SOUTHERN ALLEGHENIES
MUSEUM OF ART

DESIGN IS
ART

BRAND MANUAL STYLE GUIDE

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ABOUT SAMA

Southern Alleghenies Museum of Art

The Southern Alleghenies Museum of Art (SAMA) is a community art museum founded in 1976. SAMA successfully operates the nation's longest-running museum satellite system with five museum facilities in the southwestern Pennsylvania cities of Altoona, Bedford, Johnstown, Ligonier and Loretto. The Museum maintains a permanent collection of more than 4,500 works of local, regional, national and international artists. SAMA's five museums offer award-winning education programs, special events, and more than two dozen exhibitions annually.

Nestled in the picturesque mountains of Western Pennsylvania, the Southern Alleghenies Museum of Art was founded to provide a cultural resource for the region's underserved rural population. With a diverse schedule of world-class exhibitions of American art, award-winning education programs, and ambitious special events, the Museum has become a respected constituent of the region's cultural landscape. Over the course of its long and heralded history, SAMA has developed into a museum satellite system numbering five sites spanning four counties while offering an impressive series of programs, exhibitions and events that annually reach tens of thousands of the region's citizens.

The Southern Alleghenies Museum of Art exists to preserve, exhibit, and advance American art and is dedicated to making its programs and activities accessible to the people of the southwestern area of central Pennsylvania. By establishing and maintaining a museum of art and by providing programs and activities of a public, charitable, civic, cultural, literary, and educational nature, the Museum serves the people of the region. Charged with the development, maintenance, and perpetuation of a permanent collection, the Museum mounts exhibitions designed to evoke an interest in and an understanding and appreciation of American art. As well, it serves as a repository for distinctive collections.

01 LOGO GUIDELINES

OUR LOGO

A logo identifies a business in its simplest form via the use of a mark or icon. It is a graphic mark, emblem, or symbol used to aid and promote public recognition. The new logo mark is a freshening up of what's been there all along: rectangles on blocks which make up the acronym SAMA, short for Southern Alleghenies Museum of Art.

From a design perspective, it's clean, modern, hip and a creative use of the acronym in a graphic way. The new logo mark is a quick communicator of SAMA's 42-year history, and its collection of fine art.

While our logo has two formats, single-line and stacked, the primarty elements are the same. The formats were developed to accomodate various printing and web-based formats.

logotype

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trademark   typography

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logotype

trademark

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typography

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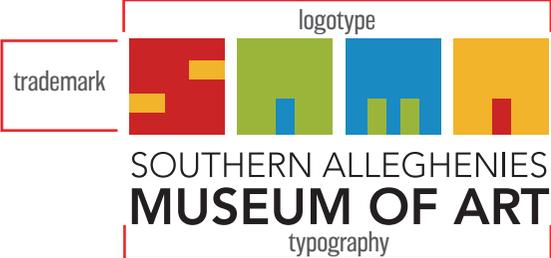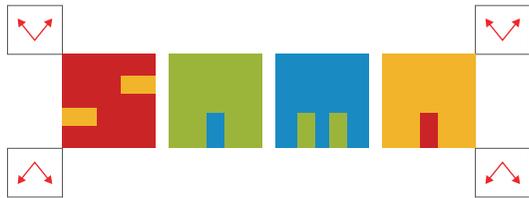
USING OUR LOGO: CLEAR-SPACE RULE

Our logo is one of our most visible and valuable assets. Respect it.

The "single-line" logo is the primary SAMA logo design. When the designed material is not suitable for the single-line logo (it becomes too small to be legible), use the stacked-logo design.

Always position the logo for maximum impact and give it plenty of room to breathe. This will help to ensure our logo's visibility and legibility. When reproducing our logo, be conscious of its size and legibility. Use common sense—a signature that is too small ceases to serve any useful communication function. Generally, our logo should never appear less than 1/4" tall on printed materials, and no less than 36px tall in the digital realm.

