

Jamie Provoost
ART GALLERY

STYLE GUIDE

JAMIE PROVOST
B.F.A. Senior Exhibition 2025

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MISSION

FUNCTIONAL, ACCESSIBLE, SUSTAINABLE, AND INSPIRING.

Promote excellence in visual art and design at the University of Idaho.

Advance the mission of the University of Idaho by facilitating innovative art and design research and programming.

Provide transformative experiences that foster engagement across the university, in our local community, and throughout our region and state.

HISTORY

The Prichard Art Gallery, established in 1981, has long been a vital part of the University of Idaho and the local community, offering enriching art experiences through thought-provoking exhibits and transformative educational programs. For forty years, it has served as a central hub for the teaching, outreach, and creative scholarship of the College of Art and Architecture, fostering a vibrant environment for artists and art enthusiasts in the region. The gallery's downtown location has been a cornerstone for Moscow's artistic community, but recent changes have prompted a revitalization and rebranding effort to ensure its continued relevance, equity, and impact in the 21st-century.

This exciting transformation takes place in the newly renovated Moscow Police Station, signaling a fresh chapter for the Prichard. With this move comes an opportunity to honor the gallery's deep roots in the Bauhaus model, which shaped the foundation of the College of Art and Architecture. Theodore J. Prichard, the gallery's namesake and a former head of the college for 39 years, was instrumental in shaping this legacy — having studied under Bauhaus founder Walter Gropius at Harvard University. The new branding will reflect both these historical influences and a contemporary, sophisticated approach to art, design, and architecture.

As it evolves, the Prichard Art Gallery will continue to serve as a resilient and adaptive space for creative research, providing a dynamic platform for the university, the region, and the broader art community. Its mission remains to foster collaboration and innovation, ensuring its place as a central and transformative institution in the evolving landscape of 21st-century art and design.

