

next

at the
corcoran.

Brand Guide
2022

Table of Contents

Brand Strategy

- 5 Key Concepts
- 6 Embracing Emotions
- 8 Audiences

Visual Brand Guidelines

- 12 The Flexible Wordmark
- 14 Wordmark Examples
- 18 Color Pairings & Legibility
- 19 Please Don't
- 20 Typography
- 22 Colors
- 24 Graphic Elements
- 26 Archival Resources

Brand Collateral

- 30 Flagg Banners & Tombstone
- 32 Poster Set
- 34 Sticker Pack
- 36 Postcards
- 38 Student Lounge
- 40 Floor Graphics
- 42 Entrance Banners
- 44 Maps & Wayfinding
- 46 Wall text Format & Exhibition Labels
- 48 Tote Bag
- 49 T-shirt
- 50 Social Media Assets
- 52 41x 81 Student Center Poster

Brand Strategy

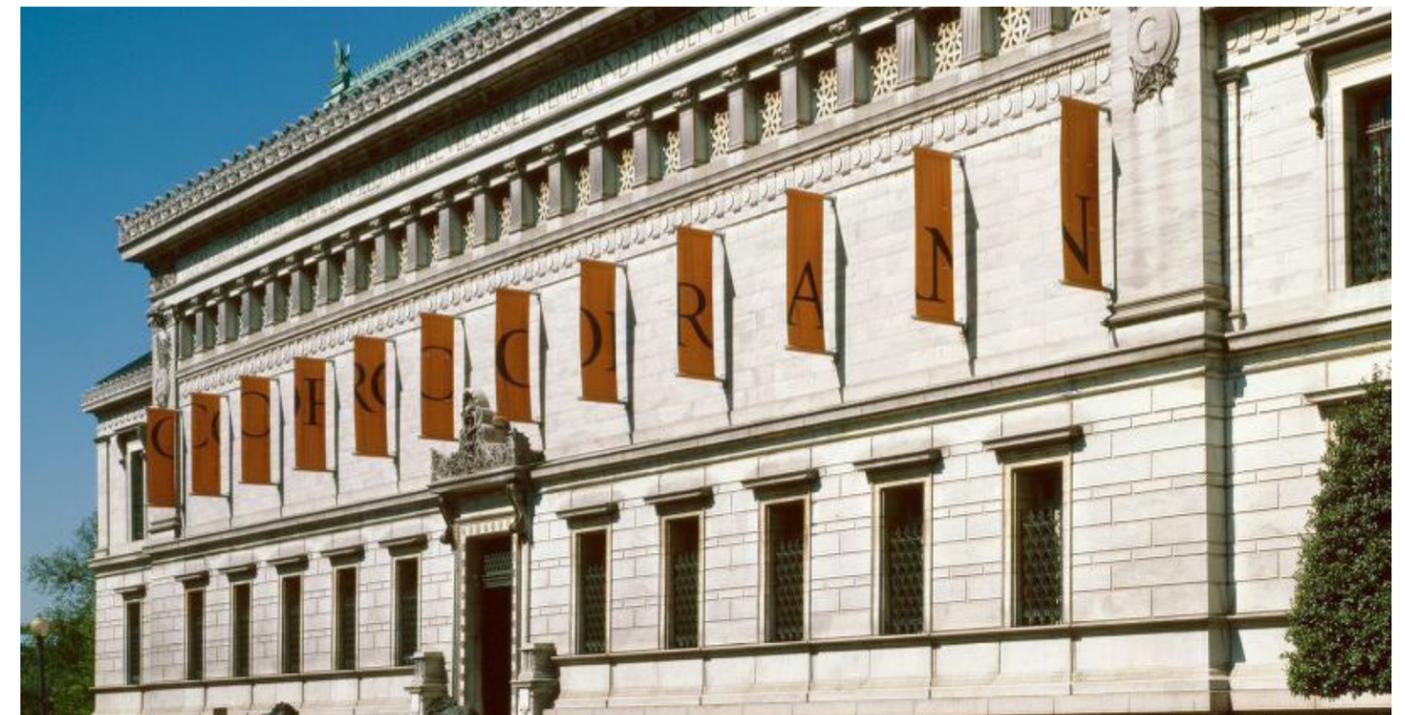
Key Concepts

- Site Specific
- Celebratory Colors
- Embracing Individuality
- Organic Responses
- Emotion
- Rooted yet Adaptable
- Mixed Media
- Sustainable
- Welcoming Tone
- Nostalgic
- Graduation Pageantry
- Fresh Start
- Friendly Faces
- Campus Debut
- Inclusive of Entire Campus

