next at the corcoran.

Brand Guide
2022
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March 6, 2022

Next 2022 Brand Guide

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.
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

{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
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

At the Corcoran

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

Photographic element (1 per word-mark)

Organic elements (2-3 per word-mark)
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

at the corcoran.
Color Pairings & Legibility

Please DO NOT
Typography

**Wordmark**

next at the corcoran.

**Exhibition**

orpheus pro bold

**Headings**

orpheus pro bold

**Subheadings**

Celebrating our 2022 Graduates

orpuna 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.

**Orphesus Pro**

Kevin King & Patrick Griffin

“Orphesus 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.”

Orphesus 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 Orphesus as its small wedge serifs and limited contrast complement Orphesus’s strong contrast and more dainty feel.

**Inspiration**

Orphesus Pro

orpuna 0123

Arpona

orpuna 0123
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.

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

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]
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
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

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

Amanda Bohn
Example Artwork, 2021
Oil on canvas
Amanda created this piece as an example for what the exhibition templates for NEXT 22 will look like.

Artist Name
Art Name, Year
Medium
Artist Statement

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

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.
Corcoran School of the Arts and Design at George Washington University presents...