BRAND GUIDE

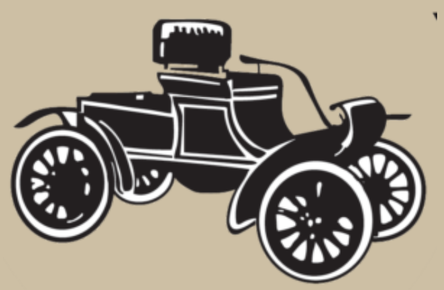
# REOLDS TRANSPORTATION MUSEUM

media sandbox

COM ART SCI

msufcu
MSU FEDERAL CREDIT UNION

# CONTENT OUTLINE

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To collect, preserve, study, and exhibit those objects that will serve to illustrate the part Lansing played in the development of transportation with emphasis on the automobile and its effect on this community and its people.

## BRAND

The R.E. Olds Transportation Museum first opened its doors on May 18, 1981 to honor the advancements made in transportation right in Lansing, Michigan. It was fittingly named after one of Lansing's most notable automotive leaders, Ransom Eli Olds. He became well-known around the country for his contributions in creating the assembly line for automobiles, but locally, he was known for starting two companies of his own: Olds Motor Works and REO Motor Car Company. These were the building blocks for bringing the automotive industry to where it is today.

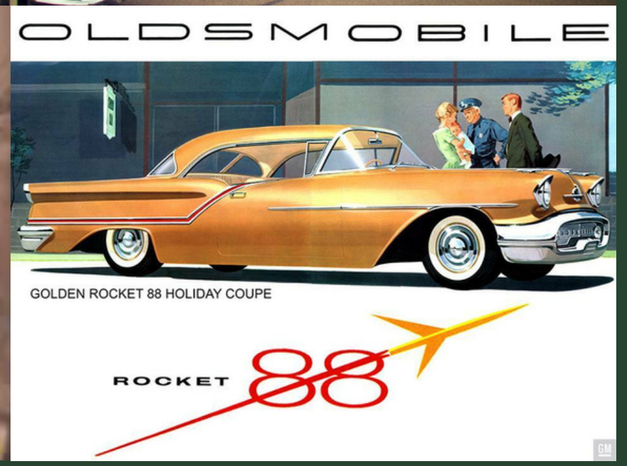
Today, the museum, along with the R.E. Olds Foundation, is committed to keeping up the progress that Olds paved the way for in Lansing. The hope is that the museum becomes a place for the community to gather and remember what came before.

## STRATEGY

The R.E. Olds Transportation Museum is looking to build a space that is welcoming for all to learn and explore.  The museum contains a rich history of the automotive industry in Lansing ranging from 1886 to 2003.

