



5

11

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23

27

31

Logo

Typeface

Stationery

Poster

Website

Animation

Merchandise

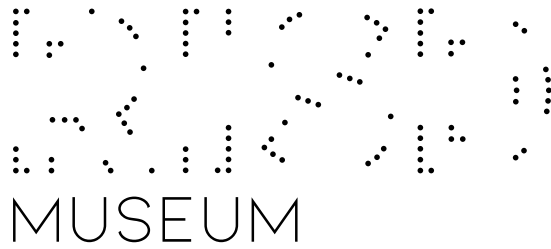






constructed with the reference to the “RISD” text logo with the Gotham typeface, this brand identity (BI) for the RISD Museum creates a series of dots that spell out “RISD”. These dots become a critical motif throughout the branding of the museum as they become a symbol for the metaphoric holes that the viewers should “look beyond” to see the unshown.

(FOR SMALL USE)



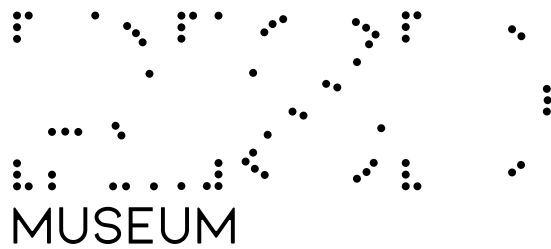
S

(FOR MEDIUM USE)



M

(FOR LARGE USE)

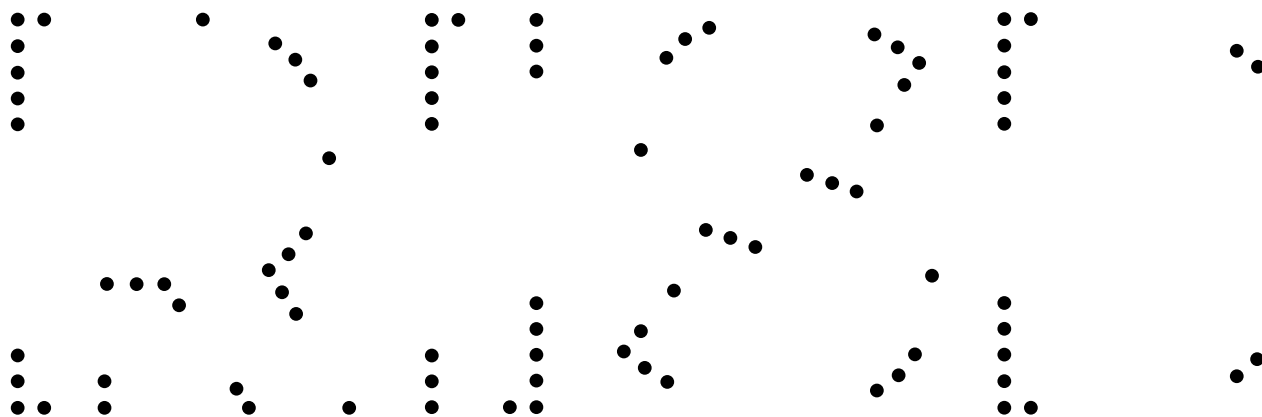


L

varying level of details based on size of the application of BI as size could affect readability of BI

