

PRICHARD ART GALLERY BRANDING

VALUES AND VISION

Objective

Design a contemporary visual identity for the Prichard Art Gallery that supports its relocation, reflects its rich history and core values, and reinforces its role as a dynamic, inclusive, and innovative cultural resource for the University of Idaho and the wider community.

Overview

Since 1981, the Prichard Art Gallery has stood as a vital institution for the College of Art and Architecture, the University of Idaho, and the local community, promoting excellence in visual art and design. As the gallery continues to evolve into a resilient and adaptive space for 21st-century art and design, it has been in the process of establishing a new location. This move will help further its mission of enriching the region's cultural landscape and solidifying its role as an essential resource for art and architecture.

In order to support this mission of relocation and reinvigoration, this project focuses on designing an updated visual identity. The new visual system embodies the gallery's core values: functional, accessible, sustainable, and inspiring. It aims to create a contemporary and dynamic image that aligns with the gallery's vision while appealing to a wide range of visitors.

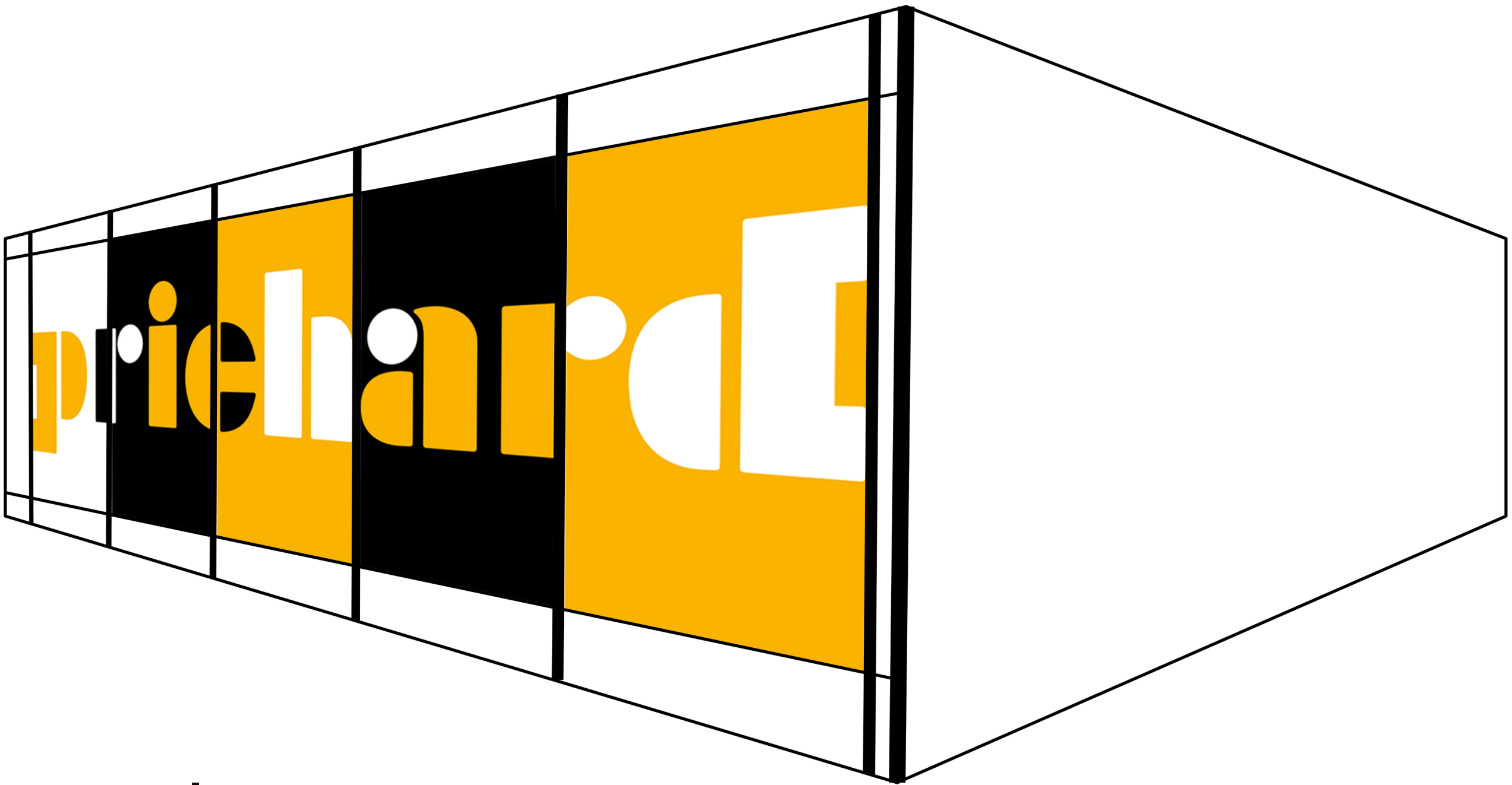
This rebranding reflects the Prichard's rich history and its deep connection to the College of Art and Architecture. This visual identity not only strengthens the connection with the university but also helps establish the gallery and College of Art and Architecture as a unique institution in its own right.

