

GALLERY1885 BRAND GUIDELINES

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16 Bowden Street
London SE11 4DS



HELLO & WELCOME

Welcome to the Gallery 1885 Brand Book. Founded in 1885 the gallery is one of the longest running in London. It's name harks back to when the club opened and has since moved around London several times. The current iteration has been in it's place sine the 90s and for our 150th anniversary we're putting a new look and feel together.

This guide will help you maintain the quality look and feel that the club wishes to maintain. These are guidelines, NOT rules, but we do ask that you stick to them as closely as possible.

Bill Hart-French

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GALLERY1885

BRAND LOGO

LOGO MARK

01

LOGO SIZE

02

LOGO CLEAR SPACE

03

01

LOGO TYPE

Gallery 1885 is a sub-brand of The Camera Club. It's logotype look and feel therefore needs to compliment the current TCC branding without overpowering it or looking too distinct.

The logotype must at all times be housed within a spacing frame, half the size of the logo at minimum. The logo should remain horizontal as much as possible.

It's layout is set within a 3X bounding box that no other element should intrude. The exception is the gallery address.



COLOUR USAGE

Where possible the logo should contain 2 contrasting colours. This is to emphasize the age and pedigree of the gallery. If the logo is used on a contrasting enough background then more extreme differences can be used. Otherwise the logo should remain a single colour.

Black and grey colour sets are supplied, but these are guidelines as the logo is often used over photographic backgrounds. Where there is a need these colours can be changed to create as much contrast as possible.

Care should be particularly taken when used over black and white photography. The use of drop shadows, outlines or gradients is not preferred.



TYPOGRAPHY

02

LOGO MARK 01

LOGO SIZE 02

LOGO CLEAR SPACE 03

PRIMARY FONT

The primary font is called **HUMANE**. The preferred style usage is **HUMANE BOLD +0**. However the font does have diffident weightings and should a secondary or tertiary font be needed the lighter versions can be applied.

The choice of **HUMANE BOLD** was chose as it is both the **GALLERY1885** Logotype and also utilises horizontal space quite efficiently. It is easy to read from long distances and can be used with very long exhibition titles that often accompany the artists name.

Aa Nn

Secondary Font

Helvetica Neue Bold Condensed is utilised for all secondary information. It is less efficient horizontally and should not be used for information delivery for primary details such as artists names, titles, event dates or key attendance information.

It is less clear at a distance and is a lot less efficient horizontally, but it does balance out the Logotype and exhibition titles. An example of this is when the logo type is paired with the address. Here the logo is 50pt vs the address at 18pt.

GALLERY1885
The Camera Club
16 Bowden Street
London SE11 4DS

TYPOGRAPHY

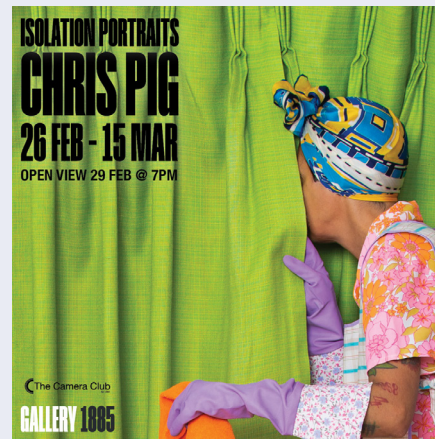
TITLES

Titles should ALWAYS be in ALL CAPS. As should all supporting information. This allows us to create clearer information points on the exhibition posters and print media.

SUPPORTING DETAILS

Supporting details should also be in ALL CAPS. This way information can be laid out in to neater boxes ensuring the most amount of space is taken up for information delivery but also not intruding on the photography too much.

Examples can be seen here in social media posts for instagram.



