

THE NATIONAL MUSEUM OF THE ROYAL NAVY BRAND GUIDELINES



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THE NATIONAL MUSEUM OF THE ROYAL NAVY

Through its constituent Museums, the NMRN preserves the history of the Royal Navy – On the Sea, Under the Sea, In the Air and On the Land, for the benefit of today's and future generations.

This document details how the corporate identity of the NMRN and its constituent Museums should be depicted in print.

It is important that consistency of brand identity is maintained. Any queries on the usage of the graphics contained within these guidelines should be referred to the NMRN's Head of Marketing.



**THE
NATIONAL
MUSEUM**



THE PRIMARY LOGO

THE
NATIONAL
MUSEUM



THE BRAND AND IDENTITY

Brand identity relies on a combination of graphics and the written word. These guidelines contain the Brand Footprints which reflect the core messages and brand personalities of the NMRN and its constituent Museums. These should be reflected in all marketing material whenever practical.

CORE MESSAGE OF THE NMRN

- The umbrella under which its constituent Museums preserve the history of the Royal Navy - On the Sea, Under the Sea, In the Air, On the Land, for the benefit today's and future generations
- Custodian of all Royal Naval history - Sets the standard
- The interface with the MoD

PERSONALITY OF THE NMRN

- Encourages a spirit of enterprise and adventure
- Honours Naval tradition
- Reflects Naval precision

DOWNLOAD ASSETS



To download a full suite of logos, graphic and colour palettes for the NMRN go to:
www.nmrn.org.uk/brand-guidelines

LOGO VERSIONS



2 COLOUR LOGO ON WHITE



4 COLOUR LOGO ON WHITE



4 COLOUR LOGO REVERSED



BLACK AND WHITE LOGO REVERSED



BLACK AND WHITE LOGO

DOWNLOAD LOGOS



To download a full suite of logos, graphic and colour palettes for the NMRN go to:
www.nmrn.org.uk/brand-guidelines

LOGO USAGE

1. MINIMUM SIZE

Do not use the logo smaller than this size on any NMRN collateral of any kind. (i.e. stationery, printed documents, advertising.)



x = 30mm

2. RECOMMENDED SIZES



A4 = 45mm



A3 = 60mm

2. EXCLUSION ZONE

The exclusion zone is governed by the height of the 'N' from the 'NATIONAL' part of the logo.

Ensure that no text or graphic elements enter this visual space.



1. MINIMUM SIZE

Minimum print size ensures that the identity is clear even when displayed at a reduced size.

2. RECOMMENDED SIZES

The recommended logo sizes for use on A3 and A4 are indicated here.

3. EXCLUSION ZONE

In order to maintain the integrity of the visual identity and avoid dilution of the brand, exclusion zones are dictated that must be adhered to for both identity elements. No page furniture, text or supporting logo should be placed within the exclusion zones.

LOGO USAGE

3. USAGE



A.



B.



C.



D.



E.



F.



G.



H.

3. USAGE

This page contains examples of how not to reproduce the logo.

- A. **Wrong colour** – The colour of the individual elements in the logo must never be altered.
- B. **Wrong logotype** – The Royal Navy logotype must never be replaced by any other words or any other typeface.
- C. **Don't rearrange logotype** – The position of The National Museum logotype must never be altered.
- D. **Wrong logotype colour** – The colour of the National Museum logotype must never be altered.
- E. **No white keyline** – The white keyline (border) is an integral part of the reversed out logo and must not be deleted.
- F. **Cropping or rotating** – The logo must never be cropped or rotated in any way. The full logo must always be visible.
- G. **Wrong font size** – The font size or weight of the National Museum logotype must never be altered.
- H. **Cropping or rotating** – The logo and The National Museum logotype must never be cropped or rotated in any way. The full logo must always be visible.

COLOUR PALETTE

PRIMARY COLOURS



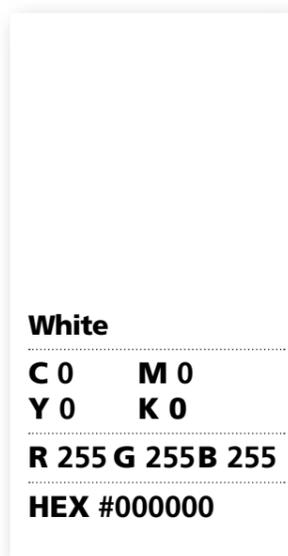
PANTONE® 289 C
C 100 M 75
Y 0 K 76
R 0 G 0 B 51
HEX #000033

National Museum of the Royal Navy Blue



PANTONE® 186 C
C 0 M 100
Y 76 K 6
R 204 G 0 B 51
HEX #CC0033

National Museum of the Royal Navy Red



White
C 0 M 0
Y 0 K 0
R 255 G 255 B 255
HEX #000000

National Museum of the Royal Navy White



NB.
Please do not use your applications native conversions when going from Pantone to CMYK, RGB or HEX.
.....
Always use the values from this page.

The primary colours make up the main logo colours and can be used for supporting text, backgrounds or imagery.

TYPOGRAPHY – PRIMARY TYPEFACE – FRUTIGER AND COMPACTA

FRUTIGER LIGHT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

FRUTIGER LIGHT ITALIC

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()*

COMPACTA REGULAR

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()**

FRUTIGER ROMAN

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

FRUTIGER ROMAN ITALIC

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()*

AR TECHNI REGULAR

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

FRUTIGER BOLD

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()**

FRUTIGER BOLD ITALIC

***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()***

FRUTIGER BLACK

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()**

FRUTIGER BLACK ITALIC

***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()***

There are five typefaces used by the NMRN and its constituent museums: Frutiger, Compacta, Arial, AR Techni and Arno Pro Display. Arial and Arno Pro Display are used for web only.