159 px   6.68 px   210 px

36 px

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36 px

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LOGOTYPE CLEARSPACE

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TRADEMARK CLEARSPACE

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The minimum clear space for the SAMA logo is defined as the height of the SAMA blocks.

Understanding the clear-space rule is essential, as it is also the standard for logo position and scale on most printed communications. In that regard, the clear space rule should be maintained as the logo is proportionately enlarged or reduced in size.

USING OUR LOGO: WHAT NOT TO DO

The SAMA logo has been carefully designed and should never be altered in any way. These examples illustrate how NOT to use the logo, but do not include all instances of misuse.

DO NOT:
1. Alter the logo in any way.
2. Use any part of the logo, including the SAMA blocks, as part of another word.
3. Redesign, redraw, animate, modify, distort, or alter the proportions of the logo.
4. Surround the logo with—or place in the foreground over—a pattern or design.
5. Rotate or render the logos three-dimensionally.
6. Add words, images, or any other new elements to the logo.
7. Replace the approved typeface with any other typeface.
8. Enclose the logo in a shape or combine it with other design elements or effects.
9. Modify the size or position relationship of any element within the logo.
10. Add additional copy to the logo.

EXAMPLES OF MISUSING OUR LOGO:

DO NOT RETYPE TEXT
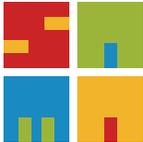
DO NOT ADD GRAPHICS

DO NOT ADD SHADOW

DO NOT STRETCH

DO NOT STACK TRADEMARK

**DO NOT DISTORT**

DO NOT ALTER COLOR

DO NOT USE AS PART OF A WORD

The [logo] logo is our most valuable brand asset.

USING OUR LOGO: B&W AND SINGLE COLOR

When the use of color is restricted by design or by budget limits, the use of a black and white logo is approproate. Two options for B&W reprocution are available: Line Art and Greyscale.

BLACK AND WHITE LOGO - LINE ART

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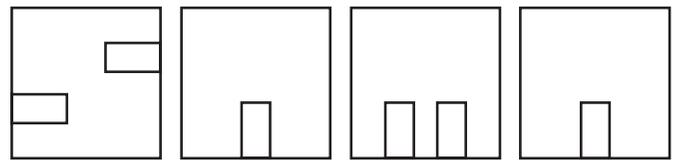
SOUTHERN ALLEGHENIES
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Maintain the minimum point with of the line work on the SAMA Blocks to no smaller than 0.25 pts. Any line width smaller than 0.25 is illegible and correct logo representation is lost.

BLACK AND WHITE LOGO - GREYSCALE

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When using the greyscale version, do not place on photos or patterned backgrounds. Use only solid black or white backgrounds only.

USING OUR LOGO: APPLICATION ON DIFFERENT BACKGROUNDS

The logo, either color or single color, has its best clarity on solid color backgrounds in either black or white. Placing the logo on top of an image must be thoughtfully designed.

02 COLORS

PRIMARY COLORS

These four colors are the escense of our image. The vibrant colors of the logo refelct the dynamic energy of our organization and its art collection. They play a vital role in establishing a clear and powerful image and in defining the Southern Alleghenies Museum of Art brand.

COLOR CODES

CMYK	14%% 99% 100% 4%
RGB	206 14 45
HEX	#CB2627
LAB	203 38 39
PANTONE	186 C
GREYSCALE	70.52%

COLOR CODES

CMYK	45% 13% 100% 0%
RGB	154 181 59
HEX	#9AB53B
LAB	74 -17 86
PANTONE	390 C
GREYSCALE	26%

COLOR CODES

CMYK	5% 30% 96% 0%
RGB	244 178 35
HEX	#ecb323
LAB	78 17 74
PANTONE	7409 C
GREYSCALE	22.35%
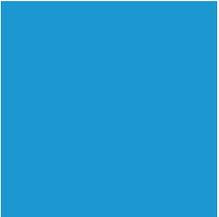
COLOR CODES

CMYK	81%% 34% 6% 0%
RGB	19 139 194
HEX	#138BC2
LAB	45 68 40
PANTONE	186 C
GREYSCALE	44.71%

OUR FONT
AND TYPOGRAPHY

03

PRIMARY FONT

Typography is a powerful tool. When used effectively, the right font commands attention, elicits emotions, and above all, creates a voice. It's why typography is such an essential component of our brand's visual identity.

