

Overview

The Eric Carle Museum of Picture Book Art is a non-profit organization in Amherst, Massachusetts. The mission is to inspire a love of art and reading through picture books. A leading advocate in its field, The Carle collects, preserves, presents, and celebrates picture books and picture book illustrations from around the world.

Design Principles

1. Trustworthy

Clear and consistent design with current and comprehensive content. So our persona can be confident and trust that information on the site is the best for her goals.

2. Ageless

It is a common misconception that the Carle is a children's museum. The Carle is an art museum, so our design should be classic and appealing to all ages from children to grandparents.

3. Complementary

Because it is a museum website, artworks should be the main focus. The design should be open, thoughtful that turn the focus on the artwork.

Style Guide

Introduction

Logo

Colors

Typography

UI Elements

Imagery

Grids

Logo

To preserve the integrity of The Carle logo, we never alter the approved configurations or deviate from our logo color guidelines.

The typeface we used for logo ONLY Futura Bold Size 16px All Caps.

The logo can be only black or white (on dark background)



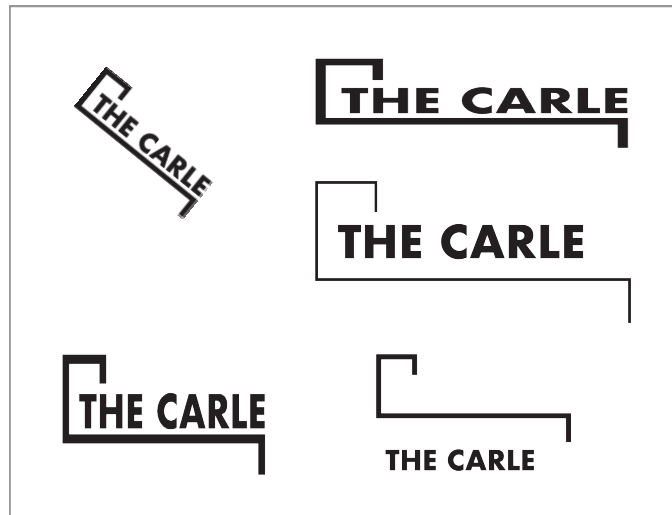
Minimum size
80px width and 35 px height

Don't Do

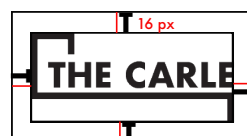
Don't rotate the logo

Don't separate the parts

Don't stretch or skew



Clear Space



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Introduction

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Colors

Typography

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Imagery

Grids

Colors

Primary Colors

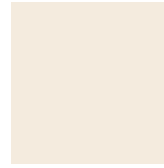
The usage of colors should be consistent. The call-to-action color is (blue).



hex#0066AE
rgb(0,102,174)



hex#EBB301
rgb(235,179,1)



hex#F4EBDE
rgb(244,235,222)

Neutral Colors



hex#FFFFFF
rgb(255,255,255)



#CEE2EF
rgb(206,226,239)

Color Palette



#0066AE
rgb(0,102,174)



hex#3385BE
rgb(51,133,190)



hex#5C9DCB
rgb(92,157,203)



hex#ACCDE4
rgb(172,205,228)



hex#EBB301
rgb(235,179,1)



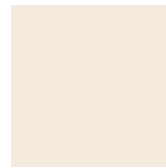
hex#EFC234
rgb(239,194,52)



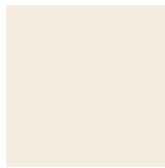
hex#F2CE5D
rgb(242,206,93)



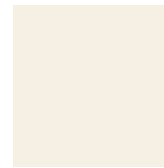
hex#F5D87D
rgb(245,216,125)



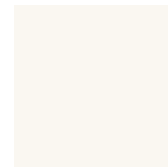
hex#F4EBDE
rgb(244,235,222)



hex#F5EDE1
rgb(245,237,225)



hex#F6EFE4
rgb(246,239,228)



hex#FAF7F1
rgb(250,247,241)

Style Guide

Introduction

Logo

Colors

Typography

UI Elements

Imagery

Grids

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☒ Columns:
 Total Width:

Offset:

Number of Columns:

☒ Gutter on outside

Gutter Width:

Column Width:

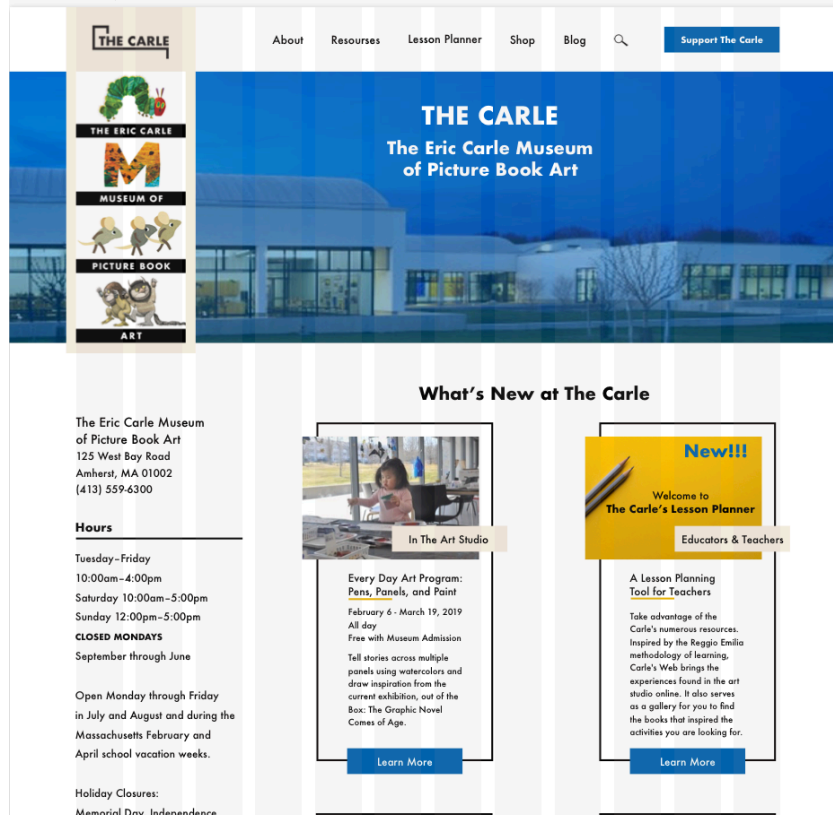
☐ Rows:
 Gutter Height:

Row Height: × Gutter Height

☐ Draw all horizontal lines

Visuals: ☒ Fill Grid ☐ Stroke Outline

Colors: ☐ Dark ☐ Light



Style Guide

Introduction

Logo

Colors

Typography

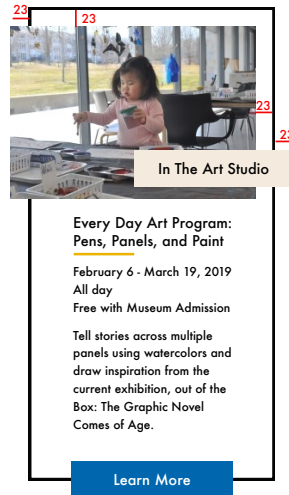
UI Elements

Imagery

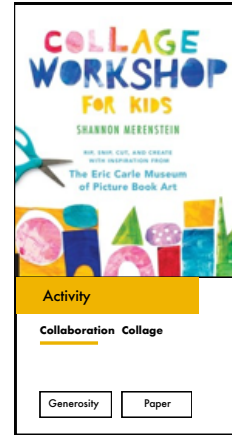
Grids

UI Elements

Home Style Cards



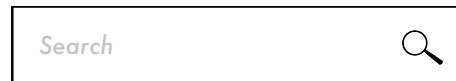
Books & Activities Cards



Buttons



Join our Mailing List



Filter

- ☐ Books only
- ☐ Activities only



Icons



Introduction

Logo

Colors

Typography

UI Elements

Imagery

Grids

Primary Typeface

The Carle web site uses one typeface - Futura in order to create strong visual hierarchy for users.

FUTURA BOLD

SIZE 40

THE CARLE

H2 Futura Medium

Size 28

The Eric Carle Museum of Picture Book Art

H3 Futura Medium
Size 17
In The Art Studio

Body Futura Medium
Size 14
Tell stories across multiple
panels using watercolors and
draw inspiration from the
current exhibition, out of the
Box: The Graphic Novel
Comes of Age.

ABCDEFGHIJKLMNOPQRSTUVWXYZÀÁÊË
abcdefghijklmnopqrstuvwxyz
stuvwxyzàáéîõøü&1
234567890(\$£€.,!?)

50

ABCDEFGHIJKLMNOPQRSTUVWXYZÀÁÊË
abcdefghijklmnopqrstuvwxyz
rstuvwxyzàáéîõ&1
234567890(\$£€.,!?)

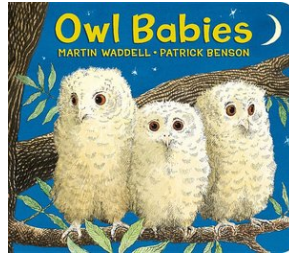
41

Imagery

The mission of the Carle is to inspire a love of art and reading through picture books. To achieve this goal, photos used on our platforms plays an important role in shaping our brand. Therefore, photos used for the design purpose should follow the rules below.

1. Good Quality

The photos should be in good quality. Pixelated photos should be avoided.



2. Engaging

The photos that represent Activities with people or materials should look engaging in the activities they were doing.



3. Home page Hero

On the Home page should be Hero image with museum building. Also it can be carousel with pics of museum outside and inside.

