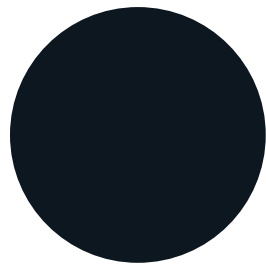
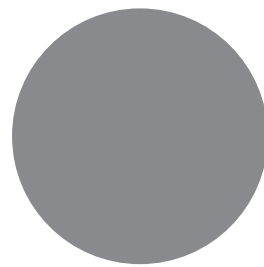


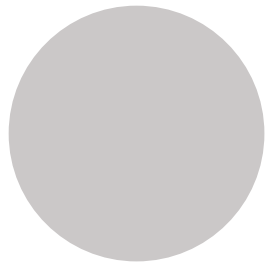
BR WHITE
 C:0 M:0 Y:0 K:0
 Opacity:100%
 hex#:FFFFFF



BR BLACK
 PMS Black 6 C
 C:30 M:22 Y:22 K:100
 hex#:000000



BR GREY
 PMS Cool Grey 8 C
 C:0 M:0 Y:0 K:60
 hex#:888A8D



BR LIGHT GREY
 PMS: Cool Grey 3C
 C:0 M:0 Y:0 K:25
 hex#:C8C9C7

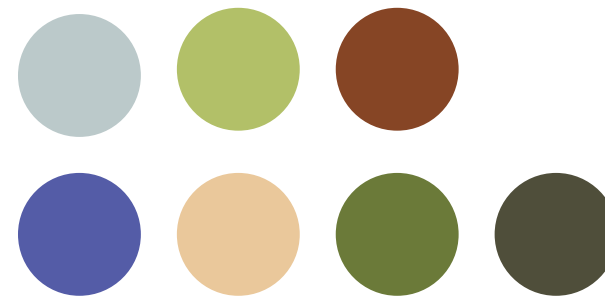
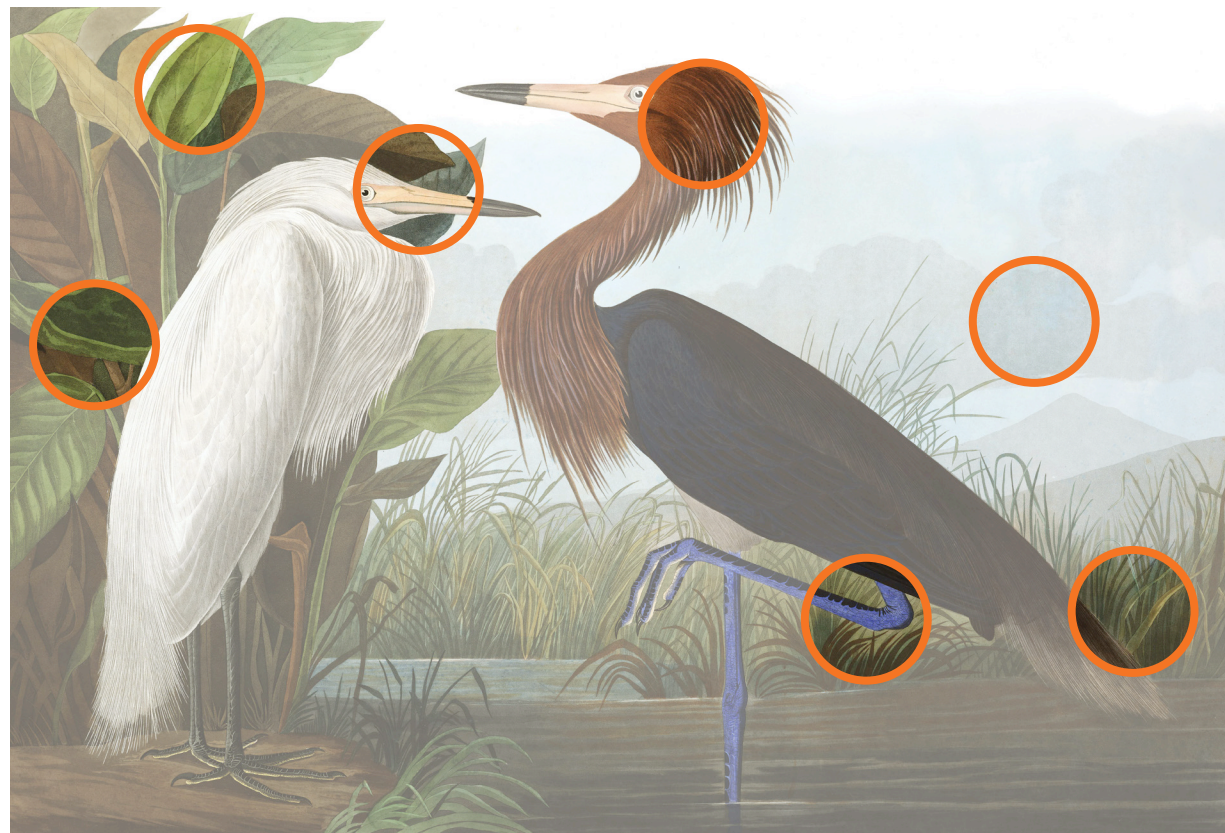
When there is no theme or photography, applications should primarily use The Brown's black or white for background colors and text. Themes may include color schemes tied to holidays or special events.