We are all experts now at sharing Big Feelings and craving similar comforts: favorite foods from our childhoods, deeper connections, fond memories, and houseplants with funny names. This branding package for Next 2022 emphasizes the collective sense of loss and emotion that we have felt—especially by students—including the time lost from the pandemic, the fumbling efforts to keep moving forward, and looking ahead to whatever is next.

As art majors, we are centered around the Corcoran and its unique place on GW's campus. Physically, the architecture is filled with quirky details and stands apart from the rest of campus, but more abstractly, the Corcoran School of the Arts and Design is filled with a long history of unique individuals, creative thinking and constant art-making.

Photos from the archives prompt nostalgic feelings and serve as a sentimental reminder that the Corcoran is still very much alive. Its special history and emphasis on arts education perseveres through the students—through our learning and making and experimenting—and by celebrating those who are graduating this year.



Inspiration from the past: The Gallery's willingness to play with serif letterforms on a series of exterior banners along the city's significant 17th street corridor.

{permission to embrace emotions}



...More rest and kindness, focus on sustainability and ethics, greater experimentation... disrupting the historical canon.

—*Eye on Design*



As designers, we should take the next year to not fear failure, but rather, fear the missed chances.

—*Yoje Ho, Product, Code, & Theory*



In 2022, we see kindness and grace as positive traits in professional settings.

We reduce our reliance on things and prioritize our relationships with people.

We are generous with our time and the love we share.

We embrace our own beauty as works of art, our imperfections adding to our uniqueness and value.

We bear witness to injustice and use the power we have to speak up, in big and small ways.

We invest in renewable energy so we can travel our beautiful planet without causing it to become sick.

We value other species as equal inhabitants of this earth.

—*Andy Chen and Waqas Jawaid, Isometric Studio*



Audiences

- ◆ 2022 Graduating Class
- ◆ GW Student Body
- ◆ Supporting Family & Friends
- ◆ Guests from the DC Area

Next 2022's Audience consists of the graduating class, whose work will be displayed, their families, fellow GW students, and if open to the public, guests from the greater DC area.

With this in mind, the brand guide will honor the graduates, as well as the Corcoran and its history. By bringing in past images, we can provide the audience with a sense of nostalgia, a collective emotion that many of us have been craving over the last few years.



Visual Brand Guidelines

The Flexible Wordmark—Anatomy & Proportions



photographic element
(1 per word-mark)

word-mark ("22" or "at the corcoran" used according to audience of the deliverable)

organic elements
(2-3 per word-mark)

at the corcoran.



22



next

at the corcoran.



22

Wordmark Examples



The typography, which is inspired by the architecture of the Flagg Building and historical book plates, spells out “at the corcoran,” or the year “22” to specifically emphasize the graduating class.

next 22



next 22



next at the corcoran.

next at the corcoran.

Color Pairings & Legibility

Please DO NOT

next at the corcoran.

next 22



Typography

Wordmark

next at the **corcoran.**
orpheus pro bold *arpona regular*

Headings

Exhibition
orpheus pro bold

Subheadings

**Celebrating
our 2022
Graduates**
arpona regular

Special Case Uses

April-May 2022
orpheus pro italic

at the **corcoran.**
arpona regular

Body Text

In times like these we crave connection, and find ourselves turning to the past: reminiscing on memories that comfort us, as we continue into the future. This brand emphasizes the collective sense of loss and emotion that we have felt- both the time lost from the pandemic, as well as the bittersweet farewell to our senior classmates.
arpona light

Orpheus Pro

Kevin King & Patrick Griffin
“Orpheus Pro is rooted in two late 1920s designs by Walter Tiemann, who had an impressive talent for combining classic Roman proportions and Art Deco sensibilities. It has become a standard font in packaging and entertainment design.”

Orpheus Pro mimics the elegant elements of the Corcoran’s history and architecture. It also contains stylish, seemingly contemporary details.

