

National Museums Liverpool

Brand Guidelines

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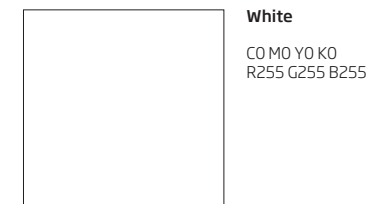
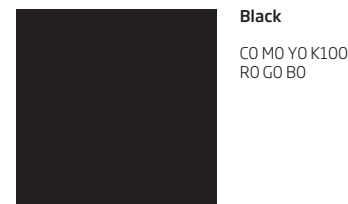
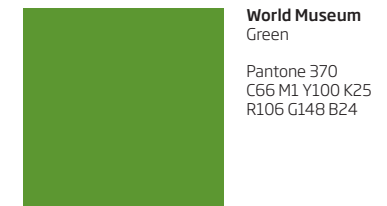
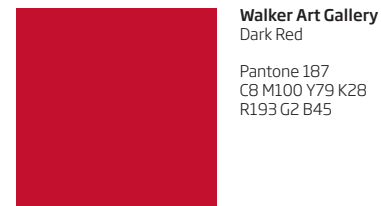
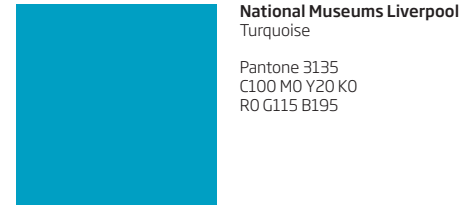
Visual identity elements

Visual identity elements

Colour palette

The colour palette comprises eight colours in addition to black and white.

Turquoise is the colour used for applications relating to National Museums Liverpool as a whole. In addition, each individual venue within National Museums Liverpool has been assigned a colour.



Visual identity elements

Typeface: Soho Gothic

The National Museums Liverpool typeface is called 'Soho'. It should be used in all applications for National Museums Liverpool and all of its venues.

Soho is available in two different versions: Soho Gothic is a sans serif typeface, Soho is its serif companion which is shown on the following page. Both styles are available in many different weights and versions that allow for variety and flexibility in designs across applications and venues.

Soho Gothic Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Soho Gothic Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Soho Gothic Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Soho Gothic Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Soho Gothic Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Soho Gothic Ultra
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Soho Gothic Thin Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Soho Gothic Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Soho Gothic Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Soho Gothic Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Soho Gothic Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Soho Gothic Ultra Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Visual identity elements

Typeface: Soho

Soho is the serif version of Soho Gothic (shown on the previous page). Both styles are available in many different weights and versions that allow for variety and flexibility in design.

Both typefaces should be used in all applications for National Museums Liverpool and all of its venues.

Soho Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Soho Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Soho Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Soho Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Soho Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Soho Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Soho Ultra
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Soho Thin Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Soho Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Soho Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Soho Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Soho Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Soho Heavy Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Soho Ultra Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Visual identity elements

Type usage

Headings

All styles of Soho and Soho Gothic can be used in headings. Several weights can be used within one application. There isn't a preferred weight or style. The size of headings is flexible.

Subheadings and body copy

For body copy and subheadings within body copy the weights Light and Bold should be used. Soho Gothic is the primary font for use in body copy and subheading. The serif version Soho may be used in addition. Example paragraphs of body copy in both versions are shown to the right.

Minimum type size

The minimum type size for all type is 9pt.

Heading

Heading

Heading

Flexible headings

Subheading Gothic

Soho Gothic Bold

Body copy Gothic

Soho Gothic Light

Subheading in Soho Gothic

Body copy set in Soho Gothic. Consectetuer adipiscing elit. Morbi commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis. Nullam sit amet enim. Suspendisse id velit vitae ligula volutpat. Sed quis velit. Nulla facilisi. Nulla libero. Vivamus pharetra posuere sapien. Nam consectetuer. Sed aliquam, nunc eget euismod ullamcorper, lectus nunc ullamcorper orci fermentum.

Example of body copy and subheading in Soho Gothic

Subheading Serif

Soho Bold

Body copy Serif

Soho Light

Subheading in Soho

Body copy set in Soho. Consectetuer adipiscing elit. Morbi commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis. Nullam sit amet enim. Suspendisse id velit vitae ligula volutpat. Sed quis velit. Nulla facilisi. Nulla libero. Vivamus pharetra posuere sapien. Nam consectetuer. Sed aliquam, nunc eget euismod ullamcorper, lectus nunc ullamcorper orci fermentum.

Example of body copy and subheading in Soho

National Museums Liverpool

If you have any queries regarding these guidelines, please contact the Marketing and Communications team:

0151 478 4616

National Museums Liverpool Logo overview

The National Museums Liverpool logo represents a ribbon that forms the letter 'L'. It has been specially drawn and should not be altered or recreated in any way. Artwork files in a number of different formats are available from the National Museums Liverpool Marketing and Communications team.



National Museums Liverpool
Turquoise

Pantone 3135
C100 M0 Y20 K0
R0 G148 B179

Whenever possible the National Museums Liverpool logo should be reproduced in full colour. Different versions for specific applications have been created for those instances where full colour reproduction is not possible or practical.

Full colour

Whenever possible the logo should be produced in full colour.

Greyscale

The greyscale logo should be used when printing in black and white.

