

**BARNES**

**WITZ**



# **Style Guide**

**Jessa Farkas MCAD MAGWD Capstone: Fall 2020**

# Context: Barnes Foundation Existing Style—Logo

The Barnes Witz identity has been built in deference to the existing Barnes Foundation Graphic Identity Standards and Guidelines.


A key touchstone in the Barnes Witz identity development included the existing logo, developed by Pentagram, that references the symmetrically curated ensembles put together by Dr. Albert C. Barnes himself.


Identity — Ensembles

## Ensembles

The graphic identity for the Barnes Foundation is based on the distinctive, symmetrical hanging arrangements of Dr. Barnes. Deliberately mixing different periods and styles of art and decorative arts, the installation was designed to facilitate a way of seeing art as a common language across time, place, and culture. His distinctive wall hangings, called “ensembles” are the key visual signature of the Foundation.

These ensembles provided the inspiration for the primary graphic wordmark, a symmetrical series of five rectangles. The name “Barnes” is seen through the interplay of the ensemble, requiring the reader to see the letterforms in dialogue with the positive and negative space of the mark. The wordmark makes readers complete the visual story, much as Dr. Barnes urged visitors to see as artists see.





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# Context: Barnes Foundation Existing Style—Color

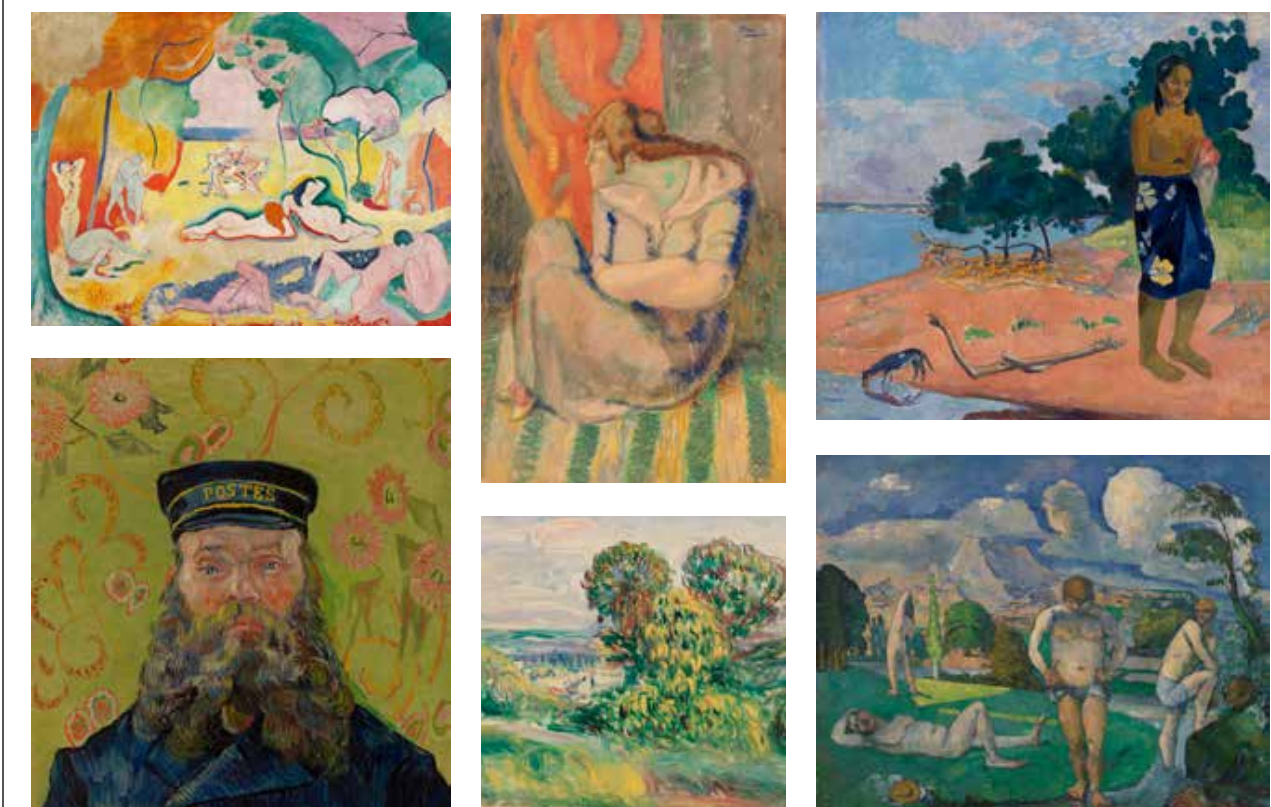
The Barnes Foundation’s existing colors give the Barnes Witz identity plenty of room to experiment with fun uses colors, so these remain the same—having been carefully extracted out of the Barnes Collection.