By reimagining this visual identity, the goal is to engage a broad audience, creating an inviting atmosphere for everyone, from students and faculty to local art enthusiasts and community members. The updated identity will play a key role in branding the College of Art and Architecture by emphasizing its commitment to innovation, creativity, and inclusivity. Looking ahead, the Prichard Art Gallery will continue to be a place where creativity, inspiration, and heritage intersect, shaping the art and design experience for generations to come.



Methods

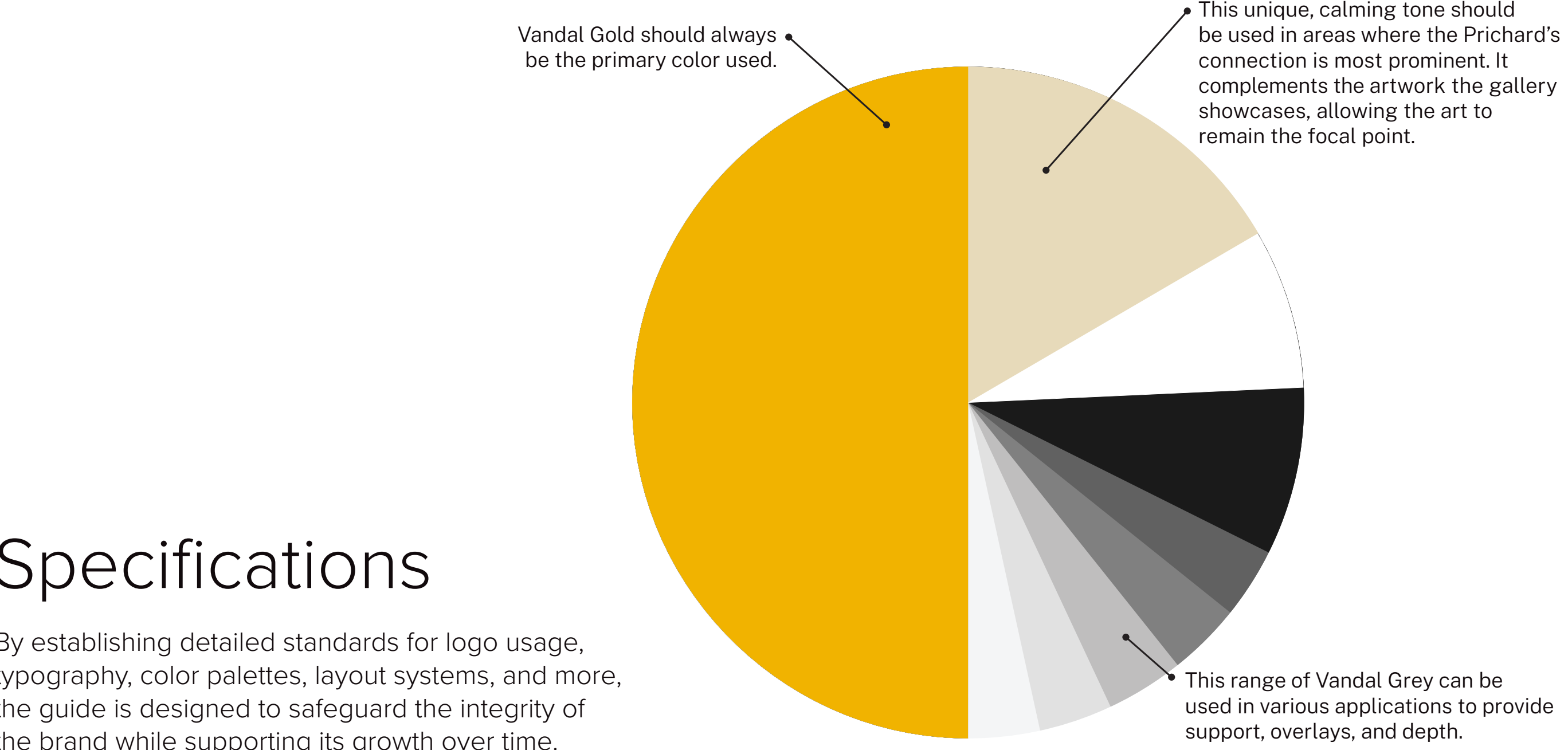
To approach this project strategically, I began with in-depth research to ground my design decisions in a strong foundation of knowledge. I consulted with faculty, advisory board members, and other key stakeholders to gain a comprehensive understanding of the gallery's history, mission, and future goals. My research extended into the legacy of Theodore Prichard, the values of the College of Art and Architecture, and the design strategies employed by contemporary art galleries. This process allowed me to build a broad and informed perspective, which guided the development of several initial design systems. I presented these proposals to stakeholders in a series of collaborative reviews, incorporating their insights and critiques into iterative refinements. Through this ongoing feedback loop and my own critical evaluation, I refined the concepts and ultimately selected a singular, cohesive direction to develop further.



