

Can you describe the current museum  
logo?

If so, raise your hand.



“A logo doesn’t sell (directly), it identifies.” -Paul Rand

“Design is the silent ambassador of your brand.” -Paul Rand

“A logo is the period at the end of a sentence, not the sentence itself.”

-Sagi Haviv

“What works good is better than what looks good, because what works good lasts.” -Ray Eames

1. It is appropriate in feeling?

2. It is simple yet distinctive?

3. Is it unusual enough to remember?

We will look at the following slide for one second.



EL DORADO COUNTY  
**HISTORICAL  
MUSEUM**

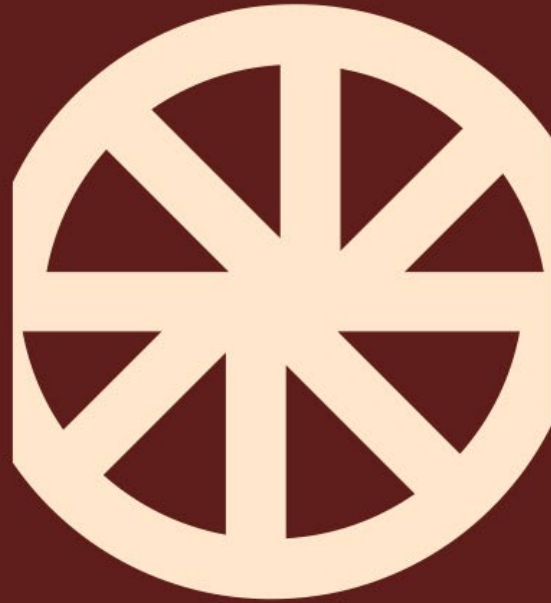


What did you see and can you draw it?



EL DORADO COUNTY  
**HISTORICAL  
MUSEUM**





EL DORADO COUNTY  
**HISTORICAL  
MUSEUM**





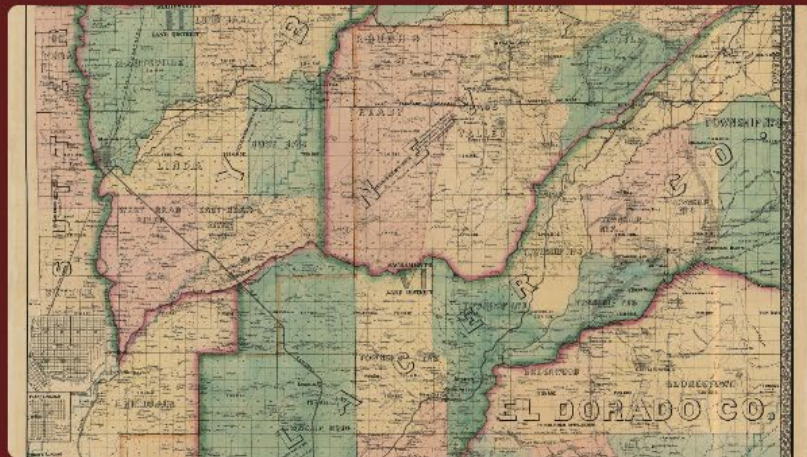
# El Dorado County Historical Museum

104 Placerville Drive, Placerville CA 95667

VISIT OUR WEBSITE

Item Count  
**134**

The El Dorado County Historical Museum has been a place to see and learn about the rich history of El Dorado County since 1974. With the mission to preserve and interpret the county's history through artifacts and documents, the County Museum presents exhibits, tours, research and special programs for the public to learn from and enjoy.