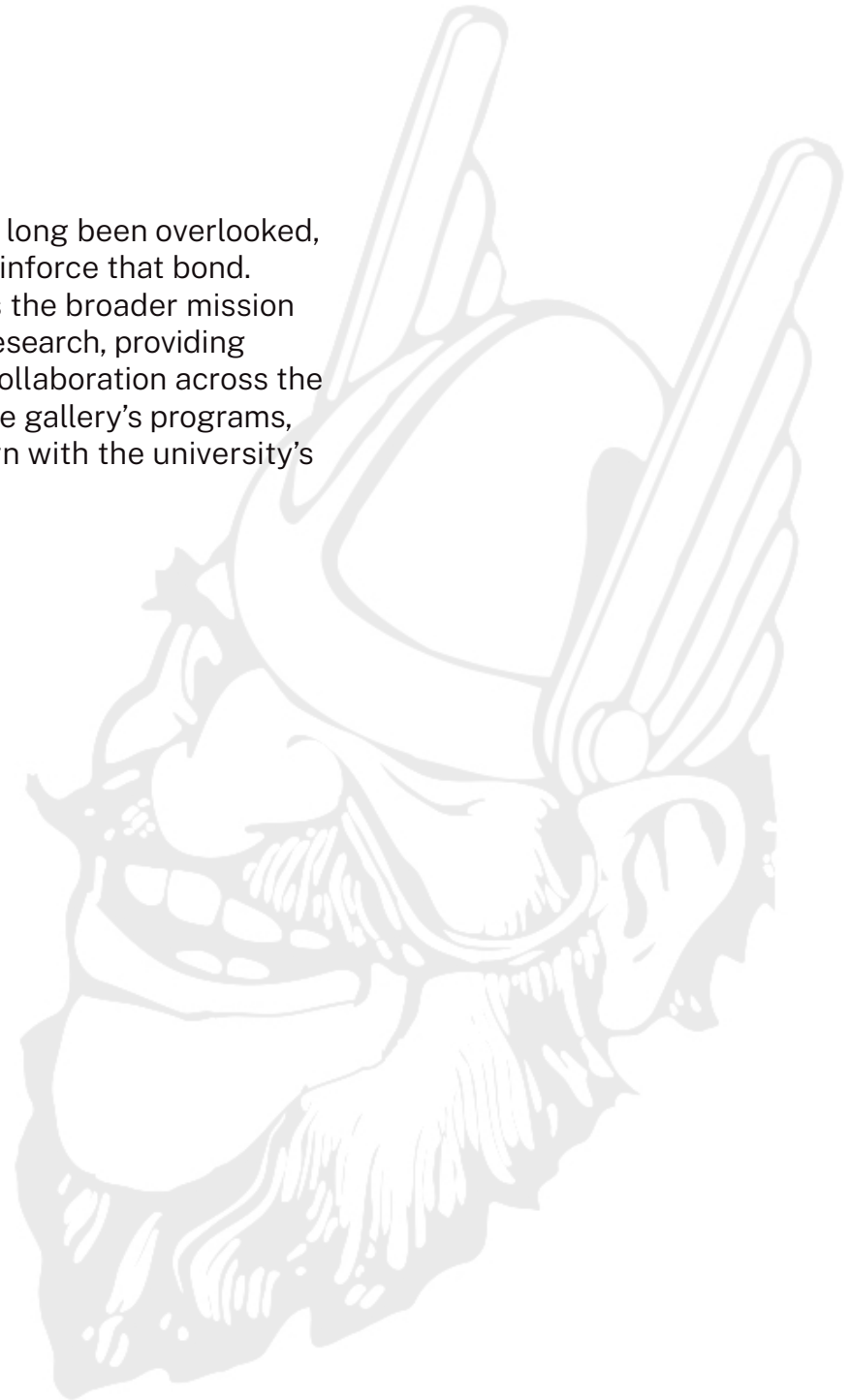


DESIGN PHILOSOPHY

The core principle behind this design is to reflect the gallery's values, forge a meaningful connection to the University of Idaho, and stand the test of time. A gallery functions as a frame that elevates the artists it supports. This design fulfills this role by integrating recognizable visual elements from the University of Idaho's branding, including the university's colors and the iconic "I," while also honoring the Bauhaus-inspired design principles that form the foundation of the College of Art and Architecture. The result is a design that is both strong and timeless, supporting the artwork it showcases without overwhelming it.

IN RELATION

The Prichard's connection to the University of Idaho has long been overlooked, and this new visual identity seeks to re-establish and reinforce that bond. As a vital part of the community, the Prichard advances the broader mission of the university by fostering innovative art and design research, providing impactful educational opportunities, and encouraging collaboration across the university, our local community, and the wider region. The gallery's programs, resources, and overall mission directly support and align with the university's larger goals and vision.



