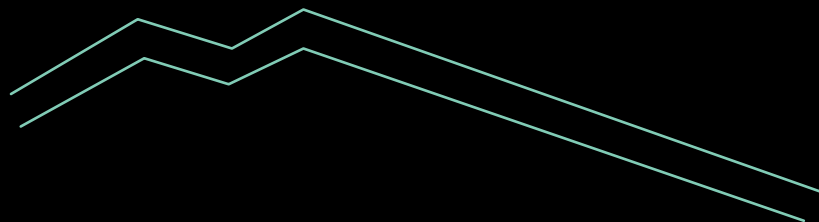


MMMADE FOR YOU!



Signature Shapes for VISIT are used for information about visiting the museum, admission, tours, etc.

The use of color should be limited to the TEAL palette.



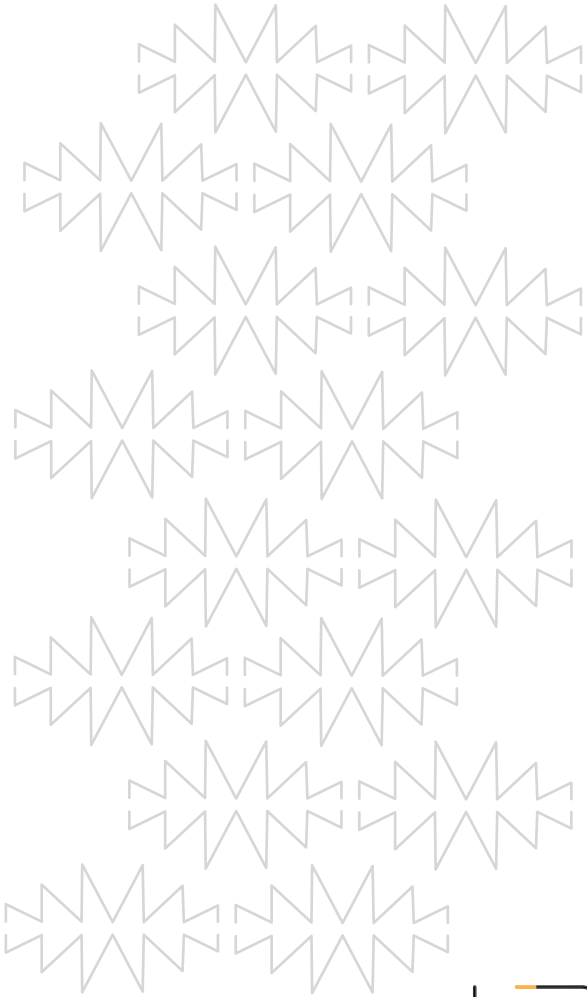
MMMADE TO EXPLORE

Signature Shapes for ART are used for exhibitions, artists, artwork, the permanent collection, etc.

The use of color should be limited to the CORAL palette.



