

Taneytown



**History  
Museum**

History in Your Backyard

# Brand Guidelines

*Version 1.0 - June 2023*





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# Introduction



## **Our Mission**

The Taneytown History Museum is a not-for-profit organization dedicated to displaying and providing a home for historical objects and information relating to Taneytown and the surrounding communities. We endeavor to further public interest, knowledge, understanding, and appreciation of Taneytown's culture and history.

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## **Our Vision**

We aim to become the leading source of local history, information, and engaging activities for Taneytown residents and visitors alike.

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## **Our Values**

We value community and connection through remembering our past and growing into the future.

Logo



Figure 1: Primary Logo Mark





*Figure 2: Alternate Logo Mark*

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## **Behind-the-Design**

Our logo provides a visual anchor for our audience: it serves to ground the viewer to both place and time. The school bell illustration will connect our content, both physical and digital, as a reminder of our brick-and-mortar location.

Our custom, hand-drawn typeface evokes a similar memory for the viewer. It's warm, small-town mood is directly inspired by historic shop signs and advertisements found in the 1954 Taneytown Bicentennial Program.



Figure 3: Minimum Margin for Logo



Figure 4: Minimum Height for Logo



Figure 5: Approved Alternate-Color Logo Marks



Figure 6: *Incorrect Colors and Illegible Combinations*



Figure 7: *Incorrectly Condensed and Stretched*

# Color Palette

Color Palette | **Primary Palette**



**Forrest Green**  
#184129



**Antique Teal**  
#486c5f

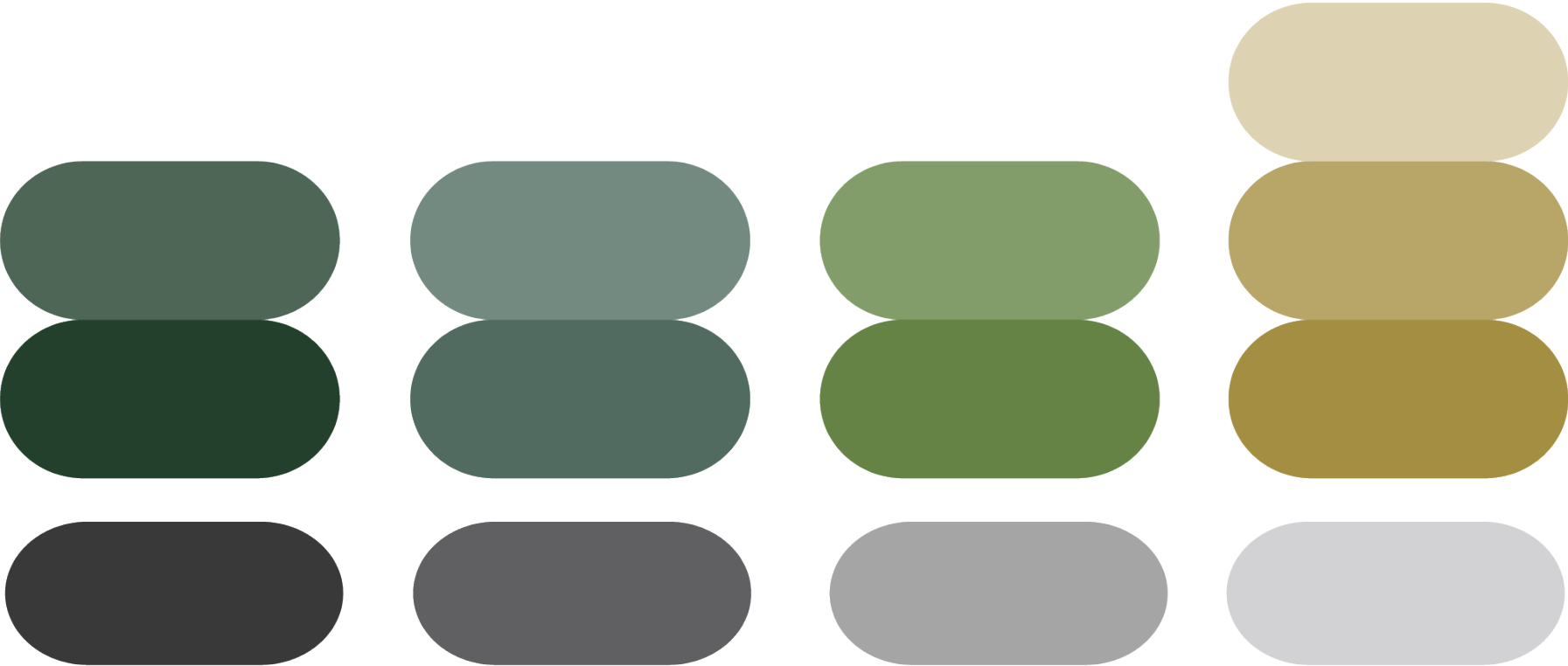


**Garden Green**  
#5b853c



**Golden Hour**  
#a88e30

Color Palette | **Tints + Grayscale**



# Typography



## Lora

Our brand typeface Lora is to be used for both header and body copy.

