

**HISTORICAL MUSEUM
OF GDAŃSK**

**VISUAL
IDENTITY
GUIDELINES**
V1.1
—
VOL. II
CONSTRUCTION

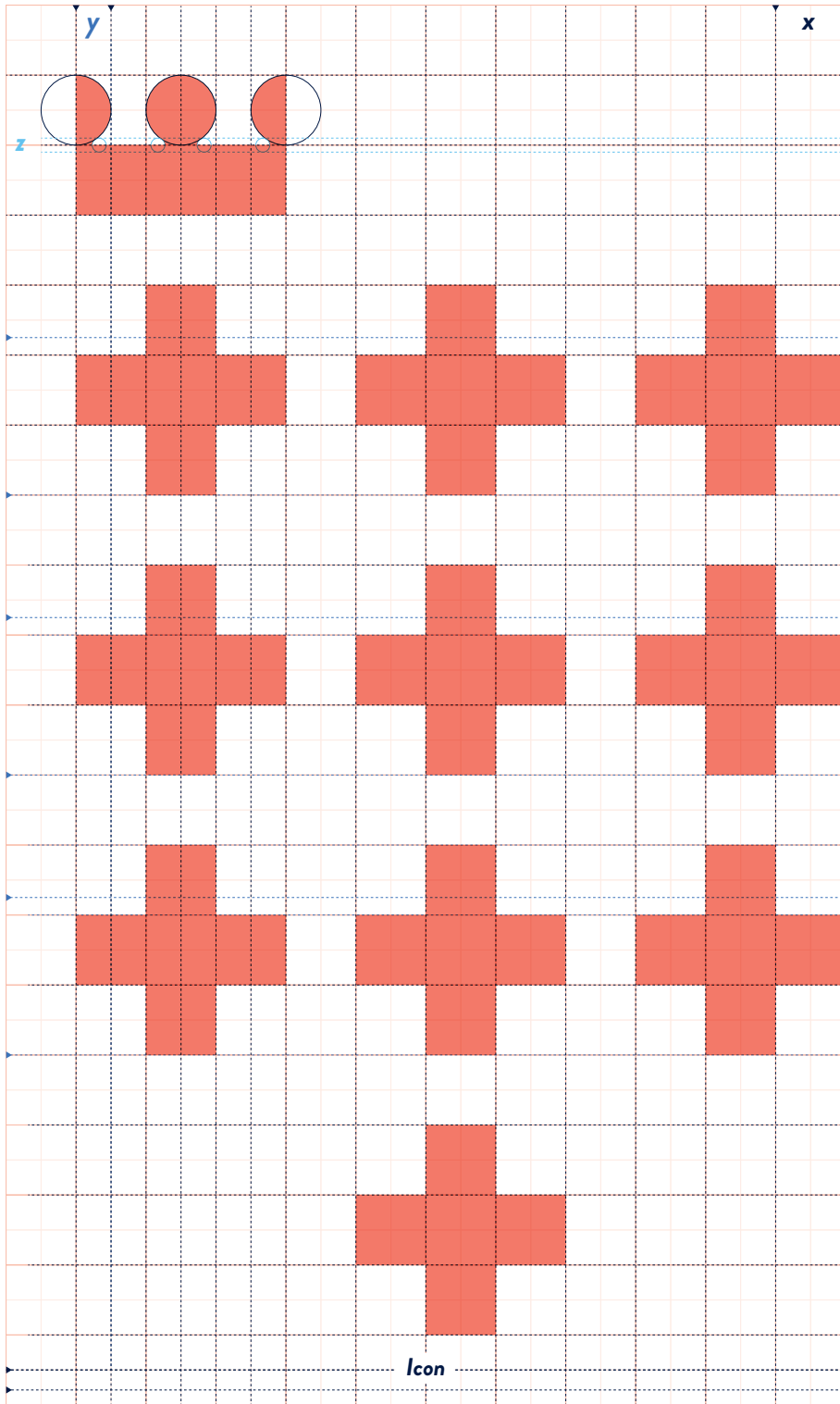
THE IDENTITY
STRUCTURE



The logo is the most visible element in the identity — an instantly recognizable symbol of the Museum. Therefore it's important to use the Logo exactly as specified in these guidelines.

