# MUSEUMS ALASKA

# BRAND STANDARDS & GUIDELINES

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*Updated October 2018*

# Logo Standards

The Museums Alaska logo serves as the visual foundation that unites and propels the brand's vision with a conceptual, effective mark. The icon is constructed of the three letters M, A and K. The way the letters interact suggest community, connection and creativity. Bold and vibrant colors are used to complement the logo and reinforce its character.

To maintain its visual integrity, an area of isolation needs to be established around the Museums Alaska logo. This will keep the logo from appearing crowded by other elements such as text, titles or other symbols. The visual cushion of the logo should be equal to or greater than the height of the logo text. Do not size the logo so small that the logo text is illegible.

## Horizontal Logo



## Vertical Logo



## Logomark & Additional Logo Lockups

# Program Logos

Each Museums Alaska program should follow these guidelines to maintain consistency within Museums Alaska's established brand standards.



PROGRAM NAME

**^ Note:** *The program name is centered vertically on the logomark and that white space is provided around the lockup.*



PROGRAM NAME

**^ Note:** *A single color logomark may be used to differentiate between Museums Alaska as a whole and individual programs.*



PROGRAM NAME

**^ Note:** *Black text is preferred, but when using a solid color logomark, the same color may be applied to the program name.*

# Preformatted Program Logos

ADVOCACY    ADVOCACY    ADVOCACY

AUCTION    AUCTION    AUCTION

AWARDS    AWARDS    AWARDS

COMMITTEES    COMMITTEES    COMMITTEES

CONFERENCE    CONFERENCE    CONFERENCE

GRANTS    GRANTS    GRANTS

MEMBERSHIP    MEMBERSHIP    MEMBERSHIP

SCHOLARSHIPS    SCHOLARSHIPS    SCHOLARSHIPS

# No No's

As tempting as it may be to experiment with the Museums Alaska logo, we kindly ask you to resist the urge. Doing so may cause injury to the brand. Included below are several examples of what not to do. The rule is simple: don't adjust or manipulate the logo. Why? Because it's important to maintain brand identity and consistency.

**Do not change the colors of the logo.**

**Do not switch the colors of the logo.**

**Do not flip the icon or logo in any way.**

**Do not change the logotype font.**

**Do not use a low-resolution version.**

**Do not compress or stretch the logo.**

**Do not angle the logo or mark.**

# Colors

Color is meant to attract the eye and work in harmony with the brand's vision, mission and membership.

## Primary Colors

The primary palette should be used on most materials, especially those that introduce the brand (i.e. business cards, social media posts and publications). The basic rule is to use the full-color version of the logo to maintain the integrity of the brand. When placing the logo on top of an image, choose a dark or light area of the image with minimal detail.

| | | | |
|---|---|---|---|
| | Purple: #59205E | R: 89 G: 32 B: 94 | C: 72 M: 100 Y: 31 K: 23 |
| | Plum: #66174F | R: 102 G: 23 B: 79 | C: 55 M: 100 Y: 37 K: 32 |
| | Maroon: #882C2F | R: 136 G: 44 B: 47 | C: 30 M: 91 Y: 80 K: 31 |
| | Red: #8F3A38 | R: 143 G: 58 B: 56 | C: 27 M: 83 Y: 73 K: 29 |
| | Gold: #DD9A33 | R: 221 G: 154 B: 51 | C: 13 M: 43 Y: 94 K: 0 |
| | Lt. Teal: #5D9DA1 | R: 93 G: 157 B: 161 | C: 64 M: 22 Y: 34 K: 4 |
| | Teal: #14898C | R: 20 G: 137 B: 140 | C: 84 M: 29 Y: 45 K: 5 |
| | Dk. Teal: #114F68 | R: 17 G: 79 B: 104 | C: 95 M: 63 Y: 41 K: 24 |

## Single-Color Logos

There may be some exceptions, however, when budgets and other conditions will only allow the use of one or two colors. In such cases, a single-color version of the logo can be employed.

## Black and White Logos

There will be instances when color is not available, such as black and white newspaper ads. In such instances, please use the black and white logos provided.



When reversing the logo from an image, choose a dark area of the image with minimal detail. Only use solid white to reverse the logo.

## Typography

The primary font for Museums Alaska headlines and titles is Canter. This font was designed to be an engaging, creative representation of the Museums Alaska community. Do not stretch or compress the font under any circumstances.

Because Canter is a display typeface designed for large sizes only, the Montserrat font family should be used for subheadings and body copy. This font is free and available from Google Fonts and other open-source font foundries.

When Montserrat is not available, sans serif fonts like Open Sans, Arial, Calibri and Helvetica may be used.

# HEADLINE: CANTER BOLD | 48 PT.

## SUBHEADER: MONTSERRAT REGULAR | 18 PT.

Body Copy: Montserrat Regular | 11 pt.

Open Sans Regular | 11 pt.

Arial | 11 pt.

Calibri | 11 pt.