



Salisbury Cathedral

Graphics overview

Initial Graphics Hierarchy

CATHEDRAL / CLOISTERS

Entrance Intro (Full height Blade)

- Title
- 50 words
- No imagery
- Cathedral/Project Partner Logos (TBC)
- Directional Signage (TBC)

Cathedral Graphics (Lecterns)

- Title
- 50 words Intro
- 50 words Body
- 1 or 2 images
- Cathedral/Project Partner Logos (TBC)
- Information linking to MC / Chapter house (TBC)

Digital Scrapbook

- Indicative styling for screen based interface

Pre Exhibition Intro – Build Up (Full height Blade) –

NB this is where visitors are re-entering the east cloister after exiting the cathedral

- Title
- 50 words
- No imagery
- Cathedral/Project Partner Logos (TBC)
- Directional Signage (TBC)

GOBO Projection

- Wordart

Context Graphics (Seat wraps)

- Word art
- Or
- Title
- 25 words

Pre Exhibition Intro – Build Up at Entrance (3no. Full height Blades / AV)

- Title
- 50 words
- Large imagery (Contextual) or word art – treating the blades as a continuous theme
- Cathedral/Project Partner Logos (TBC)

CHAPTER HOUSE

Intro / Outro (Full height Blade)

- Title
- 50 words
- Contextual Image

Story Islands:

Theme Panel (Graphic Fin, Double Sided)

- Title
- 50 words Intro
- 100 words Body
- 2 or 3 Images / captions

Sub Theme Panel / Interactivity (Recessed, Horizontally)

- Sub Theme / Interactivity Title
- 25 words Intro
- 50 words Body
- 25 words – Activity / Instructional
- Image / Illustrative Diagram

Display Case

- Narrative Labels (including object caption / image)

AV Screen

- Indicative styling for screen based interface

MAGNA CHAMBER - EXTERNAL

External Theme Panel (on wall)

- Title
- 50 words Intro
- 100 words body
- Imagery as required

Large format Interpretive Panels (Walls)

- Title
- Contextual imagery

MAGNA CHAMBER – INTERNAL

- Title
- 50 words Intro
- 2 or 3 contextual Quotes applied to walls

Display Case

- Narrative Labels (including object caption / image)

Graphics Inspiration

Here we began to explore the heritage behind the Magna Carta to find colours/textures and symbols that could be used in the graphics as a link to the past.



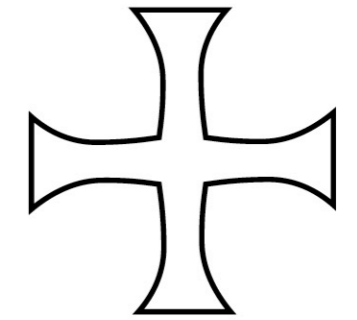
1. King John's Seal

We looked for symbols /motifs that could be associated with the signing of the original Magna Carta



2. Medieval Manuscripts

We explored the use of a Gold Leaf effect that was used on old Medieval manuscripts



3. A distinctive symbol

Combining 1 & 2 we created a distinctive symbol that could be used throughout the exhibition and media applications as a visual identifier

Other inspiration:



Typography and Colour



the Magna Carta

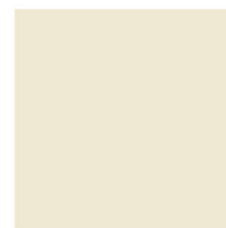
An 800-year legacy

To firmly root the exhibition in the modern day we chose contemporary typefaces that are also accessible, with clean, easy to read characters.

Colours are not only associated with the heritage but they work in harmony with the fabric of the building.

