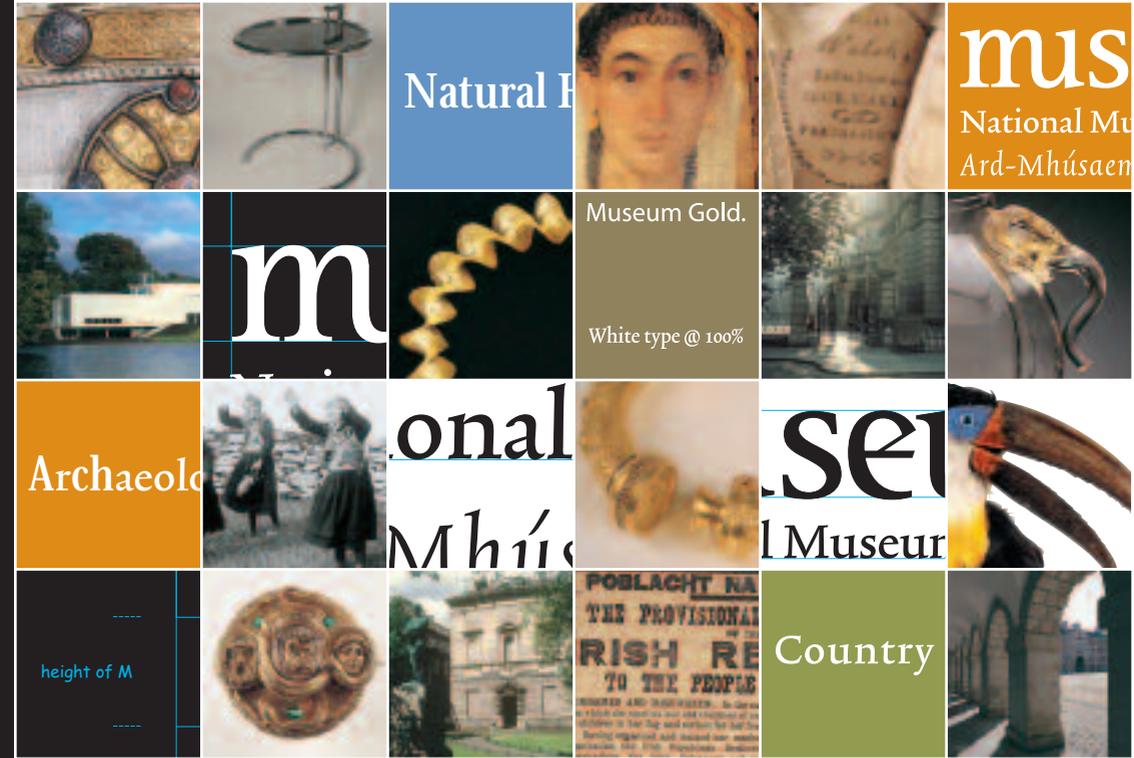


*For any further information or clarification please contact:*

The Marketing Department,  
National Museum of Ireland,  
Collins Barracks,  
Benburb Street,  
Dublin 7  
Telephone (01) 677 7444  
Fax (01) 677 7450  
E-mail: [marketing@museum.ie](mailto:marketing@museum.ie)  
Visit [www.museum.ie](http://www.museum.ie)

**museum**

National Museum of Ireland  
Ard-Mhúsaem na hÉireann



## VISUAL IDENTITY GUIDELINES

**museum**

National Museum of Ireland  
Ard-Mhúsaem na hÉireann



*"The shorthand of a single sign can evoke history, express or provoke emotion, define identity or deliver complicated scientific information irrespective of language and culture."*

*Clare Gibson - Signs and Symbols, An Illustrated Guide to their Meaning and Origins, Grange Books 1996*

**In Roman times,** Ireland produced its own distinctive responses to the Latin alphabet, ogham. Later, with their enthusiastic acceptance of Christianity, the Irish popularised a uniquely attractive script of the Latin alphabet, which transmitted to Carolingian Europe and survives in use to this day where it is also the inspiration of the 'Museum' logotype.