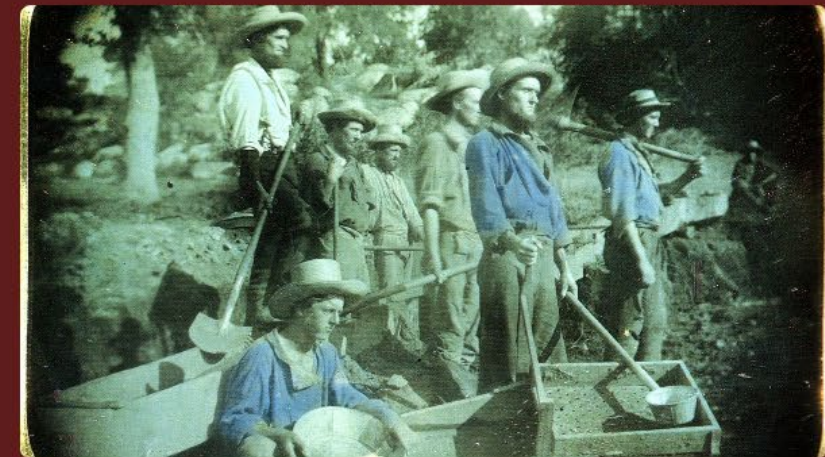
## El Dorado County Maps

4 items



## Logging

91 items



## Mines and mining

28 items



Since 1914, DCHS has worked to acquire, preserve, interpret, and share the items and stories related to...



Eastern California Museum

Independence, CA

Located in Independence, CA, the seat of Inyo County since 1866, the Eastern California Museum...



Easton Historical Society and Museum

80 Mechanic Street, North Easton, MA 02356

Easton Historical Society and Museum

The East Stroudsburg University Archives and Special Collections serves as the repository for the...



Ebell of LA Collections

Los Angeles, CA

The Ebell of Los Angeles is a women-founded and women-led nonprofit founded in 1894 with a...

Established in 1834, the East Tennessee Historical Society is a non-profit organization dedicated to th...



Edisonium

Rolf@Toy-s.de / Mariazell Austria

Contact us if you want to sell your Phonograph ! Museum for Talking Machines



Edward Martin Taber Family Collection

A collection of paintings, sketches, family letters, and photos of 19th century American artist and...



Egg Harbor Historical Society

Egg Harbor, Wisconsin

The mission of the Egg Harbor Historical Society is to make Egg Harbor History come alive for future...



El Camino College Anthropology...

Torrance, CA

The El Camino College Anthropology Museum exhibit and event space is a place for students and...



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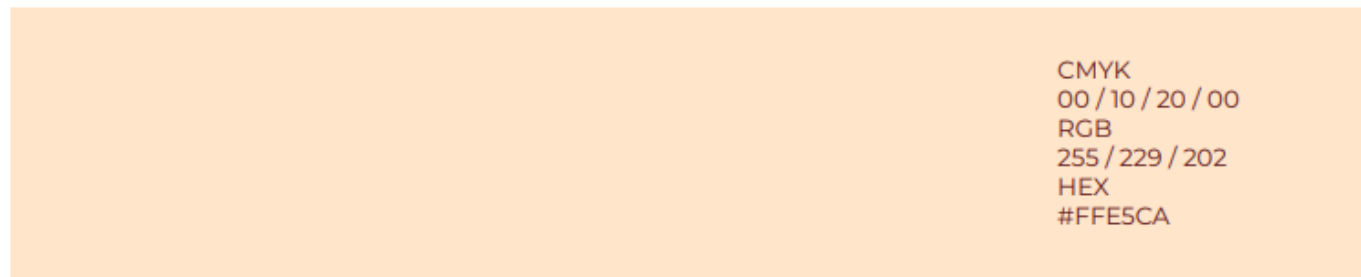
Color palette / Primary colors

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08

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Aa

Montserrat Light

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abcdefghijklmnopqrstuvwxyz012356789

Aa

Montserrat Regular

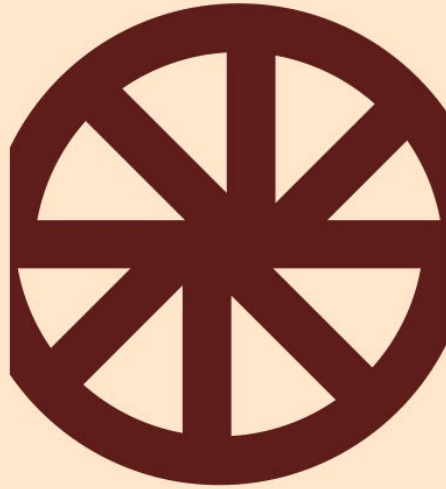
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Aa

Montserrat Bold

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**abcdefghijklmnopqrstuvwxyz012356789**





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**HISTORICAL  
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