



BRANDING GUIDELINES

A reference for the correct use of the Huntington Museum of Art brand, messaging and identity materials.

2025

This manual establishes Huntington Museum of Art (HMA) branding and identity standards and is to be used by all departments and employees.

The use of the Huntington Museum of Art name or names must follow these guidelines and be approved by the Director of Public Relations.



QUESTIONS?

John Gillispie, *Director of Public Relations*
(304) 529-2701 | jgillisp@hmoa.org

WHY IS OUR BRAND IMPORTANT?

A cohesive brand is crucial for the Huntington Museum of Art in fostering trust, recognition, and unity among our patrons, supporters, and the broader community. When our institution presents a unified voice and visual identity, it strengthens our position and enhances the impact of our mission. As we work to inspire, educate, and engage through art, a unified brand helps us build lasting relationships, clearly communicate our values, and share the unique story of the Huntington Museum of Art's cultural significance and vision for the future.

In all that we do, always refer to our mission and vision for guidance.

MISSION

The Huntington Museum of Art serves the public as a museum and cultural center and in the greater community acts as a presence and advocate for the areas of arts, education and nature.

VISION

The Huntington Museum of Art will become an integral part of the lives of all citizens, facilitating creativity, access and opportunity to the social structure of the region.

WHO ARE THE GUIDELINES FOR?

The guidelines in this manual are designed for use by all Huntington Museum of Art staff and any external partners creating print or digital materials on behalf of HMA. These guidelines apply to all forms of communication, both internal and external, including, but not limited to, websites, social media, direct mail, newsletters, event materials, advertisements, sponsorships, posters, banners, email marketing, visual presentations, events, and more. By adhering to these standards, we ensure a consistent and professional representation of HMA's brand across all platforms.

HUNTINGTON MUSEUM OF ART LOGO

The pillar is our overarching brand. Use these logos for official Museum business, gift agreements, guidelines and announcements, grant materials, Museum Board of Directors materials, and Museum-specific slideshow presentations.



MAIN LOGO
(Stacked)



MAIN LOGO
(Horizontal)

The horizontal logo is only to be used when the stacked logo is not feasible.



SECONDARY LOGO

The secondary logo may be used on materials where the brand has already been established.

This includes instances where the overall design and visual identity have been set, and the logo serves to reinforce HMA's presence. It is important that the logo is applied consistently and does not alter or distort the established brand elements. The logo should always be positioned with care and in a way that complements the overall design, ensuring it aligns with HMA's visual identity standards.



ICON LOGO

Icon only for social media.

HUNTINGTON MUSEUM OF ART BLACK-AND-WHITE & REVERSE LOGO

When black-and-white or reverse options are needed, the logo should only appear in solid black or white as shown below.



HUNTINGTON MUSEUM OF ART LOGO MISUSE

THE LOGO MAY NOT BE ALTERED IN ANY WAY.

Any of the HMA logos may not be changed in color that is not listed in this guide. They may not be stretched out of proportion to fit an application, or printed smaller than the recommended size shown below. This includes any logos that fall under the departments or special applications as well, such as Museum Making Connections or special event logos.

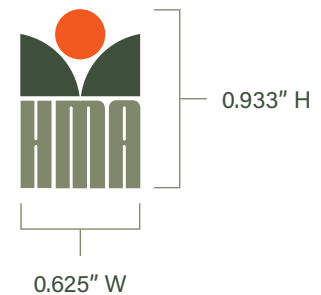
DO NOT CHANGE COLORS



DO NOT STRETCH OR CHANGE ASPECT



Minimum Size





MUSEUM MAKING CONNECTIONS LOGO

The Huntington Museum of Art's Museum Making Connections Program offers educational experiences that engage students across the Tri-State region with the Museum's diverse collection. Consistent branding is key to ensuring the program is easily recognized and aligned with HMA's mission to provide enriching cultural experiences that impact students' personal and academic growth.



SPECIAL EVENTS

HMA's Special Events, including the prestigious Museum Ball, are cornerstone occasions that bring the community together to celebrate art, culture, and philanthropy. These events provide unique opportunities for engagement, raising awareness of the Museum's mission and supporting its ongoing programs. Consistent branding across all event materials is essential to maintaining a professional image, ensuring that each event aligns with HMA's reputation for excellence, and creating a cohesive experience that resonates with attendees and supporters alike.