Man has always used signs and symbols to express his individuality, pride, loyalty, and ownership. The power of symbols remains elusive and mysterious – a simple form can instantaneously trigger recall and arouse emotion, whether emblazoned on a flag, etched in stone, or printed on a poster.

At its most reduced expression, the visual identity for the National Museum of Ireland echoes through our unique 'Museum' logotype. Our identity however is more than just a 'logotype', it is a system of graphic elements which when properly combined, present our context and purpose, our idealism and our sense of our role in the life of the nation.

Clear effective presentation is very important for a cultural institution as large and diverse as ours. For this reason, considerable care and attention has been given to the design elements of our identity.

Our identity guidelines exist to help everyone, in every Museum location, to apply the identity correctly and consistently so that it does what we want it to do, goes where we want it to go and makes the impression we want it to make. Go n-éirí linn.

Rath Dé ar an obair!

Dr. Patrick F. Wallace, Director, National Museum of Ireland. April 2004



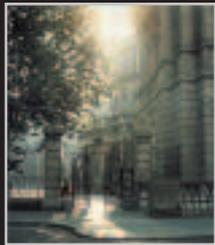
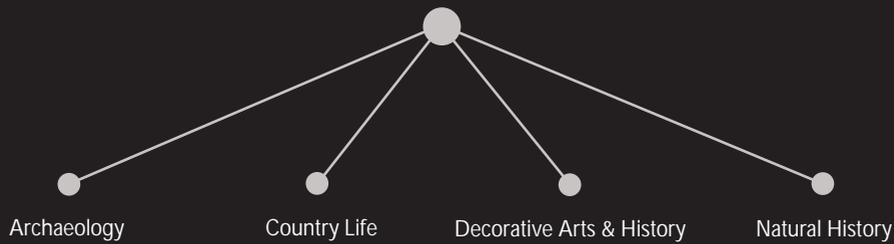
These guidelines provide instructions for the use of the National Museum of Ireland's visual identity. It should be used in conjunction with original digital artworks.

- Director's Introduction
- 1 Contents
- 2 Organisational Structure
- 3 What we mean by a Visual Identity
- 4 The Museum Master Mark
- 5 Clear Space & Minimum Size
- 6-7 Museum Family - Single Identities
- 8-9 Museum Family - Using Grids
- 10-11 Museum Family - Group Identity
- 12-13 Typography
- 14-15 Colour
- 16-17 Museum Badge - Third Party Usage
- 18-20 Incorrect Uses
- 21 Glossary of Terms

**museum**  
National Museum of Ireland  
Ard-Mhúsaem na hÉireann

## The National Museum of Ireland: Organisational Structure

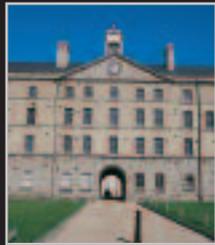
The National Museum of Ireland is the central state institution containing the portable artefacts and specimen of Ireland



Located at Kildare Street, Dublin 2, the Museum of Archaeology is the national repository for all archeological objects found in Ireland. This museum houses over 2,000,000 artefacts which range in date between 7000BC and the late medieval period.



Located at Turlough Park, Castlebar, County Mayo. This is the latest addition to the National Museum of Ireland and is the first branch of the National Museum to be situated outside Dublin. The museum opened to the public in September 2001. The exhibitions portray the lives of ordinary people who lived in rural Ireland in the period 1850 – 1950.



Located at Collins Barracks, Benburb Street, Dublin 7. This museum is home to a wide range of objects which include weaponry, furniture, silver, ceramics and glassware, as well as examples of folklife and costume. The exhibitions have been designed in innovative and contemporary galleries.

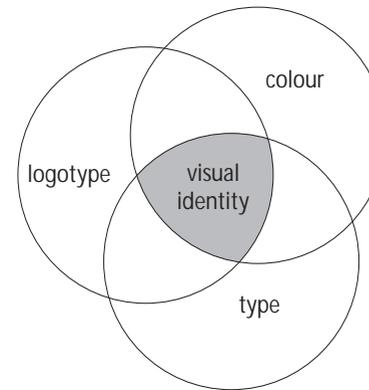


Located at Merrion Street, Dublin 2. This museum has approximately ten thousand animals on display which have been drawn from the museum's collections of over two million specimens. These collections have been accumulating for over two centuries.