Frutiger is the preferred typeface. It should be used whenever possible throughout all communications. If Frutiger is not available, Arial should be used. Compacta and AR Techni are only used for headline copy.

TYPOGRAPHY - WEB

BODY COPY

ARIAL REGULAR

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@£\$%^&*()

ARIAL REGULAR ITALIC

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@£\$%^&()*

ARIAL BOLD ITALIC

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@£\$%^&*()

ARIAL BOLD ITALIC

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@£\$%^&*()

HEADERS AND TITLES

ARNO PRO DISPLAY

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@£\$%^&*()

ARNO PRO SEMIBOLD DISPLAY

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@£\$%^&*()



THE NATIONAL MUSEUM
ROYAL NAVY
PORTSMOUTH



THE PRIMARY LOGO



THE NATIONAL MUSEUM
ROYAL NAVY
PORTSMOUTH

THE BRAND AND IDENTITY

Brand identity relies on a combination of graphics and the written word. These guidelines contain the Brand Footprints which reflect the core messages and brand personality of NMRN Portsmouth. These should be reflected in all marketing material whenever practical.

CORE MESSAGE OF NMRN PORTSMOUTH

- The Royal Navy - On the Sea + Under the Sea, In the air and On the Land
- The history and development of the Royal Navy from its origins, through the world wars to today's 21st century fleet – (Major new galleries)
- Go on board Nelson's HMS Victory (Battle of Trafalgar 1805)

PERSONALITY OF NMRN PORTSMOUTH

- Royal Naval tradition – reflecting the spirit of enterprise and adventure
- Informative and 'experiential' - academic reference point
- Collaborative - On site affiliation PHD inc Mary Rose, Warrior, Action Stations+

DOWNLOAD ASSETS



To download a full suite of logos, graphic and colour palettes for The Royal Navy Museum Portsmouth go to: www.nmrn.org.uk/brand-guidelines

LOGO VERSIONS: LANDSCAPE



THE NATIONAL MUSEUM
ROYAL NAVY
PORTSMOUTH

PRIMARY LOGO ON WHITE



THE NATIONAL MUSEUM
ROYAL NAVY
PORTSMOUTH

BLACK AND WHITE LOGO



THE NATIONAL MUSEUM
ROYAL NAVY
PORTSMOUTH

REVERSED LOGO ON BLACK

DOWNLOAD LOGOS



To download a full suite of logos, graphic and colour palettes for The Royal Navy Museum Portsmouth go to: www.nmrn.org.uk/brand-guidelines

LOGO VERSIONS: PORTRAIT



THE NATIONAL MUSEUM
ROYAL NAVY
PORTSMOUTH

PRIMARY LOGO ON WHITE



THE NATIONAL MUSEUM
ROYAL NAVY
PORTSMOUTH

BLACK AND WHITE LOGO



REVERSED LOGO ON BLACK

DOWNLOAD LOGOS



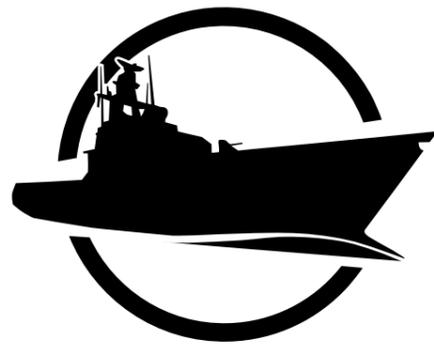
To download a full suite of logos, graphic and colour palettes for The Royal Navy Museum Portsmouth go to: www.nmrn.org.uk/brand-guidelines

ICON VERSIONS



ON THE SEA

PRIMARY ICON



ON THE SEA

MONO ICON



ON THE SEA

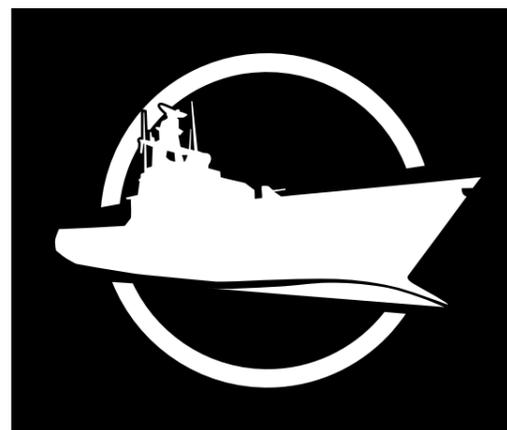
REVERSED LOGO ON BLACK



PRIMARY ICON ISOLATED



MONO ICON ISOLATED



REVERSED LOGO ON BLACK

DOWNLOAD LOGOS



To download a full suite of logos, graphic and colour palettes for The Royal Navy Museum Portsmouth go to: www.nmrn.org.uk/brand-guidelines

LOGO USAGE

1. MINIMUM SIZE

Do not use the logo smaller than this size on any National Museum of the Royal Navy Portsmouth collateral of any kind. (i.e. stationery, printed documents, advertising.)

y = 7mm



y = 7mm



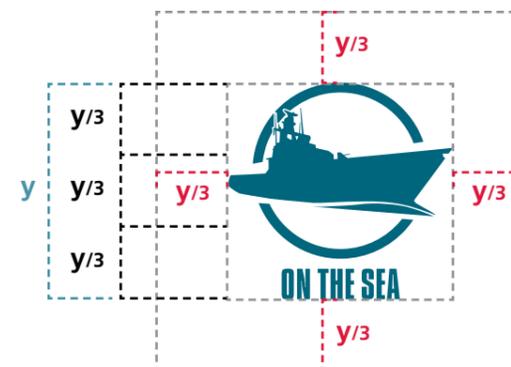
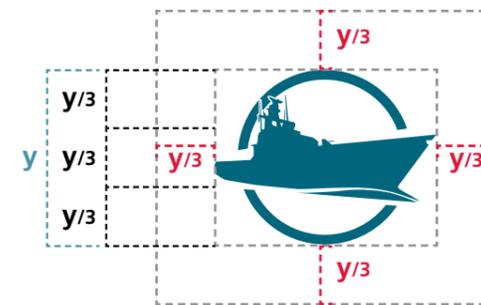
y = 15mm



2. EXCLUSION ZONE

The exclusion zone is governed by the height of the 'N' in the large font on the logo. Please note that the exclusion area for the Isolated icon, and icon with text is the height (y) divided by 3.

