

# Graphic Scheme

The exhibition graphics will:

- Use a consistent palette of fonts and colour
- Draw colour from the fabric of the building, matched to Historic Paint References
- Consider the English Heritage brand and wayfinding palette

All Pantone References will be matched to those found in the fabric of the building



English Heritage Red  
PMS 186

English Heritage Black  
100% Black

English Heritage White  
100% White



English Heritage  
Raven Blue  
(external signage)



PMS Black 6



PMS Warm Gray 2



PMS Black 5



PMS Warm Gray 1



PMS 293C



PMS 292C



PMS 7628C



PMS 7418C



PMS 575C



PMS 2261C / 557C

## Proposed fonts

We propose an 18thC font throughout the park and the house, to assist in creating the appropriate tone of voice and visual setting for the narrative.

Caslon is an ideal font for the story of Henrietta Howard, as it was created in the same era, in the same town.

Scheme design tests using full size text on “panels” have been completed to confirm the approach for legibility and look and feel.

**Adobe Caslon**  
Digital-age cut of Caslon, designed in 1730s by William Caslon in London. Drawn by Carol Twombly in 1989. “Spot-on” for period, location, social scene.

Features expert lettering (small caps /numerals) and ornaments.

AaBbCcDdEeFfGgHhIiJjKk  
LlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz

0123456789 oI23456789



Henrietta Howard was born in 1689.

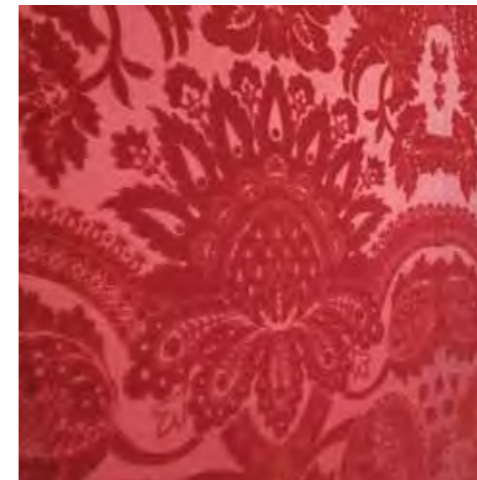
# Graphic Principles

- All text will be accompanied by image or texture where feasible.
- Text will be 16pt or above, in appropriate viewing heights.



Text panel combined with image panel, designed by Studio Eger for the Fire! Fire! exhibition at MoL.

Adobe Caslon at large print size of 16pt.



Texture could be incorporated into each graphic panel to invite touching and create tactility.

