



CHIHULY
STUDIO

Style Usage Guidelines

Overview

The Chihuly Studio Style Usage Guidelines apply to the use of all images of Dale Chihuly, Chihuly artwork, Chihuly locations and environments, Chihuly Workshop Edition Artwork and merchandise, and other Chihuly-branded merchandise.

Use of all imagery and related materials listed above is subject to the advance approval of Chihuly Studio or Chihuly Workshop, the publishing division within Chihuly Studio.

Use of all imagery and materials above is subject to, and must be in compliance with, *Marketing and Retail Guidelines*, provided with your contract if applicable.

All style usage guidelines within are to be applied to identity packages, PowerPoint presentations, advertising and marketing materials, printed collateral, signage, and merchandise, as well as e-mail marketing, social media, and websites. For anything not listed above, please inquire with Chihuly Studio for guidance.

Chihuly Studio will have full discretion to determine whether or not to modify these guidelines under any circumstance.

Contents

Dale Chihuly	5
Chihuly Studio	6
Brand Elements	
Graphic Use of the Chihuly Name	7
Typography	8
Color	9
Imagery and Film	
Requests and Permission for Use	10
Imagery	
Details and Cropping	11
Backgrounds	12
Placement of Type	13
Captioning Standards	
Basic Guidelines	14
Copyright Notice	16
Social Media	
Resources	17
Best Practices	18
Contacts	19



Dale Chihuly

Born in 1941 in Tacoma, Washington, Dale Chihuly was introduced to glass while studying interior design at the University of Washington. After graduating in 1965, Chihuly enrolled in the first glass program in the country, at the University of Wisconsin. He continued his studies at the Rhode Island School of Design (RISD), where he later established the glass program and taught for more than a decade.

In 1968, after receiving a Fulbright Fellowship, he went to work at the Venini glass factory in Venice. There he observed the team approach to blowing glass, which is critical to the way he works today. In 1971, Chihuly cofounded Pilchuck Glass School in Washington State. With this international glass center, Chihuly has led the avant-garde in the development of glass as a fine art.

His work is included in more than 200 museum collections worldwide. He has been the recipient of many awards, including two fellowships from the National Endowment for the Arts and thirteen honorary doctorates.

Chihuly has created more than a dozen well-known series of works, among them *Cylinders* and *Baskets* in the 1970s; *Seaforms*, *Macchia*, *Persians*, and *Venetians* in the 1980s; *Nijima Floats* and *Chandeliers* in the 1990s; and *Fiori* in the 2000s. He is also celebrated for large architectural installations. In 1986, he was honored with a solo exhibition, *Dale Chihuly objets de verre*, at the Musée des Arts Décoratifs, Palais du Louvre, in Paris. In 1995, he began *Chihuly Over Venice*, for which he created sculptures at glass factories in Finland, Ireland, and Mexico, then installed them over the canals and piazzas of Venice.

In 1999, Chihuly started an ambitious exhibition, *Chihuly in the Light of Jerusalem*; more than 1 million visitors attended the Tower of David Museum to view his installations. In 2001, the Victoria and Albert Museum in London curated the exhibition *Chihuly at the V&A*. His lifelong fascination for glasshouses has grown into a series of exhibitions within botanical settings. The *Garden Cycle* began in 2001 at the Garfield Park Conservatory, Chicago, and continued at several locations, among them the Royal Botanic Gardens, Kew, near London, in 2005 and 2019, and the New York Botanical Garden, Bronx, in 2006 and again in 2017.