i.e. text size, number of dots, line thickness

2.3x



1x

MUSEUM

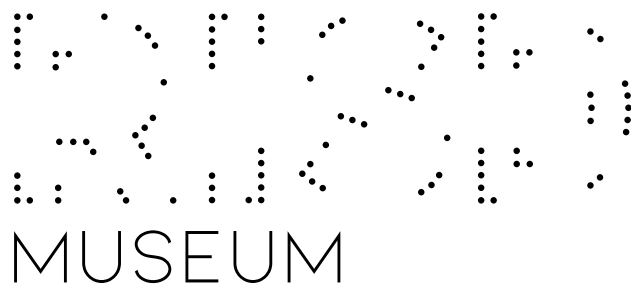
0.2x



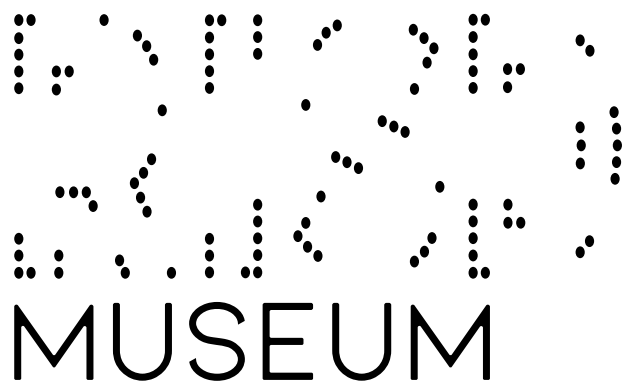
do fill in logo with artwork image



don't color in logo with solid color



do use the size variation for different size print



don't change size or ratio of logo



GOTHAM BOLD

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 0

GOTHAM REGULAR

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 0

Helvetica Neue 35 Thin

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 0

Helvetica Neue 25 Ultra Light

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 0



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20 North Main St
Providence, RI 02903

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museum@risd.edu
risdmuseum.org





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RISD
MUSEUM







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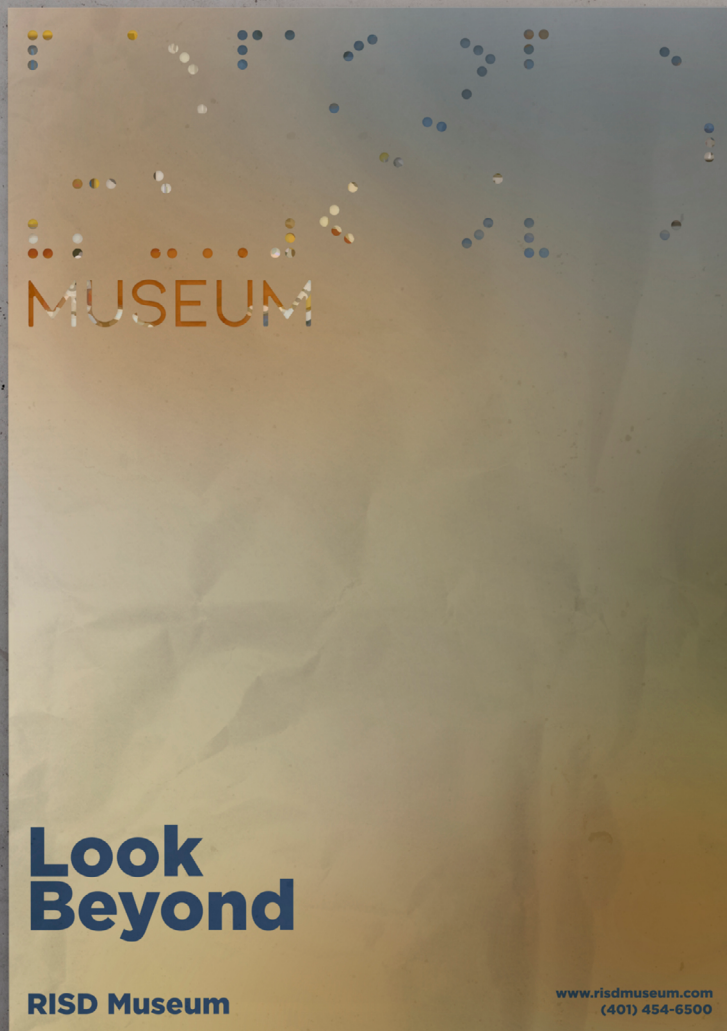