Ensure that no text or graphic elements enter this visual space.



The exclusion zone for the icons (y/3) is the height of the logo (y) divided by three.

1. MINIMUM SIZE

Minimum print size ensures that the identity is clear even when displayed at a reduced size.

2. EXCLUSION ZONE

In order to maintain the integrity of the visual identity and avoid dilution of the brand, exclusion zones are dictated that must be adhered to for both identity elements. No page furniture, text or supporting logo should be placed within the exclusion zones.

LOGO USAGE

3. INCORRECT USAGE



DO NOT use the logo or icon types in any other colours other than the two primary brand colours.

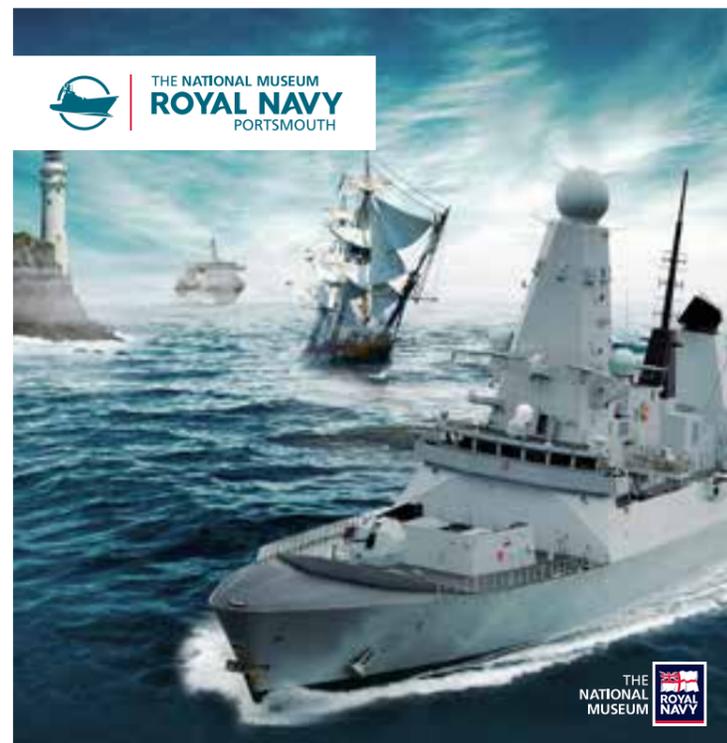


DO NOT tilt the logo or icon types on an angle.



DO NOT stretch or squash the logo or icon types.

CORRECT USAGE



3. USAGE

- The colour of the individual elements in the logo must never be altered.
- The National Museum of the Royal Navy Logotype must never be replaced by any other words or any other typeface.
- The logo should not be cropped or rotated. The full logo must always be visible with the exception of when being used as a graphic feature, as seen on the stationery.
- Do not tilt the logo or icon types on an angle.
- Do not stretch or squash the logo or icon types.

NB.

The National Museum of the Royal Navy logo should **always** appear in the bottom right of the page when used in conjunction with any individual museum branding.



COLOUR PALETTE

PRIMARY COLOURS



PANTONE® 315 C
C 100 M 12
Y 21 K 44
R 0 G 102 B 125
HEX #00667D

NMRN Portsmouth
Turquoise



PANTONE® 186 C
C 0 M 100
Y 76 K 6
R 204 G 0 B 51
HEX #CC0033

NMRN Portsmouth Red



NB.
Please do not use your applications native conversions when going from Pantone to CMYK, RGB or HEX.
.....
Always use the values from this page.

The primary colours make up the main logo colours and the secondary colours can be used for supporting text, backgrounds or imagery.

SECONADRY COLOURS



P Pro. Black C
C 0 M 0
Y 0 K 100
R 30 G 30 B 30
HEX #0092BD

Black



P Pro. Black C 85%
C 0 M 0
Y 0 K 85
R 77 G 77 B 79
HEX #5A5F6F

85% Black



PANTONE® 289 C
C 100 M 75
Y 0 K 76
R 0 G 0 B 51
HEX #000033

NMRN Blue

TYPOGRAPHY - PRINT

FRUTIGER LIGHT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

FRUTIGER ROMAN

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

FRUTIGER BOLD

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

FRUTIGER BLACK

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

AR TECHNI REGULAR

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@\$%^&*()

FRUTIGER LIGHT ITALIC

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

FRUTIGER ROMAN ITALIC

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

FRUTIGER BOLD ITALIC

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

FRUTIGER BLACK ITALIC

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

COMPACTA REGULAR

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

Typography is a vital element in our visual identity. Our typefaces are carefully chosen to project individuality, influence the way in which we are perceived and communicate our values. There are five typefaces used by the NMRN and it's constitute museums: Frutiger, Compacta, Arial, AR Techni and Arno Pro Display. Arial and Arno Pro Display are used for web only.

Frutiger is the preferred typeface. It should be used whenever possible throughout all communications. If Frutiger is not available, Arial should be used. Compacta and AR Techni are only used for headline copy

TEXT COLOURS

Body copy should always be set in 85% black.



