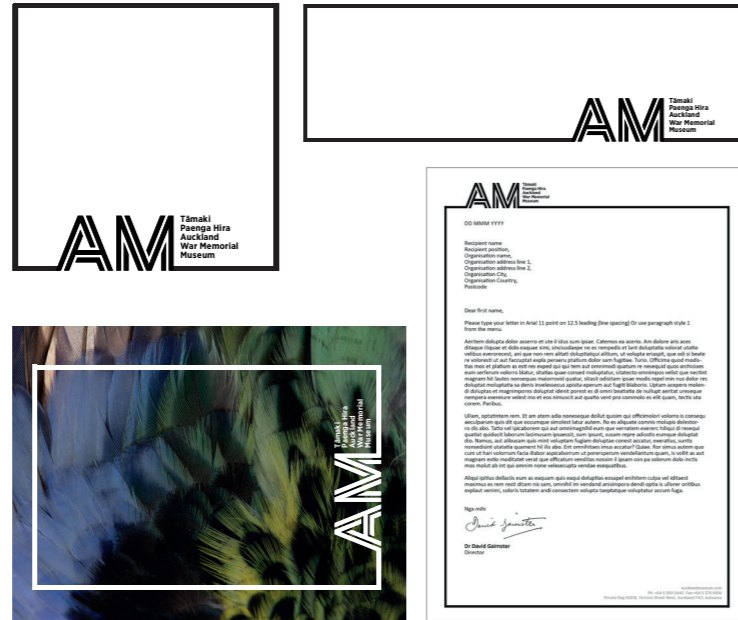


DESIGNING WITH THE BRAND

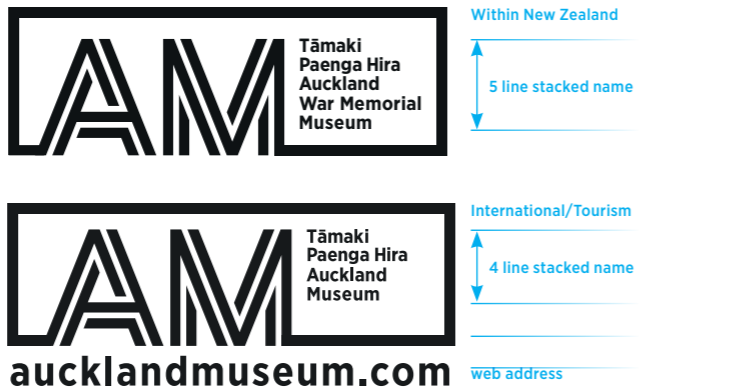
Infinitely Flexible Frame for Owned Content

AM any size on any side within or outside the frame.
The frame line weight determines/equals AM line weight.
Where possible, headline runs as per a book spine, reading left to right.



Brand Mark – Market dependent

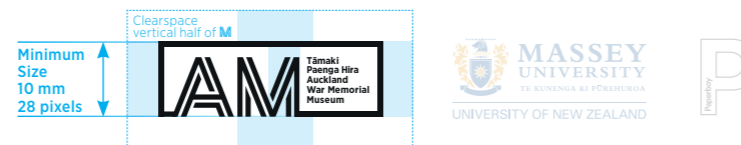
The AM and adjacent stacked name are asserted confidently within the surrounding frame communicating Museum's kaitiaki (guardianship) of collections and framing the stories they inspire. These logo-lock-ups are for use when the communication is not owned by the Museum.



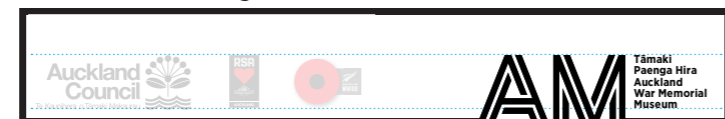
DO NOT stretch, distort, substitute fonts, change or omit name on Brand mark.

Co-Branding

Sharing with external brands



Paired with incoming brand marks



Frame contains partner brand marks, 5 line type stack as guide for proportionate sizing.

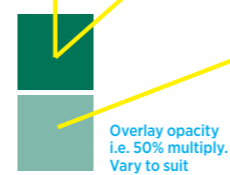
Images

Clear cut or full bleed, imagery should be collection led, and inspire curiosity. Zoom in; don't be afraid to use scale to create visual tension. Images should clearly represent the people, places and collections of the Museum. Use image credits, and obtain cultural permissions from appropriate Museum stakeholders when necessary.



Colour

Inspired by the image, to give type and identity stand out. Max of two to be used in any one visible frame.



Overlay opacity i.e. 50% multiply. Vary to suit

Use Eyedropper tool in Adobe Photoshop for best colour sampling



Online

Full expression of the brand should occur in the first user experience, it may then scale down to shorthand versions as space dictates, for instance on mobile.



Design Principles

The AM frame acts as a unifying visual device within which to tell our amazingly rich and diverse stories. We design with the following principles in mind:

- Instant recognition
- Consistent flexibility
- Hero the Content
- Proud of identity
- Freedom within a framework
- Get closer, discover more
- Keep it simple – less is more
- One font
- Build one brand
- Templates = efficiency
- Fail safe design system

One Font family

Gotham Narrow – any weight

ABCDEFGHIJKLMNO P Q

RSTUVWXYZ Āā Eē Īī Ōō Ūū

abcdefghijklmnopqrstuvwxyz

1234567890 ([!]?@\$%&*#])

Maximum of three different size or weights within a single view. Optical kerning. Leading should consider space for macron over upper case Ā.

Font licenses: typography.com/fonts/gotham/inside/gotham-narrow

Questions

Contact Auckland Museum Marketing Manager or Graphic Designer in the Brand and Customer Engagement team.

Tāmaki Paenga Hira Auckland War Memorial Museum

