

Amgueddfa
Genedlaethol
y Glannau

STORI DIWYDIANT A
BLAENGAREDD CYMRU

National
Waterfront
Museum

WALES' STORY OF
INDUSTRY & INNOVATION



This interim guideline document provides basic specifications for the National Waterfront Museum identity. It is limited to providing information on the logo and the supporting typeface only.

The document therefore does not currently provide guidance on the wider use of the identity by way of an established visual style, as this work is currently in progress.

It is therefore essential that any use of the identity elements is actioned with the full notification and consent of Sarah Vining Smith, the Marketing & Communications Manager for the National Waterfront Museum project.

The logo comprises the two elements; the museum symbol and the title panel.

These elements have been specially drawn, and should not be recreated in any way.

There are three language versions of the logo available. These are: the Dual language logo, the Welsh logo, and the English logo.

Each of these logo versions is available as master artwork

The dual language logo is used throughout this document by way of example for all colour and background specifications. The principles for the dual language logo are the same in these circumstances as for the Welsh and English logos.

Please note

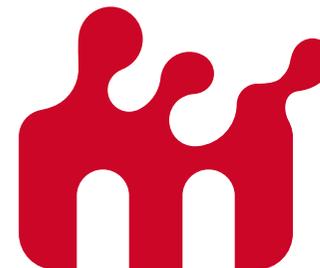
The *positional* relationship of the title panel and symbol is currently under review. However it is important that when applying the logo the *proportional* size relationship of the title panel and symbol is always maintained.

As specific applications are developed for the museum the symbol will also be used independently from the logo.

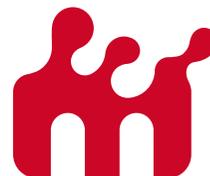
TITLE PANEL



SYMBOL



DUAL LANGUAGE LOGO



WELSH LOGO

ENGLISH LOGO

Pantone colour logo and Four colour process logo

Reproduce the logo in colour wherever possible, using either the Pantone colour logo or the Four colour process logo.

Mono logo

This version is recommended for those circumstances where it is not practical to reproduce the logo in its full colour version. Examples might include newspapers, advertising, and forms etc.

Black logo

This version is recommended for those circumstances where it is only possible to reproduce the logo in one colour, and where it is not practical or possible to reproduce the title panel tint. Examples might include fax headers, franking stamps, and foil blocking etc.

Please note that the colours in this document, either viewed on screen or as a laser print may not accurately match the colours specified on this page. Always refer to original Pantone swatches and printers' reference charts for accurate colour matching.

PANTONE COLOUR LOGO



PAN 1805 PAN COOL GRAY 11 PAN COOL GRAY 1

FOUR COLOUR PROCESS LOGO



0% CYAN	0% CYAN	0% CYAN
98% MAGENTA	0% MAGENTA	0% MAGENTA
75% YELLOW	0% YELLOW	0% YELLOW
22% BLACK	80% BLACK	8% BLACK

MONO LOGO



100% BLACK 8% BLACK

BLACK LOGO



100% BLACK

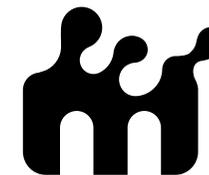
<p>Amgueddfa Genedlaethol y Glannau</p> <p>STORI DIWYDIANT A BLAENGAREDD CYMRU</p>	<p>National Waterfront Museum</p> <p>WALES' STORY OF INDUSTRY & INNOVATION</p>
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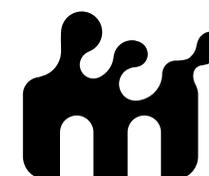
<p>Amgueddfa Genedlaethol y Glannau</p> <p>STORI DIWYDIANT A BLAENGAREDD CYMRU</p>	<p>National Waterfront Museum</p> <p>WALES' STORY OF INDUSTRY & INNOVATION</p>
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<p>Amgueddfa Genedlaethol y Glannau</p> <p>STORI DIWYDIANT A BLAENGAREDD CYMRU</p>	<p>National Waterfront Museum</p> <p>WALES' STORY OF INDUSTRY & INNOVATION</p>
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<p>Amgueddfa Genedlaethol y Glannau</p> <p>STORI DIWYDIANT A BLAENGAREDD CYMRU</p>	<p>National Waterfront Museum</p> <p>WALES' STORY OF INDUSTRY & INNOVATION</p>
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Wherever possible a full colour version of the logo should be applied onto a white background. However, this may not always be possible, or desirable.

