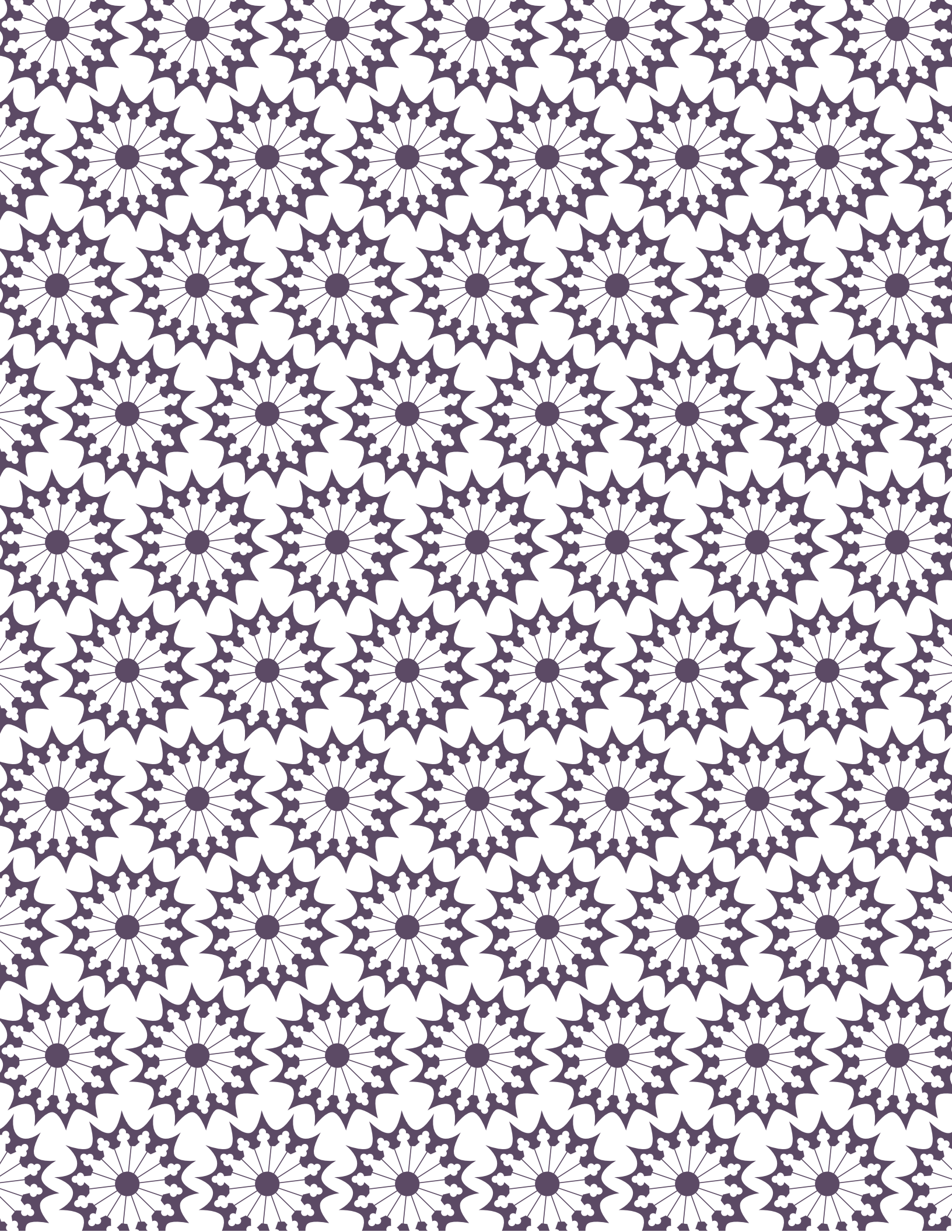


Isabella
Stewart Gardner
Museum



Style Guide





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Brand Identity

Introduction: Rebrand Objective

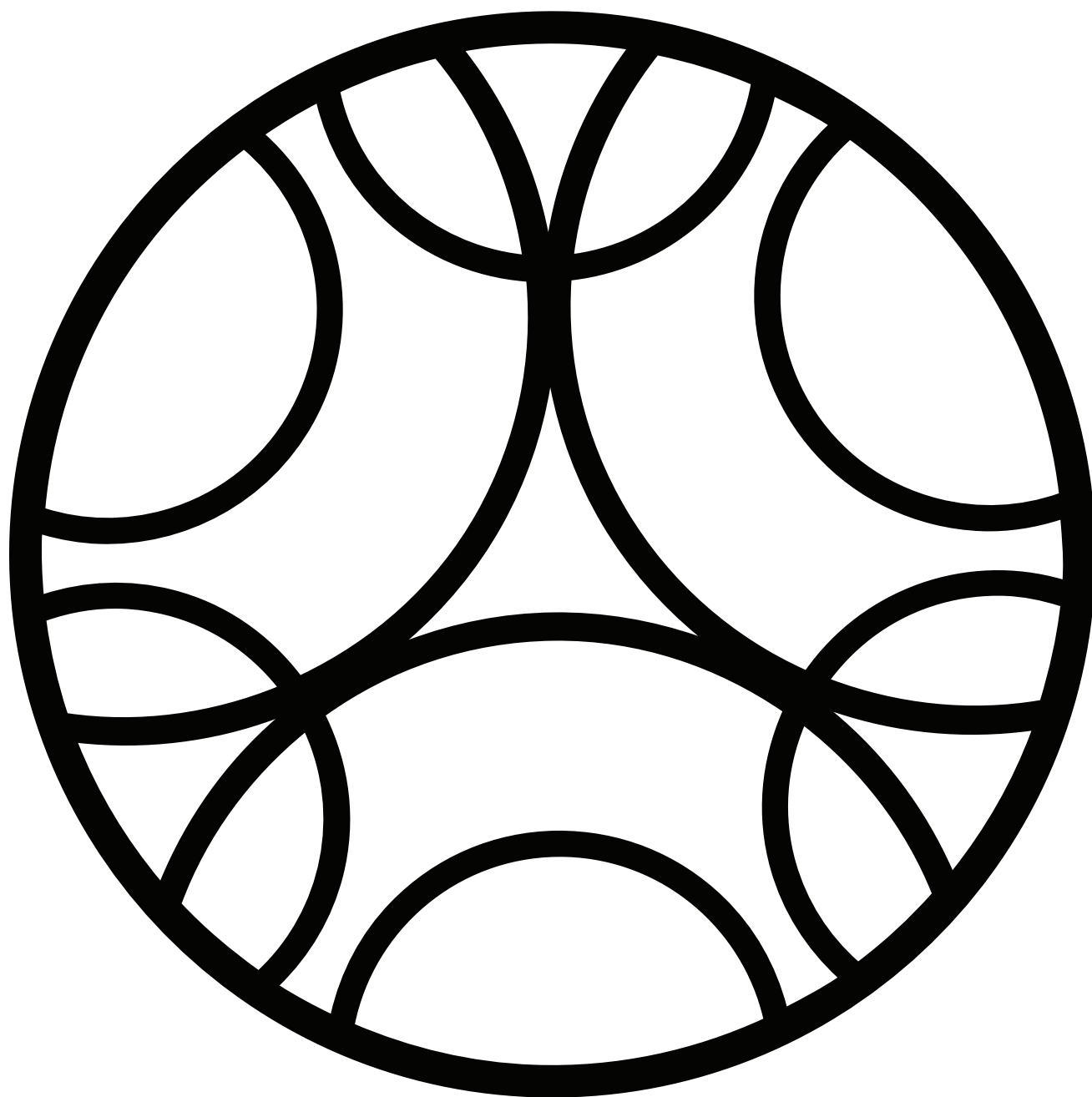
The purpose of this rebrand is to evaluate the identity through the lens of the museum serving as a celebration of being alive, as well as to emphasize Isabella Stewart Gardner's message of "for the public, forever." This new identity of the Isabella Stewart Gardner Museum will emphasize its commitment to the experience of being alive through bringing people together in our growing society and exploring memory. The emphasis on this primary phrase will serve as a reminder of the museum bringing people together both in the past and future, tying back to the importance of both memory but also growing. Overall, it will also emphasize the personal connection of the public to Isabella herself. One way in which this will be done is to have the emphasis of the title be on "Isabella Museum" rather than "Gardner Museum."

Introduction: Narrative

Ever since Isabella opened her museum back in 1903, she has always had a key objective in mind - as she later put into words, her museum would be "a museum for the education and enjoyment of the public forever." The Isabella Stewart Gardner museum strives to keep that legacy alive to this day with the constant consideration of