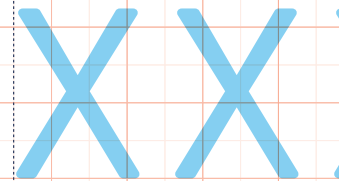
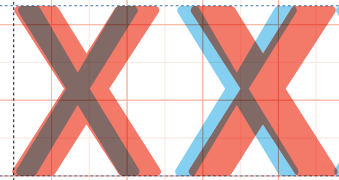
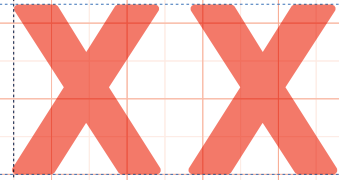
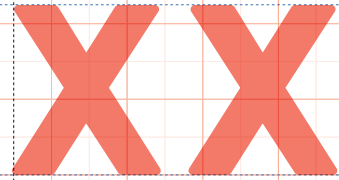
This document illustrates how to use the new identity and its visual and graphic components consistently. It includes directions on how to use the logo, colors and typeface and additional graphics. It ensures consistency, integrity and coordinated application of the new identity through all communications and products.

Historical Museum of Gdańsk visual identity guidelines are essential for a coherent communication. Enabling the confident use of all identity resources. Consistent and accurate use of the guidelines is key to create a strong, recognizable Historical Museum of Gdańsk identity.



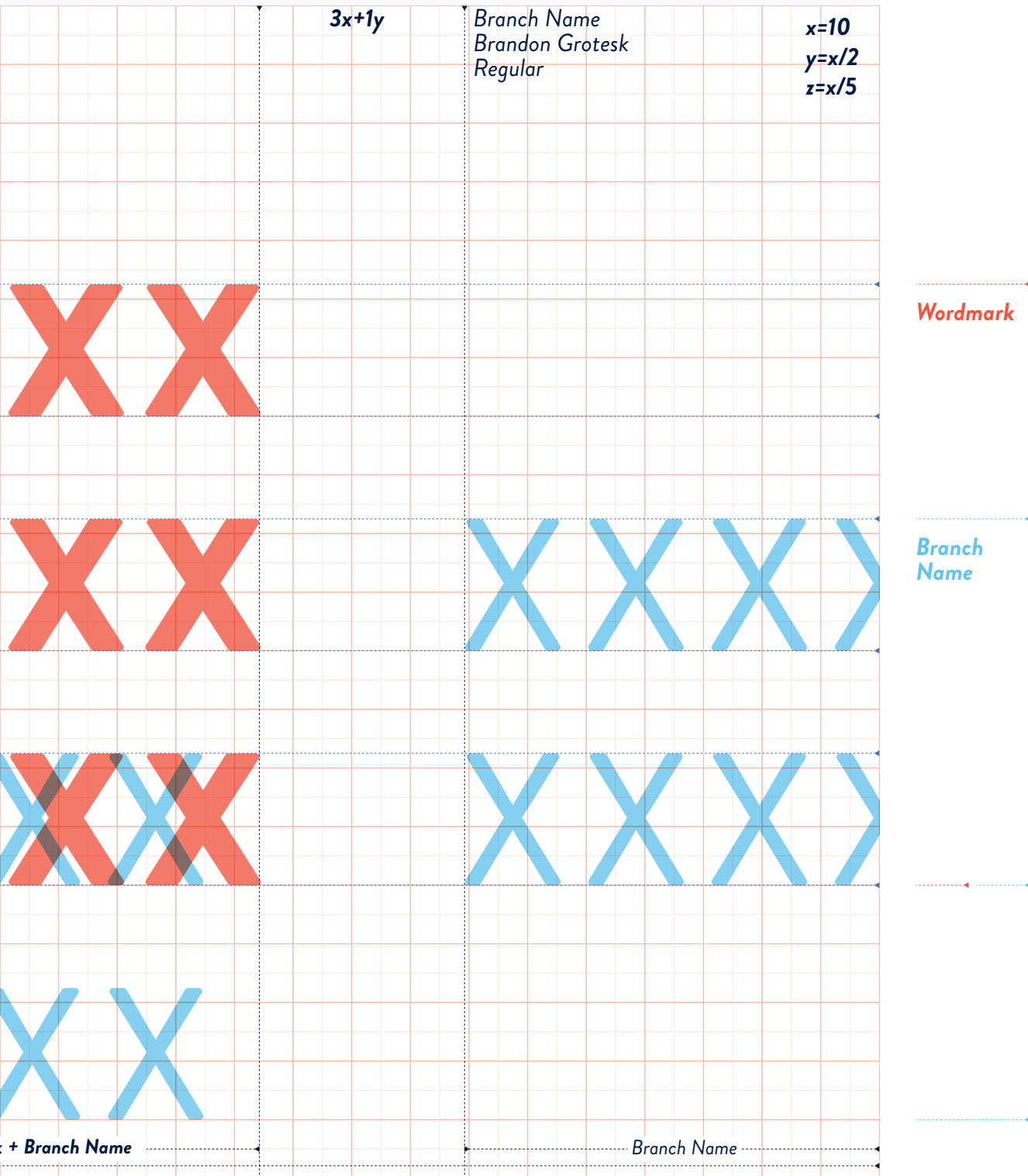
$3x+1y$

Wordmark
Brandon Grotesk
Black
Branch Name
Brandon Grotesk
Regular



Logo

Wordmark



The Museum logo is the result of a combination of the wordmark and its icon. The infographic shows the icon construction, the distance between icon and wordmark, typography and all the guidelines necessary for the logo's correct construction.

