

BRAND GUIDELINES

UPDATED 8 JAN 2009



MUSEUM
OF AUSTRALIAN
DEMOCRACY

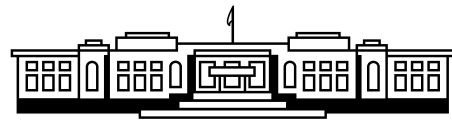
OLD PARLIAMENT HOUSE

LOGO

The Museum of Australian Democracy logo has been designed as a stacked logo only.

It should never be redrawn, traced or modified in any way for any purpose. Original electronic 'master files' should only ever be used.

The logo must always be used in its entirety and must only ever appear in black or reversed out of a dark background.



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LOGO CLEAR SPACE

For clear and effective communication the Museum of Australian Democracy logo requires a 'clear space'.

This should be equal to the height of the M in the word 'Museum'.



LOGO MINIMUM SIZE






The Museum of Australian Democracy logo should never be reproduced smaller than 25mm wide.



COLOUR PALETTE

The Museum of Australian Democracy colour palette has been developed to ensure all marketing materials maintain a wide creative scope whilst presenting a consistent visual branding.

Where possible, all colours should be reproduced as spot colours, however when converting to process colours always use the breakdowns shown below.

 <p>PMS 159</p>	 <p>PMS 298</p>	 <p>PMS 233</p>	 <p>PMS 123</p>	 <p>PMS 376</p>
CMYK 0 66 100 7	CMYK 69 7 0 0	CMYK 11 100 0 0	CMYK 0 24 94 0	CMYK 50 0 100 0
RGB 200 104 0	RGB 114 180 231	RGB 182 0 128	RGB 237 194 33	RGB 163 191 43

TYPEFACES

The Museum of Australian Democracy corporate typeface is DIN.

DIN should be used on all corporate and promotional materials. The only exceptions to this are the website, where standard web fonts apply and any internal communication such as email or internal documents, where DIN is replaced by ARIAL.

All major headings, advertising headlines, type on directional signage, etc must be in DIN Light, Regular or Medium depending on the use and must be all caps with -30 tracking and tight leading.

DIN Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

DIN Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

DIN Medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

DIN Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

DIN Black

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890