



Brand Guide

Last Updated: October 29, 2025
V 5.003

THE **AGB**®
ASHLEY GIBSON BARNETT
MUSEUM *of* ART
AT FLORIDA SOUTHERN COLLEGE

The Vision

The Logo

The Assets

The Design

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THE
AGB[®]
ASHLEY GIBSON BARNETT
MUSEUM *of* ART
AT FLORIDA SOUTHERN COLLEGE



THE VISION



THE ASHLEY GIBSON BARNETT MUSEUM OF ART

AT FLORIDA SOUTHERN COLLEGE

is an academic and community museum that engages audiences of all ages with world-class exhibitions, programs, and experiences; the Museum offers avenues for lifelong learning and ways to see and reflect on our shared world through art and visual culture in new and innovative ways.

MISSION STATEMENT
The Vision

ASHLEY GIBSON BARNETT MUSEUM *of* ART AT FLORIDA SOUTHERN COLLEGE®

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Our goal is to...

elevate everyone who walks through our doors from fourth grade students to college seniors to senior citizens by inspiring them to go from “liking art” to being active Members in our art communities, and even consider finding a career in the arts.



STRATEGY STATEMENT
The Vision

ASHLEY GIBSON BARNETT MUSEUM *of* ART AT FLORIDA SOUTHERN COLLEGE®

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THE ASHLEY GIBSON BARNETT MUSEUM OF ART AT FLORIDA SOUTHERN COLLEGE *WILL*

INSPIRE

visitors of all ages through artistic engagement

ENGAGE

wide audiences in the world of art through exceptional exhibitions and diverse educational programs

GROW

as a cultural leader and cornerstone for its local and regional communities, while expanding its impact as a nationally- and internationally-recognized academic art museum

FOSTER

important conversations and increased understanding about our ever changing world and our place within it

CELEBRATE

the vast and exciting history of art while supporting the next generation of art lovers and arts professionals

VISION STATEMENT

The Vision

We are...

Elegantly Educational

Actively pursuing innovative shared learning experiences. Elegant without being classist. We embrace tradition while pushing for new ways to innovate on how people learn. We thrive by broadening cultural viewpoints and telling multiple human stories.

Central to Growth

Physically and figuratively at the nexus of visual art, culture, history and community growth (individuals & businesses.)

Colorfully Sophisticated

We are modern and fun without being childish or cheesy. We are colorful, but should always thrive to elevate our staff, partners, and community.

Insightfully Entertaining

Inside and outside of the Museum walls, we strive to light bulbs atop people's minds. We should be as interesting as we are entertaining.

BRAND VALUES
The Vision

Educational

We base our course offerings on the underlying belief that individuals want to be life-long learners.

Insightful

Our docents are trained to work with groups of all ages and interests to hone appreciation for the arts, to encourage critical thinking, and to bring to vivid life our current exhibitions.

Entertaining

Think you know the origins of Pop Art? Think it's all Warhol, soup cans, and Americana? Well, just wait until you get the full story.



TONE OF VOICE
The Vision



Educational

“Lakeland is lucky to have such a **wonderful art resource**. I would highly recommend a visit.”

- Jared Weggeland

Insightful

“The **curators always have informative and insightful information** on the pieces. Can visit again and again”

- Kathy Rhoden

Entertaining

“I will keep up with what is on display and **will go back for sure.**”

- Lee Tillery

TONE OF VOICE
The Vision

ASHLEY GIBSON BARNETT MUSEUM of ART AT FLORIDA SOUTHERN COLLEGE®

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Elegant

Slonem's heavily-impastoed, brightly-colored paintings have delighted visitors across the world — and to our Museum — for decades.

Confident

No other art museum in our region provides the same breadth and depth of fine art experiences in such a large geographic area.

Delightful

Your support for our programming will make all the difference.



TONE OF VOICE
The Vision

ASHLEY GIBSON BARNETT MUSEUM *of* ART AT FLORIDA SOUTHERN COLLEGE®

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Elegant

“The exhibitions are **curated thoughtfully** with great attention to detail.”

- N. Love

Confident

“Their exhibits often outshine what can be seen at larger area museums. It’s free to visit.
You’ll be happy you went.”