Background logos

To ensure sufficient clarity of the logo on backgrounds, the colour logo is supplied in a background version. This differs from the regular logo in having a white out panel instead of the pale grey tint.

A mono background logo is also supplied for this purpose, and is also supplied with a reversal version for dark backgrounds.

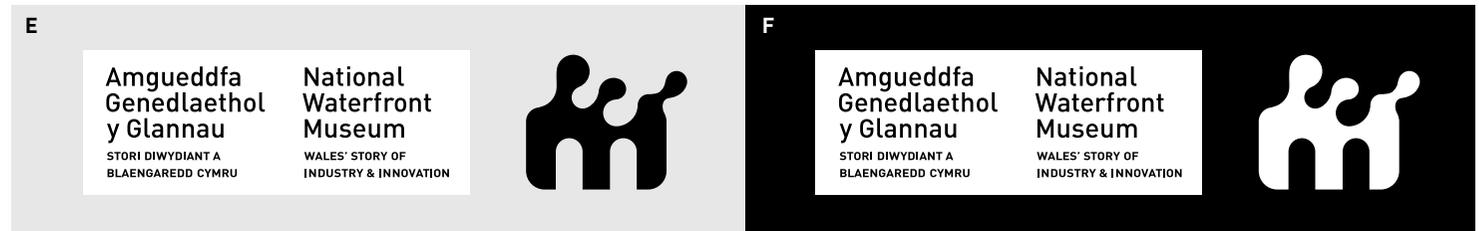
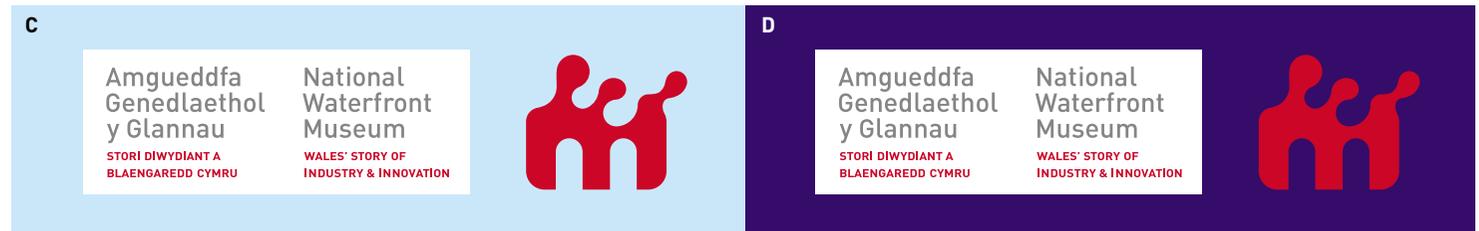
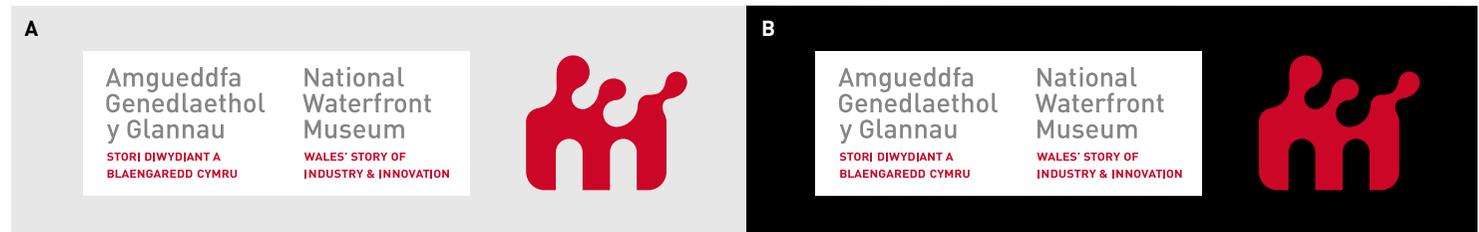
As a rule backgrounds for the colour background logo must be pale in tone, or very dark or black. This is because midtone colour backgrounds do not give sufficient standout for the red of the symbol.