Arpona

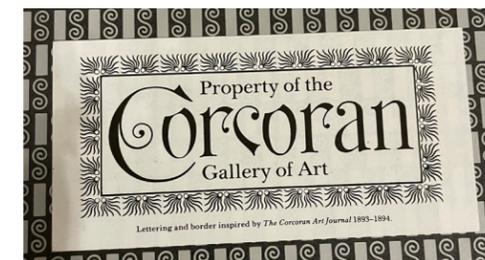
Felix Braden
“Arpona is a typeface with small wedge serifs and a strong character, ideal for corporate design and all projects characterized by a sense of individualism – for example art, fashion, food, beverage and lifestyle topics. Because of its display qualities, Arpona is a good choice for packaging, advertising and editorial design and is well readable even in running text on screen.”

Arpona has a unique character, with clear readability as well as a welcoming personality. It pairs well with Orpheus as its small wedge serifs and limited contrast complement Orpheus’s strong contrast and more dainty feel.

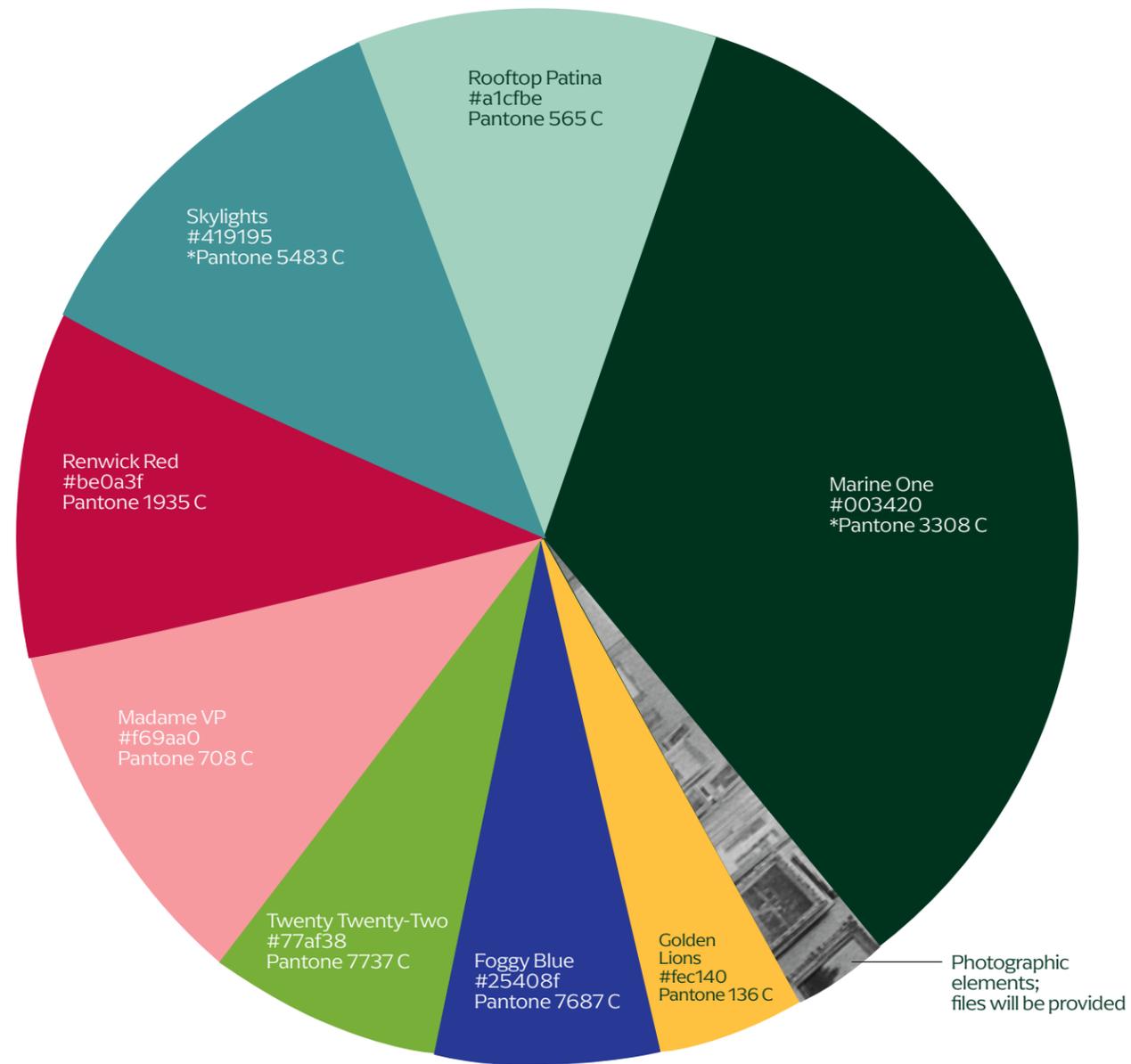
orpheus pro 0123
orpheus pro 0123
orpheus pro 0123
orpheus pro 0123

