

NATIONAL MUSEUM OF AFRICAN AMERICAN MUSIC

Logo & Brand Identity Guidelines

0 Contents

-
- 0.1 Logo Specifics
 - 0.2 Typeface Details
 - 0.3 Color Specifications
 - 0.4 Logo Styles (lock-ups)
 - 0.5 Logo Best Practices
-

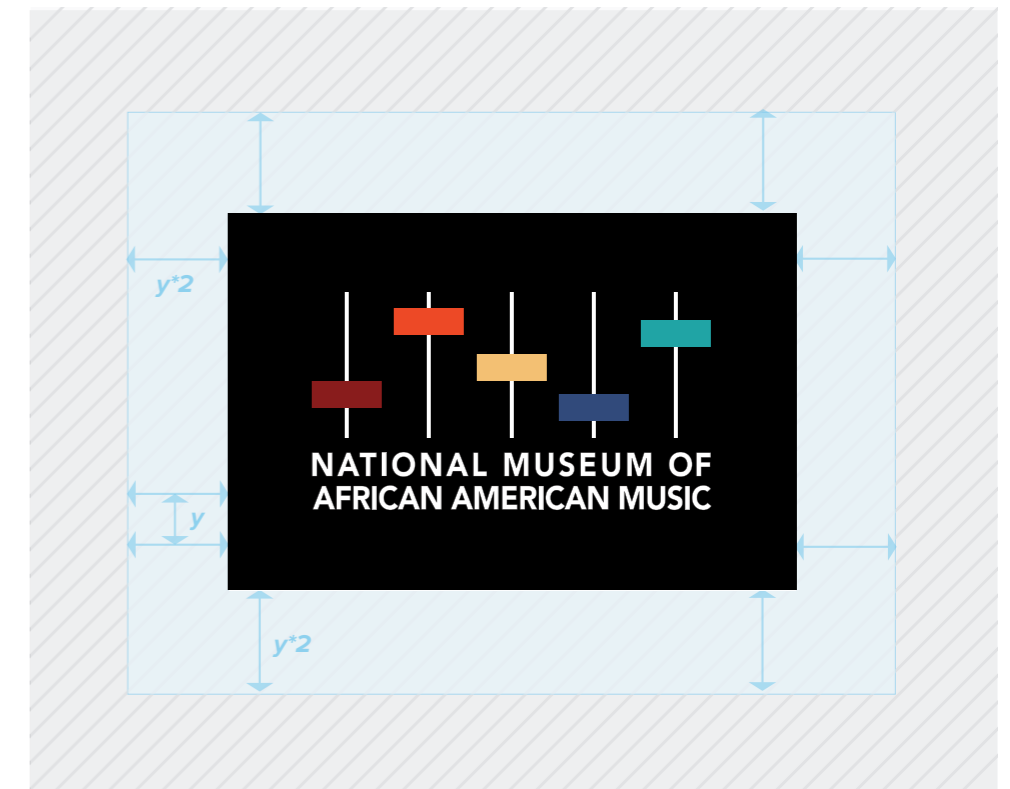
0.1 Logo Specifics

Logo Clear Space

Grey striped area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining Blue area.

Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height'). The width is equal to the height.)



