

NATMUS KAMMER

Design Guide

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THE BRAND NARRATIVE

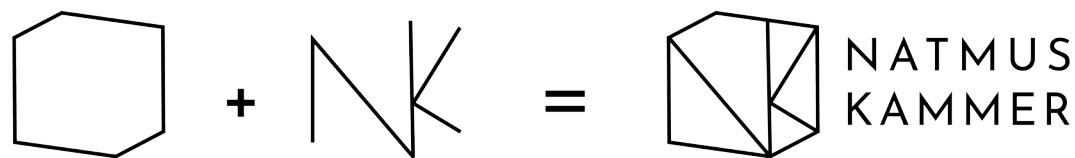
THE MODERN STORYTELLER

Storyteller is one of the oldest profession in the world, it is how we keep track of our history. Natmus Kammer wants to keep this tradition of entertainment by becoming a new type of storyteller, a modern storyteller. Like history, the way of telling stories must also evolve and we are ready to evolve with it. With our various collection of stories and multimedia contents, we are the perfect tool to satisfy you curiosity. Together we must built a bridge between the past and the present by looking at our history and put it in perspective with the present. We are here to offer you an immersive and knowledge-based experience. Take part of your own story and experience it yourselves in the comfort of your home.

LOGO

LOGO CREATION

The logo is a combination of a box shape, which represents a room, and the two first letters of the media platform's name. The name is always put on the right side of the logomark.



CLEARSPACE AND SCALING

Leave enough space between the logo and any other elements.

The minimum clearspace is half the height of the logo on all sides.



The logo always needs to be scale proportionally. To change the size of the logo always hold the shift key to maintain the good proportions.



LOGO COLOR PALETTE

Use black and white outlines
on busy designs and official
documents.



The logo always needs to be
readable from far.
Choose appropriate colors
according to the background
color.

Do



Don't



LOGO AND LOGOMARK COMBINED WITH ELEMENTS

Put no fill color and only a contour on the quadrilateral. The fill color of the 4 triangles needs to be the same as the background color.

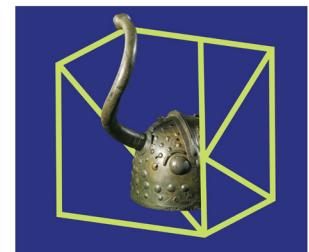
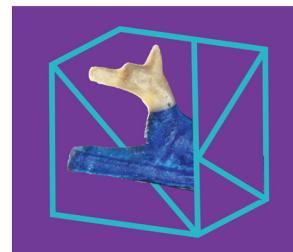
The elements can partially be outside of the box.

Only combine one element with the logo.

The logo combined with elements can only be used on solid color background.



NATMUS
KAMMER



INCORRECT USED OF THE LOGOMARK COMBINED WITH ELEMENTS

The squares are used as examples for background colors

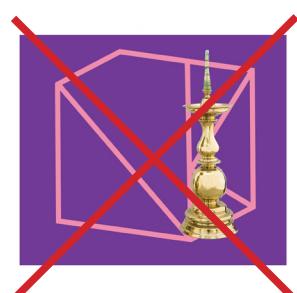
DO NOT set no fill color on the triangles



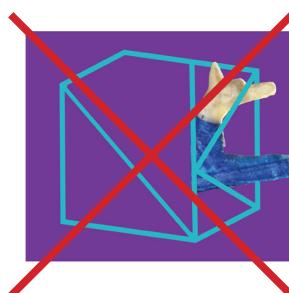
DO NOT set a fill color different from the background



DO NOT set the element completely outside of the logo



DO NOT set a fill color on the quadrilateral



DO NOT set more than one element inside the logo



DO NOT set the logo combined with an element on a non solid background



TYPOGRAPHY

JOSEFIN SANS

Two typefaces are used for the brand identity: Josefins Sans and Avenir. Josefins Sans is a geometric and sans-serif family font. Its sharp and pointy edges refer to the triangles of the logo. Natmus is currently using a typeface really similar to Avenir. Avenir was chosen to keep a clear and distinct link between the National Museum of Denmark and its new media platform.

Use Josefins Sans for every titles and headlines. The letters are always in capitals. For the logo, Josefins Sans regular is used with a tracking of 100.

Use Avenir book for body text.