Isabella's vision. Her collection remains the same as it has been, allowing her to still be able to welcome her guests into how she saw fit. The celebration of art and life at her museum is like no other, as it celebrates the memory of a society but also contributes to continued growth by providing a place for everyone to go and be inspired by the art. It's a place that brings people together in Isabella's own carefully curated domain. As the world continues to grow, Isabella Stewart Gardner museum continues to be a stepping off point for artists and people alike. The branding of this incredible place therefore must represent this treasured place.

This symbol of the museum may be used on its own to represent the mark of the museum. While it is more often than not meant to be featured in conjunction with the wordmark, it can be used separately, especially in spaces where the full lockup may not fit. This symbol is not to be used outside of this primary function, with the only exception being the pattern featuring this design.

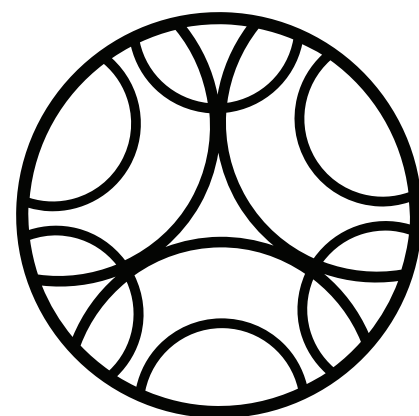
Elements: Symbol



This lockup of both the wordmark and symbol of the brand is what is to be used the most often to serve as a mark of the museum. Either of the elements may also sit alone, but more often than not, if it can fit, the full lockup is preferred to appear. Further, the symbol is always situated to the right of the wordmark.