Single colour

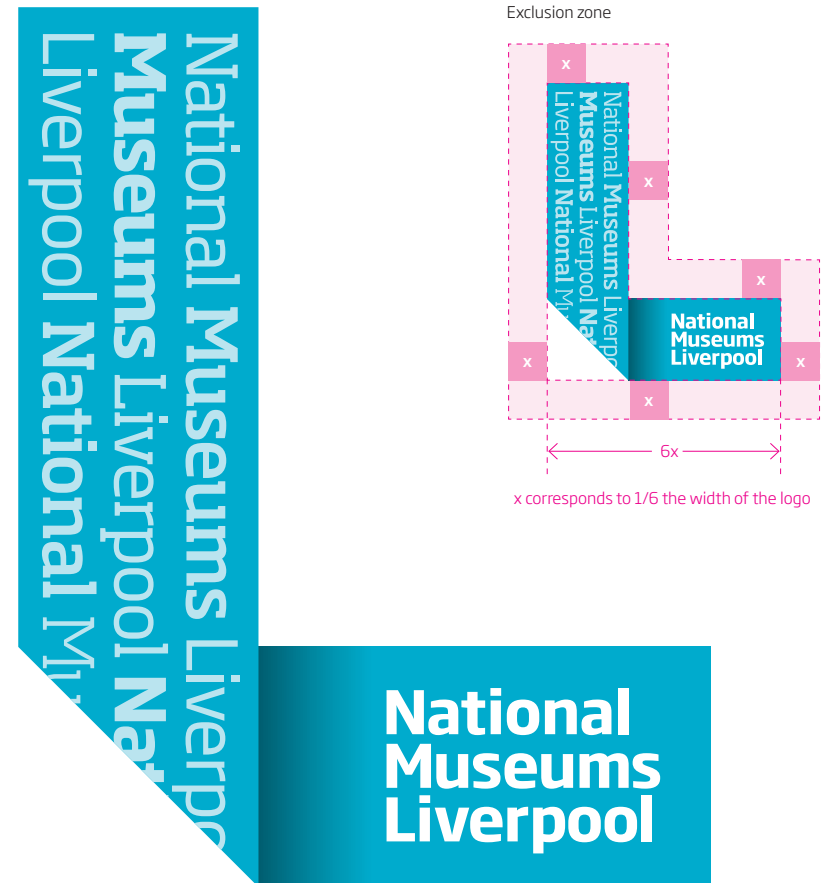
Single colour logos should be used when printing in special colours using the Pantone colour system.

Black

A black version of the logo is available for exceptional applications such as fax templates or screenprinting.

White

A white version of the logo is available for use on dark backgrounds.



National Museums Liverpool

Full colour logo

The National Museums Liverpool logo should be used in full colour wherever possible. Artwork files are available in a variety of different digital formats.

For print

Artwork files are available in CMYK colours as EPS and JPEG files.

For on-screen

JPEG logo files in RGB colour are available for all on-screen applications.

Please note

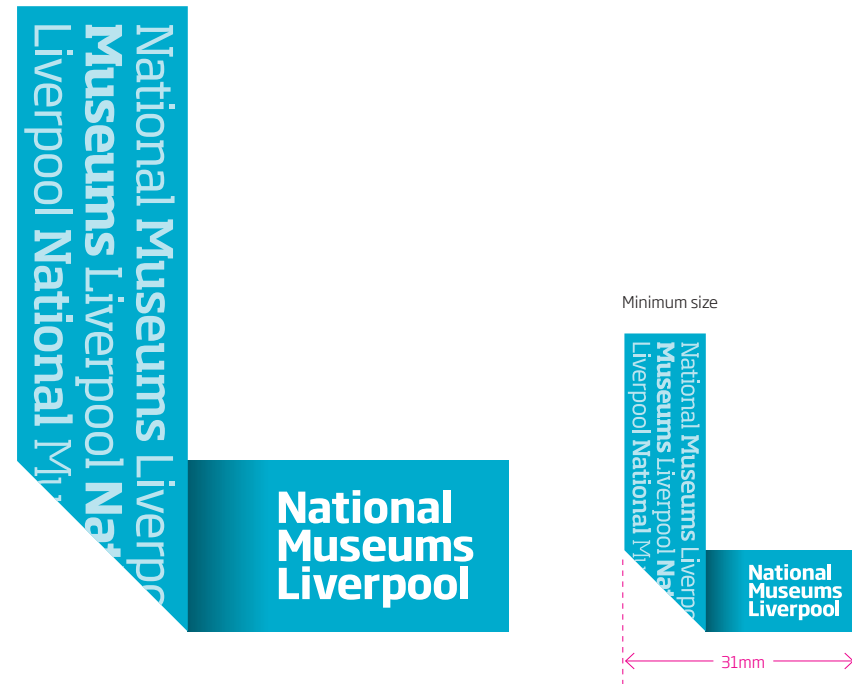
Microsoft Office applications such as Word and PowerPoint can only use RGB JPEGs. Make sure you use only these files when placing logos in Microsoft Office documents, even if they are intended for print.

Small usage

To ensure that the elements within the logo remain discernible, it should not be reproduced smaller than the minimum width of 31mm. For sizes smaller than 31mm a special logo has been created shown to the right.

