

M_QAD

BRAND GUIDELINES

Where The African Diaspora Shapes Contemporary Art

TABLE OF CONTENTS

04	SECTION 1: Visual Identity	18	SECTION 2: TYPOGRAPHY
05	Logo Anatomy	19	Vocal Type Co.
06	Primary Logo	20	Typography
08	Sample Uses of the Logo	24	Hierarchy
09	Size & Placement	26	Glyphs & Punctuation
12	Partner Co-Branding		
13	Formatting	28	SECTION 3: APPLICATION
14	Color Palette	29	Layout & Design Samples
15	Palette Character	30	Accessibility
16	Text Color		
17	Logo Against Color	31	ADDITIONAL INFORMATION

SECTION 1

VISUAL IDENTITY

LOGO ANATOMY

(OLD VS NEW)

The letterforms of the MoAD identity have been re-drawn to bring a more contemporary feel to match MoAD's brand ethos.

Museum of the African Diaspora is now set in Vocal Type's VTC Foundation. The first iteration of the typeface was named BLM Foundation, and its final iteration is now named VTC Foundation. Make sure that you are using the correct typeface. The all caps in the museum's name conveys boldness and a forward facing persona.

If you see rounded corners on the letterforms, this means that you are using an old version of the logo. Refer to this document to make sure that you're using the correct logo.

MoAD
MUSEUM
of the
AFRICAN
DIASPORA

Left Aligned

MoAD

OLD LOGO



Rounded Corners

MoAD **MoAD**
MUSEUM **MUSEUM**
OF THE **OF THE**
AFRICAN **AFRICAN**
DIASPORA **DIASPORA**

Options For Both
Left & Center Aligned

MoAD

NEW LOGO (2026)



Flat, Angular Corners

PRIMARY LOGO

There are several brand lockups shown here that can be defined in the context of their use.

Use the **Version 1: Simplified Logo** for...
two and three dimensional display.
This is the most popular and basic usage.
This is for internal use only.

Use the **Version 2: Horizontal Logo** for...
print and presentations.

Use the **Version 3: Vertical Logo** for...
social media and other more vertical formats when
the identity is center aligned on a document or design.

Use the **Version 4: Left Aligned Vertical Logo** for...
social media and other more vertical formats when the
identity is placed at the corner of a document or design.

Version 2, 3, and 4 should be used for external
facing messaging, events, campaigns, programs,
and initiatives.



Version 1: Simplified Logo



Version 3: Vertical Logo



Version 2: Horizontal Logo



Version 4: Left Aligned Vertical Logo

PRIMARY LOGO

The architecture of the lockups are critical for consistency and brand messaging. All documents that leave MoAD must be branded with the logo, the museum's name, and the tagline. Note that the tagline should always be written in title case.

The **Version 5: Tagline Logo...** is usually at the top of all front-facing MoAD campaigns, events, programs, and initiatives.

The **Version 6: Stacked Logo...** is used when you need to include the logo, the name of the museum, and the tagline. Use this version for reports, exhibition or event collateral, and external facing decks i.e., fundraising or sponsorship.

MoAD

*Where The African Diaspora
Shapes Contemporary Art*

Version 5: Tagline Logo

MoAD
MUSEUM OF THE
AFRICAN DIASPORA

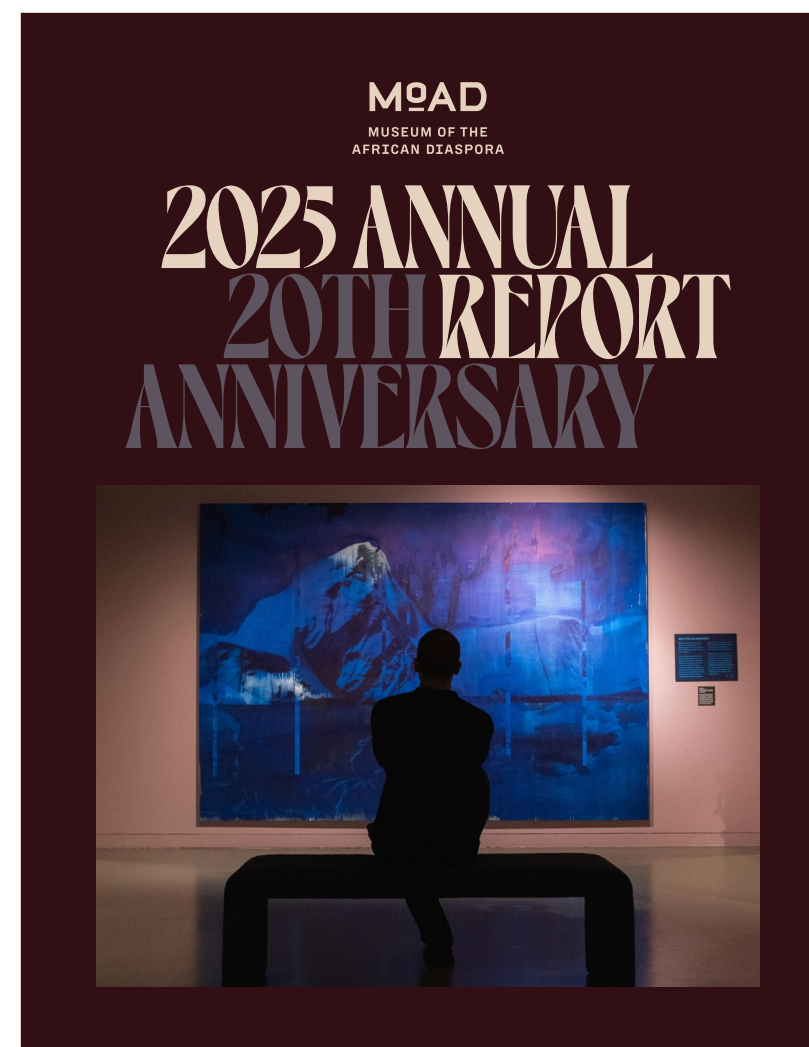
*Where The African Diaspora
Shapes Contemporary Art*