Results

Building upon the selected design direction, I began the process of expanding and refining the visual system into a comprehensive and fully-realized visual identity. The primary deliverable for this phase was a robust, 30-page style guide. The document serves as a resource for future designers, collaborators, and stakeholders. It also outlines the essential components of the visual identity, providing clear instructions, usage examples, and ready-to-use assets that ensure consistency across all applications.

In addition to the style guide, I dedicated time to designing a range of brand applications that bring the identity to life in real-world contexts. These included mockups and prototypes for merchandise, environmental signage, print collateral, digital media, and more.

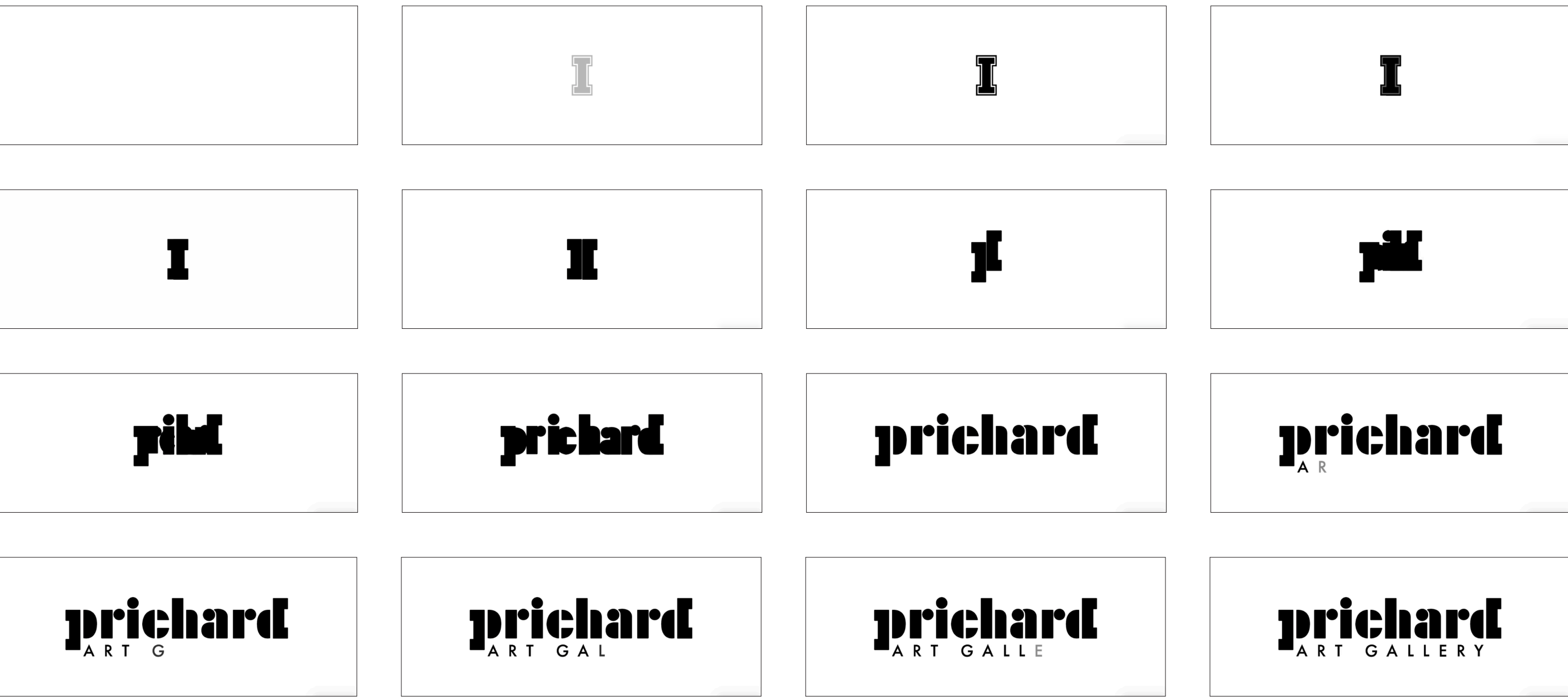


Specifications

By establishing detailed standards for logo usage, typography, color palettes, layout systems, and more, the guide is designed to safeguard the integrity of the brand while supporting its growth over time.



(Above: Merchandise examples) (Below: Logo animation frames)



Conclusion

In conclusion, this vision for the Prichard Art Gallery merges the University of Idaho's rich legacy with a forward-thinking, creative approach. Every design element, from signage to photography, to the language used, has been thoughtfully crafted to reflect the gallery's commitment to excellence, accessibility, and community engagement. By balancing professionalism and warmth, the gallery will continue to serve as a dynamic space where art, education, and collaboration thrive.



Final Gallery

My final presentation of this work is the exhibition at the Ridenbaugh Gallery on display from April 17th - May 10th.



Acknowledgments

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