## What we mean by a Visual Identity

Our visual identity is more than just a logo, it is a system which makes our communications easier to manage and communicate. The system is a series of graphic elements, including the Museum Logotype, the full title of the Museum in both English and Irish, a complex colour palette and carefully selected primary and supportive typography.

These are combined in an organised manner to create a strong unified visual identity.



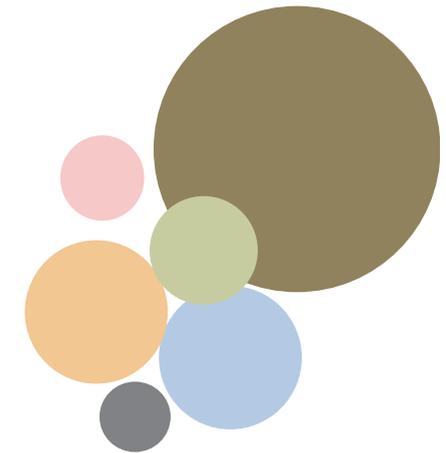
The Visual Identity is the organisation's signature and as with our own signatures, consistency and accuracy are important for recognition.

A consistent, well written signature also conveys a sense of stability and professionalism. As such, it is important only to use the correct artwork when reproducing the Identity.

The various identity artworks have been saved as Adobe Illustrator EPS files and are available through our Marketing Department on disc or as compressed downloadable files from our website, [www.museum.ie](http://www.museum.ie)

**museum**  
National Museum of Ireland  
Ard-Mhúsaem na hÉireann

Logotype & Museum Title



Colour



Typography

**A** **museum**  
National Museum of Ireland

**B** *Ard-Mhúsaem na hÉireann*



**museum**  
National Museum of Ireland  
*Ard-Mhúsaem na hÉireann*

**museum**  
National Museum of Ireland  
*Ard-Mhúsaem na hÉireann*

There is a minimum free area which should be maintained around the marks within the Museum group.

The area is determined by the height of the first letter M of the word MUSEUM as illustrated here. The blue line around the group mark represents its minimum free area. In instances where the four members of the group are used together the group mark should be used.

No other typographic or illustrative elements should encroach into this clear space area.



The Museum Master Mark is made up of a) the Museum Logotype and b) the full title of the Museum in both English and Irish.

The size relationship between the Museum logotype and title should never be altered.

Minimum size reproduction  
Absolute minimum size 35mm

Museum Badge for Third Party usage only.  
Absolute minimum size no less than 40mm, see page 16 for various artworks

## Museum Family - Single Identities



The extensive Museum Collections are on display at four different locations around the country.

These four locations have specific versions of the museum visual identity which help identify clear differences between the collections while maintaining the appearance of the Museum family identity.

These single identities are made up of the Museum Logotype, the full name of the museum, the collection description and a specific colour reference.

The size relationship between the Museum logotype, the collection description and the specific colour should never be altered.

## The Museum Family - Single Identities - Reverse Bands



Using solid colour banding options

Black & White production with 60% screens of black

The blue line around each of the subsidiary identities above represents their respective minimum free areas.

When producing material such as advertising, promotional literature or signage that is exclusively for one of the museum locations, only the respective subsidiary identity should be used.



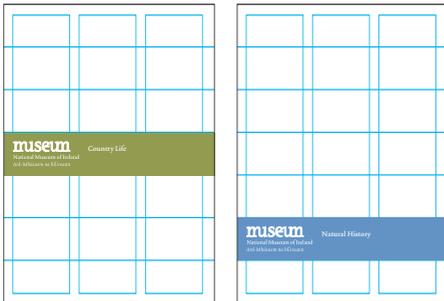
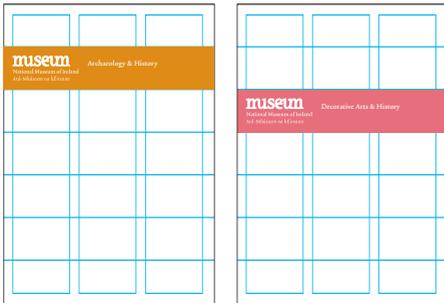
The subsidiary identity artworks have been saved as Adobe Illustrator EPS files and are available through our Marketing Department.

