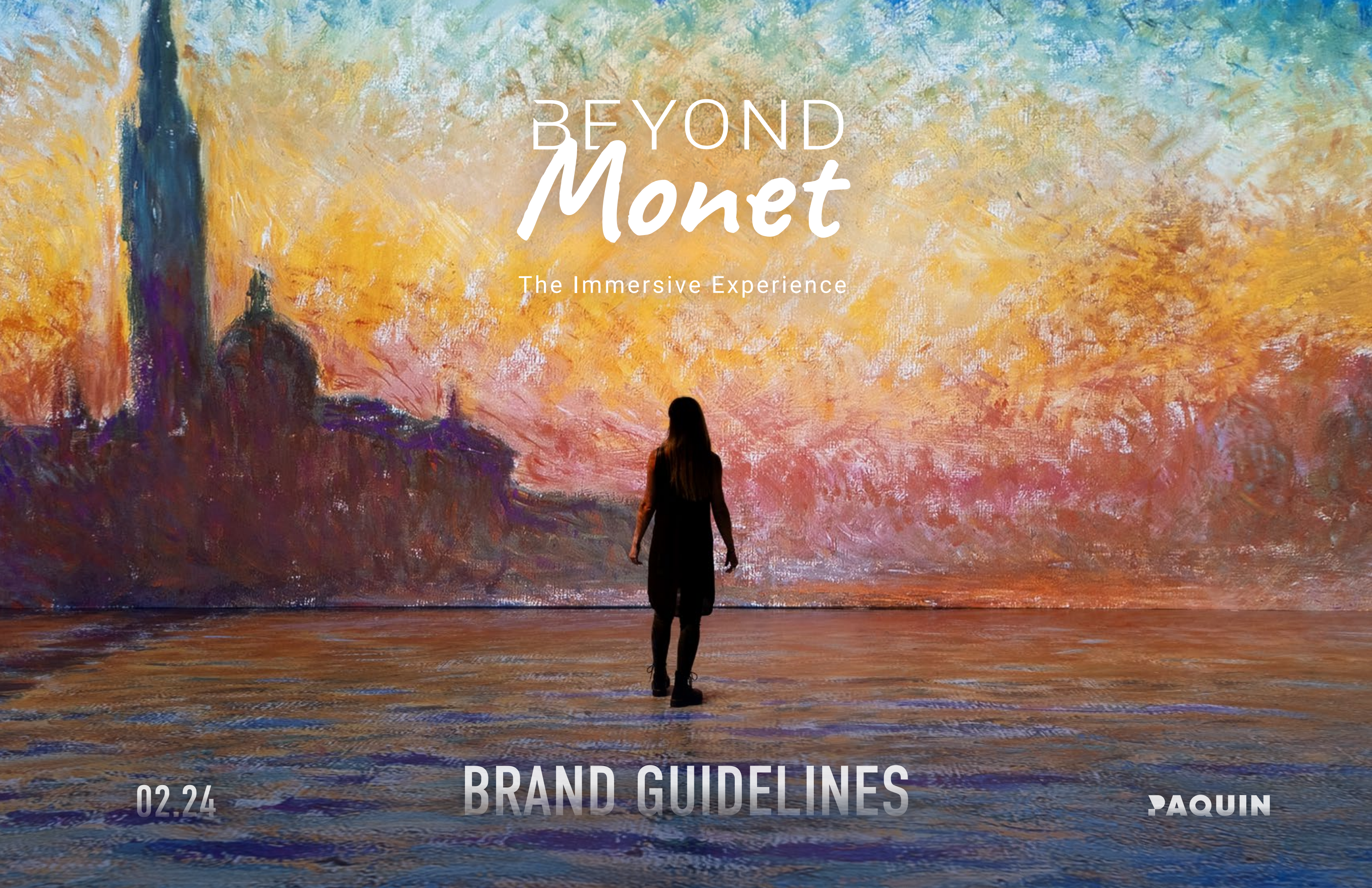


A person with long dark hair, seen from behind, stands in the center of a vast, dark space. They are looking at a massive, vibrant, and textured wall of light that resembles a large-scale Impressionist painting. The light is composed of warm, blended colors like yellow, orange, and pink, with some darker, more defined shapes on the left side. The floor is dark and reflective, mirroring the light from the wall.

BEYOND *Monet*

The Immersive Experience

02.24

BRAND GUIDELINES

PAQUIN

BRAND IDENTITY

TABLE OF CONTENTS

Consistent usage of this style guide helps make **Beyond Monet** more recognizable and memorable. Send all new assets developed to **Paquin Entertainment** for approval:
Kayla@PaquinEntertainment.com