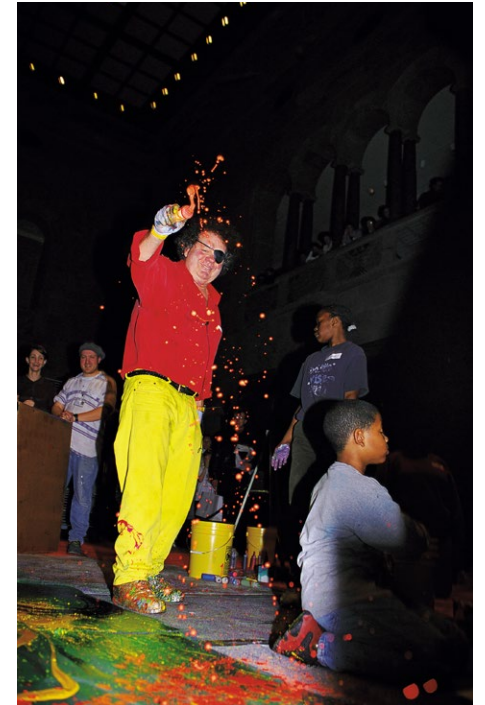
Meanwhile, Chihuly has exhibited at other venues as well, including the de Young Museum, San Francisco, in 2008; the Museum of Fine Arts, Boston, in 2011; the Virginia Museum of Fine Arts, Richmond, in 2012; the Montreal Museum of Fine Arts, in 2013; the Royal Ontario Museum, Toronto, in 2016; the Crystal Bridges Museum of American Art, Bentonville, Arkansas, in 2017; and Groninger Museum, Groningen, the Netherlands, in 2018. *Chihuly Garden and Glass*, a major long-term exhibition, opened in Seattle in 2012.



Dale Chihuly, 2017

Chihuly Studio

Driven by Dale Chihuly's vision, Chihuly Studio creates art experiences intended to move people, even for a moment. The work—big, bold, and colorful—draws people in and inspires them. Guided by Chihuly's generous spirit, we follow his lead in supporting art education and philanthropy. Together we hope to rekindle the imaginations of all who experience Chihuly's work.



Brand Elements | Graphic Use of the Chihuly Name

The Chihuly name and signature are protected under trademark and copyright law. Written permission must be obtained from your Chihuly Studio contact before the Chihuly name, signature, or Chihuly Studio logo can be used in any form including direct mail, print, web, video, DVD, broadcast, or any other advertising medium existing now or yet to be defined. Distorting, skewing, or altering the logo in any way is not allowed.

For more information on our logo, please request the *Chihuly Studio Identity Files and Brand Guidelines* (PDF) from your Chihuly Studio contact.

CHIHULY STUDIO LOGO

CHIHULY
STUDIO

CHIHULY SIGNATURE



USAGE Use of the Chihuly signature is permitted only for use on original artwork. It is not permitted for external marketing or advertising. Any other usage must be approved by Chihuly Studio in advance.

Brand Elements | Typography

Clean, classic, modern, and conservative fonts must always be used when typesetting the Chihuly name and related visual graphics. *Alternative fonts may be used if approved by Chihuly Studio in advance.*

Approved typefaces

The Chihuly typeface is Flama by Feliciano Type Foundry.

CHIHULY

Flama

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Alternative typefaces

We are open to font exploration that complements the Chihuly brand and artwork. Fun, scripted, or hard-to-read typefaces are not approved for use. Examples are shown below.

ACCEPTABLE

Avenir

Bodoni

Franklin Gothic

Frutiger

Futura

Helvetica

Sabon

Trade Gothic

Univers

UNACCEPTABLE

CHIHULY

CHIHULY

CHIHULY

CHIHULY

CHIHULY

CHIHULY

Brand Elements | Color

The Chihuly name may be used in an approved accent color and must be readable when used on a background color. *Alternative colors may be used if approved by Chihuly Studio in advance.*

Primary colors



PMS 382
C28 M0 Y92 K0
R190 G214 B0



PMS 424
C30 M22 Y19 K53
R108 G111 B112



PMS BLACK
C0 M0 Y0 K100
R0 G0 B0

Approved accent colors



PMS 109
C0 M10 Y100 K0
R254 G209 B0



PMS 233
C12 M100 Y0 K0
R197 G0 B132



PMS 293
C100 M68 Y0 K2
R0 G70 B173



PMS 1505
C0 M52 Y80 K0
R255 G110 B0



PMS 2577
C44 M50 Y0 K0
R164 G124 B201



PMS 312
C94 M0 Y11 K0
R0 G173 B208



PMS 199
C0 M100 Y65 K0
R208 G16 B58



PMS VIOLET
C92 M98 Y0 K0
R75 G8 B161



PMS 3265
C76 M0 Y38 K0
R0 G199 B178

Imagery and Film | Requests and Permission for Use

Images, videos, and any content featuring Chihuly artwork must receive copyright clearance. This includes images obtained from our website, www.chihuly.com, and images from third parties that feature Chihuly artwork. Content sourced from stock-photography websites will not be approved.

