

THE DENNOS

Introduction

WHAT IS A BRAND?

A brand is not just a logo. It isn't just a color. It isn't just a website. It's not merely an experience, an ad campaign, or even our internal culture.

It is all of those things. And then some.

It is everything we do. It is how we act. It is how we are perceived. It is our present. It is our future.

The Dennon brand is the culmination of your work, your approach, your capabilities, and your people. It is only as powerful as our individual efforts, our conversations, our marketing, our internal interactions, and our reputation. The following manual is a playbook to help us create and sustain a strong, consistent, unique brand. It should guide you. It should create consistency between us. And it should inspire our work.

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Positioning

Brand Pillars

Brand Pillars are our guide for messaging and ownable points of differentiation. These are not intended to be used literally. Rather, in combination with one another, they are our compass of intent.

Relevant

The Denno is a vibrant space, intricately tied to the present. Our mix of historic and contemporary art invites a diverse range of visitors — students, faculty, community members, and beyond — to explore and learn in new and unexpected ways.

CONNECTION TO NMC BRAND PILLARS
Purposeful Education Pathways

Engaging

We believe in creating memorable experiences for everyone who walks through the Denno's doors, igniting curiosity, conversation, and wonder. With support and collaboration from NMC and external organizations, our exhibitions are designed to connect with a broad audience.

CONNECTION TO NMC BRAND PILLARS
Distinguished Academic Programs

Community-anchored

The Denno is a vital gathering space where everyone — no matter their age or art background — can gain new insight and expand their perspective. We're a cultural community space for all walks of life within the region to come together for dialogue, discovery, and connection.

CONNECTION TO NMC BRAND PILLARS
Community Cornerstone

Evolving

The Denno lives, breathes, and continuously moves forward. With our rich permanent collection, rotating installations, and curated programs that offer new and exciting ways to broaden understanding, every visit is an opportunity to uncover new surprises.

CONNECTION TO NMC BRAND PILLARS
Culture of Innovation

Brand Personality

Brand Personality traits provide us with the DNA of the organization: how it speaks, how it looks, how it feels. All traits are to be used in concert with one another — never in isolation.

Inviting

The Denmos is a world-class museum with a wide-open door. We strive to curate an engaging environment that's simple to navigate and easy to be in, welcoming everyone to drop in, linger, and feel a sense of belonging.

CONNECTION TO NMC BRAND CHARACTER TRAITS
Collaborative & Inclusive

Dynamic

The Denmos is a museum that's always in motion. Where the energy of art and ideas abounds, and transformations take place. New stories should always be unfolding, ensuring every visit is as fresh as the last.

CONNECTION TO NMC BRAND CHARACTER TRAITS
Vibrant

Inspiring

We believe in providing an environment that surprises, uplifts, and nurtures a desire for lifelong learning and exploration. The Denmos should be a spark in the community, igniting new ways not only for visitors to experience and share art, but also see the world.

CONNECTION TO NMC BRAND CHARACTER TRAITS
Unique

Curious

We are driven by a sense of wonder — and we want every visitor to be, too. This guides our desire to share new discoveries, ensuring the Denmos experience is impactful, relevant, and intriguing.

CONNECTION TO NMC BRAND CHARACTER TRAITS
Innovative & Nurturing

Brand Statement

The succinct, repeatable, memorable statement of differentiation and truth. Our brand, our culture, our true north.

The Denmos is a dynamic, inviting space where curiosity is sparked, inspiring a sense of wonder that endures long after every visit.

CONNECTION TO NMC BRAND STRATEGY

At the heart of our brand lies our commitment to inspire minds and nurture learning. At NMC, we're dedicated to creating an environment where innovation thrives, engagement is intentional, opportunities are abundant, and experiences can be life-changing.

Expression of Brand

The Dennon is a museum in motion, an inviting community gathering space within the Northwestern Michigan College in the heart of Traverse City, where curiosity is sparked to ignite an enduring sense of wonder.

The cornerstone of our globally renowned offerings is Inuit art from the Canadian Arctic – one of the United States’ most historically complete collections of these distinctive sculptures and prints. We also showcase a rotating roster of temporary exhibits, curated to engage with a broad audience and the current moment.

The Dennon is dynamic by design. We believe art is a living, breathing thing with the power to renew and transform perspectives. That’s why we strive to cultivate a world-class setting defined by a diversity of programming that encourages lifelong learning – from dance to concerts to film, artist talks, improv, behind-the-scenes tours, and more – while also being a shared space for dialogue, discovery, and connection for all.

Every time you enter our doors, you can expect a new and memorable experience. No matter your age or familiarity with art, our goal is to leave you engaged and inspired to return again and again.

Welcome to the Dennon, where art takes shape and community comes together.

Visual Components

Primary *Logo*

Our primary logo is a bold, modern wordmark built from sculptural letterforms that feel grounded yet playful. Its confident simplicity creates a clear foundation for curiosity. With a strong sense of visual rhythm and presence, it positions the museum as an engaging, community-anchored space.

The logo consists of the words "THE DENNOS" in a bold, black, sans-serif typeface. The word "THE" is smaller and positioned inside the top-left corner of the large letter "D". The letters "DENNOS" are significantly larger and more prominent. The overall design is clean, modern, and visually balanced.

THE DENNOS

Primary *Logo*

The primary logo is limited to black or white. The black logo appears on solid, light-colored backgrounds, while the white logo is used on solid, dark backgrounds or over photos with sufficient contrast. Backgrounds must always support strong contrast and legibility.

This logo should be used at sizes above 200px (digital) or 2" (print) to ensure legibility.



THE DENNOS



THE DENNOS



THE DENNOS



THE DENNOS

Primary Micro *Logo*

The primary micro logo is used for applications smaller than 200px (digital) or 2" (print) where the primary logo may lose legibility.

The primary micro logo is limited to black or white. The black logo appears on solid, light-colored backgrounds, while the white logo is used on solid, dark backgrounds or over photos with sufficient contrast. Backgrounds must always support strong contrast and legibility.