COLOR



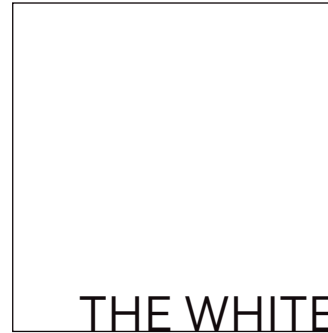
THE GOLD

Hex: #F1B300
RGB: 241 179 0
CMYK: 0 27 100 0



THE BEIGE

Hex: #E7DABA
RGB: 231 218 186
CMYK: 9 11 28 0



THE WHITE

Hex: #FFFFFF
RGB: 255 255 255
CMYK: 0 0 0 0



THE BLACK

Hex: #191919
RGB: 25 25 25
CMYK: 20 20 20 100



THE GREY

Hex: #616261
RGB: 97 97 97
CMYK: 61 52 52 23

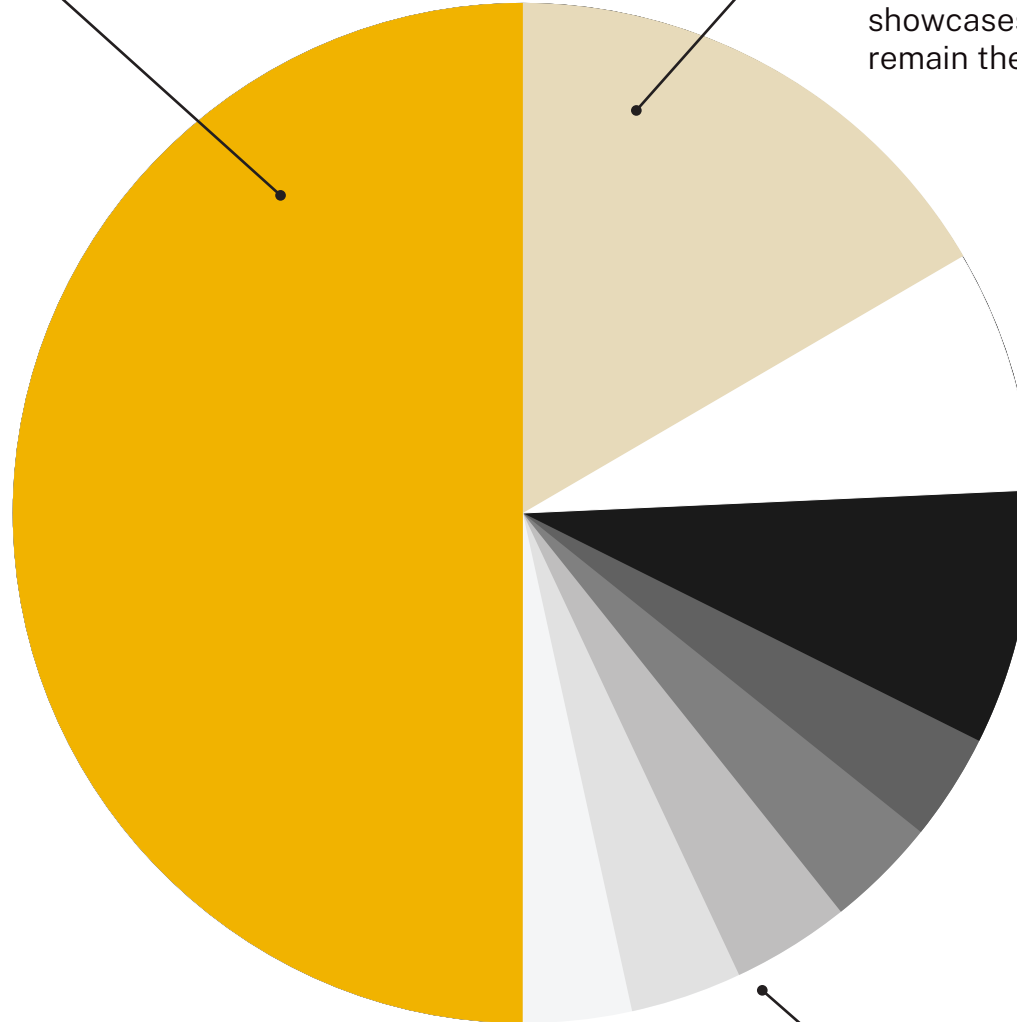
Hex: #808080
RGB: 128 128 128
CMYK: 0 0 0 50

Hex: #bfbfbf
RGB: 191 191 191
CMYK: 25 19 20 0

Hex: #e0e0e0
RGB: 224 224 224
CMYK: 10 8 8 0

Hex: #f2f2f2
RGB: 242 242 242
CMYK: 4 2 2 0

Vandal Gold should always be the primary color used.



This unique, calming tone should be used in areas where the Prichard's connection is most prominent. It complements the artwork the gallery showcases, allowing the art to remain the focal point.

This range of Vandal Grey can be used in various applications to provide support, overlays, and depth.

TYPE

Proxima Nova

Drawing inspiration from the style and history of the College of Art and Architecture, this typeface should be used in gallery settings and wherever individuality needs to be emphasized.

Public Sans

The University's typeface is a versatile, robust system suitable for both body text and headers. To reinforce the connection with the university, black should be reserved for headers in all caps.

(RULES)

HEADER

This is the body text. Any information longer than a few sentences should always be set in Public Sans to maintain readability and ensure compatibility with the University of Idaho's style.

HEADER

The body and header should always be opposites of each other in weight. This creates contrast.

Text settings and usage should always align with the University of Idaho's branding. Any additions to this library should be made with the goal of supporting the Prichard Art Gallery's identity and objectives.

