

**HIGH**

HIGH MUSEUM OF ART ATLANTA

# Branding Guidelines



# Introduction

The brand and sponsorship guide for the High Museum of Art (HMA) logo is intended to create a cohesive and consistent look and feel, that ensures a recognizable, respectable, and impactful brand.

Guidelines are provided to ensure that all parties are represented consistently across the partnership materials and to show a range of opportunities, formats, and ideas for how the logo can be used.

For partners that reach the threshold for logo inclusion, we will provide the EPS and JPEG formats for use by your designers.

If you need further information or clarification on the brand and logo, please reach out to your HMA contact.

# Logo Usage

Our logo is the touchstone of our brand; we must ensure proper usage at all times. The following are examples of proper usage.

There are two sets of logos: **regular** and **stacked**.

## Full Color



# Logo Usage

Our logo is the touchstone of our brand; we must ensure proper usage at all times. The following are examples of proper usage.

There are two sets of logos: **regular** and **stacked**.

## One Color



# Logo Usage

Our logo is the touchstone of our brand; we must ensure proper usage at all times. The following are examples of proper usage.

There are two sets of logos: **regular** and **stacked**.

## White



# Logo Usage

Our logo is the touchstone of our brand; we must ensure proper usage at all times. The following are examples of improper usage.

## Improper Usage



HIGH MUSEUM OF ART ATLANTA

# Logo Usage

## Clear Space

The logo clear space is the height of the red box in the logotype.



# Logo Usage

## Color Palette

Red is the primary color of the High Museum of Art and therefore should be utilized in some aspect in all corporate branding. However, we do not wish to outshine or distract from our logo by overuse of the red. Remember that less is more, and a minimalist, modern, simple design enhances the overall brand of the museum.