THE DENNOS



THE DENNOS



THE DENNOS



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Full Museum *Logo*

The full museum logo is reserved for use when additional clarity is needed to identify the brand as a museum.

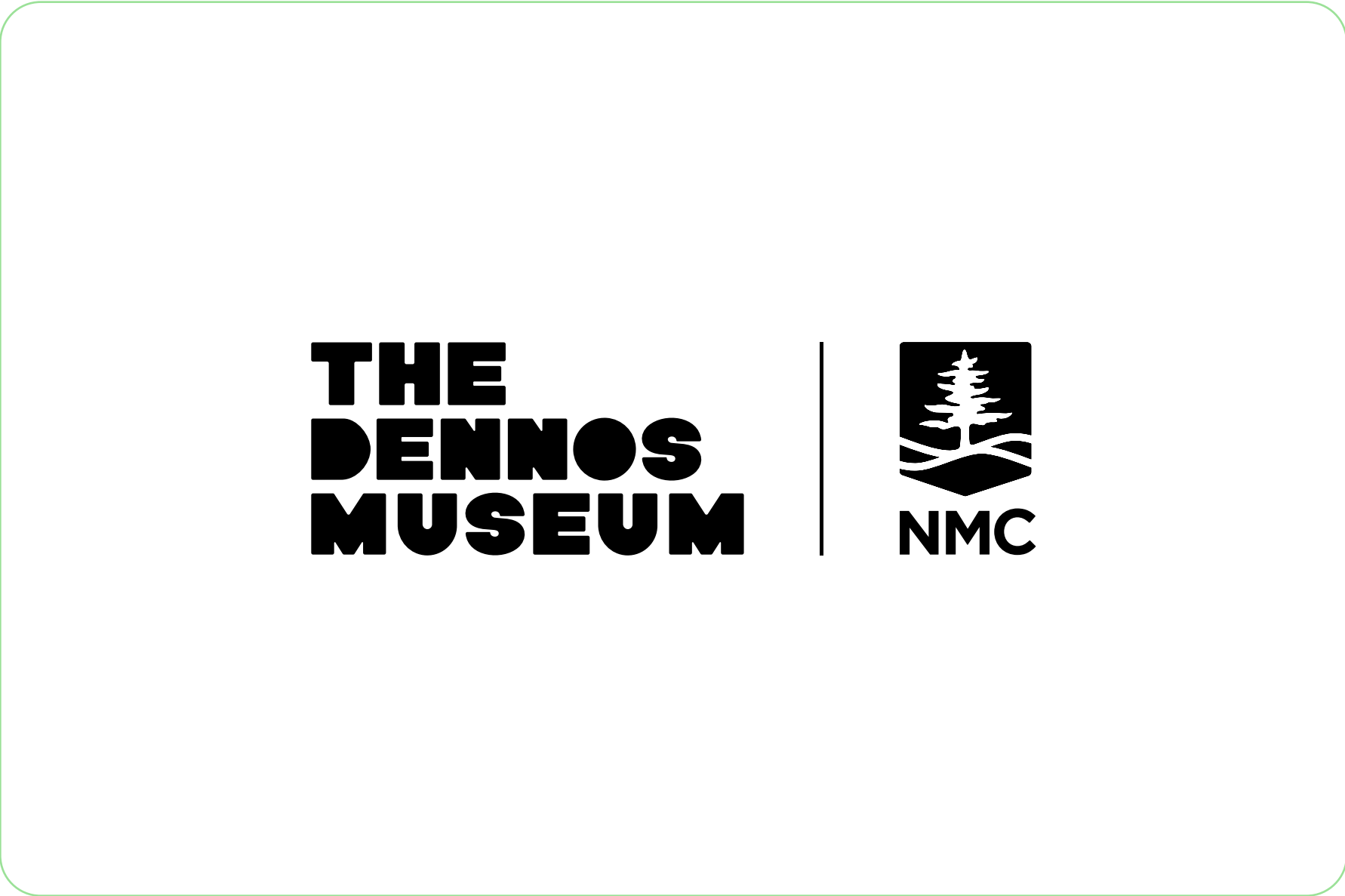
The full museum logo is limited to black or white. The black logo appears on solid, light-colored backgrounds, while the white logo is used on solid, dark backgrounds or over photos with sufficient contrast. Backgrounds must always support strong contrast and legibility.



Dennos x NMC *Lockup*

Use the Dennos x NMC lockup, which combines the full museum logo and NMC initials logo, only when a single mark is needed to represent both entities. In most cases, the primary museum logo and NMC logo should appear separately within the same application.

The lockup is limited to black or white. The black lockup appears on solid, light-colored backgrounds, while the white lockup is used on solid, dark backgrounds or over photos with sufficient contrast. Backgrounds must always support strong contrast and legibility.



Dennos x Full NMC *Lockup*

Use the Dennos x full NMC lockup, which combines the full museum logo and full NMC horizontal logo, only when a single mark is needed and both entities need to be explicitly identified. In most cases, the primary museum logo and NMC logo should appear separately within the same application.

The lockup is limited to black or white. The black lockup appears on solid, light-colored backgrounds, while the white lockup is used on solid, dark backgrounds or over photos with sufficient contrast. Backgrounds must always support strong contrast and legibility.

**THE
DENNOS
MUSEUM**



Northwestern
Michigan College

**THE
DENNOS
MUSEUM**



Northwestern
Michigan College

**THE
DENNOS
MUSEUM**



Northwestern
Michigan College

**THE
DENNOS
MUSEUM**



Northwestern
Michigan College


Informal *Logo*

The informal logo is reserved for merchandise, environmental graphics, and other informal applications. It may be used in any brand color to create a more playful expression. Refer to page 22 for suggested color combinations.

This logo should be used at sizes above 100px (digital) or 1" (print) to ensure legibility.

The informal logo consists of the words "THE DEN NOS" in a bold, sans-serif font. "THE" is in a smaller size and positioned above the "D" in "DEN". "DEN" and "NOS" are stacked vertically. The logo is centered on a white background with a thin green border.