- Sara R.

Delightful

“What **a jewel of an art museum** and its free!”

- Theresa Hoban

tone of voice
The Vision



ASHLEY GIBSON BARNETT MUSEUM *of* ART AT FLORIDA SOUTHERN COLLEGE®

ENGAGE

in the past.

Strategic Focus On: **Exhibitions**

- Curatorial
- Engagement
- Advertising
- General Messaging

FOSTER

the future.

Strategic Focus On: **Education**

- Camps
- Workshops
- Art History
- Students
- Fellowship

CELEBRATE

the present.

Strategic Focus On: **Programming**

- Members
- Community & Family Events
- After Hours
- Special Events

MESSAGING
The Vision

THE
AGB[®]
ASHLEY GIBSON BARNETT
MUSEUM *of* ART
AT FLORIDA SOUTHERN COLLEGE



THE LOGO

THE
AGB[®]
 ASHLEY GIBSON BARNETT
 MUSEUM *of* ART
 AT FLORIDA SOUTHERN COLLEGE

Miller Banner Extra Condensed Black

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 ÿ ? ¡ ! & @ ' ' " " « » % * ^ # \$ £ € ¢ / () [] { } . , ® ©

Montserrat Medium
 (The, Ashley Gibson Barnett)

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 ABCDEFGHIJKLMNOPQRSTUVWXYZ
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 £ € ¢ / () [] { } . , ® ©

Montserrat Light
 (at Florida Southern College)

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 ABCDEFGHIJKLMNOPQRSTUVWXYZ
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 £ € ¢ / () [] { } . , ® ©

Montserrat Regular
 (Museum, Art)

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 ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Montserrat Light Italic
 (of)

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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£ € ¢ / () [] { } . , ® ©

LOGO FONTS

The Logo

ASHLEY GIBSON BARNETT MUSEUM *of* ART AT FLORIDA SOUTHERN COLLEGE[®]

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PADDING

Applies for all logos. Allow padding on all sides of the logo at the size of the stacked “Barnett” and “Art” as illustrated below.



allow at least the padding
of this text around the
exterior of the logo



SIZE & SPACING
The Logo

ASHLEY GIBSON BARNETT MUSEUM *of* ART AT FLORIDA SOUTHERN COLLEGE®

PRIMARY | BLOCK

The primary logo for the AGB Museum of Art. This logo should be considered first when selecting an AGB logo.



PRIMARY BLOCK

The Logo

ASHLEY GIBSON BARNETT MUSEUM *of* ART AT FLORIDA SOUTHERN COLLEGE®

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Minimum Size Allowed | Primary Block

For legibility, the secondary logo should be ***no smaller than 1.5 inches in width.***



SIZE & SPACING
The Logo

PRIMARY | WIDE

An alternative version of the primary logo, designed to better suit specific layouts and materials.

THE **AGB** ASHLEY GIBSON BARNETT[®]
MUSEUM *of* ART
AT FLORIDA SOUTHERN COLLEGE

PRIMARY WIDE
The Logo

ASHLEY GIBSON BARNETT MUSEUM *of* ART AT FLORIDA SOUTHERN COLLEGE[®]



Minimum Size Allowed | Primary Wide

For legibility, the secondary logo should be ***no smaller than 2 inches in width.***



SIZE & SPACING
The Logo

LARGE USE LOGO

Used in most large-scale cases, such as signage.



LARGE USE
The Logo

ASHLEY GIBSON BARNETT MUSEUM *of* ART AT FLORIDA SOUTHERN COLLEGE®

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MINIMUM SIZE ALLOWED | LARGE USE

