

Don Hershman

Brand
Manual

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ABOUT THE ARTIST

Born in 1954 and raised in New York city, Don Hershman has an intensity about him that is embodied by his creative interests and expressions. "I have a lot of needs - just being a successful doctor wouldn't do it for me. It's not enough. It's almost a visceral thing. I've got to see a play, I've got to read a book, I have to write, I have to paint. It comes from some other place and it's like a need," he says.

modern.
abstract.
vivid.
complex.
clean.



Eggshells
Regeneration series
2021

Male Nude #4
Sexuality and Shadows
2022



ABOUT THE BRAND

Like the art, the Don Hershman brand should be a vivid portrayal of the artist. It is clean yet abstract, complex yet simple. There is more in less and the rest should be left for interpretation by the viewer.



Don Heeshman

Logo

Below are the brand's approved logo and icon and is available to use in black and white.

Primary

Don Hershman


Don Hershman

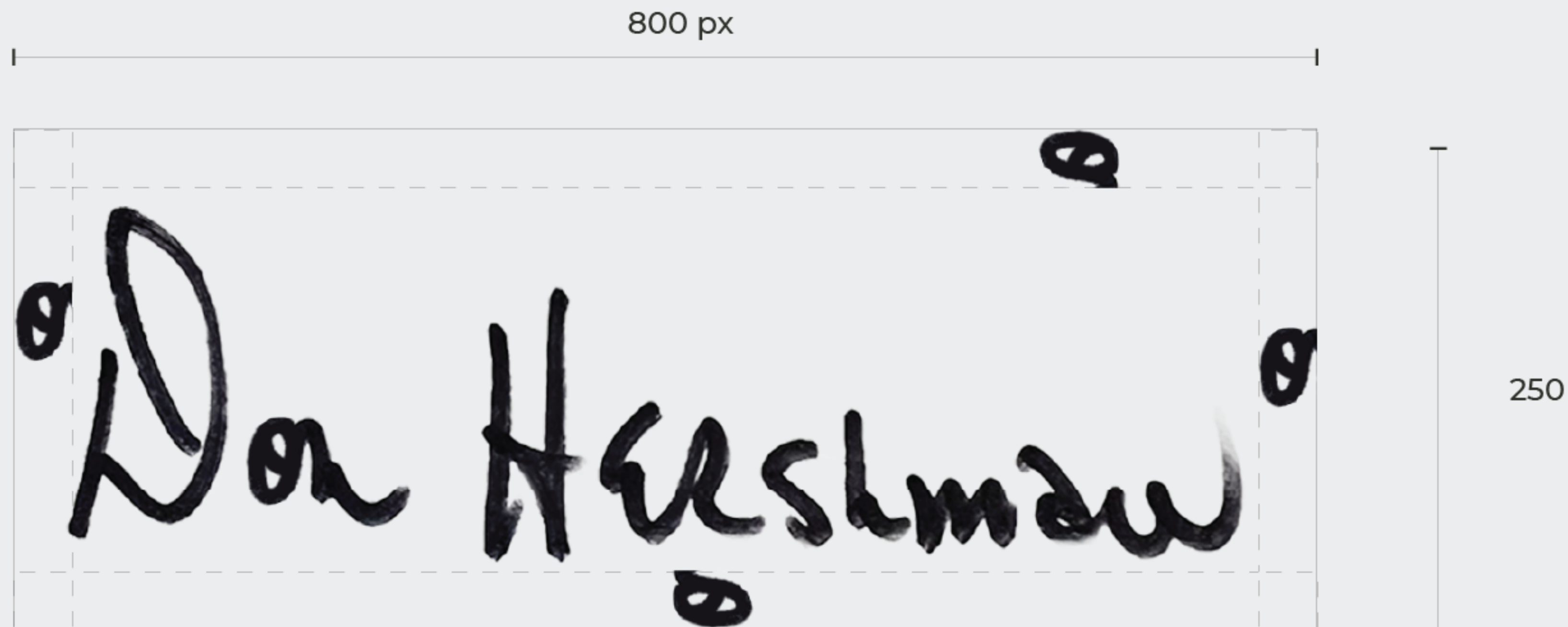
Icon

DH

DH

Logo Safe Space

The logo must always be free from obstruction and placed with a certain amount of space to keep it clearly visible. Illustrated here is the visual representation of determining the appropriate amount of safe space around the brand logo. Please use the  as your visual guide.



