

ARLINGTON HISTORICAL SOCIETY

BRAND PALETTE

APRIL 2022

Name & Promise

Arlington Historical Society

Arlington Historical Society: Jason Russell House & Museum

Bringing history to life. // Bring history to life.

Preserve. Interpret. Share.

Mission

The Arlington Historical Society: Jason Russell House & Museum is dedicated to preserving, interpreting and sharing Arlington's history and the Society's collections so that the community may engage and interact in historical discovery, finding a sense of place.

Key Values

The stories of Arlington individuals, families, and events associated with the town are interpreted in the Society's collections, programs, and Museum exhibitions. We bring community together. We captivate the story of our historical setting. We create educational impressions and memories that span generations.

We are:

MEMORABLE

FRIENDLY

CREATIVE

ACCESSIBLE

Design Identity

The Arlington Historical Society brand ID is defined by a 3/4 traditional, 1/4 modern style that maximizes use of historic colors, iconic illustrations, and timeless font faces. Brand imagery should prioritize representing inclusion, community, and thoughtful composition. Signature brand style is supported by a balanced use of both historic images and modern, colorful photography. Brand content colors and fonts are defined in the brand style palette.

Writing Style

tone

The Arlington Historical Society brand persona can be described as a “friendly guide.” The brand’s writing voice should be expressed with an engaging, welcoming tone. Overall approach should prioritize professional yet conversational language crafted in a way that is perceived as creative and intriguing.

Communication is:

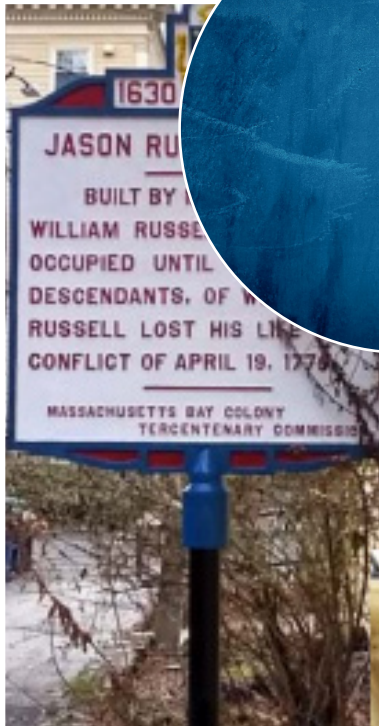
- Authentic and conversational, but not informal
- Comprehensive and digestible, but not complicated
- Friendly and welcoming, but not superficial or juvenile
- Inclusive and mindful, not antiquated
- (Imagine a voiceover) Maternal, female voice with the poised, familiar tone similar to that of a fond mentor or favorite teacher.

GROUND RULES

Written communications follow professional writing standards based on purpose and place. Formal or published written pieces follow APA Style. Written pieces for marketing, client communication, business operations and social media will adhere to consistency with:

- In legal documents or policies, company name is written:
Arlington Historical Society
Arlington Historical Society: Jason Russell House & Museum
- In copy-writing or conversation, company name may also be written or referred to as:
"AHIS"
- In copy-writing or conversation, prioritize gender inclusive language
- In copy-writing titles and paragraphs, use of written out numbers
- Use of an oxford comma
- Avoid use of emojis in social media
- Avoid passive tense