For legibility, the logo should be *no smaller than 5 inches in width.*



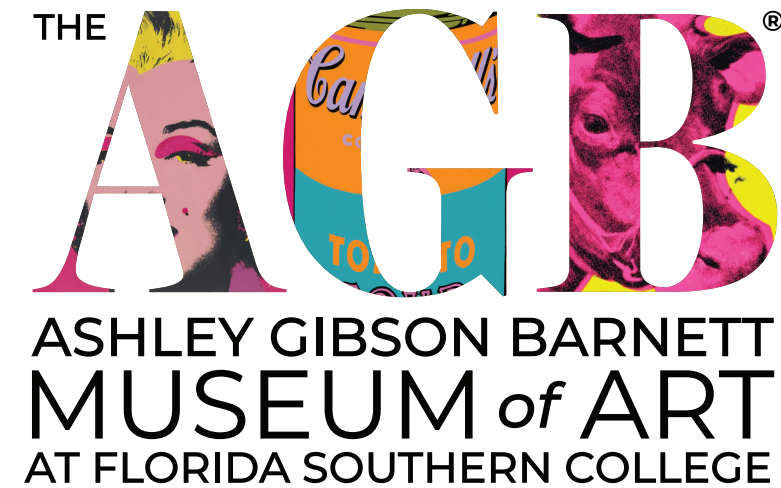
SIZE & SPACING
The Logo

ASHLEY GIBSON BARNETT MUSEUM *of* ART AT FLORIDA SOUTHERN COLLEGE[®]



SPECIAL USE | FILLED

Only for exhibition promotion use in large formats. Please refer to the primary logo sizing.



LOGO VARIATIONS

The Logo

ASHLEY GIBSON BARNETT MUSEUM of ART AT FLORIDA SOUTHERN COLLEGE®

SPECIAL USE | OUTLINED

For special events, like After Hours. Can also be overlaid on artworks for exhibition promotion.



LOGO VARIATIONS

The Logo

ASHLEY GIBSON BARNETT MUSEUM *of* ART AT FLORIDA SOUTHERN COLLEGE®



SPECIAL USE | THE AGB LOGO

ONLY for small formats. This should be paired with a text only variation within the collateral piece.



LOGO VARIATIONS
The Logo

TEXT ONLY/LONG VARIATIONS

Should only be used in small case situations. Can be used in footers or running up the side of a banner or invitation.

THE **AGB** ASHLEY GIBSON BARNETT MUSEUM *of* ART®
AT FLORIDA SOUTHERN COLLEGE

ASHLEY GIBSON BARNETT MUSEUM *of* ART AT FLORIDA SOUTHERN COLLEGE®

ASHLEY GIBSON BARNETT MUSEUM *of* ART®
AT FLORIDA SOUTHERN COLLEGE

LOGO VARIATIONS

The Logo

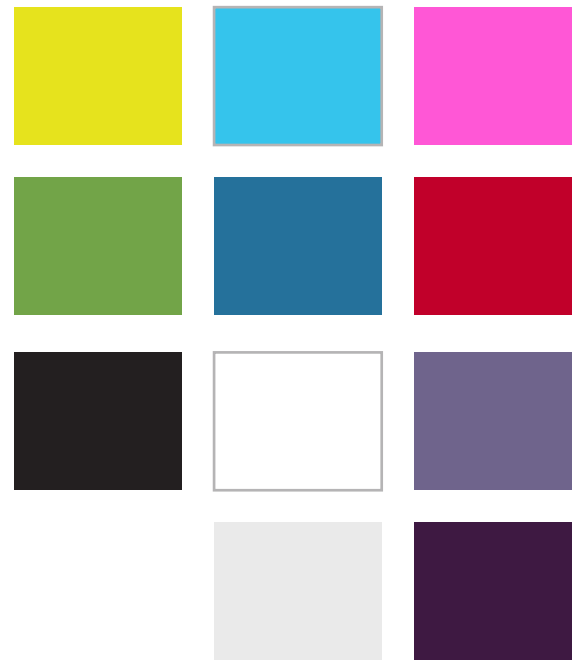
ASHLEY GIBSON BARNETT MUSEUM *of* ART AT FLORIDA SOUTHERN COLLEGE®



Do...



Use the official logo and variations.



Use the approved color palette.



Create a strong contrast between the logo and its background.

DO'S & DON'TS
The Logo

Don't...



Do not change the color.

AGB

Ashley Gibson Barnett
Museum of Art
at Florida Southern College

Do not change the font.

THE AGB

ASHLEY GIBSON BARNETT
MUSEUM of ART
AT FLORIDA SOUTHERN COLLEGE

Do not add effects
like drop shadow,
bevel, etc.