Elements: Symbol + Wordmark

Isabella
Stewart Gardner
Museum



When putting the symbol into color, the entirety of the design is to be put to the color, whether not it is the purple, green, or the off-white. For the lockup, however, the only time it is to be put into full color is when the off-white is being used. For both the green and purple, however, only the symbol and the “Stewart Gardner” line are to be in color, and must be used in conjunction with black. Specifically, “Isabella Museum” is never to be put into either green or purple, regardless of the logo variation.

Elements:

Symbol + Lockup Color



Isabella
Stewart Gardner
Museum



Isabella
Stewart Gardner
Museum



Isabella
Stewart Gardner
Museum

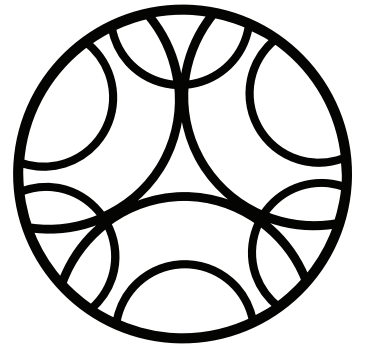


If the full lockup is unable to appear, not only can the symbol appear separately, but the wordmark may also appear on its own as previously stated. If a more compact variant of the full logo is necessary, "Stewart Gardner" may be omitted in favor of only "Isabella Museum" in conjunction with the symbol. "Isabella Museum" must be used either with the symbol, the rest of the wordmark, or both, however. It may not be used on its own. Further, in terms of color, once again "Isabella Museum" is not to be used in the green or

purple. If using either of these two variations, either the symbol or "Stewart Gardner" are to be put into the desired colors.

Elements: Alternate Configurations

Isabella
Museum



Isabella
Stewart Gardner
Museum

Isabella
Museum



Isabella
Stewart Gardner
Museum

These three colors reflect the museum in that they work to evoke feelings of memory and growing whilst working together. These specific colors were pulled directly from Isabella's garden, making them integral to forming the companies identity. The purple works as the primary color choice given its connection to creativity, and thus memory as well as growing. Green works as an alternative primary color, working to tie together certain elements created for the museum when differentiation from the purple is necessary.

Overall, the purple is typically preferred to the green. Further, the green occasionally works as an accent color to the purple, but more often than not the colors are used separately. The off-white serves to be another primary color, used to accent the green and purple. This color is the tie that brings together the color scheme of the Isabella museum and is integral to the brand identity.

Elements: Color Palette



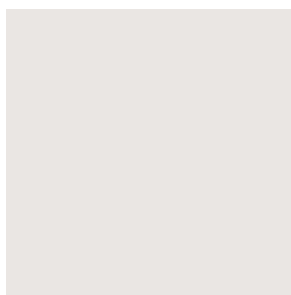
C: 65.68 R: 93
M: 72.07 G: 75
Y: 39.12 B: 101
K: 22.54