Special events may feature their own custom event logos to reflect the unique character of each occasion; however, these should always be paired with HMA's approved special events logo to maintain brand continuity.

Note: If your event design does not use the official HMA color palette, please use either the all-white or all-black version of the HMA special events logo.



OPEN DOOR MEMBERSHIP CAMPAIGN

The Open Door Membership Campaign is the Huntington Museum of Art's primary annual fundraising initiative. Contributions to this campaign grant donors membership within one of the designated membership categories.

All materials associated with the Open Door Membership Campaign should feature the Open Door Membership logo to maintain consistent visual identity. The logo must be used according to the Museum's brand standards, ensuring proper color, placement, and clear space. When possible, the logo should appear prominently to reinforce campaign recognition and connection to the Huntington Museum of Art.

Signature Colors

The signature colors can be utilized extensively, both for large areas of color and as accent colors throughout brand materials.

CMYK Process	Spot Color	RGB	Hex	
C 0 M 80 Y 100 K 0	Pantone® 166 C	R 241 G 90 B 34	Hex #f15a22	Orange Jesamine
C 51 M 36 Y 62 K 9	Pantone® 5763 U	R 129 G 136 B 107	Hex #81886b	Impressionist Green
C 70 M 48 Y 74 K 41	Pantone® 7736	R 64 G 81 B 61	Hex #40513d	Trail Green

Secondary Colors

The supporting palette complements the primary palette of HMA by providing additional range to the brand experience. When using one of the colors, remember that one of the signature colors should always be the dominant color in every piece.

CMYK Process	Spot Color	RGB	Hex	
C 73 M 35 Y 39 K 5	Pantone® 5483 C	R 76 G 133 B 142	Hex #4c858e	Class Art
C 31 M 68 Y 18 K 0	Pantone® 681 C	R 180 G 107 B 149	Hex #b46b95	Orchid
C 65 M 62 Y 64 K 54	Pantone® Black 7 C	R 61 G 57 B 53	Hex #3d3935	Block Print

You Belong in a Museum.

When to use it: As the primary marketing tagline. Great for print ads, social media, banners, and campaigns targeting general audiences. It's short, inclusive, and memorable—perfect for first impressions.

Purpose: To convey a welcoming and accessible environment where everyone feels invited and valued.

You Belong in a Museum Because the Museum Belongs to You.

When to use it: In longer-form content like press releases, speeches, fundraising campaigns, donor outreach, educational brochures, or community reports.

Purpose: To emphasize community ownership and reinforce the idea that the museum is not an exclusive institution—it's a public resource, supported by and serving its community.

To Enrich the Lives of All the People.

When to use it: As a mission-driven statement, ideal for grant applications, annual reports, strategic plans, or educational program materials.

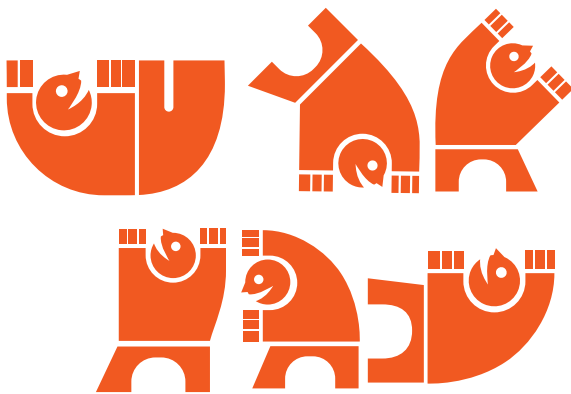
Purpose: To express the Museum's core mission and values, highlighting its commitment to inclusion, education, and lifelong enrichment.



This shape is inspired by the window designs of Walter Gropius, whose work exemplifies the Bauhaus movement's commitment to simplicity, functionality, and modern aesthetics. Gropius' windows feature expansive glass panes and minimal framing, allowing for an abundance of natural light and a sense of openness. This design philosophy can be seen throughout the HMA building, where the integration of clean lines and expansive surfaces creates a seamless connection between the interior and exterior, enhancing the feeling of spaciousness and transparency.