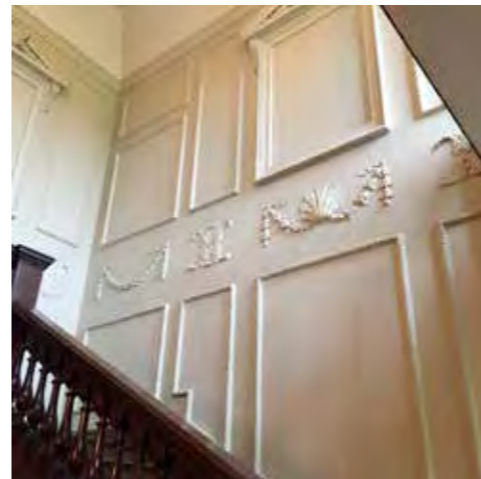
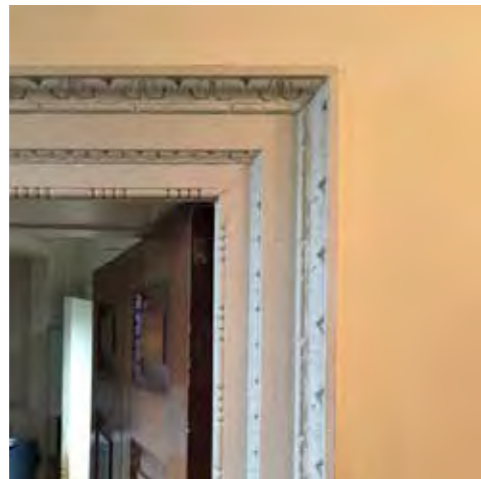
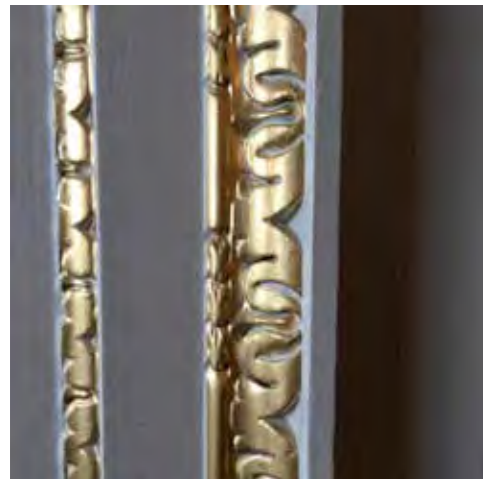
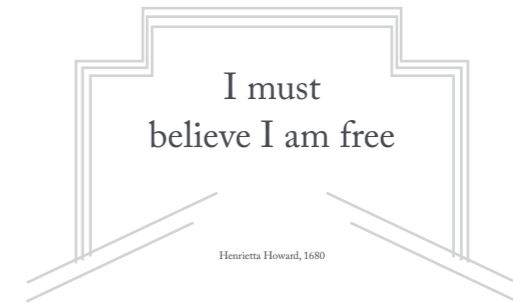
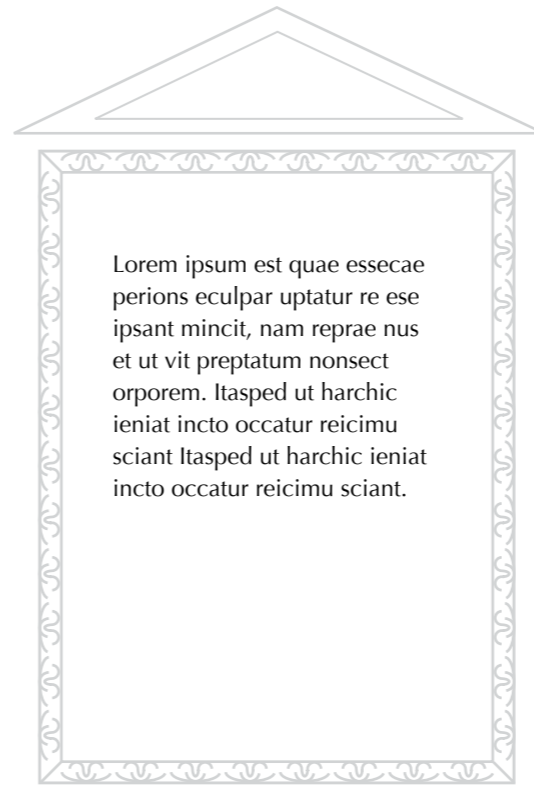
## Framing

A plethora of frames are evident at Marble Hill, and we would like to draw on these to create graphic devices to frame text, particularly quotes.

This visual approach would be used across the house and park.

Here we show some draft ideas for how frames could evolve.

Framing quotes is really helpful for visually impaired readers.



## Use of Images: collection and historic images

We are proposing to use images from the collection and other historic sources as details only, on each room introduction fan.

This approach both compliments the beautiful collection that adorns the walls of each room, and gives a sense of intrigue fitting to the story.

The details will focus on human interaction, and how the rooms were used by social groups or individuals.



Example of an image detail, placed in a segment-shaped reveal, reflecting the fan of a hand of cards, or the splay of a fan.

Other collection images will be included in the Collections Books as thumbnails to help label up to six key pieces in each room. The objects chosen will aim to match the theme, included on the same panel.

The thumbnails will show the collection artefact or image in its entirety with no cropping.



Example of collection thumbnail:  
Catherine Hyde,  
Duchess of Queensberry  
After Charles Jervas (c.1675–1739)  
About 1770



Example of collection thumbnail:  
The Northey Suite  
Needlework by Anne Northey  
English, about 1760

## Illustration Style: Graphic System

Select graphics and the animation film will feature commissioned illustrations. We are working with the client to create a clear brief for the set.

The illustrations should be lyrical and light in style, similar to the ink drawings on the ceramic collection. Framing details could also be used.