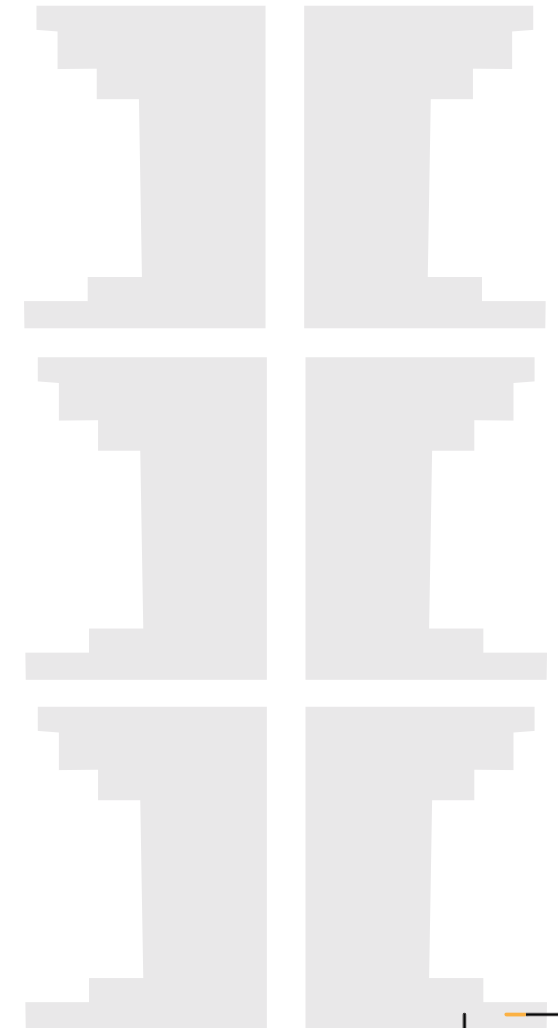
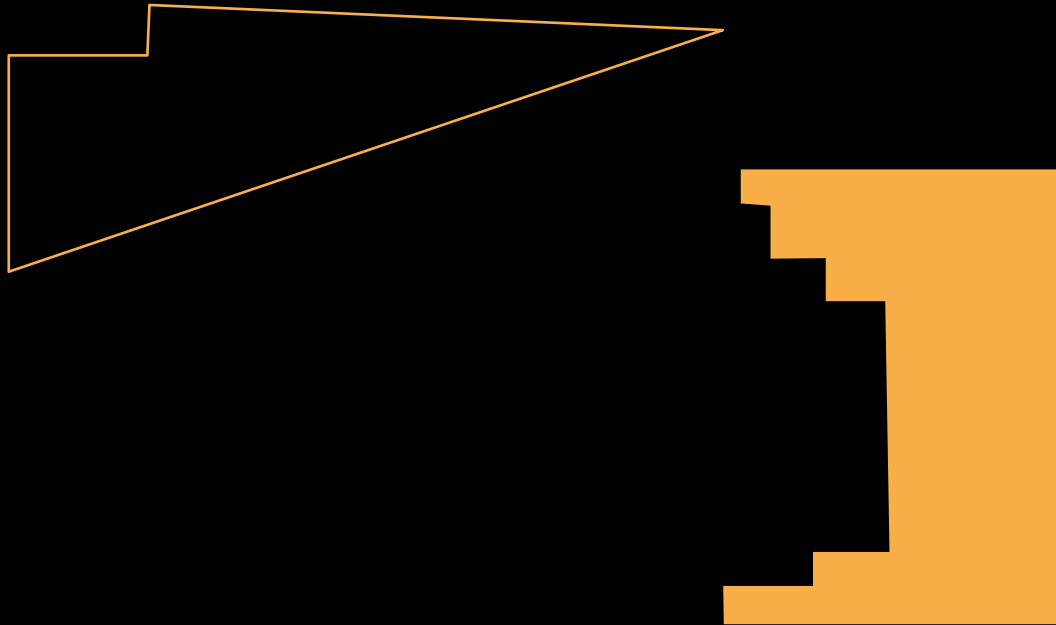
MMMADE TO INSPIRE



Signature Shapes for EVENTS are used for information about upcoming events, programming, special announcements etc.

- - - Note that this section can also crossover alongside art exhibitions, and can be used to highlight an opening ceremony or event.

The use of color should be limited to the GOLD palette.