Irish Version for Country Life available through our Marketing Department.

# Museum Family - Using Grids



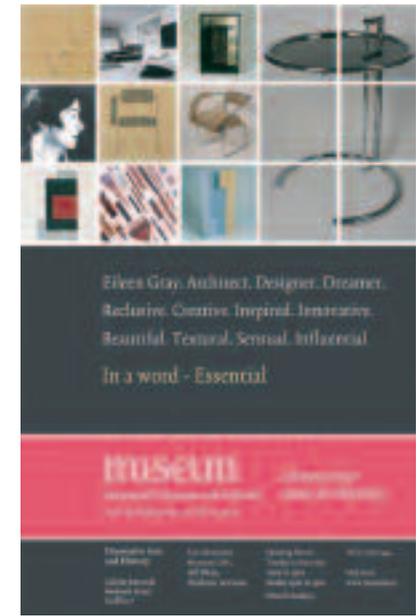
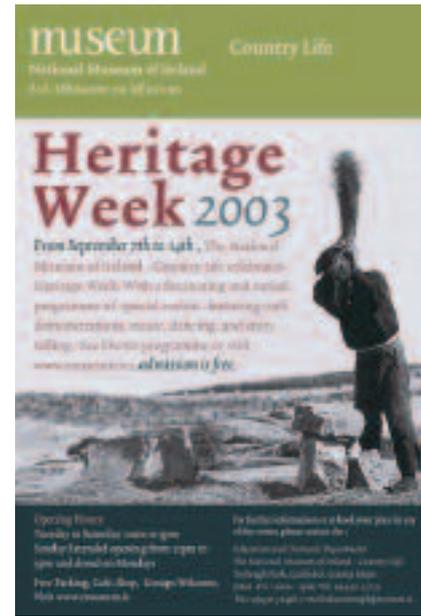
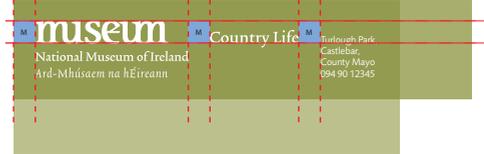
DL Format Grid



A Format Grid

To help apply the identity in a controlled and consistent way, use a grid structure and the colour banding to create appropriate picture and text fields.

You can 'extend' the band into panel shapes and use various 'tints' of the corporate colours. Please maintain the size and spatial integrity between branding elements - Logotype - Typography - etc.



## Museum Family - Group Identity



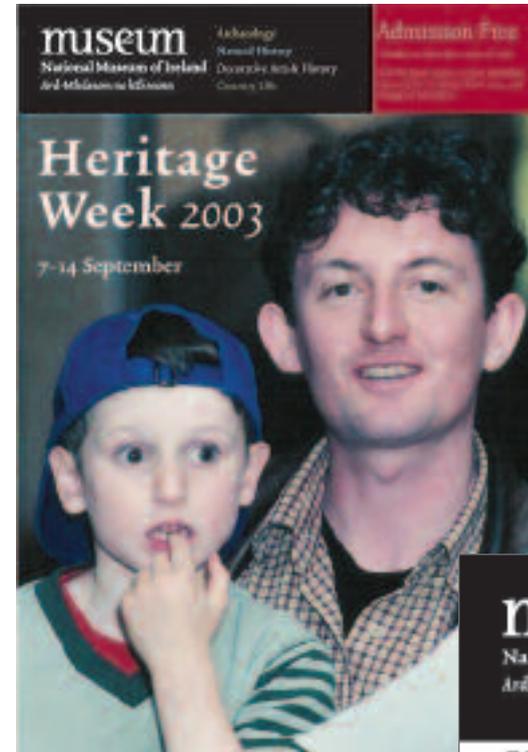
The Museum Group Identity has been created to represent all of the Museums in a suite of simple lock ups.