Version 6: Stacked Logo

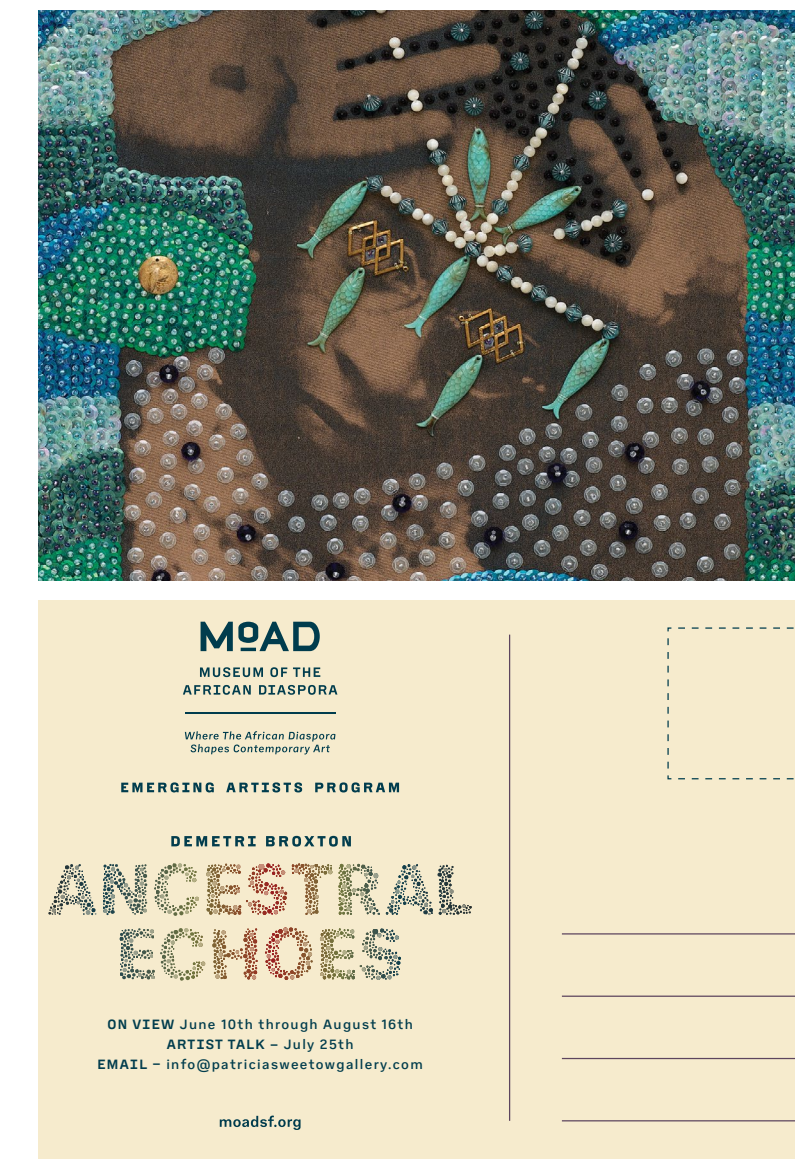
SAMPLE USES OF THE LOGO

In most contexts, the MoAD logo structurally sits primarily above the information it conveys.

In some three dimensional cases like the 2026 ENGAGE! podium, the logo is placed secondary to the initiative title.