**THE DEN
NOS**

The informal logo is centered on a solid black background. The text "THE DEN NOS" is rendered in white, maintaining the same bold, sans-serif font and layout as the white-on-white version.

**THE DEN
NOS**

The informal logo is centered on a solid green background. The text "THE DEN NOS" is rendered in black, maintaining the same bold, sans-serif font and layout as the other versions.

**THE DEN
NOS**

The informal logo is centered on a colorful, abstract background of layered, translucent paper in shades of red, orange, yellow, and blue. The text "THE DEN NOS" is rendered in white, maintaining the same bold, sans-serif font and layout as the other versions.

**THE DEN
NOS**

Informal Micro *Logo*

The primary micro logo is used for applications smaller than 100px (digital) or 1" (print) where the informal logo may lose legibility.

The informal micro logo is reserved for smaller applications like social media profile photos, favicons, and pins. It may be used in any brand color to create a more playful expression. Refer to page 22 for suggested color combinations.



**DEN
NOS**



**DEN
NOS**



**DEN
NOS**

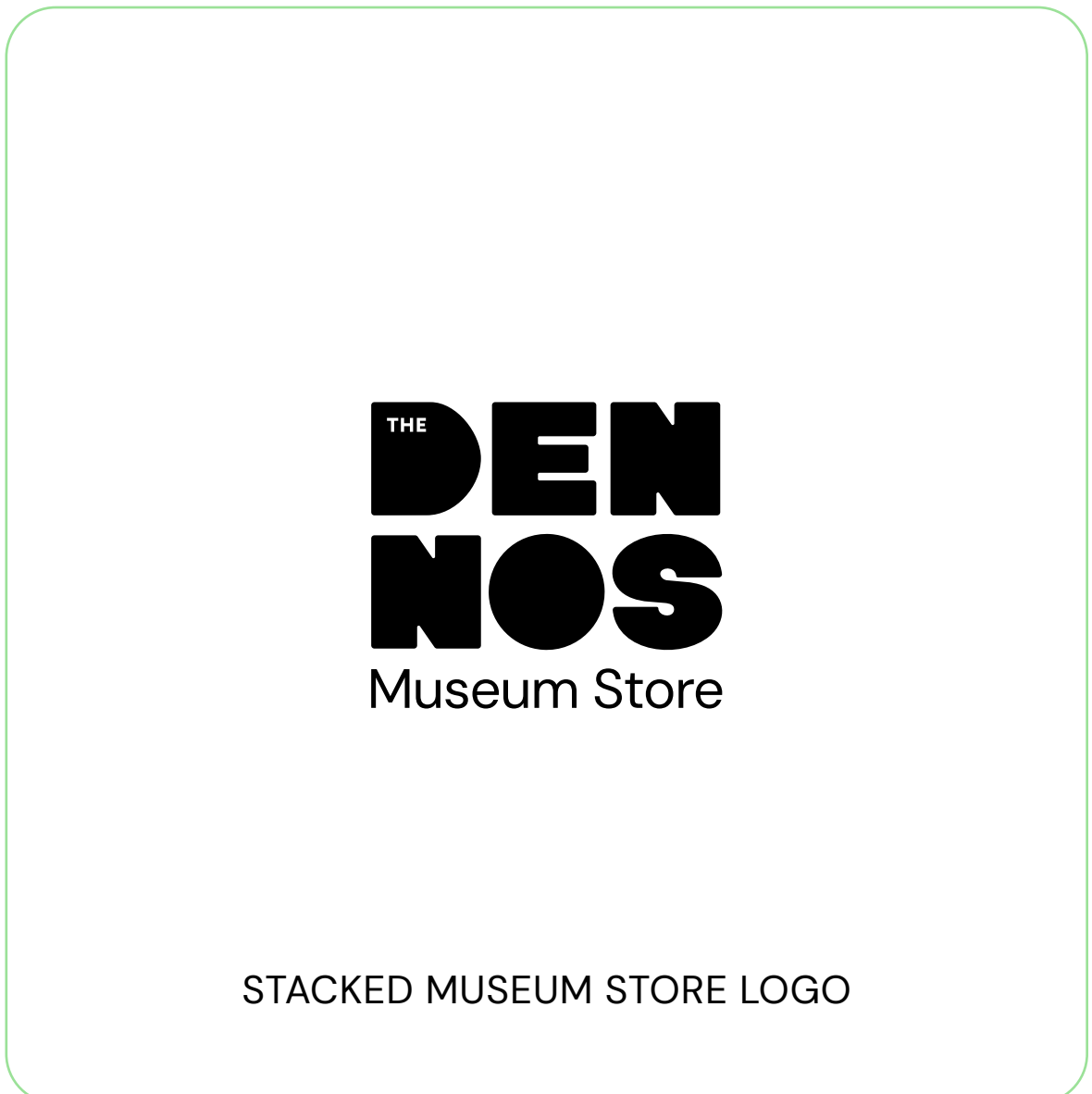


**DEN
NOS**

Museum Store Logos

The museum store logos are limited to black or white. The black logo appears on solid, light-colored backgrounds, while the white logo is used on solid, dark backgrounds or over photos with sufficient contrast. Backgrounds must always support strong contrast and legibility.

The micro museum store logo is used for applications smaller than 200px (digital) or 2" (print), where the horizontal or stacked museum store logos may lose legibility.



Incorrect Usage

Altering or recreating the Dennon logo in any way can have an adverse impact on the consistency and brand recognition we strive to achieve and is strongly discouraged.

Do not rotate, skew, or apply effects to the logo. Never attempt to create the logo yourself, change the font, or alter the size or proportions. In order to maintain legibility, the logo should never be reproduced over a complex or low contrast background.

X



THE DENNOS

DO NOT USE THE PRIMARY LOGO IN COLORS OTHER THAN BLACK OR WHITE.

X



THE DENNOS

DO NOT RECREATE THE LOGO OR ALTER ITS PROPORTIONS. ALWAYS USE APPROVED FILES.