The logo design is inspired by multiple elements that define the Huntington Museum of Art. Its form reflects the iconic Walter Gropius windows found in the Museum's architecture, while also echoing the rolling hills that surround the Museum. The sphere suggests a setting sun over the landscape, symbolizing both the natural beauty of the site and the Museum's deep connection to its environment. This design pays tribute not only to the art within the Museum's walls but also to the nature trails and conservatory that are integral to HMA's legacy.



Don Pendleton's abstract figures are ideal for use across Museum Making Connection materials, HMA gift shop apparel, and other kid-friendly products. These dynamic, playful designs bring energy and creativity, perfectly aligning with the engaging, accessible nature of these initiatives.

When utilized effectively, the right font captures attention, evokes emotions and above all, establishes a distinctive voice. This is why typography plays a vital role in shaping the brand's visual identity.

Primary Typeface

Acumin Pro	Main font for body copy on all materials and digital graphics.
------------	--

Headline Typeface

Futura Condensed Medium	Headline font for posters, advertising, promotional materials and digital graphics. Do not use for body or large blocks of text.
<i>Black Signature</i>	Headline font for posters, advertising, promotional materials and digital graphics. Do not use for body or large blocks of text.
Bebas Neue Pro	Headline font for posters, advertising, promotional materials and digital graphics.
<i>Caylee</i>	Headline font for posters, advertising, promotional materials and digital graphics. Do not use for body or large blocks of text.

Web Typeface

Acumin Pro	Main font for online. Use for headlines, body or large blocks of text. Sans serif are considered more legible in digital uses.
Source Sans	This font is recommended for email blasts. Secondary font for online. Use for headlines, body or large blocks of text. Sans serif are considered more legible in digital uses.
Work Sans	This font is the recommended for the website and currently being used.

HUNTINGTON MUSEUM OF ART EMAIL SIGNATURES

Every communication from the Huntington Museum of Art is a reflection of our brand, including email correspondence. An email signature represents official communication, so it's essential to adhere to the email signature guidelines for all external emails. Please use the signature format shown below.

We ask that you follow the provided template and refrain from personalizing your email signature. Do not include images, decorative background colors, or alternate typeface colors.

The recommended font is Acumin Pro.

Email Template Specifications

YOUR NAME (All caps, bold font size 11 pt, color: orange jessamine)

Your title (Font size 11 pt, color: block print)

Your department (font size 11, color: block print)

>space<

000-000-0000, Ext. xxx (font size 11 pt, color: block print)

email@hmoa.org (font size 11 pt, color: block print)

Address (font size 11 pt, color: block print)

Website (bold font size 11 pt, color: block print)

HMA Logo

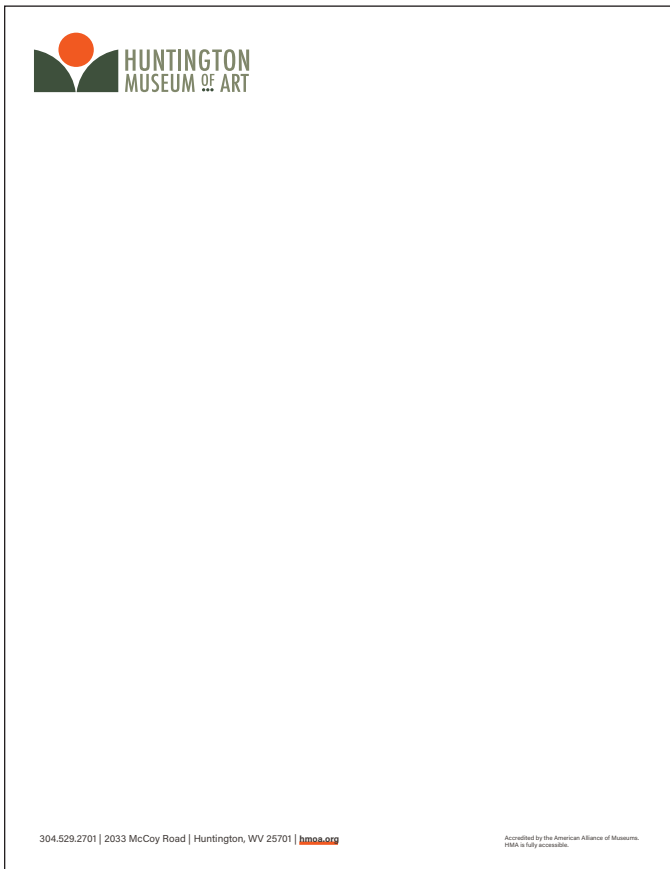
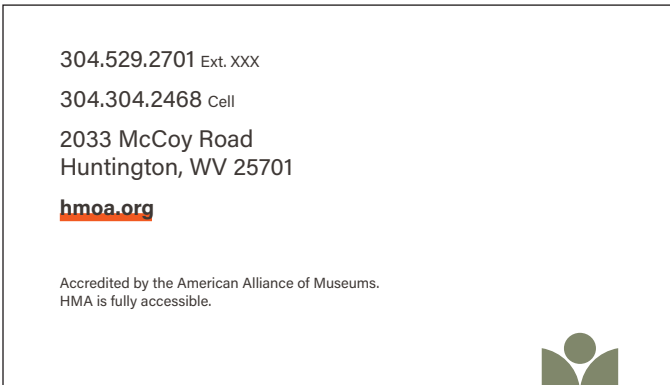
Example:

JOHN DOE

Chief Executive Officer
Huntington Museum of Art

(304) 259-2701, Ext. xxx
johndoe@hmoa.org
2033 McCoy Road
Huntington, WV 25701
hmoa.org





These guidelines provide the visual and design standards for the Huntington Museum of Art's official stationery. It ensures consistency across all printed and digital correspondence, reinforcing the Museum's identity, professionalism, and commitment to excellence. Included are specifications for logo placement, typography, color palette, and layout templates for letterhead, envelopes, business cards, and other branded materials.

Adherence to these guidelines helps preserve the Museum's visual integrity and strengthens its presence in every communication.

Our voice is **welcoming, informed, and inspired by creativity**. We aim to make art accessible, spark curiosity, and invite people to engage more deeply with the world around them.

Visual Style

Social media posts should reflect the elegance and creativity of our institution while remaining consistent across platforms.

Color Palette

Use colors pulled from the Museum's official brand guidelines.

Typography

Use approved fonts or typefaces that reflect our brand.

Post Structure

Captions

- **Start strong:** Use an engaging question, quote, or surprising fact
- **Tell the story:** Contextualize artwork, artists, or events
- **Include a call-to-action:** "Visit today," "Tag a friend," "Learn more at the link in bio"

Hashtags

Use a consistent group of branded and relevant hashtags.

Suggestions:

- #HuntingtonMuseumofArt
- #HMA
- #AppalachianArt
- #ArtInWestVirginia

Tagging

- Tag featured artists when possible
- Credit photographers and collaborators
- Use the location tag for visibility

Facebook Events

See the following page.

Creating a **Facebook Event** instead of (or in addition to) regular posts.

Better Visibility & Reach

- Facebook **actively promotes events** in people's local feeds, event suggestions, and the "Events Near Me" tab.
- Events are more likely to **show up multiple times** in someone's feed—when it's created, updated, when friends respond, or when reminders are triggered.

RSVP & Reminder Functionality

- People can **mark themselves as "Interested" or "Going,"** which reminds them automatically as the event approaches. These RSVPs can help you **gauge interest and plan** accordingly

Viral Exposure

- When someone RSVPs or engages with the event, **their friends often see it too**, helping your event gain **organic reach**. Users can also **easily share events** to their profiles or invite friends directly.

Insights & Metrics

- Facebook Events provide **detailed analytics**: views, reach, responses, and engagement—far more than a typical post. This data helps you track which types of events get the most traction.

Centralized Information Hub

- Unlike posts that get buried in your feed, Events provide a **dedicated space** with all event details (date, time, location, description, ticket link, etc.).
- You can update the info in real-time, and all interested attendees get a notification.

Notifications = Free Promotion

- Facebook sends **automated reminders** to users who've interacted with the event—no extra effort from you.

