

# Typography

## Primary: Titania

### Titania

ABCDEFGHIJKLMNO P Q  
RSTUVWXYZ  
abcdefghijklmnopqrstuv  
wxyz 0123456789  
!@#\$%^&\*().,;:?

### USAGE

- Headlines and subheads.
- Never under 16pt.
- In the logo.

Titania is available for free download from 1001 Fonts. <https://www.dafont.com/titania.font>

## Body: Josefin Sans

### Josefin Sans

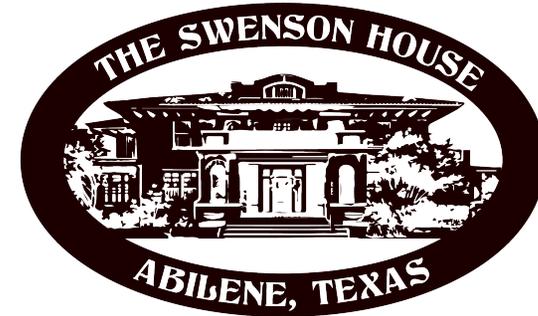
ABCDEFGHIJKLMNO P Q R  
STUVWXYZ  
abcdefghijklmnopqrstuvwx yz  
0123456789  
!@#\$%^&\*().,;:?

### USAGE

- Body text in documents.
- Lesser subheadings.

Josefin Sans is available for free download from 1001 Fonts. <https://www.1001fonts.com/josefin-sans-font.html>

# The Swenson House Brand Guidelines



A brand is an exclusive and desirable idea embodied in products, places, services, people and experiences. Every organization has a brand because everyone who comes in contact with it develops ideas, and more importantly feelings, about it.

Our choice: do we let these ideas and feelings happen haphazardly, or do we try to guide them? Branding is the practice of intentionally trying to shape people's perception of the Swenson House and the Swenson House Historical Society.

While visual elements are just one part of a brand, this handout details only those. More extensive brand guidelines are available in the Brand Manual.

(As of 08/21/2018)

## Logo

There are two versions of the logo depending on the audience. One is for the house itself and one for the Society.

Swenson House



For use on any material intended to promote the house itself.

Swenson House Historical Society



Use only on communications about the Society, and not about the house.

If you aren't sure which to use, use the Swenson House.

## Colors

BLACK BEAN	SOLID PINK	LIGHT SLATE GRAY	
#400000 C34 M88 Y81 K65	#853839 C28 M85 Y71 K24	#7B8396 C54 M40 Y22 K2	
BUFF	BLACK	WHITE	LIBERTY
#F0DF81 C6 M7 Y58 K1	#000000 C75 M68 Y67 K90	#FFFFFF C0 M0 Y0 K0	#6457A6 C71 M67 Y1 K0

## Names

In external communications we want a consistent usage of various names so as to reduce confusion.

### The Swenson House

This is the official name for the building itself. In a sentence 'the' is not capitalized, but 'Swenson' and 'House' are.

Ex.: "When you are in Abilene, make it a point to visit the Swenson House."

### The Swenson House Historical Society

This is the organization existing to preserve, protect, and maintain the historic Swenson House.

Ex.: "There will be a meeting on Wednesday of the trustees of the Swenson House Historical Society."

For a short version use 'the Society'. In official documents, use the full name the first time and 'the Society' after that. SHHS should be avoided. (It is aesthetically unpleasing and sounds like a high school).