



*an initiative of the*  
Institute of Museum and Library Services

# Logo Usage Guide

[www.ChildrensMuseums.org](http://www.ChildrensMuseums.org)

SEPTEMBER 2014

## Table of Contents

---

1	Introduction
2	Logo Versions
3	Elements of the Primary Logo
4	Elements of the Secondary Logo
5	Logo Spacing and Sizing
6	Logo Appearance
7	Logo Color and File Formats
8	The Right File Format
9	Logo Violations



---

## **Introduction**

**Branding** coherence is critical for the establishment of a strong, recognizable visual presence.

### **What is the purpose of this booklet?**

The purpose of this style guide is to centralize all branding information so that staff, clients and/or associated parties can fully understand how to use the Museums for All logo. Compliance with these guidelines will support and maintain a strong brand.

## Logo Versions

Below are the approved applications of the primary and secondary versions of the Museums for All logo.

---



### **PRIMARY** (WITH TAGLINE)

This is the version that will be used most often, and is appropriate for use on the web or print (ads, flyers, etc.)

This logo may be reproduced in four (full) color CMYK, Black, Full Reverse (White) or RGB. Refer to the matrix on page 7 to determine which file format to use.



### **SECONDARY** (NO TAGLINE)

Use this lockup for ticketing, hand stamps, front cover of publications, etc.

This logo may be reproduced in four (full) color CMYK, Black, Full Reverse (White) or RGB. Refer to the matrix on page 7 to determine which file format to use.

**Elements of Primary Logo**

The **Primary** Museums for All logo is comprised of three elements;

- 1. THE MARK: a series of circles in graduated size loosely arranged in an infinity symbol,
- 2. THE LOGOTYPE: "Museums for All"
- 3. THE TAGLINE: a text lockup of "an initiative of the Institute of Museum and Library Services"



## Elements of Secondary Logo

---

The **Secondary Museums for All logo** is comprised of two elements;

1. THE MARK: a series of circles in graduated size loosely arranged in an infinity symbol,
2. THE LOGOTYPE: "Museums for All"



## Logo Spacing and Sizing

Logos require a minimum amount of clear space to maintain presence and impact. The diagrams below illustrate the suggested minimum amount of clear space the Museums for All logo should have. The spacing ratio remains the same around the logo regardless of the logo size.

### CLEAR SPACE

Spacing around the farthest edges (represented by the dotted lines) of the logo should equal at least the width of 2 capital M's (of the font size in the logotype) the same size at which the logo will be displayed. The area within the dotted lines represents the clear space around the logo—keep this area free of any other text, imagery, etc. Only the logo should reside in this area. (Logo shown at 100% actual size.)



### MINIMUM SIZE

Please note that the minimum size for print is smaller than the minimum size for web or email/eblast applications.



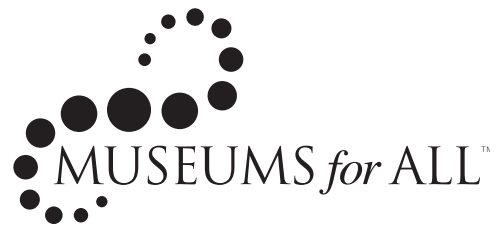
**Web:** 95% actual size (2.4 width x 1.5" height)



**Print:** 75% actual size (1.9 width x 1.2" height)

## Logo Appearance

The Museums for All logo may appear in color, black or "white."





## Logo Color and File Formats

Color and file type explanations with usage examples.