Please refer to your contract for more information, or to make a request, please contact **Artists Rights Society** at www.arsny.com.



Imagery | Details and Cropping

All images must be approved by Chihuly Studio.

Details

Detail images typically must be used in conjunction with the full-view shot and identified as a detail in the image caption (see page 15). Detail photos from digital renderings are not permitted for use.

Cropping

Whenever possible, the artwork should be shown in its entirety. If cropping, the integrity of the artwork should be maintained.

THINGS TO AVOID:

- Cropping glass "tails"
- Distorting the artwork
- Showing armature
- Cropping too tightly
- Using details of digital renderings

CORRECT:



INCORRECT:



CROPPED "TAIL"

IMAGE DISTORTION;
ARMATURE IS
SHOWN

TIGHT CROP;
ARTWORK IS
UNRECOGNIZABLE

DETAIL FROM
DIGITAL RENDERING

Imagery | Backgrounds

New and innovative ways of designing with photography are encouraged; however, *any options not approved within this style guide must be approved by Chihuly Studio before use.*

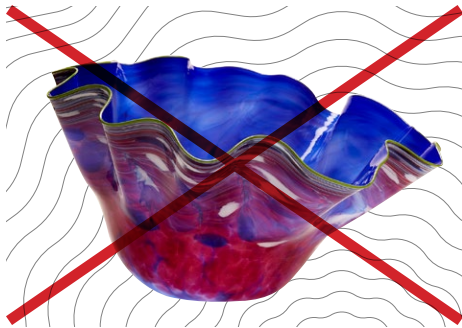
Backgrounds

Whenever possible the original background should remain in the image. Superimposed images, cutouts (glass removed from its original background), floating artwork, color overlays, or outlined images are not permitted for use. Images printed on colored paper must be approved prior to printing. Silhouetting of *Drawings* and Fine Art Prints is permitted.

CORRECT:



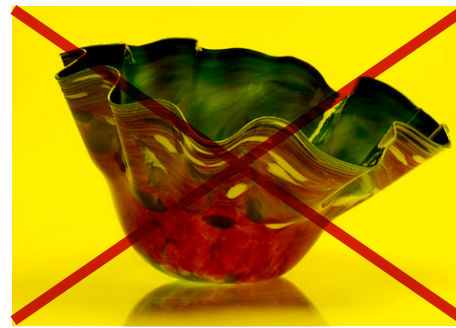
INCORRECT:



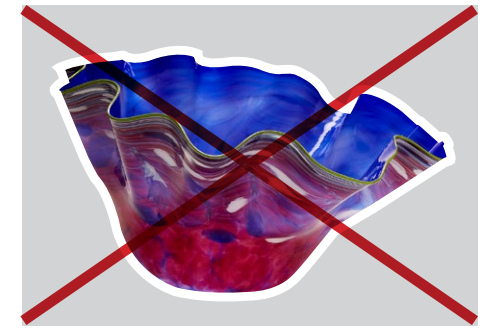
SUPERIMPOSED



CUTOUT / FLOATING ARTWORK



COLOR OVERLAY



OUTLINED

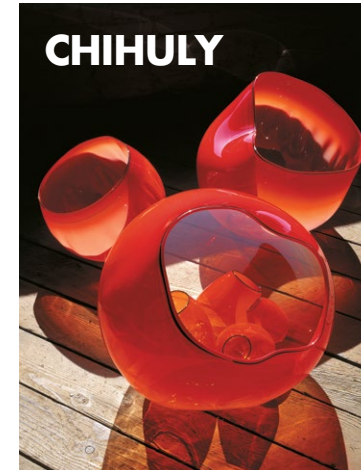
Imagery | Placement of Type

Readability is of the utmost importance when type is combined with photography in layout. New and innovative ways of designing with photography are encouraged; however, *any options not approved within this style guide must be approved by Chihuly Studio before use.*

Placement

To avoid illegibility of text, type should not be placed over images or along the edge of artwork without prior approval by Chihuly Studio.