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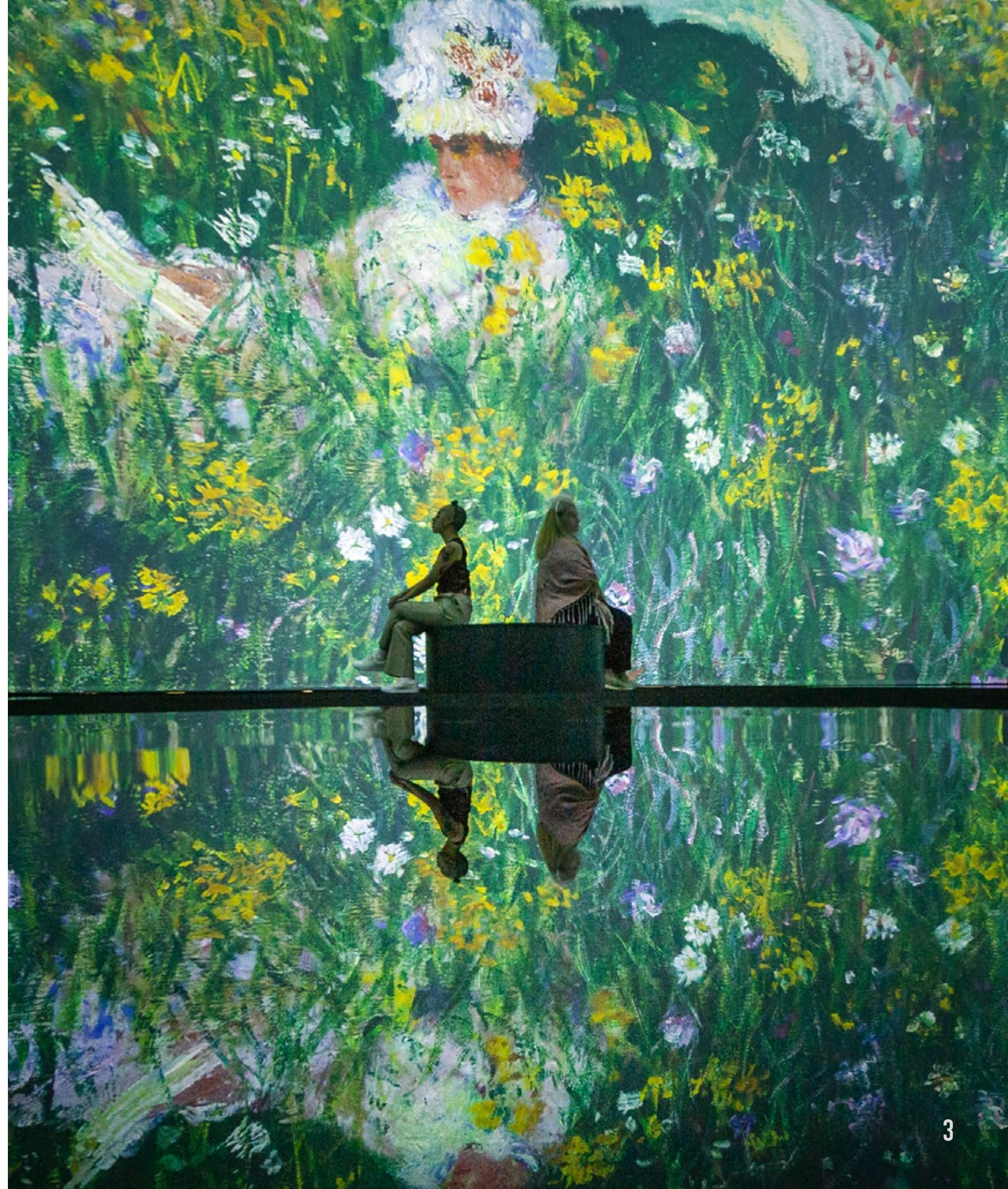
THE MAKING OF BEYOND MONET

CREATOR'S VISION

Beyond Monet: The Immersive Experience brings to life over 400 of Claude Monet's works using cutting-edge projection technology seamlessly curated in rhythm with an originally composed soundtrack. **Beyond Monet** widens our perspective on impressionism and offers glimpses into the motivation, muse and emotions of Claude Monet.

Taking inspiration from Musée de L'Orangerie in Paris, the designated home of Monet's masterpieces, guests are transported among the brush strokes, submerged in texture, color and composition.

Offering infinite potential for wonder, guests are saturated in stunning panoramic imagery undulating in time with the carefully composed soundscapes that ripple through Monet's life works.



LOGO USAGE

OFFICIAL LOGO

The show logo consists of two distinct elements: the words **BEYOND MONET** and the tagline **The Immersive Experience**. These elements together represent the official brand and must be present on all communications.

It's essential to use the logo accurately across all marketing and communication touchpoints to maintain a consistent image.

On assets where it's determined **The Immersive Experience** is not legible or necessary it may be removed (e.g. display banners, low-resolution DOOH boards, small prints, logo placements inside the venue).

BEYOND
Monet

The Immersive Experience

PRIMARY LOGO – STACKED

BEYOND *Monet*

The Immersive Experience

SECONDARY LOGO – HORIZONTAL

LOGO USAGE

CLEAR SPACE

Clear space is the breathing room maintained around the logo. Ensuring the logo is free of competing imagery or text gives it maximum visibility and impact.

It also defines the minimum distance from the logo to the edge of a finished printed piece.

The minimum clear space of the **Beyond Monet** logo is equal to the width of the **B** in **Beyond**.



LOGO USAGE

VERSIONS

Black Logo

Use on light color backgrounds.

White Logo

Use on dark color backgrounds or photos where contrast allows for legibility.

[DOWNLOAD LOGOS](#)



LOGO USAGE

RULES

1. Do not stretch, skew, rotate, or otherwise distort the logo.
2. Do not change colors or edit the opacity.
3. Do not apply special effects.
4. Do not change the lockup.