X



THE DENNOS

DO NOT APPLY EXCESSIVE EFFECTS.

X



THE DENNOS

DO NOT ROTATE, SKEW, OR DISTORT THE LOGO.

X



THE DENNOS

DO NOT ADD GRADIENTS.

X



THE DENNOS

DO NOT PLACE THE LOGO ON COMPLEX OR LOW-CONTRAST BACKGROUNDS.

Clear Space & *Minimum Size*

The clear space surrounding the logo should be no smaller than the height of the "O" of that specific logo.

Please make sure logos are not smaller than the minimum sizes outlined for legibility.

MINIMUM SIZE
200px (digital) or 2" (print)



MINIMUM SIZE
100px (digital) or 1" (print)



MINIMUM SIZE
100px (digital) or 1" (print)
Should not exceed 200px or 2"



MINIMUM SIZE
50px (digital) or .5" (print)
Should not exceed 100px or 1"



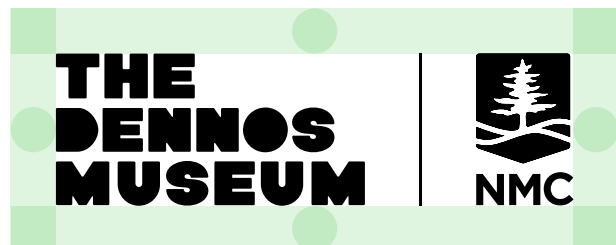
MINIMUM SIZE
100px (digital) or 1" (print)



MINIMUM SIZE
200px (digital) or 2" (print)



MINIMUM SIZE
200px (digital) or 2" (print)



MINIMUM SIZE
100px (digital) or 1" (print)



MINIMUM SIZE
200px (digital) or 2" (print)



MINIMUM SIZE
100px (digital) or 1" (print)



Color Palette

Black and white serve as the foundation of the museum’s visual identity. The additional colors are used to add energy and visual engagement across applications. Together, they allow for a flexible and dynamic system while keeping the brand cohesive and approachable.

White

HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0

Black

HEX #000000
RGB 0, 0, 0
CMYK 0, 0, 0, 100

Frost

HEX #DAF0F4
RGB 218, 240, 244
CMYK 13, 0, 3, 0
PMS 7457

Celadon

HEX #DFF5DF
RGB 223, 245, 223
CMYK 12, 0, 15, 0
PMS 9560

Bone

HEX #F2EBE7
RGB 242, 235, 231
CMYK 4, 6, 7, 0
PMS 9285

Glacier

HEX #9ED9DE
RGB 158, 217, 222
CMYK 36, 0, 13, 0
PMS 636

Glade

HEX #9BE198
RGB 155, 225, 152
CMYK 39, 0, 53, 0
PMS 2267

Driftwood

HEX #F8CFA9
RGB 248, 207, 169
CMYK 2, 20, 34, 0
PMS 2015

Cobalt

HEX #0762C8
RGB 7, 98, 200
CMYK 91, 60, 0, 0
PMS 2387

Pine

HEX #6DBF67
RGB 109, 192, 103
CMYK 60, 0, 80, 0
PMS 360

Cadmium

HEX #F36048
RGB 243, 96, 72
CMYK 0, 78, 74, 0
PMS 2027

Ultramarine

HEX #03257E
RGB 3, 37, 126
CMYK 100, 87, 0, 25
PMS 3591

Viridian

HEX #1FA162
RGB 32, 162, 99
CMYK 81, 12, 82, 0
PMS 7482

Cherry

HEX #DA291C
RGB 218, 41, 28
CMYK 9, 97, 100, 1
PMS 7626

Color Palette

Accessibility

The color palette is designed to meet the minimum of AA accessibility standards. For live type in digital applications such as the website and email, use one color at a time, paired with black or white text, to ensure maximum contrast, readability, and visual restraint.

18+

Passes WCAG 2.0 AA requirements for large text only (18px+)

