

OFFICIAL STYLE GUIDE



Brand Identity

This style guide is designed to ensure **graphic continuity** for the Ringling Museum. **Consistent quality** is vital to promoting brand identity of the Museum.

“Brand identity” is how we present ourselves to our current and prospective publics. The Ringling Museum strives to put forth the best quality to match its exceptional collection of fine art and culture. Your help in managing this by complying with these guidelines is essential.

Please use this style guide as a reference to better understand the appropriate usage of the Ringling Museum logo. The Marketing and Communications Department is available to assist with all graphic design, marketing and communications efforts.

Electronic files of the logo and templates of logo materials are available. This eliminates any need for design work on basic and reoccurring communications materials. Typesetting and layout are no longer necessary. You simply use the appropriate electronic file on our desktop computer or send the appropriate PDF file to the printer or production company.



You may access all electronic files from the Intranet under the Marketing tab.

Logo Usage

The Ringling Museum logo is made up of:



Tag line

The tag line is designed to appear under the Ringling logo. The tag line is attached to all versions of the logo. It never requires typesetting because it is embedded in the files on the CD. It should always appear with the logo unless indicated for specific applications, or if the application is too small making the tag line unreadable.

The No Print Zone

At a minimum, separate the logo from all other text and graphics on your communications by adequate space so text does not infringe on the logo artwork. Text and graphics should never overlap the logo art. Ensuring adequate space around the logo helps make it more prominent and enhances its visibility.



Logo For Full-Color Printing (CMYK)

On full-color communications, the full-color (CMYK)* Ringling Museum logo should be used. It is preferred on all projects. CMYK refers to the four primary colors used in process printing: Cyan (C), Magenta (M), Yellow (Y) and Black (K).



Enhanced Logo For Full-Color Printing (CMYK)

The enhanced full-color (CMYK)* Ringling Museum logo may be appropriate on certain promotional materials.



Logo For Spot-Color Printing

When spot colors are required, use the Pantone Color (PMS) 202.



Black and White Printing

If full color is not available, the Ringling Museum logo may be reproduced in solid black. There must be sufficient contrast between the logo and the background color.



Reversed-Out Logo

The Ringling Museum logo may be used as a white image when used on solid or dark colors. There must be sufficient contrast between the logo and the background color.



Templates

Two file formats are provided for many templates:

Word document template is appropriate for emailing and electronic distribution.

PDF format is the appropriate file format to submit to printers for professional printing.

Ringling Museum Letterhead Specs:

- 8.5" X 11" paper size
- Paper brand: Accent Opaque
- Paper stock: 80 lb. text / white / smooth finish
- Ringling Museum logo (Full-Color CMYK) centered at the top of the page
- Tag line in black ink and full-color FSU seal flushed in the lower-right corner
- Address line in black ink stacked on two lines flushed in the lower-left corner, include the Museum address in the first line and the phone and web address in the second line
- Use the same paper stock without art for the second sheets

Ringling Museum Envelopes Specs:

- Standard No.10 (4.125" X 9.5")
- Paper brand: Accent Opaque
- Paper stock: (matches letterhead)
- Ringling Museum logo (Full-Color CMYK) with tag line and FSU seal
- Address line in black ink stacked on two lines, include the Museum address in the first line and the phone and web address in the second line

Fax Cover Sheets Specs:

Fax cover sheets should not be professionally printed due to the ever-changing content contained in the fax cover sheet.

Please use the Word document found on the intranet.

Memo Form Sheets Specs:

Memo form sheets should not be professionally printed due to primarily serving the internal audience.

Please use the Word document found on the intranet.

Business Cards Specs:

- 3.5" X 2" paper size
- Paper brand: Accent Opaque
- Paper Stock: 80 lb. cover / white / smooth finish
- Ringling Museum logo (Full-Color CMYK) with tag line and FSU seal
- Address line and web address in black ink stacked on two lines
- Business card shells are printed without employee name, title, office number, cell number and email address in bulk quantities.
- Employee name, title, office number, cell number and email address are imprinted on the shells as needed and ordered through the Administrative Support Assistants using the Stationary Order Form.

