

**Style Guide**

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**G  
&  
MNS**

## Primary Trademark

# Museums & Galleries NSW

The Museums and Galleries NSW trademark is a simple stacked typesetting. The trademark has been designed to provide a bold and authoritative mark that works as a graphically neutral identifier.

The trademark should only be reproduced in black or white.

**Please note:** The Museums and Galleries NSW trademark should never be used as a bullet point, or any other decorative part. Using the trademark in any other context other than as an identifying mark will undermine its power and integrity.

## Secondary Logo

The logo consists of the text 'M&G' stacked above 'NSW' in a bold, black, sans-serif font.The logo consists of the text 'M&G' stacked above 'NSW' in a bold, blue, sans-serif font.The logo consists of the text 'M&G' stacked above 'NSW' in a bold, pink, sans-serif font.The logo consists of the text 'M&G' stacked above 'NSW' in a bold, lime green, sans-serif font.

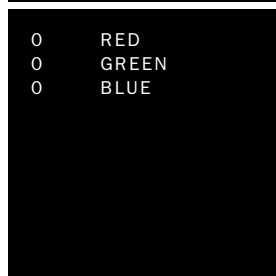
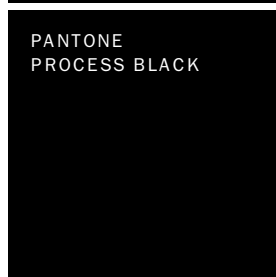
The M&G NSW secondary logo is a kind of slang version of the Trademark. The secondary logo is available for use in conjunction with the trademark to provide a more decorative edge.

The M&G NSW secondary logo is available in black, white and three

brand colours as illustrated above.

**Please note:** The M&G NSW secondary logo should never be used as a bullet point, or any other decorative part. Using the logo in any other context other than as an identifying mark will undermine its power and integrity.

## Colours



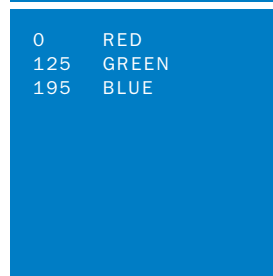
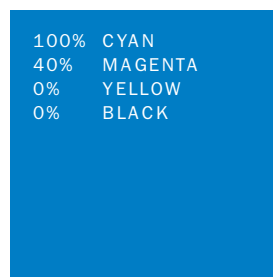
The main brand colours for Museums and Galleries NSW are black and white. However the three colours illustrated above are available as an extended palette for decorative and informational purposes.

All three colours are solid enough to appear clearly on a white

background, yet light enough to appear bright when used on black.

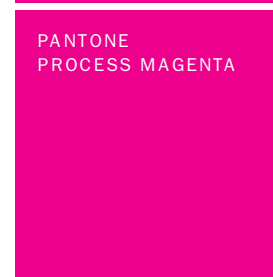
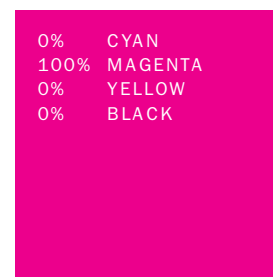
When using the M&G NSW colours, the exact mixes must be used for the reproduction technique, as indicated above.

RGB (Red, Green, Blue) is used for TV, film and digital media; CMYK

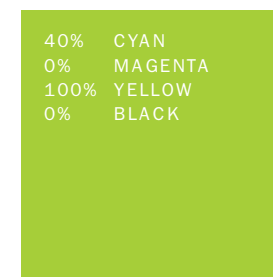


(Cyan, Magenta, Yellow, Black) is used for offset colour printing; PMS (Pantone Matching System) is used for specialist printing such as custom offset, silk-screen, etc.

It is usually best if these colours are not used at the same time. Promotional materials will be more



striking if the colours are used sparingly, but effectively (less indeed is more). No other colours should be used to represent the M&G NSW brand.



**Trademark Use**

**Museums  
& Galleries  
NSW**

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**Museums  
& Galleries  
NSW**

**Museums  
& Galleries  
NSW**

The Museums and Galleries NSW trademark is available for use black and white only.

The illustration above indicates the simple options for trademark colour use. When the logo is placed on a coloured background it should always be black or white.

## Logo Use

**M&G  
NSW**

**M&G  
NSW**

**M&G  
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The M&G NSW logo is available for use in all three of the brand colours as well as black and white.

The illustration above indicates the simple options for logo colour use. When the logo is placed on a coloured background it should always be black or white.

## Trademark Clearspace



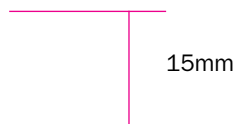
When applying the Museums and Galleries NSW trademark to any surrounding content, please note the minimum clear space required. This will ensure that your brand is presented in the best possible way.

By using the capital “M” as a measure (as demonstrated above),

you will always leave the trademark with a comfortable surrounding area. The resulting effective minimum clear space is indicated above as the grey area.

## Proportion and Scale

**Museums  
& Galleries  
NSW**



Sample text. El ullaorem iuscipit — 9pt with 12pt leading  
adit augiamconse feugait lan  
velestionsed dolor il ulla aut eum  
ilissequisse veros nulla consed te  
consequ ipisim zzriuscipsum.

**Museums  
& Galleries  
NSW**



Sample text. El ullaorem iuscipit adit — 7pt with 8pt leading  
augiamconse feugait lan velestionsed dolor il  
ulla aut eum ilissequisse veros nulla consed  
te consequ ipisim zzriuscipsum.

**Museums  
& Galleries  
NSW**



The Museums and Galleries NSW trademark is best used at moderate sizes. Big is not always best so follow a few simple rules to get the most out of your trademark.