Hex: 5D4B65



C: 66.65 R: 78
M: 48.36 G: 87
Y: 68.81 B: 73
K: 35.02

Hex: 4E5749



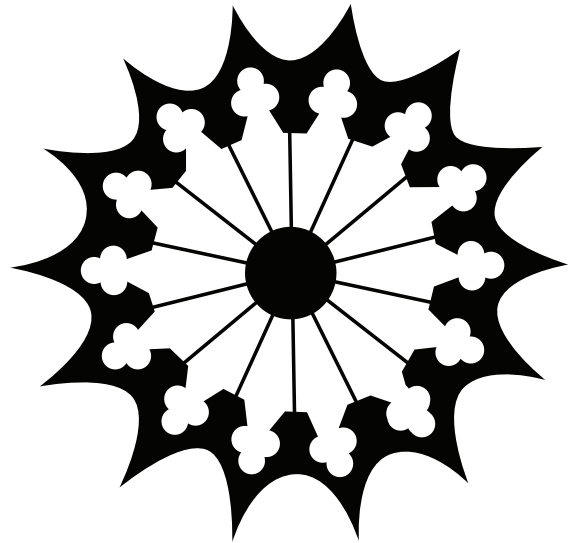
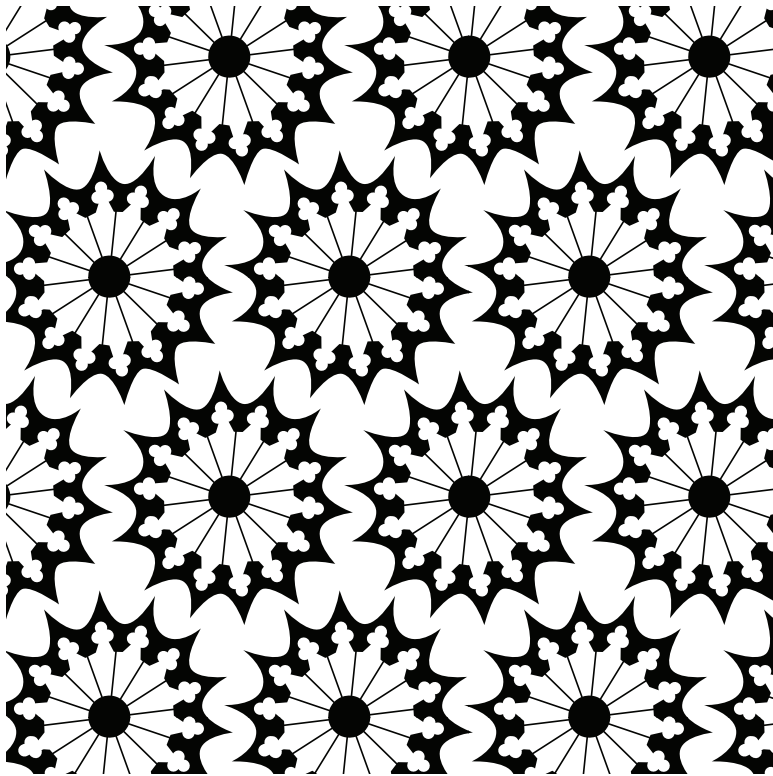
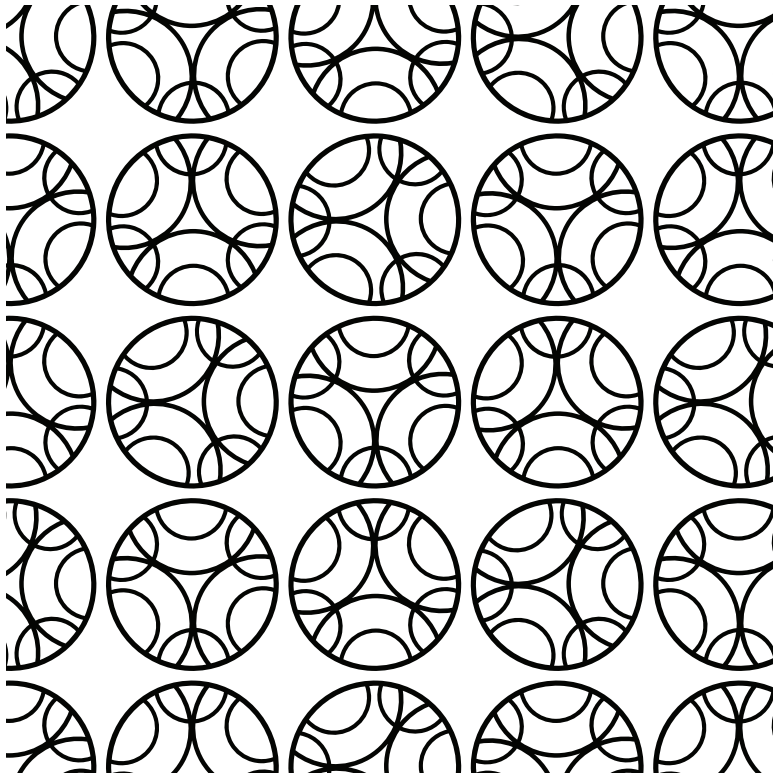
C: 7.37R: 232
M: 7.05 G: 229
Y: 7.99 B: 227
K: 0

Hex: E8E5E3

The extension graphic featured on the right of the patterns serves as the secondary graphic for the museum. It is to be used anytime there is an additional graphic needed outside of the primary symbol of Isabella and is encouraged in various elements. The symbol prefers to be used to represent the mark of the museum, whether it is with the word mark or on its own, so if there is a need for a background element it is necessary to either utilize this secondary element or either of the two patterns. The pattern which features the primary graphic can

not replace the representation of the mark of the museum and is only to be used for visual interest. The pattern of the secondary graphic is to be used in this same way. Any of these extensions may be put in any of the colors featured in the color scheme and may be used in a lower opacity.

Elements: Graphic Extensions



Both Craw Modern URW regular and Regina regular are used in the wordmark of "Isabella Stewart Gardner Museum" and may be used outside of that for primary lines of text. Neither, however, may be used for larger clumps of text. Most often, the phrasing "for the public forever" is to be put in Regina regular, but it does not always have to. Fang Roman regular is to be used for larger sections of text, such as descriptions. However, it is not to be used in the wordmark.

Elements: Typography

Craw Modern URW Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789.,?!"'

Regina Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789.,?! "'

Fang Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789.,?!"'

When using the lockup up of either “Isabella Stewart Gardner Museum” with the symbol or “Isabella Museum” with the symbol, do not set the entirety of the logo in either the green or purple symbol. These colors are meant to be used as accents respectively in the logos and are tied in with the black. On the other hand, if using the off-white color for either of these variations, it must be used for the entire lockup. It cannot just be used for the symbol or the symbol and “Stewart Gardner,” like how the green and purple is treated. If you were to

try and mix and match with the black and off white, this would make one of the colors hard to read depending on the color they are on, given one is so drastically light and the other is so drastically dark. Finally, do not mix together the green and purple when working with these logos. This creates an over separation in the logo, given it is using only two accents.