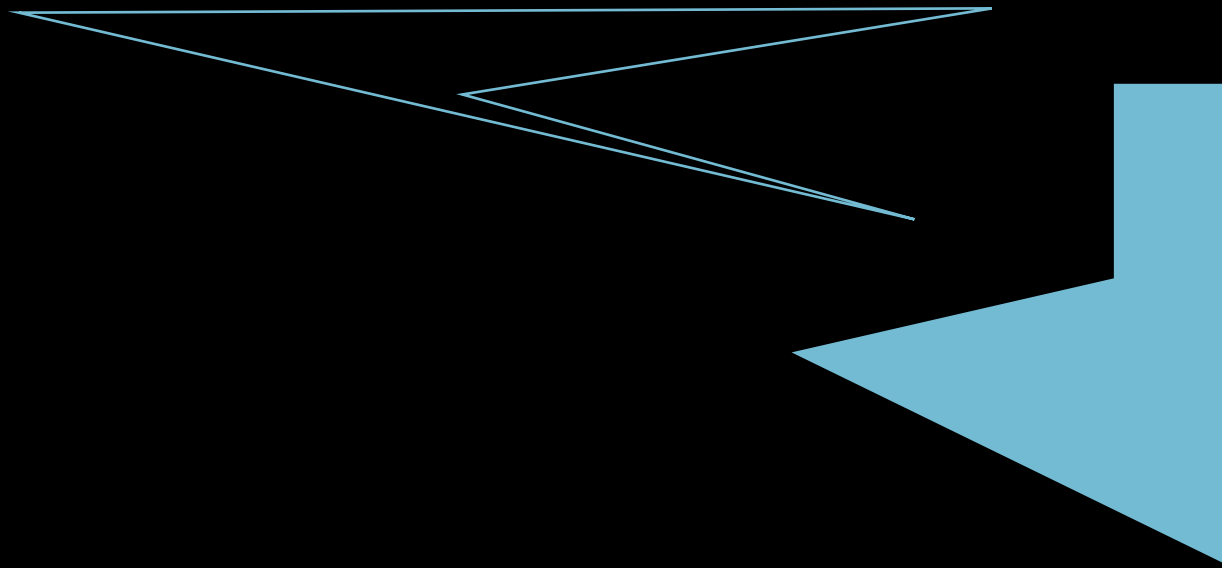


MMMADE TO ENTERTAIN

Signature Shapes for LEARN are used for information about educational programming, activities, docent tours, etc.

The use of color should be limited to the BLUE palette.

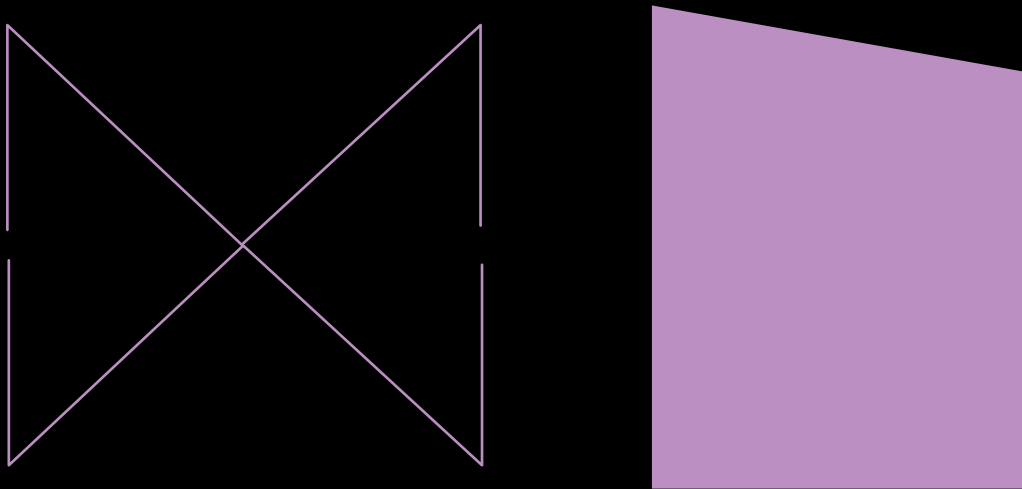
--- Note that GOLD Events color can crossover into this category if being used to highlight a special educational event or activity.



MMMADE TO DISCOVER

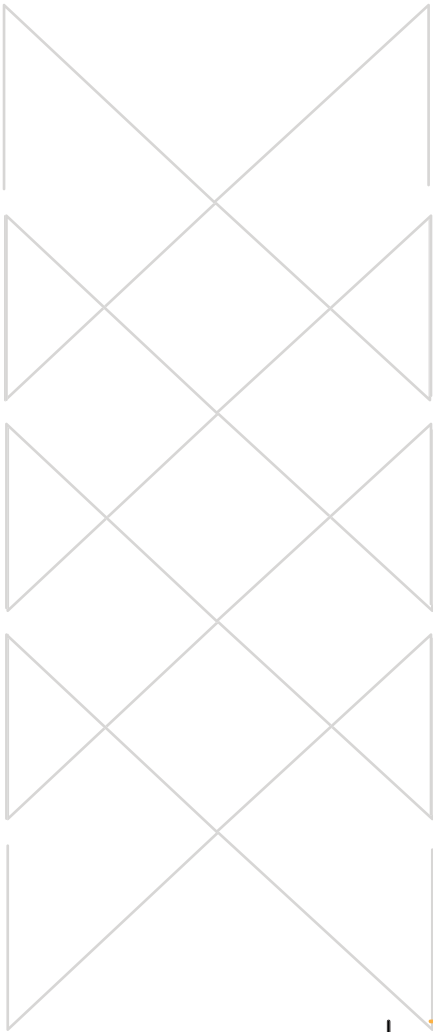
Signature Shapes for JOIN + GIVE are used for sponsorships, donations, members, volunteers, etc.