In layouts without a theme or photography, you can use shades of grey to help establish hierarchy.

COLORS

For consistency, please use the following colors when editing all print and digital applications. Please use PMS colors for specialty printed applications, such as brochures and posters, that offer PMS color matching. For most print materials that cannot match PMS, please use CMYK, and for all digital applications use the hex code.

The Brown's logo is designed for use in black and white. Color is introduced when content is added. For example, in the image below, select a color from the photo that is legible on a white background and use it as the primary color. If additional colors are needed, they can also be extracted from the photo.



Depending on the exhibition and its highlight image, multiple colors can be extracted from the artwork. For most situations, we recommend selecting three colors.

When creating illustrations using 'the frame' toolkit (see page 23), use no more than seven. Choose a range of hues to create hierarchy and visual dynamism. The example on the left illustrates this system.

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

TITLES: CIUTADELLA—SEMIBOLD & SEMIBOLD ITALIC

Please use all caps for all titles, with either left-aligned or centered typography. Use italics sparingly and only when appropriate, such as when emphasizing a name within a title.

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

TEXT: JOLY TEXT—REGULAR & REGULAR ITALIC

Please use sentence case for text and ensuring left-aligned or centered formatting for all applications. Use regular weight for most text situations.

TYPEFACES

For consistency, please use the following typefaces for all print and digital applications. Text and titles should be either left-aligned or centered, depending on the application. [Ciudadella](#) licensing is available at Emtyp, [Joly Text](#) can be downloaded for free with an Adobe account, and Georgia is available on all computers.

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

SYSTEM FONT: GEORGIA—REGULAR & ITALIC

Not all computers at The Brown have Ciudadella and Joly Text, and many staff members may not know how to install fonts. For internal communications, use a system font available on all computers. Avoid using it in designed materials, as it can weaken the brand.

TIDE POOL: EXPLORING COASTAL COMMUNITIES

TITLES

Leading: 110%

Tracking: Metric 5

Word Spacing: Minimum 85%; Desired 95%; Maximum 105%

Letter Spacing: Minimum -2; Desired -1; Maximum 0

Proportional Lining; Hanging quotes; No hyphenation

TEXT FORMATTING

For consistency, please use the following text formatting for all print and digital applications. Since the brand is visually simple on its own—without supporting content—it’s important to follow these guidelines to maintain a unified brand language across all uses.

Dive into the mesmerizing realm of the world’s oceans through this exhibit that showcases some of the Museum’s most interesting marine specimens.

TEXT

Leading: 130%

Tracking: Metric 5

Word Spacing: Minimum 85%; Desired 95%; Maximum 105%

Letter Spacing: Minimum -2; Desired -1; Maximum 0

Proportional Lining; Hanging quotes; Ligatures; No hyphenation