



# Leather Archives & Museum



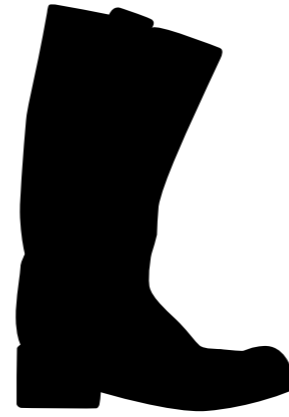
LEATHER ARCHIVES & MUSEUM - LOGO (PRIMARY)  
1 OF 6

THIS NEW LOGO IS AN EVOLUTION OF THE PAST DESIGN, KEEPING AN IMPORTANT HISTORICAL TIE TO THE MUSEUM'S HISTORY WITH THE SINGLE ICONIC BLACK LEATHER BOOT (ORIGINAL LOGO IS IN THE LOWER LEFT CORNER). THE NEW TYPEFACE THAT ACCOMPANIES THE LA&M BOOT IS AN INDICATION OF THE MUSEUM'S MATURITY, SOPHISTICATION AND SCHOLARSHIP. IT IS ALSO AN ACKNOWLEDGMENT OF THE GROWING IMPORTANCE OF LEATHER HISTORY AS A SUBJECT THAT IS DESERVING OF PRESERVATION AND STUDY THROUGHOUT THE WORLD.

THE LEATHER ARCHIVES & MUSEUM IS THE PREEMINENT REPOSITORY FOR THE COMPLIATION, PRESERVATION AND MAINTENANCE OF LEATHER LIFESTYLE, HISTORY, ARCHIVES AND MEMORABILIA FOR HISTORICAL, EDUCATIONAL AND RESEARCH PURPOSES. THIS NEW LOGO DESIGN FIRMLY COMMUNICATES THESE DESIRES AND ELEVATES THEIR IMPORTANCE FOR THOSE WHO HAVE COME BEFORE, THOSE THAT ARE WITH US NOW, AND THOSE YET TO WRITE THEIR OWN LEATHER HISTORY.



LA&M



LA&M

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COLOR:  
Black (with spot gloss varnish)

hives

PRIMARY TYPEFACE:  
Bodoni Light



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6418 North Greenview Avenue, Chicago, Illinois 60626  
[www.leatherarchives.org](http://www.leatherarchives.org)

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Steven Brown  
*The Last Supper : a gay interpretation*, 2001  
Oil on canvas  
LA&M Permanent Collection, Chicago,  
gift of Andrew Charles in honor of Tony DeBlase

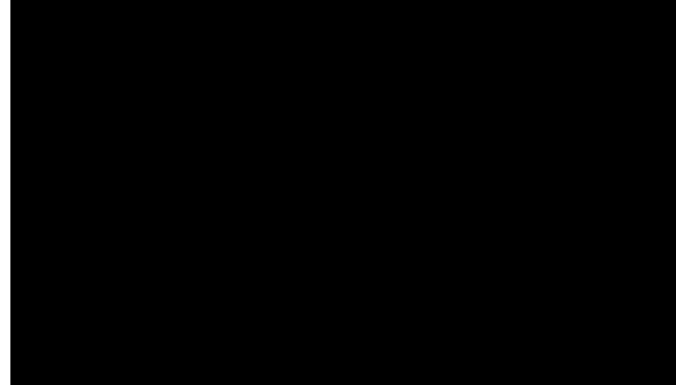


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