



museum of visual science

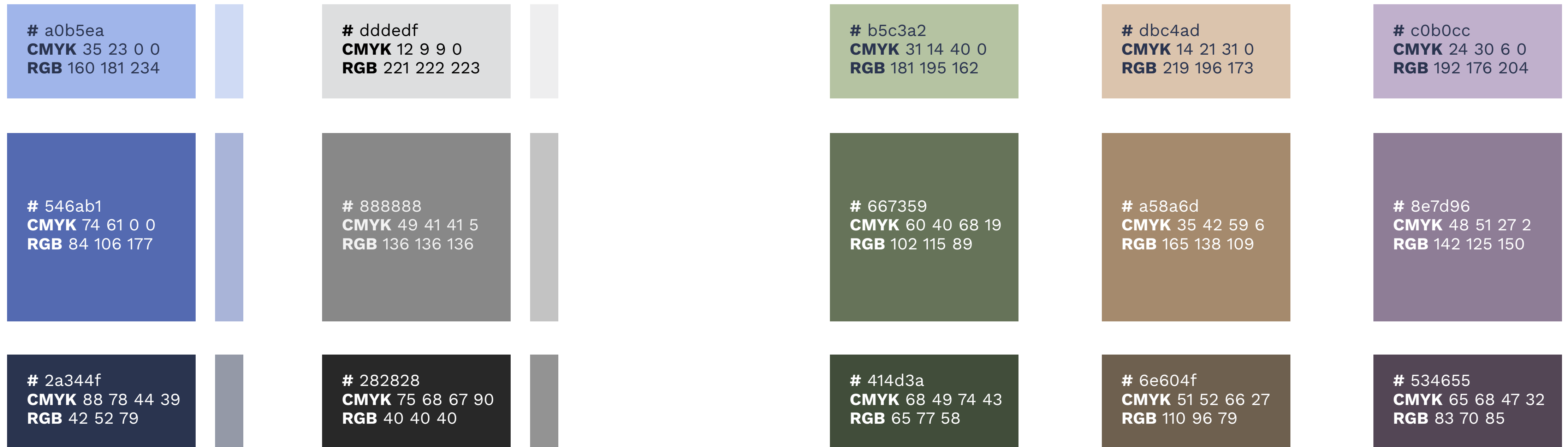


brand guide

Colors

The museum has a distinct color palette that is used across all general museum design. Colors are used at either 100% or 50% opacity, shown below.

The colors are compatible interchangeably and complies with WCAG accessibility standards. It is recommended to pair within the same hue, or with black and white.



Exhibits each have their own color palette, utilized for exhibit-specific visual design. Each palette focuses on a hue at medium saturation, in addition to a “light” and “dark” shade.