Historical Museum of Gdańsk (main wordmark) typography is Brandon Grotesk Bold. For the Museum branches it should be used Brandon Grotesk Regular. All text should be in capital letters.

Minimum size
The logo should not be used below 5mm width or when its graphic integrity is compromised.



**Primary A
Lockup**

Polish



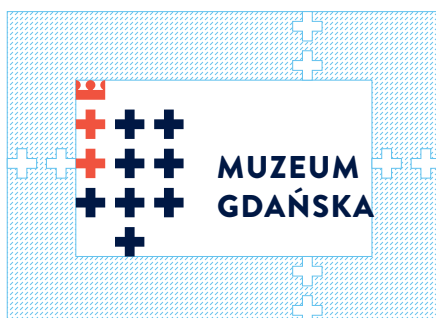
**Primary B
Lockup**

Polish



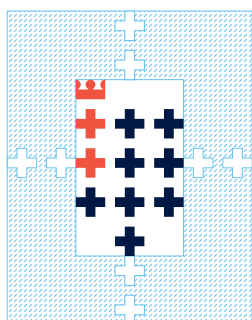
**Primary C
Lockup**

Polish



Icon

When using the icon apply the same minimum margin.



**Primary A
Lockup** English



**Primary B
Lockup** English



**Primary C
Lockup** English



The exclusive zone guarantees the legibility and impact of the logo by creating clear space from the competing visual elements. This zone should be considered as the minimum distance. If possible it should be given to the logo even more space to communicate.

Generous negative space allows the attention to focus on the logo. The minimum amount of clear space should be used as illustrated.

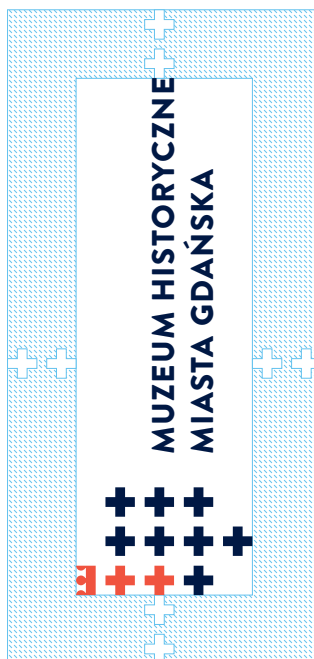
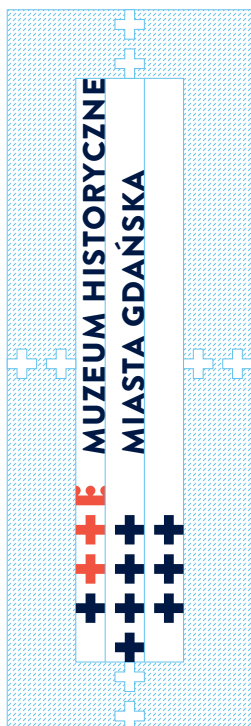
**Secondary
Lockup**

Polish



Vertical Lockup

Polish



Two options were created for the logo vertical use. In the primary version only the wordmark rotates -90° , keeping the same distance from the icon as specified in the construction page. In the secondary version the logo rotates -90° .

These rules also apply for all the Branch lockup versions.

Secondary Lockup

English



Vertical Lockup

English



**Branch
Lockup**

Polish



**Secondary
Branch A
Lockup**

Polish

This secondary version can be used when branch enhancement is necessary for a specific purpose.