The use of color should be limited to the VIOLET palette.



MMADE TO SHARE

SHAPE - JOIN + GIVE

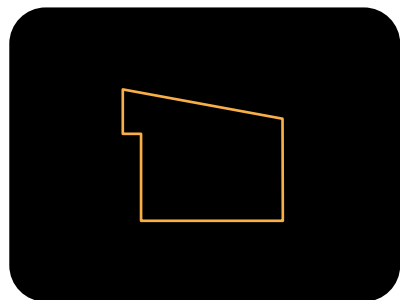


SHAPE COLLECTION REFERENCE

There are a wide variety of shapes available outside of the Signature Shape Collection.

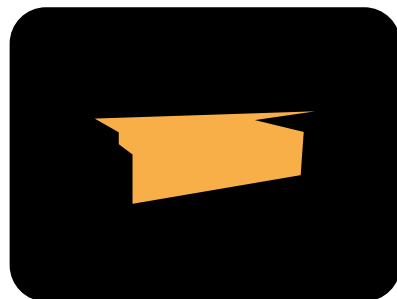
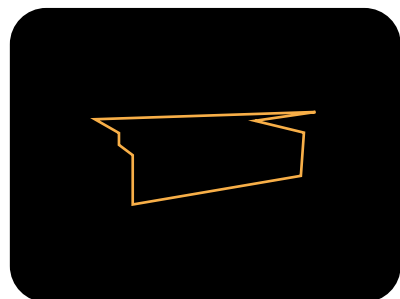
These alternate shapes can be used as a pattern or as a stand alone element.





01. OUR NEW *HOME*

INSPIRATION:
EXPANSION WALL FROM THE LEFT SIDE OF THE BUILDING



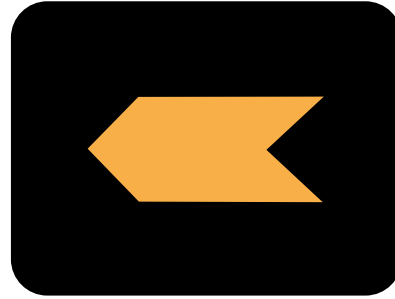
02. MORE TO *VISIT*

INSPIRATION:
REFLECTIVE M'S IN THE ROOF PEAKS!



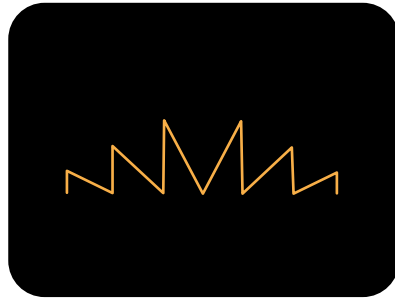
03. MUCH MORE TO *VISIT*

INSPIRATION:
PROFILE OF THE ORIGINAL ENTRANCE



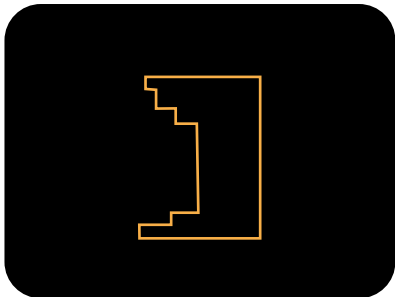
04. DIRECTION OF *ART*

INSPIRATION:
EXPANSION WALL FROM THE LEFT SIDE OF THE BUILDING



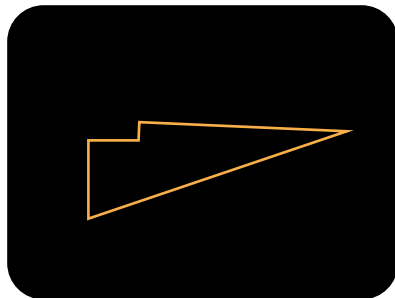
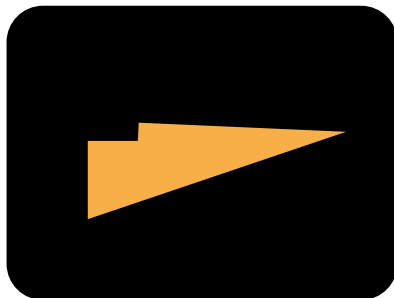
05. INSPIRING *ART*

INSPIRATION:
REFLECTIVE M'S IN THE ROOF PEAKS!