Patterns at Scale

Forces in Motion

Mind Games

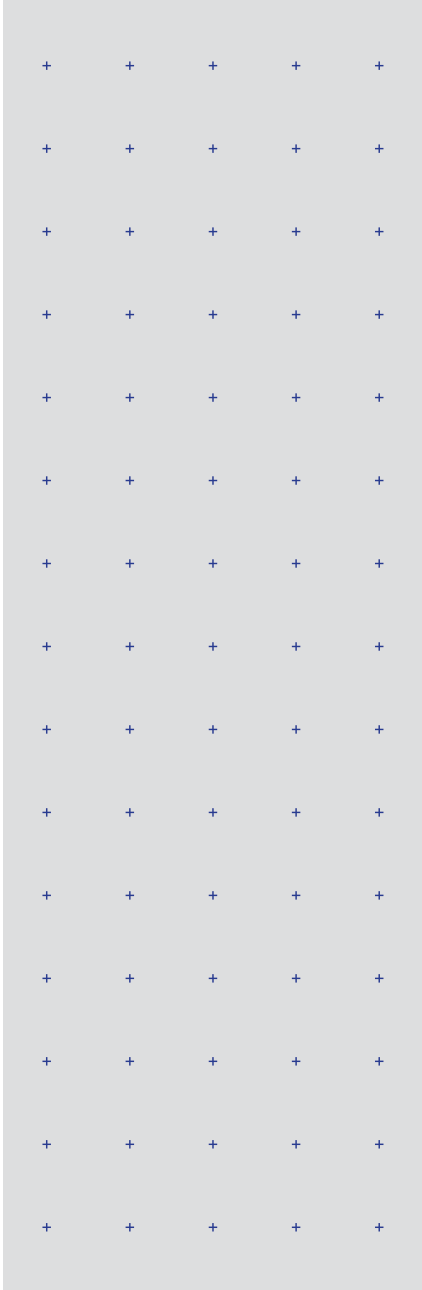
ffffff
CMYK 0 0 0 0
RGB 255 255 255

000000
CMYK 75 68 67 90
RGB 0 0 0

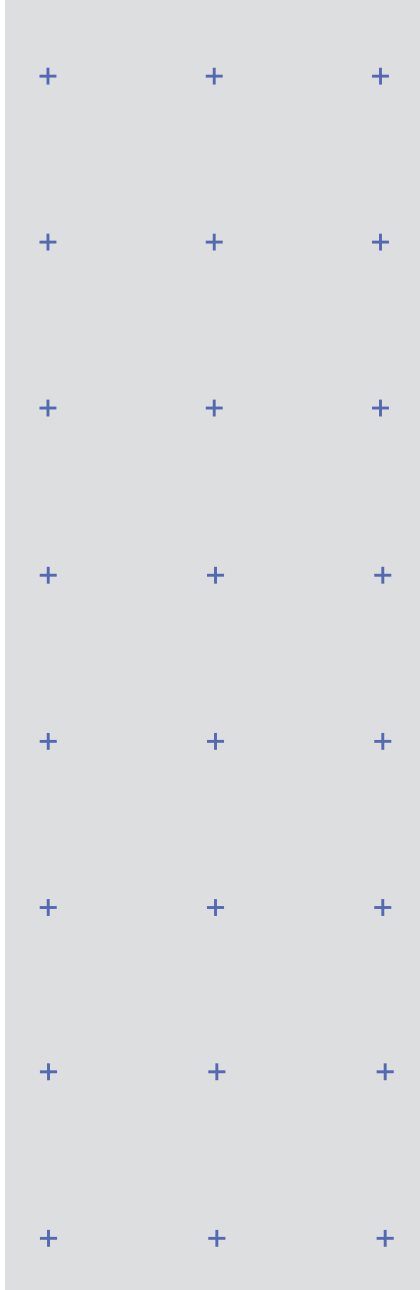
Visual Design System

The foundation of the museum’s visual identity is in its use of the corners and pluses. The corners visually anchor text and imagery (static design) and videos (time-based design).

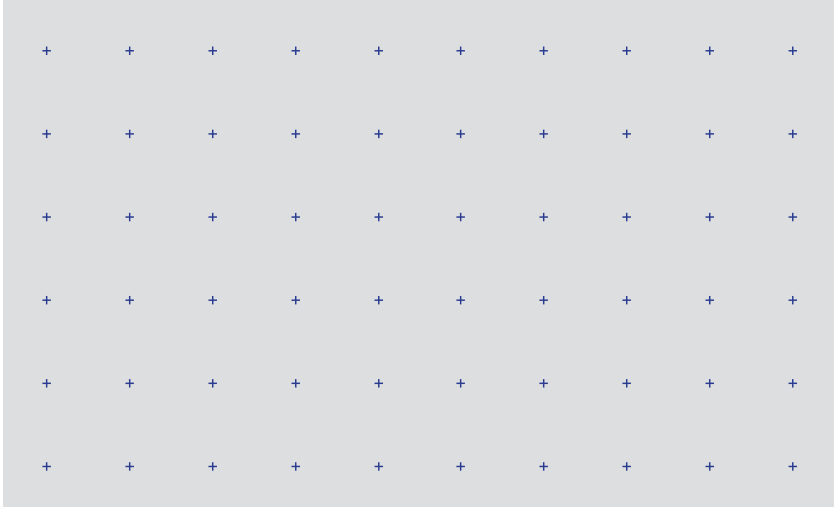
Layouts utilize grid A (3.25” grid repeat) or grid B (7.0” grid repeat).