arpona 0123 *arpona 0123*
arpona 0123 *arpona 0123*
arpona 0123 *arpona 0123*
arpona 0123 *arpona 0123*
arpona 0123 *arpona 0123*

Inspiration



Colors



*Please use CMYK values instead of Pantone colors, when possible.

-  Black
#000000
Pantone Black 6 C
-  White
#ffffff
Pantone 11-0601 tcx

CMYK Color Codes

-  C: 99
M: 5
Y: 71
K: 83
-  C: 37
M: 3
Y: 29
K: 0
-  C: 75
M: 27
Y: 40
K: 2
-  C: 18
M: 100
Y: 72
K: 7
-  C: 0
M: 49
Y: 23
K: 0
-  C: 52
M: 0
Y: 100
K: 13
-  C: 100
M: 95
Y: 0
K: 0
-  C: 0
M: 26
Y: 85
K: 0

A combination of welcoming, colorful, and bright will liven the event, while more formal, darker, and ceremonious colors will emphasize the importance of the exhibition.

The color scheme will act as a more current addition over-top the archival images. They will also sit comfortably together through graphic elements and typography.

Graphic Elements



Next 2022's graphic elements reference the elegance and eeriness of the Flagg Building with modern, whimsical organic shapes that, when combined, give the building new life. The irregular shapes embrace the messiness.

Photographic Sources—Past & Present



George Washington University Special Collections Research Center Corcoran Gallery of Art and Corcoran College of Art + Design COR.0005.3.RC, Series 1, Subseries 1, Box P-16, Folder "Living Today" Image 002cor005-3rg_s1_ss1_cp16_livingtoday1958_i002_p001



COR.0005.3.RC, Series 1, Subseries 1, Box P-04, Folder P81.75 "Corcoran Stair Dancing 5/23/80," Item 002



Asser Saint - Val - **The Philosopher's Stone**, 2018, multi-Sensory, interactive installation with helium sculpture, bed, binaural recording, aromas, leaves, licorice, and performance. costume by Dyhemmia Williams, textile by Patty Suau, dimensions variable.



Student artwork in the atrium of the Corcoran Flagg Building in 2018. Student Case Baumgarten's artwork "**Moon Daisies**," (background) and Sarah E Craft's "**Phyla Mollusca - Three Hundred and Fifty Thousand Years into the Future**," (foreground).

Color photography of Flagg building during a snowfall, created Sunday January 16, 2022;
By Amanda Bohn, current Design Lab student and Graphic Design major:



Historic photographs of the former Corcoran Gallery of Art from the Library of Congress Prints and Photographs Division:



Title: Statuary Hall, Corcoran Gallery of Arts (stereograph format)
Creator: Ingersoll View Company, St. Paul, Minn.
Date: c1903
Reproduction: LC-DIG-stereo-1s05833 (digital file from original)
Call Number: STEREO U.S. GEOG FILE - Washington, D.C. -- Galleries & Museums



Title: Main entrance, Corcoran Gallery of Art
Creator: Detroit Publishing Co., publisher
Date: between 1905 and 1915
Call Number: LC-D4-71925 [P&P]



Title: Balcony gallery, Corcoran Gallery of Art
Creator: Detroit Publishing Co., publisher
Date: between 1905 and 1915
Call Number: LC-D4-71923 [P&P]



Title: Window of old Corcoran Art Gallery
Creator: Horydczak, Theodor
Date: c1920-c1950
Call Number: LC-H814- 1209-002 [P&P]



