

Visual Arts Center of Richmond

Style Guide

moodboard

The Visual Arts Center of Richmond (VisArts) is a nonprofit organization that has helped adults and children explore their creativity and make art since 1963. Each year, the organization touches the lives of more than 40,000 people through its classes, exhibitions, community outreach programs, camps, workshops and special events.

For this rebrand, I created a visual identity that exudes a sense of playfulness and curiosity, something that is timeless without taking itself too seriously. While creating this new visual identity, I was heavily inspired by mid-century modernism and bold, wide-ranging color palettes.



The VisArts color palette includes an orange-y red as its primary color, which exudes feelings of confidence, creativity, encouragement, and playfulness.

It also includes seven secondary colors, including orange, pink, yellow, blue, green, purple, and maroon, which can be used interchangeably throughout the brand system.



color palette

The image displays a 10x10 grid of 100 squares. Each square has a background color and a central element. The background colors follow a rainbow gradient: Row 1 is red, Row 2 is orange, Row 3 is pink, Row 4 is yellow, Row 5 is blue, Row 6 is green, Row 7 is purple, Row 8 is dark red, Row 9 is black, and Row 10 is white. The central elements are colored circles or diagonal lines. The circles are colored in a sequence: red, orange, pink, yellow, blue, green, purple, dark red, black, and white. Diagonal lines are present in specific squares, creating a pattern of visibility. The diagonal lines are red and run from the top-left to the bottom-right. The squares with diagonal lines are: (1,1), (2,2), (2,3), (3,2), (3,3), (4,4), (5,5), (6,6), (7,7), (7,8), (8,8), (8,9), (9,9), and (10,10).

The VisArts primary typeface is Forma DJR. Forma DJR is a clean, highly legible sans serif typeface which exudes feelings of mid-century modernism while also being friendly and welcoming.

The display typeface should be used for all titles on product packaging and promotional material for the brand, while the text typeface should be used for all captions and longer paragraphs of text on product packaging and promotional material for the brand.

Forma DJR Display

Forma DJR Text

typography

logo

Primary Logo

**Visual Arts Center
of Richmond**

Reverse Logo

**Visual Arts Center
of Richmond**

Stretched/Distorted Logo

**Visual Arts Center
of Richmond**



Logo Without Enough Color Contrast

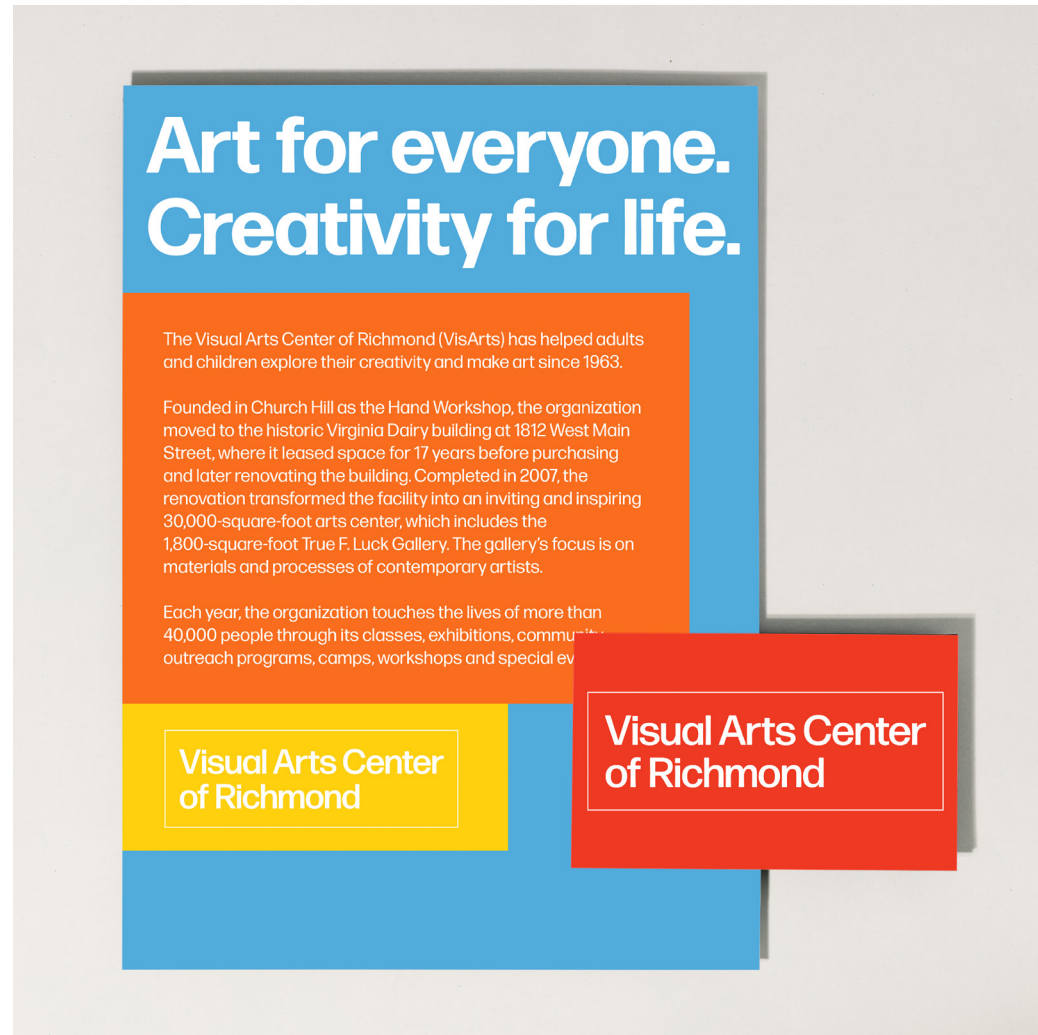
**Visual Arts Center
of Richmond**



logo don'ts

print materials

The VisArts print materials put the brand elements into action with the bold use of color blocking.



This VisArts tote bag puts the organization's vision front and center with the use of bold capital letters, the brand's signature red in a long shadow, and a prominent display of the logo.



merch

Credits

Libbie Alexander

libbiealexander.com