Sub headings and headings can be in any of the primary or secondary brand colours, however the blue should always be used as the key colour. 85% tints of colours may also be used for call-out copy.



PURCHASE THE FONTS



All the fonts can be purchased and downloaded from www.myfonts.com

TYPOGRAPHY - WEB

BODY COPY

ARIAL REGULAR

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@£\$%^&*()

ARIAL REGULAR ITALIC

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@£\$%^&()*

ARIAL BOLD ITALIC

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@£\$%^&*()

ARIAL BOLD ITALIC

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@£\$%^&*()

HEADERS AND TITLES

ARNO PRO DISPLAY

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@£\$%^&*()

ARNO PRO SEMIBOLD DISPLAY

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@£\$%^&*()



ROYAL NAVY
SUBMARINE
MUSEUM



THE PRIMARY LOGO



ROYAL NAVY
SUBMARINE
MUSEUM

THE BRAND AND IDENTITY

Brand identity relies on a combination of graphics and the written word. These guidelines contain the Brand Footprints which reflect the core messages and brand personality of the Royal Navy Submarine Museum. These should be reflected in all marketing material whenever practical.

CORE MESSAGE OF THE SUBMARINE MUSEUM

- The Royal Navy - Under the Sea + On the Sea, In the Air, On the Land
- The Story of the Royal Navy Submarine Service inc HMS Alliance – the only surviving British A-Class WW2 era submarine. Plus, Holland 1 – the Royal Navy’s first submarine launched in 1901 and X24 – the only surviving WW2 midget submarine
- Memorial to the 5,300 British submariners who have given their lives in service

PERSONALITY OF THE SUBMARINE MUSEUM

- Submarine Service Tradition – reflecting the Naval spirit of enterprise and adventure
- Ordinary men and women in extraordinary circumstances
- Engaging, friendly, accessible

DOWNLOAD ASSETS



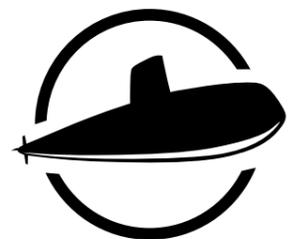
To download a full suite of logos, graphic and colour palettes for The Submarine Museum go to: www.nmrn.org.uk/brand-guidelines

LOGO VERSIONS: LANDSCAPE



ROYAL NAVY
SUBMARINE
MUSEUM

PRIMARY LOGO ON WHITE



ROYAL NAVY
SUBMARINE
MUSEUM

BLACK AND WHITE LOGO



ROYAL NAVY
SUBMARINE
MUSEUM

REVERSED LOGO ON BLACK

DOWNLOAD LOGOS



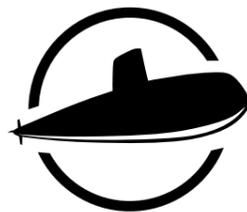
To download a full suite of logos, graphic and colour palettes for The Submarine Museum go to: www.nmrn.org.uk/brand-guidelines

LOGO VERSIONS: PORTRAIT



ROYAL NAVY
SUBMARINE
MUSEUM

PRIMARY LOGO ON WHITE



ROYAL NAVY
SUBMARINE
MUSEUM

BLACK AND WHITE LOGO



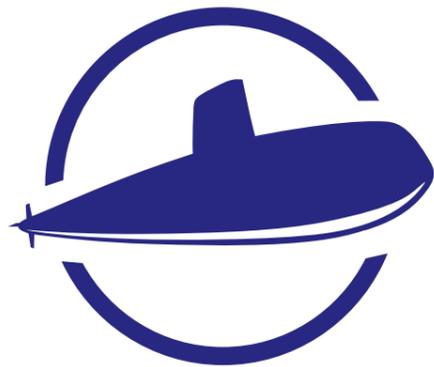
REVERSED LOGO ON BLACK

DOWNLOAD LOGOS



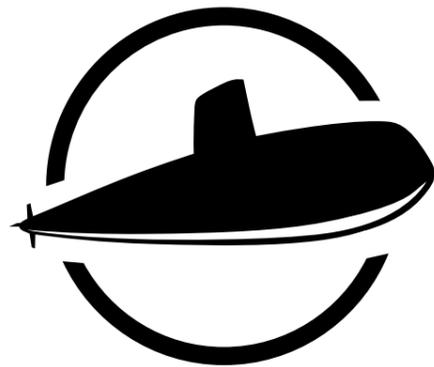
To download a full suite of logos, graphic and colour palettes for The Submarine Museum go to: www.nmrn.org.uk/brand-guidelines

ICON VERSIONS



UNDER THE SEA

PRIMARY ICON



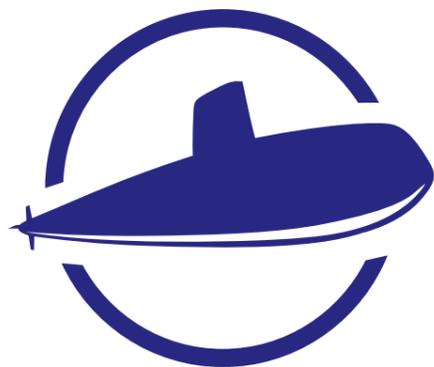
UNDER THE SEA

MONO ICON

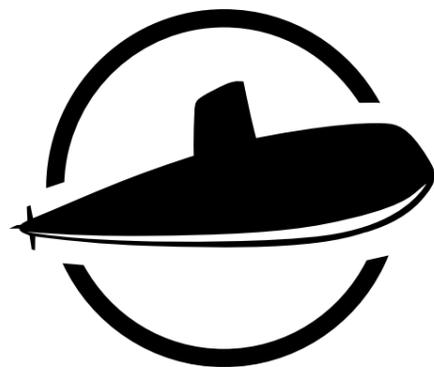


UNDER THE SEA

REVERSED ICON ON BLACK



PRIMARY ICON ISOLATED



MONO ICON ISOLATED



REVERSED ICON ON BLACK
ISOLATED

DOWNLOAD LOGOS



To download a full suite of logos, graphic and colour palettes for The Submarine Museum go to: www.nmrn.org.uk/brand-guidelines