Eidetic
Reg **Bold** *Italic*
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

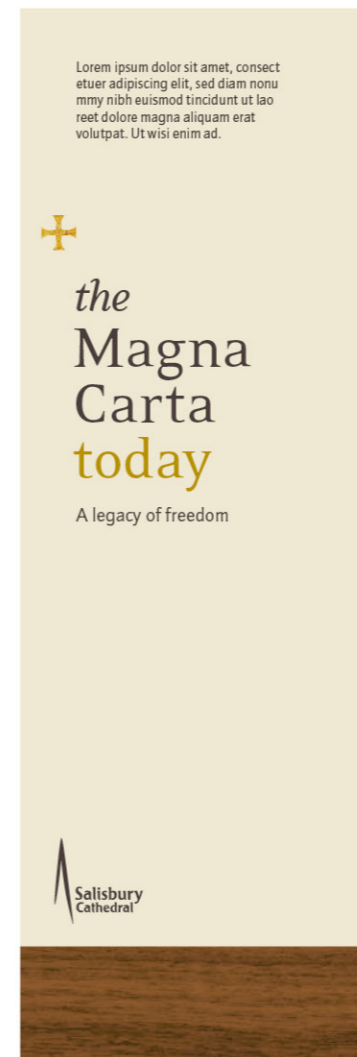
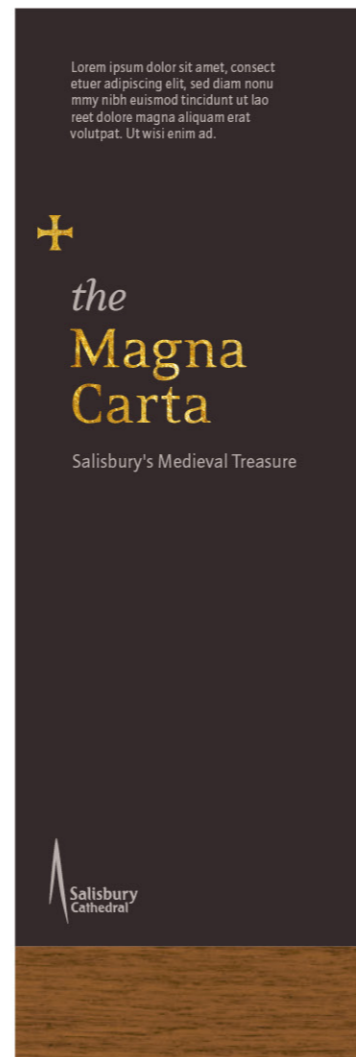
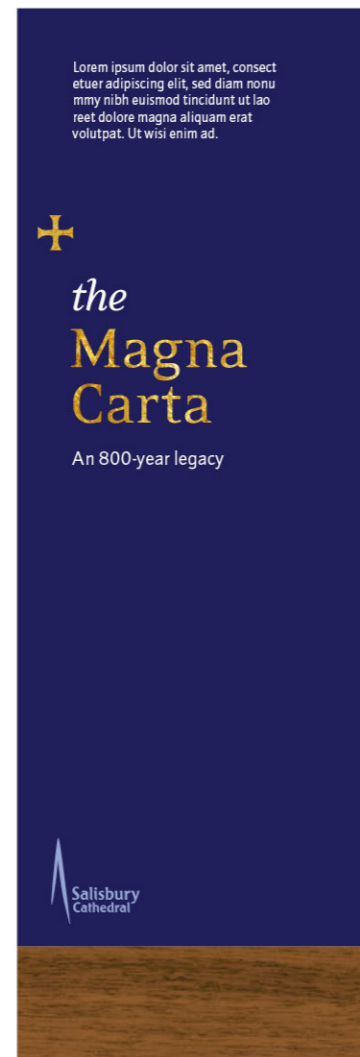
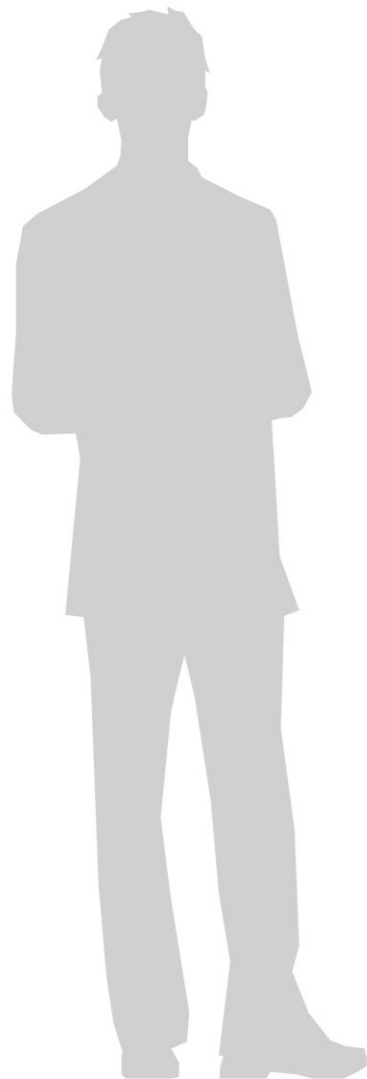
Quay Sans
Book **Medium** *Italic*
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789