One exception of color is the background color for the Barnes Witz webspace, which is derived from a pamphlet show

Identity — Colors


## Colors

The Barnes Foundation design guidelines features a select group of palettes that is the basis for print and electronic graphics and branding The primary palette represents the core identity colors for the Barnes Foundation, and should be used across all communications Not all color combinations will work together, so this palette should be considered as an indication of the palette, but not an endorsement of all potential combinations possible within it.




Colors are inspired by the Barnes's rich collection


Primary Palette




Metallic Palette




Secondary Palette



Tertiary / Accent / Kids Palette



Web Palette



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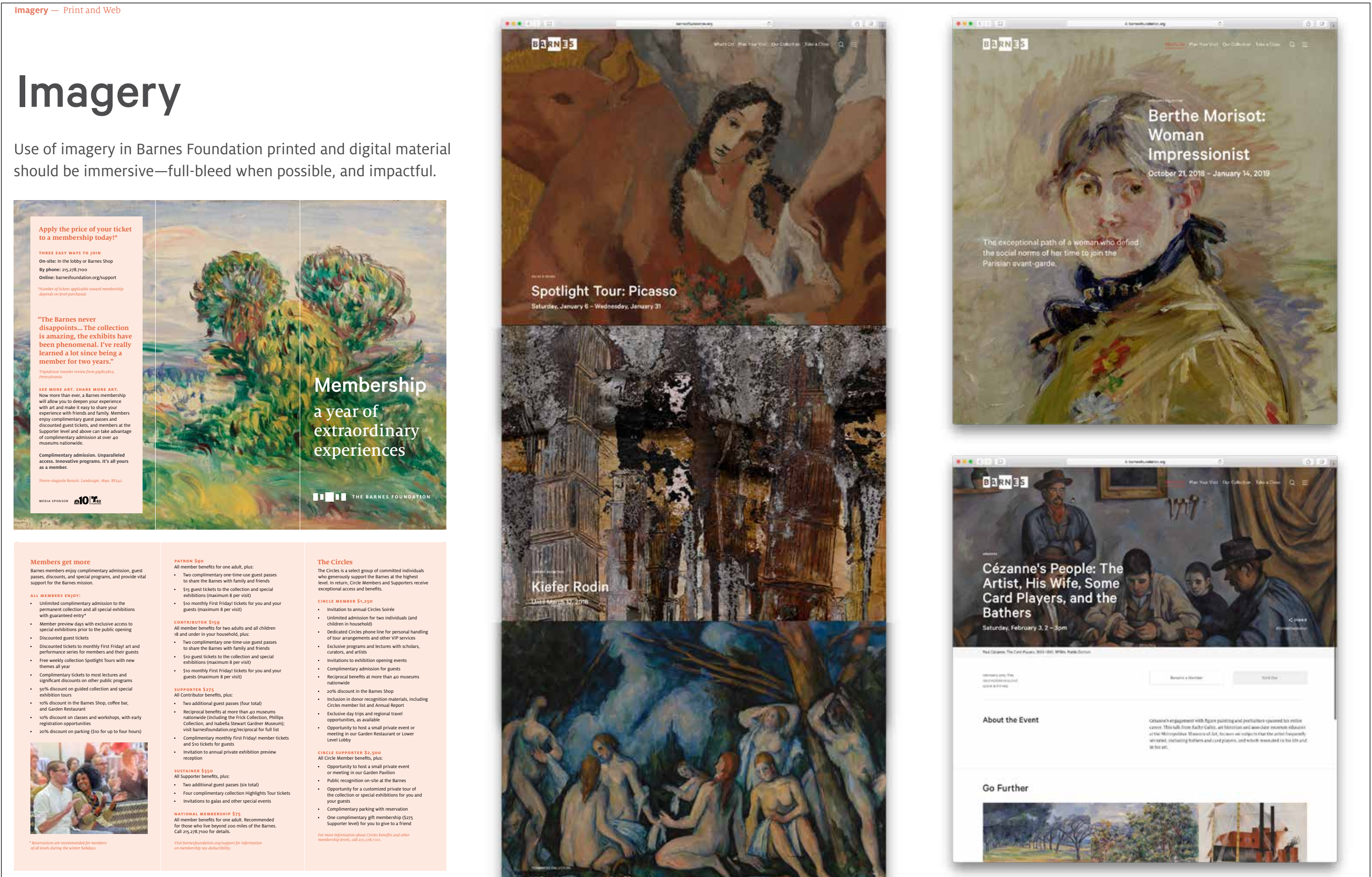
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# Context: Barnes Foundation Existing Style—Color

One particular color to point to is that of the background to the website, which was chosen from a pamphlet shown in the Identity Guidelines, essentially a tint of the Barnes brand orange.





# Context: Barnes Foundation Existing Style—Typography

The Barnes Witz will keep the common thread of the Calibre type.