Nicole Mollat



Ian Beck



Ellie Curtis



# Graphic System Overview

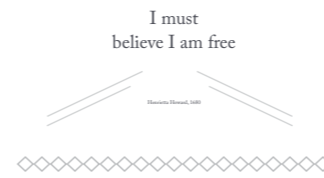
## External Graphics (at 1:50)



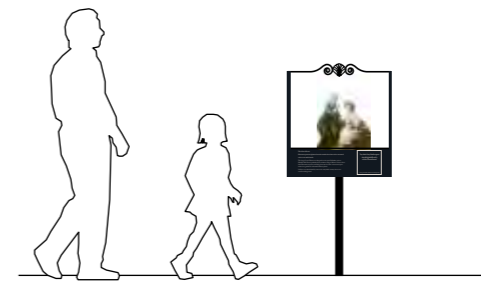
Map Panel  
Approx Size: 1000mm x 585mm



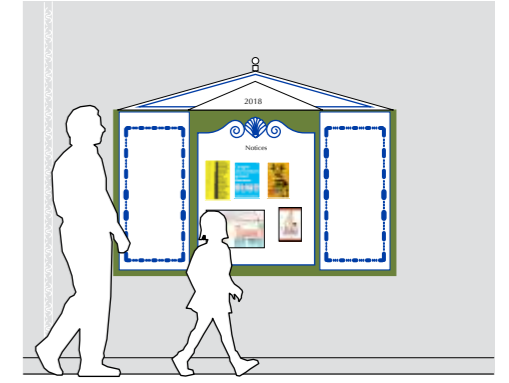
Feature Panels  
Approx Size: 600mm x 350mm



Evocative Quotes:  
Beehives / Play Farm / IceHouse Seat  
Approx Size: various tbd

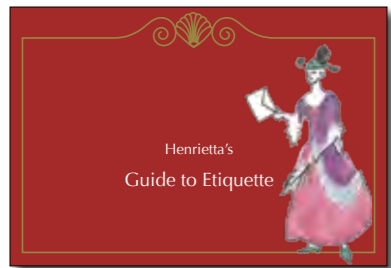


Frame:  
Approx Size: 690 x 570  
Text Panel: 440/220 x 140



Sports Hall Board:  
Approx Size: see drawing

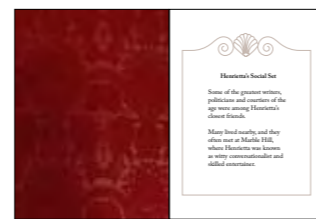
## Internal Graphics (at 1:10)



Family Trail  
(handout guide)



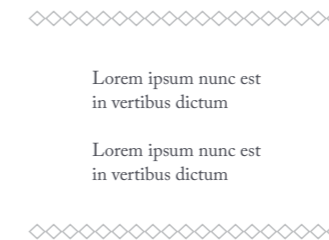
Room introduction fan  
(see 3D package for fixing detail)  
Approx Size: 440mm x 220mm



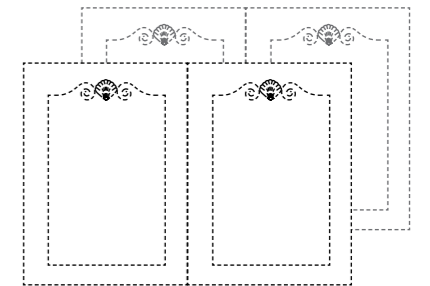
Room Books  
Approx Size: 600mm x 350mm



Environmental Illustrations  
Timeline / Tablecloth  
To be developed



Interactive Graphics:  
To be developed



Design Book and Contemporary  
Resonance Project Album (in Great Hall)  
To be developed



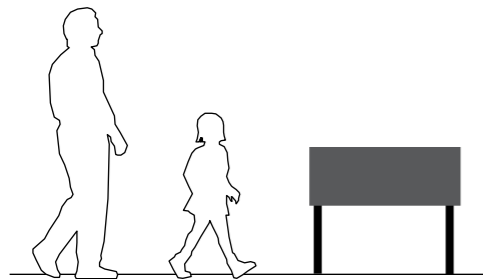
## External: Map Panel

Each entrance will have a map panel for orientation and interpretation. Given the relationship of the house to the River, the orientation will be tested on site (heads up or north up).



Google Map North Up

● shows approx. position of each panel, and orientation of visitor



Map Panel shown at 1:50

Please see 3D drawings for full fixing details

## Welcome to Marble Hill House and Gardens

Henrietta Howard built Marble Hill as a retreat from court in 17XX. Once mistress of George II, here she became the centre of a unique creative social scene. Today Henrietta's park and house are open free of charge, with a wide variety of sporting facilities to enjoy.



Contemporaries of Henrietta taking tea in the garden at Hampton Court (Johann Zoffany, 1762)

### The Green House

Henrietta protected plants from the weather in her Green House, but it also contained sofas to sit with friends.