LOGO USAGE

1. MINIMUM SIZE

Do not use the logo smaller than this size on any Royal Navy Submarine Museum collateral of any kind. (i.e. stationery, printed documents, advertising.)

y = 7mm



y = 7mm



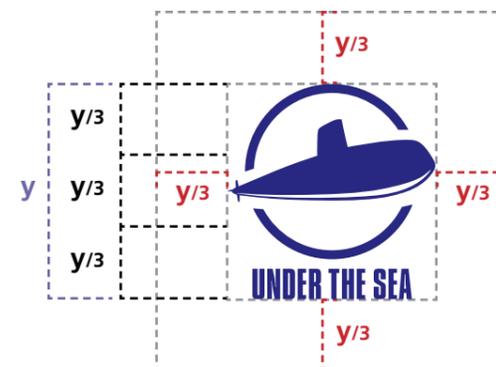
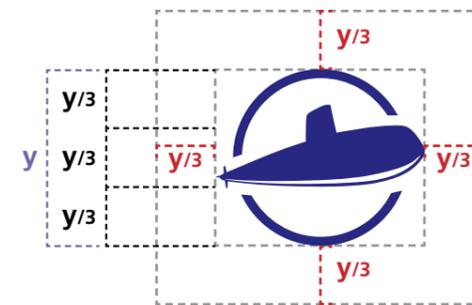
y = 15mm



2. EXCLUSION ZONE

The exclusion zone is governed by the height of the 'M' in the large font on the logo. Please note that the exclusion area for the Isolated icon, and icon with text is the height (y) divided by 3.

Ensure that no text or graphic elements enter this visual space.



The exclusion zone for the icons (y/3) is the height of the logo (y) divided by three.

1. MINIMUM SIZE

Minimum print size ensures that the identity is clear even when displayed at a reduced size.

2. EXCLUSION ZONE

In order to maintain the integrity of the visual identity and avoid dilution of the brand, exclusion zones are dictated that must be adhered to for both identity elements. No page furniture, text or supporting logo should be placed within the exclusion zones.

LOGO USAGE

3. INCORRECT USAGE



DO NOT use the logo or icon types in any other colours other than the two primary brand colours.



DO NOT tilt the logo or icon types on an angle.



DO NOT stretch or squash the logo or icon types.

CORRECT USAGE



3. USAGE

- The colour of the individual elements in the logo must never be altered.
- The Royal Navy Submarine Museum Logotype must never be replaced by any other words or any other typeface.
- The logo should not be cropped or rotated. The full logo must always be visible with the exception of when being used as a graphic feature, as seen on the stationery.
- Do not tilt the logo or icon types on an angle.
- Do not stretch or squash the logo or icon types.

NB.

The National Museum of the Royal Navy logo should **always** appear in the bottom right of the page when used in conjunction with any individual museum branding.



COLOUR PALETTE

PRIMARY COLOURS



PANTONE® 2756 C
 C 100 M 100
 Y 0 K 15
 R 26 G 32 B 109
 HEX #1A206D

Royal Navy
Submarine Museum Blue



PANTONE® 186 C
 C 0 M 100
 Y 76 K 6
 R 204 G 0 B 51
 HEX #CC0033

Royal Navy
Submarine Museum Red

NB.
 Please do not use your applications native conversions when going from Pantone to CMYK, RGB or HEX.

Always use the values from this page.

The primary colours make up the main logo colours and the secondary colours can be used for supporting text, backgrounds or imagery.

NB.
 This colour must only be used by the Royal Navy Submarine Museum as a secondary colour.

SECONADRY COLOURS



P Pro. Black C
 C 0 M 0
 Y 0 K 100
 R 30 G 30 B 30
 HEX #0092BD

Black



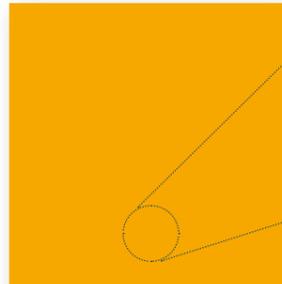
P Pro. Black C 85%
 C 0 M 0
 Y 0 K 85
 R 77 G 77 B 79
 HEX #5A5F6F

85% Black



PANTONE® 289 C
 C 100 M 75
 Y 0 K 76
 R 0 G 0 B 51
 HEX #000033

NMRN Blue



PANTONE® 130 C
 C 0 M 35
 Y 100 K 0
 R 251 G 175 B 23
 HEX #FBAF17

Royal Navy Submarine
Museum Yellow

TYPOGRAPHY - PRINT

FRUTIGER LIGHT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

FRUTIGER ROMAN

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

FRUTIGER BOLD

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

FRUTIGER BLACK

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

AR TECHNI REGULAR

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@\$%^&*()

FRUTIGER LIGHT ITALIC

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

FRUTIGER ROMAN ITALIC

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

FRUTIGER BOLD ITALIC

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

FRUTIGER BLACK ITALIC

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

COMPACTA REGULAR

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

Typography is a vital element in our visual identity. Our typefaces are carefully chosen to project individuality, influence the way in which we are perceived and communicate our values. There are five typefaces used by the NMRN and it's constitute museums: Frutiger, Compacta, Arial, AR Techni and Arno Pro Display. Arial and Arno Pro Display are used for web only.