Elements: What Not to Do

Isabella
Stewart Gardner
Museum



Isabella
Museum



Isabella
Stewart Gardner
Museum



Isabella
Museum



Isabella
Stewart Gardner
Museum

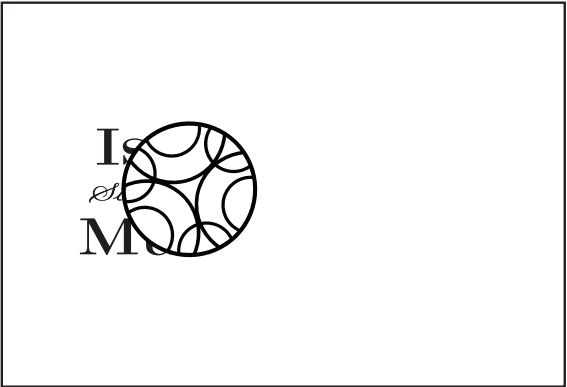
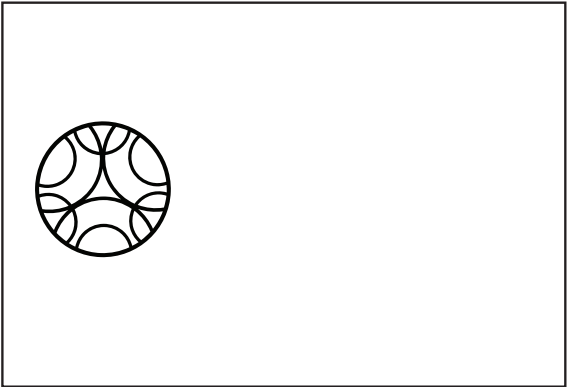


Isabella
Museum



This animation is to be used sparingly and must end with the formal lockup. Colors may be implemented into this animation as well, however, the guidelines surrounding color pallet must still be followed. The animation featured on a plain background is preferred as opposed to one of the patterns, but background elements may be added once the lockup is complete.

Elements: Animation



There are two business card variations that may be used depending on what is necessary. The larger sized purple business card is to be used most often, but the smaller, green version is still a usable option. Both feature all of the most prominent information as well as the full logo lockup on the back, while the front utilizes the secondary graphic at a lower opacity. Only the smaller card utilizes “for the public forever,” however, it does not have “Isabella Stewart Gardner Museum” featured on the front, which is why it is not preferred. Both do

well to represent the museum and the values, but once more the one with the prominently featured title is better.

Elements: Business Cards

Isabella

Stewart Gardner

Museum

Isabella
Stewart Gardner
Museum



25 Evans Way
Boston, MA 02115
617 566 1401
information@isgm.org
gardnermuseum.org

For the public forever

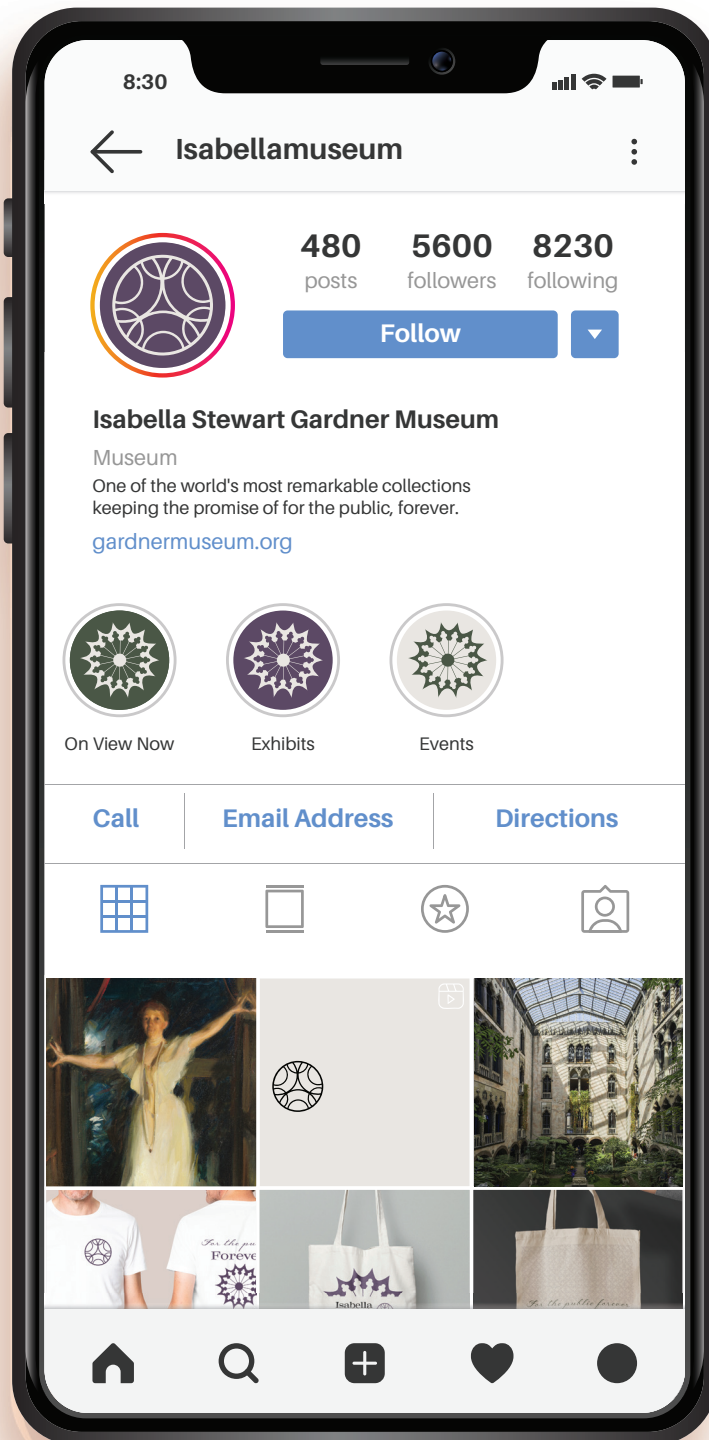
25 Evans Way
Boston, MA 02115
617 566 1401
information@isgm.org
gardnermuseum.org