CORRECT



INCORRECT:



TYPE OVER IMAGES OR ALONG EDGE OF ARTWORK MUST HAVE PRIOR APPROVAL

ILLEGIBLE TYPE

Captioning Standards | Basic Guidelines

All images should be captioned. Below are examples of captions for artwork. Please italicize all titles of artworks and series, e.g., *Basket*. See pages 15–16 for more information regarding captioning standards, copyright notice, and photography credits.

Set work caption

Artist, Title, Year created, Dimensions

EXAMPLES:

Dale Chihuly, *Black Basket Set with Garnet Lip Wraps*, 2006, 17 x 30 x 32"

Chrome Green Macchia with Cyan Lip Wrap, 2006
25 x 37 x 33"

Drawing caption

**Artist, Title, Year created, Medium (if provided)
Dimensions**

EXAMPLES:

Dale Chihuly, *Cylinder Drawing*, 2006
Colored pencil and acrylic on paper
30 x 22"

Dale Chihuly, *Burned Baskets Drawing*, 2008, 30 x 22"

Installation caption

**Artist, Title, Year created, Dimensions (if provided),
Location, Year of installation (if provided)**

EXAMPLES:

Dale Chihuly, *Macchia Forest*, 2003, Franklin Park
Conservatory and Botanical Gardens, Columbus, Ohio

Dale Chihuly
Thames Skiff, 2002
6 x 28 x 8'
Royal Botanic Gardens, Kew
London, installed 2005

(continued on page 15)

MEDIUM We do not require an artwork "medium" (material) to be listed in our captions. If a "medium" is desired, please obtain it from your Chihuly Studio contact.

ARTIST CREDIT If the caption is appearing in a single-artist publication or exhibition for Dale Chihuly, an artist credit ("Dale Chihuly") is not required. Artist credit should be included in websites, advertisements, marketing materials, or any instance in which Dale Chihuly's artwork is featured among that of other artists.

PHOTOGRAPHER CREDIT Individual photographer credits are encouraged but not required in captions. For published books and catalogs, we recommend including all photographers' names on the appropriate credit page.

Captioning Standards | Basic Guidelines

Dimensions

- Chihuly dimensions standard of H x W x D should be used for all artworks, including drawings.
- General public/industry standard of W x H is for items that are not artworks or drawings.
- Use straight inch and foot marks, not “curly” quotation marks.

EXAMPLE:

3 x 4½ x 3½"

Details

“(detail)” must be included in any caption using a detail image.

EXAMPLE:

Dale Chihuly, *Black Basket Set with Garnet Lip Wraps* (detail), 2006
17 x 30 x 32"

Location

Always list “city, state (unabbreviated)” or “city, country” in all captions, unless the city is large and well-known.

EXAMPLES:

San Francisco

Tacoma, Washington

London

Multiple images of artwork on a spread

If there are two images of the same piece *on the same spread*, one of them a detail, only one caption is needed, for the full-image photo. If the same piece falls on different spreads, add individual captions on each spread.

EXAMPLE:

Caption is placed by the photo of the full shot (at right).



Photos of Dale Chihuly

When Chihuly is featured solo in a hotshop or workshop image, use “Dale Chihuly.” When the photograph includes Chihuly with any other people, use “Chihuly.”

EXAMPLES:

Dale Chihuly, Boathouse hotshop, Seattle, 1993

James Mongrain and Chihuly, Boathouse hotshop, Seattle, 2016

Captioning Standards | Copyright Notice

All images of Chihuly artwork are copyright Chihuly Studio and require the notice "© [YEAR] Chihuly Studio. All rights reserved." If space is limited, "© [YEAR] Chihuly Studio" or "© Chihuly Studio" is also acceptable. The copyright notice may be listed with the artwork caption next to the image or on the photo. In some publications, it may also be listed on a credits page with other copyright notices.