### Red

CMYK: 5.94.88.22  
RGB: 184.41.39  
HEX: #B82927



### Turquoise

CMYK: 65.11.25.27  
RGB: 62.139.148  
HEX: #3E8B94



### Gold

CMYK: 6.35.99.18  
RGB: 198.144.27  
HEX: #C6901B



### Warm Gray

CMYK: 53.54.53.20  
RGB: 115.101.99  
HEX: #736563

**CMYK** Use when printing 4 color process (cyan, magenta, yellow and black), example: magazine ad, flyer/brochure.

**File Types:** AI, PDF, TIF, JPG

**GRAYSCALE** Use when printing in one color (black), example: newspaper, fax.

**File Types:** AI, PDF, TIF, JPG, PNG

**FULL REVERSE (WHITE)** Use over a dark color such as black, can be used digitally or when printing with any number of colors. (logo appears as white)

**File Types:** AI, PDF, TIF, PNG

**RGB/HEX** For use with digital products, example: websites, eblasts.

**File Types:** AI, PDF, TIF, JPG, PNG

## File Type Explanation

### VECTOR FORMATS

These files can be scaled to any size with no degradation of image.

**AI**—Vector art can be scaled to any size, native to Adobe Illustrator.

**PDF**—Vector art can be scaled to any size.

### PIXEL FORMATS

These files can be used at 100% or smaller, with at least 300 dpi for digital and offset print or at 100% or smaller, at 150 dpi for large scale printing. If using a pixel format, a good default is to always send the largest file. Your vendor can easily reduce the file size as needed.

**TIF**—Raster art can be used at 100% or smaller without loss of quality. Can be used with photographs.

**JPG**—Raster art (white background), compressed for smaller file size, can be used digitally or for in-house printing.

**PNG**—Raster art (transparent background), for digital use.

\*For best results, we recommend using vector (AI or vector PDF) whenever possible.

Refer to the following matrix for guidance in selecting the most appropriate logo file(s), based on the intended application.

## The Right File Format

Your vendors can verify which logo format they prefer to use.

File Use	CMYK	RGB	Black	Full Reverse (White)
<b>DIGITAL MEDIA</b>				
websites email/eblasts videos Microsoft Office		✓  Preferred File Format: JPG or PNG		✓  Preferred File Format: AI or PDF
<b>PRINT MEDIA</b>				
4 color process printing	✓  Preferred File Format: AI or PDF			
newsprint (black ink only)			✓  Preferred File Format: AI or PDF	✓  Preferred File Format: AI or PDF
alternate materials cloth, vinyl, etc.	✓  Preferred File Format: AI or PDF			✓  Preferred File Format: AI or PDF

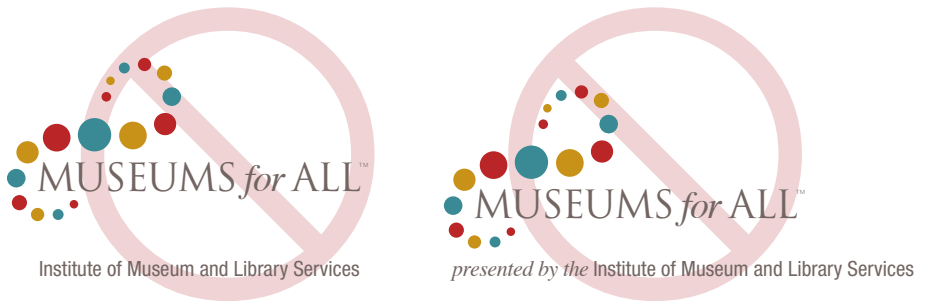
To maintain a consistent logo identity and prevent the visual message from straying from its original intent, a list of style “violations” is provided below. This helps to ensure that the Museums for All logo remains coherent and consistent, and projects a visual communication that the audience can readily understand.

## Logo Violations

Do not replace the font of the logotype.



Do not change, move or remove any words from the logotype.



Do not rearrange the logotype in relation to the logomark.



Do not stretch the logo either vertically or horizontally in a way that would alter its proportions.



Do not add to, replace or remove color from the logo.



Design by [www.crabtreecompany.com](http://www.crabtreecompany.com)

**Association of Children's Museums**

2711 Jefferson Davis Highway, Suite 600

Arlington, Virginia 22202

703.224.3100 F: 703.224.3099

[www.ChildrensMuseums.org](http://www.ChildrensMuseums.org)