

NATIONAL
ARMY
MUSEUM

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‘Inspiring more
than just questions
and answers’

Our Logo

Our logo is very important to us. It is the symbol which represents and unites us. Please use it consistently to build awareness of our brand and to strengthen our image in people’s minds.



Positive stacked



Negative stacked
(Please note: Use the white out logo on dark backgrounds)

Applying our logo

Our preferred position for the logo is top left. Internally within the Museum the logo should appear top left. On external materials, such leaflets and posters, top right can also be considered depending on the application.

Exclusion area

The exclusion area for our stacked logo is the measurement of two M's taken from the logo itself. The M is in proportion to how large the logo is and should be taken from this. No other element must breach this zone, shown by the outer grey line.



Stacked

Minimum sizes

NATIONAL
ARMY
MUSEUM

30mm wide
for A4 use

NATIONAL
ARMY
MUSEUM

22mm wide
minimum for
A5 use

NATIONAL
ARMY
MUSEUM

15mm wide total
minimum for print

Logo dos and don'ts

Correct usage



Do use our Normandy Green logo on white and pale backgrounds



Do use our white out logo on darker backgrounds



Do use our black on logo on lighter backgrounds

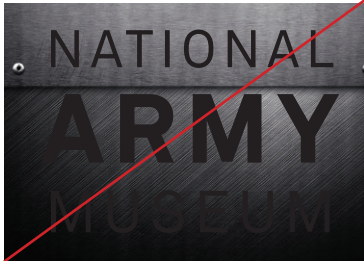
Incorrect usage



Do not place our logo onto colour backgrounds that make it illegible



Do not distort our logo in any way



Do not place our logo onto photography that makes it illegible



Do not rotate our logo



Do not stand our logo on its end



Do not type the logo out or replace the fonts

Our typefaces

Our typefaces are a common thread that link our communications: Akkurat and Aleo.

Both these typefaces sit comfortably together. Akkurat should be considered for headlines, straplines and highlighted text. Aleo for body text and subheadings; use Aleo for conversational text. Akkurat can also be considered for captions or boxed/panelled copy.

Arial should be used for digital and PC based communications such as PowerPoint and Word documents.

AKKURAT

LIGHT
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

REGULAR
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ARIAL (For PC and web use only)

REGULAR
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ALEO

REGULAR
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Colour palette

Our colour palette is informed by differing aspects of the Army to demonstrate variety and contrast. We have 20 colours in our palette which provide diversity and flexibility in our communications, creating different moods and tones for the wide range of subjects we are covering.



Normandy
Pantone 362
C75 M5 Y100 K0
R65 G173 B73

Main colour



Sea
Pantone 7710
C79 M8 Y30 K1
R0 G165 B 181



Artillery
Pantone 7455
C84 M64 Y0 K0
R60 G93 B168



Medic
Pantone 710
C1 M87 Y58 K1
R231 G61 B81



Union
Pantone 2695
C92 M100 Y36 K43
R47 G28 B69



Desert
Pantone 458
C17 M17 Y76 K2
R220 G198 B85



Beans
Pantone 1595
C8 M72 Y99 K1
R221 G95 B21



Midnight
Pantone 547
C100 M63 Y52 K58
R0 G48 B59



Poppy
Pantone 186
C11 M100 Y82 K3
R208 G18 B45



Sand
Pantone 482
C14 M23 Y28 K2
R223 G199 B182



Black
C0 M0 Y0 K100
R29 G29 B27



White
C0 M0 Y0 K0
R255 G255 B255



Khaki Green
Pantone 5743
C68 M49 Y86 K53
R65 G72 B39



Flare
Pantone 213
C0 M94 Y17 K0
R231 G33 B118



Khaki Brown
Pantone 7554
C52 M57 Y72 K62
R76 G61 B42

Sun
Pantone 395
C14 M0 Y89 K0
R234 G226 B36



Sky
Pantone 7702
C69 M15 Y17 K0
R71 G168 B199



Warm Black
C20 M20 Y20 K95
R21 G16 B14



Bronze
Pantone 876
C32 M54 Y164 K32
R147 G100 B75



Steel
Pantone 877
C46 M35 Y35 K15
R139 G140 B141



Gold
Pantone 871
C44 M45 Y74 K17
R134 G117 B79

These colours are especially useful for printing metallics

Secondary colours

Sample applications

Stationery items

NATIONAL
ARMY
MUSEUM

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Business cards

NATIONAL
ARMY
MUSEUM

with compliments

Royal Hospital Road, Chelsea, London SW3 4HT	Tel: 020 7730 0717 Fax: 020 7823 6573 www.nam.ac.uk	Director General: Janice Murray BA AMA FRSA Registered Charity No.237902 ACE Registered Museum No.1815
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Sample applications