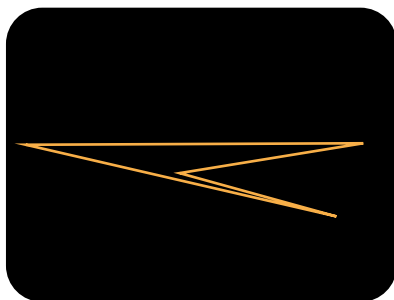
06. HISTORICAL *EVENTS*

INSPIRATION:
PROFILE OF THE ORIGINAL ENTRANCE



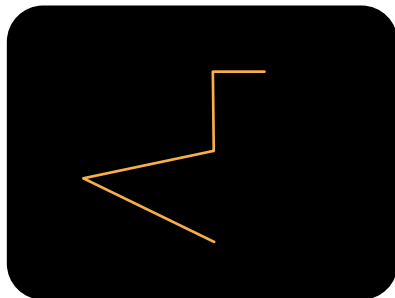
07. MODERN *EVENTS*

INSPIRATION:
EXPANSION WALL FROM THE LEFT SIDE OF THE BUILDING



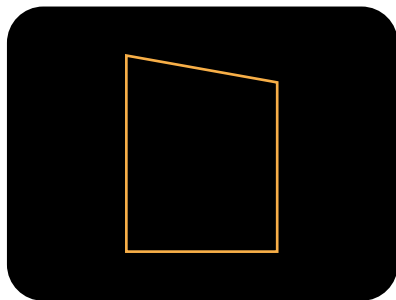
08. IGNITING A PASSION *LEARN*

INSPIRATION:
REFLECTIVE M'S IN THE ROOF PEAKS!



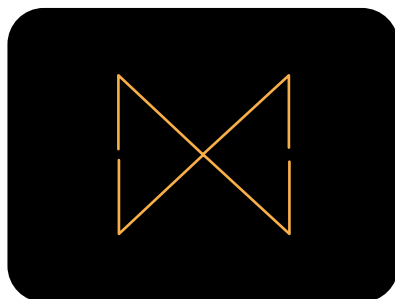
10. GROWING CREATIVITY *LEARN*

INSPIRATION:
PROFILE OF THE ORIGINAL ENTRANCE



11. REFLECTIONS *JOIN + GIVE*

INSPIRATION:
EXPANSION WALL FROM THE LEFT SIDE OF THE BUILDING



12. MOLDING MINDS *JOIN + GIVE*

INSPIRATION:
REFLECTIVE M'S IN THE ROOF PEAKS!



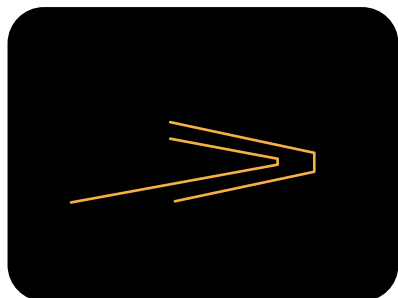
03. NO PEAK TOO HIGH

INSPIRATION:
PROFILE OF THE ORIGINAL ENTRANCE



03. SIDE ON IN

INSPIRATION:
EXPANSION WALL FROM THE LEFT SIDE OF THE BUILDING



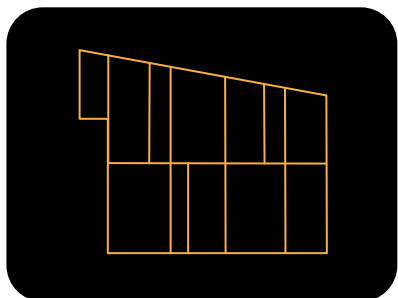
02. ABSTRACT ANGLES

INSPIRATION:
REFLECTIVE M'S IN THE ROOF PEAKS!