White
#FFFFFF

Aa

Black
#000000

Aa

Frost
#DAF0F4

Aa

Celadon
#DFF5DF

Aa

Bone
#F2EBE7

Aa

Glacier
#9ED9DE

Aa

Glade
#9BE198

Aa

Driftwood
#F8CFA9

Aa

Cobalt
#0762C8

Aa 18+

Pine
#6DBF67

Aa

Cadmium
#F36048

Aa 18+

Ultramarine
#03257E

Aa

Viridian
#1FA162

Aa 18+

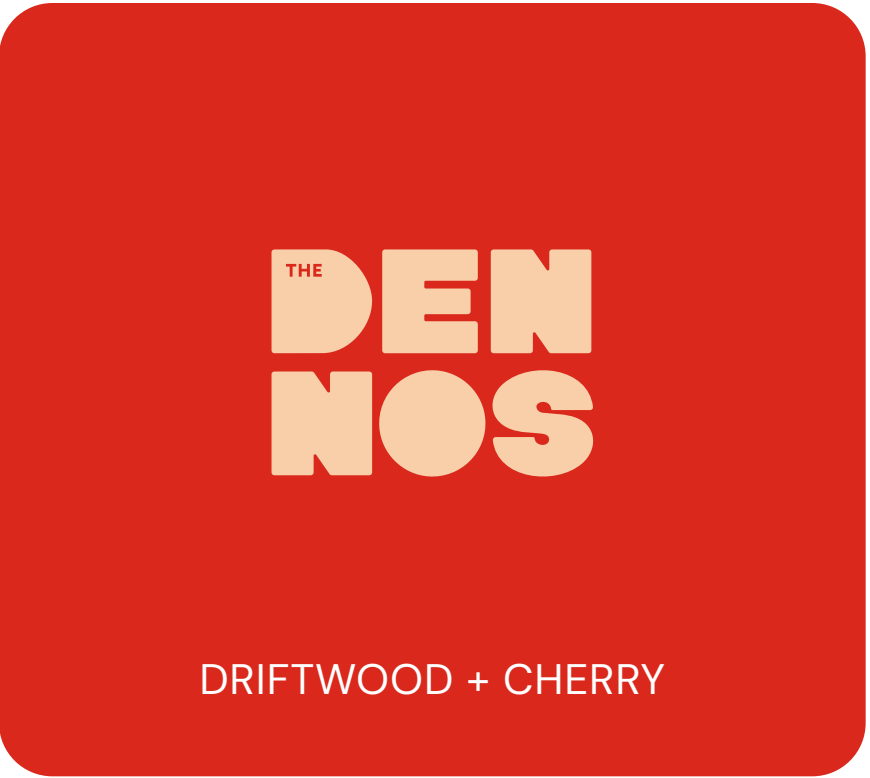
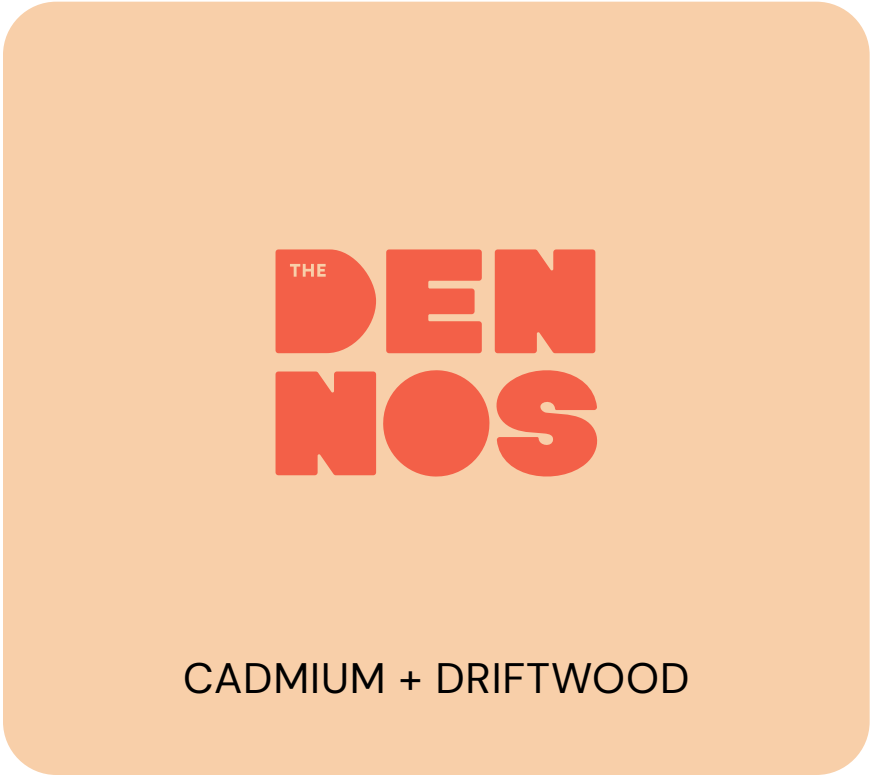
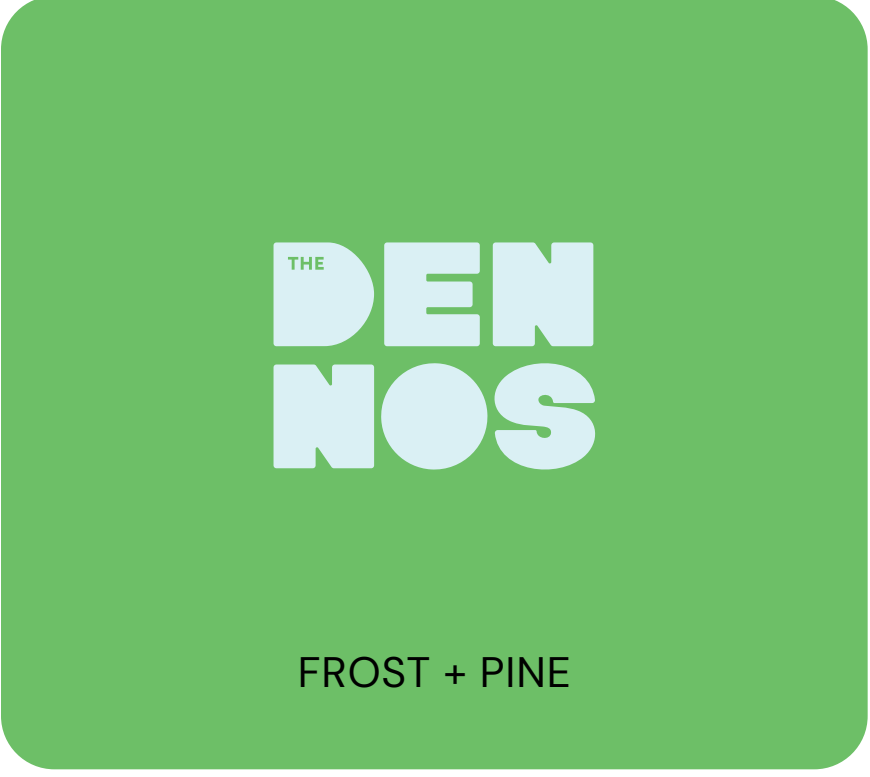
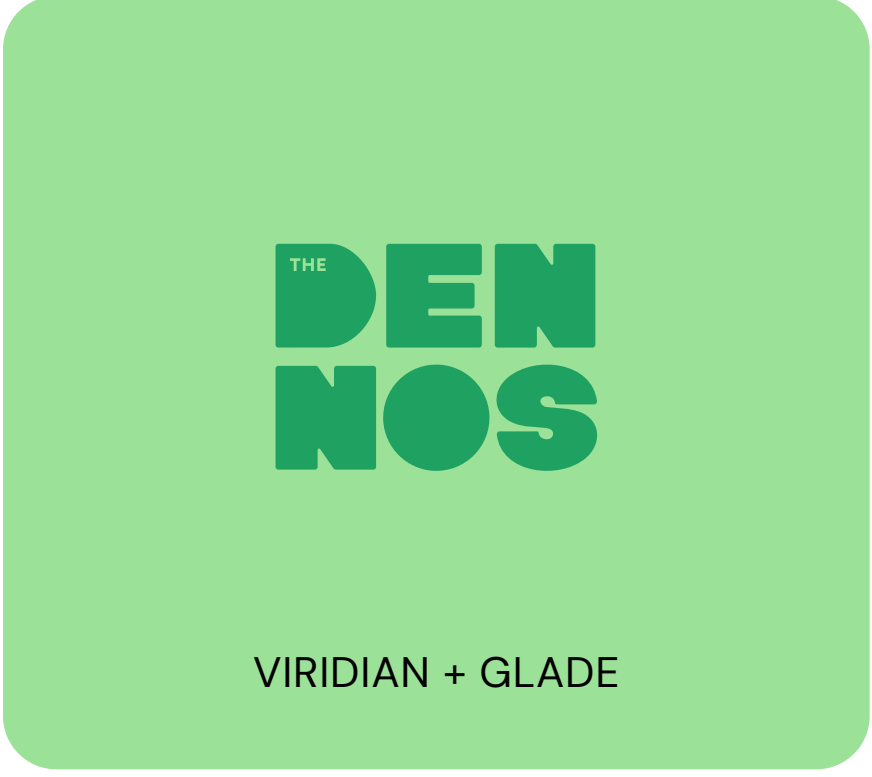
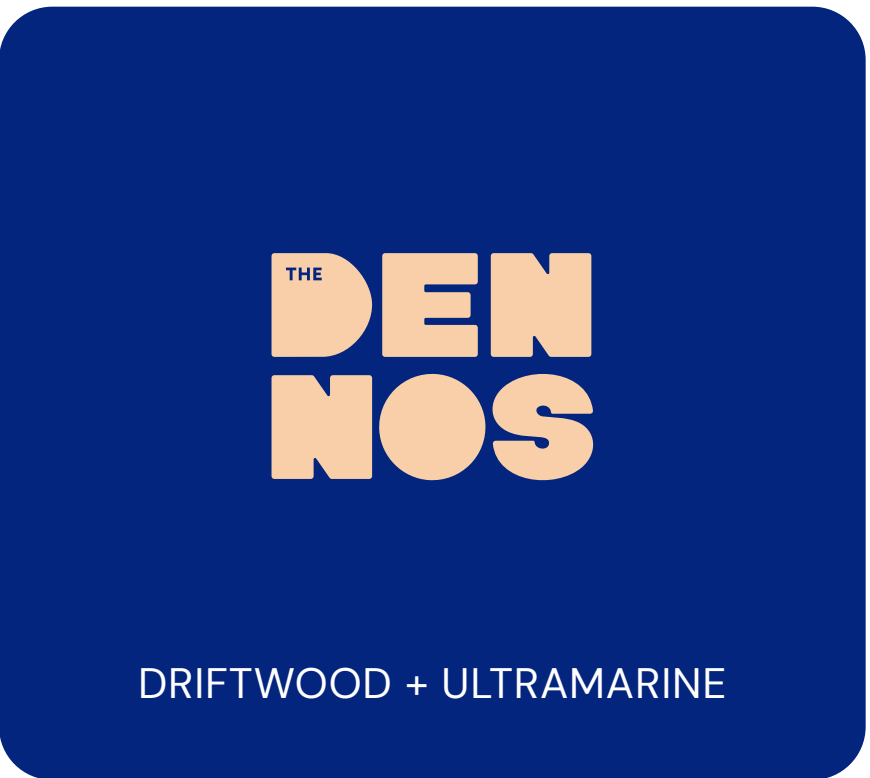
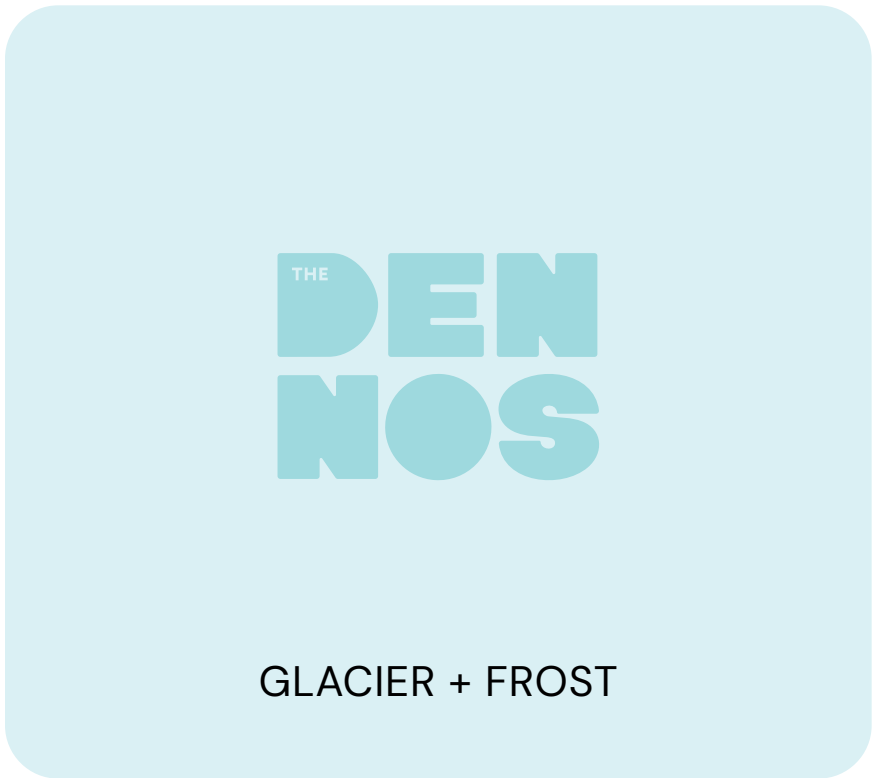
Cherry
#DA291C