Logo Knockouts

Don Hershaw

DH

Don Hershaw

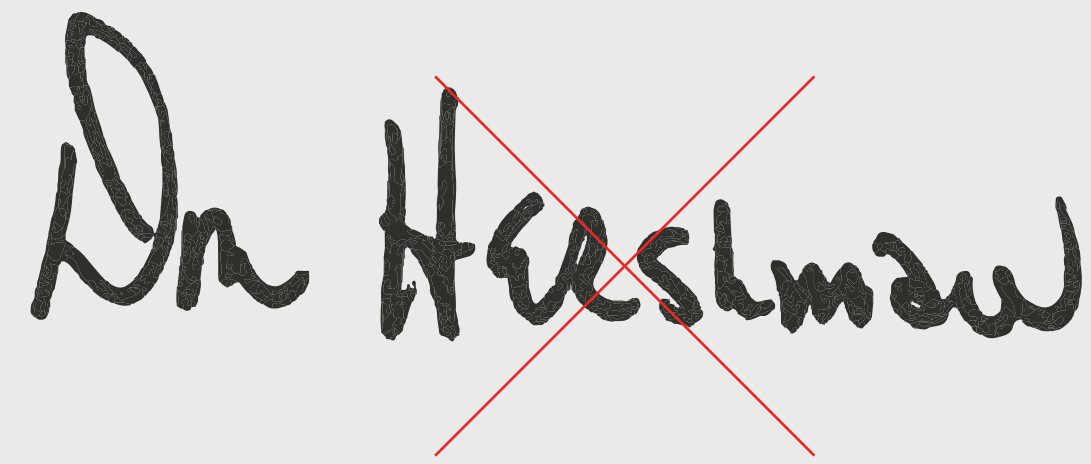
DH

Don Hershaw

DH

Incorrect Logo Usage

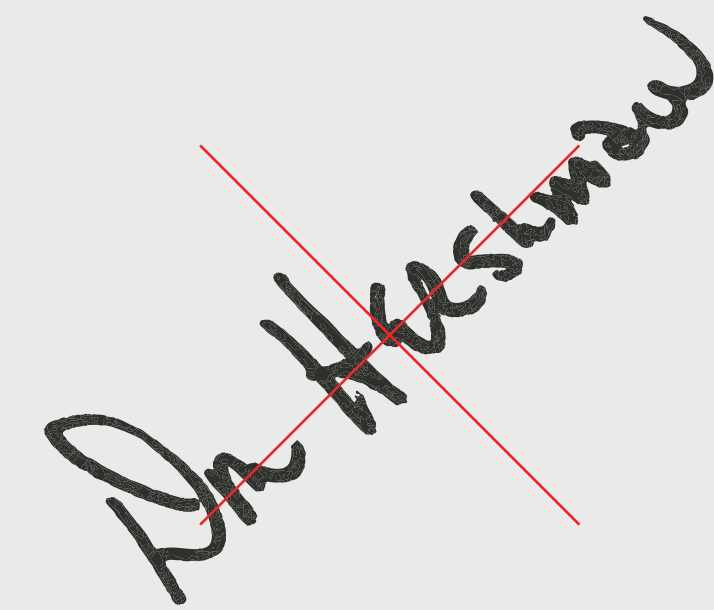
A clear and accurate presentation of Don Hershman's brand is always required. Illustrated here are unacceptable usage of the logo.



Do not give any depth to the logo.



Do not change the sizing of the logo.



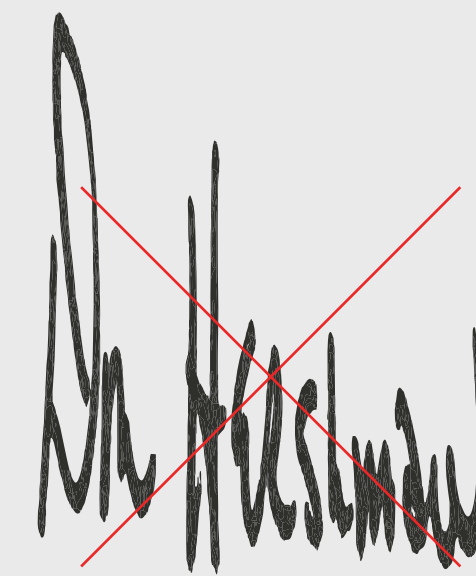
Do not rotate the logo.