**Secondary
Branch B
Lockup**

Polish



**Branch
Lockup**

English



**Secondary
Branch A
Lockup**

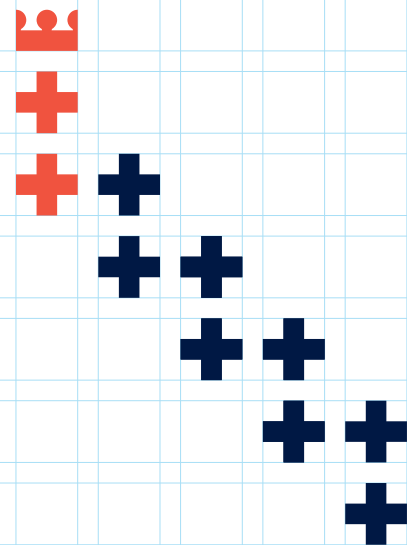
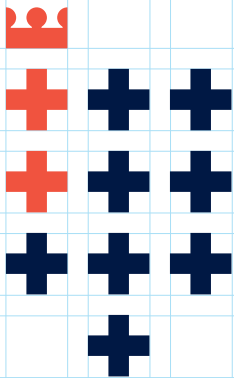
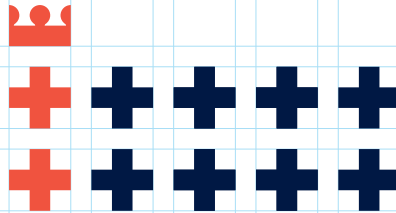
English



**Secondary
Branch B
Lockup**

English





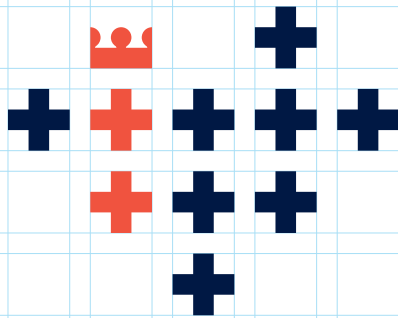
The logo's graphic language should be replicated as much as possible to strengthen the identity.

This construction system can be used to develop the imagery of the identity, contributing to its consolidation.

It can be used to develop illustrations and infographic material.

To add new illustration elements to the catalogue, graphic coherence should be maintained.

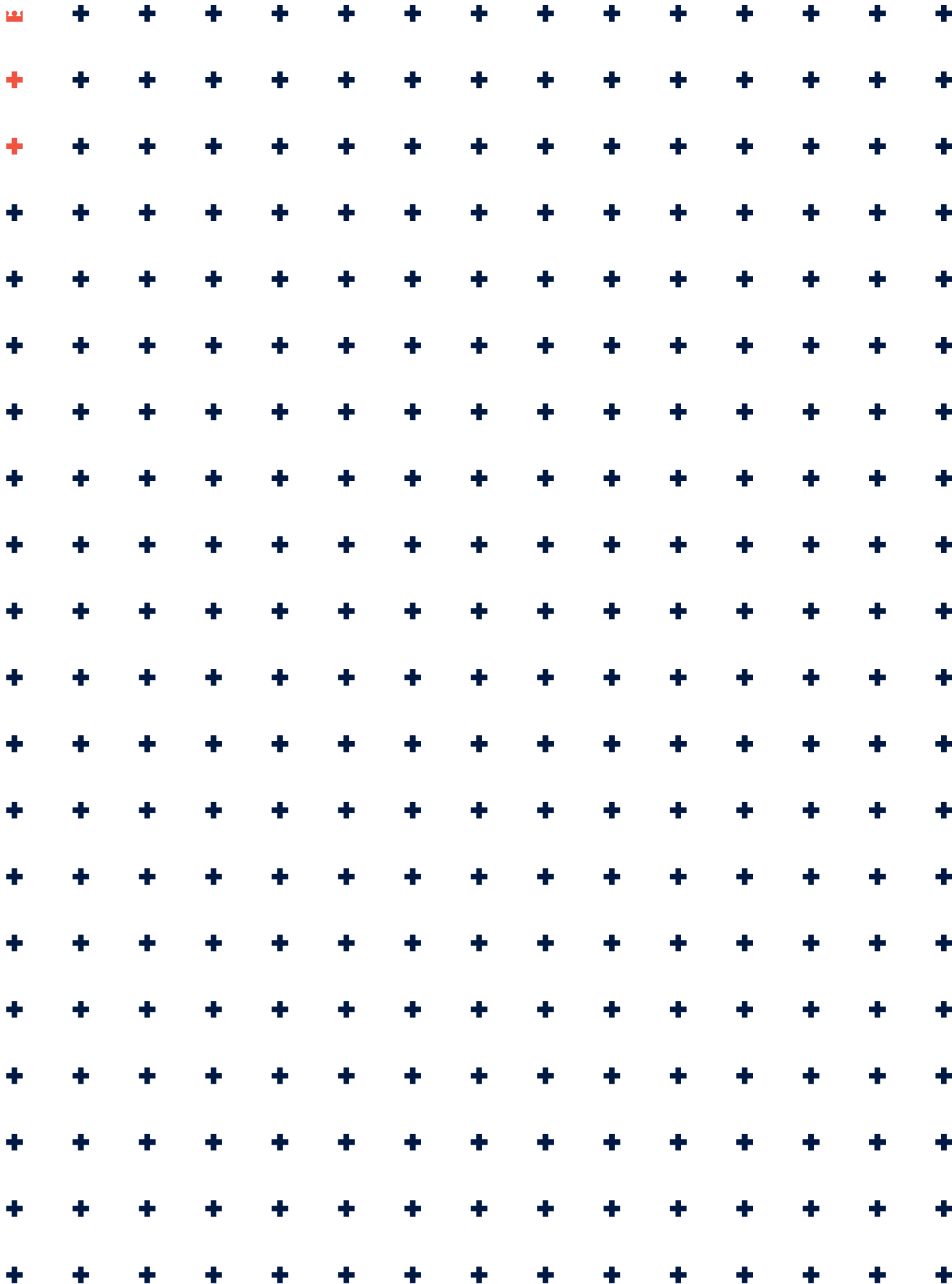
THE HISTORICAL
MUSEUM OF GDAŃSK
LOGO CONSTRUCTION
IS THE CORE PIECE
TO ELABORATE AND
ILLUSTRATE DIFFERENT
ASPECTS OF THE
COMMUNICATION
SYSTEM.