Frutiger is the preferred typeface. It should be used whenever possible throughout all communications. If Frutiger is not available, Arial should be used. Compacta and AR Techni are only used for headline copy.

TEXT COLOURS

Body copy should always be set in 85% black.



Sub headings and headings can be in any of the primary or secondary brand colours, however the blue should always be used as the key colour. 85% tints of colours may also be used for call-out copy.



PURCHASE THE FONTS



All the fonts can be purchased and downloaded from www.myfonts.com

TYPOGRAPHY - WEB

BODY COPY

ARIAL REGULAR

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890 !@£\$%^&*()

ARIAL REGULAR ITALIC

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890 !@£\$%^&()*

ARIAL BOLD ITALIC

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890 !@£\$%^&*()

ARIAL BOLD ITALIC

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890 !@£\$%^&*()

HEADERS AND TITLES

ARNO PRO DISPLAY

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890 !@£\$%^&*()

ARNO PRO SEMIBOLD DISPLAY

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890 !@£\$%^&*()



ROYAL NAVY
FLEET AIR ARM
MUSEUM



THE
NATIONAL
MUSEUM



THE PRIMARY LOGO



ROYAL NAVY
FLEET AIR ARM
MUSEUM

THE BRAND AND IDENTITY

Brand identity relies on a combination of graphics and the written word. These guidelines contain the Brand Footprints which reflect the core messages and brand personality of the Fleet Air Arm Museum. These should be reflected in all marketing material whenever practical.

CORE MESSAGE OF THE FLEET AIR ARM MUSEUM

- The Royal Navy - In the Air + On the Sea, Under the Sea and on the Land
- Europe's largest Naval aviation Museum
- Go on board Concorde & the award winning Aircraft Carrier Experience

PERSONALITY OF THE FLEET AIR ARM MUSEUM

- Fleet Air Arm tradition – reflecting the Naval spirit of enterprise and adventure
- Informative and 'experiential' - academic reference point
- Welcoming (female reassurance)

DOWNLOAD ASSETS



To download a full suite of logos, graphic and colour palettes for The Fleet Air Arm Museum go to: www.nmrn.org.uk/brand-guidelines

LOGO VERSIONS: LANDSCAPE



ROYAL NAVY
FLEET AIR ARM
MUSEUM

PRIMARY LOGO ON WHITE



ROYAL NAVY
FLEET AIR ARM
MUSEUM

BLACK AND WHITE LOGO



ROYAL NAVY
FLEET AIR ARM
MUSEUM

REVERSED LOGO ON BLACK

DOWNLOAD LOGOS



To download a full suite of logos, graphic and colour palettes for The Fleet Air Arm Museum go to: www.nmrn.org.uk/brand-guidelines

LOGO VERSIONS: PORTRAIT



ROYAL NAVY
FLEET AIR ARM
MUSEUM

PRIMARY LOGO ON WHITE



ROYAL NAVY
FLEET AIR ARM
MUSEUM

BLACK AND WHITE LOGO



ROYAL NAVY
FLEET AIR ARM
MUSEUM

REVERSED LOGO ON BLACK

DOWNLOAD LOGOS



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ICON VERSIONS



IN THE AIR

PRIMARY ICON



IN THE AIR

MONO ICON

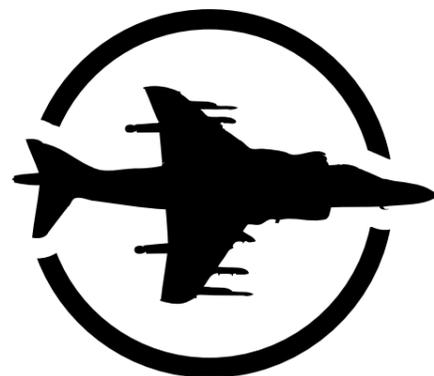


IN THE AIR

REVERSED ICON ON BLACK



PRIMARY ICON ISOLATED



MONO ICON ISOLATED



REVERSED ICON ON BLACK
ISOLATED

DOWNLOAD LOGOS



To download a full suite of logos, graphic and colour palettes for The Fleet Air Arm Museum go to:
www.nmrn.org.uk/brand-guidelines

LOGO USAGE

1. MINIMUM SIZE

Do not use the logo smaller than this size on any Fleet Air Arm Museum collateral of any kind. (i.e. stationery, printed documents, advertising.)

y = 7mm



y = 7mm



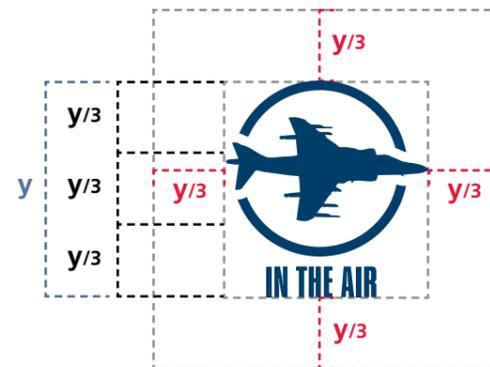
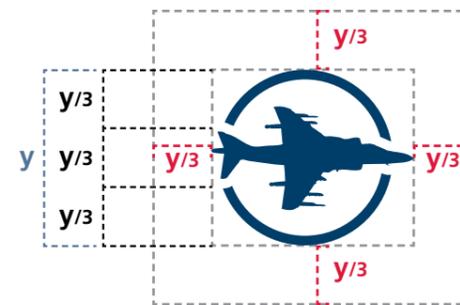
y = 15mm



2. EXCLUSION ZONE

The exclusion zone is governed by the height of the 'M' in the large font on the logo. Please note that the exclusion area for the Isolated icon, and icon with text is the height (y) divided by 3.