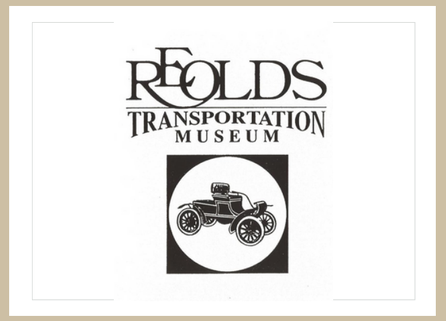
## MOOD BOARD

OLDSMOBILE

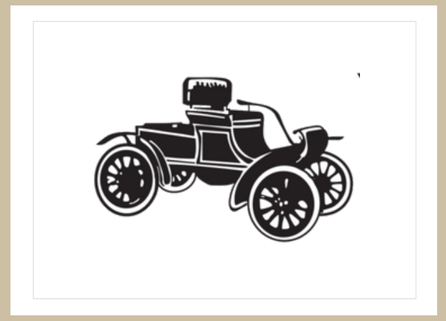

OLDSMOBILE
GOLDEN ROCKET 88 HOLIDAY COUPE
ROCKET 88

## LOGO USAGE

PRIMARY




SECONDARY



ICON

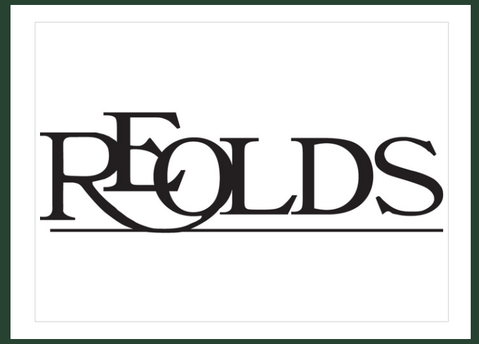
SPECIAL

## LOGO DON'TS

Do not overlap other objects with the logos. Beware the buffer zone, leave space around it.

Do not change the original colors of the logos.

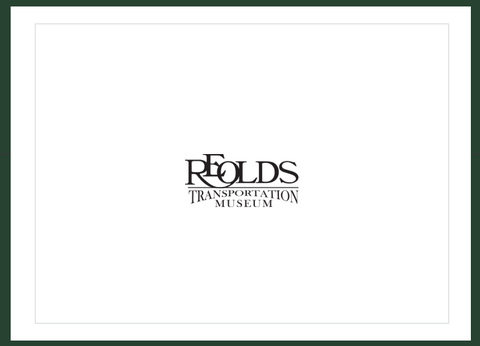
Do not tilt any part of the logos.



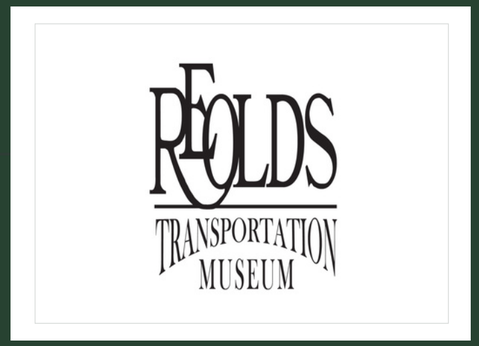

Do not crop the logos.

Do not erase parts of the logos.

Do not flip the logos.




Do not reduce the size of the logos beyond the minimum dimensions.




Do not stretch the logos horizontally or vertically.

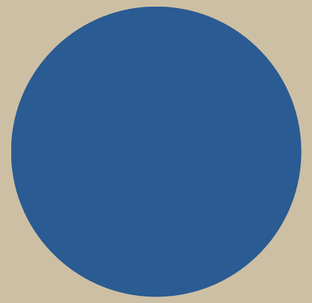
## COLOR USAGE – MAIN COLORS

### PRIMARY COLORS

CMYK:
0, 72, 77, 25

RGB:
1191, 54, 43

HEX CODE
BF362B



CMYK:
71, 38, 0, 43

RGB:
42, 91, 146

HEX CODE
2A5B92

CMYK:
41, 0, 26, 74

RGB:
39, 66, 49

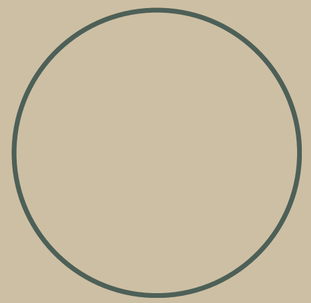
HEX CODE
274231

CMYK:
0, 0, 0, 87

RGB:
33, 33, 33

HEX CODE
212121

### ACCENT COLORS



CMYK:
0, 7, 20, 20

RGB:
205, 191, 164

HEX CODE
CDBFA4

CMYK:
127, 184, 184

RGB:
127, 184, 184

HEX CODE
7FB8B8

## PHOTO USAGE

The brand mission is focused on highlighting Lansing's innovation and heritage in the automobile industry. Photos should be selected based on their ability to showcase the beauty and details of these vehicles. Consider a variety of angles when photographing the museum exhibits to capture the full appearance. Avoid using photos of poor image quality and bad lighting.