Gotham is a sans-serif font. It has a geometric structure that is modern and fresh. Gotham has a relatively broad design with a reasonable high x-height and wide apertures. It goes well with Mercury, Antenna, Chronicle, Open Sans, Whitney, Brandon Grotesque, Roboto, Futura, Times New Roman and Archer. No special kerning (letter spacing) of font is employed,

AVOID TRITE CORRELATIONS

- Don't use Papyrus just because your topic is "ancient" in some way (Better yet, don't use Papyrus at all)
- Don't use Comic Sans just because your topic is humorous (Better yet, don't use Comic Sans at all)

- Don't use Lithos just because your topic is about Greek restaurants
- Don't use Archive Antique Extended a just because your topic deals with Westerns

GOTHAM

Bold

A B C D E F G H I J K L M N O P Q
a b c d e f g h i j k l m n o p q r s

Book

A B C D E F G H I J K L M N O P Q
a b c d e f g h i j k l m n o p q r s t
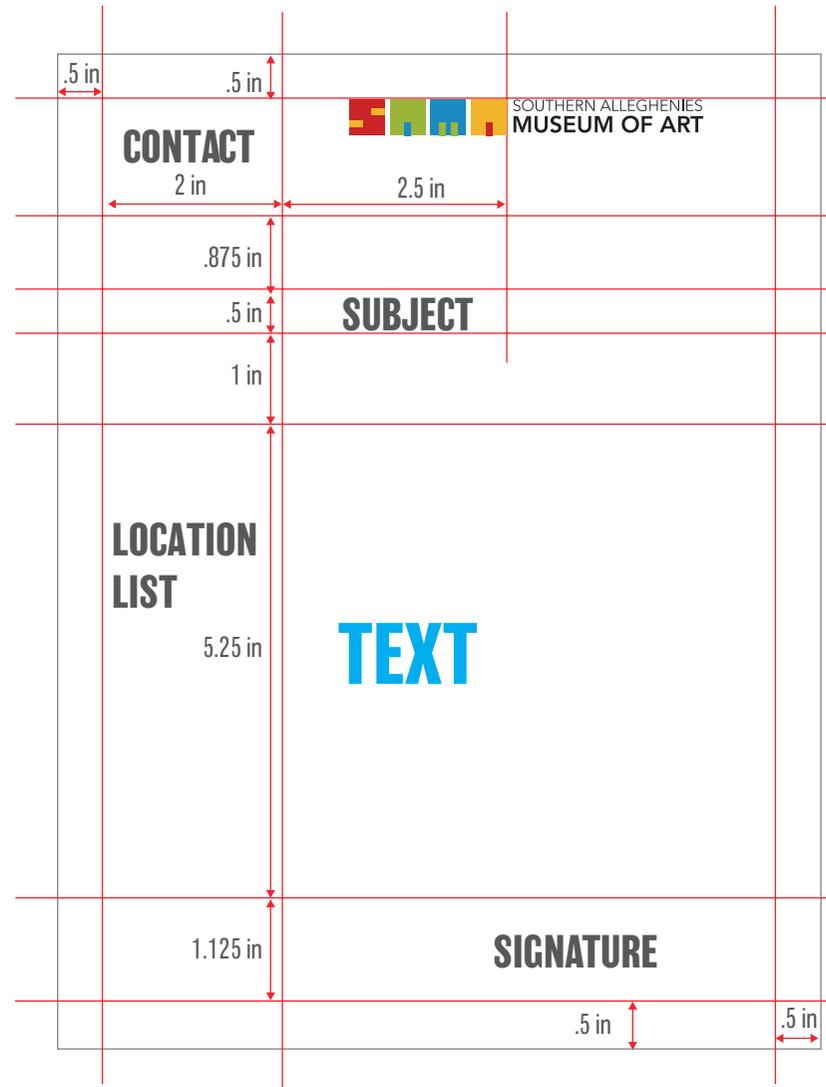
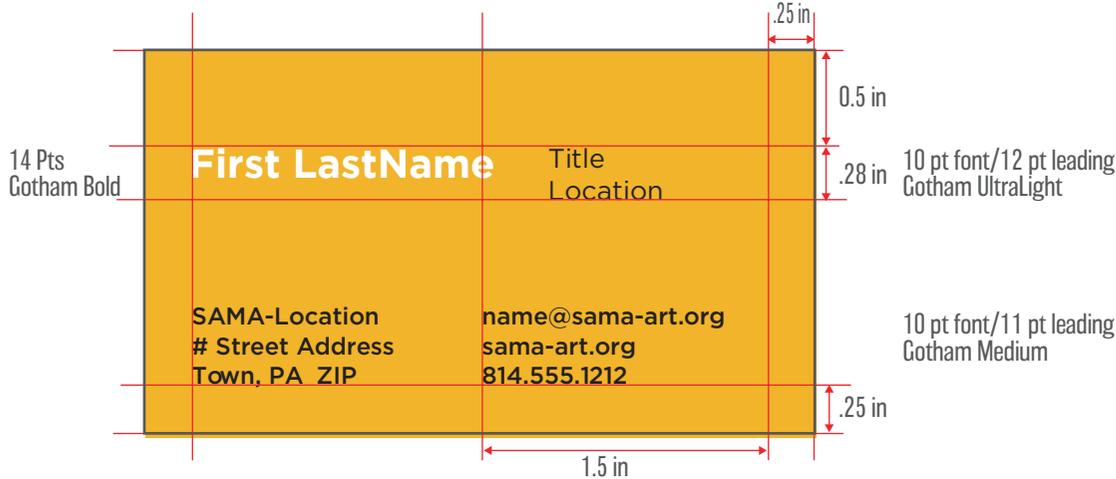0 0 1 2 3 4 5 6 7 8 9 0