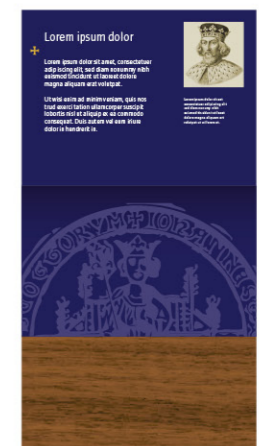
Intro Panels and Lecterns

This page shows a few options on colour combinations and titling. The cross symbol would be routed in to the surface, wherever it appears, and the gold leaf effect would be achieved using various production techniques. This creates simple, stylish graphics that compliment their surroundings.

Intro Panels



Lecterns



The Magna Carta Display

Outside



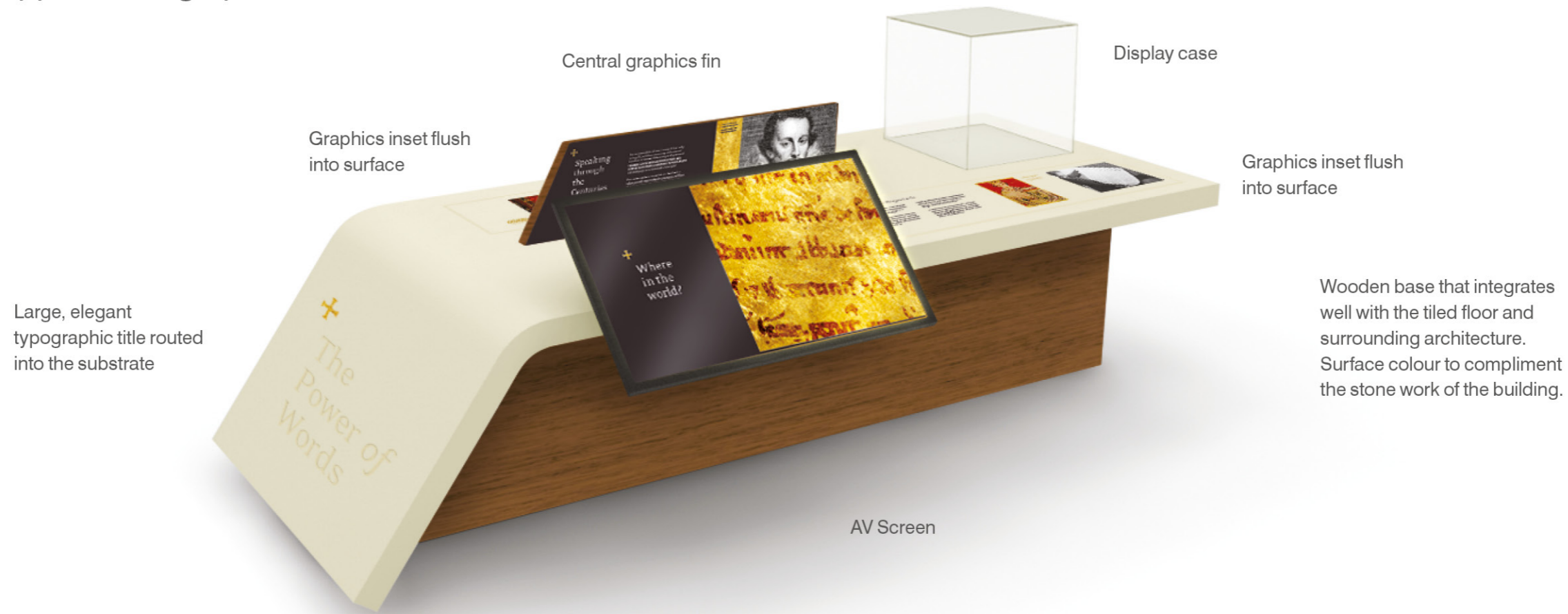
Graphics on the outside are kept quite light to work with the stonework of the Cathedral