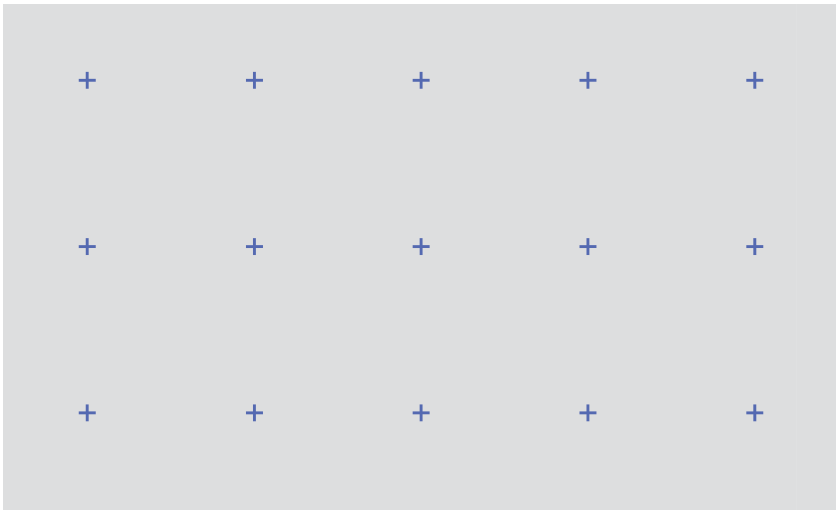
Grid A



Grid B

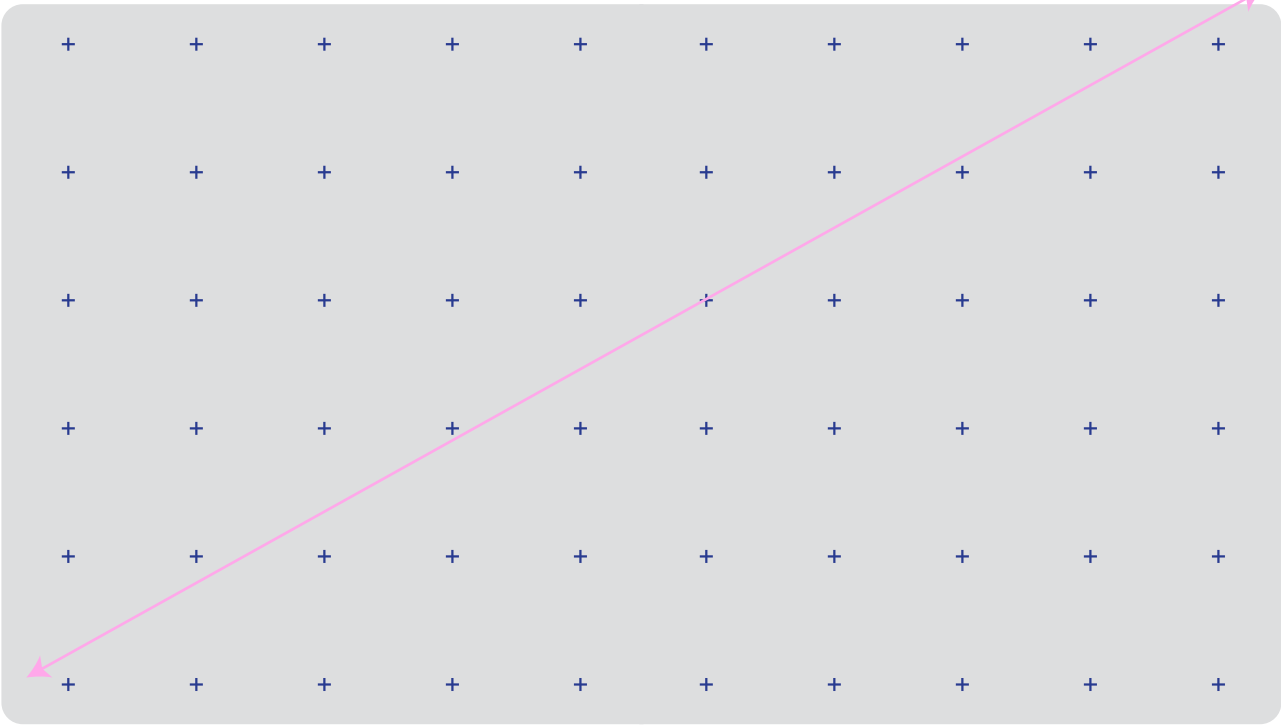


Grid A

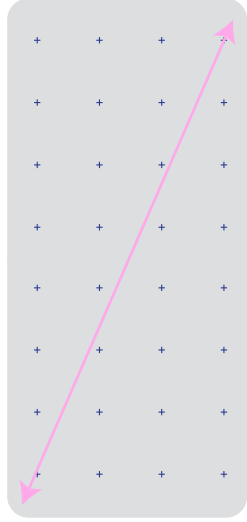


Grid B

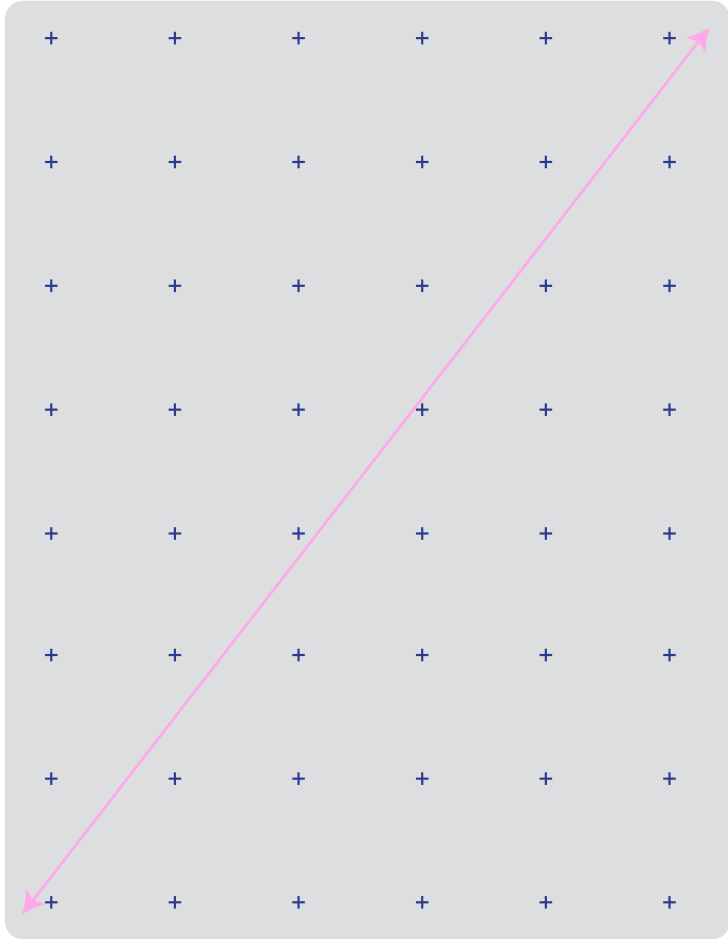
Standard layout sizes:



Standard Desktop (1920*1080px)



iPhone 13+
(390*844pt)*
(2532*1170px)**



Letter Size (8.5*11”)

