

Logo Use

VERSION DEFINITIONS

There are two versions of the Museum’s logo, with distinct contexts in which they are applied.

Version 1

Applied to corporate publications and communications such as Annual Report, Annual Plan, internal collateral such as stationery, and templated presentations. This presents the full Te Reo Māori name of the Museum and the full legal title of the Museum reflecting its status as Auckland’s war memorial.

It is also used when supplied to authorised partner organisations, who wish to display the Museum’s logo.

Version 2

Intended for application to commercial contexts and marketing collateral in which the Museum wishes to direct viewers to its website and engage online for follow up details or further event and booking information.

This version is not supplied to external stakeholders or other organisations.

Version 1

AWMM LOGO



Version 2

AUCKLAND MUSEUM – ONLINE AND COMMERCIAL



Logo Use

MINIMUM SIZE & CLEARSPACE

Minimum size

The minimum size for reproduction at which either logo version can appear is a height of 18.5mm from the top of the **AM** to the baseline of the respective titles.

Under no circumstances can the logos be stretched or shrunk disproportionately to fit in a small space.

Clearspace

Each image file has an embedded clear space within the file, so that when it is placed or imported into a software application for design and layout, no other type or logos should be allowed to encroach within the clear space.

The clearspace is determined by the height of the two lines of type, as shown below.

AWMM LOGO



AUCKLAND MUSEUM – ONLINE AND COMMERCIAL



AWMM LOGO



AUCKLAND MUSEUM – ONLINE AND COMMERCIAL



Logo Use

COLOUR REPRODUCTION

Black and white versions only
The logos should appear only in black or white. The choice shall be determined based upon achieving the maximum contrast with the background against which the logo is set.

Black against lighter solid background colours or lighter image areas.
White against darker solid backgrounds or darker image areas.

AGAINST DARKER BACKGROUND



AGAINST PALE BACKGROUND



AGAINST DARK COLOUR



AGAINST PALE COLOUR

