VIZCAYA
MUSEUM & GARDENS

GRAPHIC STANDARDS MANUAL

VERSION 01 | 2018

TABLE OF CONTENTS

INTRODUCTION.

Hello.

The Vizcaya Graphic Standards Manual is a tool designed to help manage the visual identity of the Vizcaya brand. When used properly, it will ensure that the voice and image of the museum and gardens are conveyed in a concise and consistent tone across all communication points.

All communications developed using the manual must be approved by the Vizcaya marketing director. Contact information is provided at the end of the manual; please reach out if there are any questions or concerns.

How to Use This Manual.

Before embarking on any communication projects for Vizcaya, it is important to familiarize yourself with all the brand elements. The following pages will walk you through a brief history of Vizcaya, the personality and voice of the brand, and the brand's visual elements.

About Vizcaya.

Vizcaya Museum and Gardens is a unique, sub-tropical estate located on Biscayne Bay in the Coconut Grove neighborhood of Miami. It is a National Historic Landmark that preserves the estate of agricultural industrialist James Deering, and aims to engage the community and its visitors in learning through the arts, history and the environment. It has been recognized internationally for its cultural and historic significance, exemplary preservation, and dynamic visitor experience.

Vizcaya was designed by Paul Chalfin (artistic oversight), Francis Burrall Hoffman, Jr. (architecture), and Diego Suarez (landscape architecture). The planning and construction lasted over a decade, from 1910 to 1922, and included the large-scale purchase of European antiques and the design of buildings and landscapes to accommodate them. The estate was modeled after a centuries old Italian country villa and originally sat on 180 acres of land.

In 1952, Vizcaya was conveyed from the Deering family to Miami Dade County, and quickly emerged as a cultural institution in South Florida.

For 100 years, Vizcaya has been a place for people to gather, learn, engage in social activity, and find inspiration. Its continued evolution will cement its role as Miami's cultural hub.

Mission Statement, Vision Statement and Core Values.

MISSION STATEMENT:

Preserving Vizcaya's cultural and environmental resources to engage people in connecting with the past, understanding the present and shaping the future.

VISION STATEMENT:

Vizcaya is an enduring, inclusive and innovative place that inspires people to embrace the cultural vitality and environmental sustainability of the world around us.

CORE VALUES:

- INCLUSION: We welcome, respect and collaborate with people of diverse backgrounds, abilities and needs within and beyond our organization.

- EXCELLENCE: We embrace reflection, learning and evaluation to develop innovative and impactful initiatives.

- INTEGRITY: We are transparent, accountable, responsible and honest.

- SUSTAINABILITY: We are environmentally conscious and promote sustainability and resiliency.

- COMMITMENT: We are passionate about working together to preserve Vizcaya and inspire our community.

Key Communication Points.

VIZCAYA MEANS:

MIAMI ICON.
Celebrating 100 years, there are few places as true to the real Miami. Vizcaya represents the past, present and future of Miami, and no experience – as a local or tourist – is complete without getting to know this engaging landmark.

CULTURAL HUB.
Beyond its historical significance, Vizcaya is a community focal point, where Miami residents can engage with contemporary art, cultural programs and each other. The plans to reunite the two sides of the original Vizcaya property and restore the Vizcaya Village as an educational resource for our community will provide added space for even more innovative exhibitions and community engagement.

MIAMI'S ORIGINAL HOTSPOT.
100 years ago, farm equipment manufacturer and visionary James Deering built Vizcaya. He shaped the future of Miami by defining waterfront living, introducing art and internationalism to our community, and launching a spirited social scene. You could say Vizcaya was Miami's original hotspot.

Key Communication Points (continued).

VIZCAYA IS:

INVENTIVE.
Think you know Vizcaya? Think again. While its founder James Deering modeled his estate after a centuries-old Italian country villa, he breathed new life into the estate by incorporating twentieth-century building methods and technologies, and established modern agricultural facilities. Today, Vizcaya holds true to its roots, evolving from its legacy of inspiration and progress. From enriching community engagement to contemporary art exhibits, there is always an inventive surprise to be found within these walls and gardens.

INSPIRING.
From its inception, Vizcaya has inspired lofty dreams and the passion to achieve them. Its very existence is a major feat accomplished by a creative team of local and international architects, designers, craftsman, artisans and highly skilled workers. The unique beauty of the estate spurs a sense of admiration that has inspired generations to preserve this community asset. Program communications are an opportunity to bask in our history and embrace the full potential of Vizcaya: an inviting open space for public enjoyment, with landscapes and gardens complementing its museum and the Vizcaya Village.

ENDURING.
Miami's landscape is ever changing, yet Vizcaya has stood the test of time as a private home and a public museum. Thanks to the dedication of the Deering family and community supporters, Vizcaya and its surrounding landscape have grown into one of Miami's most valued urban retreats. Miami's original hotspot, Vizcaya has remained, and will continue to be one of the city's most cherished community hubs.

Copywriting Tone.

Please consult the 'Vizcaya Style Manual' and 'Master Lexicon All Languages' for details on writing copy for Vizcaya Museum and Gardens.

Below are some key points about the editorial tone.

- All written communications should be respectful, accessible, friendly and welcoming.
- Be clear, simple and concise: More is not usually better in written communications. Too many ideas can be confusing, as can wordiness. Try to communicate your message in as few words as possible to retain the reader's attention in a brochure, a social media feed, or a wall label.
- Avoid words that people may not know.
- Avoid presumptuous statements or closed questions that might make people feel embarrassed or ill-educated. Examples: "as everyone knows…" and "What year did James Deering die?"
- Prioritize physical readability, including large type size and clear design.
- Assume that site terms used in our lexicon are not known to the general public and may need to be explained (e.g., "Piazza").
- Tell people about things they will actually experience when visiting Vizcaya or attending programs rather than focusing on too many abstract concepts.
- Vizcaya is a playful place, with wit and humor in its origins, and people come here to have a good time; while we're not writing comedy, we hope our written materials are engaging and, when appropriate, a little humor is encouraged.

Identity Elements Overview.

The Vizcaya visual identity is made up of the following core elements: logos, typography, and colors. When used consistently and properly, these elements will create a singular brand expression.

PRIMARY LOGOS

PRIMARY TYPOGRAPHY

ABCDEFGH
abcdefghijkl

ABCDEFGH
abcdefghijkl

ABCDEFGH
abcdefghijkl

ABCDEFGH
abcdefghijkl

COLORS

LOGO.

Primary Logos.

These are the primary logos for Vizcaya. The approved colors are PMS 2955 and PMS 432.