LOGO USAGE

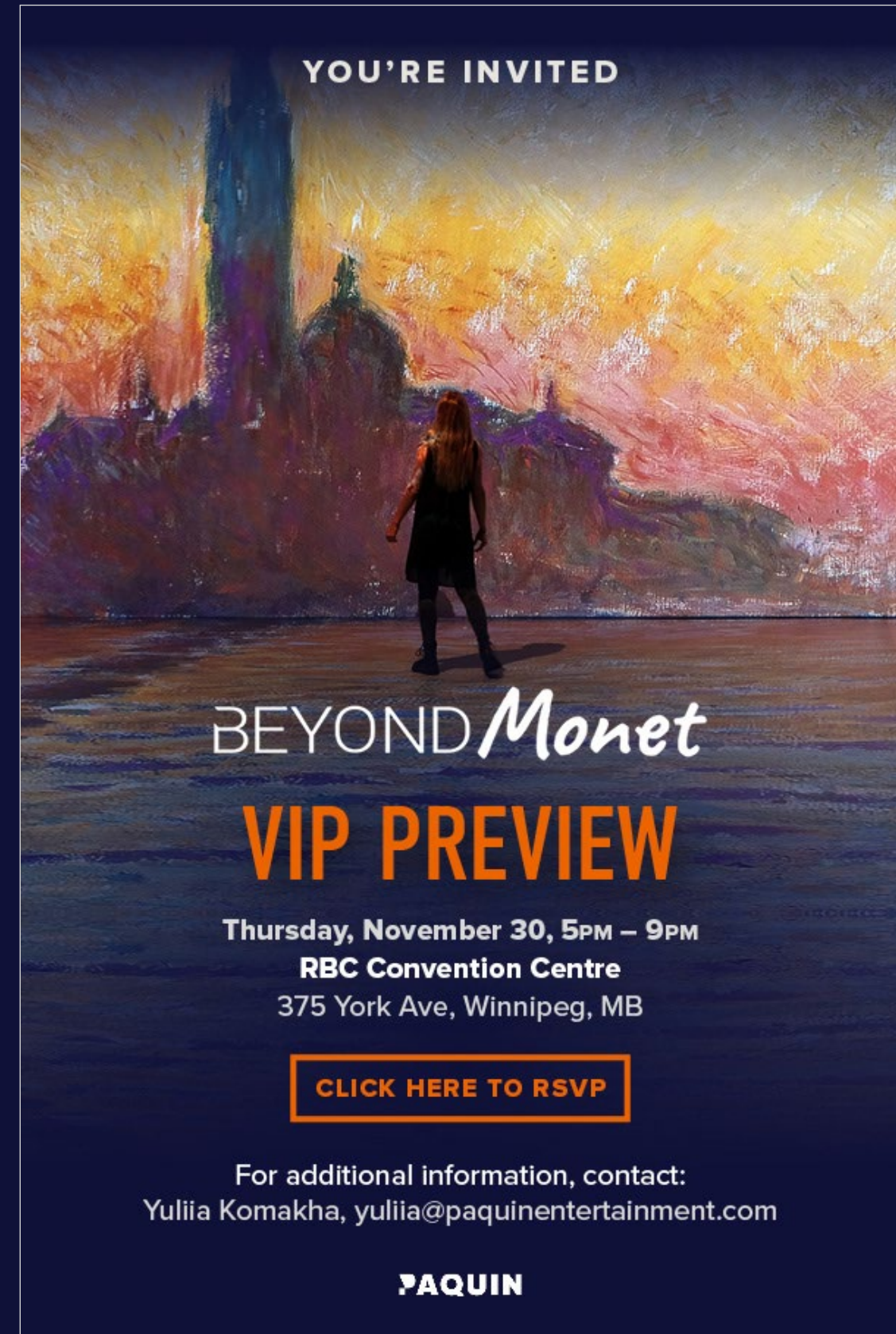
INTEGRATION

External logos (e.g. venue, promotional) should generate awareness without interfering in the overall messaging.

All logos live at the bottom of creative as a single bar lockup.

Scale logos accordingly to not compete with other elements or affect the information hierarchy of the layout.

If a logo is difficult to read or is not compatible with the horizontal orientation of the bar lockup, typeset the name in Proxima Nova Extra Bold.



BEYOND MONET

COLOR PALETTE

The color palette draws inspiration from Claude Monet’s many works but specifically compliments the primary images and exhibition photography.

Orange works well as an accent color to highlight important information.

The darkest tone of blue is used as a gradient background fill.

Charcoal and light gray are alternatives to black and white, they appear less harsh next to **Beyond Monet** images.

CMYK 69 / 63 / 62 / 57
HEX #353535
RGB 53 / 53 / 53

CMYK 0 / 0 / 0 / 15
HEX #D9D9D9
RGB 217 / 217 / 217

CMYK 40 / 23 / 0 / 0
HEX #96B4FA
RGB 150 / 180 / 250

CMYK 0 / 22 / 60 / 0
HEX #FFCA78
RGB 255 / 202 / 120

CMYK 5 / 75 / 100 / 0
HEX #EB6400
RGB 235 / 10 / 0

CMYK 100 / 95 / 45 / 55
HEX #0F1138
RGB 15 / 17 / 56

BEYOND MONET

TYPOGRAPHY

DIN Condensed is used in headlines and display type for it’s high impact and visibility. Limit the use to short headlines or keywords only to increase readability. Pair DIN Condensed with the secondary font, Proxima Nova, to create visual interest and to establish a clear messaging hierarchy.

DOWNLOAD DIN CONDENSED VF

Proxima Nova has a contemporary and warm aesthetic ideal for communicating information in a wide variety of materials. Medium and Extra Bold are used across marketing materials and should be primarily used for secondary titles, body copy, call out’s and buttons. Use Proxima Nova as the default font if DIN Condensed is not available.

DOWNLOAD PROXIMA NOVA

EXAMPLES OF USE:

DIN CONDENSED VF

Headlines, ALL CAPS, reduce tracking

PROXIMA NOVA EXTRA BOLD

Secondary titles and CTA’s, ALL CAPS, tracking +50–+150

Proxima Nova Medium

Body copy, Sentence case

PROXIMA NOVA EXTRA BOLD

Call out’s and buttons, ALL CAPS, tracking +50

IMAGERY

PRIMARY IMAGES

Our imagery is high-contrast and colorful yet representative of the experience. Visuals convey an emotional element (amazement, wonder, discovery) and showcase the scale and quality of projections.