Full colour logo

NML_Turquoise_CMYK
NML_Turquoise_RGB

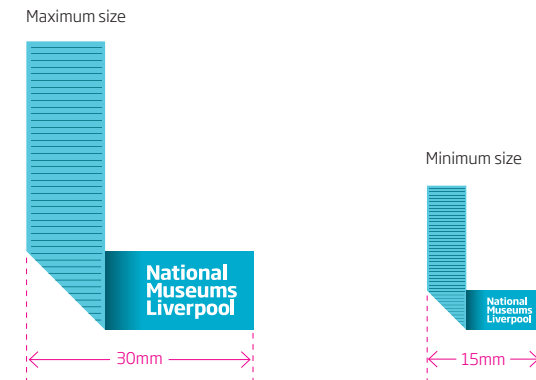


Small usage full colour logo

NML_Small_Turquoise_CMYK

A special version of the logo for use at sizes below 31mm width has been created. The size and colour relationship between elements has been changed to ensure optimum reproduction at these smaller sizes.

The minimum size for this small usage version of the logo is 15mm width.

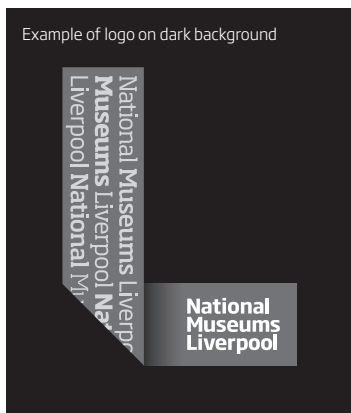


National Museums Liverpool

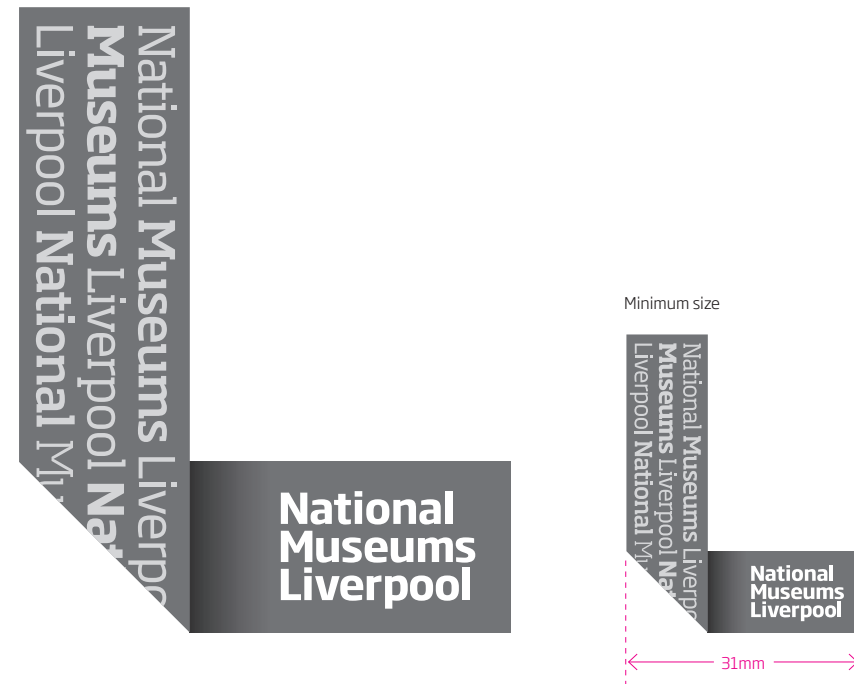
Greyscale logo

A greyscale version of the logo is available for applications printed in black and white. Artwork files are available as EPS, TIFF or JPEG files.

The greyscale version of the logo can also be used on dark or coloured backgrounds. Please ensure that there is sufficient contrast. Alternatively, a white logo for use on dark or coloured backgrounds is also available. This is shown on page 14.



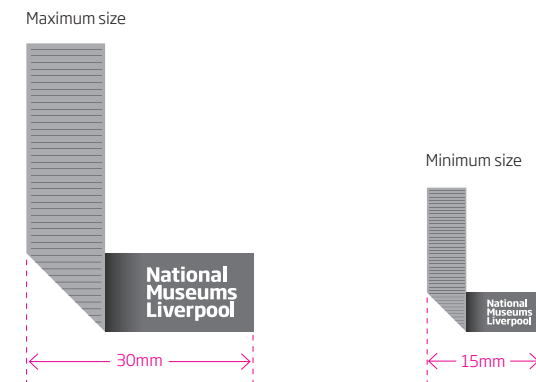
Greyscale logo
NML_Greyscale



Small usage greyscale logo
NML_Small_Greyscale

A special version of the logo for use at sizes below 31mm width has been created. The size and colour relationship between elements has been changed to ensure optimum reproduction at these smaller sizes.

The minimum size for this small usage version of the logo is 15mm width.