2025 Printed Annual Report



2026 Demetri Broxton:
Ancestral Echoes Postcard

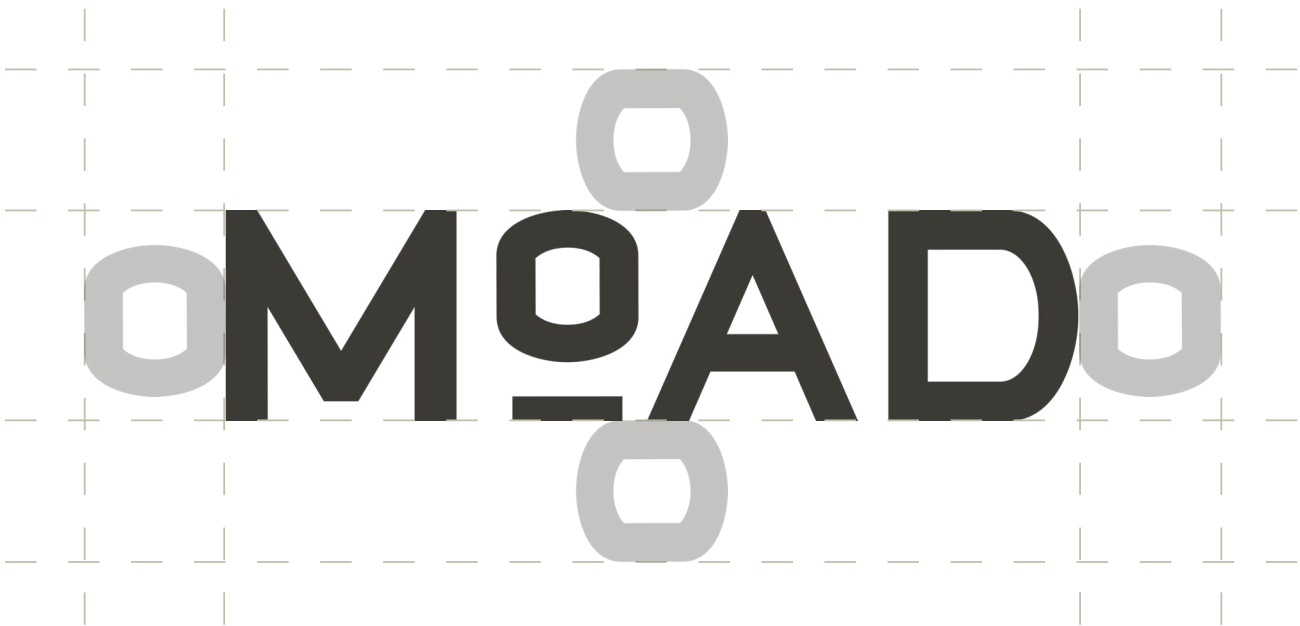


2026 ENGAGE! Podium

SIZE & PLACEMENT

CLEAR SPACE

For all versions of the logo, use the "o" in MoAD's logo as a measure for minimum clear space.



MINIMUM SIZE

The vertical logo should not appear smaller than 1" wide, and the simplified, horizontal, stacked, and tagline logos should not appear smaller than 1.5" wide.



**DO NOT STRETCH
OR DISTORT**

When resizing the logo,
make sure you maintain
the logo's proportions.



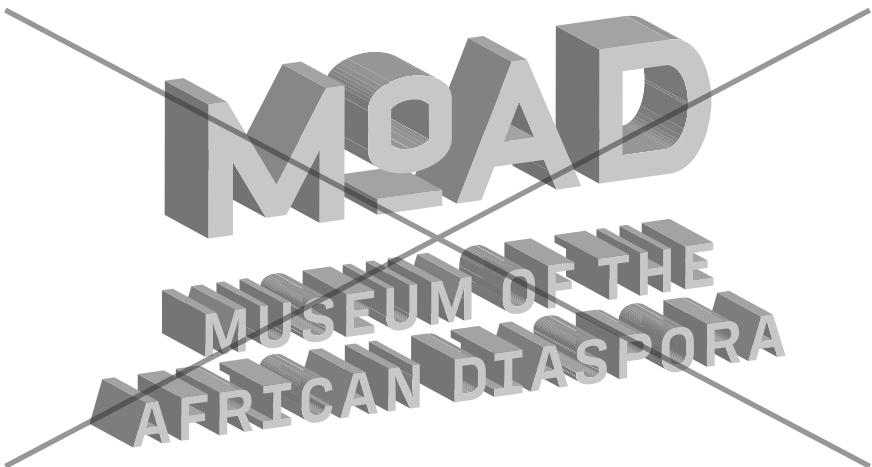
**DO NOT
CHANGE COLOR**

The logo may appear in black,
white, or Earth, Dusk, Black
Forest Green, Clay, Ochre Moss.