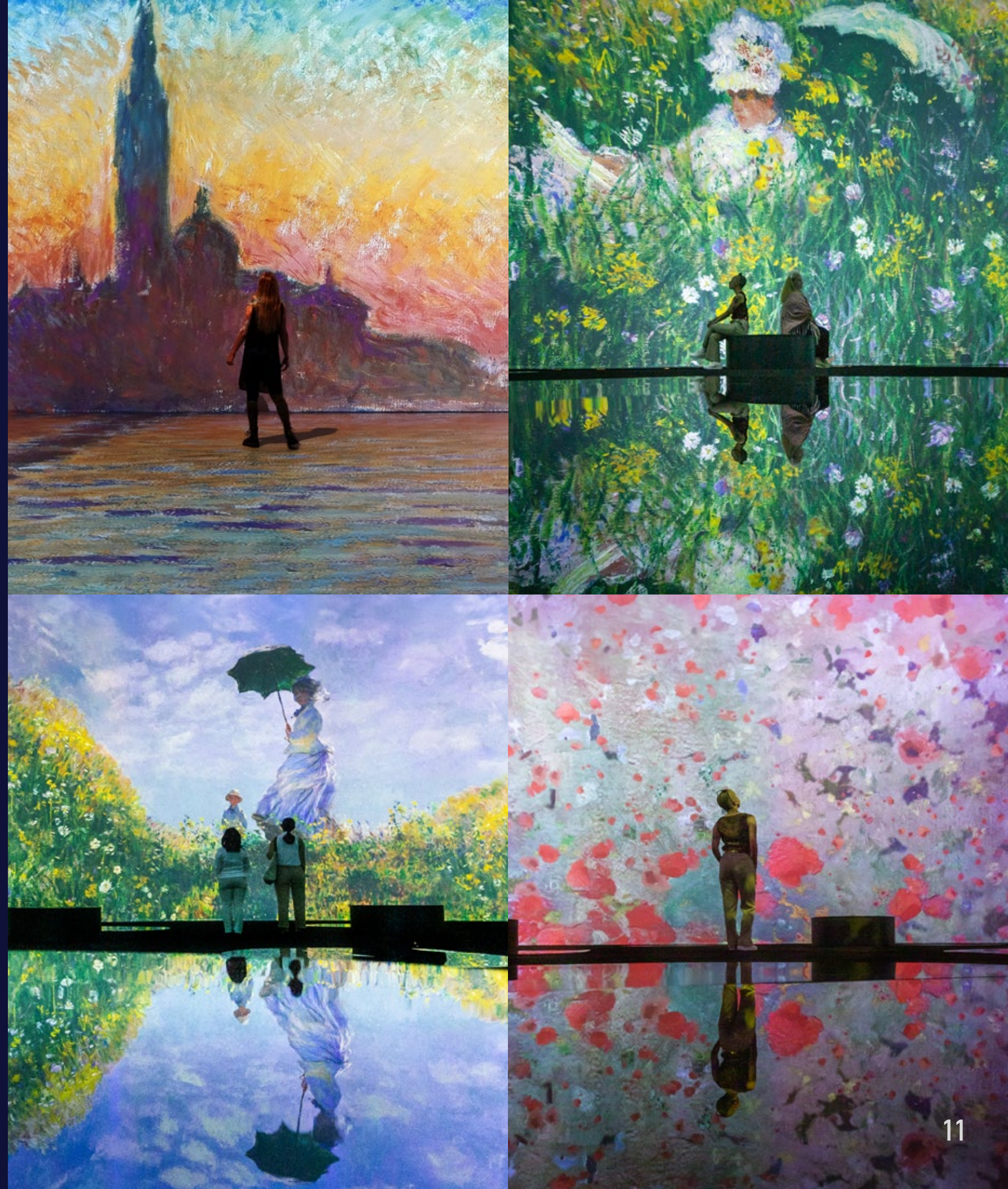
The primary images feature scenes of Monet's iconic work including *San Giorgio Maggiore at Dusk*, *In the Meadow*; *Dans la prairie*, *Woman With a Parasol* and *The Poppy Field*.

In the OOH marketing campaign each image corresponds with a specific message:

***Saint-Georges majeur au crépuscule* - On Sale Now**

***In the Meadow OR Woman With a Parasol* - Now Open**

***The Poppy Field* - Last Chance**



IMAGERY

SECONDARY IMAGES

Additional images feature individuals, couples and families in scenes of interaction with the exhibition. They serve to expand storytelling opportunities and are great for use online.

The photo library will be updated as new content becomes available.

[DOWNLOAD PHOTO LIBRARY](#)



BEYOND MONET

GRAPHICS

The OOH campaign features the headline **Claude Monet IMAGINED**. It speaks to the creator’s vision of the show and works to capture the audiences attention to learn more. The headline is rendered in brand fonts using a subtle gradient.

When possible, the graphic can interact with photography to illustrate the immersion of the experience.

DOWNLOAD IMAGINED GRAPHIC

CLAUDE MONET
IMAGINED

IMAGINED GRAPHIC



GRAPHIC INTERACTING WITH PHOTO

VOICE & TONE

BRAND VOICE

Our brand voice is our personality. It informs copy, strategy and the visual design of assets. It's not only how we see ourselves, but how we differentiate from other exhibitions and add value for our audience.

Beyond Monet is approachable, captivating and best in class.

BRAND TONE

If voice defines our identity, tone is how we communicate it. It's important to unify messaging so we deliver a consistent and predictable experience across all mediums.

We speak with a positive and authentic tone.



VOICE & TONE

APPROACHABLE

The **Beyond** brands are family-friendly and welcoming. Our experiences bring fine art to the masses and appeal to everyone from children to seniors.

Clear, direct language is understood by the general population. Copy is written with a positive and authentic tone but be specific. (Vague: “You will see a lot of great paintings.” Specific: “You will see 400 extraordinary works of art.”)

Sell copy can mention “cutting-edge” technology but it’s not our USP. Avoid high-tech terms like “content pixels” or “terabytes” that are abstract and hold no value to the consumer.

Connecting to the audience with lifestyle imagery featuring a diverse representation of people interacting with the experience appeals to the audience on a personal level. Silhouetted figures also work well to imply the idea of a person without being too specific. We always strive to be inclusive of the general population of North America.

