

GRAPHICS

GRAPHIC HIERARCHY | Wall Color & Materiality

CNCM material palette is made up of earthy textures and cool colors. This combination was selected to create a neutral backdrop to emphasize the rich colors and textures of artifacts and imagery on display.

MUSEUM COLORS AND TEXTURES

BB_PT-04 BB_PT-05

Decorator's White Satin (PM-3) Floor, Ceiling & Window Moldings Decorator's White Flat (PM-3) Ceiling

BB_PT-01 PT-01

Monterey White Flat (HC-27) Typical Wall Color

BB_PT-03

Down Pour Blue (2063-20) Entry Stairs Wall Color

BB_PT-03

Fairview Taupe (HC-85) Graphic Murals Silkscreen Ink

PT-05

Rosemary Sprig (2144-30) 2.11 Growth of a Nation Walls

PT-04

Plum Martini Flat (CSP-540) Removal West Wall Color

PT-02

Monroe Bisque (HC-26) Second Level 2.13 Panels

FA-01

Desert Sand 758 Case Fabric

MATERIALITY



ROUGH GRAVEL SE-01 SE-02

Rough gravel texture will be used for the floor in Early Government (2-7) and Removal (2-10). The natural fibers and texture of this material give a sense of the earthen path Cherokee would have travel upon.

END GRAIN WOOD FLOORING BB_WD-02

RECLAIMED OAK OR FUR (SPECIES TBC)

RAA recommends using end grain wood for the flooring in Early Government (2–7). The natural quality of the wood will connect the floor scenic council house posts and ceiling, creating a more immersive environment.

COPPER MTL-02

Throughout the museum, copper strips will be used as detailing to accompany the primary, secondary, tertiary, and rail texts.

Copper will also be incorporated into entry stairway artwork and will be used to create the walls in Removal (2–8).

TERRAZZO BB_TR-01

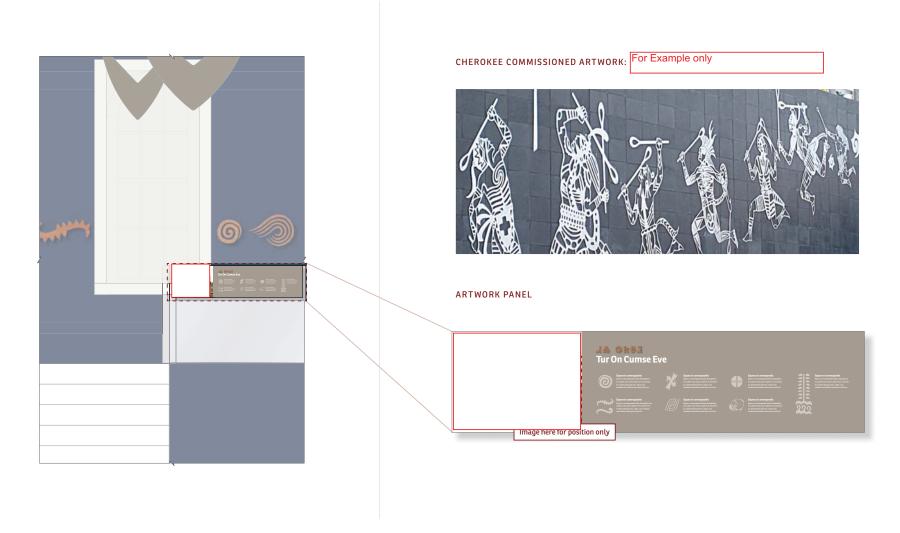
Terrazzo will be custom made to match the blue tint of the stairway walls. Set in rich blue hues, the color evokes a vibrant, water-like setting.

WOOD FLOORING BB_WD-01

RECLAIMED OAK OR FUR (SPECIES TBC)

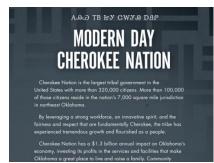
5" wide reclaimed oak or fur (species TBC) will be used throughout the museum as the typical wood flooring.



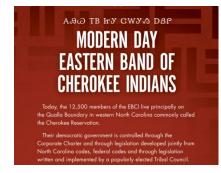


CURRENT BRANDING

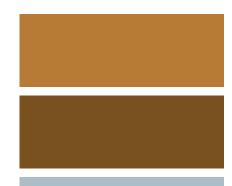
OVPO DAYSGY DABOƏ DEVELOPMENT OF THE UNITED KEETOOWAH BAND OF CHEROKEE INDIANS







GRAPHIC COLOR PALETTE









PRIMARY GRAPHIC APPLICATION



WALL GRAPHIC APPLICATION



Graphic Murals

All graphic murals will be printed onto wallpaper then applied to the museum walls.





Copper Strip & Wall Graphics

Secondaries and tertiaries located on bare walls will be screen printed directly onto the wall. A copper strip will accompany the text and graphic to act as a framing device.