Title: Corcoran Gallery of Art, Washington, D.C.
Creator(s): Highsmith, Carol M.
Date: between 1980 and 2006
Call Number: LC-HS503- 1647 (ONLINE) [P&P]

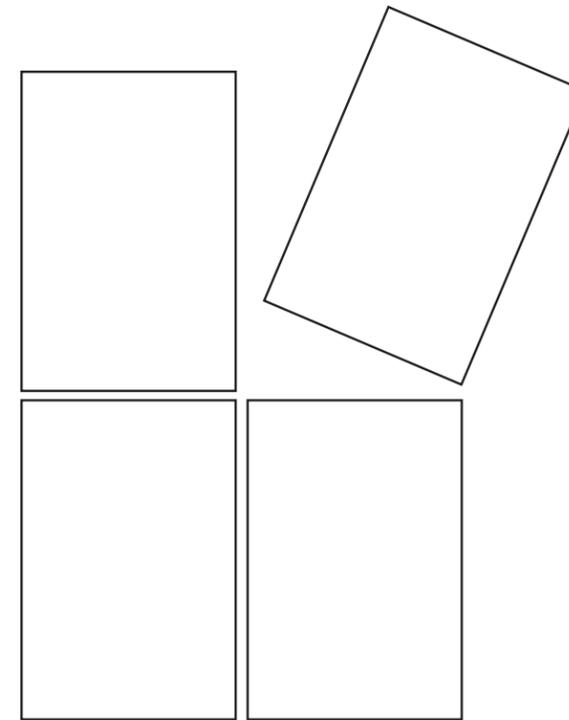
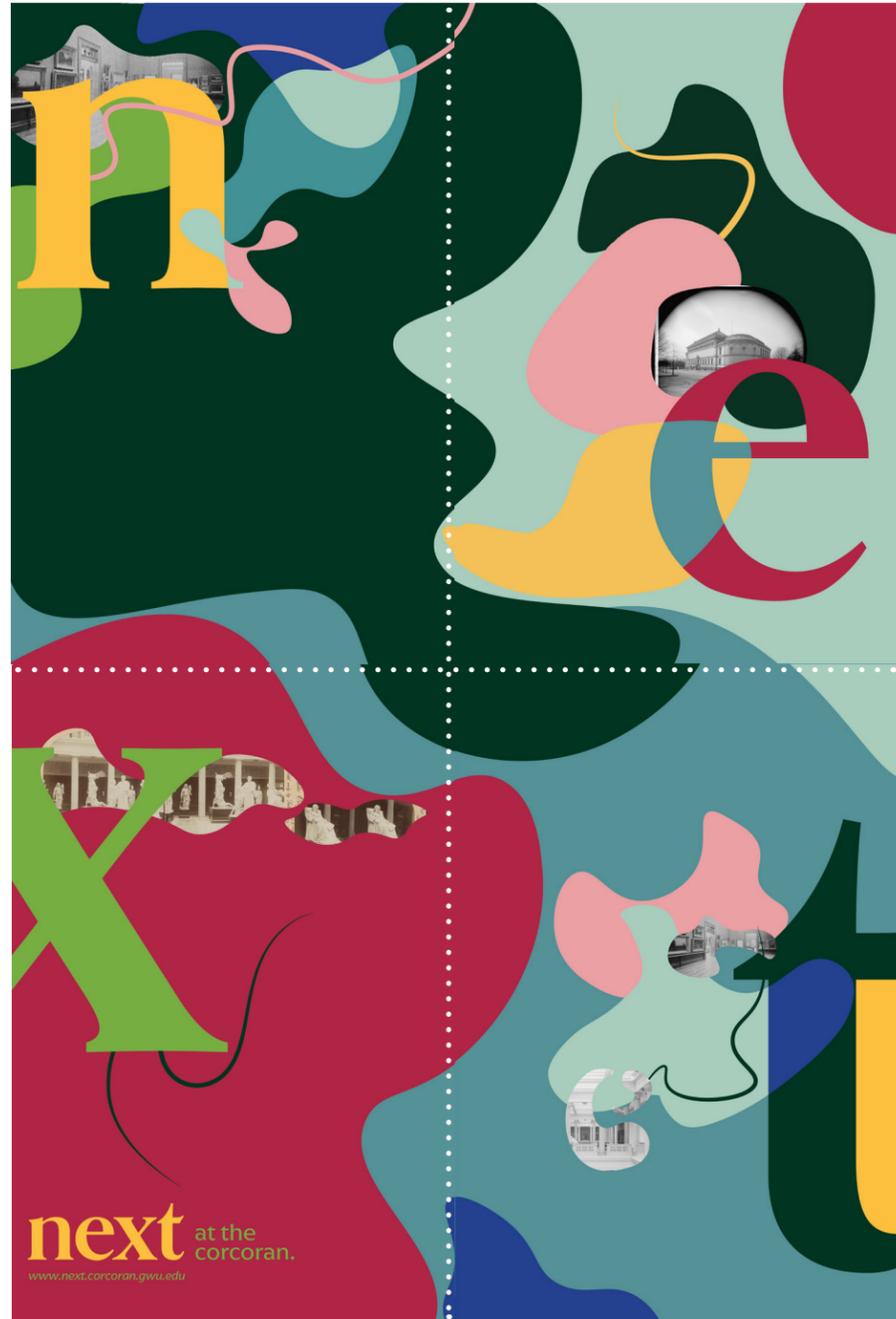