Isabella
Stewart Gardner
Museum



The Instagram for the museum should prominently feature the green, purple, and off-white color scheme. The profile picture must utilize the primary symbol of the brand while the secondary may be used in other aspects of the page. Further, the name being "Isabella Museum" is best given it highlights the same words that are emphasized in the wordmark. The posts should consist of images of events, merchandise, and occasionally pieces in the collection.

Elements: Social Media



The website is another vessel in which to emphasize the slogan of “for the public forever,” meaning that its presence on the home page is integral to maintaining the brand identity. The website design also serves as an example on how to utilize the purple and green simultaneously, as well as how the pattern featuring the secondary graphic may be used. The most prominent buttons for continued action are “get tickets” and “explore now,” moving the customer toward making their way to the museum and/or perusing the

large collection. The full version of the website features the full lockup logo as well as the various primary pages prominently.

Elements: Website

[Visit](#) [Programs](#) [About](#) [Organization](#) [Join & Give](#)



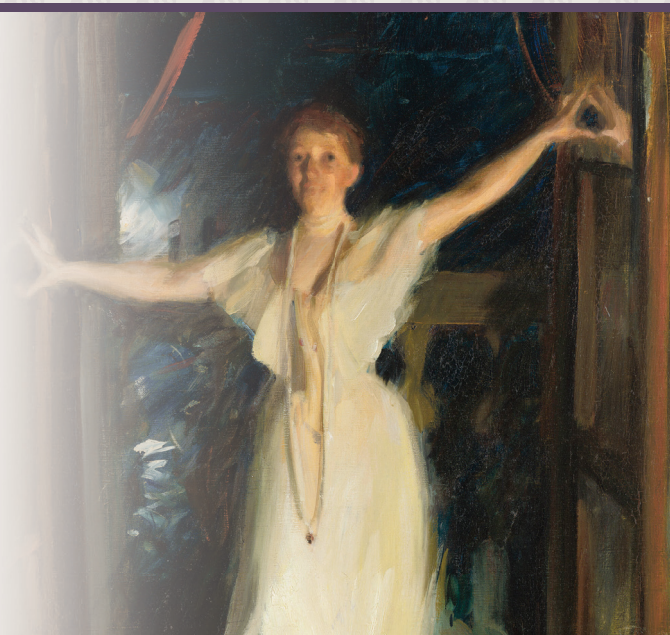
[Search](#)  [Cart](#)

[Get Tickets](#)

For the public forever

Begin your journey through Isabella's expansive collection today, from the comfort of your very own home.

[Explore Now](#)

A large, vertical oil painting of Isabella Stewart Gardner. She is depicted from the waist up, wearing a light-colored, possibly white, dress with a high collar and long sleeves. Her arms are raised, and she is looking towards the viewer. The background is dark and indistinct, with some architectural elements visible on the right side.

The website is another vessel in which to emphasize the slogan of “for the public forever,” meaning that its presence on the home page is integral to maintaining the brand identity. The website design also serves as an example on how to utilize the purple and green simultaneously, as well as how the pattern featuring the secondary graphic may be used. The most prominent buttons for continued action are “get tickets” and “explore now,” moving the customer toward making their way to the museum and/or perusing

the large collection. This tablet version still utilizes the full lockup logo, however. the page titles have been condensed into the three lines to save space at the top. The painting of Isabella additionally is moved to the bottom for spacing purposes.