PMS 485  
CMYK 0, 100, 100, 0  
RGB 235, 29, 37  
HEX # ec1c24



PMS White  
CMYK 0, 0, 0, 0  
RGB 255, 255, 255  
HEX # ffffff



PMS Cool Grey 2  
CMYK 0, 0, 0, 20  
RGB 209, 211, 212  
HEX # d1d2d4



PMS 423  
CMYK 0, 0, 0, 50  
RGB 147, 149, 152  
HEX # 939597



PMS 426  
CMYK 0, 0, 0, 100  
RGB 0, 0, 0  
HEX # 000000

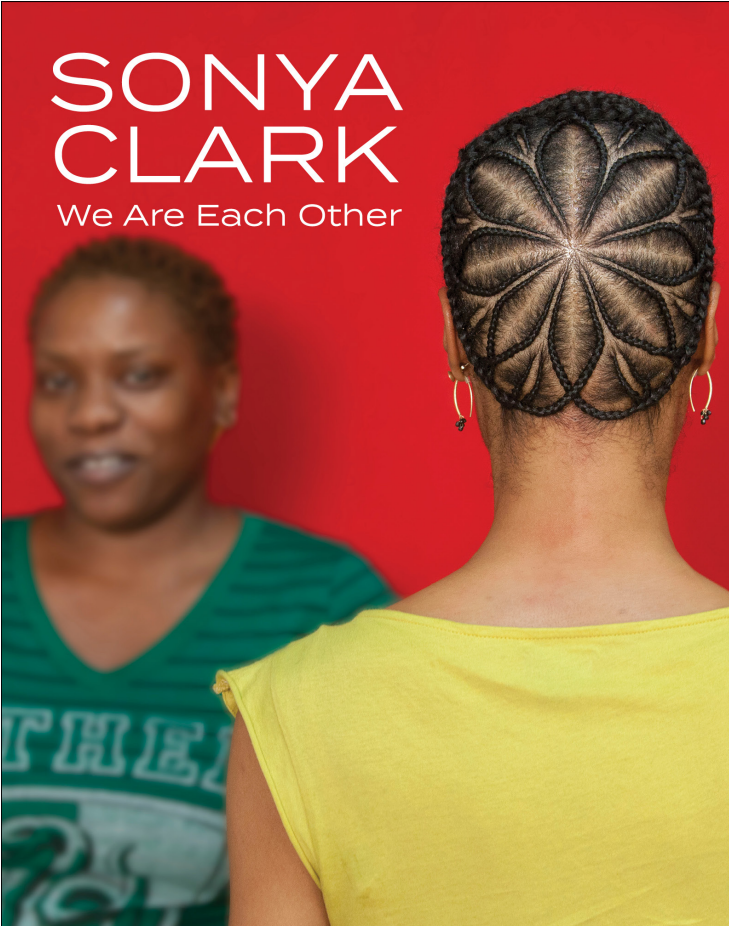


# Sponsorship and Partnership Guidelines

The High Museum of Art logo represents quality assurance, and its inclusion strengthens the position of sponsors, education partners, and the High.

With that in mind, please review the following thresholds for logo inclusion, as well as recommendations for non-logo use in social media or other messaging collaborations.

All uses of the High Museum of Art logo are subject to approval prior to public use.



**SONYA CLARK**  
We Are Each Other

SUPPORT FOR THE EXHIBITION AND CATALOGUE IS PROVIDED BY  
**HENRY WOODS FOUNDATION**

MAJOR FUNDING FOR THIS EXHIBITION IS PROVIDED BY  
William N. Banks Jr. Trust

PREMIER EXHIBITION SERIES SPONSOR  
**DELTA**

PREMIER EXHIBITION SERIES SUPPORTERS  
ACT Foundation, Inc.  
William N. Banks, Jr.  
Cicouan Foundation  
Susan M. Gold  
Sarah and Jim Kennedy

BENEFACTOR EXHIBITION SERIES SUPPORTERS  
Robin and Hilton Howell

**HIGH** HIGH MUSEUM OF ART ATLANTA

ON VIEW THROUGH FEB 18 | HIGH.ORG

This exhibition is co-organized by the High Museum of Art, Atlanta; Cranbrook Art Museum, Bloomfield Hills, MI; and the Museum of Arts and Design, New York.  
Sonya Clark (American, born 1967), The Hair Craft Project: Hairstyles with Sonya, Sonya Clark with Jamiah Williams (detail), 2014, pigment print on archival paper, courtesy of the artist. Photo by Nadko Wosowid. © Sonya Clark.

# High Museum Official Partners

## Use of logo is limited to the following:

Sponsorships as led by HMA Development, with signed contract that includes visual branding

Formal community partner as led by HMA Education, with signed letter of agreement that includes visual branding

Creator or copromotion partner as led by HMA Communications, with signed letter of agreement that includes visual branding

Partners should refrain from using the words “curated by” in all public programs materials. The High reserves this language for specific positions at the museum. To avoid any confusion, please use “selected by” or “organized by”.

## Logo Use Approval Process

Submission: all requests must be sent in to designated HMA point of contact and should receive a preliminary decision within **fourteen days**

All requests must include: information on the publication (e.g., purpose, audience, term), intended use (e.g., sponsorship relationship, endorsement), and proposed graphic design and format

Final approval: partner will share final design of the publication or material for final review and reference at least **two business days** before publication or distribution

## Restrictions

We have the right to withdraw any permission given at any point if the logo usage is deemed to violate the principles of or exploit the museum.

Logo usage can only be permitted for content or materials that are related to the High.

# Collaborators and Unofficial Partners

Non-Partners are not allowed to use the logo.

We don't allow our logo to be used by individuals or companies who collaborate with the High on a limited basis but are not formal partners, as this may imply an endorsement from or affiliation with the High.

Examples of such non-partner relationships include, but are not limited to the following:

- When your association or company did short-term work with the High, as a contractor or subcontractor
- When you are associated with a fundraiser for another nonprofit organization
- When you are a performer, speaker, or vendor at a High Museum program
- When you are part of a group visiting the High
- When you rent a space at the High for an event

You may be allowed to refer to the High Museum of Art in plain text or tag @HighMuseumofArt on social platforms as alternatives to using our logo, as long as such reference is accurate.

Please reach out to [communications@high.org](mailto:communications@high.org) for more information.