We’re not: rude, unhelpful, robotic

We are: genuine, welcoming, trusted



VOICE & TONE

CAPTIVATING

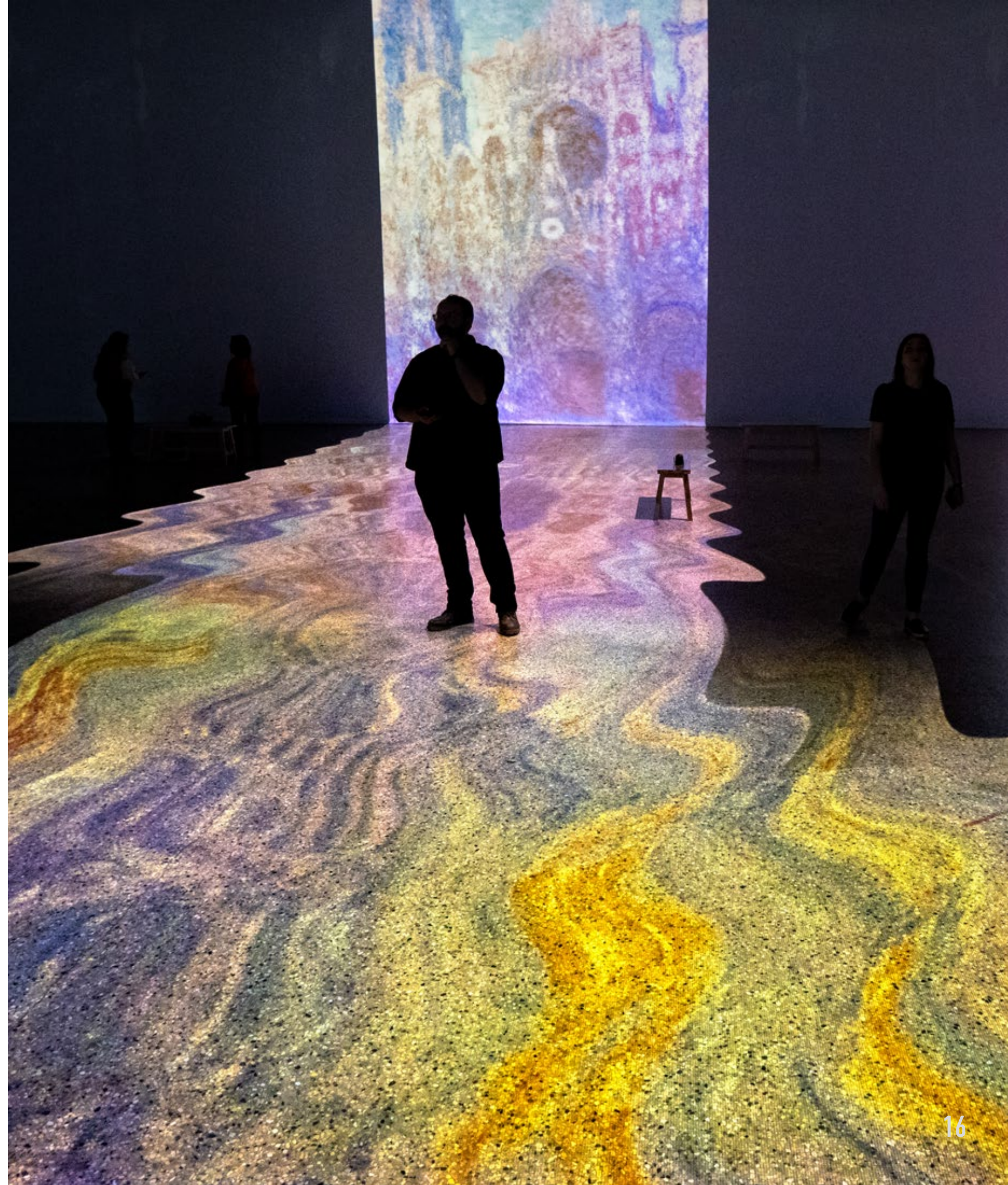
The **Beyond** series is wildly successful, selling over five million tickets worldwide proving we're passionate about entertaining audiences. Through cutting-edge technology, guests feel as though they're stepping into an iconic painting and becoming one of the brush strokes.

We don't oversell or overhype our offering through copy or visuals (i.e. walls should not look 50' tall in imagery, "The greatest experience to ever come to your city"). However, we're genuinely excited about our touring exhibitions and always strive to leave a lasting impression.

Imagery should feature a person to not only illustrate the experience and scale but also help create an emotional connection of wonder, discovery and awe.

We're not: pretentious, inflated, boring

We are: surprising, enthralling, unforgettable



VOICE & TONE

BEST IN CLASS

Beyond Exhibitions redefines what art means to people and allows us to form new relationships with notable masterpieces that has not been possible before. We're not an imitation of other experiences.

Each show is passionately crafted with a unique story and creative vision to combine art, cinema, music and technology. Our experiences seek to go beyond the familiar and shed new light on what we thought we knew.

We don't attempt to replace the museum experience. We've created a unique space where there's room for playfulness, contemplation and connection with art.

The use of press quotes, positive reviews and captivating hero images strengthens our claims.

We're not: an imitation, a fad, low-quality
We are: noteworthy, innovative, successful



COPY

HEADLINES

A LASTING IMPRESSION

BEYOND THE BRUSHSTROKES

[CITY] IMMERSE YOURSELF

CLAUDE MONET IMAGINED

MASTERPIECES IN MOTION

SELL COPY

More than 400 of Claude Monet's artworks are thrillingly brought to new life in **Beyond Monet**, a unique and exhilarating multimedia experience. This family-friendly immersive exhibition wraps guests in light and color that focuses and refocuses into the flowers and landscapes of Monet's brilliant masterpieces.

CALL TO ACTION

ON SALE NOW

Dates, Venue

Tickets at Monet[City].com

NOW OPEN

Dates, Venue

Buy tickets at Monet[City].com

LAST CHANCE!

Dates, Venue

Get tickets now Monet[City].com

Include QR codes on print material when space allows and link directly to the **Beyond Monet** city specific web page.

COPY

LANGUAGE & STYLE

- Beyond Monet is written in title case.
- Monet is referred to by his last name “Monet” or full name “Claude Monet” only.
- Say “Beyond Monet: The Immersive Experience” no more than once in a communication and shorten it in subsequent mentions to “Beyond Monet”. Usage of the full show name isn’t required on social media.
- Can talk about Monet’s health struggles (mental health, cataracts, blindness, etc.) but always end on a positive note (i.e. he used the adversity as fuel for his art, his disability allowed him to experiment with paints and colors in new ways, etc.) Do not discuss Monet’s suicide attempt, it is not a focus of the show.
- Remember Monet was a real person and treat him with respect and reverence.
- Don’t use “Monet” puns (i.e. “See Mo’ Art!”).
- Identify Monet’s style using the correct term – Impressionism.
- Always capitalize “Impressionism” when discussing the specific art movement and style.
- Names of paintings should go between quotation marks – painting names are italicized when possible. (i.e. “*Impression, Sunrise*”)
- All copy adheres to industry best practices of the mediums where it appears (e.g. 7 word headlines for OOH, 125 characters max post copy for social, max 20% text in images for social, etc.).
- Use American English spelling.
- Non-English (French, etc.) words must always be written with correct accents.
- In body copy, numbers under 10 are written as a word (“six”, not “6”).
- Check every apostrophe – then check them again.

AI POLICY

The use of generative AI images or video is not allowed. Only approved images and videos are permitted for use in all marketing and communications. AI generated copy is allowed if checked for accuracy and adherence to brand standards.

