**Tip Sheet for Museum Brand when Designing:**

**DO:**

Use clean, bold white text on top of dark colors

Prioritize white space

Don’t overcrowd designs

Use the san serif fonts more liberally (90 percent san serif/10 percent serif)

When in doubt, use Barlow Condensed or even Army Arial

Gallery graphics are flat and simple

Use screens to make text pop if placed over images

**AVOID:**

Yellow text on White backgrounds

Drop shadows

Overt gradients

Rule lines around images and photographs

Rounded corners on images and photographs