MUSEUM

**Look
Beyond**

RISD Museum

www.risdmuseum.com
(401) 454-6500





MUSEUM

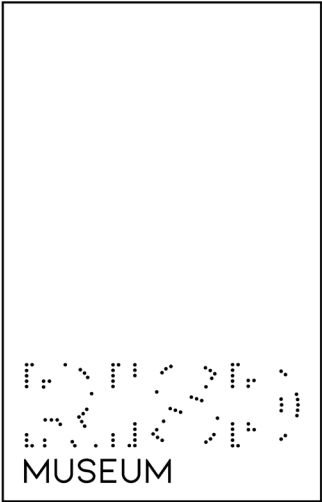
**Look
Beyond**

RISD Museum

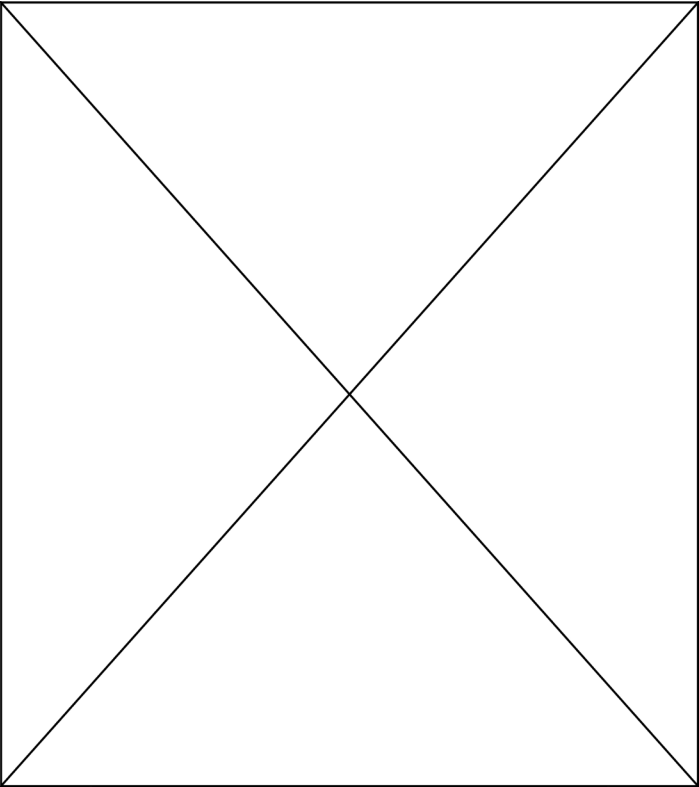
www.risdmuseum.com