Aa 18+

Suggested Color Combinations

The following are suggested color combinations for more expressive use of the palette. The combinations shown are directional, not limiting. Additional pairings may be used to evoke the intended feeling while playing with varying levels of contrast.

The use of color combinations is recommended for merchandise, environmental graphics, social media, or other applications where the informal logo is featured as a graphic element, and accessibility/color contrast requirements do not apply.



Typography

DM Sans is the primary typeface used across headlines, subheads, and body copy. It provides a clear, modern structure and ensures strong legibility throughout all applications.

Downloads
[↓ DOWNLOAD FONT](#)

DM Sans
AaBbCc

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*

MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*

SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*

Typography

IvyJournal Light Italic is used selectively in headlines alongside DM Sans to introduce contrast and a sense of playfulness.

Downloads

[↓ DOWNLOAD FONT](#)

IvyJournal
AaBbCc

LIGHT ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*1234567890!@#\$%^&**

Typography Hierarchy

Use this typography hierarchy as a guide for applying headlines, subheads, body copy, and buttons consistently across all applications.

HEADLINES

DM Sans Regular
Sentence Case / Tracking -20

IvyJournal Light Italic
Sentence Case / Tracking -40

SUBHEADS

DM Sans Semibold
Sentence Case / Tracking -20

BODY COPY

DM Sans Regular
Sentence Case / Tracking 0

BUTTONS & EYEBROWS

DM Sans Medium
Uppercase / Tracking 20

Ignite curiosity.
Awaken wonder.

A museum in motion.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque eget feugiat purus. Donec ac sagittis nulla. Phasellus arcu ex, euismod sit amet finibus non, faucibus eget neque. Ut tristique lacinia finibus.

EXHIBITIONS

PERFORMANCES

WORKSHOPS

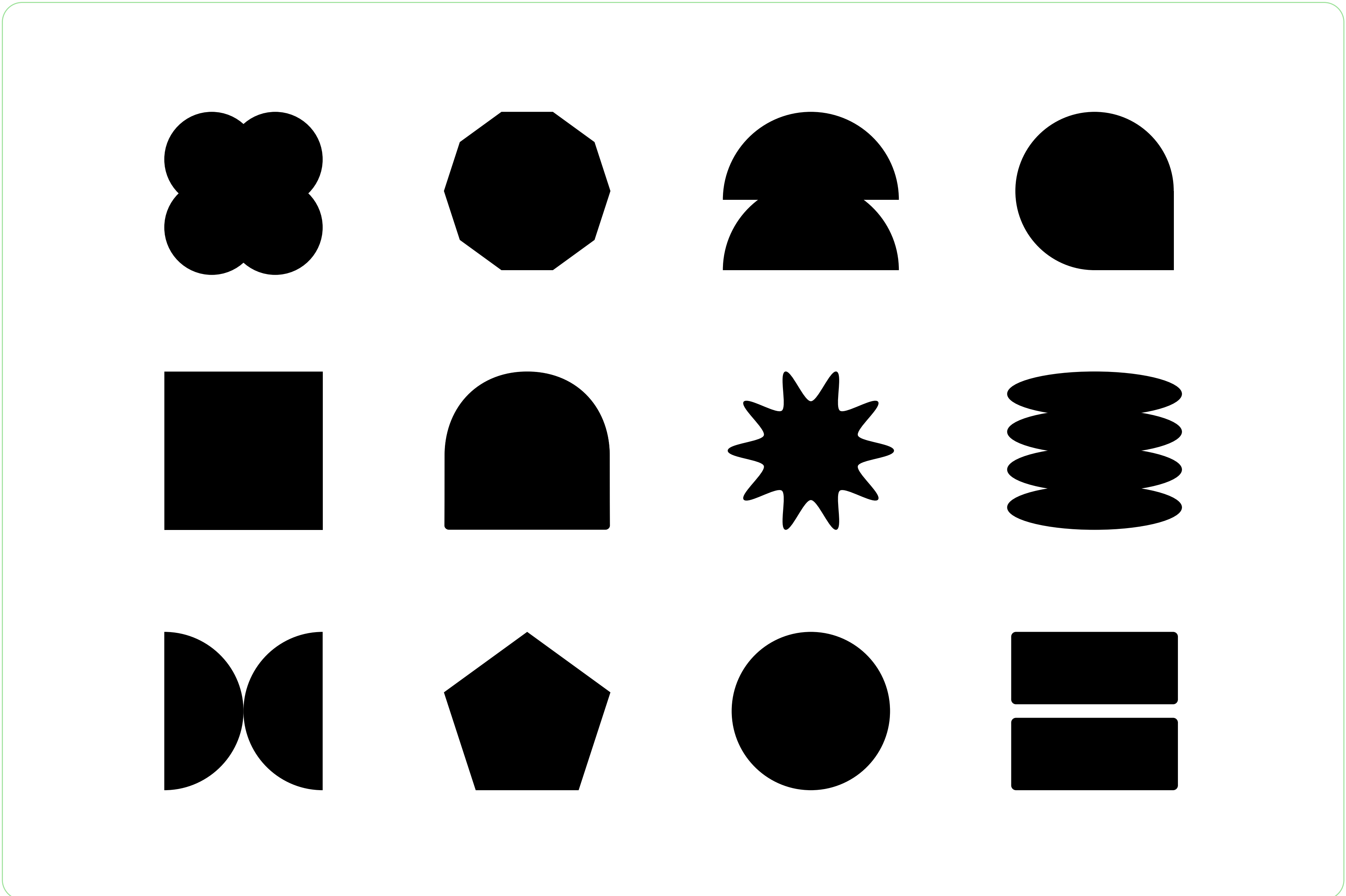
Photography

Photography should feel light, bright, and natural, capturing candid moments rather than overly staged scenes. Images should reflect a sense of movement to reinforce the museum as an engaging and community-anchored space. Focus on authentic interactions and in-between moments that feel inviting and real. Close-up views of artwork are encouraged to highlight detail and texture to spark curiosity and a sense of wonder.