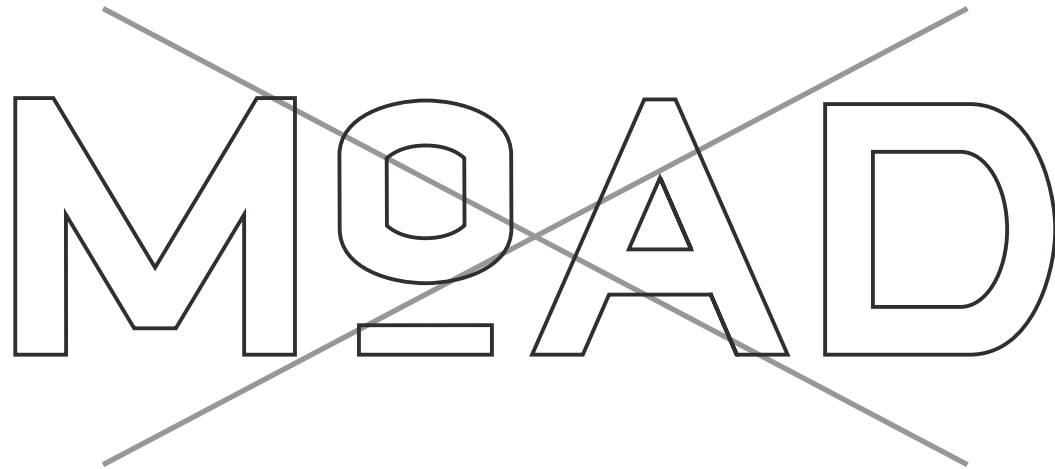
**DO NOT ADD SHADOWS
OR EFFECTS**

Do not change the appearance of
the logo. (e.g., adding shadows or
3D effects) If the logo needs to
stand out more, consider using
another color. Refer to page 56-58
for more information.



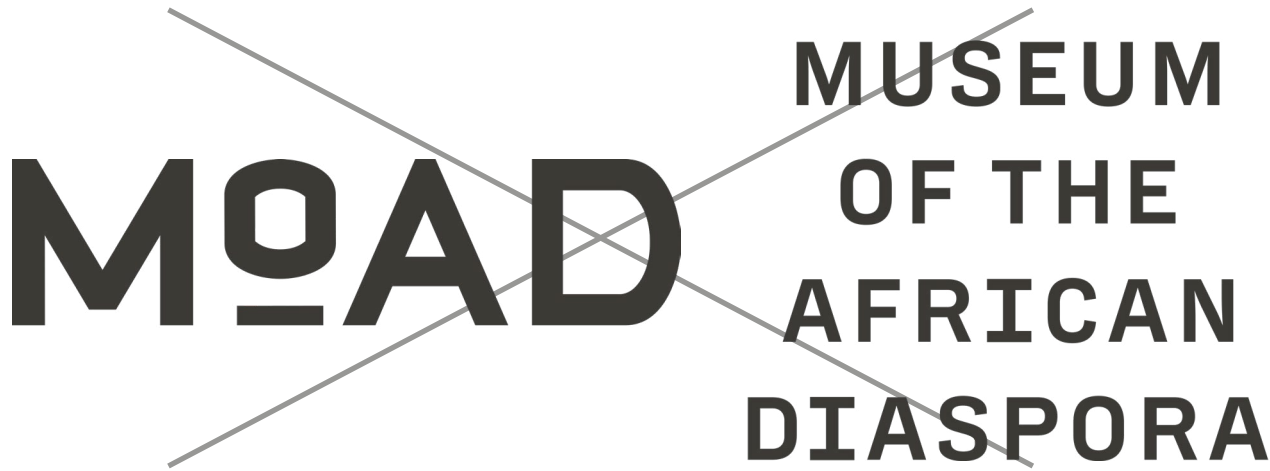
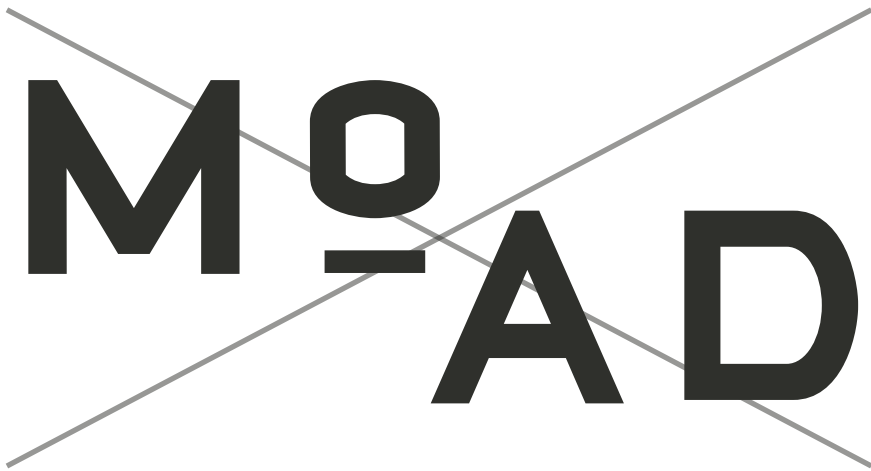
**DO NOT OUTLINE
THE LOGO**

If the logo needs to stand out more, consider using another color. Refer to page 56-58 for more information.