Elements: Tablet

Isabella
Stewart Gardner
Museum



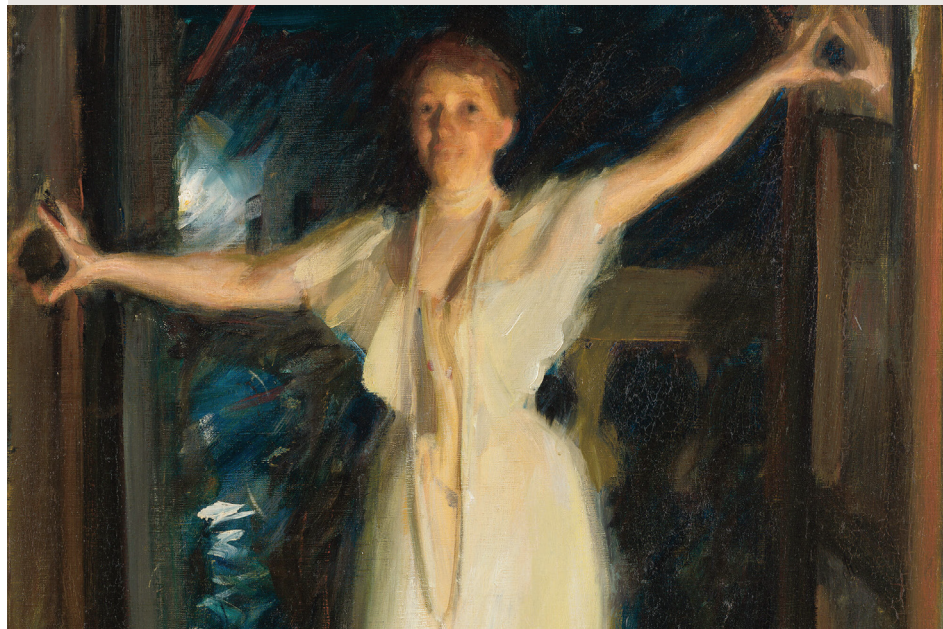
Get Tickets



For the public forever

Begin your journey through Isabella's expansive
collection today, from the comfort of your very
own home.

Explore Now



The website is another vessel in which to emphasize the slogan of “for the public forever,” meaning that its presence on the home page is integral to maintaining the brand identity. The website design also serves as an example on how to utilize the purple and green simultaneously, as well as how the pattern featuring the secondary graphic may be used. The most prominent buttons for continued action are “get tickets” and “explore now,” moving the customer toward making their way to the museum and/or perusing the

large collection. This phone version utilizes the three lines to save space at the top like the tablet variant, yet only utilizes the symbol as a logo. The painting of Isabella is moved to the bottom for spacing purposes, like how it is presented in the tablet layout.

Elements: Phone



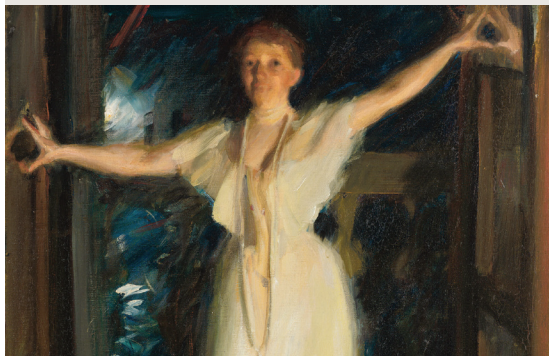
Get Tickets



*For the
public forever*

Begin your journey through Isabella's expansive
collection today, from the comfort of your very
own home.

Explore Now



This poster is made to quickly inform the viewer of the location of the museum, as well as their values. This poster would be best located somewhere a distance from the museum so that it could reach a wider audience and draw in more people to the museum. Somewhere with heavy foot traffic is what this is ideally catered to, given that would allow people a moment to take in the information after being initially drawn in.

Elements: Poster

Isabella
Museum



For the public
Forever



25 Evans Way
Boston, MA 02115

www.gardnermuseum.org

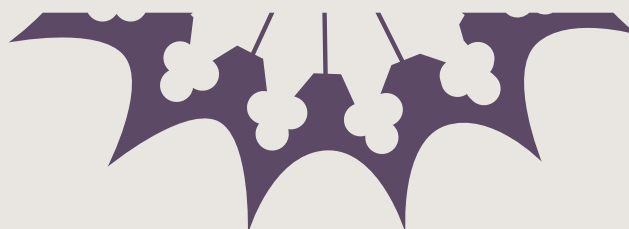
This tote bag is designed so that it displays both the logo as well as the secondary logo to the consumer, and is to be sold in the gift shop. The primary color used in this design is to be the purple.

Applications:

#1 Tote Bag 1



Isabella
Stewart Gardner
Museum



This tote bag is designed so that it displays both the pattern of the primary logo as well as the slogan, and is to be sold in the gift shop. The design is one of the few that utilizes both the green and purple colors, but does it so that the museum visitor has an option of which bag they would prefer.

Applications: #2 Tote Bag 2



This is a sign made to be used as a template for wayfinding signage to appear in each room of the museum. Not only does the design welcome the visitor into the room, but provides access to the necessary room guides. The design is meant to be similar to the other poster option, but rather is to be utilized inside of the museum rather than outside. Thus, it does not utilize the slogan or other tactics to drive home the message of the museum, as it is not necessary.