Do not remove elements of the logo.

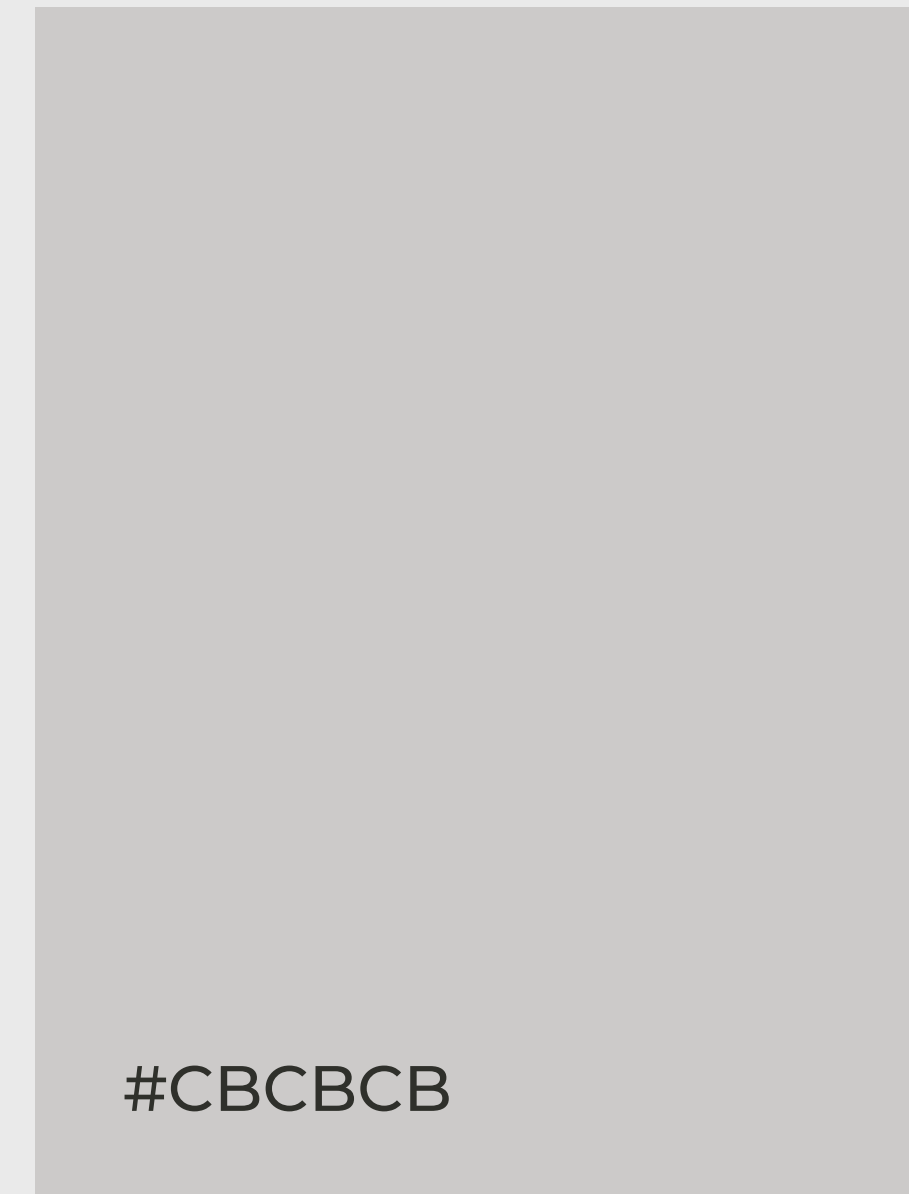
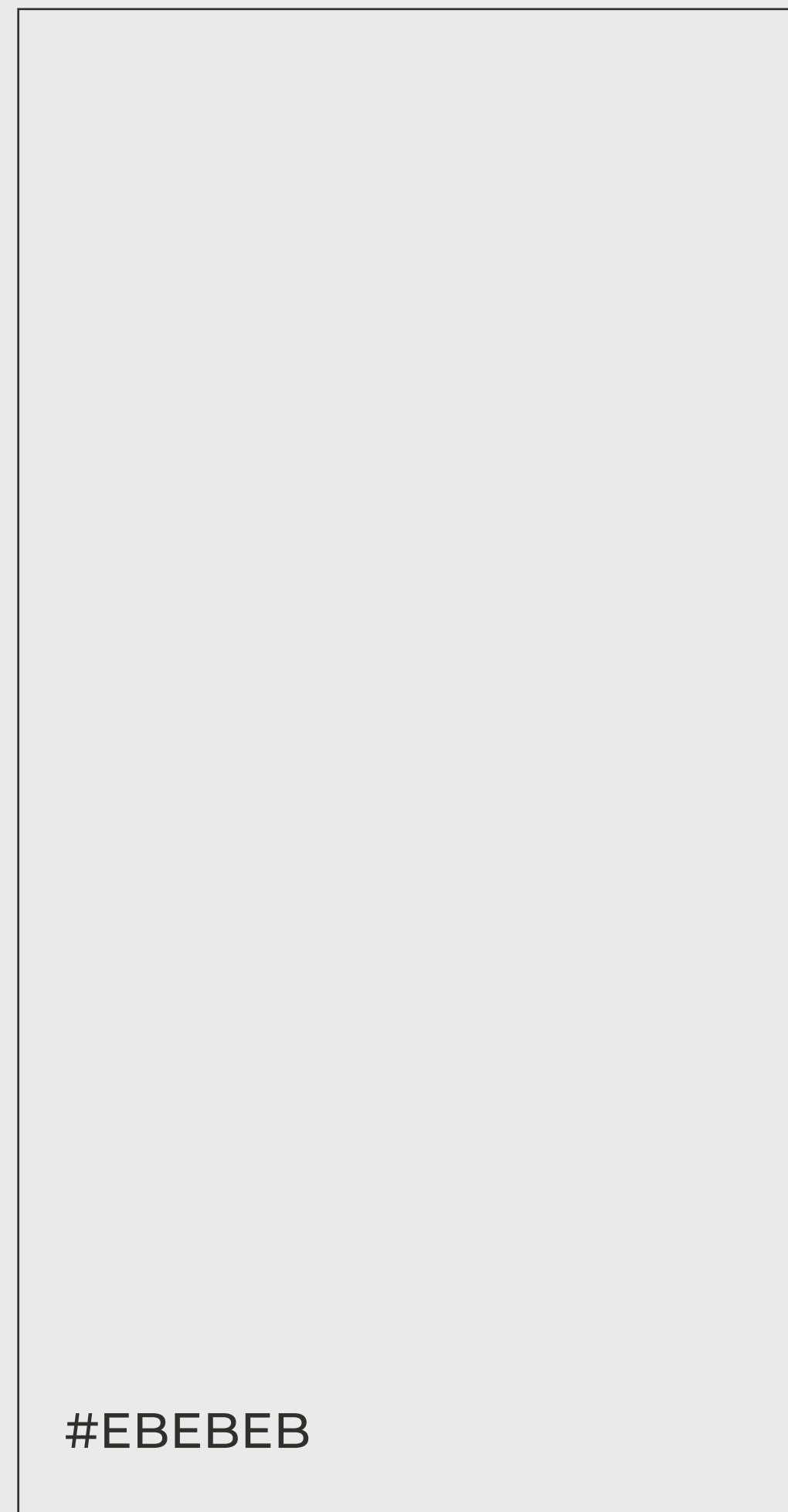
