

Brand Guidelines

The Mint Museum | Updated April 2025





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Image: Cristina Toro (American, 1983–). *The Invisible Life of Small Things* (detail), 2011, acrylic paint. Museum Purchase: Funds provided by an Anonymous Donor. 2013.56 © Cristina Toro, 2017



Museum Identity

The brand and logo identity for The Mint Museum is summarized in this Brand Guidelines PDF. Following these guidelines will maintain a strong brand identity for the Mint and institute rules for the consistent utilization of brand elements.

The Mint Museum Style Guide and Campaign Guide can be found on our website using the link provided on the last slide.

Mission and Values

The Mint Museum welcomes all to be inspired and transformed through the power of art and creativity.

We seek to continuously enhance lives and create an empathetic world by ensuring access and engaging communities in a meaningful, lifelong relationship with art and design.

The following core values guide The Mint Museum's activity, internally and externally:

- Accountability
- Collaboration
- Diversity and Inclusivity
- Education and Intellectual Rigor
- Innovation and Excellence
- Community and Welcoming

Image: Ken Aptekar (American, 1950–). *Charlotte's Charlotte* (detail), 2009, oil on canvas.
© Ken Aptekar, All Rights Reserved, 2009





Museum Voice

When creating content for programming, exhibitions, events, social media, presentation, and beyond, keep these tenets in mind.

The Mint Museum is:

Local yet Worldly

Informative and Inclusive

Approachable and Relatable

Contemporary and Thoughtful

Acknowledge our differentiating factors — the first art museum in North Carolina that has grown throughout decades to include a vast, varied, and diversified collection of works. **Enable** visitors to feel comfortable, welcome, and a sense of communal belonging. **Recognize** the Mint's position as Charlotte's largest art museum with national and global connections. **Celebrate** community collaborations and grassroots efforts to overcome stereotypes as exclusive or elite.

Image: Sheila Gallagher (American, 1966–). *Ghost Orchid Plastic Nebula* (detail), 2018, melted plastic on armature. Museum purchase with funds provided by Wells Fargo. 2018.48

Accessibility and Inclusion

The Mint Museum strives to be accessible to all, including its visual design and written communication. The new branding guidelines were created with accessible typefaces and high-contrast colors to be used in all museum communications, including the website, printed collateral, social media posts, video and audio content, and email marketing.

Some of these efforts include:

- Accessibility icons on printed materials and web event listings to alert visitors to accessible areas and resources at museum locations.
- Alt text and descriptive captions for images on social media, email marketing, and the website.
- Hyperlegible, high-contrast fonts and colors for easy readability.
- Captioned video and audio content.

Image: Party in the Park at Mint Museum Randolph



AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz

Typeface

Gotham is a strong, geometric sans-serif font known for its modern and clean lines. Gotham’s contemporary feel aligns well with urban themes, making it a popular choice for logos that aim for a fresh, dynamic image. Overall, its aesthetic balance and readability make it the perfect choice for branding.

If Gotham is unavailable, Arial may be used as a substitute.

Primary

Gotham

LIGHT *ITALIC*
BOOK *ITALIC*
MEDIUM *ITALIC*
BOLD *ITALIC*
BLACK *ITALIC*
ULTRA *ITALIC*

Secondary

Gotham Narrow

LIGHT *ITALIC*
BOOK *ITALIC*
MEDIUM *ITALIC*
BOLD *ITALIC*
BLACK *ITALIC*
ULTRA *ITALIC*

Gotham XNarrow

LIGHT *ITALIC*
BOOK *ITALIC*
MEDIUM *ITALIC*
BOLD *ITALIC*
BLACK *ITALIC*
ULTRA *ITALIC*

#3b9f9b

C74 M18 Y42 K1
R59 G159 B155

#024d4e

C92 M51 Y60 K38
R3 G77 B78

#535761

C68 M58 Y47 K25
R83 G87 B97

#84ab42

C54 M15 Y97 K1
R132 G171 B66

#d16856

C14 M71 Y67 K2
R209 G104 B86

#6077ba

C68 M53 Y0 K0
R96 G119 B186

#353277

C96 M96 Y21 K8
R53 G50 B119

Color Story

Teal is a powerful color in branding, striking a unified balance between blue’s trustworthiness and green’s vitality. Its unique blend exudes a sense of calm and sophistication, making it ideal for companies aiming to convey innovation, stability, and approachability. Teal is often used in industries such as wellness, technology, and eco-friendly products, where it reflects a modern, fresh perspective.

