

# Graphic Approach: Typical Palette

## Overview

The graphic system supports the principle that the objects are the primary focus of the Gallery, with text and imagery providing meaning and context. Images of people and places reveal connections between objects, their users/makers and the surrounding environment, immersing visitors in an array of rich visual scenes.

The typography employs the Horniman's brand font to represent the museum voice in the gallery. A secondary font is used for other voices to suggest the importance and difference of these first person quotes.

Drawn from the Horniman's brand guidelines, black is the base colour for gallery graphics. This helps the interpretive surfaces to subtly recede in the visitor's view, allowing the objects to be the main focus and the most vibrant source of colour and texture.

Imagery throughout the gallery reflects people and place from a human perspective. Rather than large backdrop images, multiple smaller contextual images of communities, objects and landscapes are included in the Encounters showcases to build up a nuanced and rich picture of human life within each Encounter. A similar approach is used in Horniman's Vision, where historical photographs and illustrations sit within the showcases to illustrate the Victorian world in which Frederick J Horniman lived, collected and travelled.

## Typography

### Unifying

**Primary**  
Unifying / Museum voice

**Benton Sans Bold**  
left aligned iciendi  
derum dolum qui con

Benton Sans Book  
left aligned rate derum  
dolum qui con niate

**Secondary**  
Quotes / First voice

American Typewriter Regular  
ni bernatur at inctempos sit vo-  
lorae nihil ipicaeuptio maximus  
dis et laborem porepel ignatem

**Secondary**  
World voices (for use on thresholds and case interiors)

안녕하세요.아아  
안녕하세요  
안녕하세요.아  
안녕하세요

'Africa est per se  
omnino non  
dicitur dolere  
ut est ea cor  
ma? ma  
ma, a, am,

## Colour

### Neutral

Allowing the collection to be main provider of colour / texture



Note: colour selection to be reviewed through sampling in production phase

## Imagery

### Layered

Providing visual context



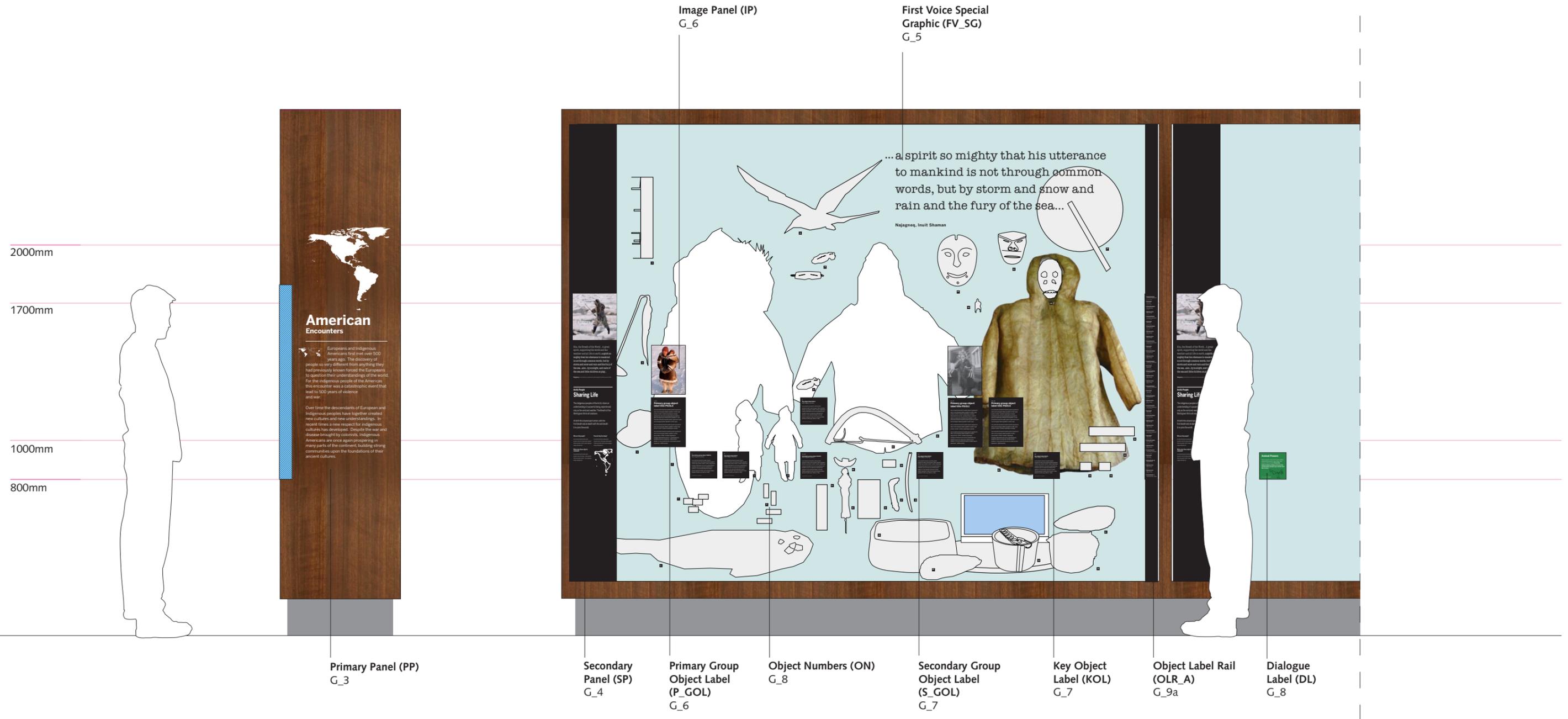
Environmental images provide a unique sense of place and illustrate the relationship of different cultures and communities to the landscapes they live in



Images of people bring the objects to life by revealing their uses and meanings in different cultures

<b>Horniman CPS</b>	Project Phase	Technical Design	3D Drawing Reference	First Issue	July 2016	Drawing No.	n/a
For client feedback and pricing only, not to be used for fabrication. Final dims/specs tbc with final artwork.			---	Revision		Drawing Title	
			Scale at A3	n/a		<b>Graphic Palette</b>	

# Graphic Approach: Typical Panel Types



<b>Horniman CPS</b>	Project Phase	Technical Design
For client feedback and pricing only, not to be used for fabrication. Final dims/specs tbc with final artwork.		

3D Drawing Reference	---
Scale at A3	<b>1:20</b>

First Issue	July 2016
Revision	

Drawing No.	<b>GE_3</b>
Drawing Title	<b>Typical Graphic Types</b>