**DO NOT REARRANGE
THE LOGO**

Do not reconfigure the letterforms or elements of the logo from its original lockup.



**DO NOT PLACE
OVER BUSY OR
LOW CONTRAST
BACKGROUNDS**

Refer to the text color guide on page 58 for more information.



PARTNER CO-BRANDING

For all MoAD initiatives requiring partnership, the MoAD identity sits above the partner's identity.

The rule consistently separates and highlights the partnership for brand cohesion.

When MoAD is the primary partner, the MoAD logo should appear above the rule. When MoAD is the supporting partner rather than the lead, the MoAD logo should appear underneath the rule. When it is an equal partnership, use a vertical rule to separate each logo.

When including the MoAD identity alongside logos of...

- sponsors
- government funders
- foundations
- or corporations

... use light or white versions against dark backgrounds, and dark versions against light backgrounds.



UC Berkeley
African American Studies

MoAD-Led Partnership



MoAD-Supporting Partnership



UC Berkeley
African American Studies

Equal Partnership

FORMATTING

Different versions of the MoAD logo should be used for different contexts. Use this guide to make sure that you are using the right version and file type to suite your purpose.

In print, use PNG or JPG, but make sure that the resolution is 300 pixels per inch. If needed, use CMYK vector files (EPS or SVG) when printing. Vector files use mathematical data instead of pixels which allows you to scale the logo up or down without causing blurriness or pixelation.

On screens, use JPG or PNG at 72ppi resolution. Use PNG files when possible as they allow transparency. Make sure that the logo is not blurry or pixelated across different display sizes.

In powerpoints, use PNG at 96ppi.

Reference the following table if you need specifications on what color space to use.

	IN PRINT	ON THE WEB	IN A POWERPOINT
FILE TYPE	EPS or SVG (Vector)	PNG	PNG
COLOR SPACE	CMYK	RGB	RGB
RESOLUTION	N/A	72 ppi	96 ppi

COLOR PALETTE

MoAD’s color palette reflects the museum’s visual and cultural sensibility. These tones carry depth, warmth, atmosphere, and clarity. Together, they create a palette that feels grounded, contemporary, and unmistakably MoAD.

The naming system draws from elemental and organic references including earth, mineral, smoke, bloom, dusk, brass, and bone. Each name is intended to feel specific, memorable, and aligned with the museum’s broader visual and verbal identity.

C=0 M=0 Y=0 K=0
R=255 G=255 B=255
HEX: #FFFFFF
PANTONE 11-0601 TPG (OR BLANK)

When using white, use pure white.
Reference the colors codes above.

"EARTH" C=66 M=61 Y=64 K=55 R=59 G=57 B=53 HEX: #3B3935 PANTONE 419 U	"SMOKE" C=46 M=38 Y=45 K=5 R=142 G=140 B=132 HEX: #8E8C84 PANTONE 416 U	"BONE" C=22 M=17 Y=28 K=0 R=200 G=197 B=181 HEX: #C8C5B5 PANTONE 413 U
"DUSK" C=45 M=94 Y=6 K=1 R=153 G=52 B=138 HEX: #99348A PANTONE 254 U	"MINERAL" C=25 M=72 Y=0 K=0 R=189 G=102 B=169 HEX: #BD66A9 PANTONE 252 U	"SOFT BLOOM" C=7 M=41 Y=0 K=0 R=228 G=166 B=203 HEX: #E4A6CB PANTONE 243 U
"BLACK FOREST GREEN" C=71 M=45 Y=63 K=29 R=72 G=96 B=85 HEX: #486055 PANTONE 626 U	"SHADOW GREEN" C=41 M=18 Y=38 K=0 R=156 G=181 B=163 HEX: #9CB5A3 PANTONE 623 U	"MINERAL LIGHT" C=19 M=7 Y=23 K=0 R=207 G=217 B=199 HEX: #CFD9C7 PANTONE 621 U
"CLAY" C=11 M=77 Y=100 K=1 R=216 G=93 B=39 HEX: #D85D27 PANTONE 1595 U	"BRASS" C=2 M=75 Y=98 K=0 R=236 G=101 B=38 HEX: #EC6526 PANTONE 165 U	"BLOOM" C=2 M=58 Y=64 K=0 R=228 G=166 B=203 HEX: #EF8661 PANTONE 1635 U
"OCHRE MOSS" C=30 M=32 Y=100 K=3 R=182 G=157 B=48 HEX: #B69D30 PANTONE 613 U	"MOSS" C=23 M=20 Y=62 K=0 R=201 G=189 B=122 HEX: #C9BD7A PANTONE 616 U	"PALE GREEN" C=8 M=7 Y=47 K=0 R=236 G=244 B=155 HEX: #ECE09B PANTONE 607 U