Expanding beyond our signature teal, we introduced a range of complementary colors, shades and tints to create dynamic brand stories with vibrant contrast. The addition of salmon provides a warm, complementary hue to teal, while shades of lavender and purple honor Charlotte’s royal history and symbolize creativity and prosperity. Green is used to support our Party in the Park signage and graphics. Medium gray offers an option when creative scenarios call for our brand to take a back seat to a complex graphic.



Logo Design

Our logo reflects both the institution's historical significance and its forward-looking approach to the arts. Through its refined, minimalist design, the logo balances modern sensibilities with subtle nods to the museum's historical legacy, creating a sophisticated and timeless representation. The clean lines and precise typography evoke a sense of clarity and professionalism, while the understated iconography subtly references the museum's connection to Charlotte's history of minting and original museum location.

Identity

Our identity reflects the museums dynamic role as a cultural hub, blending modern design elements with a nod to our rich history. Its sleek, minimalist aesthetic embodies the museum's commitment to innovation, creativity, and our ongoing celebration of art and culture.

Logo Restrictions

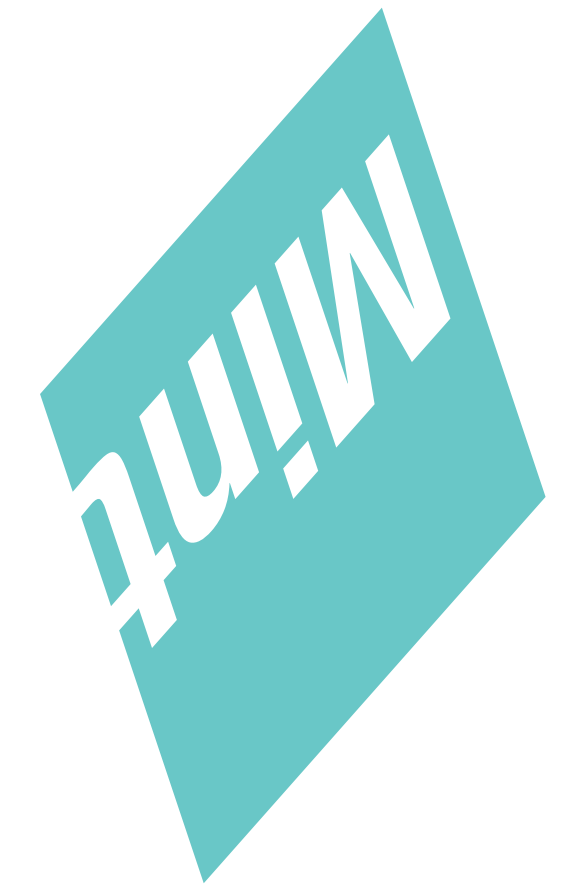
Always use the logo in its intended format and respect the established guidelines to maintain a consistent visual identity.

- **(A)** Avoid stretching, compressing, or slimming the design, as this can lead to misinterpretation and loss of recognition.
- **(B)** Refrain from rotating or skewing the mark.
- **(C)** Interior color of “Mint” needs to match background or be white only. Altering colors can create confusion and dilute brand messaging.
- **(D)** Do not add effects that alter the logo. Distorting a logo undermines its integrity and brand identity.

A.



B.



C.

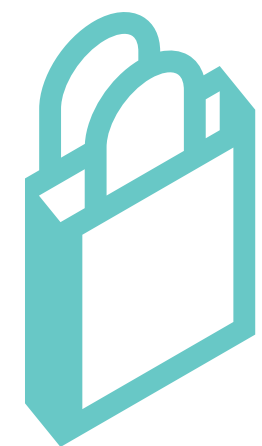


D.



The Mint Museum Store Logo Design

The Mint Museum Store serves as a vital extension of The Mint Museum, acting as both a welcoming gateway for visitors and a key contributor to the museum's mission. Strong, standalone branding ensures the store is recognized as a destination in its own right, enhancing the museum's reputation and driving essential revenue to support its programs and initiatives.



The Mint Museum Store
store.mintmuseum.org



Credits

Clayton Sealey

Director of Marketing and Communications

Michele Huggins

Associate Director of Marketing
and Communications

Stephanie Lepore

Senior Graphic Designer

David Lewandowski

Graphic Designer

Hailey Black

Multimedia Strategy Manager

Chelsea Hidalgo

Digital Marketing Coordinator

Linked Guides

Campaign Branding Guide
The Mint Museum Style Guide