A B C D E F G H I J K L M N O P Q R S W X Y Z Å Æ Ø
1 2 3 4 5 6 7 8 9 ! @ # \$ % ? & * () _ +

Regular
20 pt
tracking 100

AVENIR

a b c d e f g h i j k l m n o p q r s t u v w x y z å æ ø
A B C D E F G H I J K L M N O P Q R S W X Y Z Å Æ Ø
1 2 3 4 5 6 7 8 9 ! @ # \$ % ? & * () _ +

Book
11 pt

JOSEFIN SANS

Every typefaces of Josefin Sans can be used for headlines and titles. Choose the appropriate one for your need.

A tracking of 100 can be used for huge titles.

Josefin Sans bold and Josefin Sans semibold are used for smaller titles to highlight them.

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÆØ
123456789!@#\$%?&*()_-+

Regular
21 pt
tracking 100

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÆØ SemiBold
123456789!@#\$%?&*()_-+ 11 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÆØ Bold
123456789!@#\$%?&*()_-+ 11 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÆØ Italic
123456789!@#\$%?&*()_-+ 11 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÆØ Italic SemiBold
123456789!@#\$%?&*()_-+ 11 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÆØ Italic Bold
123456789!@#\$%?&*()_-+ 11 pt

AVENIR

Every typefaces of Avenir can be used for body text and small paragraphs. Choose the appropriate one for your need.

abcdefghijklmnopqrstuvwxyzåæø
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÆØ
123456789!@#\$%?&*()_+

Book
11 pt

abcdefghijklmnopqrstuvwxyzåæø
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÆØ
123456789!@#\$%?&*()_+

Oblique
11 pt

abcdefghijklmnopqrstuvwxyzåæø
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÆØ
123456789!@#\$%?&*()_+

Medium
11 pt

abcdefghijklmnopqrstuvwxyzåæø
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÆØ
123456789!@#\$%?&*()_+

Medium Oblique
11 pt

abcdefghijklmnopqrstuvwxyzåæø
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÆØ
123456789!@#\$%?&*()_+

Black
11 pt

COLORS

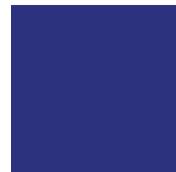
PRIMARY COLORS

The colors are meant to be primarily used on digital media. The PANTONE colors are only suggestion of the closest similar colors.



RGB: 239, 140, 171
CMYK: 1, 56, 10, 0
HEX: EF8CAB
PANTONE: 183C

The black and white are used with busy design where the logo or text need to be more neutral.



RGB: 45, 50, 126
CMYK: 100, 96, 17, 5
HEX: 2B327E
PANTONE: 2118 C



RGB: 200, 220, 100
CMYK: 25, 0, 77, 0
HEX: C8DC64
PANTONE: 374 C

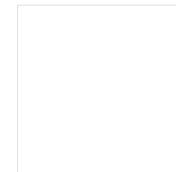
SECONDARY COLORS



RGB: 113, 58, 149
CMYK: 68, 92, 1, 0
HEX: 713A95
PANTONE: 526C



RGB: 0, 0, 0
CMYK: 0, 0, 0, 100
HEX: 000000
PANTONE: BLACK 6 C



RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HEX: FFFFFF

IMAGERY

Use relevant images that illustrate adequately the subject.

Use images always in colors.

You can use black and white photography only when the event to illustrate took place before the existence of color photography.

For poster and publicity, use elements with no background. Cut off their backgrounds and replace them by one of the brand's colors.