PALETTE CHARACTER

This palette balances depth and softness.
Darker tones bring contrast and visual grounding.
Mid-tones carry warmth, richness, and distinction.
Lighter shades introduce openness, lift, and clarity.
Used together, the palette creates a visual system
that feels both rooted and expansive.

USAGE GUIDANCE

The palette should be used with intention and balance.



EARTH, SMOKE, DUSK, SHADOW GREEN, and **BLACK FOREST GREEN** provide depth, contrast, and visual grounding.



CLAY, BRASS, BLOOM, and **OGHRE MOSS** bring warmth, energy, and expression.



BONE, SOFT BLOOM, MINERAL, PALE GREEN, and **MINERAL LIGHT** introduce softness, lift, and openness.

This palette is designed to support MoAD’s identity across print, digital, exhibition materials, presentations, and environmental applications.

TEXT COLOR

Within each color of the MoAD palette, there is a range of color value that can be utilized to convey nuance.

Use this color guide to decide which text color can be placed against each background for legibility. Do not use light text on light backgrounds, and dark text on dark backgrounds.



Text Text Text Text Text Text Text Text Text Text Text TEXT COLOR: White, Bone, Shadow Green, Mineral Light, Mineral, Soft Bloom, Clay, Brass, Bloom, Ochre Moss, Moss, Pale Green BACKGROUND: Earth	Text Text Text Text TEXT COLOR: Earth, White, Bone, Pale Green BACKGROUND: Smoke	Text Text Text Text Text Text TEXT COLOR: Earth, Black Forest Green, Dusk, Mineral, Clay, Brass BACKGROUND: Bone	Text Text Text Text Text Text Text Text Text Text TEXT COLOR: Earth, Smoke, Black Forest Green, Shadow Green, Dusk, Mineral, Clay, Brass, Ochre Moss, Moss BACKGROUND: White
Text Text Text Text Text Text Text Text Text TEXT COLOR: White, Bone, Shadow Green, Mineral Light, Soft Bloom, Brass, Bloom, Ochre Moss, Moss, Pale Green BACKGROUND: Dusk	Text Text Text Text TEXT COLOR: Earth, White, Mineral Light, Pale Green BACKGROUND: Mineral	Text Text Text Text Text Text TEXT COLOR: Earth, Black Forest Green, Dusk, Mineral, Clay, Brass BACKGROUND: Soft Bloom	
Text Text Text Text Text TEXT COLOR: Earth, White, Bone, Mineral Light, Soft Bloom, Moss, Pale Green BACKGROUND: Clay	Text Text Text Text TEXT COLOR: Earth, White, Mineral Light, Pale Green BACKGROUND: Brass	Text Text Text Text TEXT COLOR: Earth, Bone, Black Forest Green, Mineral Light, Dusk, Pale Green BACKGROUND: Bloom	
Text Text Text Text Text Text Text Text Text TEXT COLOR: White, Bone, Shadow Green, Mineral Light, Soft Bloom, Brass, Bloom, Ochre Moss, Moss, Pale Green BACKGROUND: Black Forest Green	Text Text Text TEXT COLOR: Earth, White, Pale Green BACKGROUND: Shadow Green	Text Text Text Text Text Text Text Text TEXT COLOR: Earth, Smoke, Black Forest Green, Dusk, Mineral, Clay, Brass, Ochre Moss BACKGROUND: Mineral Light	
Text Text Text Text TEXT COLOR: White, Bone, Shadow Green, Mineral Light, Soft Bloom, Brass, Bloom, Ochre Moss, Moss, Pale Green BACKGROUND: Ochre Moss	Text Text Text Text TEXT COLOR: Earth, White, Mineral, Brass BACKGROUND: Moss	Text Text Text Text Text Text Text Text TEXT COLOR: Earth, Smoke, Black Forest Green, Dusk, Mineral, Clay, Brass, Ochre BACKGROUND: Pale Green	

LOGO AGAINST COLOR

MoAD

MoAD

SECTION 2

TYPOGRAPHY

VOCAL TYPE CO.