See page 10 for information on obtaining copyright clearance.

EXAMPLES:



Dale Chihuly, *Neon 206*, 2017
The New York Botanical Garden, Bronx
© Chihuly Studio. Photograph by Scott Mitchell Leen.

CHIHULY

Lorem ipsum rest a conecusdam,
commo berioos imoluptatum ever
ciis dem con re natur sit, quo eos
sinciist evellam, offic tem is rectus
audandigent. Ed quo es voluptus et
volore, secae ni sum sae no.



All artwork © Chihuly Studio

Chihuly:
Glass on Glass



© 2019 Chihuly Studio. All rights reserved.



Dale Chihuly, *Florida Gold Persian Set with Lead Lip Wraps*, 2000, 16 x 37 x 35" © Chihuly Studio

Social Media | Resources

Chihuly Studio is a resource for both images and film footage, as well as social media support. This one sheet provides social media best practices, as well as the Studio's official page tags and branded hashtags. As a reminder, please reach out to source high-resolution images and video for your social media activities. See page 18 for Social Media Best Practices.

For direct inquiries, please reach out to Marketing Communications Specialist Sarah Evans. In the initial e-mail, please include your intended images and video for the post(s) and stories. Please note, Chihuly-owned images and videos, and any content featuring Chihuly or Chihuly artwork, require approval from Chihuly Studio prior to posting on social media business accounts.

Sarah Evans

Marketing Communications Specialist

sarahe@chihuly.com

Chihuly Account Tags

[Facebook: @chihuly](#)

[Twitter: @chihulystudio](#)

[Instagram: @chihulystudio](#)

Chihuly Branded Hashtags

#Chihuly

Social Media | Best Practices

- Utilize trends and wording that match your brand. Authenticity is key.
- All captions should be within 280 characters for ease of readability/attention spans.
- #Chihuly and @ChihulyStudio should always be utilized/tagged in posts regarding Chihuly.
- Interact with your audience by responding and “reacting” to comments on your posts and posts that mention you.
- Share user-generated content often.
- Increase video content across platforms; video is shared twelve times more than images and text. (Source: [Social Media Today](#))
- Facebook and Instagram value peer-promoted content, meaning engagement (shares, likes, comments) drives organic reach.

FACEBOOK:

- Stories featured should be tastefully used and should always have an included link to relevant content.
- When applicable, tag partner pages and utilize geo-tags for increased post impressions.
- Ask questions to create engagement and encourage conversation.
- Review the “Posts” section of your analytics to be aware of the times of the day and days of the week your followers are visiting your page.
- Upload videos directly to Facebook; outside links receive less organic reach.

TWITTER:

- Hashtags are a targeting tool for Twitter. Always include branded and specific hashtags. If there is room, include a popular hashtag (e.g., #art).
- Utilize trending hashtags such as #NationalMuseumDay to increase visibility. (Refer to the “Trends for you” sidebar.)
- To ensure you have visibility into how your posts are performing, connect your account to the [analytics](#) feature.

INSTAGRAM:

- Stories featured should be tastefully used and should always have an included link to relevant content.
- Hashtags should be treated as a targeting tool, similar to Twitter.
- Employ the use of Stories to drive traffic to outside links.
- Post videos under a minute within your feed, but videos or live feeds need to be within IGTV.

Contacts

CHIHULY STUDIO

206.781.8707

chihuly.com

Vice President

Diane Caillier

dianec@chihuly.com

Communications Manager

Danielle Zarrella

daniellez@chihuly.com

Director, Exhibitions

Britt Cornett

brittc@chihuly.com

Senior Designer/Brand Manager

Chihuly Workshop

Goretti Kaomora

gorettik@chihuly.com

Client Services Manager

Galleries

Susan Marabito

susanm@chihuly.com

Edition Program Manager

Chihuly Workshop

Paula Jacobson

paulaj@chihuly.com

On cover:

Azure and Jade Persian Ceiling (detail), 2017, 2 x 8½ x 16½'

© 2020 Chihuly Studio. All rights reserved.

Ver. 02.19.20