



BRAND guidelines



For Livingston County
Historical Society Museum

Prepared by Miami University Students

Heading Typeface

For headers and titles, we recommend using 'Georgia Pro,' as it gives the museum a clean, updated, and professional look.

Aa Bb Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Subhead Typeface

For subheadings, bios, and captions, we recommend using a sans serif font such as 'Be Vietnam.' This choice supports visual consistency and contributes to a clean, modern aesthetic throughout your website.

Aa Bb Cc

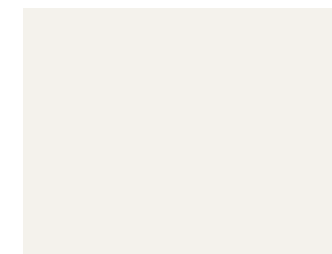
ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Brand Colors

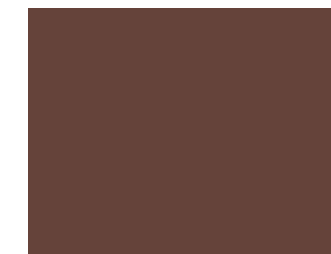
This color palette reflects the rich history and natural beauty of Livingston County. These tones create a warm, welcoming, and trustworthy feel for the Livingston County Historical Society Museum's brand.



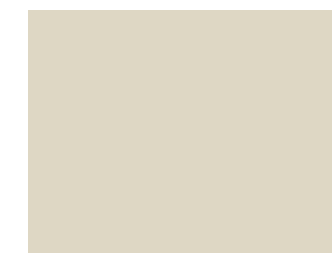
#f4f2ec



#576872



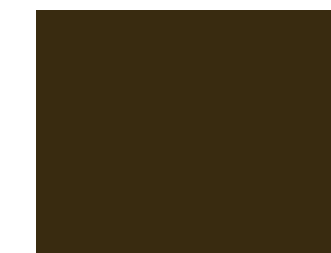
#65433a



#ded7c4



#2b4c39



#392b10



Tone

Tone of Voice for Social Media:

1. **Educational and Engaging:** Present historical information in accessible ways that invite curiosity rather than lecturing. Use questions and conversation starters.
2. **Community-Focused:** Emphasize connections to Livingston County, highlighting local stories and inviting community participation.
3. **Respectful of History:** Maintain appropriate reverence for historical subjects while making them relevant to modern audiences.
4. **Concise and Clear:** Keep posts readable and accessible, avoiding overly academic language while still being accurate.