(401) 454-6500

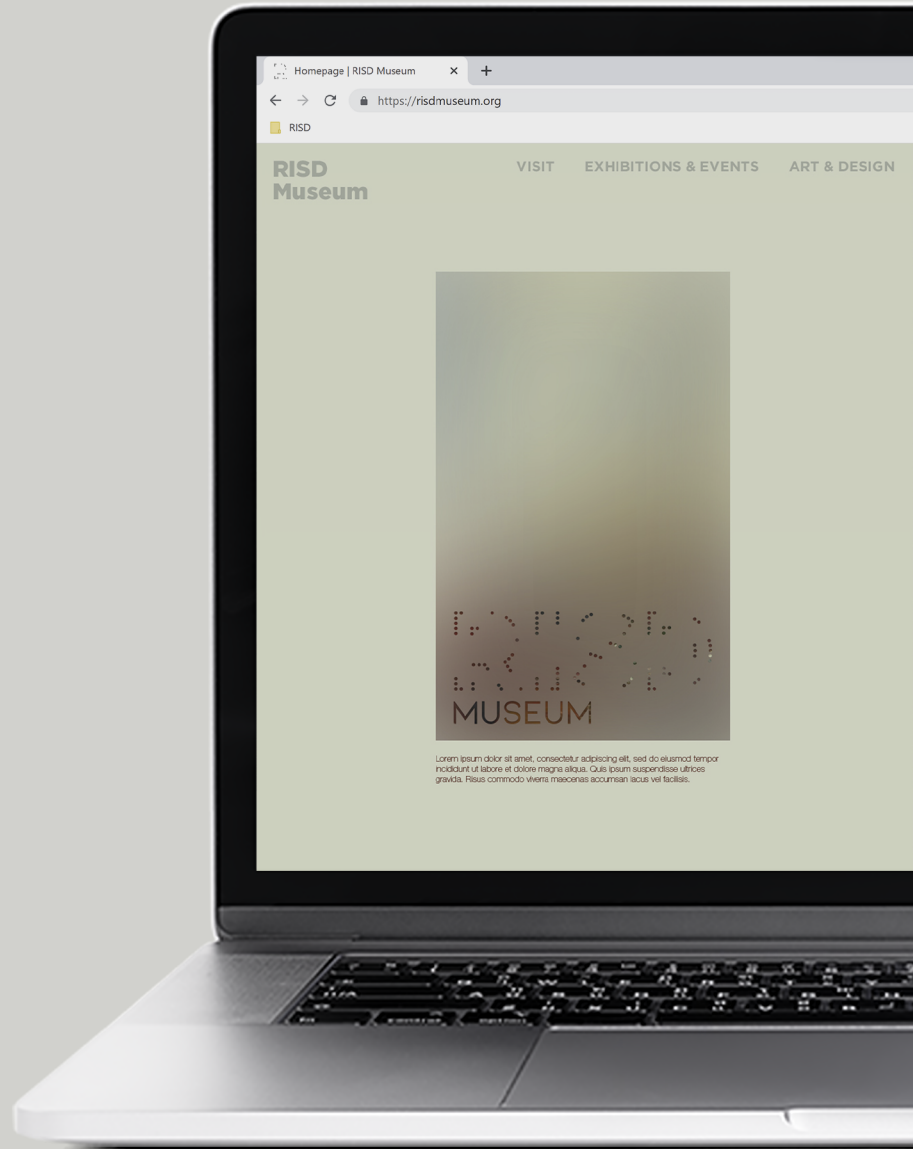






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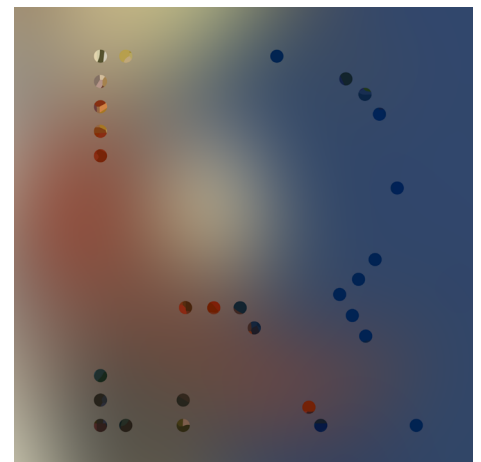
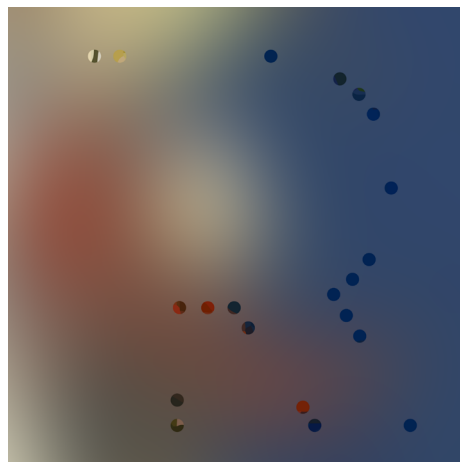
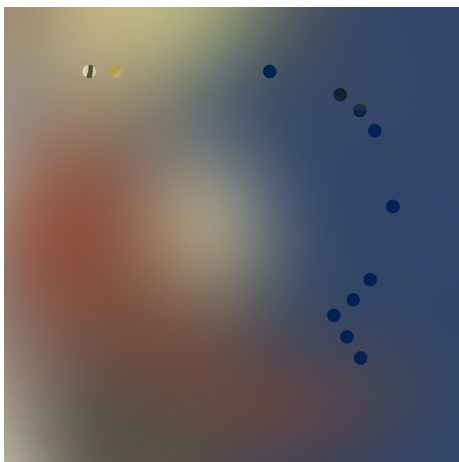