Vocal Type focuses on creating typefaces reflecting historical moments: the Civil Rights movement, Black Lives Matter, and other pivotal moments in global Black history.

Its founder, Tré Seals is a cultural pioneer. He created Vocal Type to address the lack of representation in design, particularly in typography. He uses typography as a tool to raise awareness, foster understanding, and amplify voices. Seales is one of only a handful of African American type designers in the United States.

VTC FOUNDATION XBOLD

VTC FOUNDATION XBOLD ITALIC

VTC FOUNDATION BOLD

VTC FOUNDATION BOLD ITALIC

VTC FOUNDATION MEDIUM

VTC FOUNDATION MEDIUM ITALIC

VTC FOUNDATION REGULAR

VTC FOUNDATION ITALIC

TYPOGRAPHY

VTC MARTIN FAMILY

VTC MARTIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

CAN BE USED IN

ALL CAPS, Sentence case, and Title Case

USAGE

Headers, titles, and display type
(Refer to page 66 for more
information on tracking)

DO NOT USE FOR

Body copy, captions, or small, long text.

TYPOGRAPHY

VTC MARTIN FAMILY

Usage: Use XBold and Bold for titles, names, and any large headers, Forward for emphasis or to denote names, titles, phrases or quotes, and Semibold or Light for subheads. Do not use for body copy, captions, or small, long text.

Aa

XBOLD

Aa

XBOLD FORWARD

Aa

BOLD

Aa

BOLD FORWARD

Aa

SEMIBOLD

Aa

FORWARD

Aa

LIGHT

Aa

LIGHT FORWARD

TYPOGRAPHY

VTC FOUNDATION FAMILY

VTC FOUNDATION

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p r s t u v w x y z

USAGE

Captions, description, & body copy
(Refer to page 66 for more
information on tracking)

CAN BE USED IN

ALL CAPS, Sentence case, and Title Case

TYPOGRAPHY

VTC FOUNDATION FAMILY

Usage: Use XBold and Bold for titles emphasis, Forward to denote titles, specific names, quotes or for emphasis, Semibold and Light for body copy or captions.

Aa

XBOLD

Aa

XBOLD ITALIC

Aa

BOLD

Aa

BOLD ITALIC

Aa

MEDIUM

Aa

MEDIUM ITALIC

Aa

REGULAR

Aa

ITALIC

HIERARCHY

HEADERS & TITLES

VTC Martin Bold or XBold with additional tracking/spacing for legibility (25pt tracking max.)



TITLE HERE

SUBHEADS & SUBTITLES

VTC Foundation Bold with additional tracking/ spacing for legibility (100pt tracking max.)



SUBTITLE GOES HERE

BODY COPY & DESCRIPTION

VTC Foundation Medium or Regular with additional tracking/spacing for legibility (50pt tracking max.)



Undi te in cus quis illaborum consequossum eos
net faceatem aut eos event explignit licia voluptatem
voloreserum rerfere pration eumquid erorio magnis
aut molo ilis ero modi repudandae. Ut eium, quid eum
ero optatec toribus. Perovid escius exercipsame quam.

HIERARCHY

QUOTATIONS

VTC Martin Semibold Forward
or Bold Forward, or VTC Foundation
Bold or XBold with additional
tracking/spacing for legibility
(50pt tracking max.)



*“Quote goes here
quote goes here
quote goes here.”*

CAPTION/CREDIT

VTC Foundation Medium with
additional tracking/spacing
for legibility
(100pt tracking max.)



– NAME GOES HERE

GLYPHS & PUNCTUATION

GLYPHS & NUMERAL

Both VTC Martin and VTC Foundation have a full set of glyphs. Make sure to utilize the full set, when needed.

0123456789
!@#\$%^&*()--
_+=,,:;<=>?@[[]\'"“

0123456789
!@#\$%^&★()--
_+=,,:;<=>?@[[]\'"“

ACCENTS & DIACRITICS

Use accents and other diacritics when called for (especially in names)

Rosé
Jalapeño

Rosé
Jalapeño

EN-DASH VS EM DASH

Use en-dashes and hyphens in their appropriate places. Do not use ‘em-dashes’ in copy.

En-dash (–): a medium-length dash, used to denote range of values (like hours or years)

The event runs
from 12–4pm.

The event runs
from 12–4pm.

GLYPHS & PUNCTUATION

QUOTES & APOSTROPHES

For both VTC Martin and VTC Foundation, use Typographers quotes and apostrophes instead of straight quotes and apostrophes.

AMPERSANDS

Ampersand use should be limited. They can be used in titles, but avoid use in body copy. Opt to use ‘and’ over an ampersand, when uncertain.