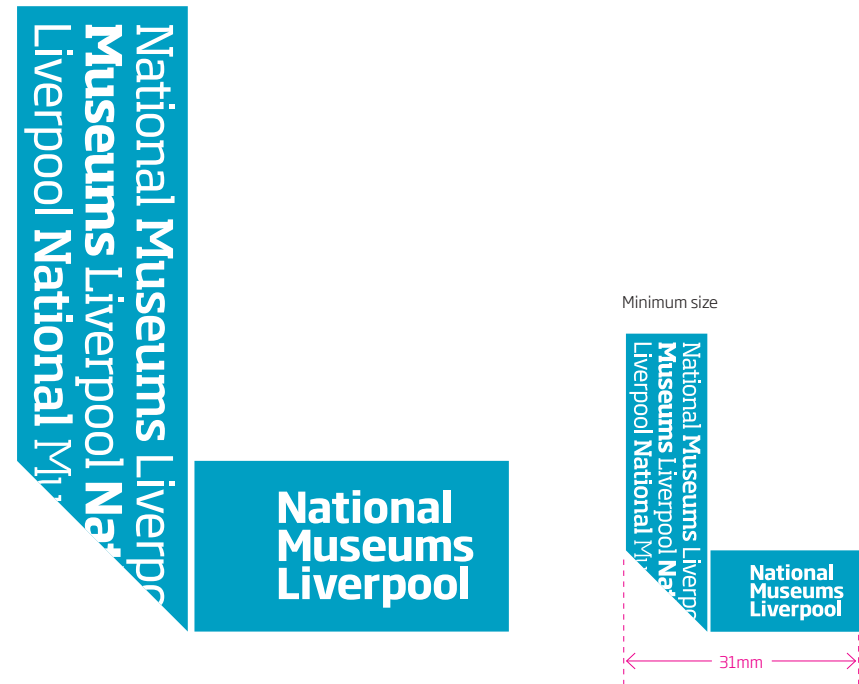


National Museums Liverpool

Single colour logo

Single colour versions of the logo are available in EPS format. These files should be used when printing in special colours using the Pantone colour system.

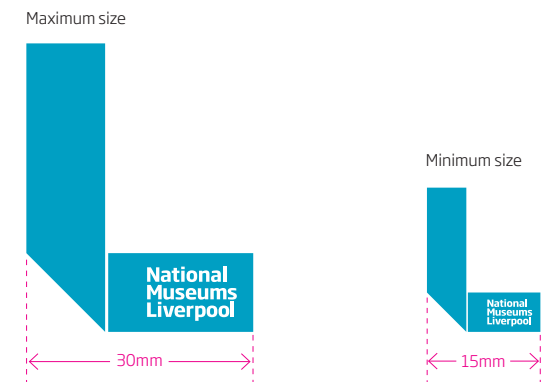
Single colour logo
NML_Turquoise_Pantone3135



Small usage single colour logo
NML_Small_Turquoise_Pantone3135

A special version of the logo for use at sizes below 31mm width has been created. The size and colour relationship between elements has been changed to ensure optimum reproduction at these smaller sizes.

The minimum size for this small usage version of the logo is 15mm width.

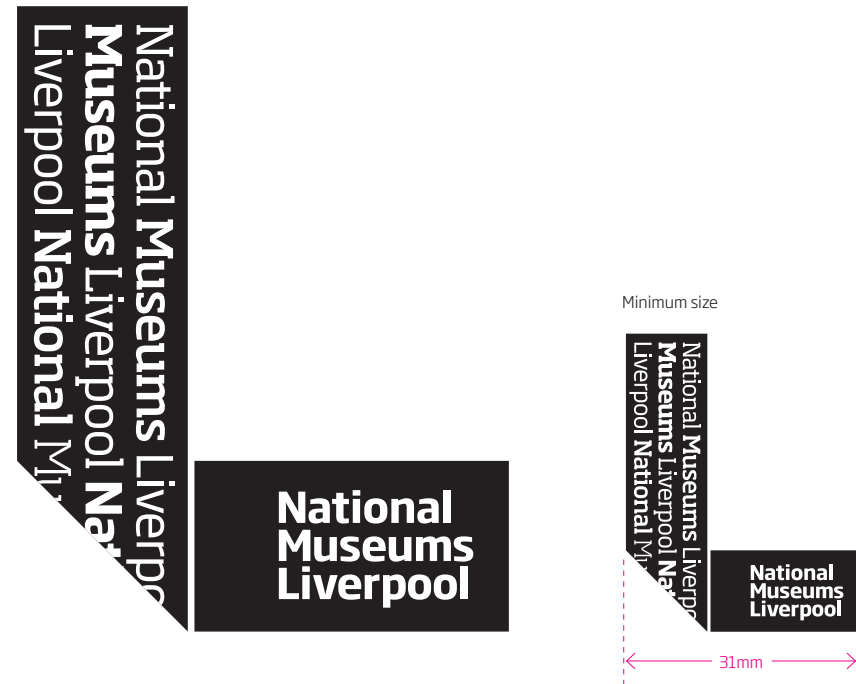


National Museums Liverpool

Black logo

For exceptional applications such as fax templates or screenprinting a solid black version of the logo is available as EPS and JPEG files.

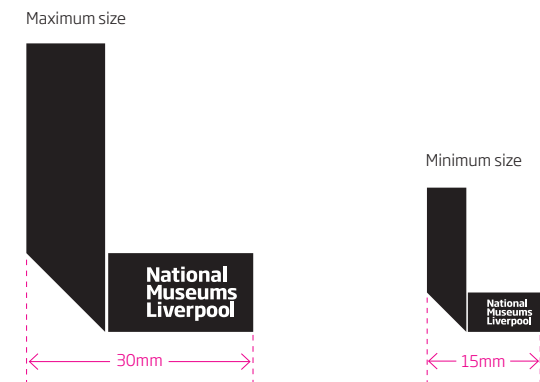
Black logo
NML_Black



Small usage black logo
NML_Small_Black

A special version of the logo for use at sizes below 31mm width has been created. The size and colour relationship between elements has been changed to ensure optimum reproduction at these smaller sizes.

The minimum size for this small usage version of the logo is 15mm width.