These are only used in areas of promotion or identity that go across all of the Museum locations.

The primary uses for this Group Signature are on stationary, shop bags, promotional literature and television advertising. In these situations using the Group Signature provides an economy of scale and a consistent message.



## Sample Applications



# Typography

Typography plays an important role in the identity system by aiding recognition and conveying information cleanly and consistently.

The primary typeface used within the identity is Trinité (Serif) and our secondary typeface is Foundry Form (Sans). Other typefaces may be used to create atmosphere for advertising, merchandising or in exhibition design situations.

When working on more corporate projects, the objective should be to achieve a presentation of unity, quality and professionalism.

## National Museum of Ireland Ard-Mhúsaem na hÉireann

Trinité Roman Wide

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%&\*() \_ +?:'""

Trinité Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%&\*() \_ +?:'""

Trinité Medium Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%&\*() \_ +?:'""

Trinité Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%&\*() \_ +?:'""

Trinité Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%&\*() \_ +?:'""

Foundry Form Sans Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%&\*() \_ +?:'""

Foundry Form Sans Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%&\*() \_ +?:'""

Foundry Form Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%&\*() \_ +?:'""

Foundry Form Sans Bold

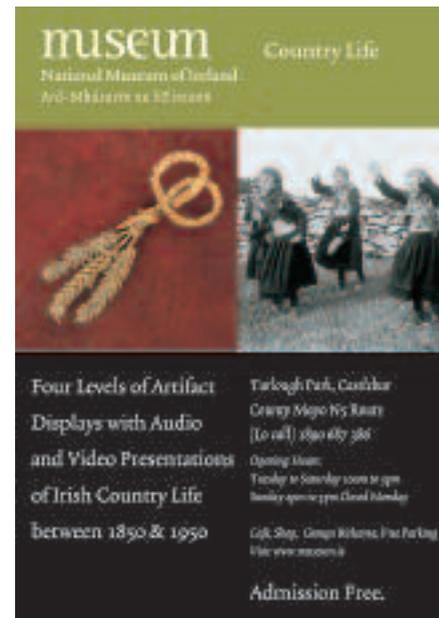
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%&\*() \_ +?:'""

Foundry Form Sans Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%&\*() \_ +?:'""



Combining the fonts: It should be noted that Trinity and Foundry Sans have different x-heights



## Museum Identity Primary Colours

Museum Gold.		
White type @ 100%	Black type @ 50%	Black type @ 25%
Pantone 871c	Process breakdown for Museum Gold. C 30%   M 40%   Y 70%   K 10%	

Museum Grey.		
White type @ 100%	White type @ 50%	Black type @ 25%
Pantone 425c	Process breakdown for Museum Grey. C 30%   M 30%   Y 30%   K 70%	

Museum Black.		
White type @ 100%	White type @ 50%	Black type @ 25%
Pantone Blackc	Process breakdown for Museum Black. C 40%   M 0%   Y 0%   K 100%	

## Museum Single Identity Colours

### Archaeology

White type @ 100%	Black type @ 50%	Black type @ 25%
Pantone 7414c	Process breakdown for Pantone 7414c. C 0%   M 46%   Y 100%   K 11%	

### Country Life

White type @ 100%	Black type @ 50%	Black type @ 25%
Pantone 5767c	Process breakdown for Pantone 5767c. C 15%   M 0%   Y 68%   K 39%	

### Decorative Arts & History

White type @ 100%	Black type @ 50%	Black type @ 25%
Pantone 702c	Process breakdown for Pantone 702c. C 0%   M 69%   Y 34%   K 5%	

### Natural History

White type @ 100%	Black type @ 50%	Black type @ 25%
Pantone 645c	Process breakdown for Pantone 645c. C 55%   M 24%   Y 0%   K 9%	

## Colour

Along with the Museum Logotype, colour is another central element of the identity system, especially when working with the subsidiary identities.