Calendar Integration

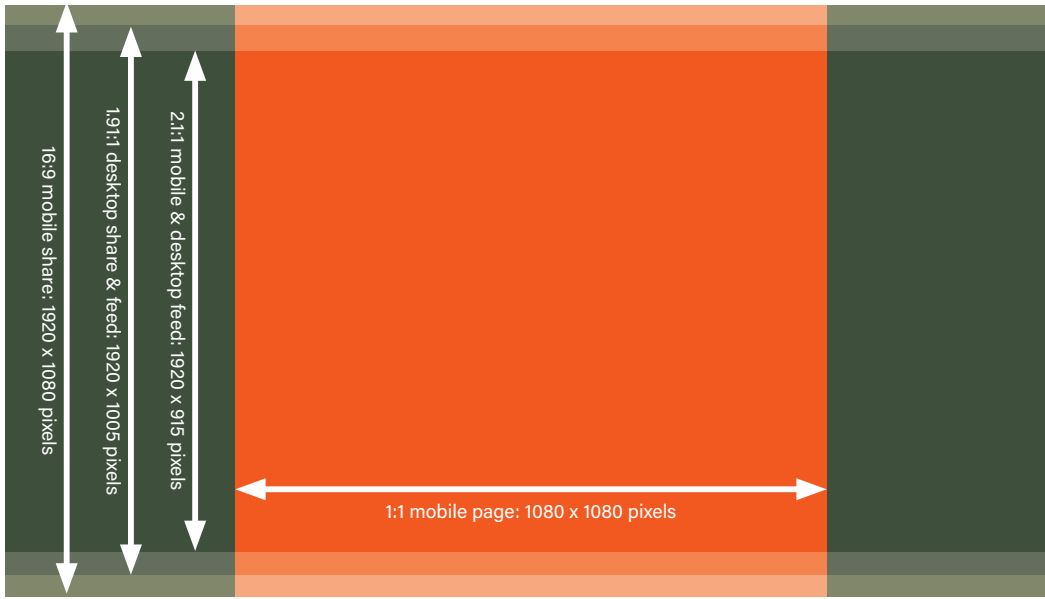
- Users can **add your event to their personal calendar** with one click—making it easier to actually attend.

Tip: Still post about the event on your main feed—but **link back to the official Event page** so all engagement is captured in one place.

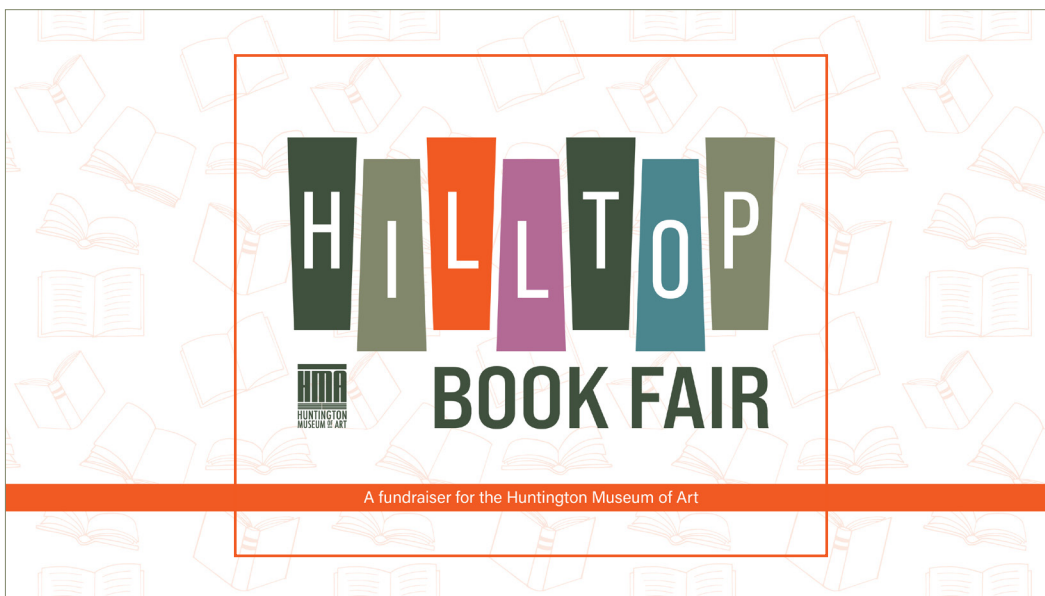
HUNTINGTON MUSEUM OF ART SOCIAL MEDIA: FACEBOOK EVENTS

Events can stray from the list of accepted fonts and colors, but it must include the HMA Events Logo on branding. Remember to keep event graphics simple, and if possible, without text or as little as possible. The event page is where information will be listed, not the header image.