04 STATIONERY DESIGN

LETTERHEAD

Whether the letterhead is be printed in color or black & white, the layout remains the same.

FONTS, LINE SPACING, AND MARGINS

The recommended font for correspondence is Gotham Book, 10 points. The recommended line spacing is 13 points. Left and right margins should be set to according to specs on diagram .

.5 in

.5 in

CONTACT

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2 in

2.5 in

.875 in

.5 in

SUBJECT

1 in

LOCATION
LIST

TEXT

5.25 in
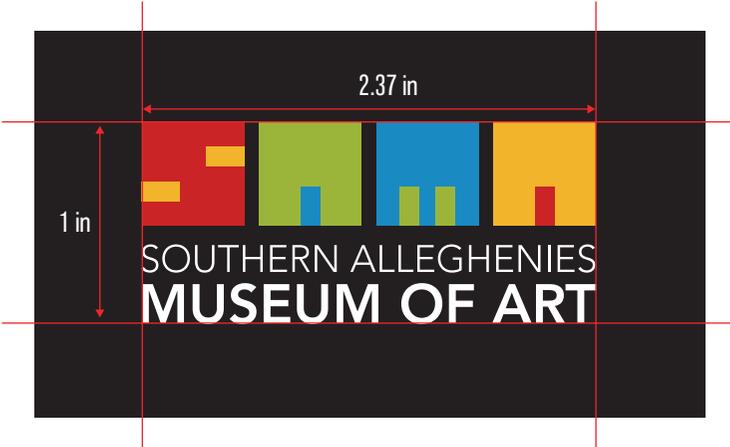
1.125 in

SIGNATURE

.5 in

.5 in

BUSINESS CARD & EMAIL SIGNATURE

The layout of business cards allows plenty of room for staff to customize their contact information and affiliation within the museum.