The illustration above indicates the simple theory for sizing the Museums and Galleries NSW

trademark in most situations. The trademark is best reproduced at double the size of the basic text. As illustrated above, if the text is 9pt (optimum for body copy) the trademark should be 15mm high overall. If the text is 7pt, the trademark should be 10mm high.

The trademark can be reproduced as small as 5mm high before it will become illegible.

## Typeface

abcdefghijklmnop  
opqrstuvwxyz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890!@#\$%^&?

*ITC Franklin Gothic Book*

*abcdefghijklmnop  
opqrstuvwxyz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890!@#\$%^&?*

*ITC Franklin Gothic Book Oblique*

**abcdefghijklmnop  
opqrstuvwxyz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890!@#\$%^&?**

**ITC Franklin Gothic Heavy**

***abcdefghijklmnop  
opqrstuvwxyz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890!@#\$%^&?***

***ITC Franklin Gothic Heavy Oblique***

Franklin Gothic has been chosen as the brand typeface for all communications.

Franklin Gothic Book is the standard weight and should be used across all communications for body text.

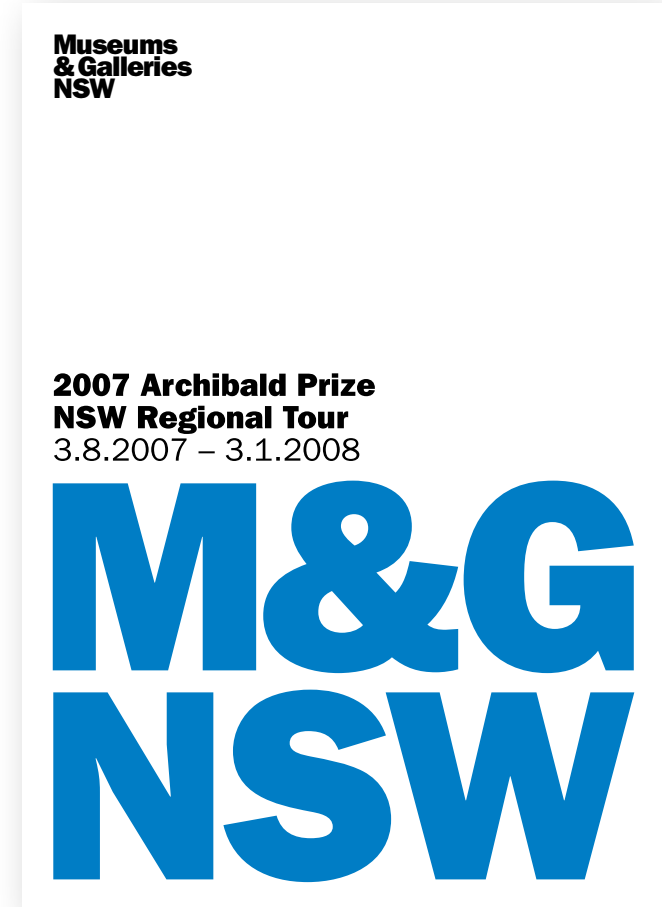
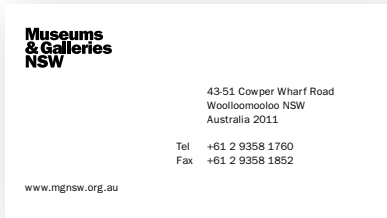
Franklin Gothic Heavy is the

secondary weight to use for headlines only, never for body text.

Italic weights need only be used for proper nouns and not for general information.

These four fonts are all that is required to produce effective communications.

## Visual Language



When creating Museums and Galleries NSW promotional media it is best to take a simple-is-best approach. The trademark and colours are strong enough to support simple clean layouts without the need for unnecessary decoration.

The Museums and Galleries NSW trademark and logo should never be used as a bullet point, picture frame, or any other decorative part. Using the trademark and logo in any other context other than as identifying marks will undermine their power and integrity.

The trademark should only be used once on a page at a reasonable size – too large is unconfident and too small will be insufficient. Please refer to the sizing details on page 9.

When creating stationery and branded media like web sites,

brochures and posters it is best to only use one brand colour on a page where possible to avoid a candy-coloured childish result. The use of negative space is encouraged to create a sophisticated tone – large areas of white or black is best.

It is best to keep the

typography simple. Too many type sizes will complicate the message. Instead, use only one or two sizes and use bold weight to emphasis important messages.

Please refer to the above for examples of these points.

## Master Files

### MONO

M&G\_TM\_k.eps  
M&G\_TM\_w.eps  
M&G\_Logo\_k.eps  
M&G\_Logo\_w.eps

M&G\_TM\_k.jpg  
M&G\_Logo\_k.jpg

### CMYK

M&G\_Logo\_40c100y.eps  
M&G\_Logo\_100c40m.eps  
M&G\_Logo\_100m.eps

M&G\_Logo\_40c100y.jpg  
M&G\_Logo\_100c40m.jpg  
M&G\_Logo\_100m.jpg

### PMS

M&G\_Logo\_PMS375.eps  
M&G\_Logo\_ProcBlue.eps  
M&G\_Logo\_ProcMag.eps

### RGB

M&G\_Logo\_125g195b.eps  
M&G\_Logo\_165r205g57b.eps  
M&G\_Logo\_235r140b.eps

M&G\_Logo\_125g195b.jpg  
M&G\_Logo\_165r205g57b.jpg  
M&G\_Logo\_235r140b.jpg

All files listed can be found on the Museums and Galleries NSW master disc.

**Please Note:** EPS files are best sent to graphic designers and publications. JPEG files are best sent to internet communications and publicity providers.