Ensure that no text or graphic elements enter this visual space.



The exclusion zone for the icons (y/3) is the height of the logo (y) divided by three.

1. MINIMUM SIZE

Minimum print size ensures that the identity is clear even when displayed at a reduced size.

2. EXCLUSION ZONE

In order to maintain the integrity of the visual identity and avoid dilution of the brand, exclusion zones are dictated that must be adhered to for both identity elements. No page furniture, text or supporting logo should be placed within the exclusion zones.

LOGO USAGE

3. INCORRECT USAGE



DO NOT use the logo or icon types in any other colours other than the two primary brand colours.



DO NOT tilt the logo or icon types on an angle.



DO NOT stretch or squash the logo or icon types.

CORRECT USAGE



3. USAGE

- The colour of the individual elements in the logo must never be altered.
- The Fleet Air Arm Museum Logotype must never be replaced by any other words or any other typeface.
- The logo should not be cropped or rotated. The full logo must always be visible with the exception of when being used as a graphic feature, as seen on the stationery.
- Do not tilt the logo or icon types on an angle.
- Do not stretch or squash the logo or icon types.

NB.

The National Museum of the Royal Navy logo should **always** appear in the bottom right of the page when used in conjunction with any individual museum branding.



COLOUR PALETTE

PRIMARY COLOURS



PANTONE® 7693 C
C 100 M 57
Y 9 K 47
R 0 G 62 B 106
HEX #064A76

Fleet Air Arm
Museum Blue



PANTONE® 186 C
C 0 M 100
Y 76 K 6
R 204 G 0 B 51
HEX #CC0033

Fleet Air Arm
Museum Red



NB.
Please do not use your applications native conversions when going from Pantone to CMYK, RGB or HEX.
.....
Always use the values from this page.

The primary colours make up the main logo colours and the secondary colours can be used for supporting text, backgrounds or imagery.

SECONADRY COLOURS



P Pro. Black C
C 0 M 0
Y 0 K 100
R 30 G 30 B 30
HEX #0092BD

Black



P Pro. Black C 85%
C 0 M 0
Y 0 K 85
R 77 G 77 B 79
HEX #5A5F6F

85% Black



PANTONE® 289 C
C 100 M 75
Y 0 K 76
R 0 G 0 B 51
HEX #000033

NMRN Blue

TYPOGRAPHY - PRINT

FRUTIGER LIGHT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

FRUTIGER ROMAN

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

FRUTIGER BOLD

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

FRUTIGER BLACK

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

AR TECHNI REGULAR

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@\$%^&*()

FRUTIGER LIGHT ITALIC

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

FRUTIGER ROMAN ITALIC

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

FRUTIGER BOLD ITALIC

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1234567890 !@£\$%^&*()

FRUTIGER BLACK ITALIC

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

COMPACTA REGULAR

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

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TEXT COLOURS

Body copy should always be set in 85% black.



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PURCHASE THE FONTS



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TYPOGRAPHY - WEB

BODY COPY

ARIAL REGULAR

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@£\$%^&*()

ARIAL REGULAR ITALIC

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@£\$%^&()*

ARIAL BOLD ITALIC

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@£\$%^&*()

ARIAL BOLD ITALIC

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@£\$%^&*()

HEADERS AND TITLES

ARNO PRO DISPLAY

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@£\$%^&*()

ARNO PRO SEMIBOLD DISPLAY

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@£\$%^&*()

ADVERTISING

 **ROYAL NAVY
FLEET AIR ARM
MUSEUM**

The thrill is being there

Take yourself to the heart of the action on the HMS Ark Royal Aircraft Carrier Experience. Step on board the legendary Concorde and get up close to the most exciting military aircraft at Europe's largest museum of naval aviation.

Experience the adventure of a lifetime

RNAS Yeovilton, Somerset, BA22 8HT
01935 840565 | fleetairarm.com



THE NATIONAL MUSEUM
ROYAL NAVY

 **ROYAL NAVY
FLEET AIR ARM
MUSEUM**

The thrill is being there

Take yourself to the heart of the action on the HMS Ark Royal Aircraft Carrier Experience. Step on board the legendary Concorde and get up close to the most exciting military aircraft at Europe's largest museum of naval aviation.

Experience the adventure of a lifetime



THE NATIONAL MUSEUM
ROYAL NAVY

 **ROYAL NAVY
FLEET AIR ARM
MUSEUM**

The thrill is being there

Take yourself to the heart of the action on the HMS Ark Royal Aircraft Carrier Experience. Step on board the legendary Concorde and get up close to the most exciting military aircraft at Europe's largest museum of naval aviation.

Experience the adventure of a lifetime



THE NATIONAL MUSEUM
ROYAL NAVY

LEAFLETS AND EVENTS





ROYAL MARINES
MUSEUM



THE PRIMARY LOGO



ROYAL MARINES
MUSEUM

THE BRAND AND IDENTITY

Brand identity relies on a combination of graphics and the written word. These guidelines contain the Brand Footprints which reflect the core messages and brand personality of the Royal Marines Museum. These should be reflected in all marketing material whenever practical.