Proxima Nova Thin	Public Sans ExtraLight
Proxima Nova Light	Public Sans Light
Proxima Nova Regular	Public Sans Regular
Proxima Nova Medium	Public Sans Medium
Proxima Nova Semibold	Public Sans Semibold
Proxima Nova Bold	Public Sans Bold
Proxima Nova Extrabold	Public Sans ExtraBold
Proxima Nova Black	Public Sans Black

LOGO

priehard
ART GALLERY

This mark is the primary wordmark for the Gallery and should be used as the preferred option for most applications, when possible.



This is the primary logo for all non-text applications, ideal for merchandise, watermarks, creative uses, and other specific instances.

This simplified wordmark should be used in cases with extreme size variations — whether in large formats, as a stylistic choice, or when the logo is applied at small sizes.

prichard

This outlined mark is reserved for merchandise, while the main mark should be used for printed materials.



This outlined mark is reserved for merchandise, while the main mark should be used for printed materials.



LOGO (rules)

prichard
ART GALLERY



University of Idaho

The full mark should be placed horizontally alongside the University mark, with a subtle divider separating the two.

prichard
ART GALLERY

prichard

The mark should always be rotated clockwise.

DO



Place the mark on high-contrast combinations.



Rotate the mark in approved degrees.

DON'T



Place the mark on low-contrast combinations.



Rotate the mark in un-approved degrees.



Squish the mark.



MERCH





The merchandise offered by the Prichard Art Gallery should reflect the craftsmanship and quality of the art it represents. These items must be carefully curated to align with the overall brand goals. When featuring a guest artist, the brand elements should act as a frame to elevate and connect the artwork. Each piece of merchandise should stand on its own as a finely crafted item, while also maintaining clear connections to the gallery's brand identity.



SIGNAGE

This represents an experimental vision for the signage and overall representation of the gallery. The key takeaways should be a focus on quality, clarity, and an inviting nature. The design should aim to create a welcoming atmosphere that enhances the visitor experience while maintaining a sense of professionalism and artistry. The signage should be functional and also reflect the gallery's identity and connection to the University of Idaho.

prichard

ART GALLERY





VENDING MACHINE

A vending machine filled with art and merchandise will provide a unique opportunity for both funding and awareness, with flexibility in placement and scope. This initiative enhances the accessibility that the Prichard Art Gallery embodies, while creatively serving as a form of community outreach.



WINDOW GRAPHICS

Window graphics, vinyl prints, and other large-scale items present opportunities to build brand recognition, express creativity, and highlight important information. These elements should be vibrant, engaging, and clearly aligned with the brand's identity.



VOICE

FORMAL

The formal voice of the gallery should be used in settings where professionalism and formality are essential. This tone reinforces the gallery's credibility and establishes a strong rapport with other institutions, professionals, and stakeholders. Whether in official communications, partnerships, or high-level events, the formal voice will help present the gallery as a respected and authoritative presence in the art world.

INVITING

The inviting voice should be used when the primary goal is to highlight the gallery's welcoming and accessible nature. This tone is perfect for community programs, outreach efforts, and communications that aim to encourage participation and engagement from a broad audience. The inviting voice fosters a sense of belonging, warmth, and openness, ensuring that everyone feels welcome to explore the gallery's offerings and take part in its initiatives.