THE AGB

ASHLEY GIBSON BARNETT
MUSEUM of ART
AT FLORIDA SOUTHERN COLLEGE

Do not pair the logo
too closely with
another logo.



Do not add decorative
elements.

DO'S & DON'TS
The Logo

ASHLEY GIBSON BARNETT MUSEUM of ART AT FLORIDA SOUTHERN COLLEGE®

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Don't...



Do not crop the logo.



Do not make the logo transparent.



Do not place the logo on top of or inside of an element.



Do not angle the logo.

NOTE:

These are just a few examples of what not to do. If you are unsure if your use of the logo is allowed, please contact the marketing team.

DO'S & DON'TS
The Logo

ASHLEY GIBSON BARNETT MUSEUM *of* ART AT FLORIDA SOUTHERN COLLEGE®

19

THE
AGB[®]
ASHLEY GIBSON BARNETT
MUSEUM *of* ART
AT FLORIDA SOUTHERN COLLEGE



THE ASSETS

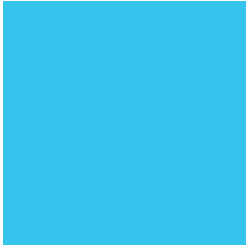
Standard Pairing and Sizing:

Header: Proxima Nova Bold 24 pt

Sub Header: Proxima Nova Semibold 16pt

Body: Proxima Nova Regular 14 pt

IvyPresto Headline used to add interest and expression.



Where art *comes to life.*

PLAN YOUR VISIT

The Museum is located in Downtown Lakeland just two blocks north of the Florida Southern College campus and across from the Lakeland Public Library on Lake Morton. Free parking is available.

800 East Palmetto Street
Lakeland, FL 33801-5529

IvyPresto Headline Typeface:

- IvyPresto Headline Bold**
- IvyPresto Headline Bold Italic***
- IvyPresto Headline Semibold**
- IvyPresto Headline Semibold Italic***
- IvyPresto Headline Regular**
- IvyPresto Headline Italic***
- IvyPresto Headline Light**
- IvyPresto Headline Light Italic***
- IvyPresto Headline Thin**
- IvyPresto Headline Thin Italic***

Proxima Nova Typeface:

- Proxima Nova Extrabold**
- Proxima Nova Extrabold Italic***
- Proxima Nova Bold**
- Proxima Nova Bold Italic***
- Proxima Nova Semibold**
- Proxima Nova Semibold Italic***
- Proxima Nova Medium**
- Proxima Nova Medium Italic***
- Proxima Nova Regular**
- Proxima Nova Italic***
- Proxima Nova Light**
- Proxima Nova Light Italic***

PRIMARY



Crimson
#c1002a
R: 193, G: 0, B: 42
C: 16, M: 100, Y: 86, K: 6



Forest Green
#72a347
R 114, G 163, B 71
C 61, M 17, Y 95, K 2



Ocean Blue
#2b719b
R 43, G 113, B 155
C 85, M 50, Y 22, K 3



Eggplant
#401c43
R 64, G 28, B 67
C 74, M 94, Y 42, K 45

SECONDARY/ACCENTS



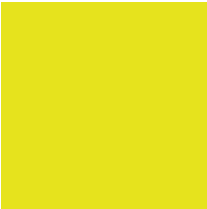
Arctic Blue
#33c4ea
R 51, G 196, B 234
C 64, M 0, Y 4, K 0



Dusty Purple
#6f648c
R 111, G 100, B 140
C 63, M 64, Y 24, K 5



Hot Pink
#ff57d6
R 255, G 87, B 214
C 12, M 73, Y 0, K 0

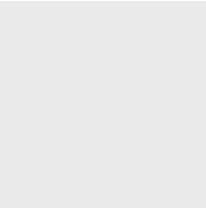


Chartreuse
#e6e21e
R 230, G 226, B 30
C 13, M 1, Y 98, K 0

SUPPORTING



Pure Black
#000000
R 0, G 0, B 0
C 0, M 0, Y 0, K 100



Light Gray
#eaeaea
R 234, G 234, B 234



Pure White
#ffffff
R 255, G 255, B 255
C 0, M 0, Y 0, K 0

It is recommended to use a maximum of three colors, not including the supporting shades. Please use your discretion on what compliments the design and photography. Be sure to maintain legibility and contrast within the material produced. Colors may be paired outside of their monochromatic/ analogous pairings.