The top version is the full lock-up which includes the pictogram, logotype, and descriptor. The bottom version is an approved alternate which should be used with discretion in cases where: 1) the logo is printed small (and the details of the pictogram could be lost), 2) the logo appears alongside an image of the Main House (to avoid redundancy), or 3) a horizontal lock-up is desired, where there is limited vertical space.

PMS 2955

PMS 432

Logo In Use.

Some examples of logos in use. It is important to note that the containing shape can only be transparent when using the logos ***without*** the house pictogram (and when the background image is solid/dark). All other instances should use the containing shape with a solid white fill, or use logo variants ***without*** the house pictogram.

When using logo with pictogram, always use white fill on dark color backgrounds

When using logo with pictogram, always use white fill on dark image backgrounds

When using logo with pictogram, always use white fill on multicolored image backgrounds

When using logo with just type, white logo w/transparent background can be used on dark, solid backgrounds

When using logo with just type, white logo w/transparent background can be used on dark or solid backgrounds

When using logo with just type, use regular logo with white fill on images that are light, multicolored, or have inconsistent lighting

Logo Don'ts.

Some examples of improper logo use.
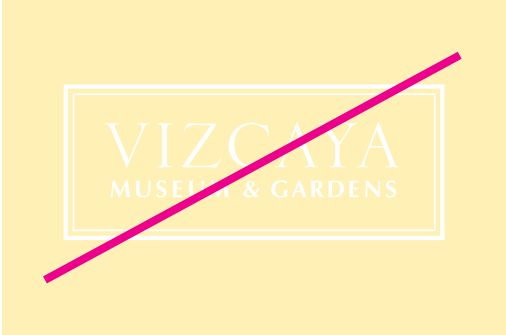

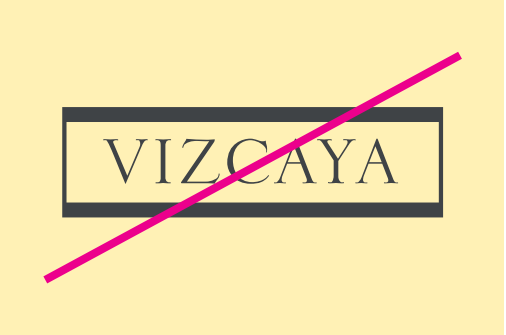Don't use transparent logo on complex backgrounds

Don't use the old version of logo (two color, no container, wrong subhead font)

Don't change the container color

Don't use white logo with transparent background on a light background

Don't change the container design; Don't drop 'Museum & Gardens'

Don't use house pictogram in white with transparent background

Our Color Palette.
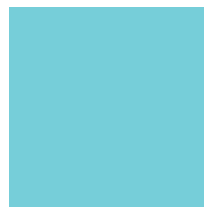
The Vizcaya color palette is inspired both by the naturally occuring colors on the property (bay, sky, gardens), and the colors and patterns found within the house. The colors are represented below in PMS, CMYK, and RGB.
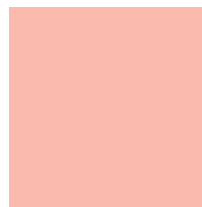
PALM	AQUA BLUE	CORAL WALL	POROUS ROCK	SUN KISSED DAYS
PMS 374	**PMS** 636	**PMS** 707	**PMS** 7528	**PMS** 7401
CMYK 45/0/100/0	**CMYK** 50/0/15/0	**CMYK** 0/32/25/0	**CMYK** 0/5/15/20	**CMYK** 0/3/35/0
RGB 154/202/60	**RGB** 118/206/217	**RGB** 250/186/173	**RGB** 210/199/181	**RGB** 255/241/181
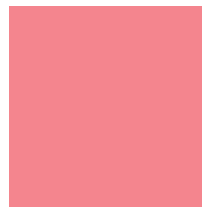
FOREST	TWILIGHT	RICH TAPESTRY	STILL NIGHTS	GILDED FRAMES
PMS 342	**PMS** 2955	**PMS** 701	**PMS** 432	**PMS** 7555
CMYK 90/60/90/0	**CMYK** 100/75/35/25	**CMYK** 0/60/30/0	**CMYK** 35/25/25/75	**CMYK** 0/25/75/15
RGB 55/103/75	**RGB** 5/65/102	**RGB** 244/133/142	**RGB** 63/67/70	**RGB** 219/170/78

Using Color.

Our color palette is intentionally broad in order to support and complement the multitude of colors, patterns and textures found at Vizcaya. However, the use of colors should be restrained and carefully considered in order to convey a consistent, sophisticated, and aesthetically pleasing brand identity.

Below are a few examples of image and color combinations. Consider the colors of the image when choosing color band. In some cases, complementary colors will work best, while other times, a strong contrast is desirable.
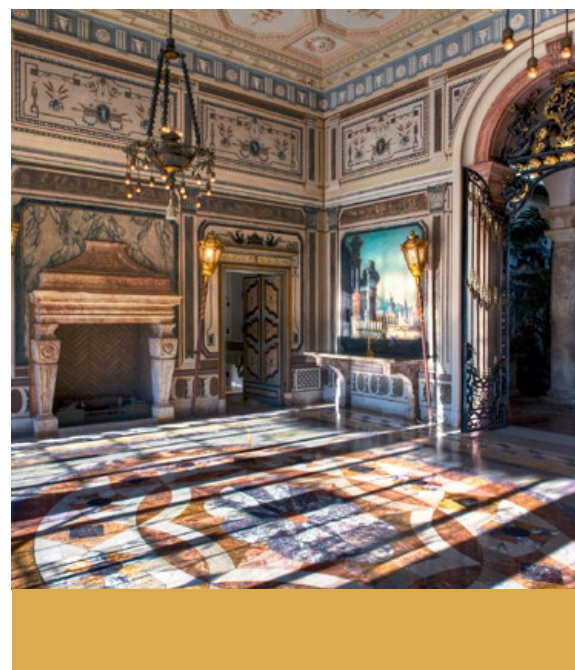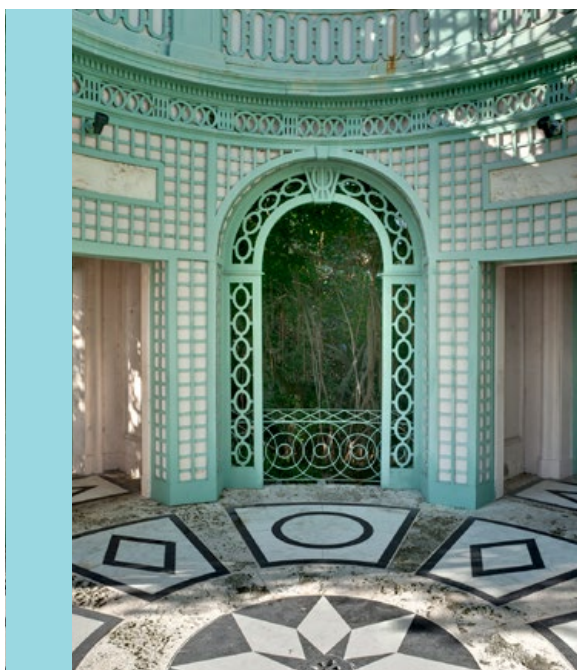
TYPOGRAPHY.