MOOD BOARD



BRAND ADJECTIVES

distinctive

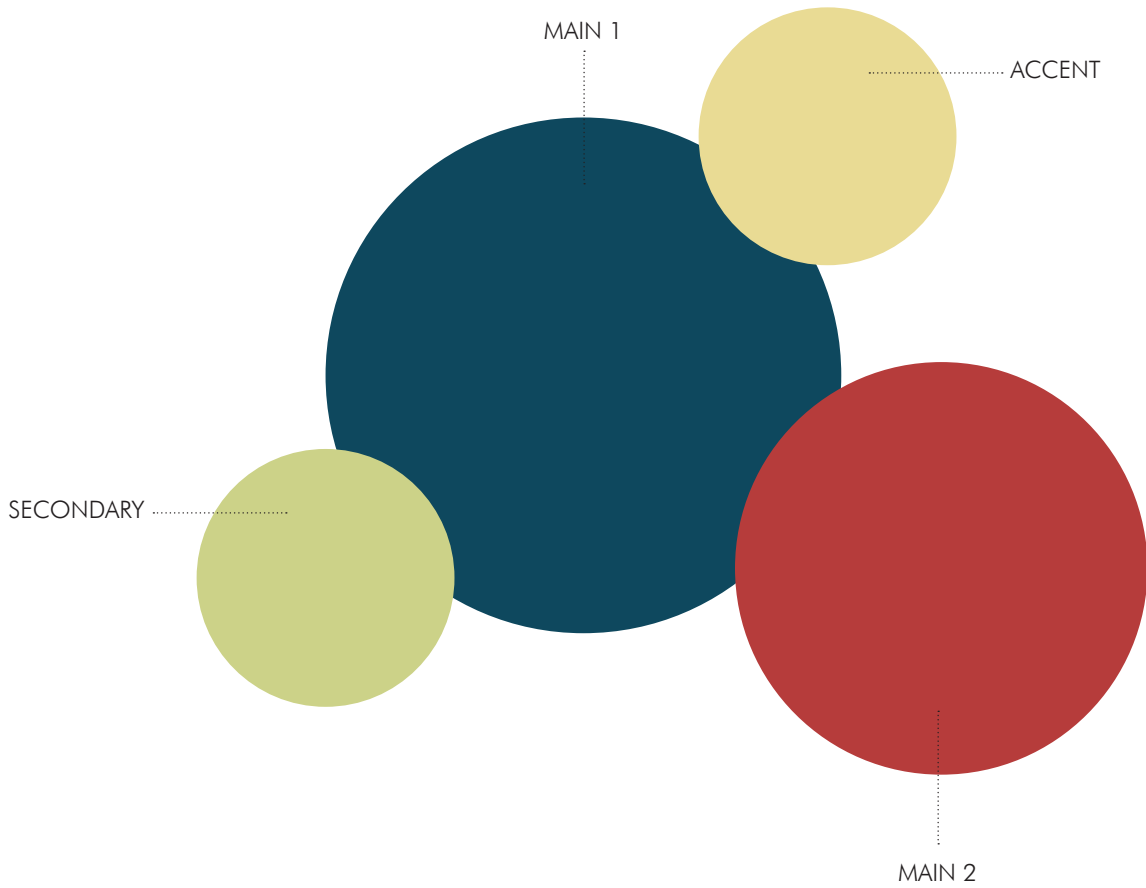
MODERN

CLEVER




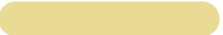



COHESIVE

POLISHED

COLOR PALETTE



COLOR VALUES

			
<p>PRUSSIAN BLUE #0E485E</p> <p>R: 14 G: 72 B: 94</p> <p>C: 94 M: 65 Y: 44 K: 30</p>	<p>BURNED RED #b63c3b</p> <p>R: 182 G: 60 B: 59</p> <p>C: 20 M: 89 Y: 80 K: 10</p>	<p>MODERN GREEN #ccd288</p> <p>R: 204 G: 210 B: 136</p> <p>C: 22 M: 8 Y: 58 K: 0</p>	<p>ACCENT GOLD #e9db94</p> <p>R: 253 G: 219 B: 148</p> <p>C: 9 M: 9 Y: 50 K: 0</p>
  			
<p>GREY 1 #4a3c3b</p>		<p>GREY 2 #8c837e</p>	
<p>GREY 3 #c6c4c5</p>			

Arlington Historical Society

JASON RUSSELL HOUSE & MUSEUM

..... CASLON

..... BRANDON GROTESQUE

CASLON

REGULAR *ITALIC* SEMIBOLD BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 0

., / < > ? - = ! @ # \$ % ^ & * () _ + [] { } | \ ' ~

BRANDON GROTESQUE

THIN LIGHT REGULAR *ITALIC* MEDIUM BOLD BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