COLORS
The Assets



For general messaging and promotions:

Where Art Comes to Life.
Where Art Becomes an Experience.
Where Every Piece Tells a Story.
Discover, Create, Connect.

For after-hours events, networking, and
corporate events:

Celebrating Art, Connecting People.
Where Art Inspires Connection.

Use IvyPresto Headline and color variations to add interest:

WHERE ART *comes to life.*

WHERE EVERY PIECE *tells a story.*

WHERE ART *becomes an experience.*

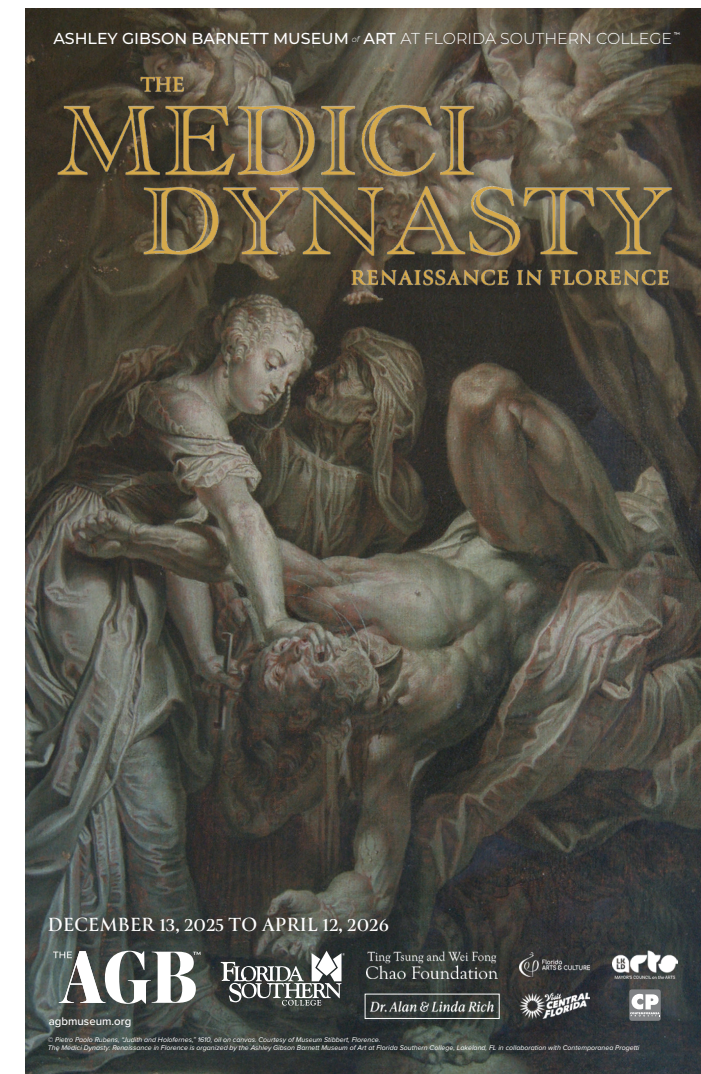
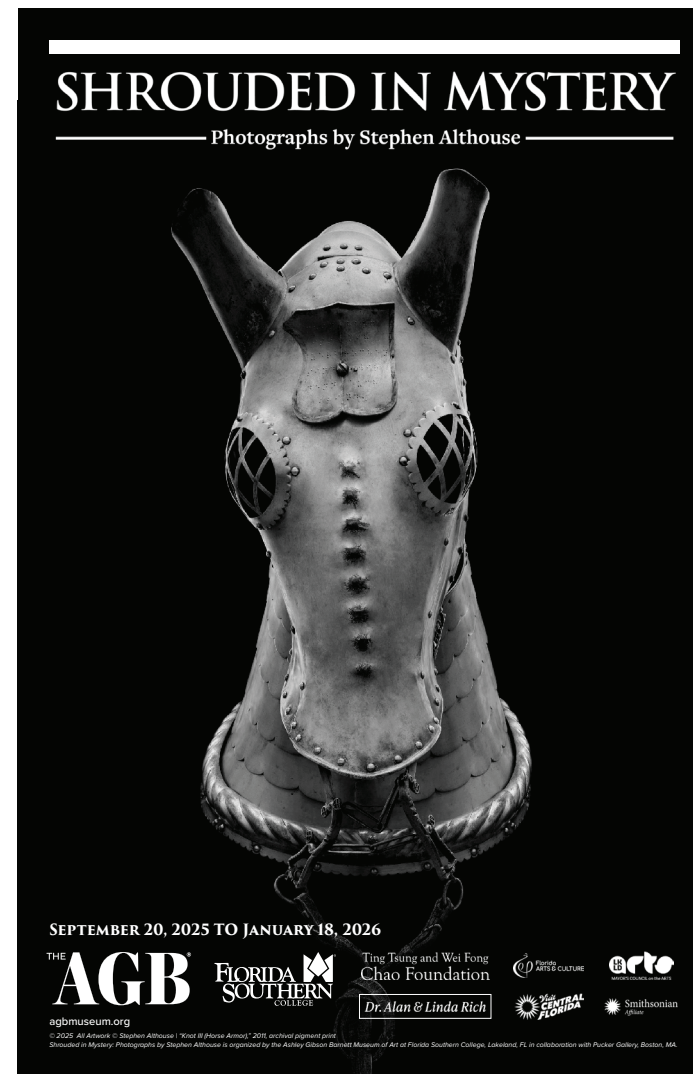
DISCOVER, create, CONNECT.