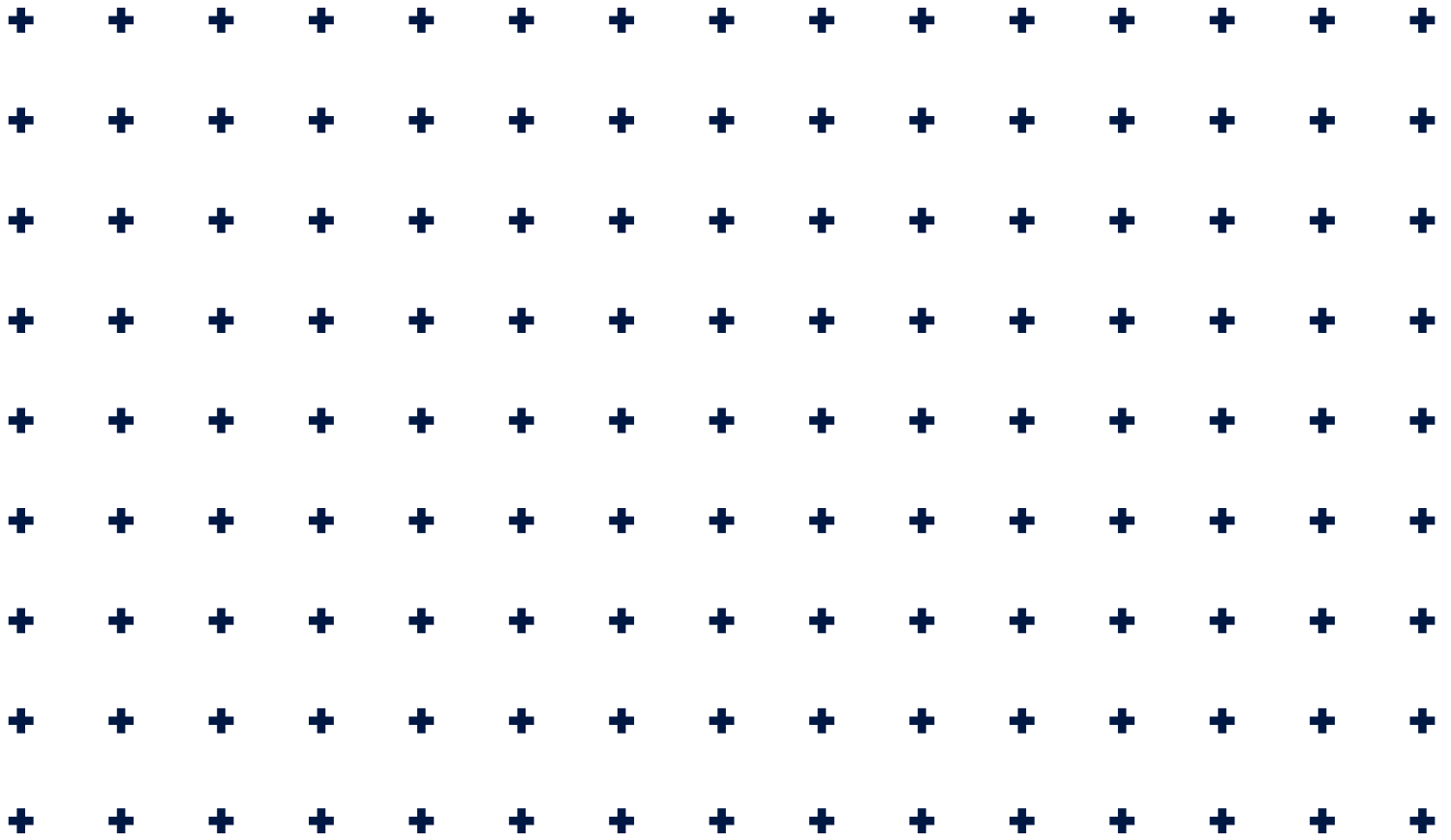


In this page are represented some possibilities of the logo versions that can assume a more liquid presence with new shapes, creating new meanings. These examples should not substitute the logo.

This compositions use only the number of pieces used in the icon, but new and more complex illustrations can be created using more crosses.

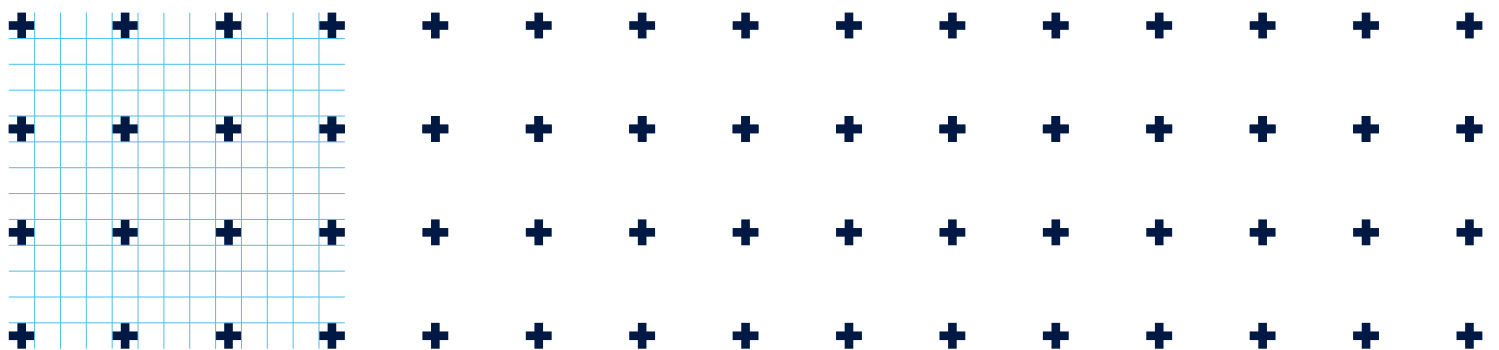
To create new illustrations always use the metric system.





The pattern construction system is created by replicating the cross element. Its elaboration should always use the metric grid. The pattern uses the same color scheme of the logo.