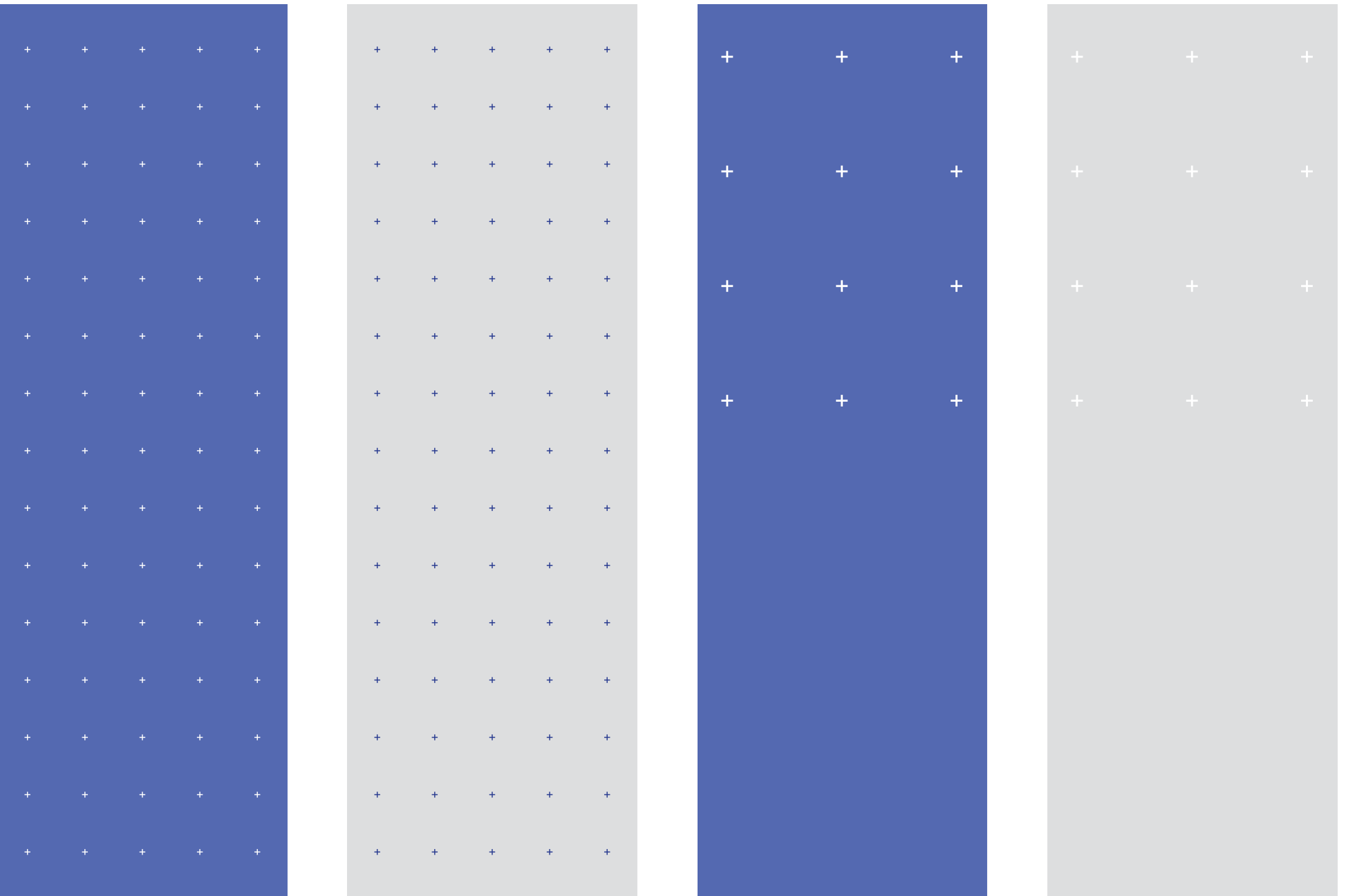
* Logical resolution in points (viewport size for designing)
** Actual resolution in pixels (resolution for export, 3x logical resolution)

Visual Design (Cont'd)

Basic backgrounds can be a solid color from one of the chosen palettes, low contrast image, or utilization of the plus grid.

Use the plus grid to vertically fill 1/2, 1/3, or the entire background.

- If text is visually cut off, maintain at minimum 80% of its visual area to maintain readability
- If rotating text, rotate exactly 90 degrees either direction from upright, and keep 100% visibility; do not use text at 180 degrees (upside down)
- If overlaying elements like text and imagery, ensure text sits at the front-most layer at 100% opacity
- Use pluses as bounds for type, and vertices for image/icons.



Example grid uses



Example layouts

Wayfinding System

The wayfinding displays chosen include:

overhead signage (33"x9")

- navigation and amenities, affixed to walls and above 96" from its lowest point

suspended overhead signage (48"x15")

- navigation, suspended from ceiling

wall signage (24"x15")

- information displays, both inside and outside of exhibit rooms

pop-up banner (27"x99")

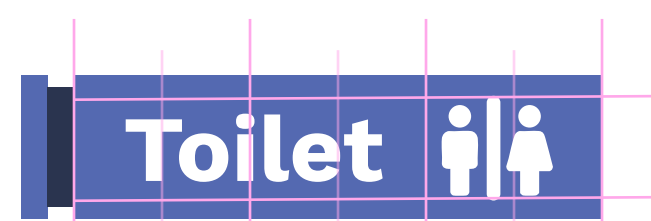
- standing on ground, at entrances of exhibits

Values are adapted and modified from the Smithsonian Guidelines for Accessible Exhibit Design. For design consideration, three main distances are set:

- **Glancing Distance:** 118"
- **Quick Reading Distance:** 36"
- **Close Reading Distance:** 12"