COLOURS

03

LOGO MARK

01

LOGO SIZE

02

LOGO CLEAR SPACE

03

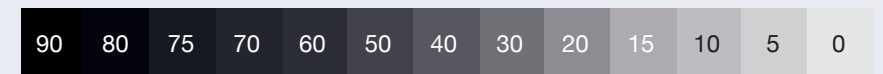
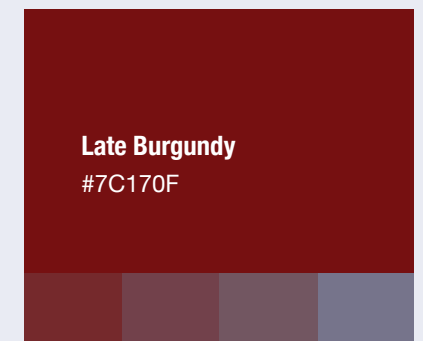
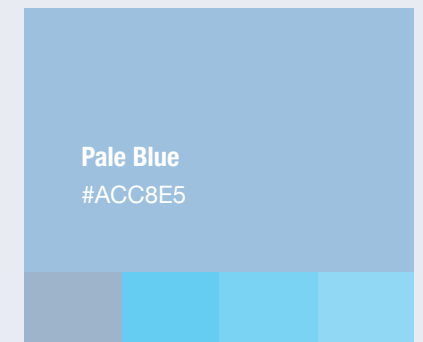
COLOUR PALETTE

Gallery 1885 has no fixed colour pallet. It is a sub-brand that is meant to compliment The Camera Club branding and therefore must adopt the parent brand colours where possible.

Should there be a requirement for standalone branding colours chosen should be WCAG AA contrast at minimum. This is to ensure the highest contrast for fonts, backgrounds and web colours.

The following are starter examples used on the web, but all colours should be checked against the photography backdrop using the following tool:

<https://coolors.co/contrast-checker>



SOCIAL MEDIA

04

LOGO MARK 01

LOGO SIZE 02

LOGO CLEAR SPACE 03

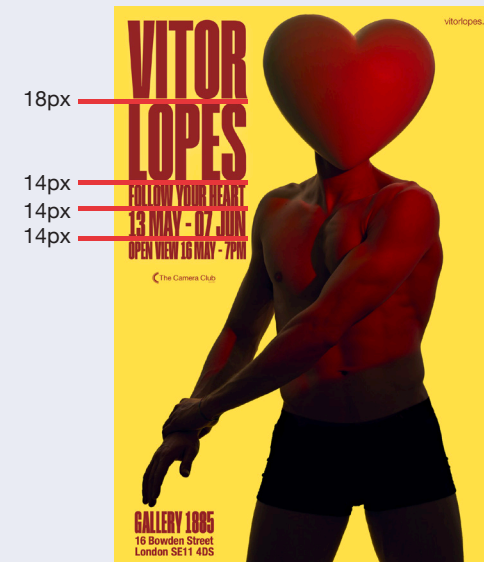
Modem Brand

STATIC GRAPHICS

For square and mini poster imagery, fonts should be large enough that they are clear in transmitting information without removing key details of the photography.

Here we have two examples of heavy usage of text, that maintains it's readability on full screen mobile but does not remove key elements of the photography.

LEADING should assist in the layout of grids but should be kept consistent amongst all fonts of all sizes. This assist in the information layout



VIDEO & SOCIALS

For video and socials all logos and typography should be as contrasting as possible. However there are several platforms where there are pitfalls to placing text and logos in certain places.

The following is an instagram SAFE ZONE layout. Placing all logos, typography and details in these areas will ensure that they do NOT clash with the Instagram user interface elements such as volume, likes, stats, share icons and more.

Each platform has it's own templates and if social media is generated in video format their guidelines should be followed to compliment our own.



EMAIL

05

LOGO MARK

01

LOGO SIZE

02

LOGO CLEAR SPACE

03

HEADERS

Email headers have a flexible layout. The Gallery 1885 logotype can be positioned in any corner and coloured to create the most amount of contrast.

Headers only need to be minimally branded and should sit away from any high contrast or detailed areas of the images it sits over.





CONTACT US



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