Primary Typeface.

Our primary typeface is Optima (used for headline and body copy throughout this manual). Optima is classically Roman in proportion and character, but without serifs. Our Optima family includes Optima Regular, Optima Italic, Optima Bold & Optima Bold Italic.

OPTIMA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

OPTIMA ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz*

OPTIMA BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz**

OPTIMA BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz***

Secondary Typeface.

Our secondary typeface is Minion Pro. It is used in headlines (in combination with Optima Bold) and for captions.
Our Minion Pro family includes Minion Pro Regular, Italic, Bold and Bold Italic.

MINION PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

MINION PRO ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

MINION PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

MINION PRO BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Type Substitute (use only when necessary).

When sharing live documents (PPTs, for example) and there is the possibility that the recepient doesn't have access to our primary typeface (Optima), the Trebuchet typeface should be used as a substitute. Trebuchet is a standard system font and can be found on most computer operating systems.

TREBUCHET REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

TREBUCHET ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

TREBUCHET BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

TREBUCHET BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Type Substitute 02 (use only when necessary).

When sharing live documents (PPTs, for example) and there is the possibility that the recepient doesn't have access to our secondary typeface (Minion Pro), the Times New Roman typeface should be used as a substitute. Times New Roman is a standard system font and can be found on most computer systems.

TIMES NEW ROMAN REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

TIMES NEW ROMAN ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

TIMES NEW ROMAN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

TIMES NEW ROMAN BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Using Typography.

Type should be used conservatively and elegantly. Opening up the tracking (letter spacing) for headlines and the leading (line spacing) for body copy, in conjunction with generous margins, will help create a sophisticated, aesthetically pleasing design.

Body copy should always be set in OPTIMA and headlines should be set in OPTIMA, in ALL CAPS, or a combination of OPTIMA and MINION PRO, in varied sizes, according to the guidelines on the following page. Captions should be set in MINION PRO.

SOME EXAMPLES OF TYPE COMBINATIONS:

Standard Headline and Body Copy

AN ENCHANTED HOUSE IN THE SUBTROPICS

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accu santium doloremque laudantium, totam rem aperiam, eaque ipsa per-natur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt quasi architecto beatae vitae quasi architecto totam rem aperiam beatae vitae

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, santium doloremque laudantium, totam rem aperiam, eaque ipsa per consectetur, adipisci velit, sed quia non numquam eius eum fugiat quo voluptas nulla pariatur accusantium doloremque laudantium

Alternate Headline Style 01

AN ENCHANTED HOUSE IN THE SUBTROPICS

Alternate Headline Style 02

AN ENCHANTED HOUSE IN THE SUBTROPICS

Caption

01. Sed ut perspiciatis unde omnis iste error sit voluptatem accu santium doloremque laudantium, totam rem aperiam

17 | EXPLORE OUR **GARDENS** | THE **HOUSE**

Using Typography.

Below are guidelines for setting copy according to the rules defined on the previous page. The specified measurements - point size, line spacing, and letter spacing - will change according to the size and format of your specific medium - but use these as starting points and adjust the sizing and spacing proportionately from there.

For internal documents, and for longer format applications, the Standard Headline format is recommended.

Standard Headline and Body Copy and Caption

AN ENCHANTED HOUSE IN THE SUBTROPICS

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accu natur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt quasi architecto beatae vitae quasi architecto totam rem aperiam beatae vitae

01. Sed ut perspiciatis unde omnis iste error sit voluptatem accu santium doloremque laudantium, totam rem aperiam

Headline is set in OPTIMA BOLD at 19 pt. size with 22 pt. leading (line spacing), in ALL CAPS. Type is centered and tracking (letter spacing) is set to 100.

Body copy is OPTIMA REGULAR at 9 pts. with 12 pt. leading.

Caption copy is MINION PRO REGULAR at 9 pts. with 10 pt leading.

Alternate Headline Style 01

AN ENCHANTED HOUSE IN THE SUBTROPICS

Headline is set in MINION PRO REGULAR at 15 pts. and OPTIMA BOLD at 19 pts., in ALL CAPS, with 22 pt. leading (line spacing). Type is centered and tracking (letter spacing) is set to 100.

Alternate Headline Style 02

AN ENCHANTED HOUSE IN THE SUBTROPICS

Headline is set in OPTIMA BOLD at 13 pts. and MINION PRO REGULAR at 20 pts., in ALL CAPS, with 22 pt. leading (line spacing). Type is centered and tracking (letter spacing) is set to 100.

PHOTOGRAPHY.

Vizcaya Photography.

Vizcaya Museum and Gardens has a rich, abundant archive of photography, both historical and contemporary. Many of Vizcaya's communications make use of photos from these archives, but there will be occasions when new photography is required. To that end, we have identified four visual areas which should be emphasized:

I. TEXTURES AND PATTERNS FROM VIZCAYA
II. PEOPLE INTERACTING WITH VIZCAYA (HISTORIC)
III. PEOPLE INTERACTING WITH VIZCAYA (CURRENT)
IV. ART, ARCHITECTURE AND LANDSCAPE (HISTORIC)
V. ART, ARCHITECTURE AND LANDSCAPE (CURRENT)

Examples for each of these categories can be found on the following pages.

For approval of images, please contact Charlotte Donn at:

Charlotte Donn, APR
Marketing and Public Affairs Director
charlotte.donn@vizcaya.org
305-860-8451

Textures and Patterns from Vizcaya.

The volume of materials, textures and patterns found on the Vizcaya property is astonishing. Perhaps even more interesting is the juxtaposition of different styles and motifs. There is artwork, sculptures and furniture from all over the world, set in an Italian-style villa, in a subtropical setting of palm trees, mangroves and coral rock. By honing in on some of these contrasting elements, we can paint a visual picture that is unexpected and intriguing, and connects on a visceral level.

The textures below have been approved for use in Vizcaya's marketing materials, in conjunction with other photography. See Design Sample pages (42-46) for some suggestions on how to use them.

Wood texture here

Roof tiles here

People Interacting with Vizcaya (Historic).

Vizcaya's history as a cultural hub will at times call for a photo from its rich past. If the image to be used is for documentation purposes rather than marketing, the photo should be presented in the tones in which it was taken (black and white, greyscale, sepia tone or color). If the image is to be used for broader communications or marketing, the photo should be changed to greyscale in order to distinguish it from current, contemporary images.

