

MUSEUM NORD BRAND GUIDELINES

VERSION - 1.4

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HOW TO USE THESE GUIDES

These guidelines outline some basic rules for reproducing the Museum Nord logo and related identity. In order to communicate the identity consistently, it is important to ensure that everybody using the logo, including design and implementation of materials bearing the logo, is familiar with these guidelines. It is essential that the logo is used correctly and consistently in all communications. It must never be redrawn or modified in any way.

LOGO SECTION

ENGLISH - FULL COLOUR LOGO



ENGLISH - FULL COLOUR REVERSE LOGO



ENGLISH - WEBSITE ACCESSIBLE LOGO



ENGLISH - BLACK AND WHITE LOGO



NORWEGIAN - FULL COLOUR LOGO



NORWEGIAN - FULL COLOUR REVERSE LOGO



NORWEGIAN - WEBSITE ACCESSIBLE LOGO



NORWEGIAN - BLACK AND WHITE LOGO



OTHER VERSIONS OF THE LOGO



SOCIAL MEDIA EXAMPLES

Large



Small



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Museum Nord

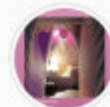
Lofoten, Vesterålen og Ofotens rike og spennende historie. 21 museer formidler historie og opplevelser.

#21museer1000historier #museumnord

www.museumnord.no



Podkast



#søstestev...



#gammelt...

EXCLUSION ZONE & MINIMUM SIZE

EXCLUSION ZONE

The logo requires at least 50% height exclusion around all sides.



MINIMUM SIZE

Minimum size of full logo is 45mm wide.



ISOLATED 'SAIL'

The sail element is very flexible and can be used in many ways and sizes from large to small.

Some examples are shown below:

STAND ALONE



OVER IMAGE



BRAND GUIDELINES 1.4

USED TO HIGHLIGHT

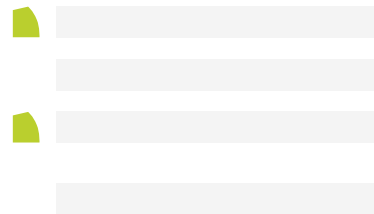


IMAGE CONTAINER



USED AS CALL TO ACTION



AS A BACKGROUND



UNACCEPTABLE LOGO USE

In order to preserve its status the logo artwork must not be altered or used incorrectly or inappropriately.

These examples demonstrate many – but not all – incorrect uses of the logo.



Do not stretch



Do not condense



Do not alter size or position



Do not substitute logo colour



Do not enclose logo in a shape



Do not add other graphic elements

CLEAR CONTRAST

Bad contrast



Good contrast



FONTS

HEADERS

UBUNTU BOLD (WEBFONT WEIGHT 500) UPPERCASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@£\$%^&*()-=+

FONT DOWNLOAD:

<https://fonts.google.com/specimen/Ubuntu>

BODY TEXT

UBUNTU REGULAR (WEBFONT WEIGHT 400)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas bibendum ornare nulla, id aliquet risus ultrices ac. Vivamus egestas eros eu scelerisque pulvinar. Curabitur rutrum mi a auctor interdum. Curabitur consectetur velit at nibh mollis tempus. Proin velit dolor, rhoncus vel porta eget, ornare vel dui.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas bibendum ornare nulla, id aliquet risus ultrices.

COLOUR PALETTE

PRIMARY PALETTE



CMYK

95 87 40 38

CMYK

37 4 100 0

CMYK

0 0 0 0

CMYK

4 2 2 0

RGB

31 44 80

RGB

187 206 46

RGB

255 255 255

RGB

241 245 245

HEX

#1f2b4f

HEX

#bbce2e

HEX

#ffffff

HEX

#f0f5f5

SECONDARY PALETTE



CMYK

80 14 46 0

CMYK

56 25 100 5

RGB

0 160 152

RGB

125 150 18

HEX

#00a098

HEX

#7d9612

PHOTOGRAPHY

If possible images should look and feel natural, bright and real.

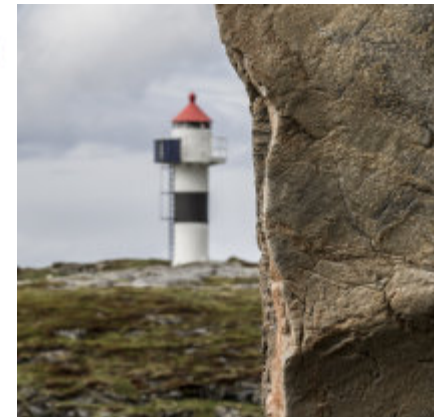
IMAGES SHOULD:

- Create interest
- Tell a story
- Include people (individuals or groups)
- Be relevant to the target audience

IMAGES SHOULD NOT:

- Look 'staged'
- Be stretched
- Be low resolution or blurry

Some nice examples:



BUSINESS CARDS





WWW.MUSEUMNORD.NO