- All sentences have closing punctuation at the end of a paragraph unless the end of a sentence is followed by an emoji.
- No more than three emojis in a single social post.
- Use contractions to avoid sounding too formal (“you’ll”, not “you will”).
- Use an ampersand “&” to reduce character count where appropriate. Do not use the “+” sign or “x”.
- Exclamation points are okay used sparingly.
- Avoid a passive voice when possible and use strong active verbs. (Passive - “Monet was a famous painter.” Active - “Monet is one of the key painters of the Impressionism movement.”)
- Be conversational. Informational or educational content should be approachable and avoid a pretentious tone. We don’t speak down to our audience.
- We’re not an academic authority, credit is given to sources when quoting them or reusing imagery.
- Avoid hyperbole and overuse of descriptive words. (Good - “Beyond Monet is a sensational stroll through the artist’s garden.” Overly embellished - “Beyond Monet is a mind-blowing sensational stroll through the iconic artist’s epic gardens, you’ll never want to leave!”)
- Copy can be witty, especially through the use of creative alliterations (All you can art!) but not comical, crass, or self-deprecating. Avoid stereotypes at all costs.
- Read your copy out loud and listen for clunky phrases or repetitive information. If the sentence reads boring to you, it will to any audience.

The image shows a large-scale digital art installation. The background is a massive wall covered in a vibrant, abstract pattern of blue, purple, and teal, resembling a textured, painterly surface. In the foreground, two people are sitting on a dark, reflective floor. The person on the left has long dark hair and is wearing a light blue top. The person on the right is wearing a wide-brimmed hat and a green top. The floor is covered with a large, detailed projection of a city map, likely New York City, showing streets and landmarks. The overall atmosphere is immersive and artistic.

**DOWNLOAD
BRAND ASSETS**

ASSETS

DIGITAL ADS



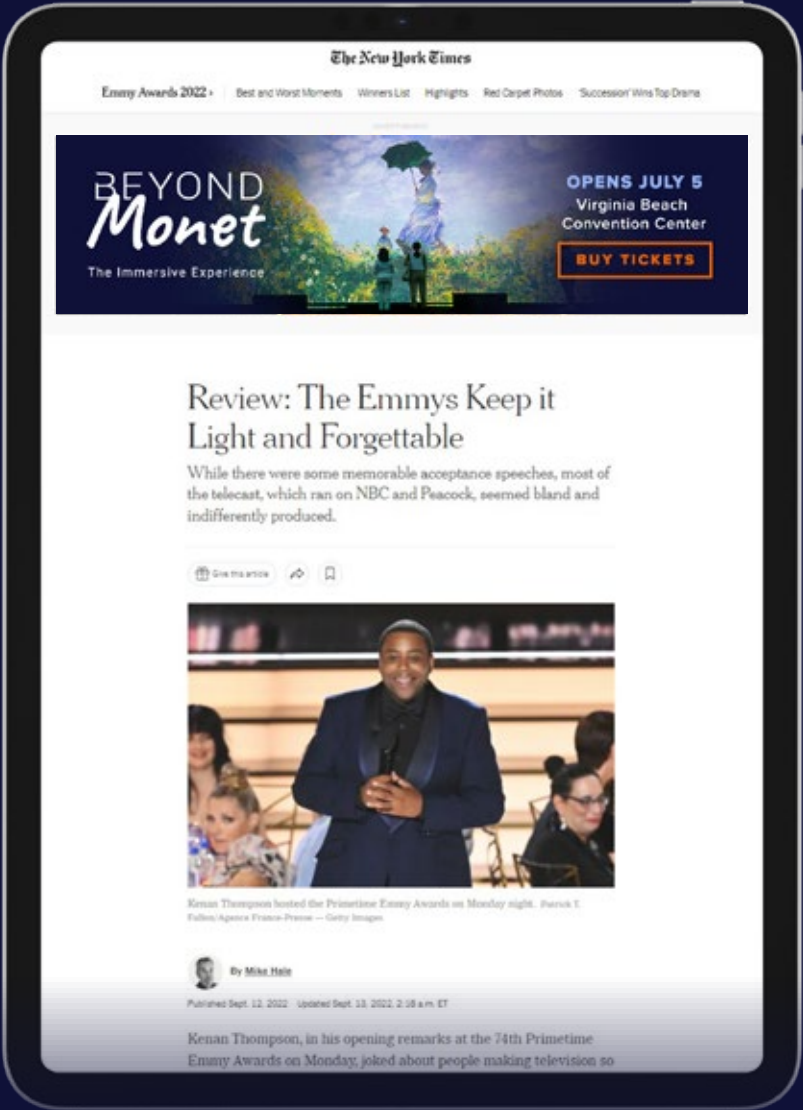
320x100



320x50



728x90



DOWNLOAD DIGITAL ASSETS

ASSETS

DIGITAL ADS



300x250



300x600



970x250



160x600

ASSETS

OOH - BILLBOARDS



ASSETS

OOH - POSTER



11"x17"