TAGLINES
The Assets

THE
AGB[®]
ASHLEY GIBSON BARNETT
MUSEUM *of* ART
AT FLORIDA SOUTHERN COLLEGE



THE DESIGN



EXHIBITION POSTERS

The Design

Please note: Some examples may have been produced before the logos were updated with the registered mark.

ASHLEY GIBSON BARNETT MUSEUM *of* ART AT FLORIDA SOUTHERN COLLEGE®

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ASHLEY GIBSON BARNETT MUSEUM of ART®
AT FLORIDA SOUTHERN COLLEGE

EXPERIENCE **ART**,
GET LOST IN **HISTORY**.

With more than 50,000 square feet of galleries,
interactive labs, and learning spaces, plus a growing
permanent collection of over 3,400 objects, the
AGB Museum of Art is a vibrant hub where Lakeland
connects through art, education, and community.

Come see art in a whole new perspective, right here in
the heart of Polk County.

THE **AGB**®

AGBMUSEUM.ORG
863.688.7743
ADMISSION IS ALWAYS FREE.



SCAN TO VIEW
CURRENT SHOWS!



CITIZENS Bank & Trust

THE Ruthvens

MAYFAIRE
BY-THE-LAKE
AN ASHLEY GIBSON BARNETT MUSEUM of ART FINE ART FESTIVAL

May 9 & 10, 2026

THE **AGB** ASHLEY GIBSON BARNETT™
MUSEUM of ART
AT FLORIDA SOUTHERN COLLEGE

FLORIDA SOUTHERN COLLEGE

Florida ARTS & CULTURE

MAJOR'S COUNCIL on the ARTS

Visit CENTRAL FLORIDA



Application opens October 1
ZAPPlcation.org
863.688.7743 x5975
mayfairebythelake.org

Please note: Some examples may have been produced before the logos were updated with the registered mark.

ADS
The Design

DISCOVER.
CONNECT.
create.

THE **AGB**[™]
ASHLEY GIBSON BARNETT
MUSEUM *of* ART
AT FLORIDA SOUTHERN COLLEGE

Admission is always free.

EXPLORE TODAY



DISCOVER.
CONNECT.
create.