Typography is an important part of any brand, and must be used consistently to achieve brand recognition and awareness. The typeface R.E. Olds mainly utilizes is Baskerville Old Face, which should be used in all website, social media, and print applications. Other typefaces should not be used in any circumstances.

# Aa

**Libre Baskerville**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**abcdefghijklmnopqrstuvwxyz**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Tone of voice is how the character of your organization comes through in the words you use in all brand materials. Your tone will shape how your audience sees you and will make an everlasting impression. The meaning behind the phrase “Historic Innovation & Future Inspiration” is the center of everything and helps communicate the museum's values effectively with the community.

## Brand & Audience Values

- Education
- History
- Innovation
- Reflection

**When creating content, consider these questions to guide (brand’s) tone:**

1. Consider (brand’s) values. What words would someone with those values use?
2. How can we emphasize and demonstrate these values?
3. Think about your supporters and target audience. What values do they have?
4. What can you find in common between your values and that of your audience, and then how can you use it.

# Platform use

Facebook informs and connects supporters and target audiences. Facebook is for both professional and casual posting.

Instagram creatively shares information and original photos.

Twitter engages, creates conversations, and spreads current information quickly.

# Instagram Checklist

- [ ] Shoot in optimum lighting
- [ ] Attention to composition
- [ ] Match feed aesthetic
- [ ] Tag, tag & tag
- [ ] Stories

# Share high-quality photos

## Shoot in optimum lighting

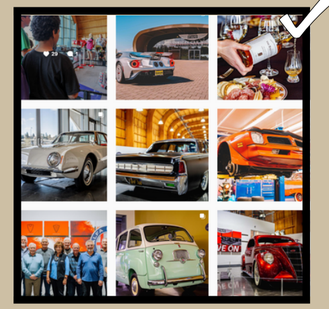
Tip: use natural lighting
Rule of thumb: light in front of subject not behind

## Attention to composition

Tip: use the rule of thirds
Rule of thumb: at least 1/3 of image is negative space

## Match feed aesthetic

Tip: use mood board, and primary colors for theme of post inspiration
Rule of thumb: use same photo editing tool/app & preset
Free examples: VSCO, GIMP, PhotoDirector



LeMay – America's Car Museum
Instagram feed

Tip: Less than ideal quality of photo for stories

# Optimize engagement

## Tag, tag & tag

Hashtag: in your own comment section, use up to 30 hashtags immediately after posting

Useful types of hashtags: Product e.g. #oldsmobile, Niche e.g. #carmuseum, Location e.g. #lansing, Daily e.g. #tgif

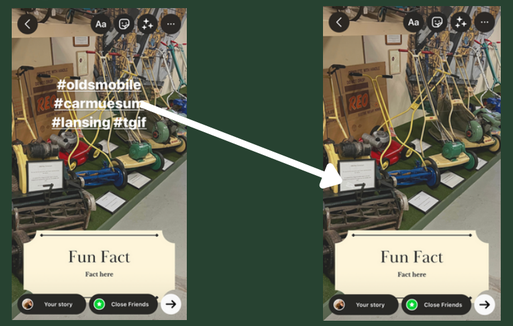
Account tag: tag relevant accounts on posts, such as competitors, brands, and people.

Location tag: tag R.E. Olds Museum or relevant location on every single post

## Stories

Tag, tag & tag!

**You can hide tags by either making them very small**




**Or by hiding them under a sticker**

**Break the barrier with stories**

Polls e.g. which car do you prefer?

Questions e.g. ask us anything!

Less formal e.g. employee takeover

Rule of thumb:

- Shoot vertical
- Maximize the first three seconds
- Instagram highlight

## TARGET AUDIENCE

When crafting messaging for any platform, including social media, brochures, and website content, it is important to keep your target audience in mind. This allows your content to better connect with your target audiences and result in effective communcation. R.E. Old's main audience personas are typically donors, locals, and those who love history and/or cars. However, we are also committed to being a safe and fun environment for children and all other ages. Before creating content, always think about which of the three main audience personas you're trying to talk to, and tailor messaging accordingly.