

The Clown Hall of Fame

Redesigned by Carter Ireland

The goal of this redesign is to establish a fresh, clean visual identity for the ICHOF. The updated design will create a cohesive experience for visitors by maintaining a consistent visual style across all parts of the museum. The aim is to preserve the playful spirit of clowning while presenting the institution as a credible and thoughtful cultural space that deserves to be taken seriously.

Old logo



New logo



Burbank Big - *Brand Font*
Avenir Next - *Copy Font*

Logo & Fonts

New Ticket

THE
CLOWN
HALL OF FAME

MARCH 16

BY APT
ONLY \$10

BARABOO
WISCONSIN

No 94713 - 38713 - 03142

★ ★ ★ ★ ★ ★ ★
ADMIT ONE
★ ★ ★ ★ ★ ★ ★

No 94713 - 38713 - 03142

ADULT | CHILD

Keep

THE
CLOWN
HALL OF FAME

MARCH 16

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ADMIT ONE
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Take

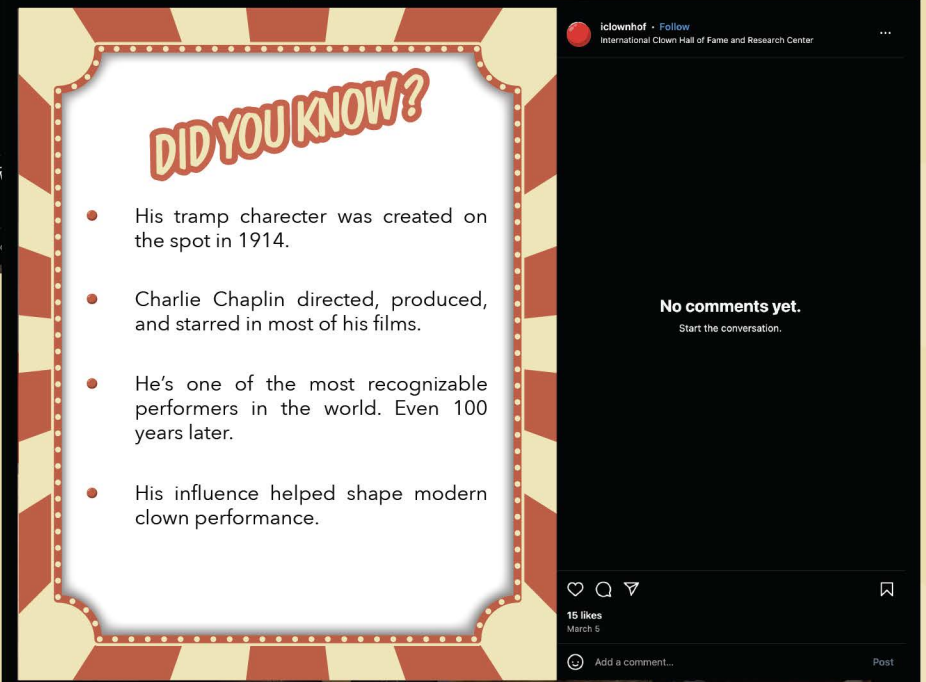