03. POWERFUL PEICES

INSPIRATION:
PROFILE OF THE ORIGINAL ENTRANCE



02. REFLECTING ON THE FUTURE

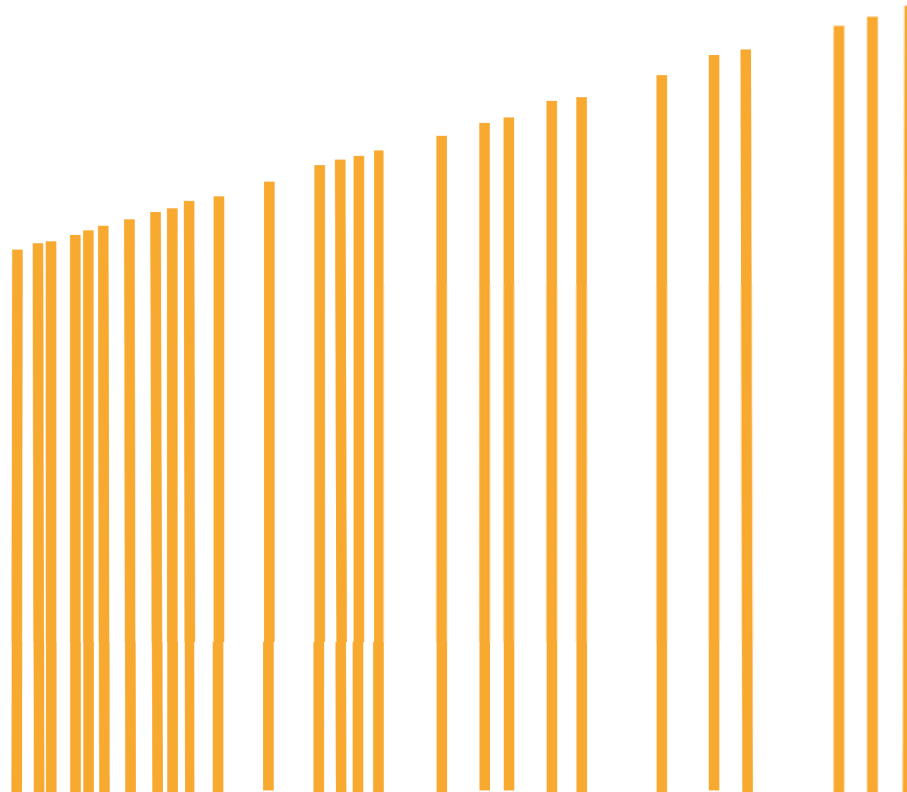
INSPIRATION:
REFLECTIVE M'S IN THE ROOF PEAKS!