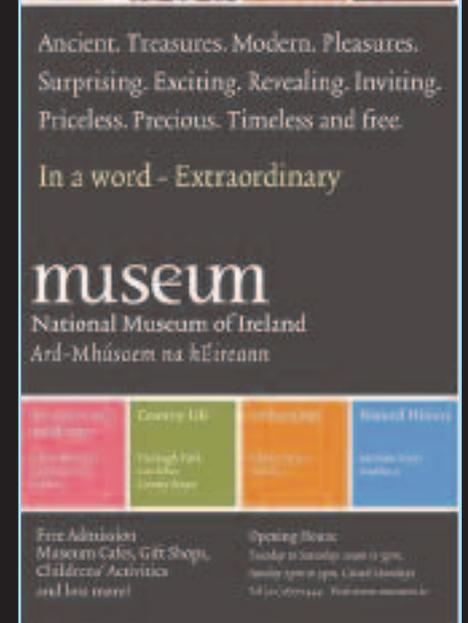
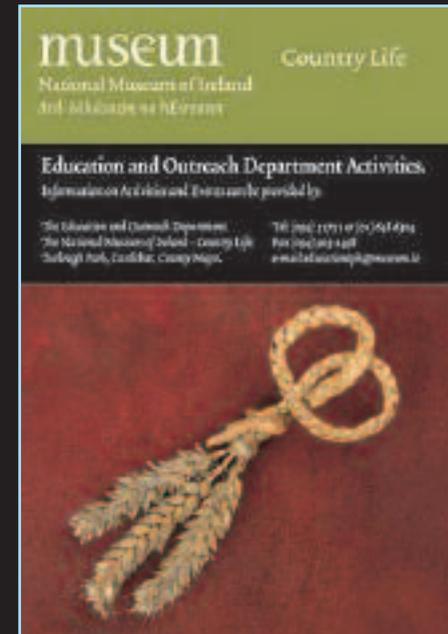
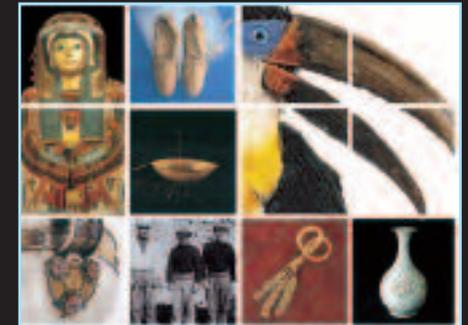
The primary colours of the Museum identity are Pantone Gold 871c, Black and Pantone Grey 425c.

There is a further colour palette to help identify each subsidiary Single Museum.  
*Archaeology: Pantone 7414c Country Life: Pantone 5767c*  
*Decorative Arts & History: Pantone 702c Natural History: Pantone 645c*

Please refer to these Pantone colours and their process breakdowns on the opposite page .

Only correct colours should be used.

- > When applying to various materials and paper stocks, care should be taken to matching these colours.
- > Be sure to check all colours against the latest Pantone guides to ensure consistency.



## Museum Badge - Third Party Usage

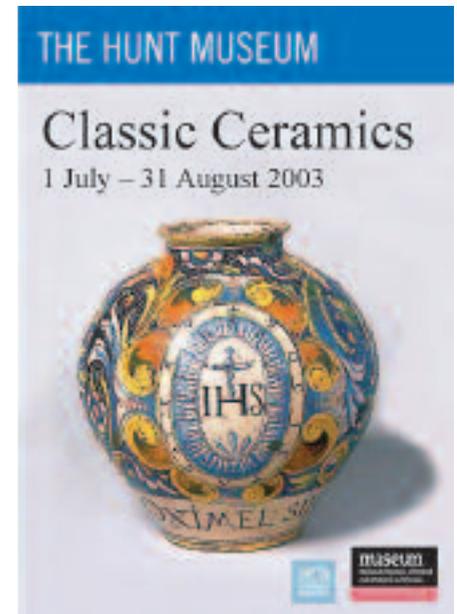
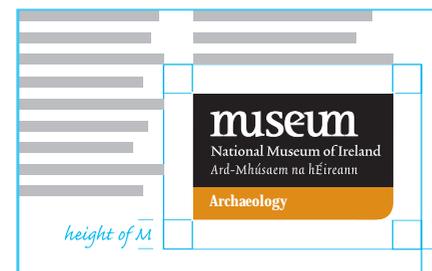


The Museum Badge for reverse situation with white keyline

The Museum Badge may be used when third-party users wish to apply our identity without adopting the full system.