Brand Collateral

Flagg Building Banners & Tombstones



Poster Set



The perforated poster set can be used as promotional material for the event, or an item that could be given to Corcoran students as a collectible. There is space available for adding specific event details or student artwork.

Exact dimensions tbd

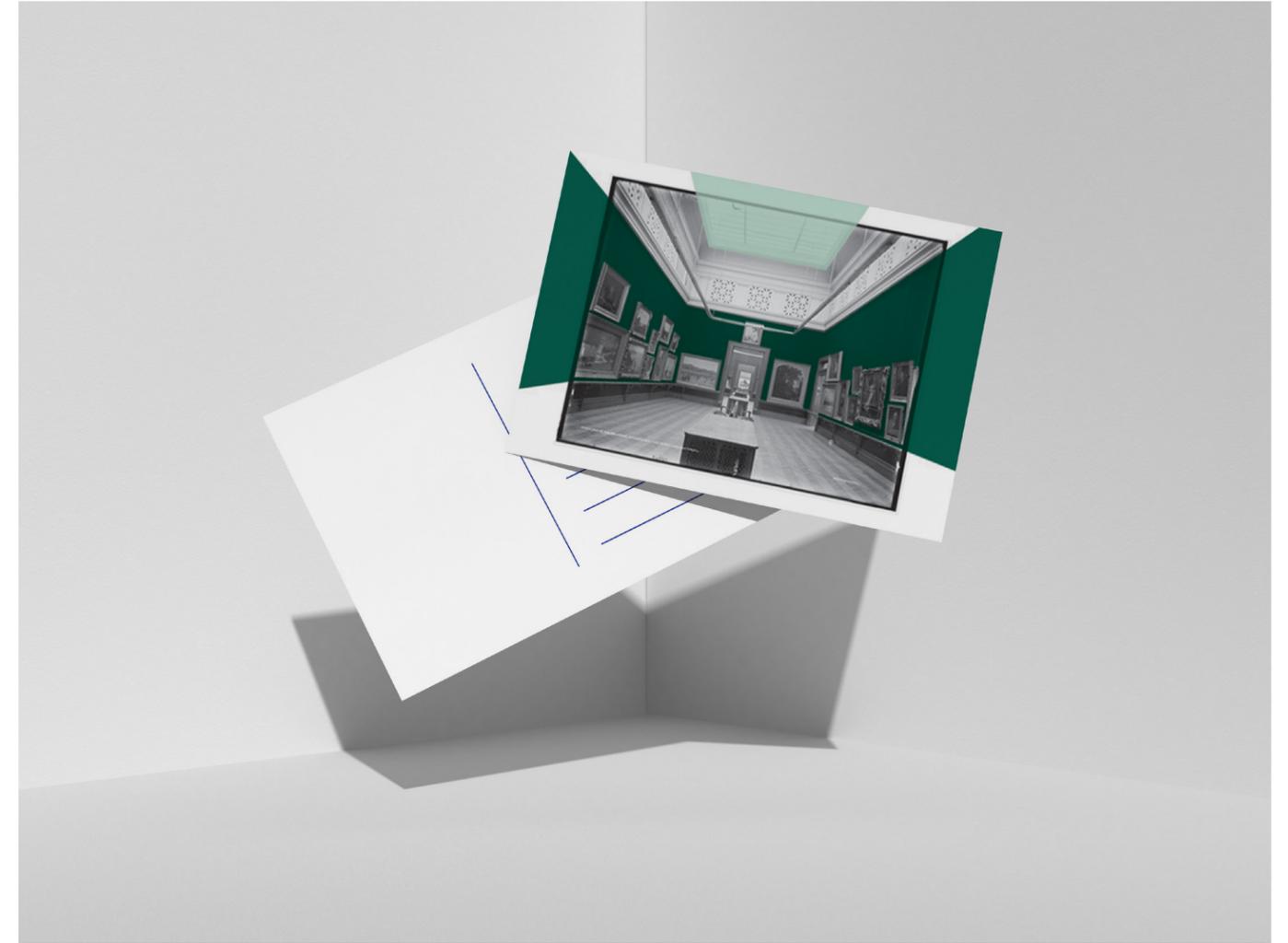
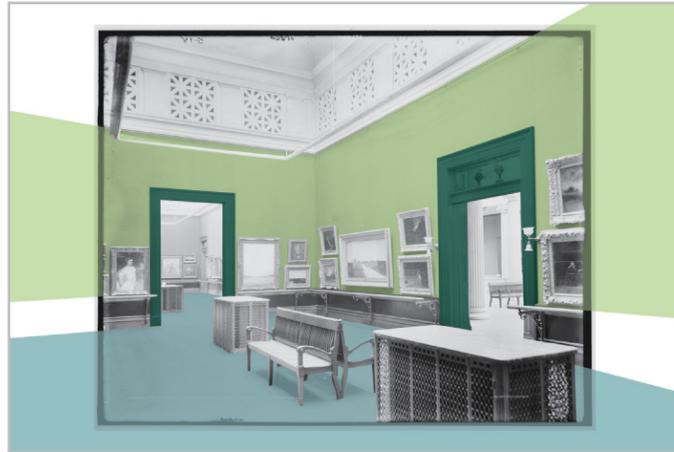