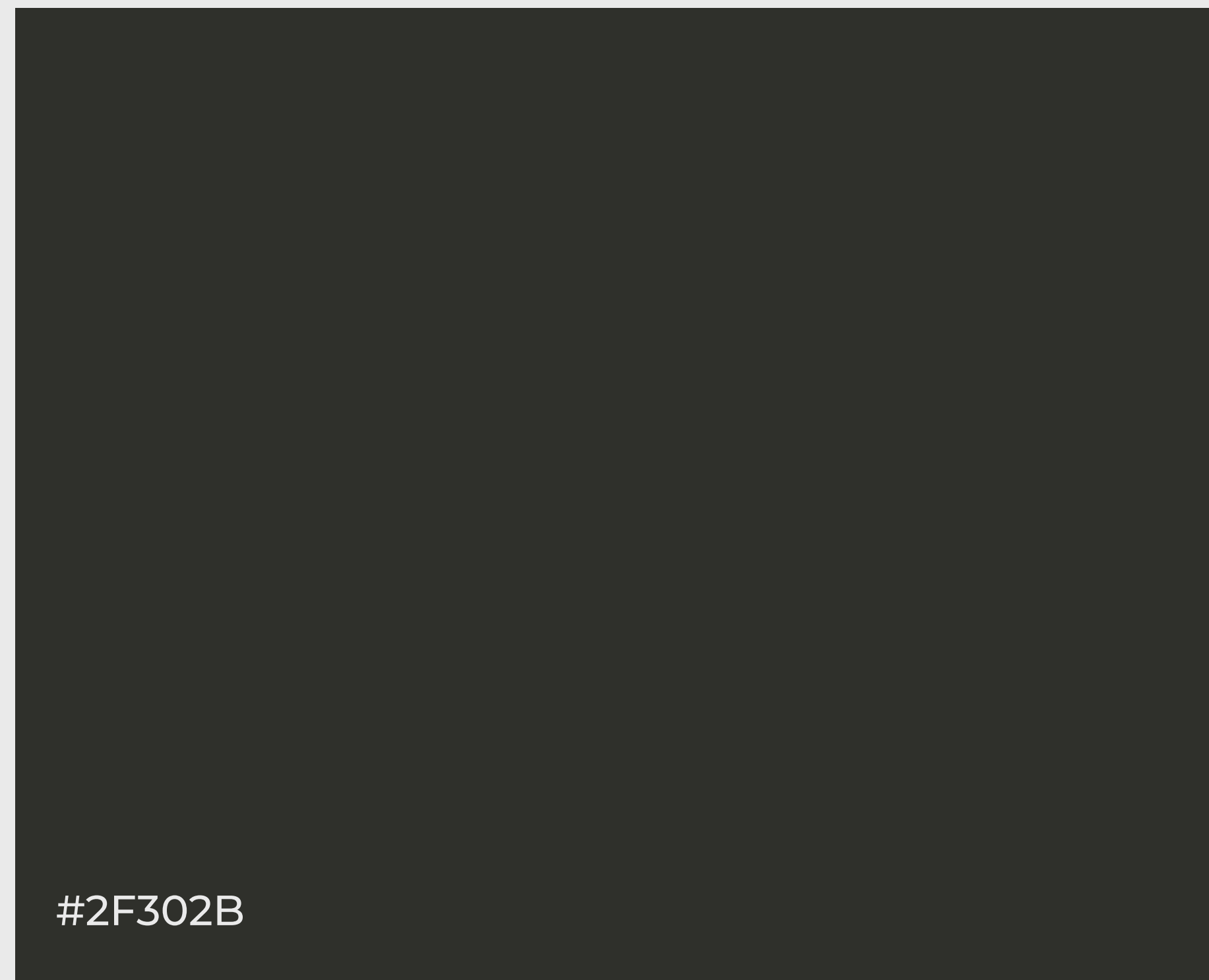