Inside

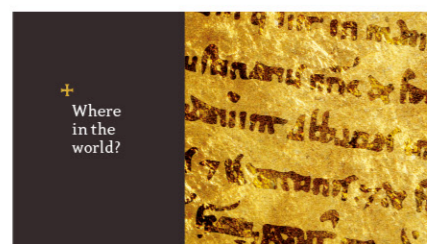


The Magna Carta is framed inside a textured gold frame and illuminated. Graphics are kept on a darker colour scale with simple quotes and subtle contextual imagery of the Magna Carta script on the walls.

Story Islands – Approach to graphics



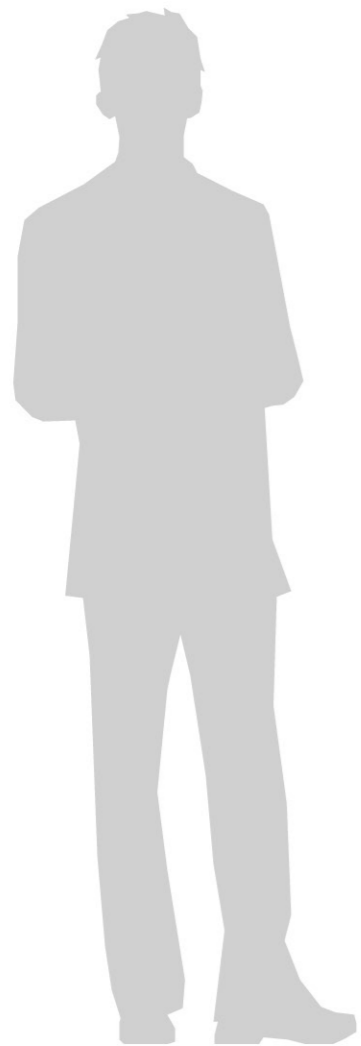
Flat 2D Graphic components:



Graffiti Wall

Here visitors can leave their own personal feedback to questions posed about the Magna Carta's relevance on issues today such as Human Rights.

Here the graphic styling is designed to look a bit more radical, with use of up-to-date imagery.



Visitors clip their answers onto a zipline which can be constantly updated and refreshed.

Media Apps

This is a supplementary resource to give additional information, imagery and links to web-based Magna Carta resources. The design would have scrap book feel which is constantly updateable and arranged in neat 'tiles' supporting main themes from the exhibition.



Graphics Overview

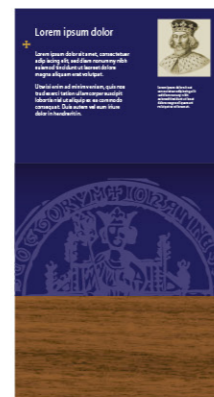
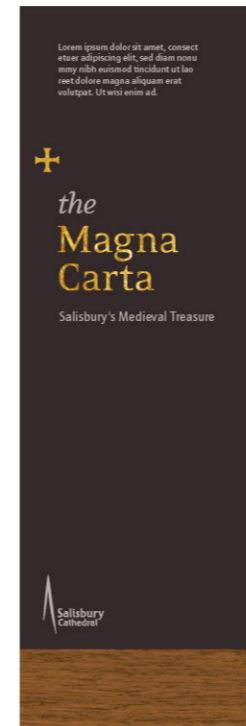


the Magna Carta

An 800-year legacy



‘No freeman shall be **taken**, **imprisoned**, or in any other way **destroyed**, except by the lawful judgement of his peers.’





the
**Magna
Carta**

An 800-year legacy

hsd

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