Sticker Sheets



The Next stickers feature the different elements of the Next 2022 brand. The stickers that feature the different Corcoran buildings as line work will be transparent allowing students the opportunity to create their own layered sticker collages.

Postcards



These postcards are an homage to the history of the Corcoran's "Dedication to Art." They can be easily adorned with stickers to make them NEXT-event-specific, or left as an evergreen appreciation of the famously historic building.

Proposed Student Lounge



Painting the student lounge the **next evergreen** color would promote the event and honor the graduates in a space that has been theirs for the past four years. The green would also add more inviting warmth to the space, while also referencing past uses of the room.

GW Wayfinding: Hashtag Floor Graphics



Campus floor graphics will expand awareness—and an invitation to the greater GW community and direct people to the exhibition spaces around campus.

Entrance Banners



The entrance banners will welcome visitors to the event and highlight the range of graduates taking part in the exhibition.



Flagg Wayfinding: King Signs

next at the **corcoran.**
 Corcoran School of the Arts and Design
 Flagg Building Map
 500 17th St NW Washington, DC 20006

Second Floor

First Floor

- Art History
- Museum Studies & Decorative Arts
- Studio Arts
- Interior Architecture
- Design
- Music, Theatre & Dance

Elevator
 Stairs
 Restroom and Motherhood Room
 Water Bottle Refill Station
 Help

Scan for Floor Plan of Flagg Building
 Map of Corcoran Buildings on Campus

next at the **corcoran.**
 Corcoran School of the Arts and Design
 Flagg Building Map
 500 17th St NW Washington, DC 20006