CORE MESSAGE OF THE ROYAL MARINES MUSEUM

- The Royal Navy – On the Land + On the Sea, Under the Sea and In the Air
- Elite Naval force. Discover the special qualities required of all Royal Marines
- Valour. Learn of the stories behind the medals (Complete collection of ten VCs awarded to Royal Marines)

PERSONALITY OF THE ROYAL MARINES MUSEUM

- Royal Marines tradition – reflecting the Naval spirit of enterprise and adventure
- Informative - academic reference point
- Welcoming (greater female reassurance)

DOWNLOAD ASSETS



To download a full suite of logos, graphic and colour palettes for The Royal Marines Museum go to:
www.nmrn.org.uk/brand-guidelines

LOGO VERSIONS: LANDSCAPE



ROYAL MARINES
MUSEUM

PRIMARY LOGO ON WHITE



ROYAL MARINES
MUSEUM

BLACK AND WHITE LOGO



ROYAL MARINES
MUSEUM

REVERSED LOGO ON BLACK

DOWNLOAD LOGOS



To download a full suite of logos, graphic and colour palettes for The Royal Marines Museum go to:
www.nmrn.org.uk/brand-guidelines

LOGO VERSIONS: PORTRAIT



PRIMARY LOGO ON WHITE



BLACK AND WHITE LOGO



REVERSED LOGO ON BLACK

DOWNLOAD LOGOS



To download a full suite of logos, graphic and colour palettes for The Royal Marines Museum go to:
www.nmrn.org.uk/brand-guidelines

ICON VERSIONS



ON THE LAND

PRIMARY ICON



ON THE LAND

MONO ICON



ON THE LAND

REVERSED ICON ON BLACK



PRIMARY ICON ISOLATED



MONO ICON ISOLATED



REVERSED ICON ON BLACK ISOLATED

DOWNLOAD LOGOS



To download a full suite of logos, graphic and colour palettes for The Royal Marines Museum go to:
www.nmrn.org.uk/brand-guidelines

LOGO USAGE

1. MINIMUM SIZE

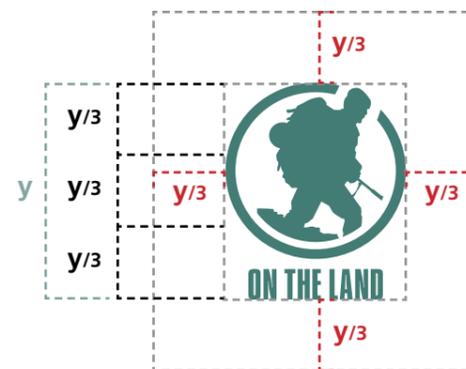
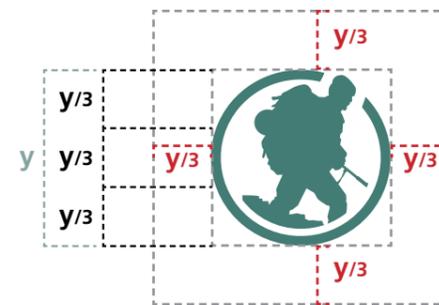
Do not use the logo smaller than this size on any Royal Marines Museum collateral of any kind. (i.e. stationery, printed documents, advertising.)



2. EXCLUSION ZONE

The exclusion zone is governed by the height of the 'M' in the large font on the logo. Please note that the exclusion area for the Isolated icon, and icon with text is the height (y) divided by 3.

Ensure that no text or graphic elements enter this visual space.



The exclusion zone for the icons (y/3) is the height of the logo (y) divided by three.

1. MINIMUM SIZE

Minimum print size ensures that the identity is clear even when displayed at a reduced size.

2. EXCLUSION ZONE

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LOGO USAGE

3. INCORRECT USAGE



DO NOT use the logo or icon types in any other colours other than the two primary brand colours.



DO NOT tilt the logo or icon types on an angle.



DO NOT stretch or squash the logo or icon types.

CORRECT USAGE



3. USAGE

- The colour of the individual elements in the logo must never be altered.
- The Royal Marines Museum Logotype must never be replaced by any other words or any other typeface.
- The logo should not be cropped or rotated. The full logo must always be visible with the exception of when being used as a graphic feature, as seen on the stationery.
- Do not tilt the logo or icon types on an angle.
- Do not stretch or squash the logo or icon types.

NB.

The National Museum of the Royal Navy logo should **always** appear in the bottom right of the page when used in conjunction with any individual museum branding.



COLOUR PALETTE

PRIMARY COLOURS



PANTONE® 625 C
C 64 M 16
Y 42 K 33
R 87 G 133 B 117
HEX #578575

Royal Marines Museum
Turquoise



PANTONE® 186 C
C 0 M 100
Y 76 K 6
R 204 G 0 B 51
HEX #CC0033

Royal Marines Museum
Red

NB.
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.....
Always use the values from this page.

The primary colours make up the main logo colours and the secondary colours can be used for supporting text, backgrounds or imagery.

SECONADRY COLOURS



P Pro. Black C
C 0 M 0
Y 0 K 100
R 30 G 30 B 30
HEX #0092BD

Black



P Pro. Black C 85%
C 0 M 0
Y 0 K 85
R 77 G 77 B 79
HEX #5A5F6F

85% Black



PANTONE® 289 C
C 100 M 75
Y 0 K 76
R 0 G 0 B 51
HEX #000033

NMRN Blue

TYPOGRAPHY - PRINT

FRUTIGER LIGHT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

FRUTIGER ROMAN

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

FRUTIGER BOLD

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

FRUTIGER BLACK

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

AR TECHNI REGULAR

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@\$%^&*()

FRUTIGER LIGHT ITALIC

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

FRUTIGER ROMAN ITALIC

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

FRUTIGER BOLD ITALIC

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

FRUTIGER BLACK ITALIC

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

COMPACTA REGULAR

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

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PURCHASE THE FONTS



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TYPOGRAPHY - WEB

BODY COPY

ARIAL REGULAR

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@£\$%^&*()

ARIAL REGULAR ITALIC

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@£\$%^&()*

ARIAL BOLD ITALIC

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@£\$%^&*()

ARIAL BOLD ITALIC

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@£\$%^&*()

HEADERS AND TITLES

ARNO PRO DISPLAY

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@£\$%^&*()

ARNO PRO SEMIBOLD DISPLAY

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@£\$%^&*()