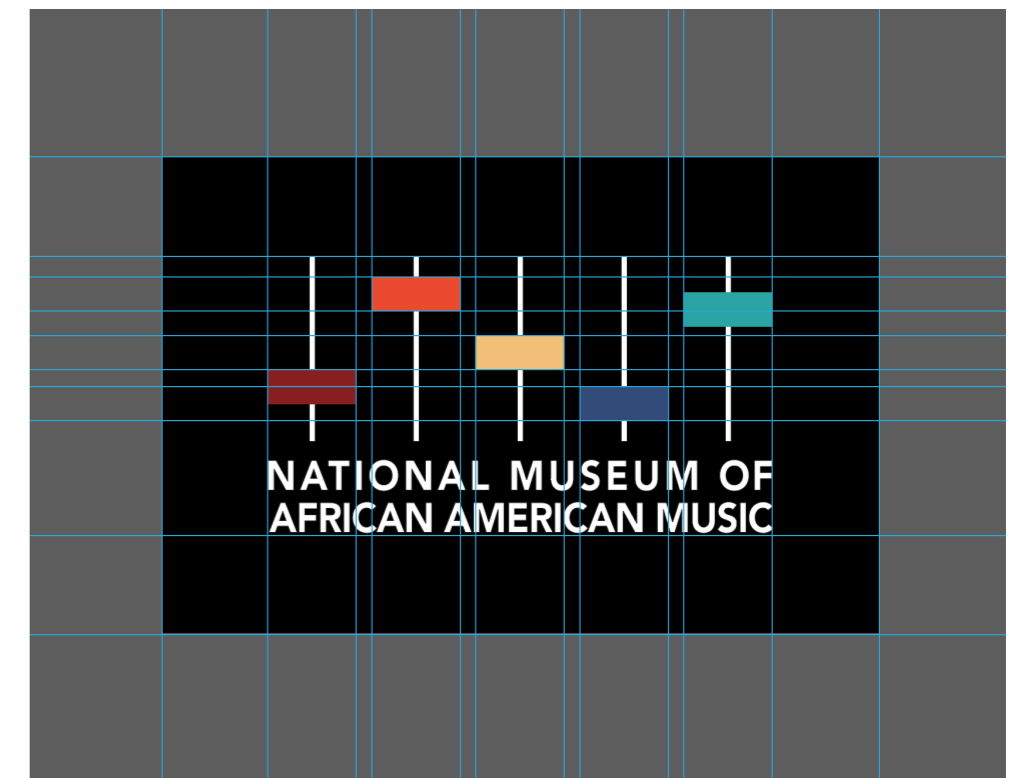
Logo Construction

Exact guides and pixel gridding ensure the logomark's balanced in construction and visual form. The diagram to the right directs the layout and sizing of the logomark, while the blue lines guide the height and intersection of all elements in the logomark.

The logomark must never be stretched or skewed and must always fit within these guidelines (proportionate to resizing).

Using colors in analogous order for vibrancy and flow.

The logomark utilizes the full color palette of The Museum's Brand (aside from the secondary, neutral shade of charcoal) to showcase vibrancy and boldness while the viewer's eye follows the colors from warmer to cooler hues.



0.2 Typeface Details

The Typeface Family

The primary and secondary typefaces for the brand showcase a mixture of a serif and sans serif fonts, creating a classic and lasting look.

When combined, the Source Sans Pro and Crimson Text families consists of 9 typeface widths. Each of the type widths contains an italics variation, as well.

The huge variety of font weights and widths will ensure immense flexibility, and consistency for the future growth of NMAAM's identity.

When to Use:

Source Sans Pro is the primary font used for all brand messaging and online copy. It is to be used for all forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondence.

Source Sans Pro (Regular)

A B C D E F G

a b c d 1 2 3 4

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

When to Use:

Crimson Text is to be used primarily for subheaders, callouts, quotes, and highlights among larger sets of body text and full paragraph texts.

Crimson Text (Roman)

A B C D E F G

a b c d 1 2 3 4

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

0.3 Color Specifications

Burgundy



PROCESS C29 M99 Y97 K32
SCREEN R136 G26 B28
WEB HTML #881A1C

Orange



PROCESS C1 M87 Y98 K0
SCREEN R236 G73 B39
WEB HTML #EC4927

Gold



PROCESS C3 M26 Y63 K0
SCREEN R244 G191 B116
WEB HTML #F4BF74

Royal



PROCESS C91 M97 Y26 K10
SCREEN R49 G74 B123
WEB HTML #314A7B

Robin's Egg



PROCESS C77 M14 Y38 K0
SCREEN R33 G164 B165
WEB HTML #21A4A5

Light Grey



PROCESS C18 M12 Y22 K0
SCREEN R208 G209 B196
WEB HTML #D0D1C4

Complementary Color Pairings



Light Grey is to be used primarily for image treatments to aid in text legibility on screen and in print. This color should never stand alone in representing the brand visually.