Basement

Sub-Basement

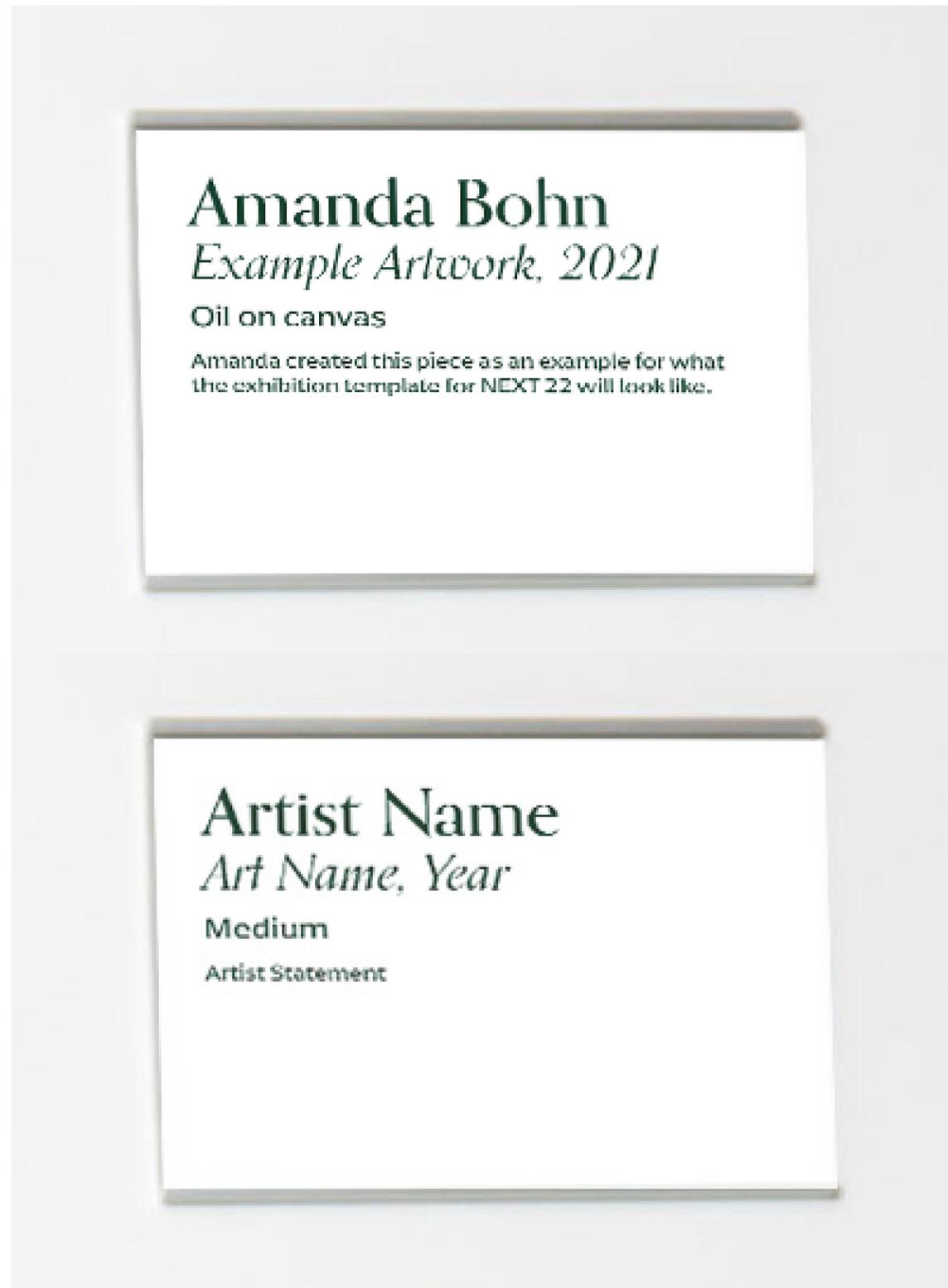
- Art History
- Museum Studies & Decorative Arts
- Studio Arts
- Interior Architecture
- Design
- Music, Theatre & Dance

Elevator
 Stairs
 Restroom
 Water Bottle Refill Station
 Help

Scan for Floor Plan of Flagg Building
 Map of Corcoran Buildings on Campus

The King Signs will display the map of the Flagg building along with the locations of different programs in the exhibition.

Wall Text Format & Exhibition Labels



Colors coordinate with entrance banner and maps. Individual gallery square footage and program needs will determine size and placement. Above are proposed orientations of the wall text, depending on the needs of the exhibit.

Tote Bag



T-shirt



Social Media Assets

Next throughout
the years...



These assets are not set. This is an example of a potential social media graphic.



This is an example of a potential social media graphic, in which student spotlights could have their work placed inside Next 22 graphic elements.

41x 81 Poster SMPA