PHOTOGRAPHY

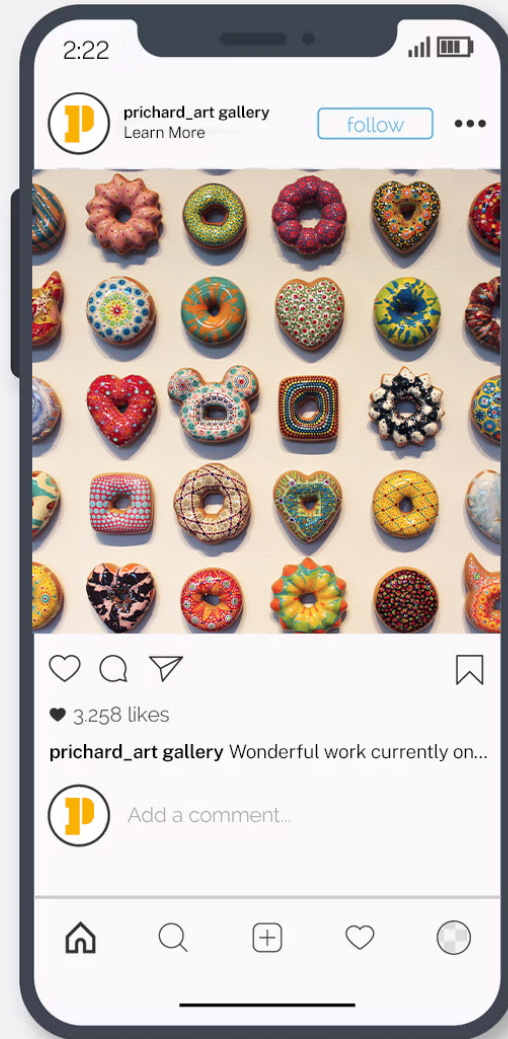
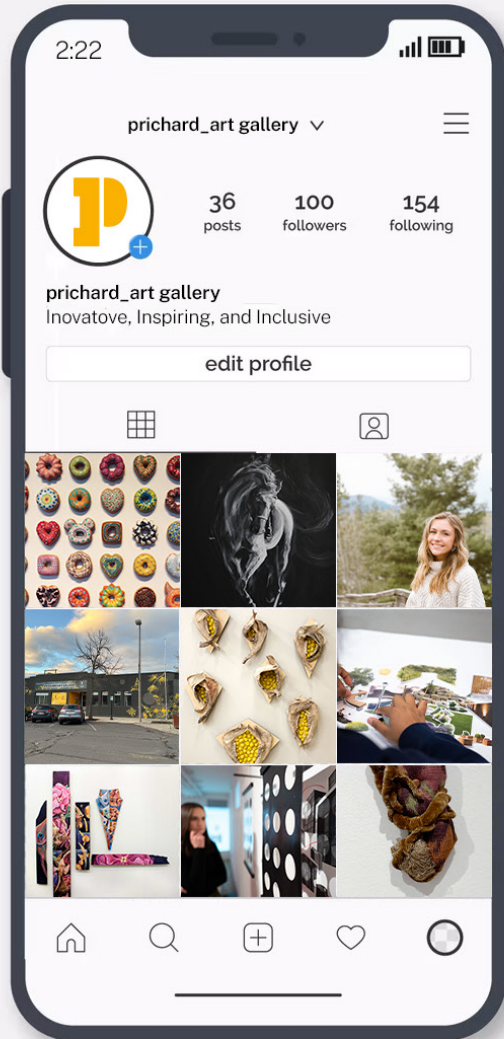


The focus of the gallery's photography should center on the art itself, the artists, and those engaging with the artwork and the gallery's programs. The images should authentically capture moments that convey genuine emotions and interactions, showcasing the dynamic relationship between the art, its creators, and its audience. Whether through candid shots or more posed compositions, the goal is to create imagery that feels true to the experience of the gallery.