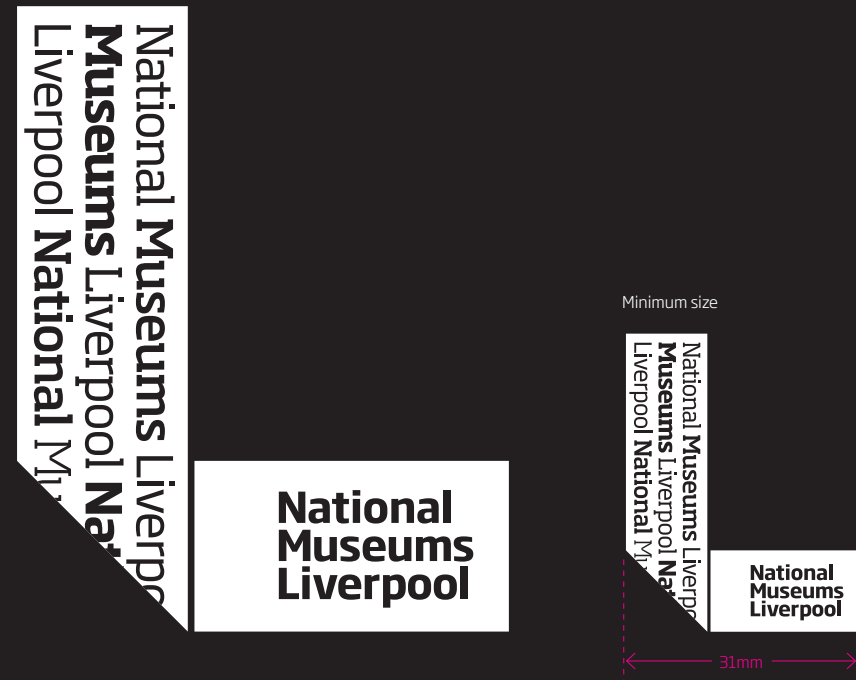
National Museums Liverpool

White logo

A white version of the logo is available for use on dark backgrounds or solid colour background where the background colour is too similar to Turquoise. There must be sufficient contrast between the logo and the background colour. Artwork files are available in EPS format.



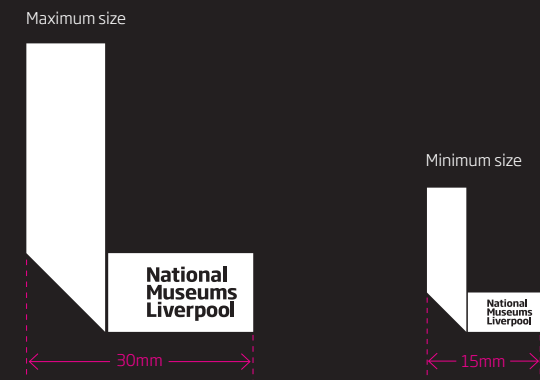
White logo NML_Greyscale



Small usage white logo NML_Small_White

A special version of the logo for use at sizes below 31mm width has been created. The size and colour relationship between elements has been changed to ensure optimum reproduction at these smaller sizes.

The minimum size for this small usage version of the logo is 15mm width.



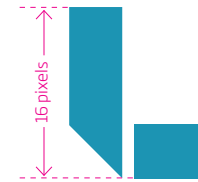
National Museums Liverpool

Favicons

When creating websites for National Museums Liverpool and its venues a favicon should be used. Favicons are the small icons that are visible in the address bar of a browser.

A special favicon has been created and is available in PNG format.

Favicon
NML_Favicon16px



National Museums Liverpool

Business card

On business cards the National Museums Liverpool logo appears on the front above the name and contact details. The logos of all venues appear in colour on the reverse.

Size

85 x 55 (portrait)

Front

NML logo

31mm wide

Name

Soho Gothic Bold

9pt (size) / 11pt (leading)

Job title, address and contact details

Soho Gothic Light

9pt (size) / 10.5pt* (leading)

*4.5pt leading between paragraphs

Back

Venue logos

Full colour



National Museums Liverpool Letterhead

The National Museums Liverpool letterhead includes the logo in the top left. The logos of the individual venues appear in colour in the left margin.

Size

A4 210mm x 297mm

NML logo

35mm wide

Address and contact details

Title

Soho Gothic Bold

9pt (size) / 11pt (leading)

