

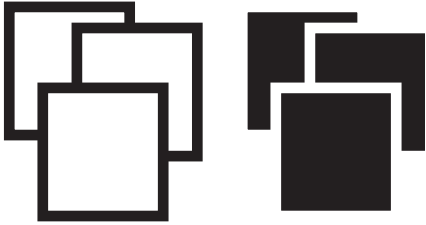
# **FRAME! Design Guide**

## **Museum of Fine Arts Boston**

**Brant Pan**

# FRAME! MFABOSTON

## Logo



## Typography

### Mont Heavy

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ  
1234567890

Lorem ipsum dolor sit amet, ea pri facer postea molestiae. Omnis libris an his, case repudiare ne sit, ea errem assueverit nam. Nulla facete te ius, quo an quis postea explicari, sint ipsum erant no pri. Per ad illud epicuri, odio causae elaboraret mel in. Mel melius timeam atomorum ad.

### Raleway Medium

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### Raleway ExtraBold

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### Raleway ExtraBold Italic

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*ABCDEFGHIJKLMNPNOPQRSTUVWXYZ*  
*1234567890*

*Lorem ipsum dolor sit amet, ea pri facer postea molestiae. Omnis libris an his, case repudiare ne sit, ea errem assueverit nam. Nulla facete te ius, quo an quis postea explicari, sint ipsum erant no pri. Per ad illud epicuri, odio causae elaboraret mel in. Mel melius timeam atomorum ad.*