Suspended Overhead Signage (Blue Palette)



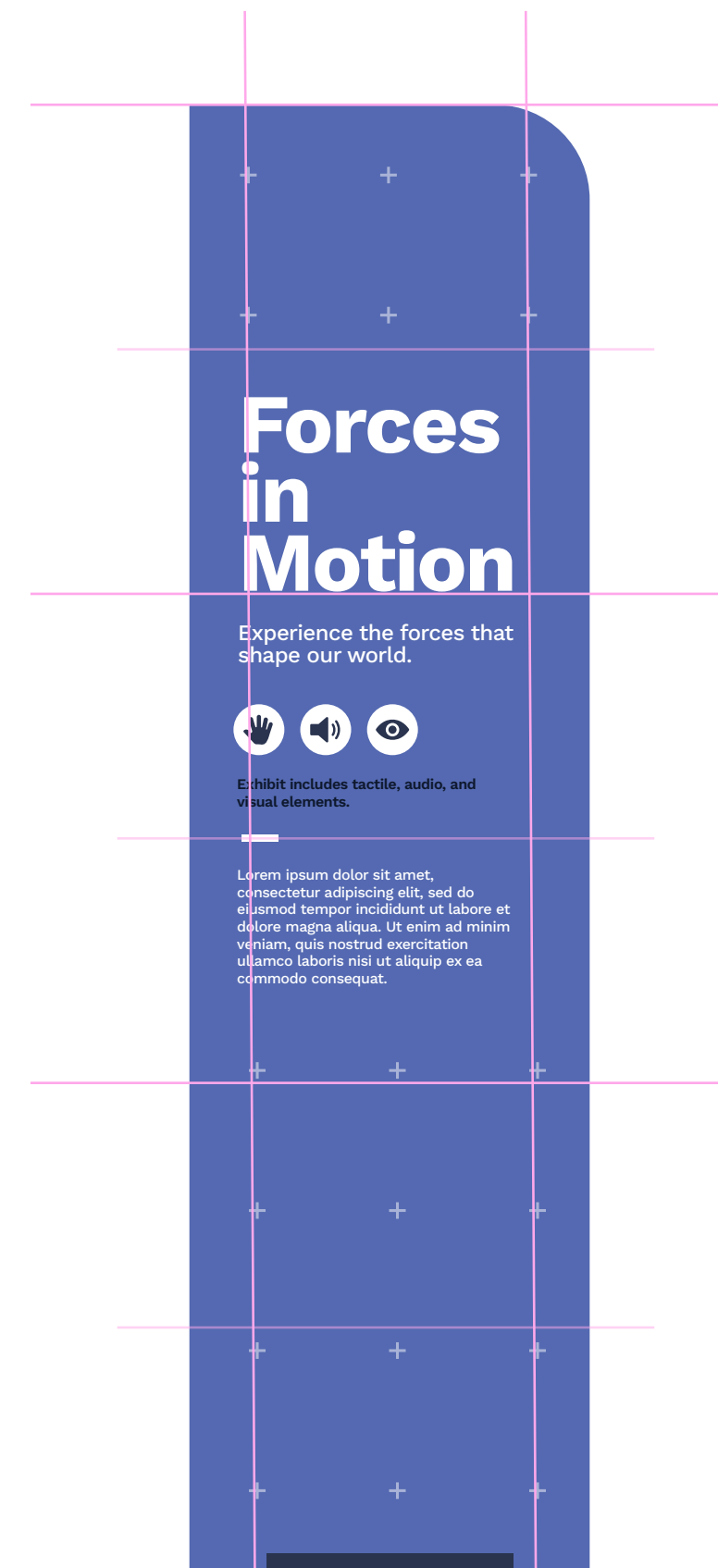
Overhead Signage (Blue Palette)



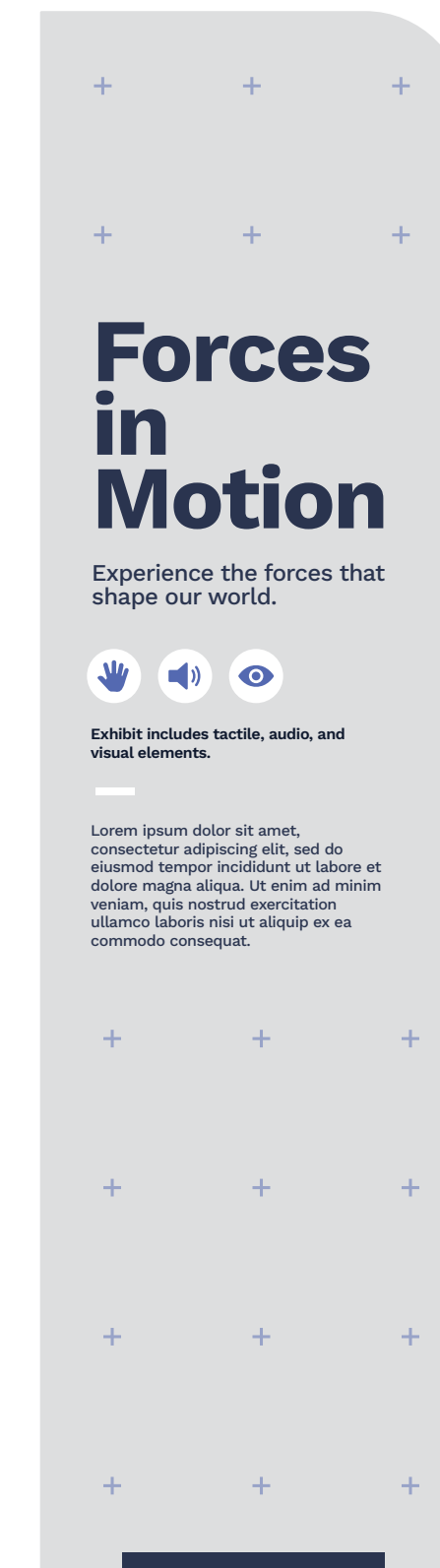
Suspended Overhead Signage (Mono Palette)