Your event image should be set up at **1920 x 1080 pixels**; but remember, this image will be cropped depending on the device the user is viewing it on. Most individuals will see your events on mobile devices. Keep all important imagery and text centered within the center mobile square size. (See the example below.)



Example of a **Facebook Event Graphic** using the HMA Events Logo in conjunction with the event 'logo'. All important text and imagery has been kept within the orange square guideline:



EPS - Encapsulated Postscript File

EPS formats are used in many applications in the advertising industry, but are especially known for use for items such as signs, promotional items and any other application that may require either enlarging the image or using the image without a white background around the image. An EPS is a vector format, meaning that the image is made of a system of points that correspond to each other. Whether enlarging or reducing the size, these points always know how to correlate to each other, producing a crisp image no matter the size.

EPS formats are ONLY visible on screen using a program such as Adobe Illustrator or when placed into a publishing program such as Adobe InDesign, or Microsoft Publisher. When trying to view these formats outside these types of programs, the image will appear as a white box only.

When using an EPS for promotional items or print items, you may be asked to supply a "spot color" logo. This refers to a specific color of ink versus the standard 4-color (CMYK) printing, and can save money when placing a 1 or 2-spot color job. Your printer or product specialist will help you with this option should you have any questions. EPS options for downloads include spot color, cmyk, black and white (reverse).

JPG - Joint Photographic Experts Group

JPGs are used for on screen applications such as Microsoft PowerPoint and the Internet, as well as printing in documents such as Microsoft Word. JPGs are a raster format also known as bitmap, meaning the image is made of pixels. When enlarged, the image will become pixelated. These type of images can be downsized, but not enlarged from original size. Since JPGs are a flattened image, a white box will always appear around the image when placing on a background other than white.

Placing JPGs into Microsoft Word is simple: Go to the Insert menu and select "picture" then "from file." A box will open and prompt you to choose the image you want to place. Choose the image, preferably a JPG image. (While other formats can be placed, it is not recommended as they aren't as compatible and can cause your document to be larger in size.) Once you select the image, click the "insert" button and the image will appear in the document. Use the corner buttons on the image to resize as necessary. **(Remember! Don't enlarge the JPG, only reduce the size!)**

PDF - Portable Document Format

PDFs are typically used for printing as well as placement into publishing programs. PDFs can be placed into publishing programs without a white box appearing as EPS' are capable. Depending on what file the PDF was made, they can either be vector or raster. Your printer specialist or design agency can let you know which type your PDF file is.

PDFs are a standard in the world of printing and are easily read by both PC and MAC computers, making it an easy file type to use no matter the application. Can be used in programs such as Adobe InDesign, Microsoft Publisher, Adobe Acrobat, Adobe Illustrator and Adobe Photoshop.

PNG - Portable Network Graphics

PNGs are used for on screen applications such as Microsoft PowerPoint and the internet. PNGs are a raster format also known as bitmap, meaning the image is made of pixels. When enlarged, the image will become pixelated. These type of images can be downsized, but not enlarged from original size. PNGs work similar to JPGs, though without the white box background as they are not a flattened image.

SVG - Scalable Vector Graphics

The SVG file format is similar to the EPS, a vector format made for websites. As a vector file, it can be scaled up or down without losing any of its resolution. As opposed to pixel-based raster files like JPEGs, vector files store images via mathematical formulas based on points and lines on a grid. This means that vector files like SVG can be significantly resized without losing any of their quality, which makes them ideal for logos and complex online graphics. SVGs are written in XML code, meaning they store any text information as literal text rather than shapes. This allows search engines like Google to read SVG graphics for their keywords, which can potentially help a website move up in search rankings.