



**RECONSIDERING
MUSEUMS**

VISUAL IDENTITY GUIDELINES 2022

Updated May 2022



THE LOGO



**RECONSIDERING
MUSEUMS**

Safe Space

There must always be a protective space around the Reconsidering Museums logo to maintain impact and visual clarity. This includes space around other design elements and distance from page edges, fold, and rules.



The minimum protective space around logo must be the same width of the icon's inner circle.

Minimum protective space around logo when used **over** 2 inches wide should be one quarter the width of the logo — ie, if logo is 4 inch wide there must be 1 inch of protective space around the logo.

Minimum Size

Minimum size is the smallest size at which the logo may be reproduced to ensure quality and legibility.

The minimum size applies to both print and web based material.

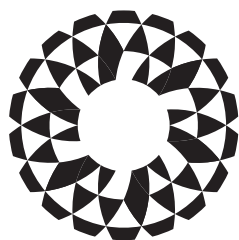
Minimum size on printed material: 1.25 inches wide



THE LOGO

SINGLE COLOUR APPLICATIONS

Single colour versions of the logo are available in black and white. DO NOT convert the colour to greyscale. The single colour logos may only be used in situations where the full colour logo cannot be used or would be hard to read.



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Improper Use

The single colour logo must be easy to view in every application. These logo samples demonstrate examples of unacceptable use.



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DO NOT use the black logo on a dark background



**RECONSIDERING
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DO NOT use the white logo on a light background



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DO NOT change the colour of the logo

THE LOGO

USAGE SPECIFICATIONS

Improper Use

To reinforce a consistent brand, it is important that the logo is used accurately. These logo samples demonstrate examples of unacceptable use.



DO NOT change the proportions of the logo



DO NOT change the font of the logo



DO NOT change the colour of the icon or the type



DO NOT use a drop shadow on the logo



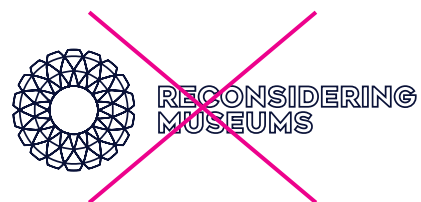
DO NOT change the logo to greyscale



DO NOT use the logo at an angle



DO NOT use the logo on a busy background



DO NOT outline the logo

COLOUR

The primary use of these colours is RGB for online and digital use and CMYK for print material.

MAIN COLOURS

RGB R224 G68 B3 HEX #e04403	RGB R255 G124 B20 HEX #ff7c14	RGB R11 G18 B55 HEX #0b1237
CMYK C7 M87 Y100 K1	CMYK C0 M64 Y100 K0	CMYK C99 M93 Y44 K57
RGB R93 G214 B182 HEX #5dd6b6	RGB R187 G196 B196 HEX #bbc4c4	
CMYK C56 M0 Y39 K0	CMYK C27 M16 Y19 K0	

SECONDARY COLOURS

RGB R224 G223 B222 HEX #e0dfde	RGB R148 G45 B1 HEX #942D01
CMYK C11 M9 Y9 K0	CMYK C27 M91 Y100 K27

FONTS

All typography should be used in a way that is clean, functional, easy to read, and visually interesting.

ABCDEFGHIJK

ABCDEFGHIJK

GEOMETOS EXTRA BOLD / LIGHT

Used for headers and to highlight text and pull outs.

*Note: no lower case letters are available.

ABCDEFGHIJK abcdefghijk

ABCDEFGHIJK abcdefghijk

METROPOLIS LIGHT / BOOK / MEDIUM / BOLD / EXTRA BOLD + *all italics*

Use for subheads and body copy.

Windows PC Font Equivalents:

ABCDEFGHIJK abcdefghijk

ABCDEFGHIJK abcdefghijk

AVENIR NEXT REGULAR / BOLD

ABCDEFGHIJK abcdefghijk

ABCDEFGHIJK abcdefghijk

HELVETICA LIGHT / BOLD