Note Card Specs:

- 4.25" X 5.5" - folded size
- Paper brand: Accent Opaque
- Paper Stock: 65 lb. cover / white / smooth finish
- Ringling R embossed on the cover of the note card

Note Card Envelopes Specs:

- 4.375" X 5.75" size
- Paper brand: Accent Opaque
- Paper stock: (matches letterhead)
- Ringling Museum logo (Full-Color CMYK) with tag line and FSU seal
- Address line in black ink stacked on two lines, include the Museum address in the first line and the phone and web address in the second line

Correspondence Card Specs:

- 5" X 7" size
- Paper brand: Accent Opaque
- Paper stock: 65 lb. cover / white / smooth finish
- Ringling Museum logo (Full-Color CMYK) centered at the top of the page
- Tag line and FSU seal flushed in the lower-right corner in black ink
- Address line in black ink stacked on two lines flushed in the lower-left corner, include the Museum address in the first line and the phone and web address in the second line

Correspondence Card Envelopes Specs:

- 5.25" X 7.25" size
- Paper brand: Accent Opaque
- Paper stock: (matches letterhead)
- Ringling Museum logo (Full-Color CMYK) with tag line and FSU seal
- Address line in black ink stacked on two lines, include the Museum address in the first line and the phone and web address in the second line

Executive Letterhead Specs:

- 6.25" X 9.5" size
- Paper brand: Accent Opaque
- Paper stock: 80 lb. text / white / smooth
- Ringling Museum logo (Full-Color CMYK) centered at the top of the page
- Tag line and FSU seal flushed in the lower-right corner in black ink
- Address line in black ink stacked on two lines flushed in the lower-left corner, include the Museum address in the first line and the phone and web address in the second line

Executive Letterhead Envelopes Specs:

- 6.5" X 9.75" size
- Paper brand: Accent Opaque
- Paper stock: (matches letterhead)
- Ringling Museum logo (Full-Color CMYK) with tag line and FSU seal
- Address line in black ink stacked on two lines, include the Museum address in the first line and the phone and web address in the second line

Additional text guidelines to follow:

On first reference to the estate use:

The John and Mable Ringling Museum of Art

On second reference it is appropriate to use:
the Ringling Museum or the Ringling Estate

Appropriate references to Ringling venues:

Museum of Art

Cà d'Zan Mansion

(use appropriate accents and italicize)

Circus Museum

Circus Museum's Tibbals Learning Center

(on first reference)

Tibbals Learning Center (on second reference)

Howard Bros. Circus Model

(referring to the miniature circus)

World's largest miniature circus

(use to describe the miniature circus)

Historic Asolo Theater

18th - century Venetian theater

(use to describe the theater)

John M. McKay Visitors Pavilion (on first reference)

Visitors Pavilion (on second reference)

Ulla R. and Arthur F. Searing Wing (on first reference)

Searing Wing (on second reference)

Dr. Helga Wall-Apelt Asian Art Galleries

(on first reference)

Asian Art Galleries (on second reference)

Education/Conservation Building
Ringling Art Library

Mable Ringling's Rose Garden or the Rose Garden
The Dwarf Garden
The Secret Garden

Treviso Restaurant
The Banyan Café

All galleries, rooms and areas should be listed in title case format when using the proper name i.e. Rubens Galleries, Courtyard or Ballroom.

Cà d'Zan Muesum Store

Visitors Pavilion Museum Store

Cà d'Zan Gate House

The Ulla R. Searing Curator of Collections

The Dr. Helga Wall-Apelt Curator of Asian Art

Tibbals Curator of the Circus Museum

Approved key messages for each facility and special exhibition are also available by contacting the Marketing and Communications department at ext. 2804.