EXAMPLE OF IMAGERY USED ON THE MEDIA PLATFORM



EXAMPLE OF IMAGERY FOR PUBLICITY AND PRODUCTS



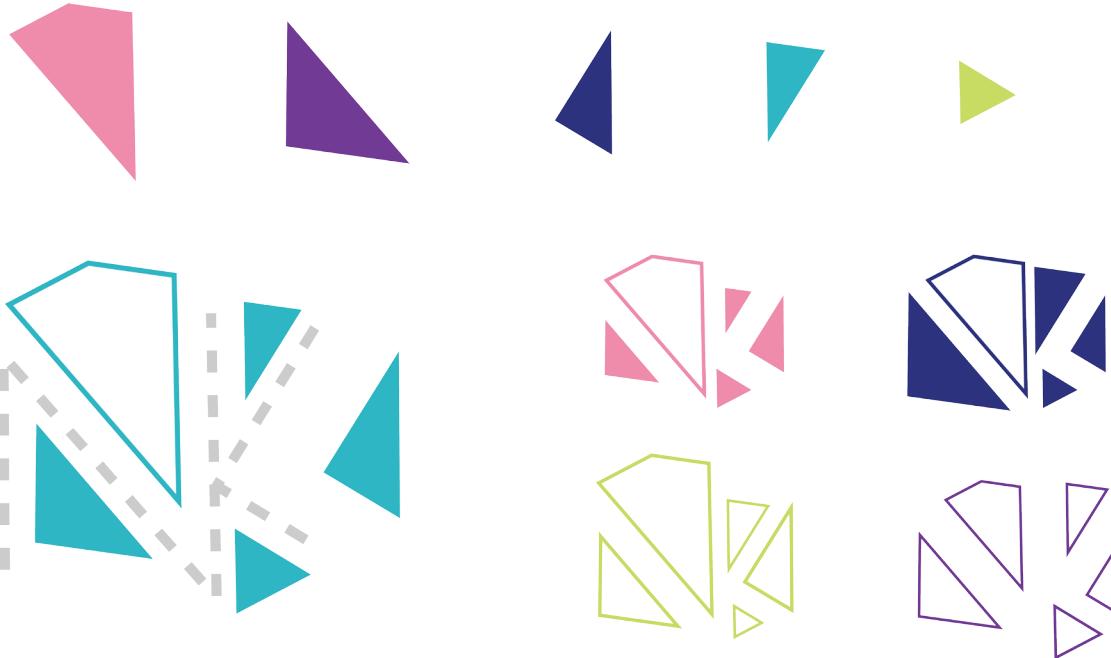
The fifth element is the 5 shapes that form the logo. The shapes are dynamic and can be scale up and down but not rotated. Be careful to keep every proportion when scaling. Pay extra attention to keep the proportion of the stroke weight when scaling.

Use the brand's colors to fill the shapes or to set a stroke color with an empty fill.

When you use an individual shape, it can be placed wherever on the design.

When you used the shapes all together, place them in their respective corner. Hence, the NK will always be form by the empty spaces.

The quadrilateral needs to have an empty fill more often than the other shapes to represent the "window through the box".



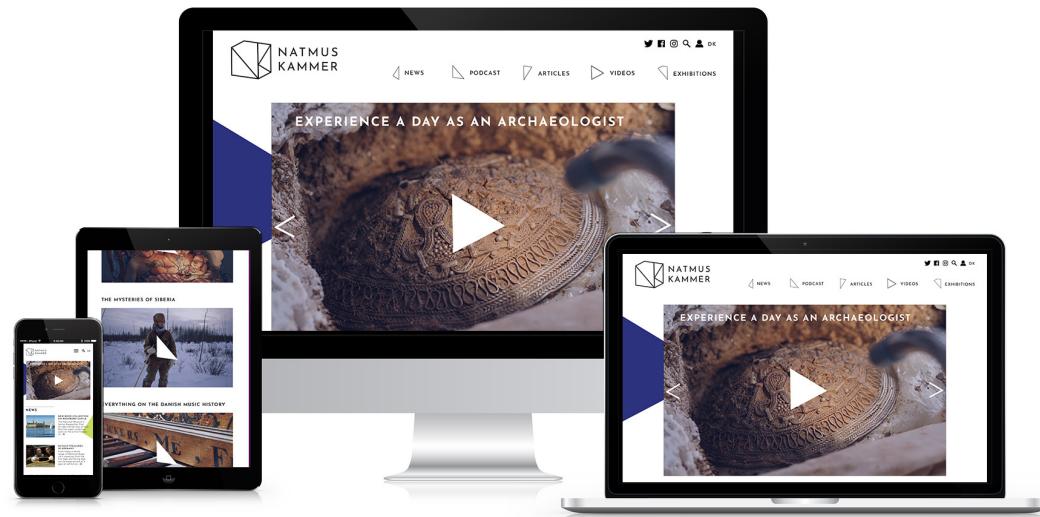
USE OF THE FIFTH ELEMENT

Some rules to design
publicity posters:

Always center the objects
Use no more than 3 objects on
one poster.
Keep an empty fill color on the
quadrilateral.



