Telfair Museums

BRAND GUIDELINES

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Design X434

BRANDING VISION

ART. HISTORY. ARCHITECTURE.

This proposed identity brings art, history, and architecture into one visual system. Refined typography reflects Telfair's cultural heritage, while clean lines and open space suggest a contemporary museum experience. Deep green, warm ivory, and muted gold create a welcoming palette. Architectural forms inspire a flexible design language that connects the museum's spaces, stories, and collections.

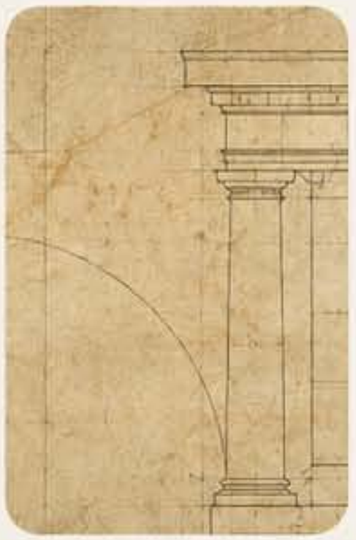






Telfair Museums

ART
HISTORY
ARCHITECTURE







FORM • LIGHT • CONTINUITY

LOGO

The proposed TM monogram brings art, history, and architecture together. Its geometric structure pairs a strong T with an architectural M, balancing cultural heritage with a contemporary museum identity. The serif wordmark adds clarity and refinement.

USAGE RULES

Maintain at least 0.5 inches of clear space on all sides in print.

Use the monogram alone, the wordmark alone, or the complete lockup.

Use forest green and muted gold for the color version; use the grayscale version when color is unavailable.

Keep proportions consistent. Do not stretch, rotate, or add effects.



COLOR LOCKUP



GRAYSCALE LOCKUP



MONOGRAM



WORDMARK

TYPOGRAPHY

The proposed typography pairs Cormorant Garamond with Lato. Cormorant Garamond brings an elegant, expressive character to major headings, reflecting the museum's connection to art and history. Lato provides a clear, contemporary voice for body copy, labels, and visitor information. Together, the two families balance cultural heritage with modern clarity, while a consistent hierarchy connects print and digital materials.

TYPE RULES

Use serif type for major headings and sans-serif type for supporting information.

Keep body text left aligned.

Use generous line spacing and dark text on light backgrounds.

Reserve gold for accents.

DISPLAY / CORMORANT GARAMOND

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & ! ?

Regular — exhibition titles
Semibold — major headings
Italic — short accents

BODY / LATO

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & ! ?

Regular — body copy and captions
Bold — subheads and navigation

SUGGESTED PRINT HIERARCHY

Headings 32–48 pt / Subheads 16–20 pt
Body 12–14 pt / Line spacing 1.4–1.6

COLORS

The proposed palette balances cultural heritage with contemporary clarity. Forest green gives the identity a distinctive foundation, warm ivory creates generous visual space, and muted gold adds a refined accent. Charcoal supports readable text, while warm gray and light stone provide quiet supporting tones.

USAGE RULES

Use forest green for the logo and major headings. Use warm ivory for primary backgrounds.

Reserve muted gold for accents, rules, and selected logo details.

Use charcoal or forest green for body text on ivory. Keep gray and stone for supporting graphics and backgrounds.



PRIMARY COLORS



Forest Green		Muted Gold		Warm Ivory	
HEX	#173F35	HEX	#A58A51	HEX	#F5F1E8
RGB	23, 63, 53	RGB	165, 138, 81	RGB	245, 241, 232
CMYK*	63, 0, 16, 75	CMYK*	0, 16, 51, 35	CMYK*	0, 2, 5, 4

SECONDARY COLORS



Charcoal		Warm Gray		Light Stone	
HEX	#282C29	HEX	#85877E	HEX	#D8D2C5
RGB	40, 44, 41	RGB	133, 135, 126	RGB	216, 210, 197
CMYK*	9, 0, 7, 83	CMYK*	1, 0, 7, 47	CMYK*	0, 3, 9, 15

*CMYK values are approximate starting points; confirm with the printer's color profile.