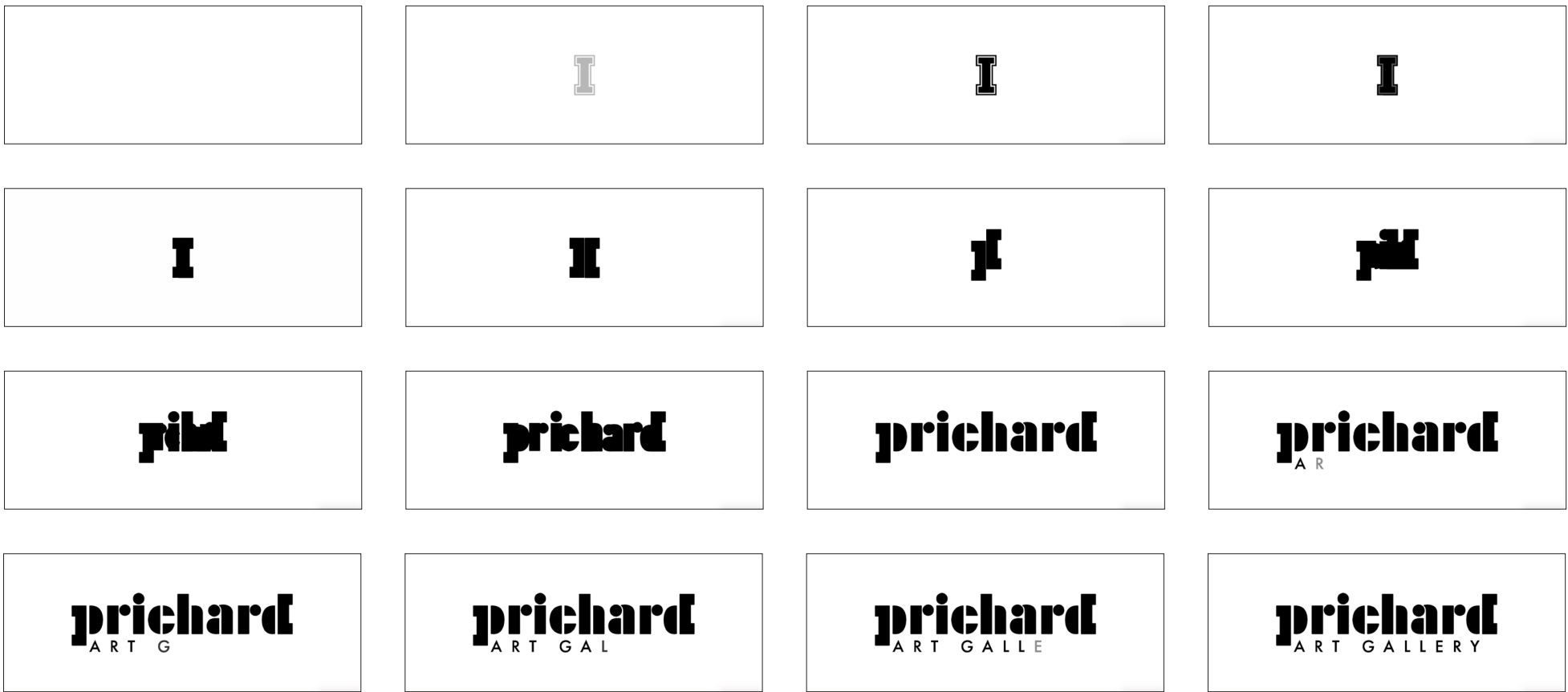
Lighting should prioritize both natural and studio lighting, enhancing the atmosphere and emphasizing the quality of the art. Photos taken within the gallery should be handled with care to ensure balanced lighting and composition, preserving the integrity of both the artwork and the space. High-quality imagery is essential — each photo should reflect the gallery's commitment to professionalism and excellence, ensuring that the visual representation of the gallery is of the highest standard.



SOCIAL MEDIA



Images shared to represent the gallery should reflect the quality and dedication embedded in everything the gallery stands for. Online platforms are powerful tools for sharing and connecting with a wide audience, and as such, must be thoughtfully curated to create an engaging and informative experience for visitors. Artists featured in the gallery should always be credited and tagged wherever possible to acknowledge their contributions. Additionally, collaboration opportunities should always be embraced and encouraged, fostering a sense of community and expanding the gallery's reach.



These slides showcase the progression of the animated wordmark. This animation is versatile for use across digital platforms and serves to strengthen the connection between the logo and the university.

ANIMATION



Hi! My name is Jamie Provost, and this body of work represents the culmination of my Bachelor of Fine Arts degree at the University of Idaho. I have been incredibly fortunate to be involved with the College of Art and Architecture in many roles — as a student, an ambassador, marketing assistant, and finally, as a contributor to this project.

Working on this project has been an extremely rewarding experience. I have gained invaluable insights into the process and the hard work involved in opening a new gallery location. I am deeply grateful to all those who have supported me throughout this journey, including my parents, advisors, employers, and friends. Thank you all so much for being there for me every step of the way.

Learn more about my work at: jamiecelia.com

ABOUT ME

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.

