Graphic Identity Standards

TERRA

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Introduction

This manual serves as the official reference document for the Terra Foundation for American Art's graphic identity standards and as such provides necessary information for the correct use of key design elements for the Terra Foundation. It should be used by Terra Foundation employees and foundation partners, grantees, and external vendors when developing communication materials that represent and/or reference the Terra Foundation, its programs, or its collection. These standards must be followed in order to build and maintain the Terra Foundation's brand through consistent and coherent use of graphic elements in a broad range of communication materials.

Should there be any questions regarding this document or if assistance is needed in preparing communication materials, please contact:

Communications Manager
Terra Foundation for American Art
+1 312 664 3939

Terra Foundation Identity: Logotype

The primary identifier for the Terra Foundation for American Art is its logotype. The logotype incorporates the full name of the organization and should be used on all communication materials.

TERRA
FOUNDATION FOR AMERICAN ART

Logotype Requirements

COLOR
The logotype may be used in one of three colors: blue, black, or white. For projects in full color, the logotype in blue is preferred; the Terra Foundation's blue is Pantone 660 (PMS 660). For projects that do not allow for or that would not benefit from the use of the logotype in blue, then black or white should be used. When the Terra Foundation's logotype sits alongside those of other institutions, it should be given the same treatment in regard to color (for example: the Terra Foundation's logotype should not be used in black if another logotype next to it is reproduced in color).
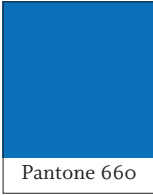
CLEAR SPACE
To maintain optimal visibility, a clear space must be maintained around all sides of the logotype whenever it is used. The area surrounding the logotype must be equal to or more than 1/2 of the total height of the logo (see example at right). The logotype must not be placed close to distracting design elements and must not become part of a larger pattern or design element.

MINIMUM SIZE IN REPRODUCTION
The logotype should be scaled in accordance with the overall design: it is important to make sure it is easily identifiable on materials. In order to ensure easy identification, there is a minimum reproduction size of the Terra Foundation's logotype: 5/16 inch (0.8 cm).

If the logotype cannot be used at a measurement of 5/16 inch or greater (for example: on a book spine), then the designated alternate version of the Terra Foundation's full name (displayed on one line) should be used. Permission to use this alternate version needs to be obtained from the Terra Foundation.

Pantone 660

1/2 x

1/2 x

1/2 x

TERRA
FOUNDATION FOR AMERICAN ART

1/2 x

1/2 x

x

TERRA
FOUNDATION FOR AMERICAN ART

5/16 in. (0.8 cm)

TERRA FOUNDATION FOR AMERICAN ART

[Designated alternate to the logotype]

INCORRECT USAGE

The Terra Foundation's logotype received subtle modifications in summer 2010: it is important to make sure the updated logotype is being used (many repeat partners/vendors have old electronic versions on file). Opposite are additional restricted applications. It is by no means an exhaustive list; please always take care to respect the logotype: never distort it, add decoration, or use it in applications that hinder its legibility and impact.

Do not flip or reverse.

Do not frame logo.

Do not use colors outside the brand.

Do not set in a different typeface.

Do not frame logo in color block.

Do not use blue logo when black or white offers better visibility.

Do not angle or rotate.

Do not apply graphic elements that could diminish or obscure appearance.

Do not place on a background that does not provide sufficient contrast.

WITH PARTNERSHIPS AND ENDORSEMENTS

The Terra Foundation is frequently a partner/sponsor with other organizations on projects. When materials are created for such projects, the prominence of the Terra Foundation's logotype should be proportionate to its contribution. If the Terra Foundation is the dominant partner/sponsor, the logotype should be larger and more prominent than other logotypes. If the foundation's contribution is equal to that of other institutions, its logotype should be of equal size and prominence. If the Terra Foundation contributes to a project that is headed by a dominant partner/sponsor, its logotype should be smaller than that of the dominant partner/sponsor.

Note: there may be other requirements for acknowledging the Terra Foundation's role in addition to or instead of the use of the logotype (such as a credit line); please contact the Grants Manager at the Terra Foundation to ensure necessary compliance.

DOMINANT PARTNER/SPONSOR:

TERRA
FOUNDATION FOR AMERICAN ART

Co-sponsor logo	Co-sponsor logo

EQUAL PARTNER/SPONSOR:

TERRA
FOUNDATION FOR AMERICAN ART

Co-sponsor logo

LESSER PARTNER/SPONSOR:

Dominant Sponsor logo

TERRA
FOUNDATION FOR AMERICAN ART

Co-sponsor logo

Additional Design Elements

PRIMARY FONT: SERIF

The primary serif font for printed pieces of the Terra Foundation is Whitman. As a general rule, Whitman is used for titles, pull quotes, body copy, and caption copy (please see examples). For communication materials where Whitman cannot or should not be used (for example: e-blasts where browsers may be incapable of displaying a true read of Whitman), it is recommended to use the universal default font Georgia.

Note: Whitman OsF and Whitman LF are distinguished by their treatment of numerals: in body copy and caption copy, use OsF (oldstyle figures); in titles and pull quotes, use LF (lining figures).