The large Green House was designed in the same Palladian style as Marble Hill House probably by its architect, Roger Morris. Letters show that Henrietta and friends enjoyed socialising here but was also a functional space where her gardeners cultivated delicate plants.

Sadly it was demolished by xxx in the early 20th century but traces remain underground.

You are here











Kensington Palace, 8.6 miles  
Royal court where Henrietta served the Queen



Blicking Hall, Norfolk, 143 miles  
Henrietta's childhood home



The Caribbean 4000 miles  
Shells and coral for Marble Hill's grotto

Key

- Play areas
- Sports
- Café
- Toilets
- Exits
- To be developed

Map Panel

Approx Size: 1200mm x 585mm

Shown here at 20%

The panel will be developed further in the vertical format, once we have map artwork, details on for the key, and we can confirm the scale and text sizes required by testing at full size on site.

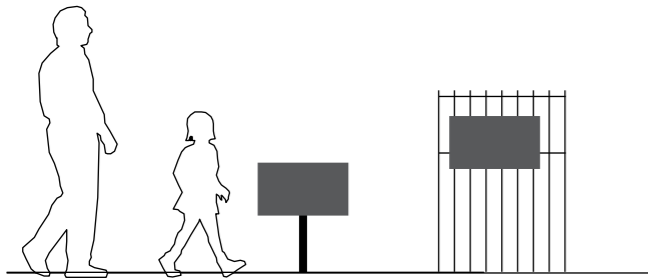
**PLEASE NOTE:**

The Map panel nearest to the entrance from St Margaret's will include an updateable noticeboard.

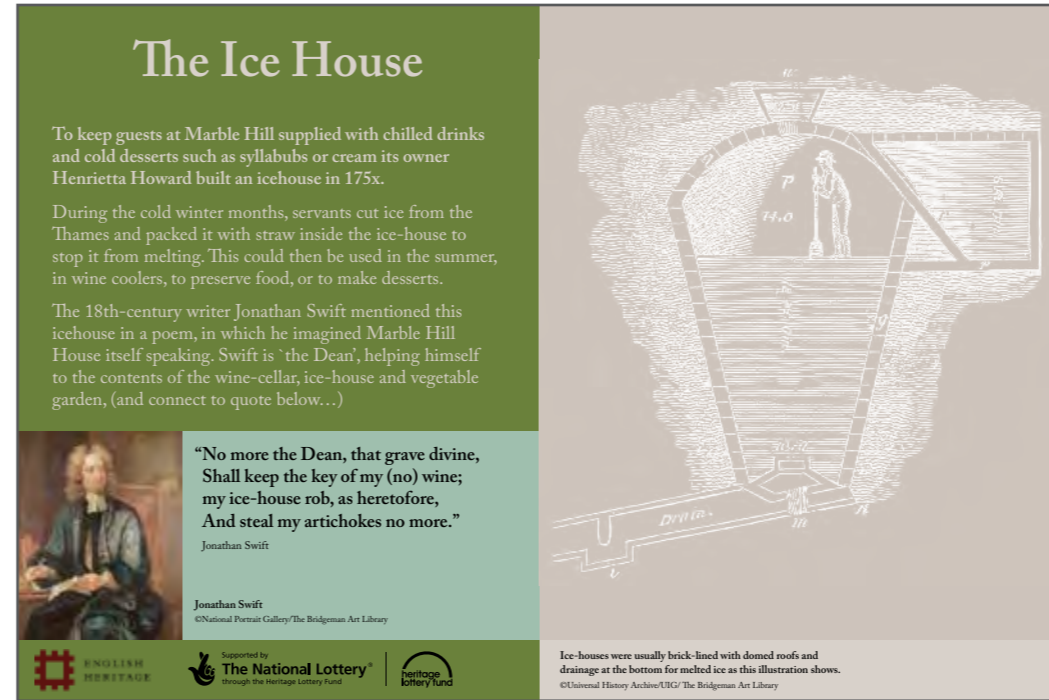
All map panels are accompanied by the English Heritage Guardianship panels which include other visitor information about the site including opening hours.

## External: Feature Panels

An interpretive panel to give further information, and historic images of the era, alongside a selection of key features within the park.



Feature Panel shown at 1:50  
Please see 3D drawings for full fixing details



Feature Panels  
Approx Size: 600mm x 400mm  
Shown here at approx 25%