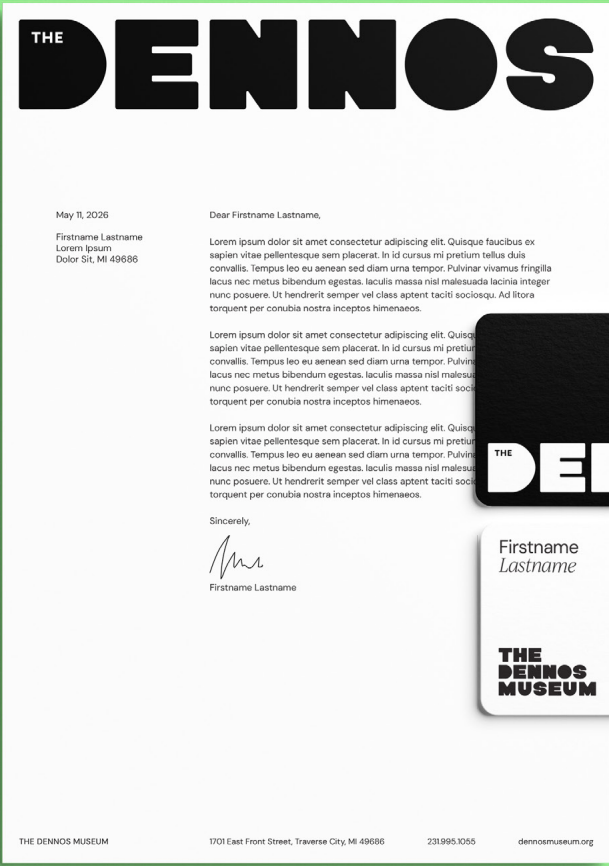


Shapes

The brand's shapes are inspired by the forms of the wordmark and should be used thoughtfully as supporting elements. They can be incorporated into patterns or used as cut-outs and windows (like brochure covers) to offer glimpses of artwork and reinforce a sense of curiosity. Shapes should be simple and intentional, so they enhance the overall identity.



Applications





Ignite curiosity.
Awaken wonder.

35 years of art, community and inspiration.
Celebrate our legacy as we welcome the next era of The Denmos.

THE DENNOS



Ignite curiosity.
Awaken wonder.

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THE DENNOS



Ignite curiosity.
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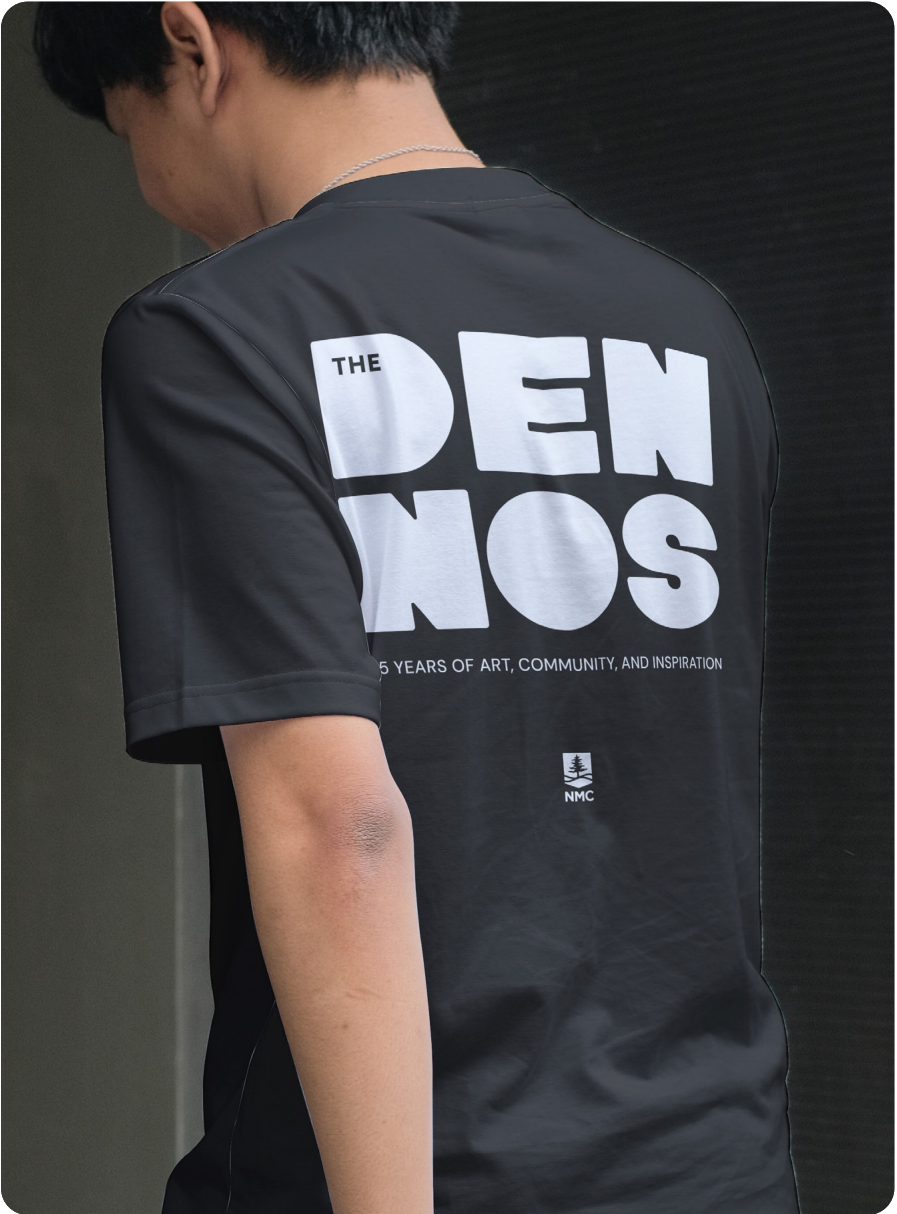
35 years of art, community and inspiration.
Celebrate our legacy as we welcome the next era of The Denmos.

THE DENNOS









THE DENNOS