It can also be added the symbol of Gdańsk (crown + 2 crosses) to the pattern, using the same metric. Its layout position is not fixed, but the lockup (3 vertical pieces) should be respected as well as the established color combination.



Colors are also an important and defining characteristic of the Historical Museum of Gdańsk personality.

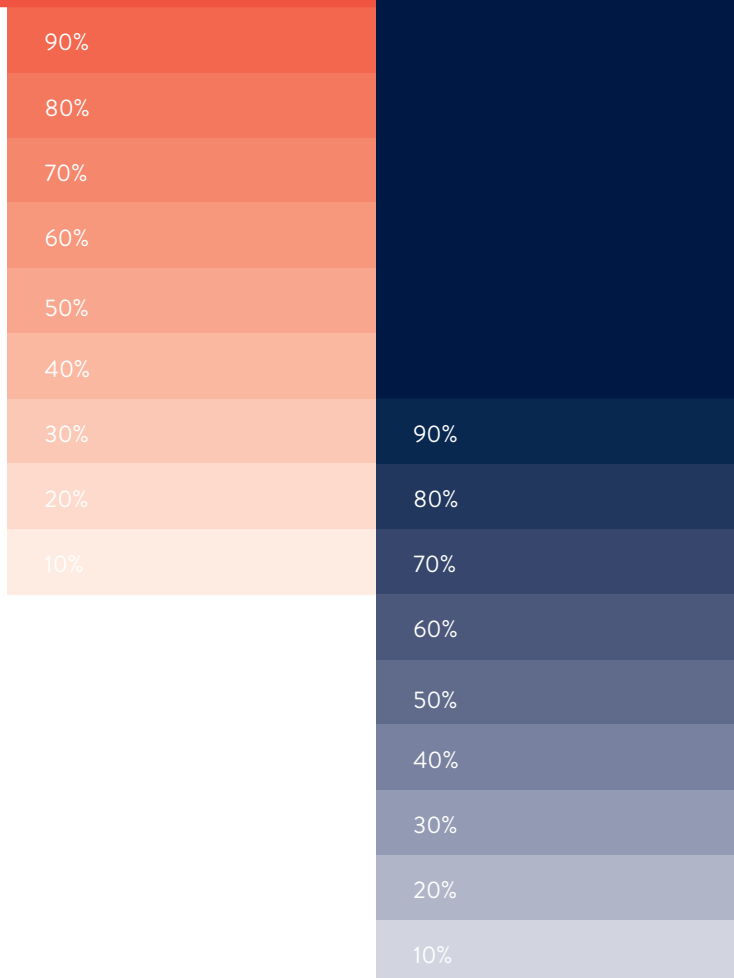
Two colors comprise the Museum identity. Bright Red, the recognizable historic color of Gdańsk and Deep Blue the color of the sea that also defines the city. Two contrasting and distinct colors but also complementary. Bright red a fresh, captivating, young and encouraging and Deep blue a more corporate and serious color.