Address

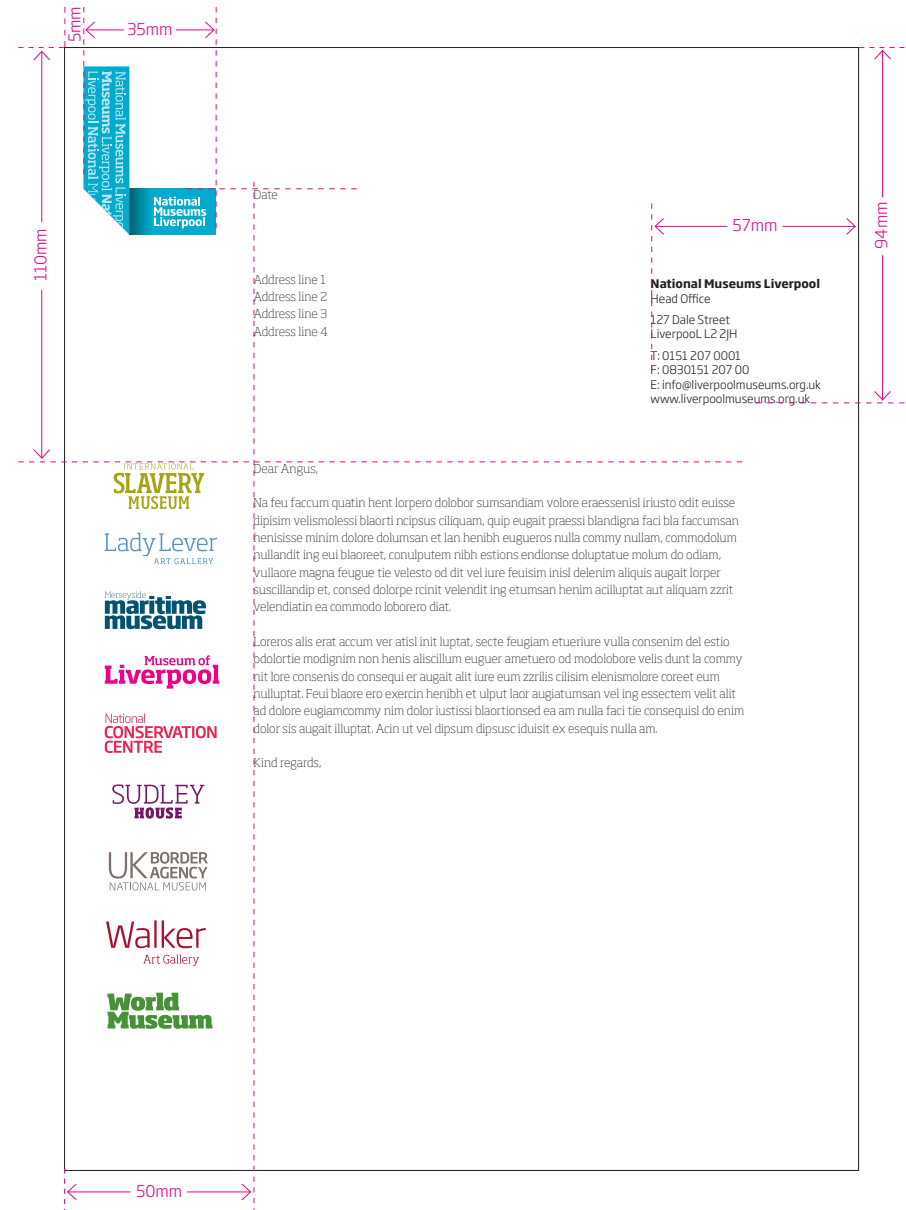
Soho Gothic Light

9pt (size) / 11pt* (leading)

*5.5pt leading between paragraphs

Venue logos

Full colour



National Museum Liverpool Applications

An example of how all the elements of the National Museums Liverpool visual identity come together to form a distinct visual style is shown here.



International Slavery Museum

Logo overview

The International Slavery Museum logo has been specially drawn and should not be altered or recreated in any way. Artwork files in a number of different formats are available from the National Museums Liverpool Marketing and Communications team.



**International Slavery
Museum**
Lime

Pantone 398
C14 M5 Y100 K29
R174 G164 B0

INTERNATIONAL
SLAVERY
MUSEUM

Exclusion zone



x corresponds to 1/8 the width of the logo

International Slavery Museum

Logo colours

The International Slavery Museum logo should only be reproduced in black, white or Lime. Artwork files are available in a variety of different digital formats. Ensure that you use the correct file format suitable for your application.

For print

Artwork files are available in Pantone, CMYK and monochrome colours as EPS and JPEG files.

For on-screen

JPEG logo files in RGB colour are available for all on-screen applications.

Please note

Microsoft Office applications such as Word and PowerPoint can only use RGB JPEGs. Make sure you use only these files when placing logos in Microsoft Office documents, even if they are intended for print.

Colour logo
ISM_Lime_CMYK
ISM_Lime_Pantone398
ISM_Lime_RGB

INTERNATIONAL
SLAVERY
MUSEUM

Black logo
ISM_Black

INTERNATIONAL
SLAVERY
MUSEUM

White logo
ISM_White

INTERNATIONAL
SLAVERY
MUSEUM

International Slavery Museum National Museums Liverpool endorsement logo

The International Slavery Museum logo should always be used together with the National Museums Liverpool logo. The relationship between the two logos is flexible (as shown on the following page) but they must always appear together.

A special version of the National Museums Liverpool logo has been created for use specifically in combination with the International Slavery Museum logo. It is Lime and available in a variety of digital formats.

For print

Artwork files are available in CMYK colours as EPS and JPEG files.

For on-screen

JPEG logo files in RGB colour are available for all on-screen applications.

