How to use the KMA brand to maintain a cohesive identity in all mediums of visual communication.
Going forward begins with understanding where we are.

We are in Knoxville. We are a landmark—culturally, physically—in East Tennessee. We are rooted in the shadow of the Smokies; we are housed in pink Tennessee marble quarried near our home city. We are the Knoxville Museum of Art.

And, at last, we are fully embracing the lens through which we already see the world: East Tennessee. The art we curate will be the art and artists of East Tennessee, along with contemporary art of the world viewed through the context of our region. Our focus is intentionally narrow to create a particular perspective that will broaden the viewer’s experience and understanding.

Art always tells us something about ourselves and something about the world. We are going one step further. Our aim is to discover and share art that tells us what the world looks like from here.
BRAND IDENTITY

The mark for our brand identity demonstrates our commitment to the place and perspective of the East Tennessee region.

While the relationship of the sharp angles to each other is reminiscent of similar angles in the letter “K,” its more significant meaning is a relationship we see every day: the mountains and valleys that make up the backbone of the East Tennessee landscape.

It becomes clear that the mark represents mountains and valley, and more specifically, mountains and valley viewed from a particular perspective or viewpoint. The primary brand colors reflect the nuanced pink, orange and warm greys of sunset in the Smoky Mountains. Together, these familiar colors and angles ground the Knoxville Museum of Art in the rich visual traditions of our region.

The brand typeface, Whitney HTF, is modern yet approachable. The humanist sans serif features irregular cuts that both complement the angular edges of the logo mark and mimic the natural flow of handwriting.
LOGO
Using the KMA logo properly and consistently.

LIMITS & PADDING
2/5 (4x) of the width should be the minimum padding on all sides of the logo. The logo should be aligned horizontally with the padding established on all sides.

SIZES
The minimum size of the logo for print applications is .6” or 75px tall.

VARIATIONS
The logomark may be extracted for solo use, and when space is limited, two variations of the wordmark are available. The logo may sit over PMS 486 U 10% but never any other color.

*Included in “KMA Brand Fonts” folder provided
INCORRECT LOGO USE

- Do not stretch or skew
- Do not change the orientation of the logomark
- Do not rotate
- Do not apply effects (ie. drop shadows)
- Do not change the distance between the wordmark and the logomark
- Do not use logomark above the wordmark
COLOR PALETTE
Using colors that represent the KMA brand.

*Included in “KMA_Brand_Palette” folder provided.
COLOR PALETTE APPLIED
Examples of KMA colors in use.

NAME TAGS
*Reference for production use

A shows brand content on 5% black background.
B shows brand content on PMS 486U 10%.
C shows brand content on white.
TYPOGRAPHY

Best practices for using brand fonts.

FONTS

Whitney HTF is the KMA brand font. Use it for all KMA materials.

*Never* typeset “Knoxville Museum of Art” in Whitney all-caps. Place actual logo/wordmark when needed.

*Whitey font family included in “KMA Brand Fonts” folder provided

In general, use to the following weights:

**Whitney HTF**

- Light
- Light Italic
- Book
- Book Italic
- Medium
- Medium Italic
- SemiBold
- SemiBold Italic
- Bold
- Bold Italic
- Black
- Black Italic
Best practices for using brand fonts.

HIERARCHY
The following shows examples of clear typographic hierarchy. The important thing is to have contrast in scale between headings, body, and captions.

**LOREM IPSUM DOLAR**

Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Nullam quis risus eget urna mollis ornare vel eu leo. Maecenas sed diam eget risus varius blandit sit amet non magna.

**CAPTION**
DUIS MOLLIS, EST NON COMmodo Luctus, nisi erat

Lorem ipsum dolar

**HEADLINE**

Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Nullam quis risus eget urna mollis ornare vel eu leo. Maecenas sed diam eget risus varius blandit sit amet non magna.

**CAPTION**
DUIS MOLLIS, EST NON COMmodo Luctus, nisi erat
**TYPOGRAPHY (CONT.)**
Best practices for using brand fonts.

**HEADING EXAMPLES**
Font size (px)/Leading (px)

*When using all caps for heading, set kerning at 100*

<table>
<thead>
<tr>
<th>Font Size</th>
<th>Leading</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>30px/36px</td>
<td><strong>Bold</strong></td>
<td>MAGNA PURUS RISUS CURSUS COMMODO</td>
</tr>
<tr>
<td>24px/28px</td>
<td><strong>SemiBold</strong></td>
<td>Magna Purus Risus Cursus Commodo Adipiscing Sem Cras</td>
</tr>
<tr>
<td>18px/21px</td>
<td><strong>SemiBold</strong></td>
<td>MAGNA PURUS RISUS CURSUS COMMODO ADIPISCING SEM CRAS</td>
</tr>
<tr>
<td>14px/16px</td>
<td><strong>Black</strong></td>
<td>Magna Purus Risus Cursus Commodo Adipiscing Sem Cras</td>
</tr>
<tr>
<td>12px/14px</td>
<td><strong>Medium</strong></td>
<td>MAGNA PURUS RISUS CURSUS COMMODO ADIPISCING SEM CRAS</td>
</tr>
</tbody>
</table>
TYPOGRAPHY (CONT.)

Best practices for using brand fonts.

BODY EXAMPLES

Font size (px)/Leading (px)

*No weight heavier than Medium should be used in body copy

14px/19px
Book


12px/19px
Light Italic


12px/16px
Medium


9px/12px
Light

Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Nulla vitae elit libero, a pharetra augue. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Etiam porta sem malesuada magna mollis euismod. Integer posuere erat a ante venenatis dapibus posuere velit aliquet.

Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Vestibulum id ligula porta felis euismod semper. Vestibulum id ligula porta felis euismod semper. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Maecenas faucibus mollis interdum.

Donec ullamcorper nulla non metus auctor fringilla. Aenean lacinia bibendum nulla sed consectetur. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus.

Sincerely,

Lorem Ipsum, Dolore Lacus Vel
COLLATERAL REFERENCES (CONT.)
Pieces that should be referenced for production.

CANVAS NEWSLETTER

*Template provided as “KMA_Brand_CanvasNewsletter.idml”
COLLATERAL REFERENCES (CONT.)

Pieces that should be referenced for production.

STANCHION SIGN

*Template provided as “KMA_Brand_StanchionSign.ai”

Please enjoy our upstairs galleries while we are under construction.
COLLATERAL REFERENCES (CONT.)

Pieces that should be referenced for production.

EXHIBITION POSTCARD

*Template provided as “KMA_Brand_Exhibition Postcard”
COLLATERAL REFERENCES (CONT.)

Pieces that should be referenced for production.

INVITATION ENVELOPE

*Template provided as “KMA_Brand_Invitation Envelope”
COLLATERAL REFERENCES (CONT.)

Pieces that should be referenced for production.

MUSEUM BROCHURES

*Templates provided in “KMA_Brand_Brochures”
COLLATERAL REFERENCES (CONT.)

Pieces that should be referenced for production.

DOCUMENT POCKET FOLDER

*Template provided as “KMA_Brand_PocketFolder.idml”
COLLATERAL REFERENCES (CONT.)

Pieces that should be referenced for production.

EXTERIOR BANNERS

*Templates provided in “KMA_Brand_ExternalBanners.psd”