People Interacting with Vizcaya (Current).

Vizcaya is a dynamic cultural hub in Miami. It is important for the photography to convey this by showcasing the multitude of activities taking place on site on a regular basis. By showing images of people participating in activities and experiencing the estate, we can tell a more robust story of this truly special place.

Art, Architecture and Landscape (Historic).

Great care was taken to photograph and document the building of Vizcaya, the objects inside the Main House, and the house and gardens after completion. Many talented photographers (such as Frank Bell & Elizabeth Kressevich) have, at some point, made Vizcaya their muse. The result is a rich trove of black and white, sepia tone, and color images taken throughout the decades. These images are essential when telling the story of Vizcaya's past, and equally valuable when showcasing the romantic spirit of the property. **NOTE:** See paragraph on page 29 regarding use of historic images.

Art, Architecture and Landscape (Current).

Something to consider when shooting new images at Vizcaya is capturing interesting and uncommon angles, elements, details, or vantage points. Images that might not be easily seen or captured by the casual observer; offering interesting perspectives of the Main House, gardens and Village to pique the interest of both first-time visitors and seasoned locals alike.
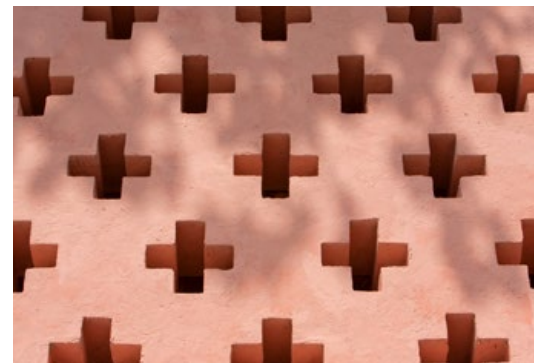
Hiring Photographers.

When hiring a photographer for Vizcaya, it is important that he or she be familiar with the Graphic Standards Manual (with special attention given to the Photography section), and that they have a good understanding of the brand voice. It is also important to brief them specifically on the category of photos you are looking to capture.

Thoughtful adherence to this process will allow us to grow our archive effectively in the coming years, and will continue the tradition of beautiful photography that Vizcaya has come to know.

ICONOGRAPHY.

Iconography System.

The iconography system consists of standard, international-style symbols inside dark blue (PMS 2955) circles. The bold circular shapes are easily identifiable throughout the property and provide an easy to use informational/navigational system.

Creating New Icons.

Vizcaya's iconography system is based on an internationally recognized set of icons. A good source for these icons is a free typeface called Mini Pics International, which is currently available for download here: **LINK** If the need for a new icons arises, this would be a good place to start (rather than commissioning a designer to create something new). Download the font, install it in your computer, and follow the instructions below.

1. Create a new document in an application which allows you to convert type into vector outlines (Adobe Illustrator or Adobe InDesign, for example).

2. Find the desired icon and convert to outlines (this is an important step because it will allow you to create a stand alone icon that doesn't require the typeface). Once the icon is in outline form, give it a white fill.
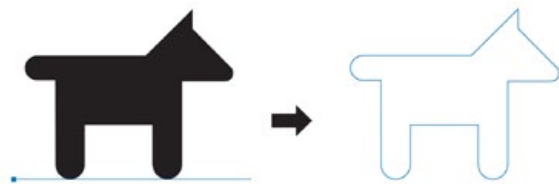
3. The next step is to create a blue circle (Vizcaya Twilight, PMS 2955). After you create the circle, duplicate it (keeping it in the same position) and scale the duplicate down to 75% of its size.

This smaller, inner circle will act as your guide for sizing the icon within the circle.
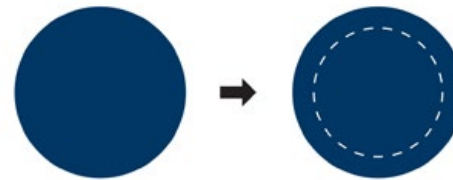
4. The last step is to place the white icon shape within the circle (ensure that no part of the icon extends beyond the guidelines). Adjust the size if needed - the goal is to end up with a good balance between positive and negative space. Compare the new icon with the other icons to ensure that it feels similar in weight.
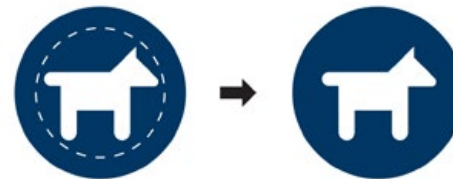
Size & save the icon according to your needs.

Design Thinking.

Vizcaya's communications work best when they are clean, simple, elegant and visually rich.

Generally speaking, the primary objective of each piece should be to showcase Vizcaya's beauty, history, and vitality; there should be nods to the rich past alongside contemporary images that show the fun and engaging programming that makes it a true cultural hub. Once that is established, the more practical details should be conveyed in a clear and concise manner (membership rates, general programming, special offers, upcoming events, etc).

One pitfall to watch out for when designing for Vizcaya is trying to say too much within each piece of communication. There needs to be trust in the broader digital and analog eco-system, so that each piece can be allowed to communicate its main idea clearly and concisely, while capturing the heart and imagination of the viewer.

One way to create powerful, compelling communications for Vizcaya is by leveraging the visual tensions that are unique to it. These juxtapositions can be found almost anywhere you look on-site:

DESIGNED vs. NATURAL *HARD vs. SOFT* *EDUCATION vs. EXPLORATION*
ORDER vs. FREEFORM *MACRO vs. MICRO* *The PAST vs. The PRESENT*
TECHNOLOGY vs. HISTORY *LIGHT vs. DARK* *RESIDENTS vs. VISITORS*

Design Ratio.

As a way of showcasing some of Vizcaya's visual juxtapositions, we have conceived a format ratio of 10:1 to be applied across all communications (where practical). The ratio allows for flexibility in designing while maintaining a consistent and connective framework to work within.

The large area may contain an image, a texture, or a solid color, depending on what works best for that specific piece of communication. The smaller area will generally consist of a solid color (from the Vizcaya color palette, pg. 16), but may also contain a pattern or texture, if suitable. Text may also be housed within the smaller area.

Preferred Print Format.

The preferred print format for Vizcaya's publications is 7"x10". This format is a comfortable size and is well-suited for a cultural institution (it feels less like a marketing brochure and more like catalogue from a museum show). The larger format also allows for more generous spacing, enabling a clean, uncluttered design.

Maintaining this format as a standard will enable designers to design more efficiently, will help create a consistent, collectible library of booklets, and will make printing and shipping more efficient as well.

When other print formats are required (i.e. a standard rack brochure), be sure to keep the proper design ratio intact.