Whitman Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 [Bold OsF]   0123456789 [Bold LF]

Whitman Semi-Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 [Semi-Bold OsF]   0123456789 [Semi-Bold LF]

Whitman Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 [Roman OsF]   0123456789 [Roman LF]

Whitman Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 [Italic OsF]   0123456789 [Italic LF]

Terra Foundation Academic Opportunities in American Art for 2012

[Title: Whitman Roman LF]

The Terra Foundation supports American art study and presentation worldwide.

[Pull quote: Whitman Semibold OsF]

The marketing and public relations campaign garnered approximately **60 million media impressions**—approximately 38 million through marketing and advertising, and an additional 21 million through editorial media coverage.

[Body copy: Whitman Roman OsF and Whitman Bold OsF]

Edward Hopper (1882–1967)
Night Shadows, 1921
etching, 6 7/8 x 8 1/4 in. (17.5 x 21 cm)
Terra Foundation for American Art,
Daniel J. Terra Collection, 1995.7

[Caption copy: Whitman Roman OsF and Whitman Italic OsF]

PRIMARY FONT: SANS SERIF

The primary sans-serif font for printed pieces of the Terra Foundation is DIN. As a general rule, DIN is used for headers and caption directionals (please see examples). DIN is most often used in uppercase, but may be used in upper/lowercase when design and hierarchy of information warrant it. For communication materials where DIN cannot or should not be used (for example: e-blasts where browsers may be incapable of displaying a true read of DIN), it is recommended to use the universal default font Arial.

Note: One might see DIN referred to as "DINOT" in a font list. The OT placed on the end of the font's official name stands for "OpenType," a cross-platform font file format.

DIN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DIN MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DIN REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DOCTORAL AND POSTDOCTORAL RESEARCH TRAVEL GRANTS TO THE UNITED STATES

[A-Head: DIN Bold]

AMERICAN ART AMERICAN CITY

[B-Head: DIN Medium]

ACCEPTING APPLICATIONS NOW FROM CANDIDATES WORLDWIDE

[C-Head: DIN Regular]

ABOVE LEFT

[Caption directional: DIN Medium]

Program details may change due to institutional and/or governmental compliance; please check with administering institution for up-to-date information, including eligibility requirements and application procedures and deadlines.

[Ancillary information: DIN Medium upper/lowercase]

COLLECTION IMAGES

The Terra Foundation has a collection of American art that encompasses more than 700 paintings, sculptures, and works on paper. Artworks from the collection are often used in communication materials to illustrate collection initiatives projects as well as other non-collection projects. Such images should be chosen with great care, and selections should be made with input and ultimately permission from Terra Foundation staff (registrar, curator, or executive staff members).

In general, reproductions of artworks should strive to show the complete work of art, have minimal overlay, and have no bleeding/guttering. Reproductions must be color correct and be accompanied by object information and credit line. When design or space constrictions only allow for a detail of a work of art to be reproduced, the "cropping" should reflect the spirit of the work of art. Likewise, when design elements (such as the Terra Foundation's logotype) overlay a collection image it should be done in a manner that is respectful of the image and dignified. Any reproduction of a work of art should be checked by Terra Foundation staff to ensure quality of color, design layout, and credit line.

The Terra Foundation's collection can be viewed in full online: images of each work can be viewed on the foundation's website (terraamericanart.org) alongside artist/object information. Requests for digital images and credit lines should be referred to the foundation's Registrar.

In some instances, copyright for images and works of art from the Terra Foundation's collection may be held by a third party, such as an artist's estate or artist group, in addition to the foundation. Such artists from the collection include Alexander Archipenko, Milton Avery, Thomas Hart Benton, Stuart Davis, Fritz Eichenberg, Lyonel Feininger, Arshile Gorky, Stanley William Hayter, Rockwell Kent, John Marin, Reginald Marsh, Georgia O'Keeffe, and Grant Wood. Permission to reproduce an image by these artists should be requested from the other copyright holders/representatives in addition to the Terra Foundation.

OBJECT INFORMATION AND CREDIT LINE:

Edward Hopper (1882–1967)
Night Shadows, 1921
etching, 6 7/8 x 8 1/4 in. (17.5 x 21 cm)
Terra Foundation for American Art,
Daniel J. Terra Collection, 1995.7

ABBREVIATED OBJECT INFORMATION AND CREDIT LINE:

Edward Hopper
Night Shadows, 1921
Terra Foundation for American Art,
Daniel J. Terra Collection, 1995.7

WHEN REPRODUCTION IS A DETAIL:

DETAIL
Edward Hopper (1882–1967)
Night Shadows, 1921
etching, 6 7/8 x 8 1/4 in. (17.5 x 21 cm)
Terra Foundation for American Art,
Daniel J. Terra Collection, 1995.7

Obtaining Digital Files and Permissions

In order to ensure the highest quality of reproduction, digital files should be requested from the Terra Foundation; unauthorized copies of graphic elements downloaded from the web or scanned from other materials are not acceptable. To request an authorized file (logotype, collection image, or other) or to confirm acceptable usage, please obtain help from the Terra Foundation employee overseeing/working on your project: they can serve as a liaison or can direct you to the Terra Foundation employees best equipped to fulfill your needs, including:

Communications Manager for press-related text and other public announcements
Grants Manager for providing digital files of the logotype and ensuring correct usage as stipulated
    by partnership/grant contract
Registrar or **Curator** for collection images and related credit
Program Officer for program details and related needs