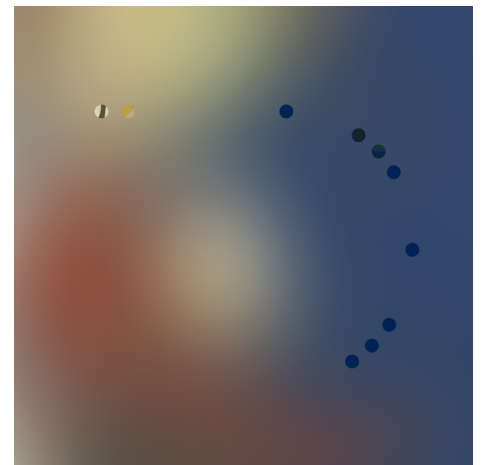
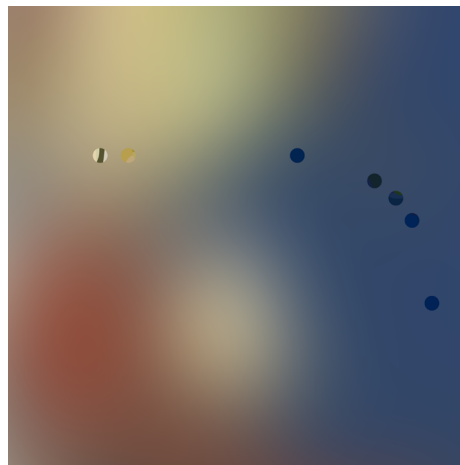
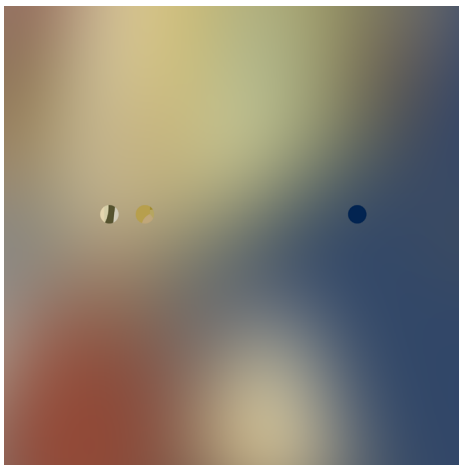
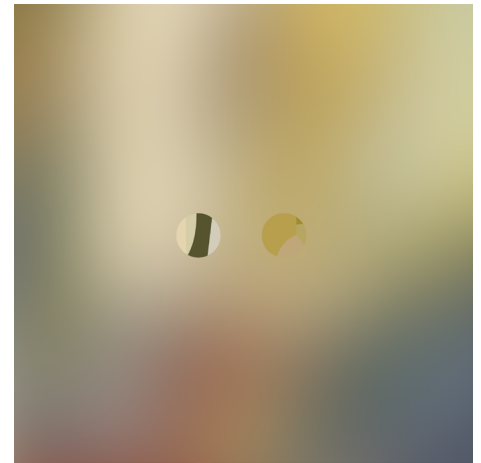
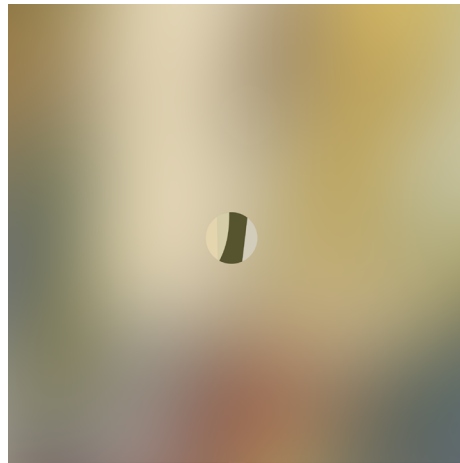