Tyography — Calibre

## Typography

The Barnes Foundation typographic system is comprised of two typeface families: Milo and Calibre.

Calibre should be used in headlines and titles

Calibre creates a distinct visual expression for the institution. It is a clean, modern typeface.

The fundamental font family for the Barnes Foundation is Milo


With sans serif and serif versions that can be used in dialogue with one another and for contrast within the same communications. Milo is used as the narrative voice of the Foundation.

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For emails, and other web applications where our fonts may not be available, you may substitute **Arial** or **Calibri** in place of our headline typeface Calibre, and you may substitute **Times New Roman** in place of Milo Serif.

## Calibre

**Calibre Regular and Medium** should be used in main headlines  
**Calibre** should always appear in caps and lowercase —never all caps.



Calibre Medium

Milo Serif Bold  
(see p.19 for more on Milo Serif use)

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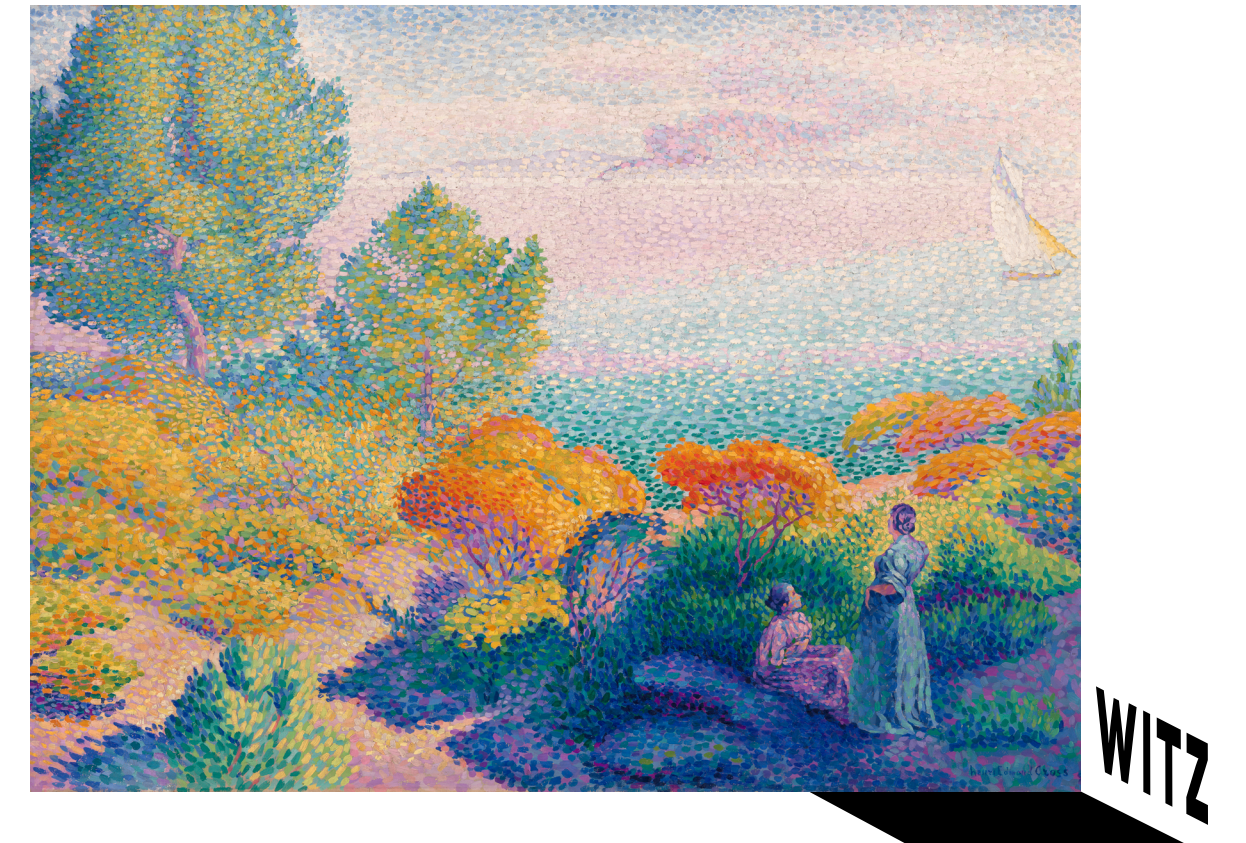
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## Barnes Witz Identity

The Barnes Witz logo was developed to reference the gallery rooms that the webspace itself tries to recreate.

The logo is also made to pair with the existing Pentagram Barnes logo, while also able to stand alone, and in certain contexts, to act as a corner framing device.





# Barnes Witz Typography

The Barnes Witz identity employs [Pangram Pangram Foundry's Agrandir Grand Heavy](#) as its header type.

**A B C D E F G H I J K L M N O P**  
**Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q**  
**r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 . , ; ' ! ?**