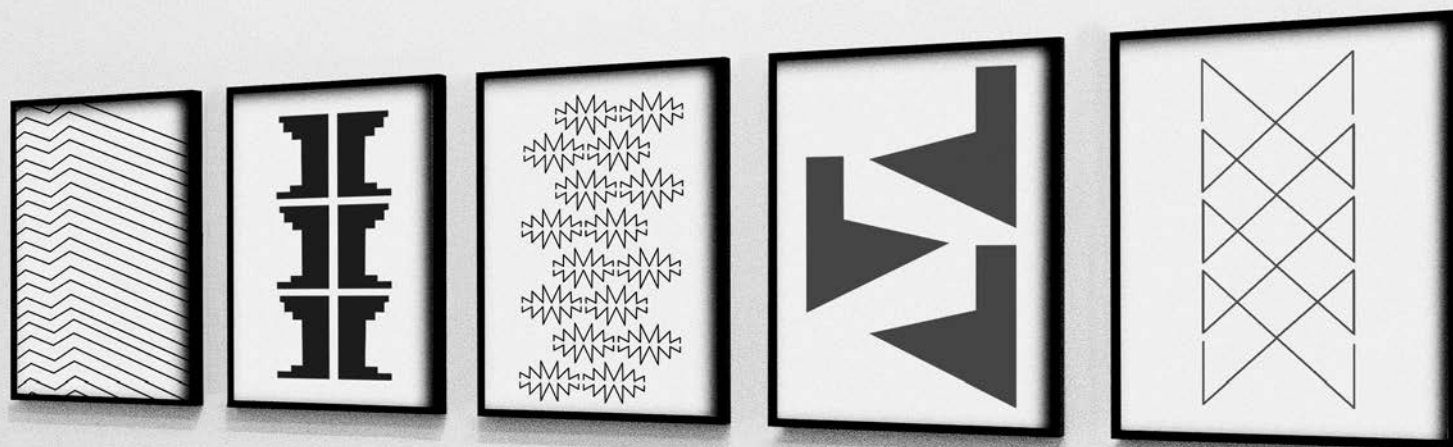
03. MMAJOR CONNECTION

INSPIRATION:
PROFILE OF THE ORIGINAL ENTRANCE

PUTTING THEM TO
WORK







05.