ASSETS

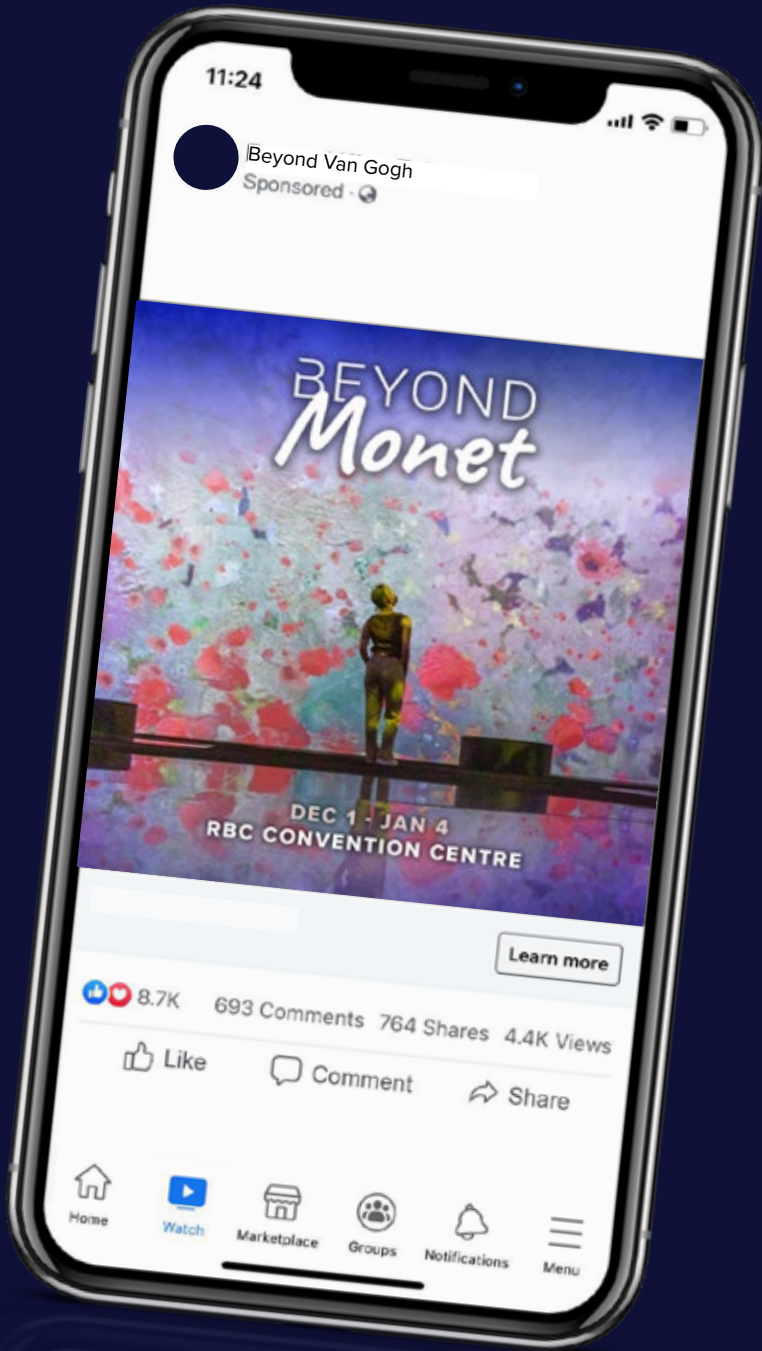
SOCIAL MEDIA - STATIC



1080x1080



1080x1920



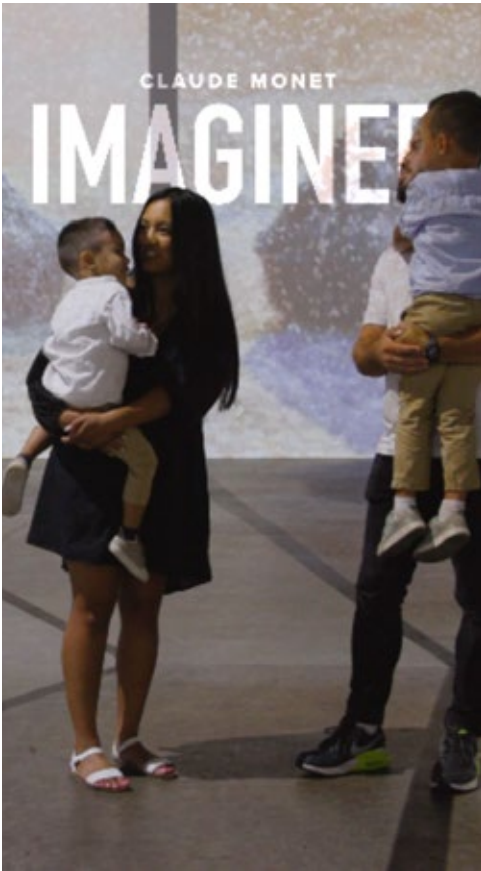
DOWNLOAD PSD TEMPLATE

ASSETS

SOCIAL MEDIA - VIDEO



1080x1080



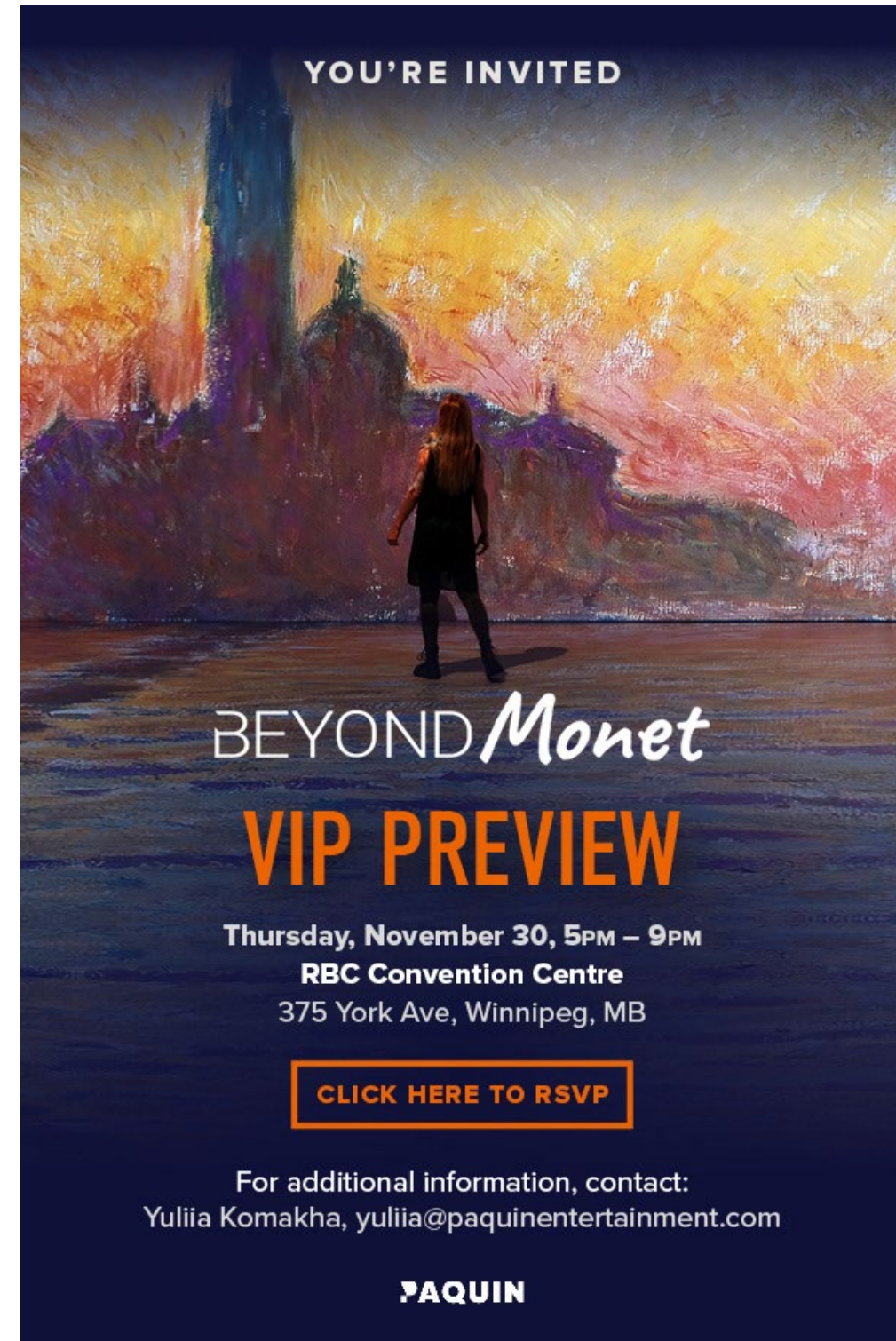
1080x1920



DOWNLOAD VIDEO ASSETS

ASSETS

EMAIL



600x900

ASSETS

EBLAST

BEYOND
Monet



LONG ISLAND, NY

SAVE 15%

ON BASIC TICKETS
WITH CODE **HOFSTRA15***

BUY TICKETS NOW!

Tickets at BeyondMonet.com

PAQUIN

*Offer applies to basic tickets only. No Group or VIP. Offer does not apply to previously purchased tickets. No refunds or exchanges on previously purchased tickets. Expires January 2nd, 2024.

BEYOND
Monet



SAMANEA NEW YORK

OCT 7–JAN 2

SAVE 15% ON BASIC TICKETS
WITH CODE **HOFSTRA15***

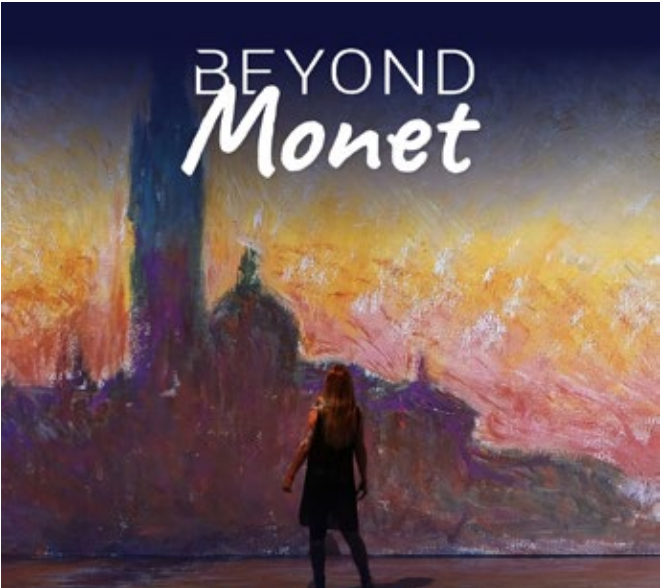
BUY TICKETS NOW!

Tickets at BeyondMonet.com

PAQUIN

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BEYOND
Monet



TODAY ONLY

SAVE 15%

ON BASIC TICKETS
WITH CODE **HOFSTRA15***

BUY TICKETS NOW!

Tickets at BeyondMonet.com

PAQUIN

*Offer applies to basic tickets only. No Group or VIP. Offer does not apply to previously purchased tickets. No refunds or exchanges on previously purchased tickets. Expires January 2nd, 2024.

1080x1920

ASSETS

VIDEO



1920x1080 - :15 & :30

ASSETS

PRESS RELEASE

CITY, STATE— DATE— Building on the unprecedented success of Beyond Van Gogh: The Immersive Experience at Samanea New York, producer Paquin Entertainment Group announced Beyond Monet: The Immersive Experience will take over the same exhibition space and open Saturday, October 7. Beyond Monet: The Immersive Experience is full of infinite potential for wonder and sheds new light on what the world thought it knew about Claude Monet. The experience showcases more than 400 of Monet’s most iconic works of impressionism, including the Water Lilies series, Impression: Sunrise, and Poppies. Tickets are on sale beginning today, September 7 at 9:00 a.m. at www.monetlongisland.com