STATIONERY

Telfair Museums

121 Barnard St.
Savannah, GA 31401

Dear Your Name,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Best Regards,
Davey Taylor

telfair.org

LETTERHEAD

Telfair Museums

Davey Taylor
121 Barnard St.
Savannah, GA 31401
telfair.org

BUSINESS CARD · FRONT

Telfair Museums

BUSINESS CARD · BACK

Telfair Museums

121 Barnard St.
Savannah, GA 31401

Your Name
Street Name
City, State
Zip

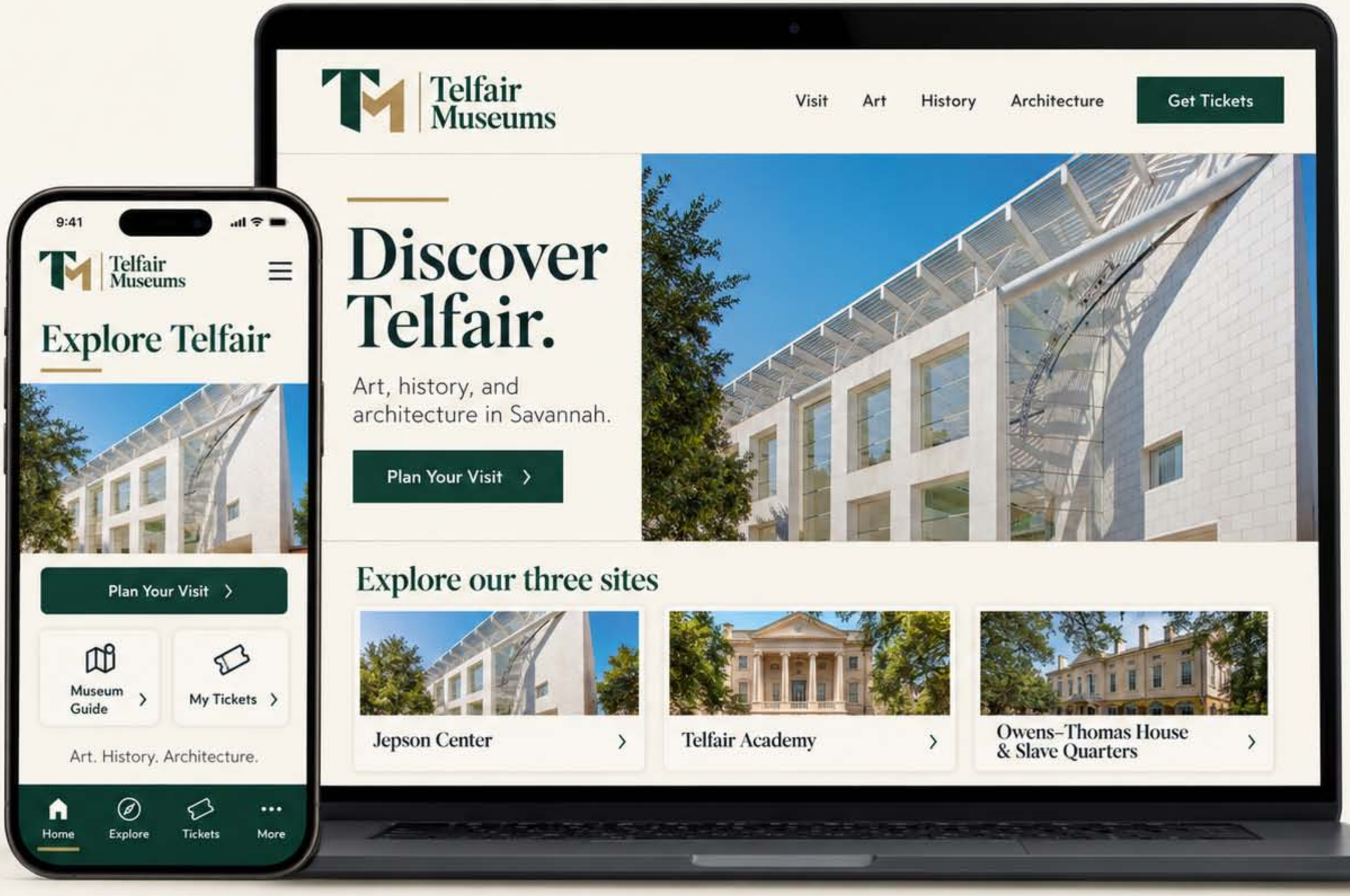
OUTGOING ENVELOPE

Your Name
Street Name
City, State
Zip

Telfair Museums
121 Barnard St.
Savannah, GA 31401

RETURN ENVELOPE

WEBSITE & MOBILE APP



MOBILE VISITOR APP

WEBSITE LANDING PAGE

Proposed digital design

SIGNAGE



ENTRANCE SIGN



EXTERIOR BANNER



INTERIOR WAYFINDING

Proposed signage concepts