Bright Red
Pantone
Warm Red

cmyk
000 · 083 · 080 · 000
rgb
255 · 088 · 090
html
F7403A
—
ral
3028
oracal
032

Deep Blue
Pantone
289

cmyk
100 · 076 · 012 · 068
rgb
000 · 034 · 068
html
002C77
—
ral
5011
oracal
518



The main logotype should, as often as possible, be presented with the main colors.

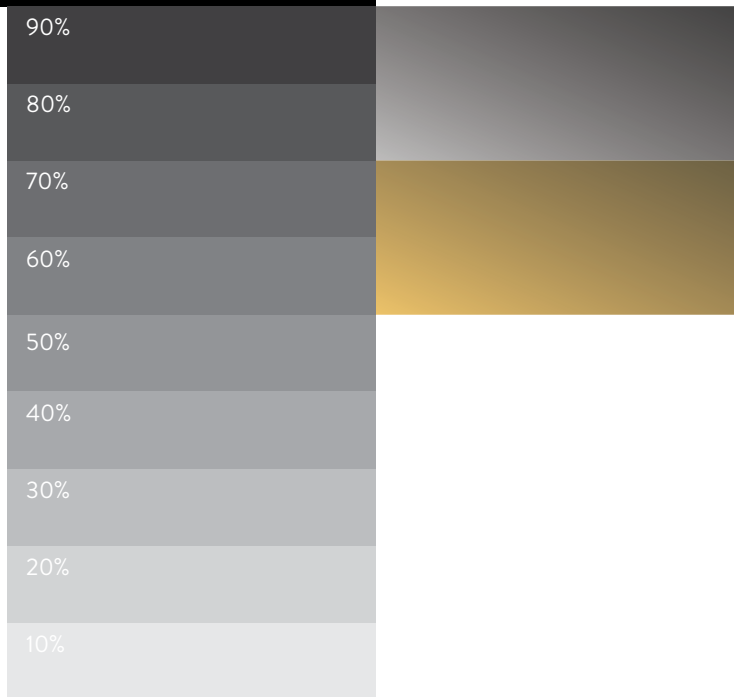
Bright red and Deep blue can be used across all media from the website to a business card. These two colors should also be used as backgrounds to increase recognition.

Black & Grey Scale
100% - 10%

Use it across all media, from block of texts to icons or illustrations.

White

White area and clear space is an extremely important piece of the Museum's color identity, use it abundantly.



Metallics

For special cases the logo can also be used in a more distinct approach, for instance, a metallic hot foil in gold or silver. Pantone *Metallic Silver 877* and the *Gold 876* are also an option.

Auxiliary colors

In a first phase to raise the new identity awareness the communication should focus on using the two main colors. In a second phase new colors can be added to reinforce the communication.

To create new colors, the combination should be harmonious with Bright red and Deep blue. These auxiliary colors should only be used for illustrations and second layer communications and never on the logotype or main corporate materials.

Color

Full color version of the logo should be used as much as possible.



Monochrome

In some cases, a full color logo may not be possible due to technical limitations in printing or poor legibility. For these instances use the grey scale version or a one-color black or white logo.



Grey Scale

100% Black and 50% Black







**MUZEUM HISTORYCZNE
MIASTA GDAŃSKA**



With background images always guarantee the logo legibility and visibility.
Use the correct color version of the logo depending on the background brightness, contrast or color.
Avoid using the logo in a less clear zone.