Overhead Signage (Neutral Palette)



Pop-Up Banner (Blue Palette)



Pop-Up Banner (Neutral Palette)



Wall Signage (Blue Palette)



Wall Signage (Neutral Palette)

Wayfinding System (Cont'd)



Suspended Overhead Signage
(48"x15")



Overhead Signage
(33"x9")

Primary text set at minimum 160 pt to maintain legibility at *glancing distance*

Secondary text set at minimum 60 pt to maintain legibility at *quick reading distance*

Body text set at minimum 24 pt to maintain legibility at *close reading distance*

118"
(Glancing Distance)

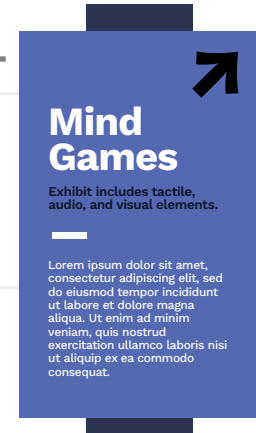
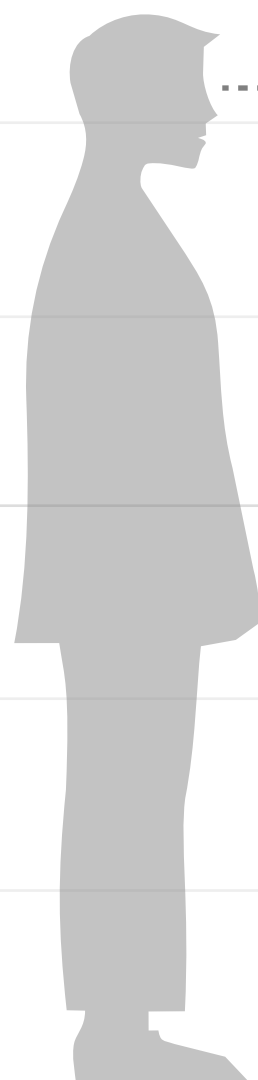
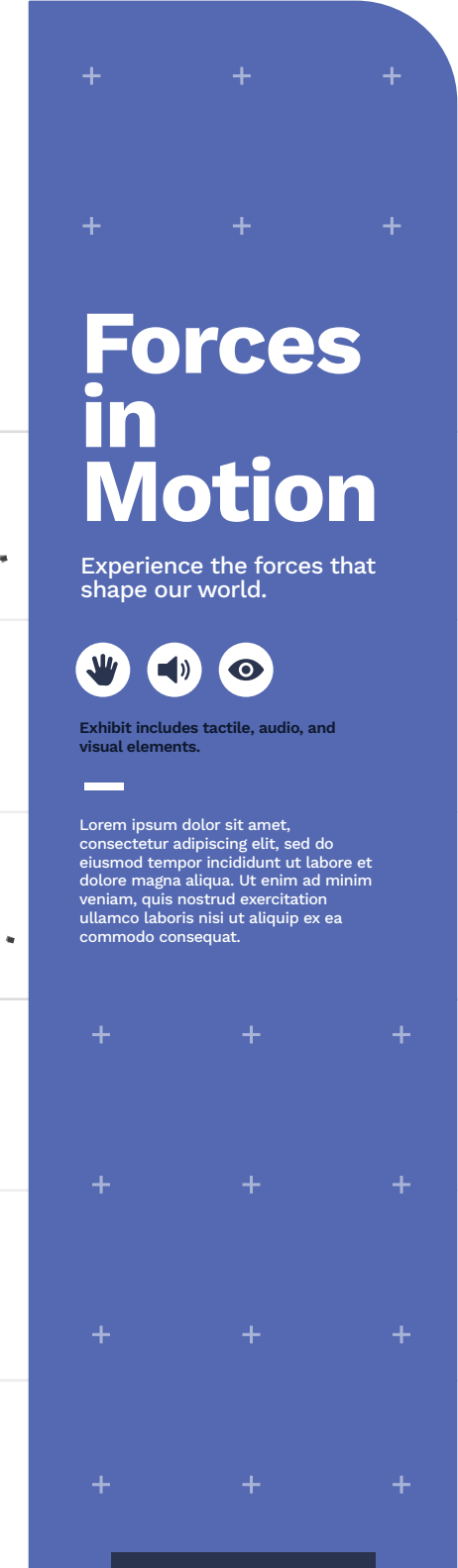
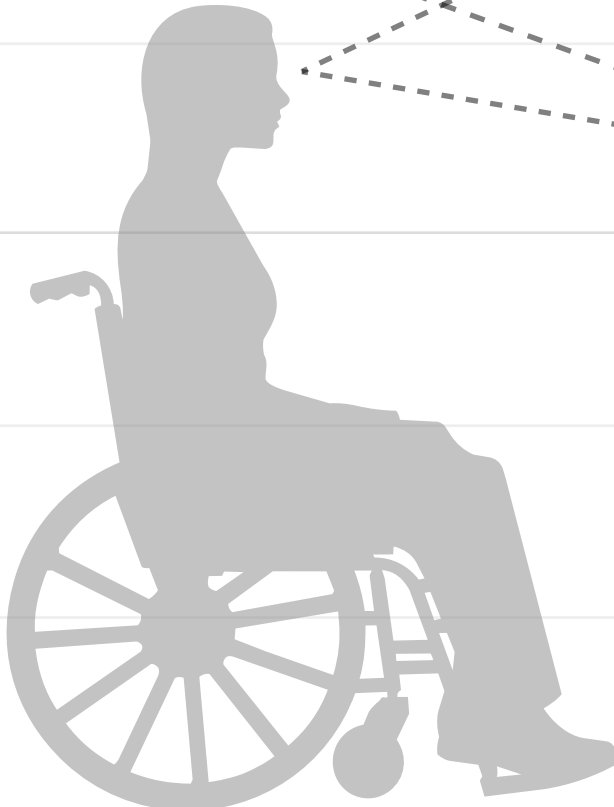
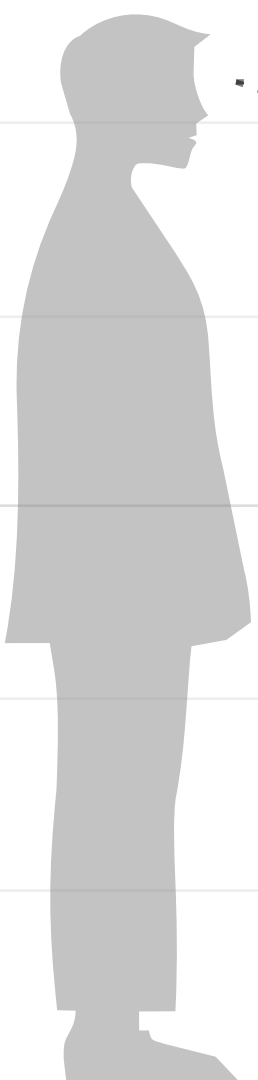
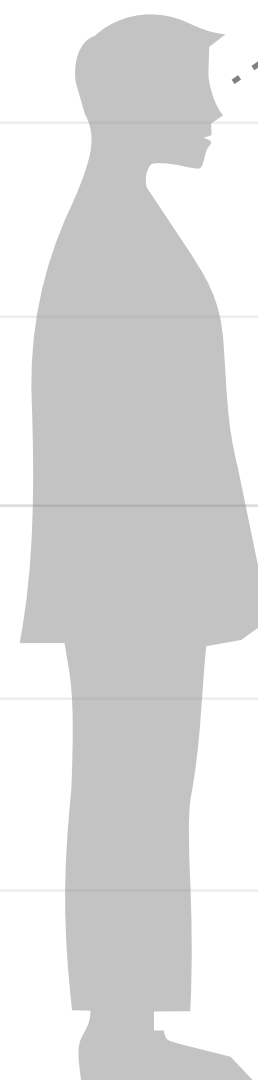
36"
(Quick Reading Distance)