10"

7"

Multi-page Booklet   Single Fold

Tri-Fold

Print Materials.

All collateral materials should be printed on uncoated paper stock, in order to maintain a visual consistency. Most printers offer a standard uncoated paper (in regular and cover weights).

Vizcaya is committed to using environmentally-responsible papers (such as recycled paper) and inks (such as soy inks) whenever possible. Additionally, please consider digital communication over printed materials for most communications.

Print Design Examples: Covers (01).

Examples of possible cover designs in the 7"x10" format.
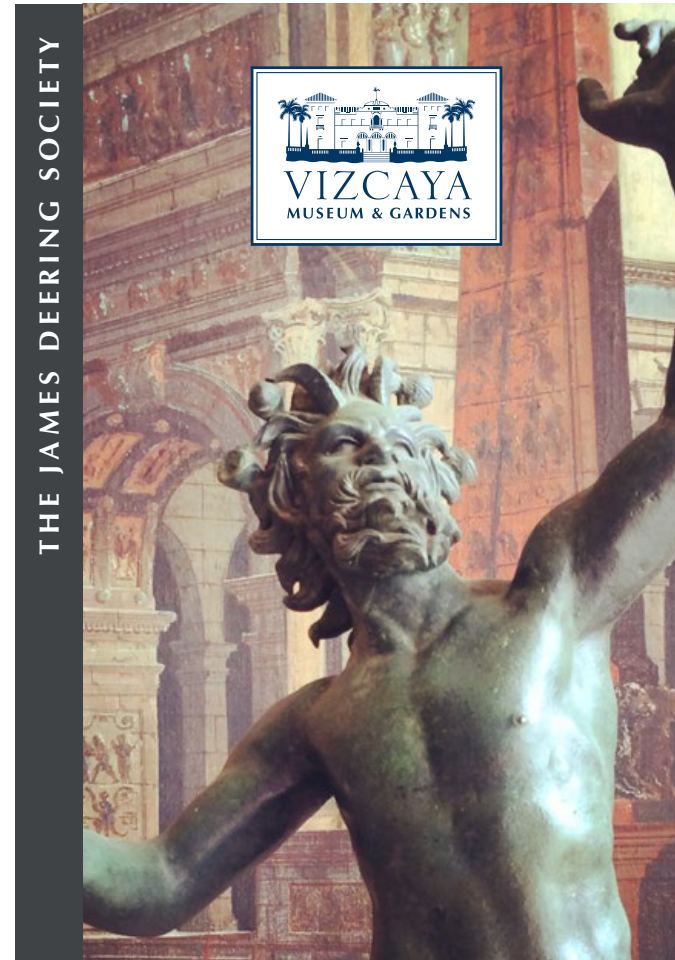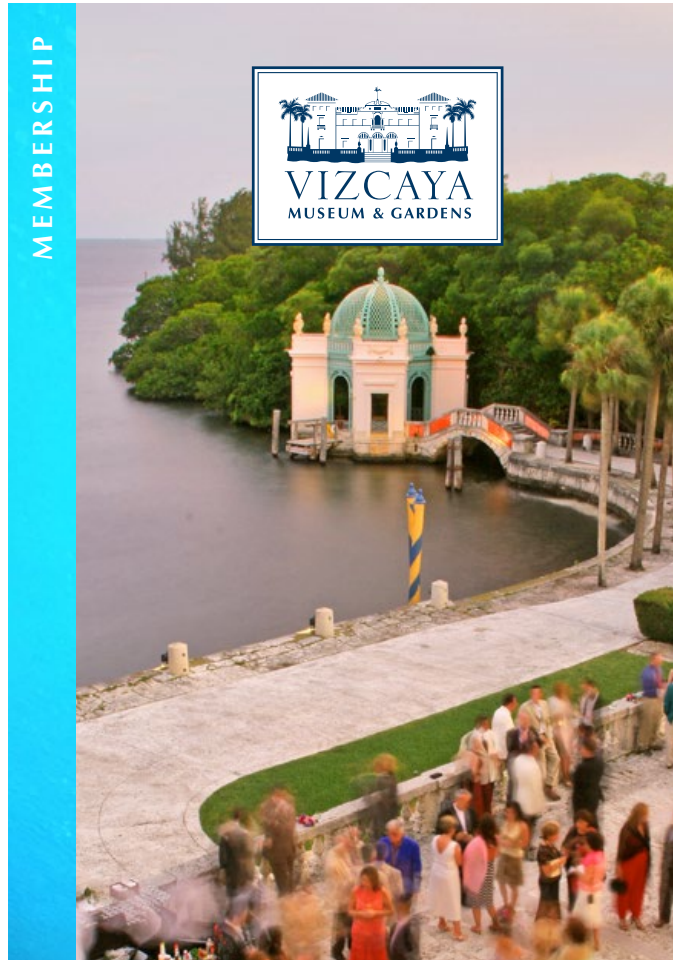
Print Design Examples: Covers (02).