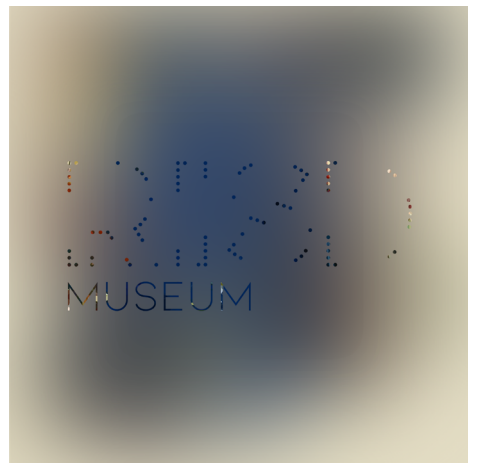
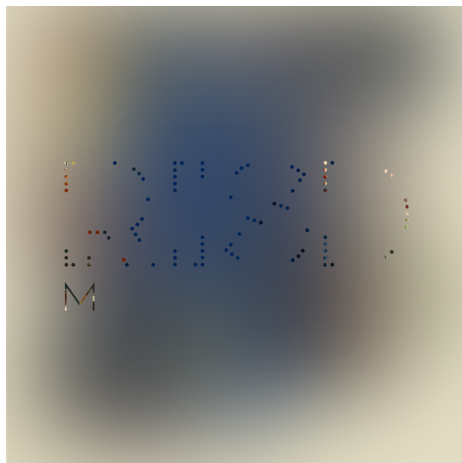
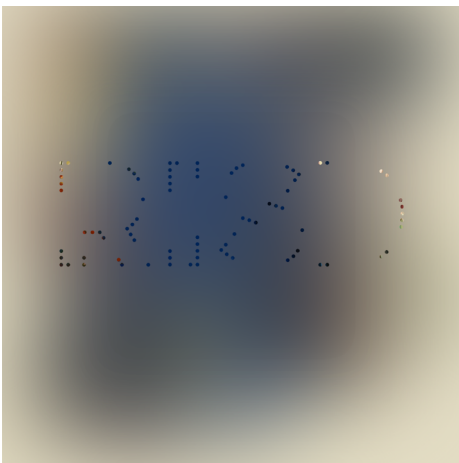
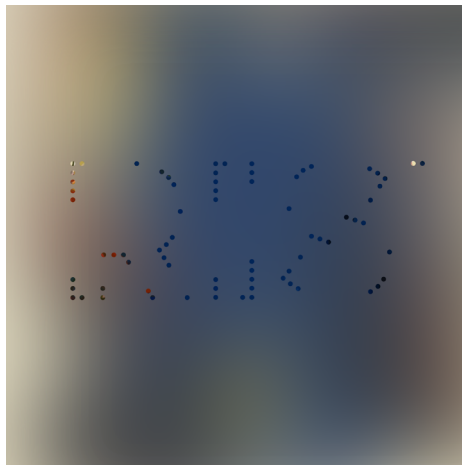
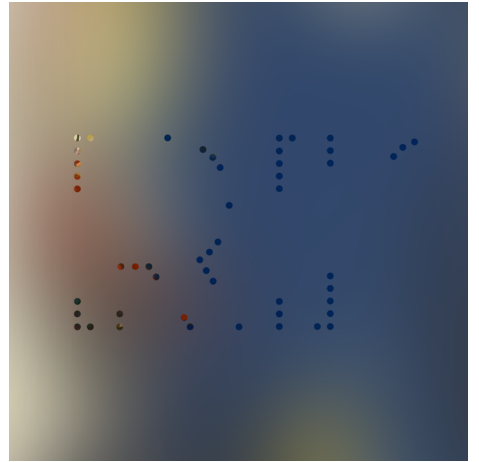
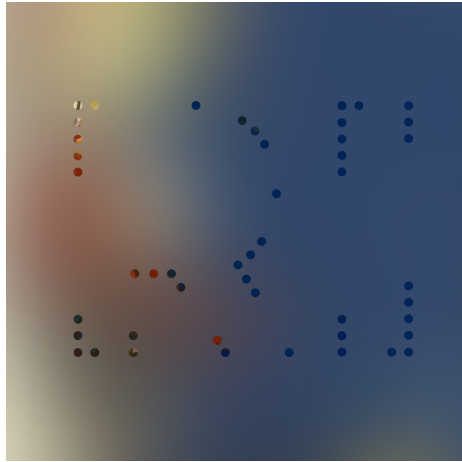
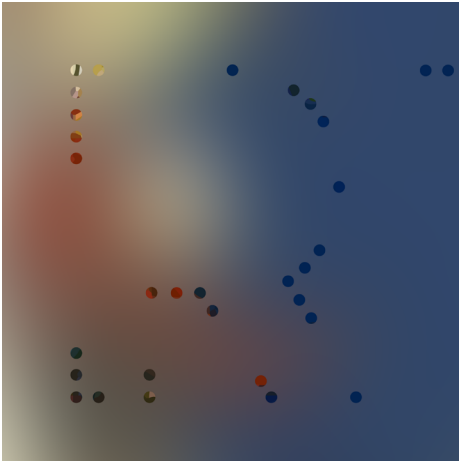