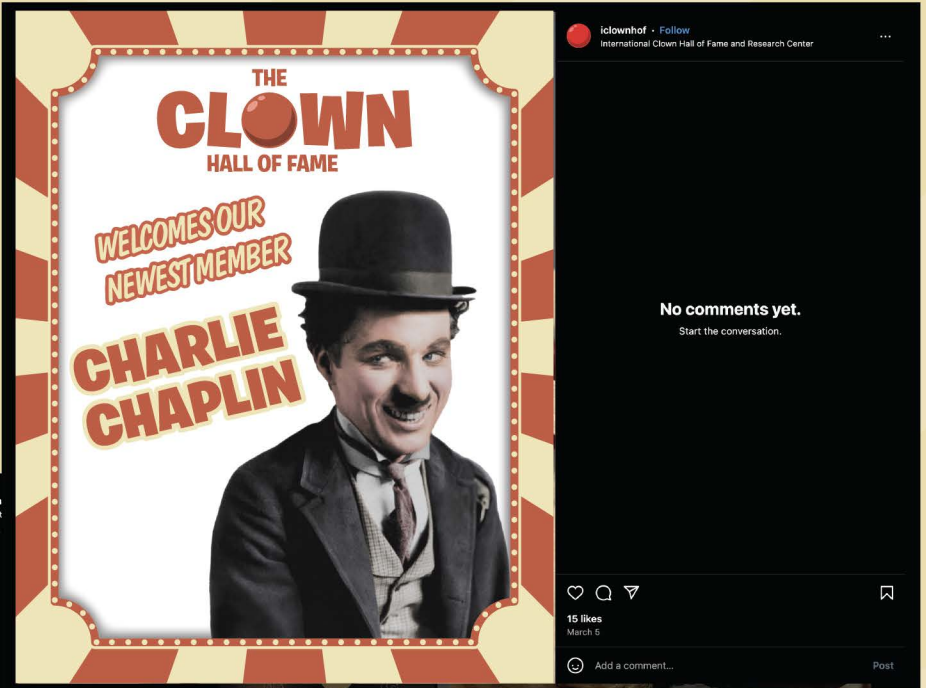
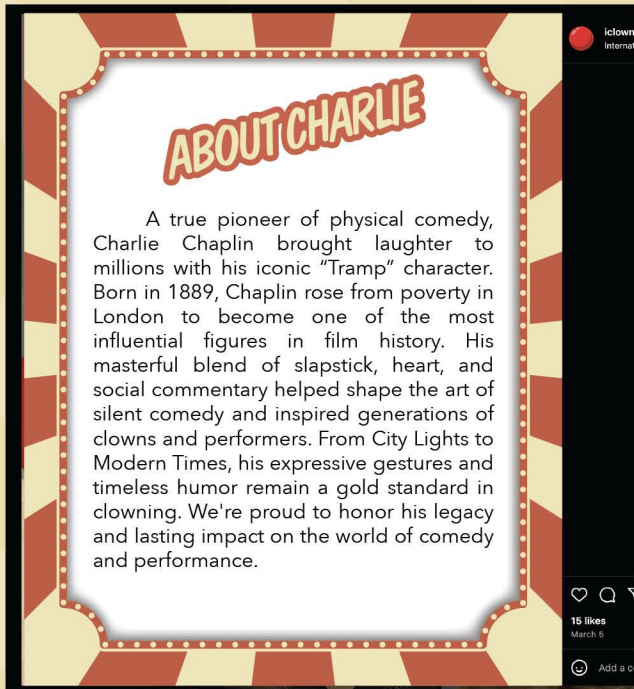
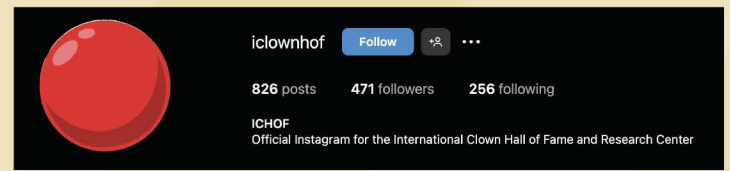
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ADULT | CHILD

Ticket

New Profile Picture

*Change Username to be more identifiable



Instagram Induction

BOZO THE CLOWN

Bozo the Clown is one of the most iconic and influential clowns in American pop culture history. Created in the 1940s for children's records and books, Bozo came to life on national television in 1949. He was portrayed by many actors, most famously Larry Harmon and Chicago's Bob Bell. With his big red hair, oversized shoes, and playful mischief, Bozo helped define the modern TV clown and entertained generations of children across the country. At his peak, Bozo shows aired in dozens of U.S. cities, each with its own local performer and unique style. His legacy lives on as a lasting, beloved symbol of joyful chaos.



BOZO'S CIRCUS, 1962



Exhibit Plaque



Merchandise