Do not use unapproved colors of the logo.



Do not condense the logo.

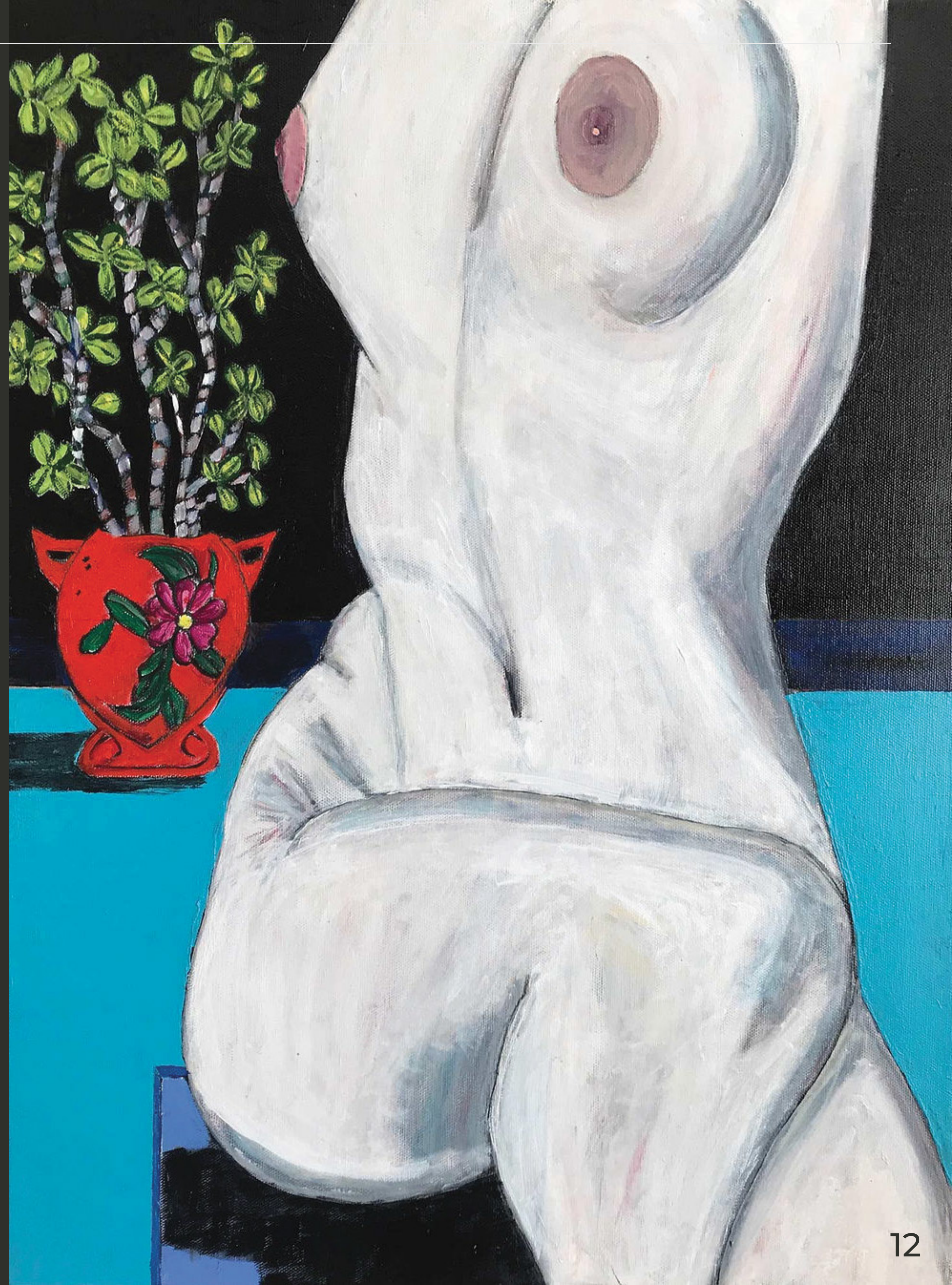
Brand Colors



Female Nude
Silence series
2019

"We are living at a particular time where the day-to-day atmosphere feels quite saturated with input that we must continuously process and react to."

Don Hershman





Don Heeshman

DISPLAYING THE ART

Orange Vase
Equivalence
2021

The art should always be the focus when creating any content pertaining to the works. Please be sure art is never obstructed, is always in focus and is the focal part of any image the work me be in.

Jade #4
Jade Series
2019





Dr. Heesman



Typography

Headline

Montserrat
Medium

Aa

Headline

Body

Montserrat
Regular

Aa

This is a body
copy example.

Quarantine
Silence series
2020



Don Heestman

Lifestyle

The art should always be the focus when creating any content pertaining to the works. The art should never be obstructed, is always in focus and is the focal part of any image the work may be in.