SECONDARY LOGO USAGE: If materials are being used exclusively inside the estate, it is permissible to use the secondary logo (without the Main House pictogram, as shown below). However, in most cases the primary logo is preferred.
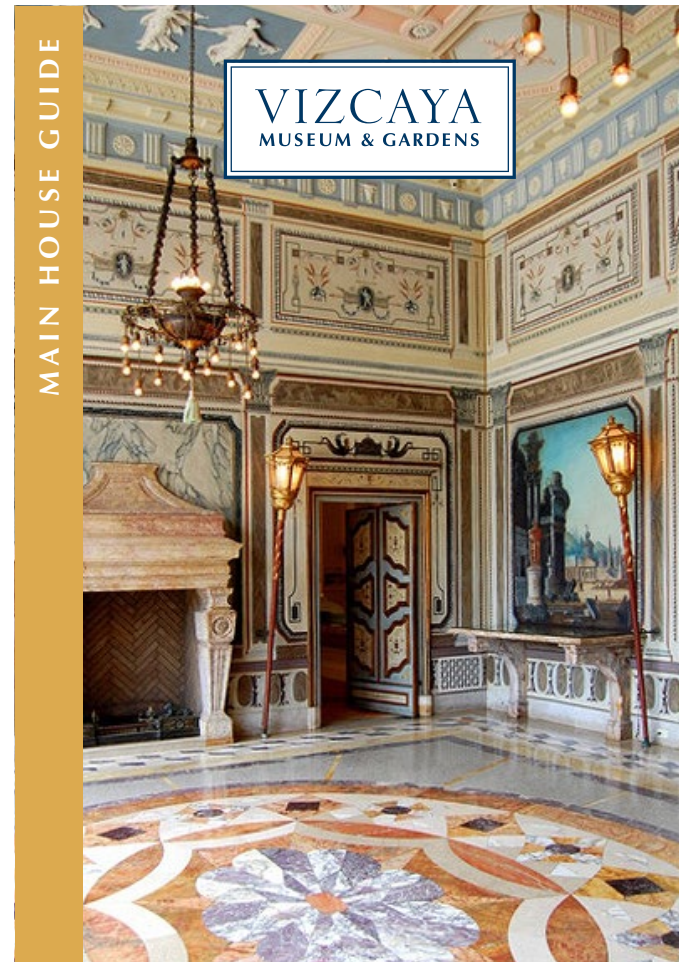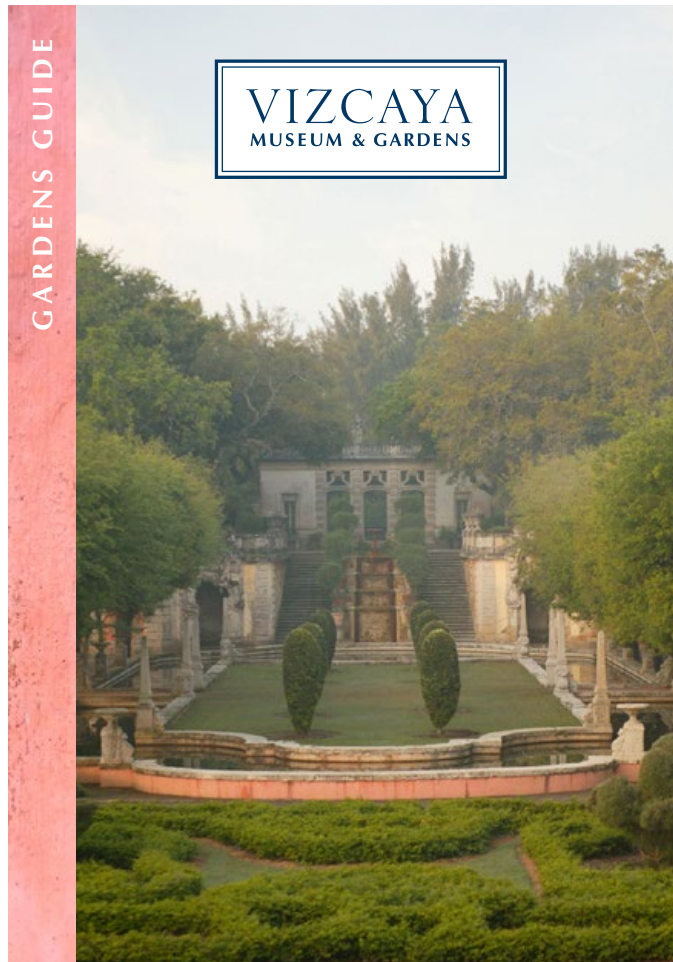
Print Design Examples: Covers (03).

Four covers shown as a set.

Print Design Examples: Covers (04).

Examples of possible cover designs with textures as the main graphics.
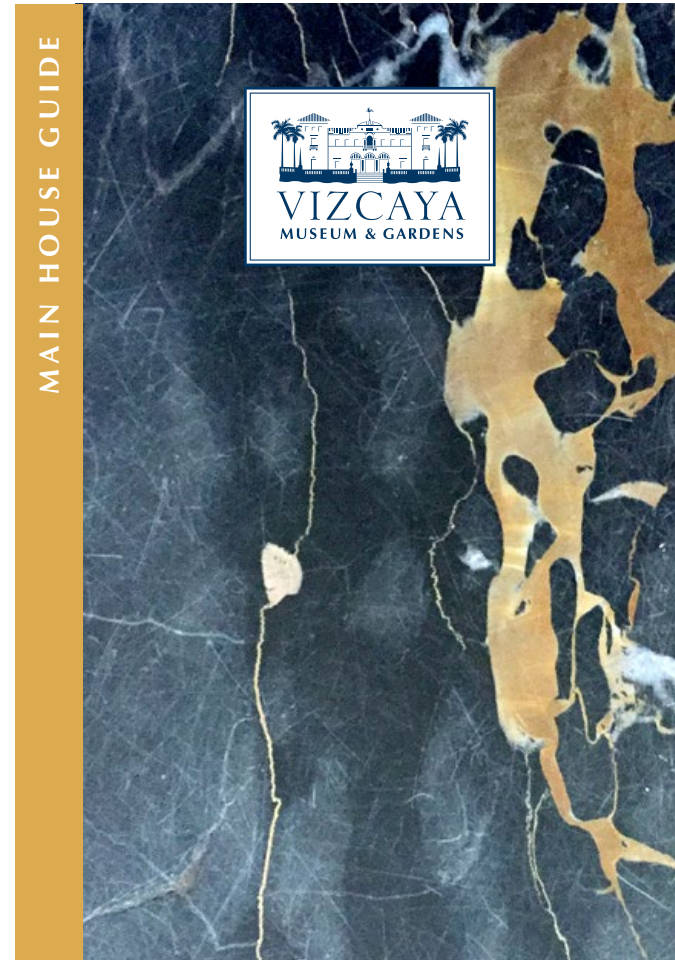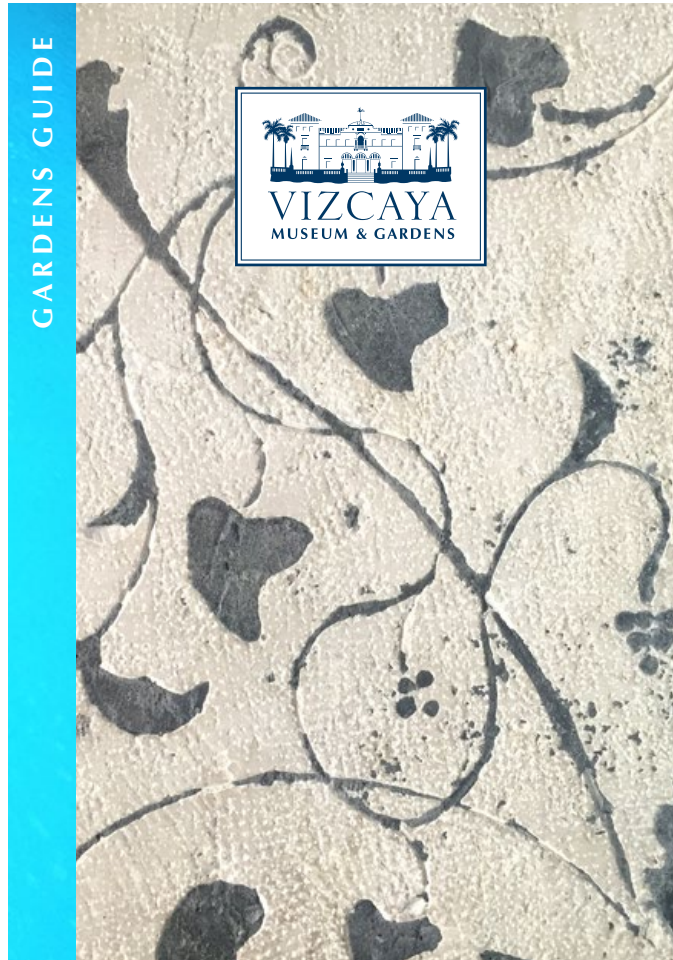
Print Design Examples: Spreads (01).