Beyond Van Gogh: The Immersive Experience, which has sold over 6 million tickets worldwide, will extend to September 30th at Samanea New York. Tickets and the complete schedule are available at www.vangoghlongisland.com.

“Through cutting edge technology, Beyond Monet: The Immersive Experience is redefining what art means to people,” says Paquin Entertainment Group’s President of Exhibitions and Theatrical, Justin Paquin “It has elevated artwork to the next level, allowing us to form new relationships with notable masterpieces that were just not possible in previous years.”

Beyond Monet: The Immersive Experience gives guests a glimpse into the emotions and perspectives of the leading figure of Impressionism: Claude Monet. After entering the Garden Gallery, the Prism transports visitors into the biggest feature area of the exhibit. Taking inspiration from Musée de l’Orangerie in Paris, the designated home of Monet’s masterpieces, guests can freely roam the Infinity Room to absorb the artist’s bright and colorful paintings. Monet’s stunning imagery encompasses every surface of the room, transporting guests inside the paintings themselves. It is a haven for awakening the senses as the ebb and flow of the artwork is accompanied by the rhythm of an original score.

“When you stand inside Beyond Monet, you truly feel like you are part of Monet’s passionate quest for the effervescent beauty of the world” says Beyond Monet Art Historian Fanny Curtat. “Experiences like these create fresh and original perspectives, allowing us to form new relationships with notable masterpieces in dynamic and fascinating ways.”

For tickets and schedules visit www.monetlongisland.com.

For press inquiries, contact:

[Contact]

###



CONTACT:

PAQUIN

BRAND/GRAPHICS

Kayla Sinclair

ART DIRECTOR

Kayla@PaquinEntertainment.com