THE **AGB**[™] ASHLEY GIBSON BARNETT
MUSEUM *of* ART
AT FLORIDA SOUTHERN COLLEGE

PLAN YOUR VISIT

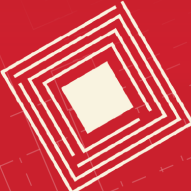


ASHLEY GIBSON BARNETT MUSEUM *of* ART AT FLORIDA SOUTHERN COLLEGE[™]

DISCOVER. CONNECT. *create.*

PLAN YOUR VISIT

ASHLEY GIBSON BARNETT MUSEUM *of* ART[™]
AT FLORIDA SOUTHERN COLLEGE



FRANK LLOYD
WRIGHT[™]
& THE COLLEGE OF TOMORROW

JUNE 7 TO
NOVEMBER 16

THE **AGB**[™]

PLAN YOUR VISIT

ON VIEW NOW ————— JUNE 7 - NOV 16



FRANK LLOYD
WRIGHT[™]
& THE COLLEGE OF TOMORROW

THE **AGB**[™] ASHLEY GIBSON BARNETT MUSEUM *of* ART[™]
AT FLORIDA SOUTHERN COLLEGE



PLAN YOUR VISIT

ASHLEY GIBSON BARNETT MUSEUM *of* ART AT FLORIDA SOUTHERN COLLEGE[™]



FRANK LLOYD WRIGHT[™]
& THE COLLEGE OF TOMORROW

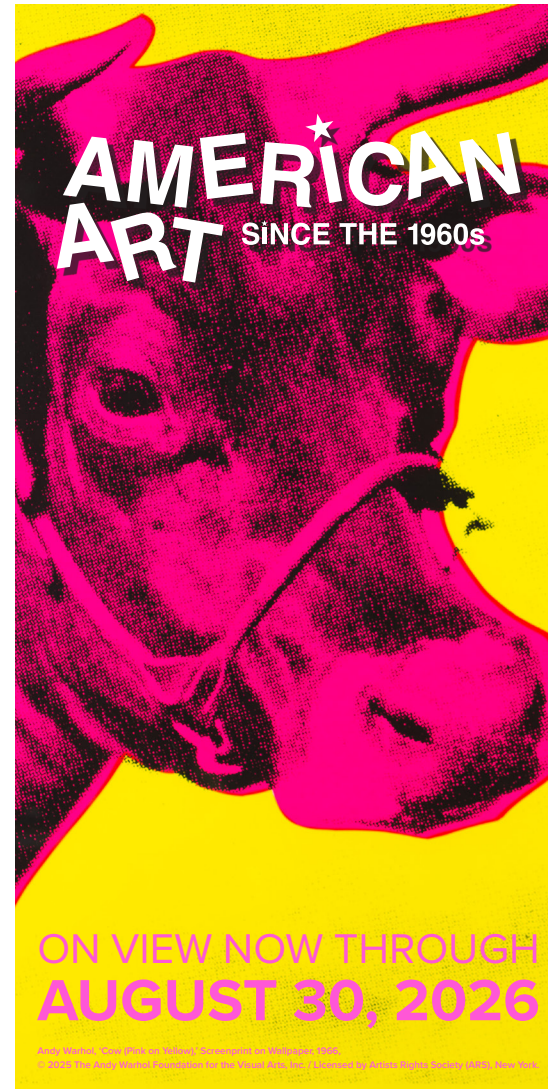
JUNE 7 - NOV 16

PLAN YOUR VISIT

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ADS
The Design

ASHLEY GIBSON BARNETT MUSEUM *of* ART AT FLORIDA SOUTHERN COLLEGE[®]



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BANNERS
The Design

ASHLEY GIBSON BARNETT MUSEUM *of* ART AT FLORIDA SOUTHERN COLLEGE®



this week
AT THE AGB



JULY 13 - 19

ACCESS ART:
ART CONNECTS ALZ

Participants will create and discuss art with specially trained educator and artist, Tinia Polk Kenemuth

Thursday, July 17
2 - 3:30 PM

For more information, visit
agbmuseum.org/events



THE **AGB**
ALZHEIMER'S ASSOCIATION

AGB THURSDAYS:
JULIÁN PERNETT CASTILLA & FRIENDS

Thursday, July 17
5 - 8 PM

For more information, visit
agbmuseum.org/events



After
Hours

DOCENT-LED TOUR

Learn the stories behind the work and dive into the world of art as we bring people and art together.