Our website uses a responsive design that looks great on every screen sizes.



GRID

The full website used a 12 columns grid with

30 px of gutter
44 px of margin left and right
and
24 px of margin on top.

The margins are 22 px left and right, 12 px on top and a gutter of 15 px for smaller screen.

NEWS



NEW BOOK COLLECTION ON KRONBORG CASTLE
The National Museum's Senior Researcher Poul Grønder-Hansen has written the first major collective work on the entire history of Kronborg...
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VINKING AGE IN COLORS
It turns out that the Vikings were full of colors. Their suits, shields and décor were decorated in maximum color. Among other things, yellow...
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NATMUS TREASURES IN GERMANY
From today a whole range of National Museum's treasures from the Iron Age and Viking Age can be experienced at a
[CONTINUE READING >](#)



DANES LOVE THEIR HISTORY
The interest of the Danish population in History has risen in 2017. It shows an evaluation of the project *Histories on*
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MORE NEWS >

RECENT PODCASTS

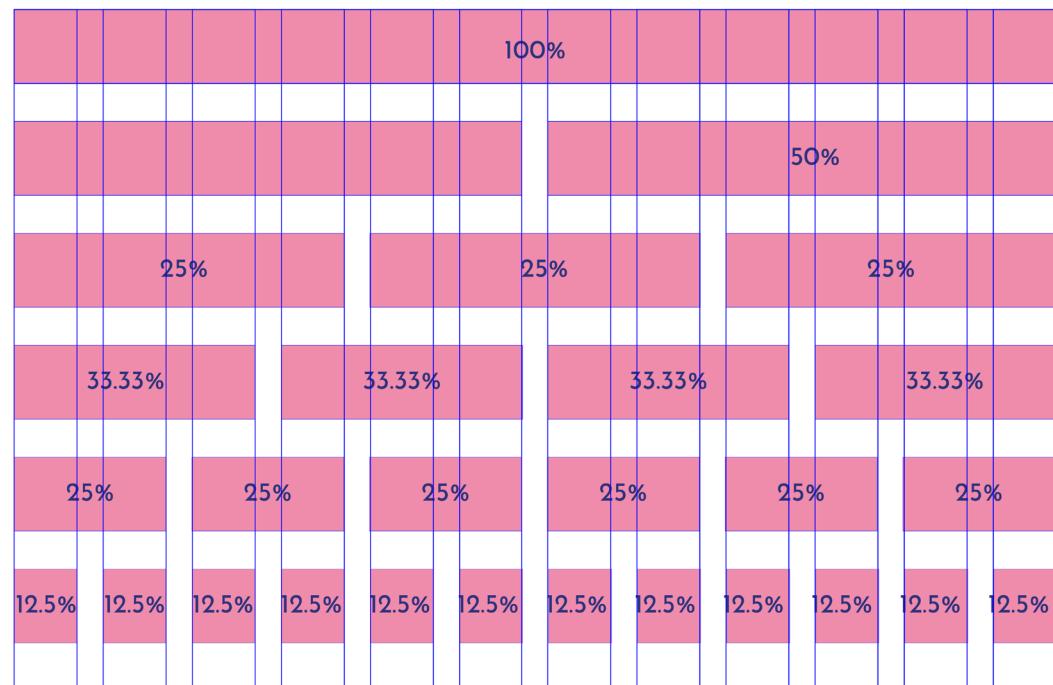
THE FUTURE OF MUSEUMS


SHH, BONDEN SOVER AT FRILANDSMUSEET


 NATMUS
KAMMER

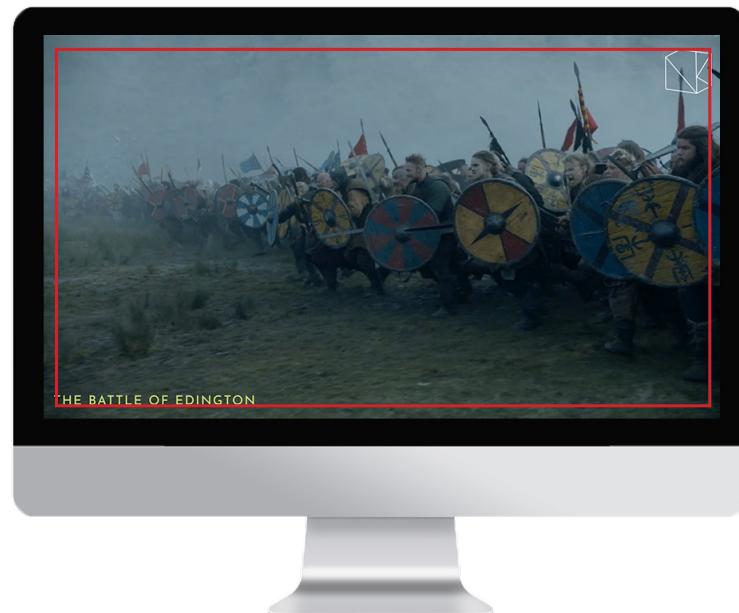
GRID SYSTEM IN PERCENTAGE

The grid system gives an idea of how organizing the content on the website. You can combine many different columns layout together. For example: you can use one column at 50% and two at 33.33%.

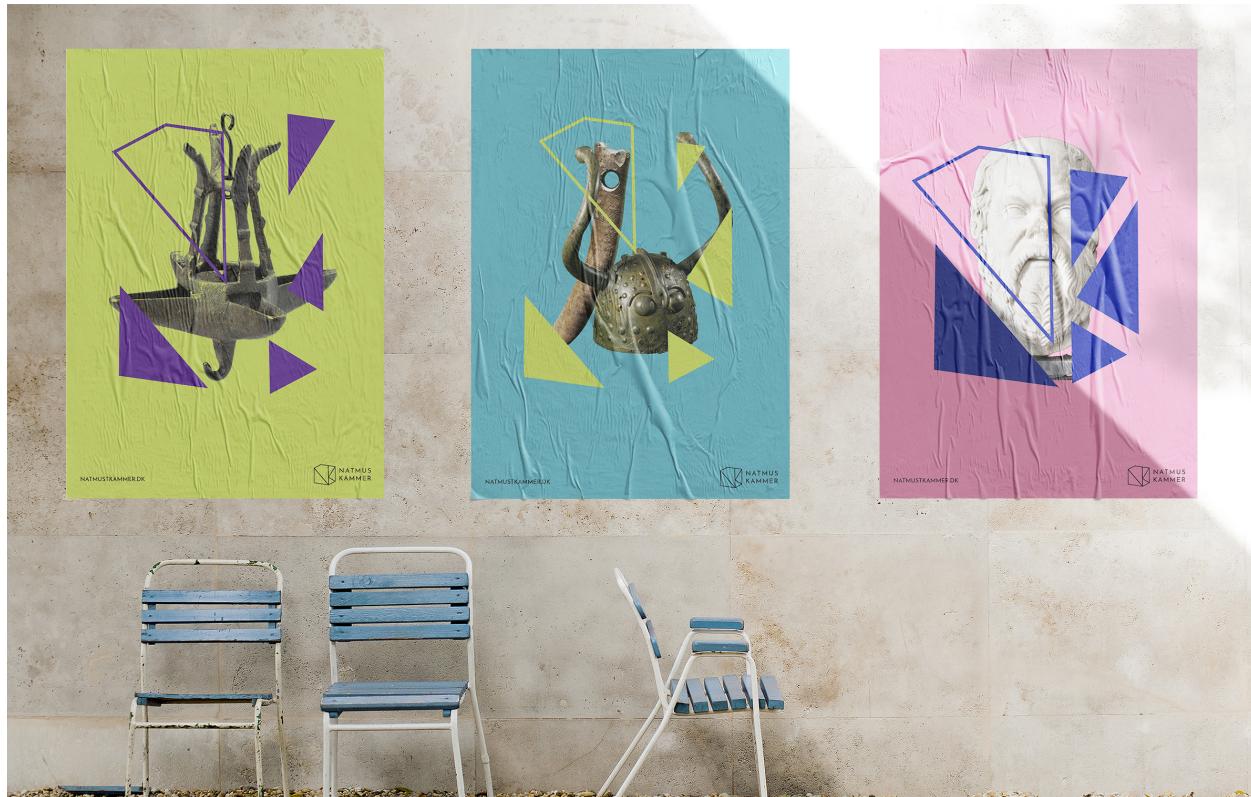


A margin of 36 px needs to be respected on every side of the screen.

The logomark is always at the top right corner.



POSTERS



MAGAZINE



BUSINESS CARD