A sample spread with image and color bar on the left and headline and copy block on the right. Headlines may be framed with lines that match the color of the color bar (or can be the same color as the type itself). The line thickness should be 3 points and the lines should extend the width of the main copy block.

TAKE A DAY AND EXPLORE THE GARDENS.

Vizcaya's European-inspired gardens are among the most elaborate in the United States. Reminiscent of gardens created in seventeenth- and eighteenth-century Italy and France, the overall landscape design is conceived as a series of rooms.

Spanning about 10 acres, you literally could spend the day walking & exploring - though we suggest a midday break at our lovely cafe too.

The central space is dominated by low hedges, or parterres, in a geometric arrangement. Beyond that are the evocative Secret Garden, the intimate Theater Garden, the playful Maze Garden and the once-watery domain of the Fountain Garden. On either side of this designed landscape, James Deering preserved the native forest.

Print Design Examples: Spreads (02).

It's important to occasionally add pages that are purely visual, with compelling images that encourage exploration.

Print Design Examples: Spreads (03).

Try to create visual interest in your layouts by combining contrasting elements (in this case outdoor/nature vs. indoor/geometric design).

THE OPTICAL PLEASANTRIES
OF VIZCAYA'S MANY ROOMS
& GARDENS ARE UNIQUE.

Miami-Dade County Acknowledgment.

Miami-Dade County must be acknowledged in all materials using the statement below. Also, ensure that any other funders for specific projects are acknowledged in an appropriate manner as determined by funding agreements:

Vizcaya is operated by the non-profit Vizcaya Museum and Gardens Trust and owned and supported by

Vizcaya is operated by the non-profit Vizcaya Museum and Gardens Trust and owned and supported by

EXAMPLE OF A BROCHURE BACK COVER WITH MIAMI-DADE SIGN-OFF
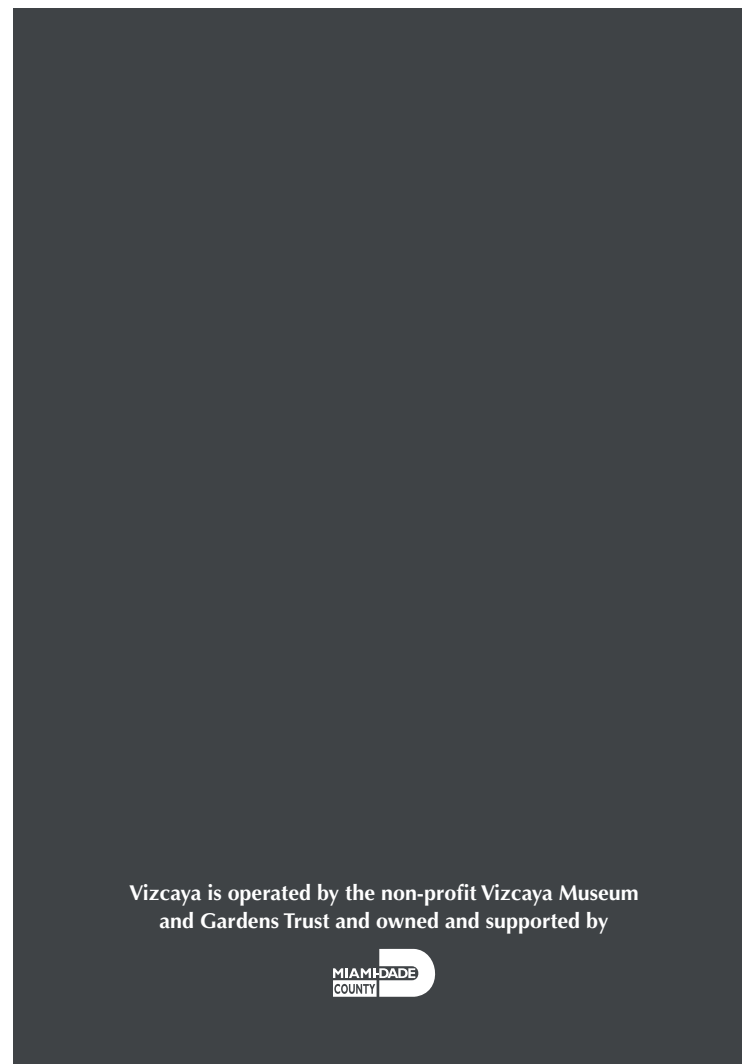
E-mail Blast Design Format.

The email blast template is straightforward and should be kept as simple as possible. The texture behind the masthead should feel appropriate for the season or correspond to the event being promoted, and the background color should be either complementary or contrasting. Please contact Charlotte Donn (contact info in Appendix) for template.
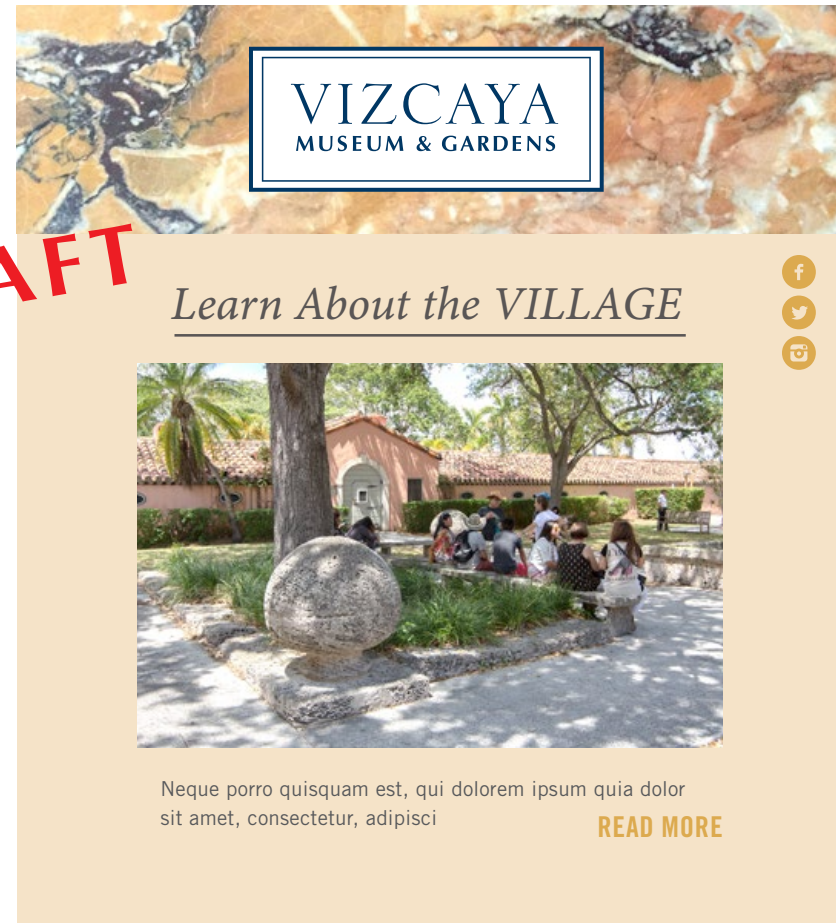
E-mail Signature Format.