Business card designs, including the logo, may not be altered.

The layout of email signauture allows plenty of room for staff to customize their contact information and affiliation within the museum. In addition, social media icons can be incorporated into the email signature. If using "Confidenal" blurbs, use Gotham Book font to maintain style. Do not use any other color other than black on the signature text.

.25 in

0.5 in

.28 in — 10 pt font/12 pt leading Gotham UltraLight

14 Pts
Gotham Bold

First LastName   Title
                       Location

SAMA-Location   name@sama-art.org
Street Address   sama-art.org
Town, PA ZIP   814.555.1212

10 pt font/11 pt leading
Gotham Medium

.25 in

1.5 in

2.37 in

1 in

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FirstName LastName ← Font: Gotham Meduim, 20/24 pt*.
Title/Location ← Font: Gotham Book, 14/16 pt.

SOUTHERN ALLEGHENIES
MUSEUM OF ART ⎤ Logotype: straight-line

P.O. Box 9 I Loretto, PA 15940
Main: 814-472-3925 I Fax: 814-472-4131 ← Font: Gotham Book, 12/14 pt.
**www.sama-art.org** ← Font: Gotham Meduim, 12/14 pt.

* Font point size/Leading point size

ENVELOPE

A simple black and white logo suffices for the stardard #9 or #10 correspondence envelopes.

When designing invitations or other correspondence mailings, maintain the position of the logo and address. On response envelopes, maintain Gothom font useage whenever possible, especially on the response envelope.

.375 in

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P.O. Box 9, Loretto, PA 15940
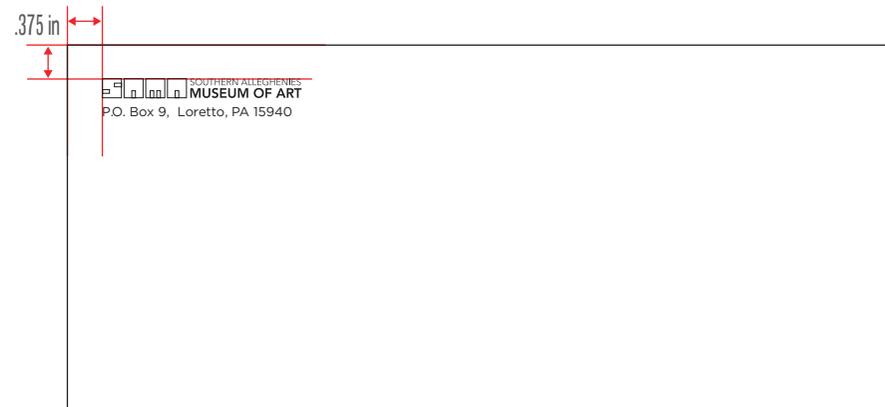
05 SUMMARY

WE'RE JUST GETTING STARTED

Many people believe a brand only consists of a few elements - colors, fonts, a logo, a slogan and perhaps music added in too. In reality, it is much more complicated than that. You might say that a brand is a 'corporate image'.

The fundamental idea and core concept behind having a 'corporate image' is that everything a company or organization does, everything it owns and everything it produces should reflect the values and aims of the business as a whole. It is the conscious effort of this core idea that makes up the organization, driving it, showing what it stands for, what it believes in and why we exist. It is not purely some colors, some typefaces, a logo and a slogan.

The creation of the new SAMA logo and its implementation is just the beginning. This manual is intended to be a helpful guide. It will continue to be developed and expanded with helpful design directives such as, newsetter, flyer, signage, postcards, inviations and other print collaterial materials, social media personality and web site design.

More homework needs to be done. We need to have discussions as to:
• who we are;
• who do people think we are;
• what do we want to be;
• what slogan do we want;
• and, how do we let people know on a consistant basis who we really are.