The following weights and styles are permitted for use:

Regular

Medium

**SemiBold**

**Bold**

*Italic*

*Medium Italic*

***SemiBold Italic***

***Bold Italic***

abcdefghijkl

nopqrstuvwxyz

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

!@#\$%^&\*()[] ,.

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## Behind-the-Design

*Lora* is a versatile, variable-weight typeface which conveys an academic mood. It's classic and conservative, yet eye-catching with unique rounded curves: these set the typeface apart from similar fonts, such as *Times New Roman*. *Lora* evokes a sense of familiarity, while remaining distinctive in order to keep the viewer engaged. This nostalgic font echoes the Museum's position within the community as a friendly, knowledgeable, and dependable voice.

**H1**  
Lora Bold,  
72px/1.2

# Heading

**H2**  
Lora Bold,  
56px/1.2

## Heading

**H3**  
Lora Bold,  
48px/1.2

### Heading

**H4**  
Lora Bold,  
36px/1.2

#### Heading

**H5**  
Lora Bold,  
24px/1.2

##### Heading

**H6**  
Lora Bold,  
18px/1.2

###### Heading

**H3**  
Lora Bold,  
48px/1.2

**Body Copy**  
Lora Regular,  
15px/1.5

## Our Vision

We aim to become the leading source of local history, information, and entertainment for Taneytown residents and visitors alike.

**H4**  
Lora Bold,  
36px/1.2

**Small Body Copy**  
Lora Regular,  
12px/1.5

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# Photography



## Contemporary

All contemporary photography should be **well-lit, colorful, and thoughtfully composed**. Any figures (real volunteers or visitors) should be photographed **candidly**.

## Historic

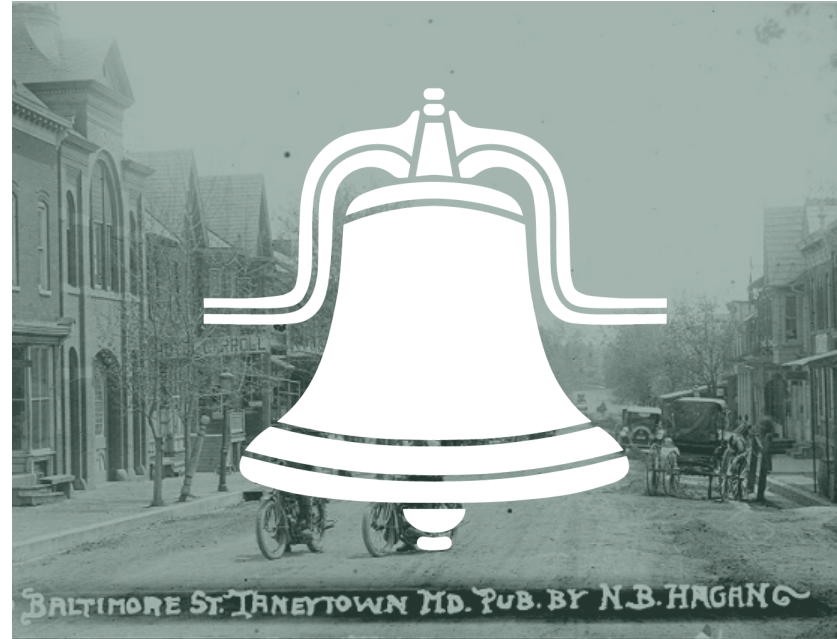
All historic imagery should be sourced for **legibility**: they must be able to be resized to a reasonable dimension **without pixelization**.





**Have you visited  
the Museum?**

*Figure 8: All copy to appear over photography must be placed on a solid-colored card.*



*Figure 9: The logo or brand mark may be placed directly over an image, but should include a brand color gradient or filter, if necessary for visibility.*

# Brand Voice



## **Our Tagline**

Our tagline “History in Your Backyard” makes an immediate connection with the audience and prompts their personal investment in visiting the museum.

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## **Our Personality**

Our brand is academic, but warm and accessible to all audiences. We’re your dependable neighbor, sharing food, stories, and memories on your porch, who you’d invite over again and again.

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## **Our Tone of Voice**

Our tone of voice is informative and authoritative, while remaining casual and engaging. We want our audience intrigued to learn more about our history without feeling overwhelmed.