The email signature should be set in TREBUCHET, in Twilight Blue (RGB: 5/65/102), in the following format and sizes:

Charlotte Donn, APR
Marketing and Public Affairs Director
charlotte.donn@vizcaya.org
305-860-8451

VIZCAYA MUSEUM AND GARDENS

⊢ Name in TREBUCHET BOLD at 11 pt. size

⊢ Personal info in TREBUCHET REGULAR at 11 pt. size

⊢ Museum Name in TREBUCHET BOLD
at 11 pt. size in ALL CAPS

NOTE: Please do not embed images of the actual Vizcaya logo into your e-mail signatures. They are often converted into attachments (when routed through different e-mail programs) and can create confusion.

Wayfinding System.

The Wayfinding system uses the Vizcaya iconography in combination with uppercase OPTIMA BOLD typeface, and a 1:10 color bar along the top edge. The color bar is PMS 2955 (twilight) from the Vizcaya color palette.

NOTE: Directional signage that is located outside of the entrance (either across the street or on exterior gates, for example) should include the Vizcaya logo. It should be centered and no larger than 30% of the total sign width.

Stationery System. Color Version 01 (Rich Tapestry color bars).

FRONT

BACK

VIZCAYA
MUSEUM & GARDENS

3251 South Miami Avenue, Miami, FL 33129
vizcaya.org

JOEL M. HOFFMAN
Executive Director

joel.hoffman@vizcaya.org
305-860-8522

July 13, 2018

Dear Mike,

This is a test letter to illustrate how type would flow in correspondence from Vizcaya. It is not a real letter at all. Lorem ipsum in order to render. Though beautiful, the site bears a set of inherent constraints. The new building will employ design strategies that transform the demands and limitations of the site into it's advantage. The building will sit within a flood plan and storm surge area; no art should be placed below the 18-foot storm surge level set by rules from 1992.

A long-neglected area in downtown will soon become a concentrated waterfront revitalization project. The master plan knits together a collection of attractions along the park's urban edge, opening up green space in its center and along the waterfront.

Sincerely,

Joel M. Hoffman

3251 South Miami Avenue | Miami, Florida 33129 | 305-250-9133 | vizcaya.org

VIZCAYA
MUSEUM & GARDENS

3251 South Miami Avenue | Miami, Florida 33129

Stationery System (continued). Color Version 02 (Porous Rock color bars).

July 13, 2018

Dear Mike,

This is a test letter to illustrate how type would flow in correspondence from Vizcaya. It is not a real letter at all. Lorem ipsum in order to render. Though beautiful, the site bears a set of inherent constraints. The new building will employ design strategies that transform the demands and limitations of the site into it's advantage. The building will sit within a flood plan and storm surge area; no art should be placed below the 18-foot storm surge level set by rules from 1992.

A long-neglected area in downtown will soon become a concentrated waterfront revitalization project. The master plan knits together a collection of attractions along the park's urban edge, opening up green space in its center and along the waterfront.

Sincerely,

Joel M. Hoffman

3251 South Miami Avenue | Miami, Florida 33129 | 305-250-9133 | vizcaya.org

FRONT

3251 South Miami Avenue, Miami, FL 33129
vizcaya.org

BACK

JOEL M. HOFFMAN
Executive Director

joel.hoffman@vizcaya.org
305-860-8522

3251 South Miami Avenue | Miami, Florida 33129

Stationery System (continued). Type and Margin Guidelines.

TOP MARGIN IS 2.75"
(approximately .75" below the logo)

If using a second blank page,
use a 1.25" margin on top

TYPE is OPTIMA REGULAR at 11 pt. or
12 pt. size (smaller will be hard to read)

LEFT MARGIN IS 1.5"

If using a second blank page,
use a 1" margin on the left

RIGHT MARGIN IS .75"

BOTTOM MARGIN IS 1.25"

VIZCAYA
MUSEUM & GARDENS

July 13, 2018

Dear Mike,

This is a test letter to illustrate how type would flow in correspondence from Vizcaya. It is not a real letter at all. Lorem ipsum in order to render. Though beautiful, the site bears a set of inherent constraints. The new building will employ design strategies that transform the demands and limitations of the site into it's advantage. The building will sit within a flood plan and storm surge area; no art should be placed below the 18-foot storm surge level set by rules from 1992.

A long-neglected area in downtown will soon become a concentrated waterfront revitalization project. The master plan knits together a collection of attractions along the park's urban edge, opening up green space in its center and along the waterfront.

Sincerely,

Joel M. Hoffman

3251 South Miami Avenue | Miami, Florida 33129 | 305-250-9133 | vizcaya.org

Internal Communications.

Template for internal communications
(memos, event schedules, etc.)

The margins should be:

TOP: 2.75"
LEFT: 1"
RIGHT: .1"
BOTTOM: 1"

Type should be:
OPTIMA REGULAR at 11 pt. or 12 pt. for body copy
OPTIMA BOLD in ALL CAPS for headers.

APPENDIX

Introducing New Ideas.

A lot of research, care, and attention was put into developing this Graphic Standards Manual. However, social and technological advances make updates inevitable (also, we're not perfect). So if you find something that needs updating, or if you come across something that you think could work better, please reach out and let us know. We'd like to think of this manual as a living, breathing document that will improve over time. We are always open to ideas and suggestions for the Vizcaya brand.

Contact Info.

If you have any questions regarding this guide, or need any of the brand assets (logos, typefaces, photography, icons, design templates, etc), please contact Charlotte Donn.

Charlotte Donn, APR
Marketing and Public Affairs Director
charlotte.donn@vizcaya.org
305-860-8451

VIZCAYA GRAPHIC STANDARDS MANUAL | VERSION 01 | 2018