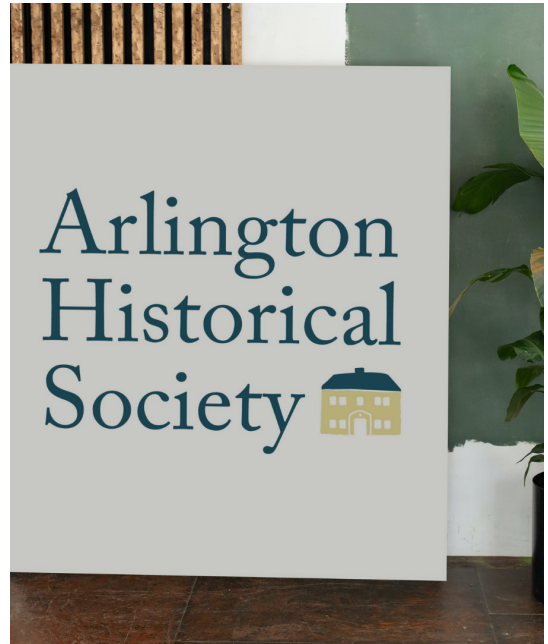
abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 0

., / < > ? - = ! @ # \$ % ^ & * () _ + [] { } | \ ' ~

FONT PAIRING

BRAND DESIGN CONCEPT



*modern
clever
cohesive
polished*



Arlington Historical Society

JASON RUSSELL HOUSE & MUSEUM

Arlington
Historical
Society 



COLOR



MOOD BOARD



TYPOGRAPHY

Caslon

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0
,./<>?-=!@#\$\$%^&*()_+[]{}|\'~

Brandon Grotesque

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0
,./<>?-=!@#\$\$%^&*()_+[]{}|\'~



Arlington Historical Society
JASON RUSSELL HOUSE & MUSEUM



Arlington Historical Society
◆ JASON RUSSELL HOUSE & MUSEUM ◆

Arlington
Historical
Society 



Arlington Historical Society
JASON RUSSELL HOUSE & MUSEUM

LOGO SET GRID

COLOR



BLACK



REVERSE



CLEAR SPACE & POSITIONING

Clear space is the area around the logo that should remain clear of any competing text or imagery. Think of it as the logo's "breathing room." The minimum clear space is equal to the height of the letter "A" in the logo, but the more space around the logo, the better.



MINIMUM SIZE REQUIREMENTS

To ensure our branding elements are legible, they must be reproduced at their minimum size or larger.



Horizontal Primary
1.3" WIDE MINIMUM



Square Secondary
.65" WIDE MINIMUM



Circle Stamp
.65" WIDE MINIMUM



Oval Stamp
.5" WIDE MIN

COLOR APPLICATIONS



White Background



Light Background
(non-distracting)

DO NOT:

- // Substitute or switch colors
- // Distort/stretch logo design
- // Resize or rotate elements
- // Recreate (use provided files)
- // Use distracting backgrounds

SINGLE COLOR APPLICATIONS



White Background



Dark Background
(non-distracting)



Solid Color Background
Light = Black Logos
Dark = White Logo

FILE FORMATS PROVIDED

BRAND FILES

For each logo iteration, the original Adobe Illustrator .ai file and .pdf/.jpg/.png formats are provided.



AHIS_Primary_Color.ai



AHIS_Primary_Color.pdf



AHIS_Primary_Color.jpg



AHIS_Primary_Color.png

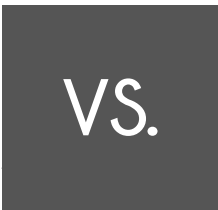
BITMAP

EXPLAINED

- // Made up of pixels in a grid
- // Resolution dependent
- // Loses quality when resized
- // Has background color

FILE TYPES

- .GIF
- .JPG
- .PNG
- .PSD
- ■ .TIFF



VECTOR

EXPLAINED

- // Made up of equations
- // Resolution independent
- // Can be scaled to any size
- // Does not have a background

FILE TYPES

- ■ .EPS or .PDF
- .AI
- ■ .SVG
- .COR

WEB FRIENDLY ■

PRINT FRIENDLY ■

GUIDELINES