Epidemiology
Quarantine series
2020



Tangerine
Equivalence series
2022



Vase and Flower
Sexuality and Shadows
202



Male Zebra
Silence series
202

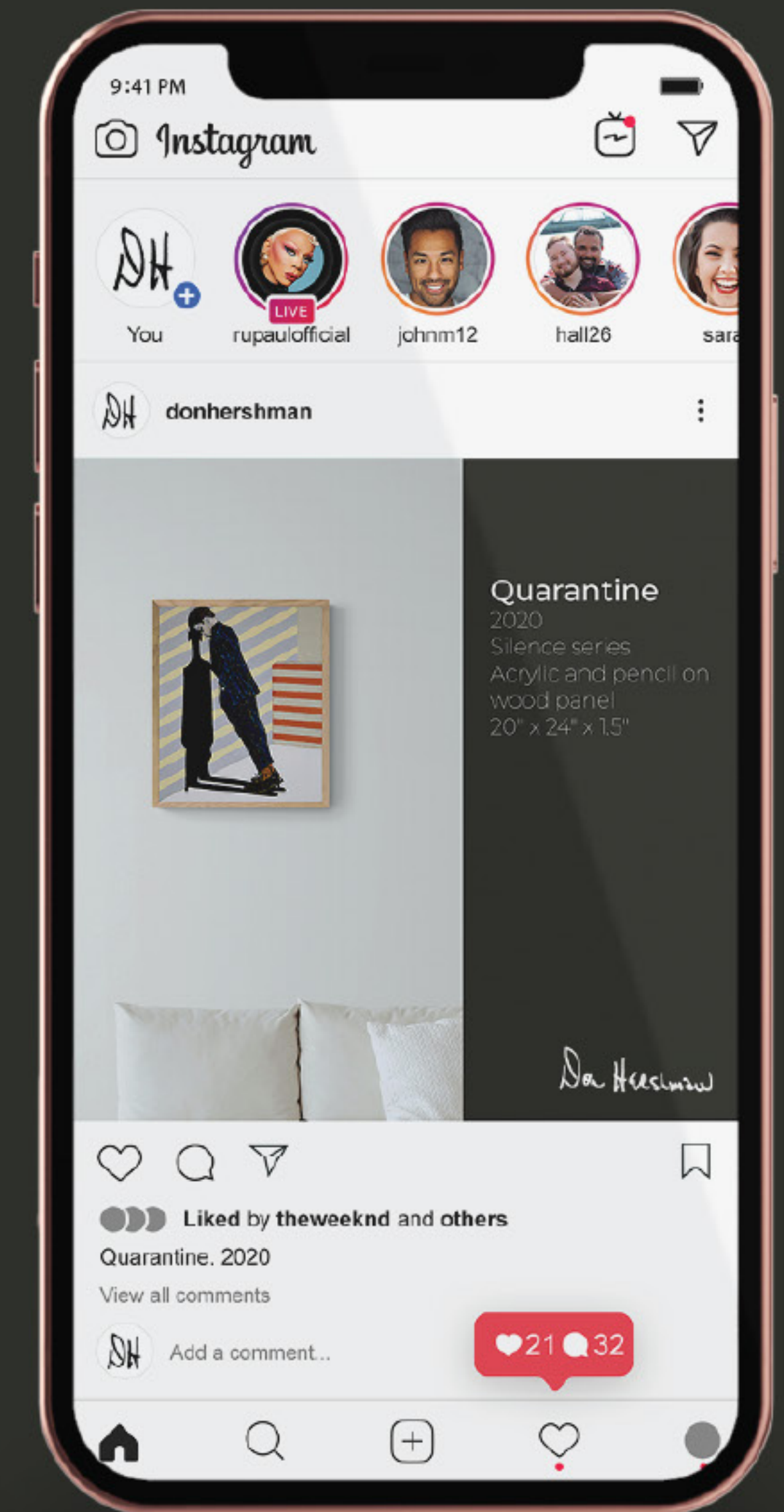
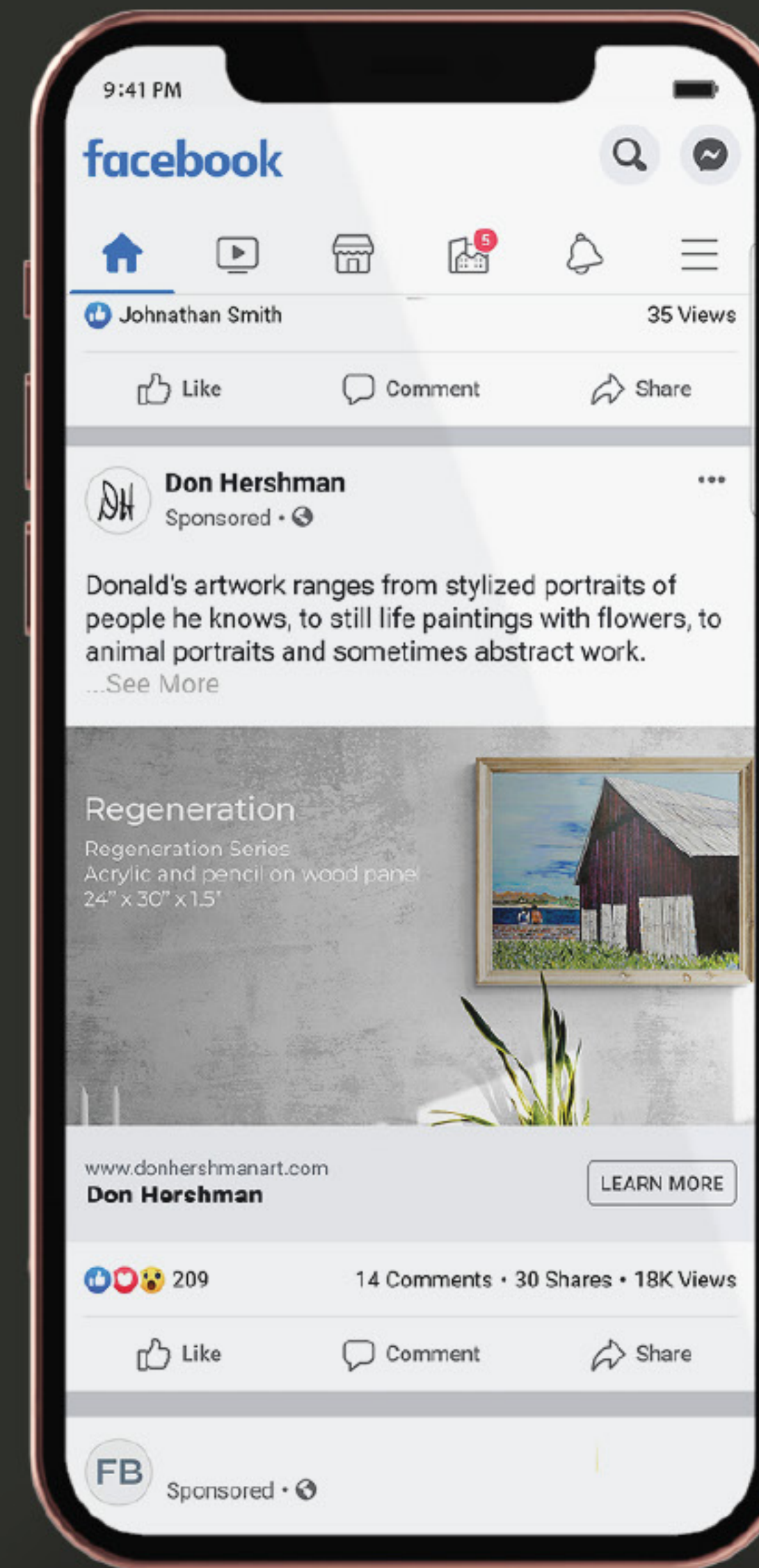
Male Nude with Jade
Silence series
2021



Don Heesman

Ad Design

Here are some examples of what proper ad design looks like when the rules set-forth in this guidebook are followed.



Dog in the Desert
Silence series
2020



Don Heesman

Information

For more information please contact:

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To download the Don Hershman brand assets, please visit
www.donhershman.com/brand



Jade #2
Commission
2019



