



ERMA HAYMAN

River St. Neighborhood

HOUSE

Boise, Idaho

STYLE GUIDE

Design

Logo

Type

Color

Icons

ERMA HAYMAN HOUSE DESIGN CONSIDERATIONS

PRIMARY DIRECTIVE

Telling the story of Erma Hayman and the River Street Neighborhood

- Erma Hayman as a prominent community figure
- Using the late 1940s and 1950s era as our design touchstone
- Working class roots

COLLATERAL MATERIALS

Respecting the 1940s and 1950s and the essence of the home with consideration for our modern audience.

Who are we designing for?

- General Public (approachability)
- People in the historic sites and preservation world (respect/acceptance)

GENERAL STYLE

- Minimal, image-priority layouts
- White space preferred
- Large color fields possible, consuming only 25-35% of the page, selected from the approved color chart
- Dark neutral for text
- Delicate, tapered, rounded, vintage yet fresh
- NOT: Midcentury Modern or frilly, old lady-ish

DECISION-MAKING PHILOSOPHY

House Construction and Design decision heavily defers to preservation standards and what would have been seen in Boise in the 1940s and 1950s.

Pays respect to the multitude of decades that the home has lived through – emphasis on 1940's and 1950's era.

Interior Design decisions err on the side of modesty.

Graphic Design decisions trend toward a modern distillation of a former era.

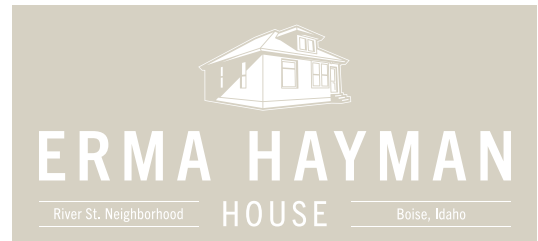
LOGO

LOGO DESCRIPTION

The main goal of this logo was to pay homage to the history of Erma Hayman and the River Street Neighborhood, while maintaining a modern and forward focused look. The story of Erma Hayman is much larger than just her house, but the house made of sandstone was the anchor point that helped bring the whole community together. Likewise, the illustration of the house is used as the anchor of the logo, melding classic architecture and modern clean linework.



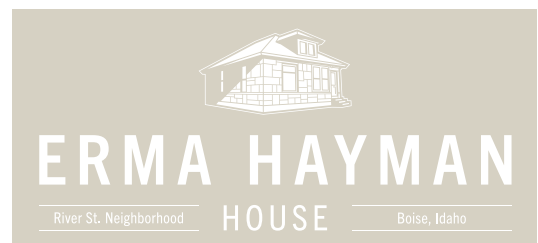
Black logo, without sandstone details



White logo, without sandstone details



Black logo, with sandstone details



White logo, with sandstone details

TYPE

SANS SERIF – TRADE GOTHIC NEXT

CREATED: 1948

Chosen for simplicity, and legibility in copy dense layouts
yet distinct and confident as titles and headings.

Trade Gothic Next, Condensed, 10pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 •!@#\$\$%^&*()_+?

Trade Gothic Next, Bold Condensed, 10pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 •!@#\$\$%^&*()_+?

Trade Gothic Next, Condensed Italic, 10pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 •!@#\$\$%^&*()_+?

Trade Gothic Next, Bold Condensed Italic, 10pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 •!@#\$\$%^&*()_+?

SERIF – MRS EAVES SMART

CREATED: 1750

Chosen for elegant serifs and modest visual weight
while maintaining legibility in headings and blurbs.

Mrs Eaves Smart, Roman, 10pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 •!@#\$\$%^&*()_+?

Mrs Eaves Smart, Bold, 10pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 •!@#\$\$%^&*()_+?

Mrs Eaves Smart, Roman Italic, 10pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 •!@#\$\$%^&*()_+?

TYPE: FONTS IN USE

GUIDELINES

The following text block samples propose suggestions for using Erma Hayman House selected typefaces in a design layout. All text is set with added letterspacing when possible for readability and visual appeal. Note that text in narrow columns can benefit from justification (all line lengths are equal). The copy in this Erma Hayman House Style Guide is typeset as follows:

- Page Header: Trade Gothic Next, Bold Condensed 13pt. / Tracking (letterspacing)=300
- Copy Header: Trade Gothic Next, Condensed 11pt. / Tracking (letterspacing)=100
- Body Copy: Trade Gothic Next, Condensed 10pt. / Tracking (letterspacing)=20 / Leading 14 pt.
- Caption: Mrs Eaves Smart, Roman Italic 8 pt. / Tracking (letterspacing)=10 / Leading 9.6 pt.

TEXT BLOCK SAMPLES

Trade Gothic Next, Bold Condensed 16 pt

Body copy set in a sans-serif typeface such as Trade Gothic Next Condensed 11/15 pt. affords a clean modern appearance. A good choice where legibility is key.

Trade Gothic Next, Bold Condensed 16 pt

Body copy set in a serif typeface such as Trade Gothic Next Condensed 10/16 pt. affords a clean modern appearance. A good choice where legibility is key.

Trade Gothic Next, Condensed 15pt

Combinations such as a serif headline and sans-serif body copy set in a typeface such as Trade Gothic Next Condensed 11/18 pt. lends a unique look affording legible copy with a classic header style.

Mrs Eaves Smart, Roman 16 pt

Combinations with a sans-serif headline and serif body copy set in a serif typeface such as Mrs Eaves Smart Roman 10/14 pt. is a good choice where traditional typesetting is preferred. This combination also offers a clear, legible and impactful headline.

COLOR

COLOR SWATCHES

Color selections based on aspects of the Erma Hayman House and artifacts offer a distinct yet modest color palette. Please use these swatches as a guide, generating color mixes appropriate for the substrate or digital application.

PRIMARY



Pantone: 181C
31, 87, 78, 34



Pantone: 7614C
35, 50, 50, 7



Pantone: 7527C
16, 13, 22, 0

GREY



Pantone: P 179-9 C
0, 0, 0, 66

SECONDARY



Pantone: 1785C
0, 87, 53, 0



Pantone: 139C
26, 59, 100, 11



Pantone: 5215C
33, 42, 24, 0



Pantone: P 114-14C
63, 11, 0, 38



Pantone: P 161-4C
17, 0, 47, 12

ICONS

ASSETS: ICONS

Icons are intended to symbolize meaningful objects in Erma Hayman's life. Icons may be found in the visitors and exhibit guides and used on merchandise and in social media, and other various applications.

