



# Brand Guidelines

May 2019



University of Findlay's Mazza Museum

# Explore the art within the story.

## Brand Guidelines

These brand guidelines have been created to assist all of our staff, volunteers and departments in producing materials and sharing messages about the University of Findlay's Mazza Museum that are consistent. We encourage you to use them as tools to share information about the Museum.

# About Mazza

In 1982, the late Jerry Mallett, Ed.D., former professor of education at Findlay College, proposed the idea to build a museum dedicated to the art of picture books. With four pieces of art provided through a gift from the late Dr. August '41 and Aleda Mazza '41, the collection began. The Mazza Museum at the University of Findlay, originally housed in the basement of the University's Shafer Library, was formally dedicated on Jan. 23, 1983.

The Mazza Museum invites you to experience the art of picture books through the eyes of the artists and authors. You'll see every aspect of the creative process from the first sketches to the final original artwork. Caring for more than 12,000 pieces, the Museum is one of the largest and most diverse collections of picture book art in the world.



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## Our Mission

**Our mission is to promote literacy and enrich the lives of all people through the art of picture books.**

## Brand Positioning Statement (What we do)

**The University of Findlay's Mazza Museum celebrates the original art of picture books using education, exhibits, events and artist visits.**

## Tagline

**Explore the art within the story.**



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### **Appreciating Art**

The Mazza Museum celebrates the art of the world-class artists and authors who bring books to life, giving them a platform to share their creative process and a permanent home for the preservation and care of their contributions to their craft. To experience the Museum is to develop an understanding of how artists use pictures to illustrate the words and meaning of a story. Visitors see every aspect of the process from the first sketches to the final original artwork that became part of the book.

### **Inspiring a Passion for Books and Culture**

The Mazza Museum nourishes and inspires in people of all ages an enthusiasm for books and art and how they impact life. By visiting Mazza, children experience a cultural interaction they can appreciate. The picture books the Museum highlights can be a child's first step toward a lifelong love of reading. These beautiful illustrations capture the imaginations of young readers as they learn to recognize the meaning behind the images as well as to read and understand language.

### **Supporting Educators**

The Mazza Museum provides educators with the tools to inspire excitement for reading in the classroom and beyond. Acting as a resource, the Museum offers workshops, research materials, teaching aids and story kits that assist with the learning process. At Mazza conferences, educators have the opportunity to hear stories directly from Mazza artists about their inspirations and enjoy sessions on literature, education, writing, illustration and behind the scenes at the Museum.

### **Enhancing Academic Opportunities for UF Students**

The Mazza Museum enhances the academic experience for all University of Findlay students as they pursue meaningful lives and productive careers. Findlay students from all majors can experience a unique learning and development opportunity through touring the Museum, volunteering and participating in its programs. Art students have the opportunity to meet professional artists, education students develop skills in teaching literacy, and health care students learn how books can help families cope with health issues.

### **Boilerplate (Summary description)**

Founded in 1982, the University of Findlay's Mazza Museum celebrates the original art of picture books using education, exhibits, events and artist visits. Giving world-renowned artists a platform to share their creative process, the Museum invites people to explore the art within the story through its programs for children, adults and educators. As a unique learning and development opportunity, Mazza enhances the academic experience for all students at the University as they pursue meaningful lives and productive careers. The Museum, located in the Virginia B. Gardner Fine Arts Pavilion, is home to more than 12,000 pieces of artwork from picture books, making it one of the largest and most diverse collections of picture book art in the world. For information on events, tours and more, visit [Mazzamuseum.org](http://Mazzamuseum.org).

# Writing Style



## Writing Style Guide

The Mazza Museum largely follows the same writing guidelines as the University of Findlay found on the website at [www.findlay.edu/brand](http://www.findlay.edu/brand) or Associated Press (AP) Style. As an institution affiliated with the University, the Museum does have some standards that differ based on its unique audiences and goals.

## How to Reference Mazza When Writing

"University of Findlay's Mazza Museum" is the official name of the Museum and should be used in marketing materials, general correspondence and presentations.

Subsequent references specifically to the University of Findlay's Mazza Museum can be made by referencing the "Mazza Museum", capitalizing "Museum" or "Mazza" which does not need to be accompanied by "The" or "the."

## Punctuation

While AP Style uses quotation marks to indicate titles of books, the Museum recognizes the tradition of italicizing book titles and wishes to distinguish the work of illustrators and authors in this way in Mazza specific materials. Stories about the Mazza Museum in University-wide publications such as FindlayMag will still follow the University guidelines.