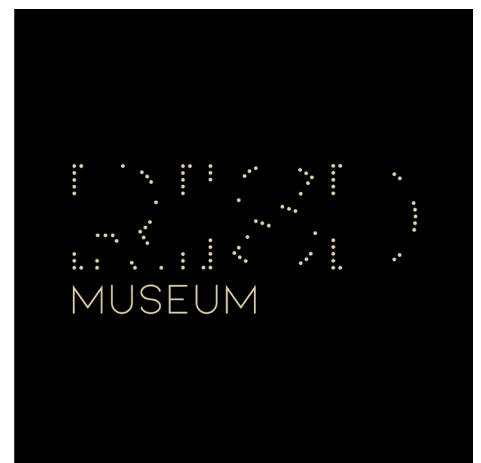
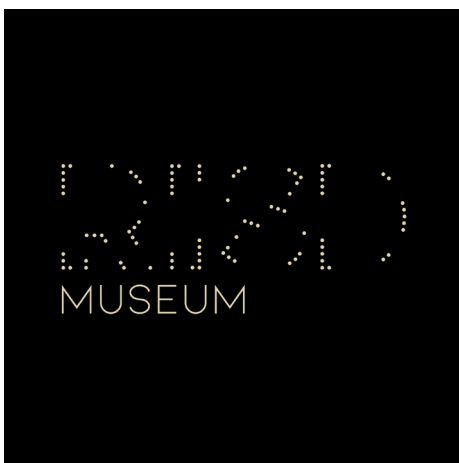
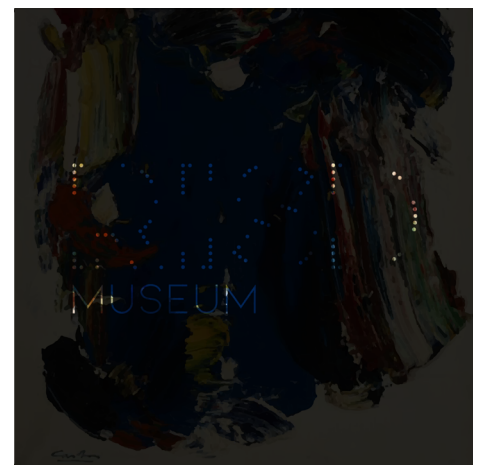
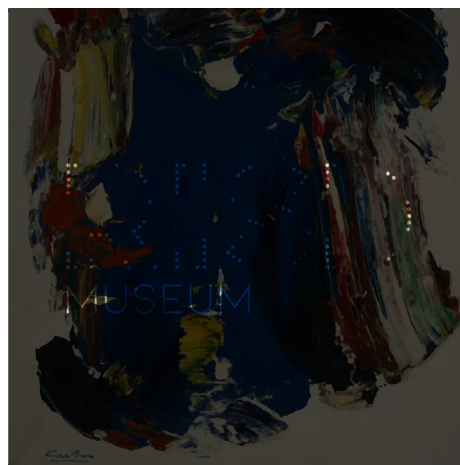
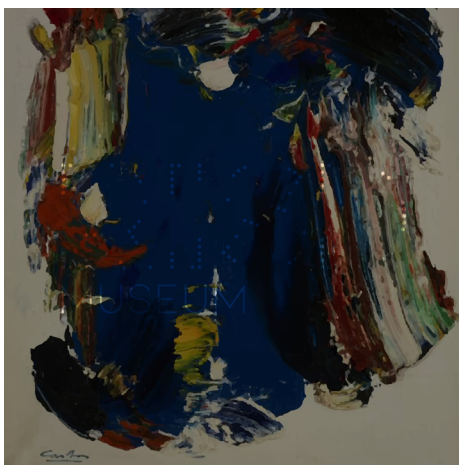


Cartoon

ANIMATION
FRAMES















EXPLORATIONS
MUSEUM