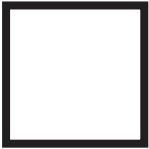
# FRAME! MFABOSTON

## Colors

### Primary

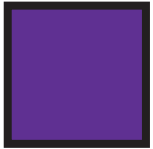


Raisin Black  
#231F20



White  
#FFFFFF

### Secondary



Rebecca Purple  
#5F3192



Razzmatazz  
#ED1B68

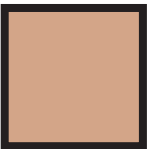


Mint  
#65C3A3

### Tertiary



Delft Blue  
#2B3A67h



Buff  
#D3A588



Dim Gray  
#666176

## Wayfinding



Restrooms



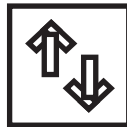
Accessible  
Entrance



All Gender  
Restrooms



Shop



Elevator



Emergency  
Call Box



Right  
Direction



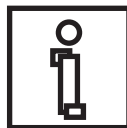
Exit



Dining



Stairs

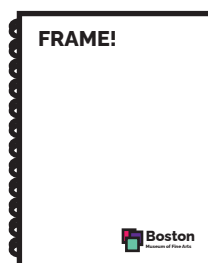


Information



Left Direction

## Print



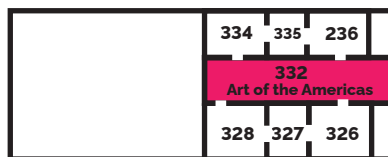
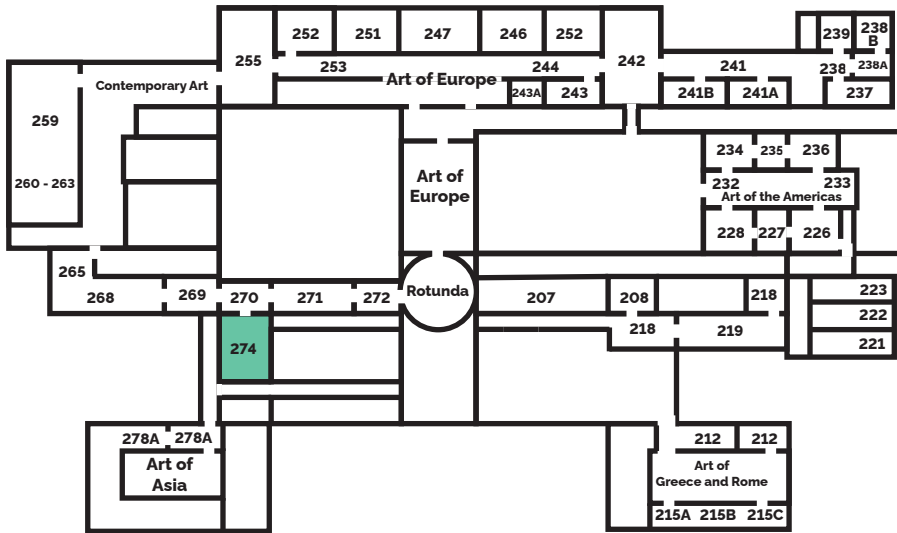
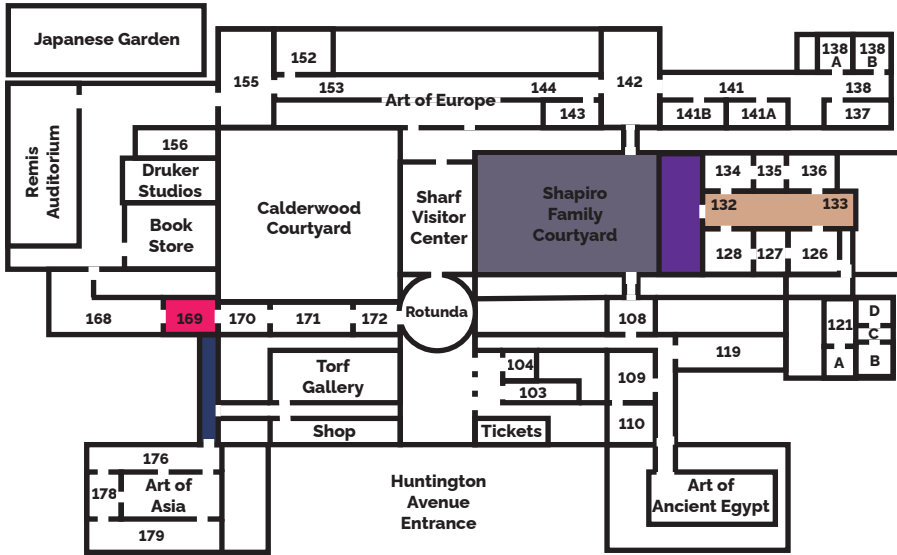
## Signage



# FRAME! MFABOSTON

## Map

\*Colored Areas Indicate Frames of Interest



# FRAME! MFABOSTON

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## Disability Accomodation

The Museum of Fine Arts Boston is committed to ensuring that all visitors, regardless of ability, have access to the museum's collections, exhibitions, and facilities. In order to ensure this promise, the following should be implemented with FRAME!:

- **Wheelchair Accessibility:** All areas of the museum are wheelchair accessible, including the entrances, galleries, and restrooms. We also offer complimentary wheelchairs for use during your visit. Please inquire at the Information Desk in the Huntington Avenue lobby.
- **Service Animals:** Service animals are welcome in the museum. Please notify a member of our staff upon arrival, and they will provide you with any necessary assistance.
- **Audio Guides:** Audio guides are available for rent at the Information Desk in the Huntington Avenue lobby. The audio guides provide verbal descriptions of select artworks, making them accessible to visitors with visual impairments.
- **Sign Language Interpreters:** With advanced notice, the museum can arrange for a sign language interpreter for any public program or tour. Please contact the Accessibility Coordinator at least two weeks prior to your visit to make arrangements.
- **Large-Print Materials:** Large-print labels and brochures are available at the Information Desk in the Huntington Avenue lobby.
- **Sensory-Friendly Accommodations:** We understand that some visitors may have sensory sensitivities, and we offer accommodations such as noise-cancelling headphones, fidget toys, and a quiet space to help make your visit more comfortable. Please inquire at the Information Desk in the Huntington Avenue lobby.

To help visitors easily locate these accommodations, we have installed murals throughout the museum that point to areas with disability support. Look for the murals with the universal symbol for disability accessibility, utilizing wayfinding icons located in this design guide..`

## Existing MFA Rebranding?

The experience logo features a minimalist design that is inspired by the museum's architectural elements. The logo is simple and elegant, with a sleek and modern font that is easy to read. The color scheme of our new branding is inspired by a combination the colors of the museum's galleries, and dense pop colors to bring a modern feel to the FRAME! experience.

This experience also includes updated signage and wayfinding materials, which are designed to make it easier for visitors to navigate the museum's galleries and facilities. The signage features our new branding, creating a cohesive and modern look throughout the museum.

In summary, the FRAME! experience is committed to providing a modern, unique, and accessible visitor experience. Our new branding is simple, elegant, and functional, just like the recently rebranded museum. The FRAME! experience will help us better connect with visitors and promote the museum's mission of bringing art to life.