## Publications

Italicize the titles of books, graphic novels, collections of poetry, movies, magazines and newspaper titles.

**Example:** Matt Phelan is the author and illustrator of the graphic novel *The Storm in the Barn, Around the World and Bluffton*.

## Shorter Publications

For shorter works such as songs, poems and plays, use quotation marks.

**Example:** The book *Footloose* illustrated by Tim Bowers is based on the song "Footloose" with music and lyrics written by Kenny Loggins and Dean Pitchford.

## Artwork Titles

The title of a piece of artwork should also be set off by quotation marks.

**Example:** One of the pieces in the exhibit, "Dinosaur and Volkswagen" from *Gigantic* by Patrick O'Brien, helps people comprehend the size of the stegosaurus by juxtaposing it with a purple Volkswagen Beetle.

## Event Names

The names of Mazza events like Funday Sunday and Mazza Summer Conference should always be capitalized. The theme for Funday Sunday should be put in quotes. The title of a workshop at a conference may also be put in quotes.

**Example:** The theme for this month's Funday Sunday is "Wonderful Wizards."

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# Logo Guide

The consistent and proper use of the museum logo not only strengthens recognition for Mazza but also helps to project the museum's established reputation.

# Logo



## Primary Logo

The Mazza Museum logo is the primary means by which we are recognized. This mark is to be used when representing the museum in all communications.



## Clear Space

The clear space is the protected area around the logo that maximizes its impact. This space must be kept free of all other graphics and text, including other logos. It is also the minimum distance the logo can be from the edges of an electronic document or printed piece.



## Minimum Size

The logo should not appear smaller than 2 inches wide in print or a 144px wide on screen. Anything smaller should use the simplified version of the logo shown below.



## Logo Usage

DO NOT distort the logo in anyway.



DO NOT manually type the logotype.



DO NOT set the logo on a background that will detract from its readability.



DO NOT remove the University of Findlay text.



DO NOT combine Official logos.



DO NOT add a drop shadow, outerglow or other effects to the logo.

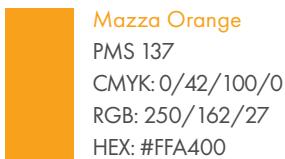


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# Color Palette

## Primary Color Pallete

The primary color is our orange, to be used in conjunction with our gray and a highlight of our light yellow.



Mazza Orange

PMS 137

CMYK: 0/42/100/0

RGB: 250/162/27

HEX: #FFA400



Mazza Black

85% Black

CMYK: 0/0/0/85

RGB: 77/77/79

HEX: #4D4D4F



Mazza Light

Yellow

CMYK: 2/2/55/0

RGB: 253/238/142

HEX: #FDEE8E

## Secondary Color Pallete

The secondary color pallete should serve to highlight the artwork used and match the overall mood of the style and colors in the artwork.



# Typography



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## Standard Typography

Futura is used on all body copy with the medium and demi versions being used to highlight titles and important content.

# Aa

### Futura PT, Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

### Futura PT, Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

### Futura PT, Demi

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## Highlight Typography

For use on titles and more important highlighted accents.

# Aa

### Museo Slab, 300

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

# Imagery

Compelling imagery is one of the best opportunities to convey the personality of Mazza. A good image becomes the opening sentence of your story, grabs people's attention and ingrains itself into a person's memory.



# Imagery



## Our Artwork

The artwork is what makes Mazza great. Choosing images that best represent the museum is important in all promotion.



## Our Museum

Images of the museum help to convey a high-end art museum feel.



## Our Events

Imagery from events will be used to highlight and promote other museum events and activities.



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# Artist Credit

Artist credit will be given where appropriate when artwork is used for promotional purposes. Example: "Dinosaur and Volkswagen" from *Gigantic* by Patrick O'Brien



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University of Findlay's Mazza Museum

Rafael Lopez, Book Fiesta

Explore the art within the story.

Free Admission  
Sunday | 1 - 4 p.m.  
Wednesday - Friday | Noon - 4 p.m.  
[Mazzamuseum.org](http://Mazzamuseum.org)

Mazza museum

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Mazza

University of Findlays  
**Mazza**  
museum

Don't miss the  
Mazza Museum  
**Gift Shop  
SALE!**

**July 19 - July 29**  
Save 20%-50%

Shop Hours  
Noon to 5 on Wed - Fri  
1 - 4 p.m. on Sundays

201 College St  
(on University of Findlay campus)  
Sale ends July 29  
[Mazzamuseum.org](http://Mazzamuseum.org)