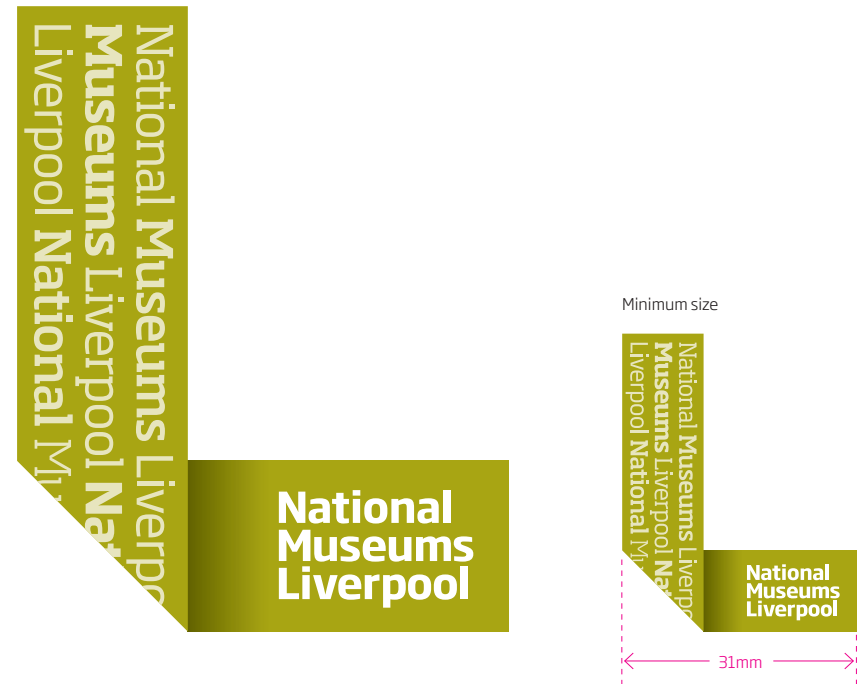
Please note

Microsoft Office applications such as Word and PowerPoint can only use RGB JPEGs. Make sure you use only these files when placing logos in Microsoft Office documents, even if they are intended for print.

Small usage

To ensure that the elements within the logo remain discernible, it should not be reproduced smaller than the minimum width of 31mm. For sizes smaller than 31mm a special logo has been created shown to the right.

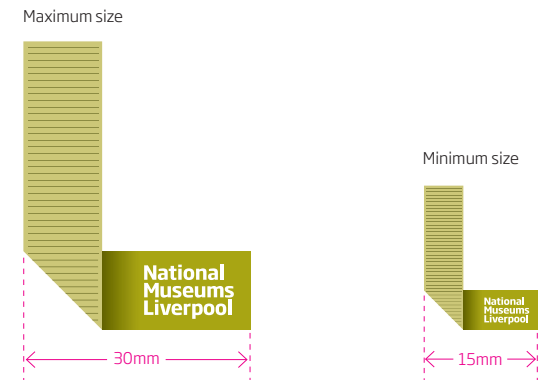
Standard logo
NML_ISM_CMYK



Small usage endorsement logo
NML_ISM_Small_CMYK

A special version of the NML endorsement logo has been created for use at sizes below 31mm width. The size and colour relationship between elements has been changed to ensure optimum reproduction at these smaller sizes.

The minimum size for this small usage version of the logo is 15mm width.



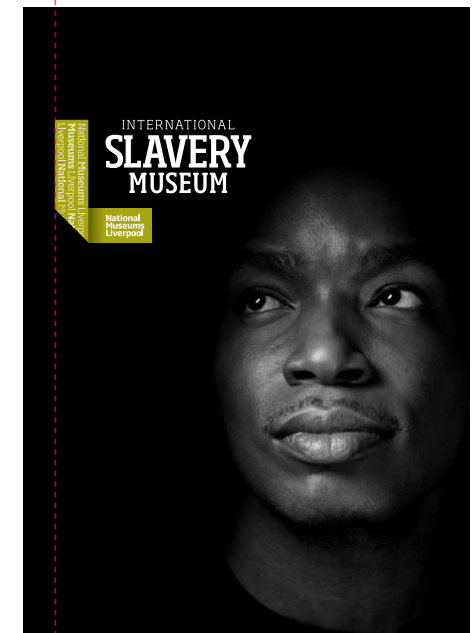
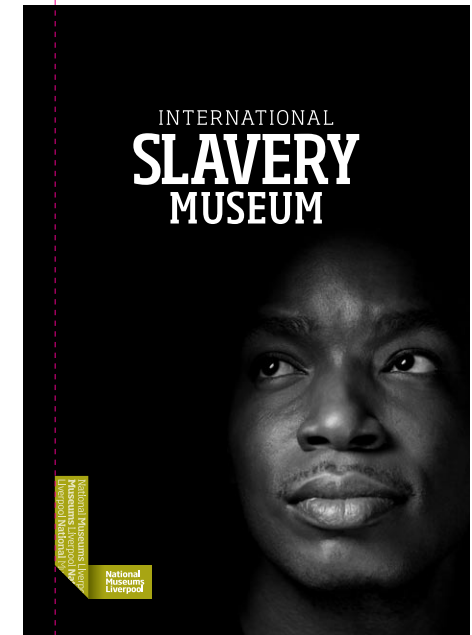
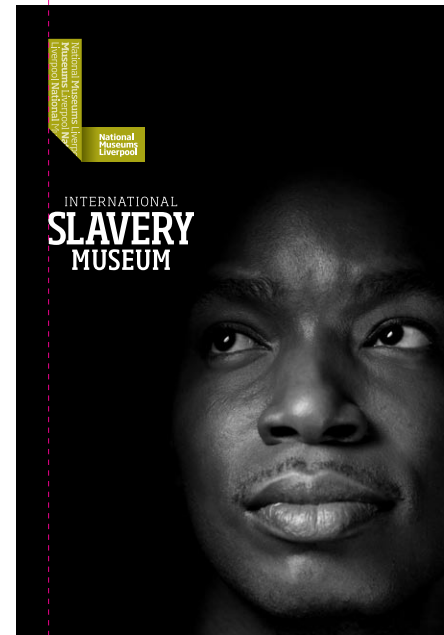
International Slavery Museum

Logo relationship and positioning

The International Slavery Museum logo must always appear together with the National Museums Liverpool logo. The relationship between the two logos follows a simple flexible system.

The National Museums Liverpool logo should always appear towards the left edge of a layout. The position and size of the International Slavery Museum logo is flexible.