MUZEUM HISTORYCZNE
MIASTA GDAŃSKA



MUZEUM HISTORYCZNE
MIASTA GDAŃSKA



MUZEUM HISTORYCZNE
MIASTA GDAŃSKA



MUZEUM HISTORYCZNE
MIASTA GDAŃSKA



MUZEUM HISTORYCZNE
MIASTA GDAŃSKA

BRIGHT RED AND DEEP BLUE BACKGROUNDS PLAY AN IMPORTANT PART IN THE VISUAL COMMUNICATION SYSTEM OF HISTORICAL MUSEUM OF GDAŃSK AND THEY SHOULD BE USED ABUNDANTLY.

It should be guaranteed that the two main colors maintain contrast in colored backgrounds, if not possible substitute with white.

**Primary
typeface**
Brandon
Grotesque

**A functional look with
a warm touch.**
Brandon Grotesque is a sans serif
type family of six weights plus
matching italics. It was designed by
Hannes von Döhren in 2009/10,
influenced by the geometric style
sans serif typefaces.



The logo's wordmark consists of
Brandon Grotesque Black for the
Museum's name and Brandon
Grotesque Regular for the
branches. All elements in the word
are written in capital letters.

Brandon Grotesque should be
used, as often as possible, for all
stationary materials, promotional
supports, titles, small text blocks
and slogans.

Brandon Grotesque includes:
Thin, Light, Regular, Medium,
Bold and Black weights.
The primary typeface should be
used across all mediums, always
taking legibility in consideration.

Brandon Grottesque Black

abc
ABC
123

Brandon Grottesque Regular

abc
ABC
123

Brandon Grottesque Thin

abc
ABC
123

Brandon Grottesque Light

abc
ABC
123

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz
AaAqBbCcCcDdEeEeFfGgHhIiJj
KkLlLlMmNnNnOoOoPpRrSsSs
TtUuWwYyZzZzZz
&#€\$%&f¥0123456789123
\$%&+*%/%/%/%/°@
©™?;:;!.,;:•
@[]0---«»|_|_...»»
ΔΩδςΣΠπμ±+×÷=±√^<>
∞~≈◊-∞ℓ°
äääääääææççèéëèìííîîñò
óôöøøœœššÛúúüÿÿžžþ
ÀÁÀÁÀÁÆÆÇÐÉÉÉÉÉÉÏÏÏÏÏÏ
ÒÓÒÓÒÓØØŠŠÙÙÙÙÿÿŽŽÞ

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz
AaAqBbCcCcDdEeEeFfGgHhIiJj
KkLlLlMmNnNnOoOoPpRrSsSs
TtUuWwYyZzZzZz
&#€\$%&f¥0123456789123
\$%&+*%/%/%/%/°@
©™?;:;!.,;:•
@[]0---«»|_|_...»»
ΔΩδςΣΠπμ±+×÷=±√^<>
∞~≈◊-∞ℓ°
äääääääææççèéëèìííîîñò
óôöøøœœššÛúúüÿÿžžþ
ÀÁÀÁÀÁÆÆÇÐÉÉÉÉÉÉÏÏÏÏÏÏ
ÒÓÒÓÒÓØØŠŠÙÙÙÙÿÿŽŽÞ

Brandon Grottesque Medium

abc
ABC
123

Brandon Grottesque Bold

abc
ABC
123

Web Typeface Roboto

Roboto is a free Sans Serif Typeface, designed by Christian Robertson for Google. Roboto should be used if Brandon Grottesque is not available primarily in digital supports namely the Historical Museum of Gdańsk website and all its digital products.

abc
ABC
123

System typeface Arial

Arial should only be used when the primary font isn't available and only when system fonts are mandatory (for instance, emails).

abc
ABC
123



Do not distort or warp the
Logo in any way.



Plain colors are part of the
identity structure, don't
use gradients in the logo
or in the communication
system.



Brandon Grottesque is the
typography used in the
wordmark don't replace it.



Do not use other colors
on the logo.



Do not add extra elements
to the logo.



Do not manipulate the
elements of the icon.





Do not use the branch name without the main wordmark.



Do not outline the logo.



Do not change the positions of the logo elements.



Do not use gloss effects on the logo.



Do not use effects such as drop shadows, bevels or emboss in the logo.



Do not rotate the logo; use only the horizontal and vertical versions.



It is important to use the logo as described in these guidelines, to preserve its consistency, integrity and create a stronger identity.

In these pages are some examples of the logo's possible misuse and likely mistakes.