Applications:

#3 Wayfinding Signage

Isabella
Museum



Welcome to the
Dutch Room



Scan the QR code for
room information



This t-shirt is yet another item to be sold in the museum gift shop. It features only the symbol of the museum rather than the full lockup in order to still provide the tie to the identity of the brand, and is therefore an example of how to do this. The back features a different way to present the slogan while also incorporating the secondary graphic in full.

Applications:

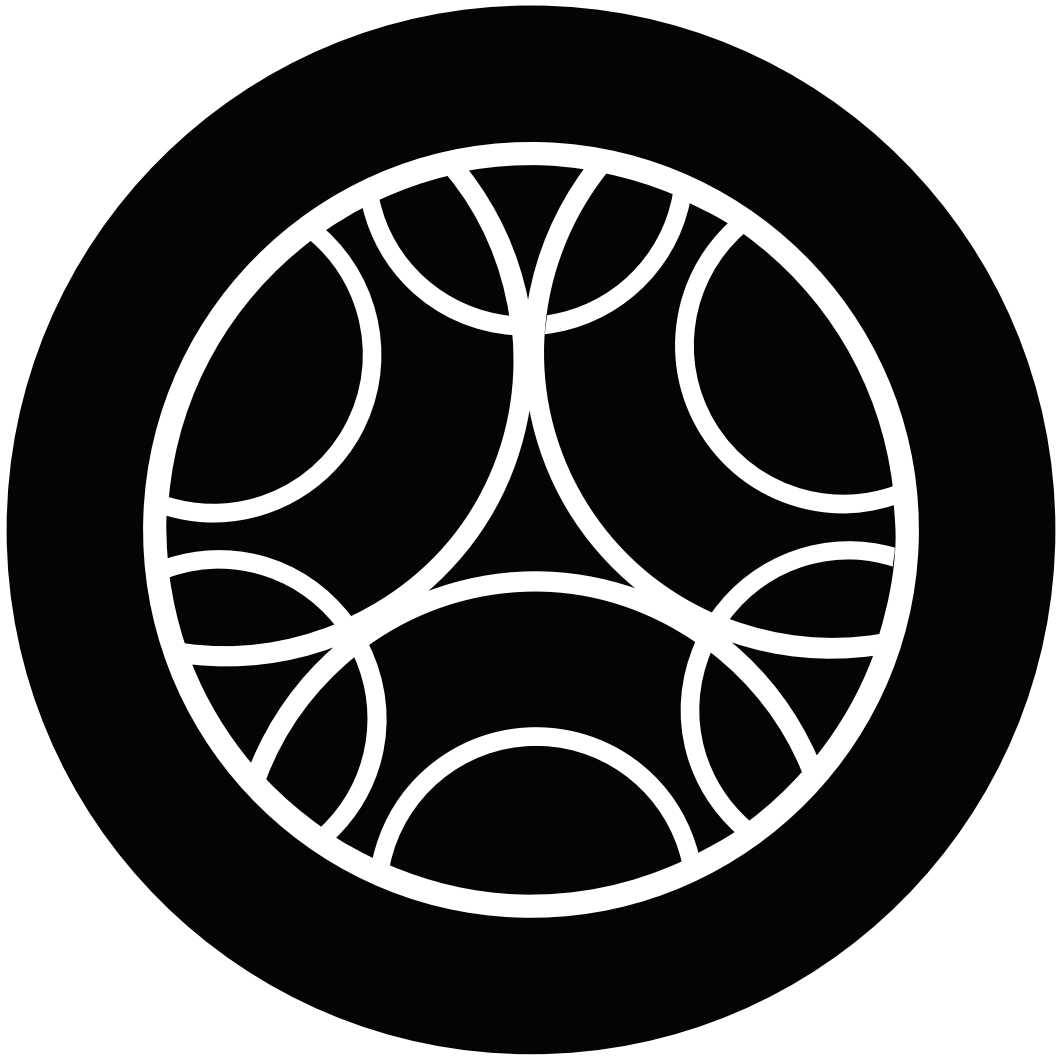
#4 T-Shirt



This stamp is to be used to allow the visitors to re-enter the museum if they must exit for any reason, and is yet another example of how to use the primary symbol on its own. The purpose of this design is to be a simple way to tell whether or not someone may be allowed back in, and is thus the easily recognizable symbol. It additionally helps strengthen the identity of the brand both to the person receiving the stamp and to those seeing it.

Applications:

#5 Stamp



This is a visualization of how the poster would appear in a high-traffic area where people are traveling. This specifically could be applicable to the T train in Boston, for example.

Applications: Space & Place



These are examples of how these applications would look when brought to life in the form of the website, the tote bags, the business cards, and finally the t-shirts. Here, it is especially evident on how the identity stands out as an entity and overall comes together across different products.

**Mockups:
Website, Tote Bags,
Business Cards, T-Shirt**