**“Nexus felt
like a cultural
renaissance...”**

**ENGAGE!: Art,
Blackness, and
the Universe**

**“Nexus felt
like a cultural
renaissance...”**

**ENGAGE!: Art,
Blackness, and
the Universe**

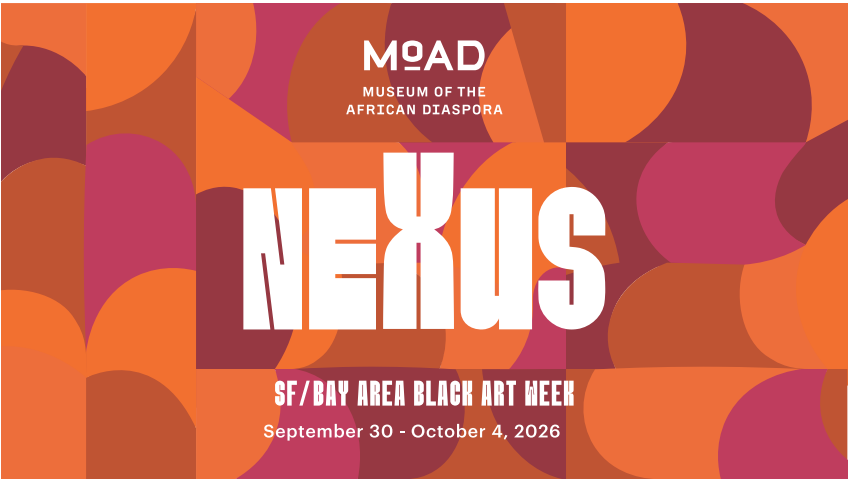
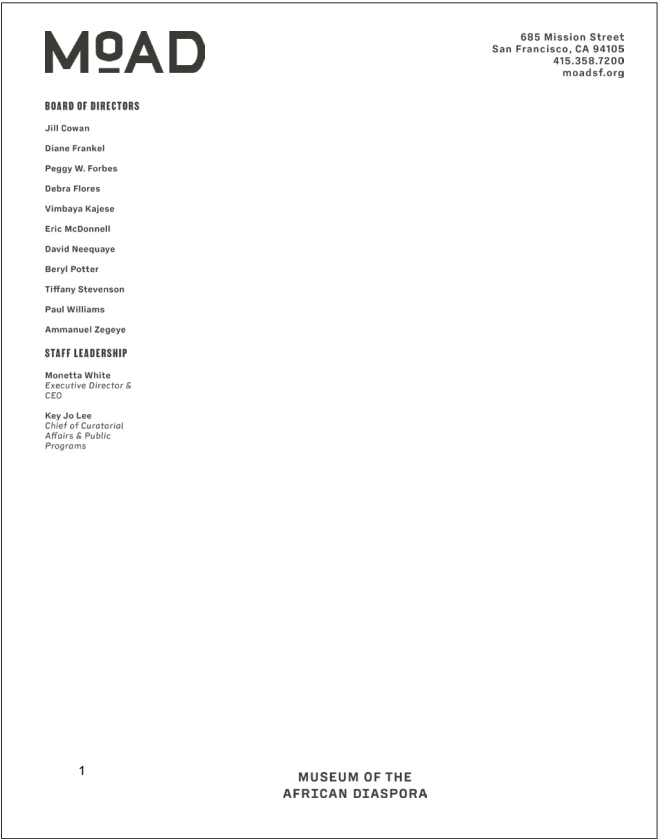
SECTION 4

APPLICATION

LAYOUT & DESIGN SAMPLES

Layouts for MoAD are meant to invoke cultural resonance. Bold typography, contrast between dark and light, and negative space magnify MoAD's messaging.

Color is used intelligently, and is utilized to support the messaging of the exhibitions, programming, events, and initiatives.



ACCESSIBILITY

At the Museum of the African Diaspora, we keep the needs of everyone in mind. Communications from the museum are intended to be inclusive and accessible to everyone. Usability.gov is a useful resource and guide for online accessibility best practices. When designing for print or web, for exhibitions, or producing outward facing documentation, keep the following in mind:

- Use high-contrast text for easy readability (and larger text when appropriate). Refer to the type guide for more information.
- Use color schemes that do not compromise legibility for people with colorblindness. Refer to the color guide for more information.
- Include alt text and/or descriptive captions with photographs and other images.
- Provide captions/transcripts for video and audio content. Captions should be synchronised to videos with audio, and should use appropriate spelling, grammar, and punctuation. Captions should include both dialogue, in addition to any important sounds.
- For accessible PowerPoint guidance, you may refer to the **Microsoft Powerpoint accessibility page**. (linked)

MOAD

MUSEUM OF THE
AFRICAN DIASPORA

For more information, visit moadsf.org

Developed in collaboration with McCalman.Co