It is important to apply common sense to this principle, as some dark background colours can clash with the symbol colour, e.g. dark red, or dark green.

The mono background logo may be used on backgrounds up to 50% black in tone. Beyond this and up to solid black the mono reversal logo should be used.

Photographic backgrounds

It is not recommended that any logo version is applied to a photographic background. However, if the background is very pale, or very dark and, importantly, fairly even in tone, then this may be acceptable.

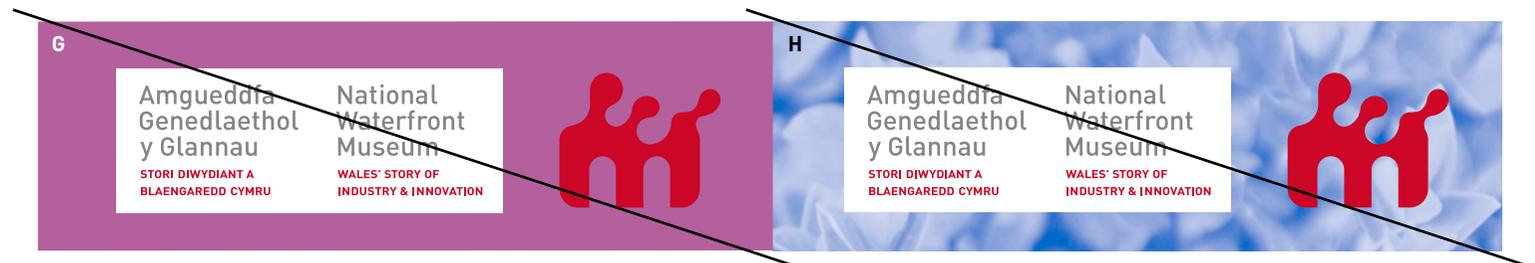


RECOMMENDED BACKGROUNDS (ABOVE)

- A LOGO ON PALE GREY BACKGROUND
- B LOGO ON BLACK BACKGROUND
- C LOGO ON PALE BLUE BACKGROUND
- D LOGO ON DARK BLUE BACKGROUND
- E MONO LOGO ON PALE GREY BACKGROUND
- F MONO REVERSAL ON BLACK BACKGROUND

BACKGROUNDS NOT RECOMMENDED (BELOW)

- G LOGO ON MID-TONE PURPLE BACKGROUND – COLOUR CLASH AND LACK OF STANDOUT FOR SYMBOL
- H LOGO ON BUSY PHOTOGRAPHIC BACKGROUND – LACK OF STANDOUT FOR SYMBOL



Protected zone

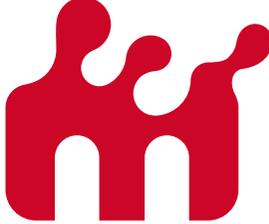
A protected zone has been created as a guide to ensure that the logo is prevented from being crowded out by other visual elements.

The measurement of the protected zone is determined by half the depth of the title panel, expressed as 'X'

Please note

For the moment this zone should be used as a general guide to allow sufficient space around both the title panel and the symbol. This is because it is anticipated that the symbol will be used independently from the title panel.

Further information on this matter will be supplied as and when it becomes available.

X	Amgueddfa Genedlaethol y Glannau	National Waterfront Museum	
X	STORI DIWYDIANT A BLAENGAREDD CYMRU	WALES' STORY OF INDUSTRY & INNOVATION	

PROTECTED ZONE

Din has been chosen as the supporting typeface for the National Waterfront Museum identity.

The modern and industrial style letterforms are a good visual fit with the spirit and content of the museum.

Din is a highly legible typeface available in five weights. It is ideal for for both text and headlines.

The correct cut of this typeface is known as FF Din. FF is the acronym for FontFont who supply the font for both Macintosh and PC use.

The typeface is available for purchase from the FontFont Online shop at www.fontfont.com.

DIN

DIN LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890{.,;:?£&-*}

DIN REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890{.,;:?£&-*}

DIN MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890{.,;:?£&-*}

DIN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890{.,;:?£&-*}

DIN BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890{.,;:?£&-*}