12"
(Close Reading Distance)

6'0"

3'0"

Floor



5'6" or 66"
(Average Adult Male Height)

4'3" or 51"
(Average Adult Male Wheelchair User Height)

Pop-Up Banner
(27"x99")

Wall Signage
(24"x15")

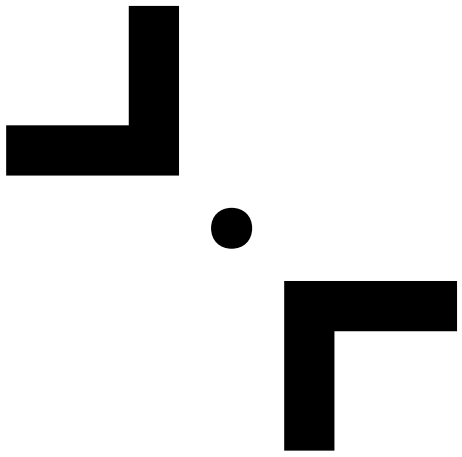
Logo Variations



Combination Mark



Wordmark



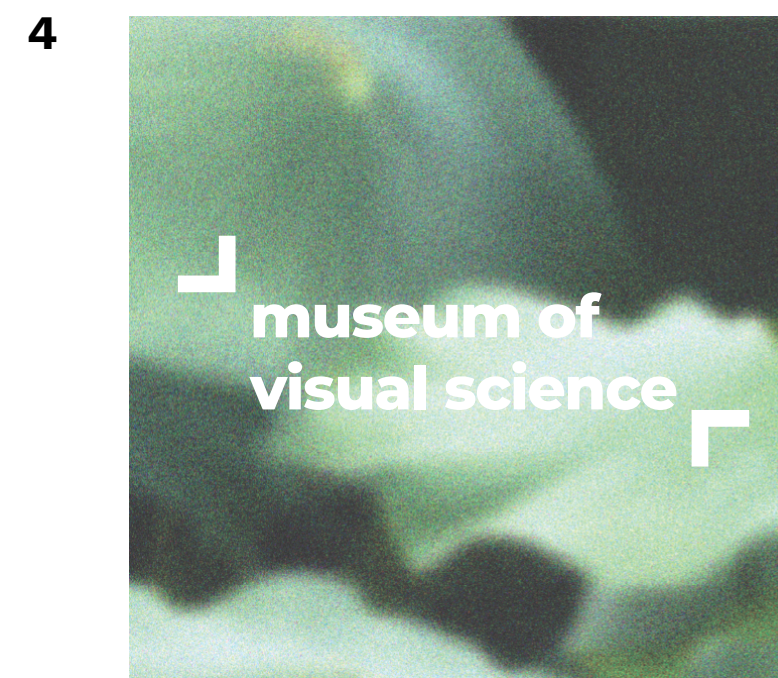
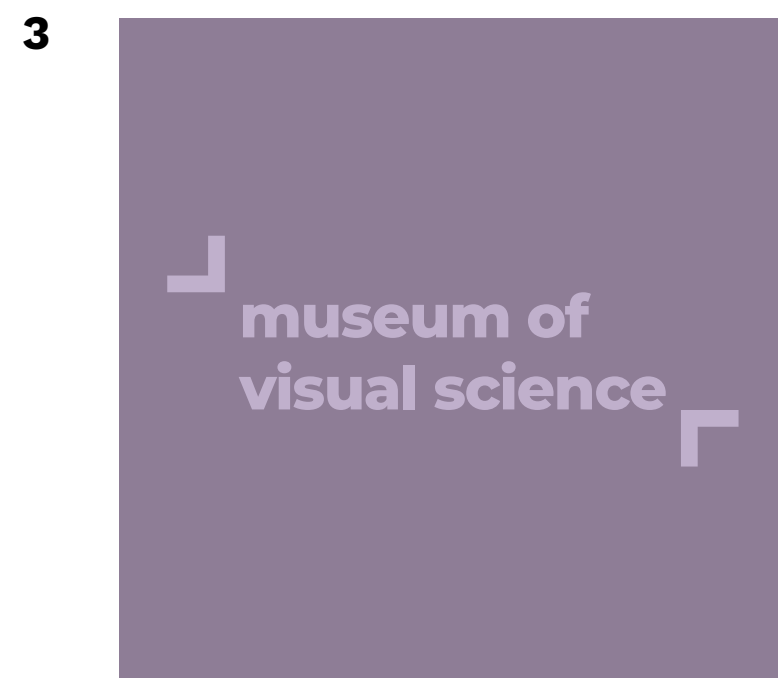
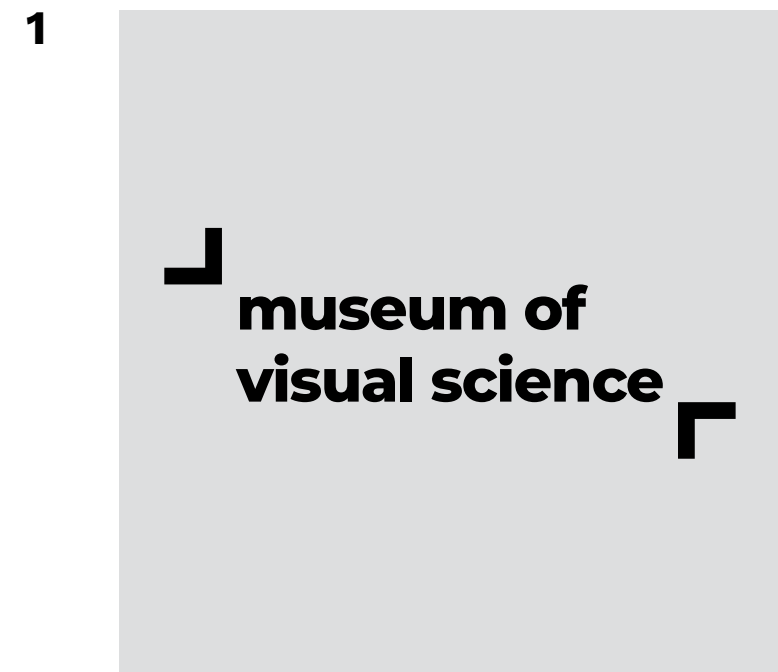
Icon



Combination Icon

Logo Use & Typography

1. On light backgrounds, logo is a color palette dark, or black (#000000).
2. On dark/vibrant backgrounds, logo is a color palette light, or white (#FFFFFF).
3. Against medium value backgrounds, show logo in a color palette medium, color palette light, or total white (#FFFFFF).
4. Against photographs, show logo in color palette color, white, or black, dependent on best color for contrast.



For bold titles, use a simple serif like Bodega Serif or Spirits Neutral, in a medium to black weight.

Bodega Serif, Black

Use a wide or geometric sans-serif like Montserrat or Metropolis for main headlines. The bolder, the better.

Montserrat, Semi-bold

For body copy, use a sans-serif like Work Sans. Get cozy with line spacing (*just* before ascenders/descenders collide).

Work Sans, Medium and Medium Italic

With captions and annotations, use the headline font, italicized or bold.

Montserrat, Semi-bold