Literature



DL - What's on leaflet cover



A5 event leaflet cover



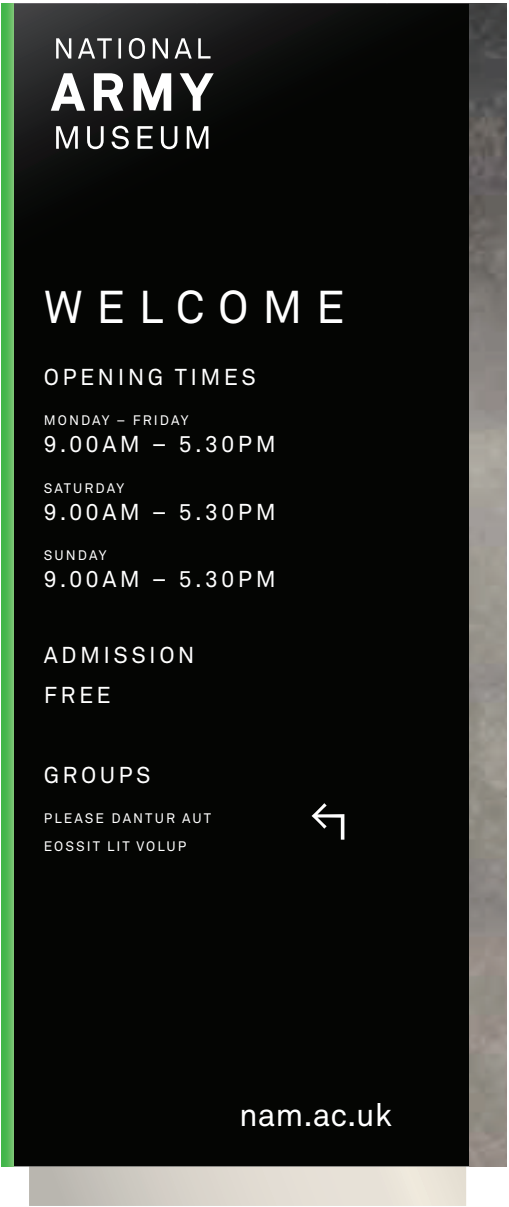
A6 free event leaflet / guide

Sample applications

Wayfinding



Entrance area monoliths [side 1], with event poster



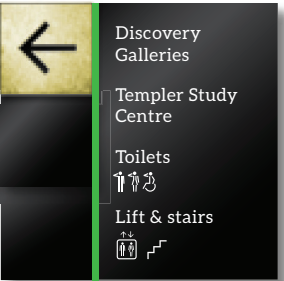
Entrance area monoliths [side 2]



Direction sign



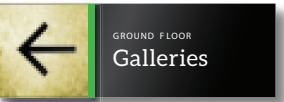
Floor orientation sign



Direction sign (standard)



Toilet sign



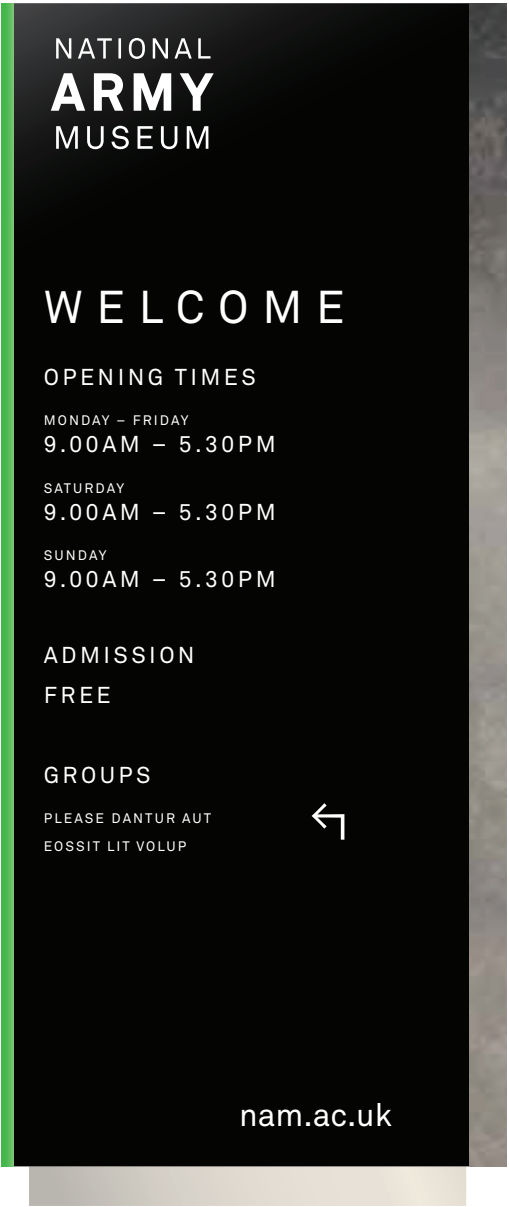
Direction sign (small)

Sample applications

Wayfinding



Entrance area monoliths [side 1], with event poster



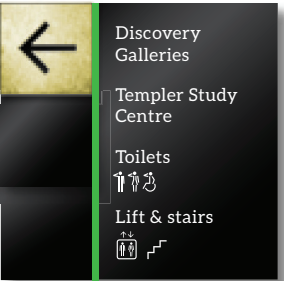
Entrance area monoliths [side 2]



Direction sign



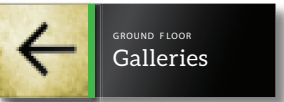
Floor orientation sign



Direction sign (standard)



Toilet sign



Direction sign (small)

Contact us

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