When used, it is important that the size of the badge on promotional material such as brochures or posters should fit accordingly. Please use the following minimum size suggestions.

A5 or smaller	35mm+
A4-A3	40mm+
A3+	50mm+



It is important that the badge is used at a size that is appropriate to the size of the item onto which it is applied.

## Incorrect Uses



The word museum should not be stacked.



The logotype should not be set on a curve.



The scale of the word museum in relation to the title should not be changed.



The title should not be typeset in any font other than that supplied in the master logotype.



When the logotype is reversed out of black the minimum free area should be used as a guide for the black area.



35mm



35mm is the minimum width permitted for the word museum.

Use the master logotype files available from [www.museum.ie](http://www.museum.ie) Older versions of the logotype should be discarded.

## Incorrect Uses cont/...



The colours allocated to each single identity are not interchangeable. See page 14

When using the identity in promotional or third party situations such as newspaper advertising or group event posters, please bear in mind the need for strong colour contrast, clear definition and minimum size restrictions. See pages 14 & 16.

Please make sure to use the correct alignment of Museum identity elements.

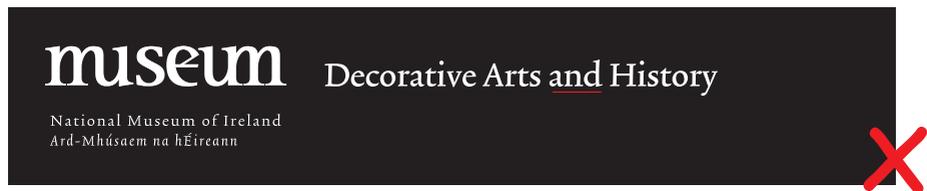




The colours allocated to each single identity may not be altered. See page 14



The title of each single identity may not be changed. See page 6



Never use 'and' in the Museum Titles. Only use outlined eps artworks supplied.



The title of each identity may not be altered in either English or Irish versions.

*Application:* A program written to create or manipulate data for a specific purpose, such as word processing or page layout.

*Artwork:* Matter prepared for reproduction such as text, illustrations, diagrams and photographs, most likely to be in the form of an electronic file in an application suitable for printing. The various identity artworks have been saved as Adobe Illustrator EPS files and are available through our Marketing Department.

*Baseline:* An imaginary line on which the bases of letters rest.

*Clear Space Area:* This is a free area which should be maintained around the marks within the Museum identity. No other typographic or illustrative elements should encroach into this area.

*CMYK:* Abbreviation for the process colours of C cyan, M magenta, Y yellow and K black, used in four colour printing.

*Colour Separation:* Division of colours in a continuous tone multicoloured original into basic portions by a process of photographic filtration. The portions are reproduced by a separate printing plate carrying a colour.

*Grid:* A measuring guide used in layout design to guarantee consistency. The grid usually shows column widths, picture areas and trim sizes, etc.

*Identity System:* Our system is a series of graphic elements, including the Museum Logotype, the full title of the Museum in both English and Irish, a complex colour palette and carefully selected primary and supportive typography.

*Lock-up:* The fixed relationship between graphic elements, i.e. logotype and title of the Museum in both English and Irish and the collections name i.e. Country Life or Natural History, etc.

*Logotype:* Is the specially drawn type of the word 'Museum'

*Minimum Size:* Refers to the smallest size the Museum logotype should be when reproduced in print or electronic media.

*Museum Master Mark:* Refers to the combination of the Museum logotype and the title of the Museum in both English and Irish.

*Pantone:* Is a colour management system used throughout the world, so that colours specified by any designer can be matched by any printer.

*Title:* Is the full name in both English and Irish of 'The National Museum of Ireland'.

*Typography:* Refers to all text elements other than that in the Logotype.

*Visual Identity:* Refers to the overall visual appearance achieved through the correct combined use of the Logotype, typography and specified colours.