TYPOGRAPHY

- PRIMARY TYPE
- SECONDARY TYPE
- ACCENT TYPE
- TWO-TONE TYPE

AaBbCc

AaBbCc

AaBbCc

AaBbCc

codeBOLD

codeLIGHT

CODE

CODE

CODE

CODE

CODE

Poppins

SECONDARY TYPOGRAPHY

BODY COPY + HEADLINES + SUBHEAD

POPPINS EXTRALIGHT

POPPINS LIGHT

POPPINS LIGHTITALIC

POPPINS REGULAR

POPPINS MEDIUM

POPPINS SEMIBOLD

POPPINS BOLD

POPPINS BOLDITALIC

POPPINS EXTRABOLD

POPPINS EXTRABOLDITALIC

POPPINS BLACK

P P P P P P P P
O O O O O O O O
P P P P P P P P
P P P P P P P P
I I I I I I I I
N N N N N N N N
S S S S S S S S



Neulis Cursive

Neulis Cursive HAIRLINE + *Italic*

Neulis Cursive THIN + *Italic*

Neulis Cursive EXTRA LIGHT + *Italic*

Neulis Cursive LIGHT + *Italic*

Neulis Cursive REGULAR + *Italic*

Neulis Cursive MEDIUM + *Italic*

Neulis Cursive SEMI BOLD + *Italic*

Neulis Cursive BOLD + *Italic*

Neulis Cursive EXTRA BOLD + *Italic*

Neulis Cursive BLACK + *Italic*

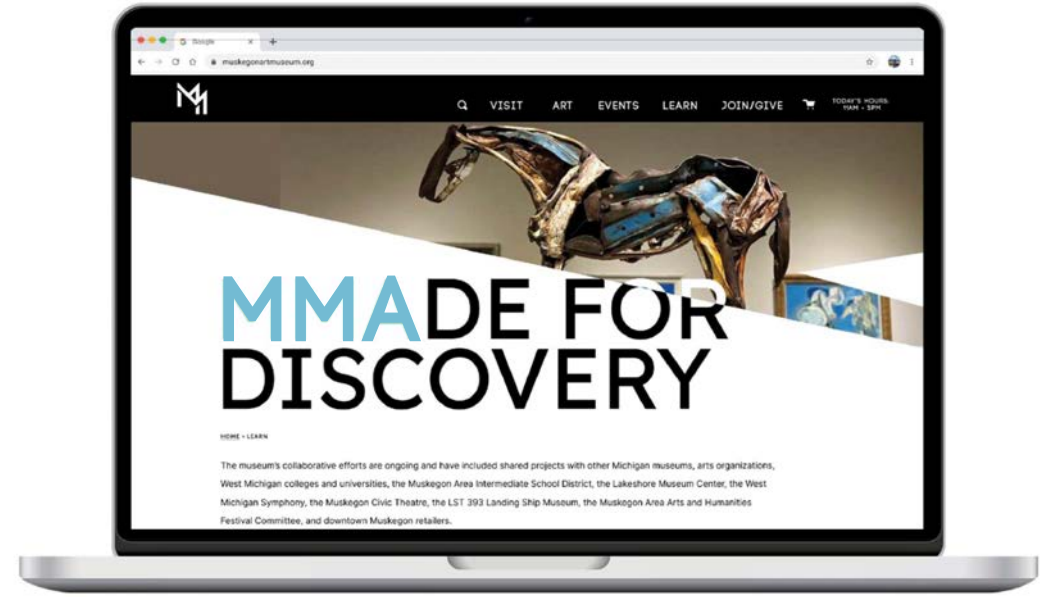
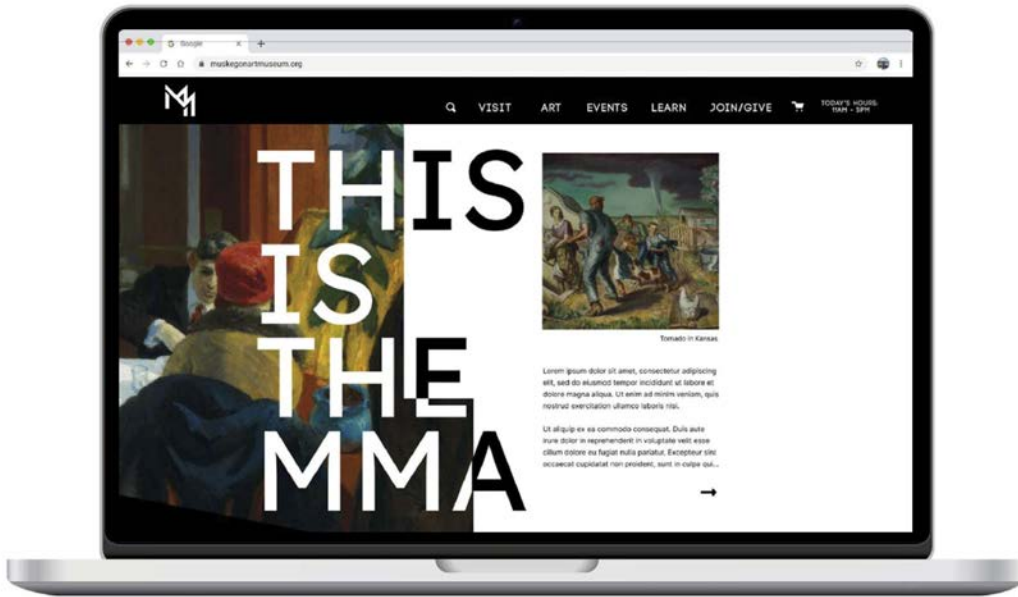
ACCENT TYPOGRAPHY

SPECIAL QUOTES + HEADLINES

*Intended for limited use.

Neulis Cursive
Neulis Cursive
Neulis Cursive
Neulis Cursive
Neulis Cursive
Neulis Cursive
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BLACK to WHITE crossover type as well as a single color due can be used to highlight playful messaging and bring attention as a headl



06.

LET THEM HEAR YOUR VOICE

- PLAYFUL MESSAGING
- BRAND SHAPE + ART INTEGRATION
- COLOR + SHAPE RECOGNITION



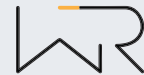
PLAYFUL MESSAGING



BRAND SHAPES + ART INTERGRATION



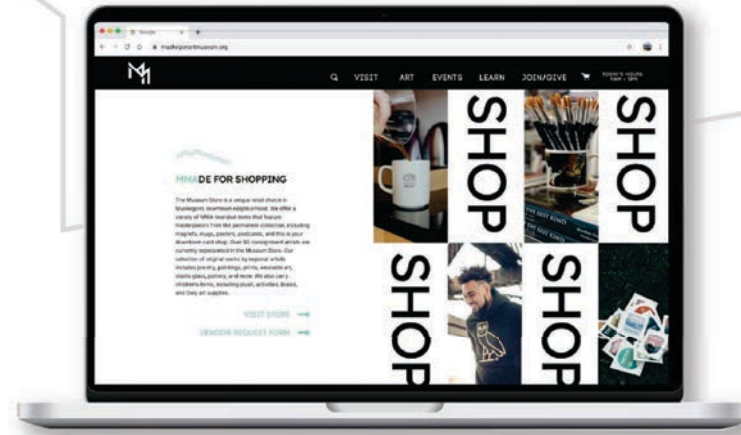
STEP INTO THE NEW MMA.



COLOR & SHAPE RECOGNITION

VISIT

MMA MUSEUM STORE



ONLINE SHOPPING COMING SOON!