Saturday, July 19
1 - 2 PM

For more information, visit
agbmuseum.org/events



THE **AGB**

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SOCIAL
The Design

ASHLEY GIBSON BARNETT MUSEUM of ART AT FLORIDA SOUTHERN COLLEGE®



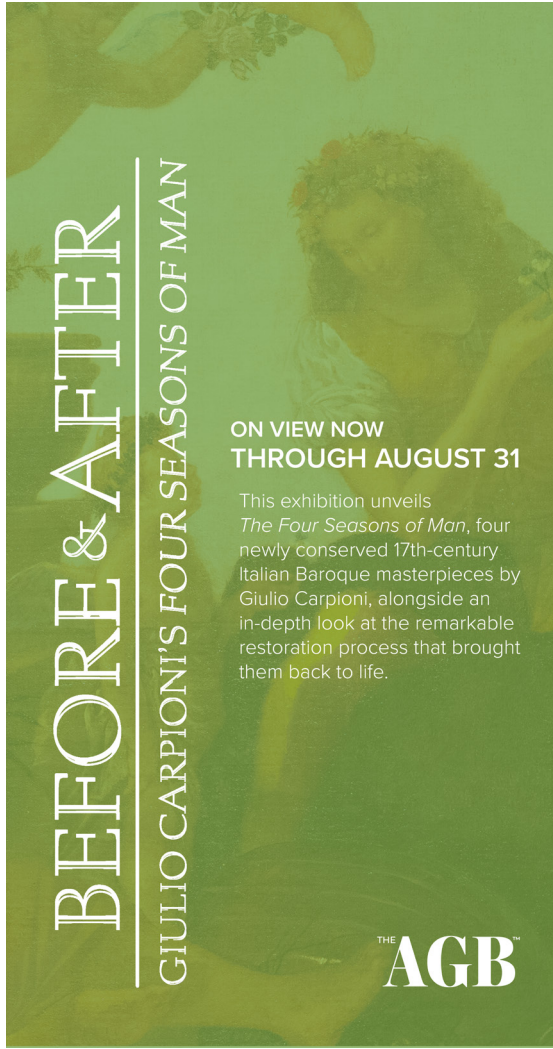
ABOVE ALL, ENJOY THE MUSIC

PHOTOGRAPHS BY HERMAN LEONARD

**JUNE 7 -
NOVEMBER 16**

Considered the foremost photographer of the international jazz community, Leonard captured an era in music through his now-timeless images, and our collective memories of larger-than-life figures like Duke Ellington, Billie Holliday, and Miles Davis, to name a few, have been shaped by his masterful camera lens.

THE AGB™



BEFORE & AFTER

GIULIO CARPIONI'S FOUR SEASONS OF MAN

**ON VIEW NOW
THROUGH AUGUST 31**

This exhibition unveils *The Four Seasons of Man*, four newly conserved 17th-century Italian Baroque masterpieces by Giulio Carpioni, alongside an in-depth look at the remarkable restoration process that brought them back to life.

THE AGB™



THURSDAY, JULY 31 | 5 - 6 PM

**AGB THURSDAYS:
JULIÁN PERNETT CASTILLA
& FRIENDS**

*Join us for a free musical performance
inspired by our current exhibitions*



MATTERS OF SCALE

ON THE INTIMATE AND THE SUBLIME

**ON VIEW NOW
THROUGH AUGUST 31**

In this installation of works from our permanent collection and on loan to the Museum, we present works both large and small, differentiated not merely by style, geography, or chronology, but also by matters of scale. As viewers — and museum visitors attuned to not getting too close to works of art* — we tend to stand back from the largest works of art. Conversely, we feel like it is necessary to lean in more closely to a diminutive work of art.



HAIR & NEWTON THE RISE OF THE HIGHWAYMEN

**JANUARY 18 -
AUGUST 31**

In this first installation of works on long-term loan from the collection of the Woodsby family, we start appropriately at the beginning, with the rise of the Highwaymen and a focus on the two founding figures of this much-loved yet under-sung art movement, Alfred Hair and Harold Newton.

THE AGB™

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SOCIAL
The Design

ASHLEY GIBSON BARNETT MUSEUM of ART AT FLORIDA SOUTHERN COLLEGE®