To the right are some examples showing how the two logos can be used together freely.



International Slavery Museum Intergrated lock-up

When the International Slavery Museum logo is integrated with the National Museums Liverpool logo to form a single unit (lock-up), the relationship between both logos follows the principle shown here.



Lady Lever Art Gallery

If you have any queries regarding these guidelines, please contact the Marketing and Communications team:

0151 478 4616

Lady Lever Art Gallery Logo overview

The Lady Lever Art Gallery logo has been specially drawn and should not be altered or recreated in any way. Artwork files in a number of different formats are available from the National Museums Liverpool Marketing and Communications team.



Lady Lever Art Gallery
Light Blue

Pantone 7454
C62 M23 Y4 K11
R100 G147 B181

Lady Lever

ART GALLERY

Exclusion zone



x corresponds to 1/10 the width of the logo

Lady Lever Art Gallery

Logo colours

The Lady Lever Art Gallery logo should only be reproduced in black, white or Light Blue. Artwork files are available in a variety of different digital formats. Ensure that you use the correct file format suitable for your application.

For print

Artwork files are available in Pantone, CMYK and monochrome colours as EPS and JPEG files.

For on-screen

JPEG logo files in RGB colour are available for all on-screen applications.

Please note

Microsoft Office applications such as Word and PowerPoint can only use RGB JPEGs. Make sure you use only these files when placing logos in Microsoft Office documents, even if they are intended for print.

Colour logo

LL_LightBlue_CMYK
LL_LightBlue_Pantone7454
LL_LightBlue_RGB

Lady Lever
ART GALLERY

Black logo

LL_Black

Lady Lever
ART GALLERY

White logo

LL_White

Lady Lever
ART GALLERY

Lady Lever Art Gallery

National Museums Liverpool endorsement logo

The Lady Lever Art Gallery logo should always be used together with the National Museums Liverpool logo. The relationship between the two logos is flexible (as shown on the following page) but they must always appear together.

A special version of the National Museums Liverpool logo has been created for use specifically in combination with the Lady Lever Art Gallery logo. It is Light Blue and available in a variety of digital formats.

For print

Artwork files are available in CMYK colours as EPS and JPEG files.

For on-screen

JPEG logo files in RGB colour are available for all on-screen applications.

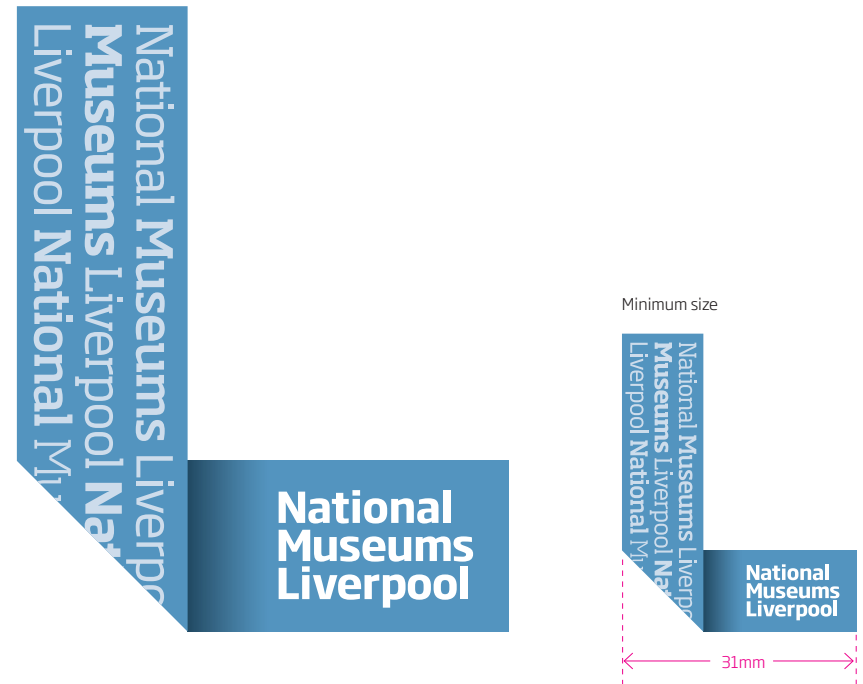
Please note

Microsoft Office applications such as Word and PowerPoint can only use RGB JPEGs. Make sure you use only these files when placing logos in Microsoft Office documents, even if they are intended for print.

Small usage

To ensure that the elements within the logo remain discernible, it should not be reproduced smaller than the minimum width of 31mm. For sizes smaller than 31mm a special logo has been created shown to the right.

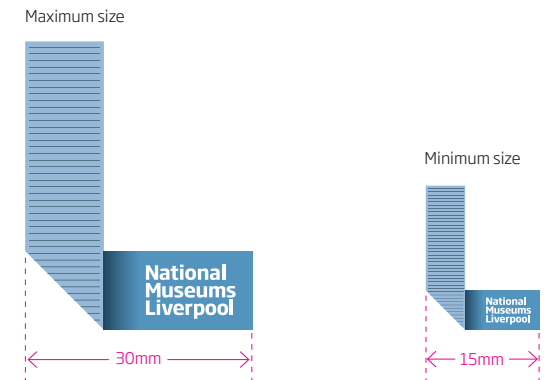
Endorsement logo NML_LL_CMYK



Small usage endorsement logo NML_LL_Small_CMYK

A special version of the NML endorsement logo has been created for use at sizes below 31mm width. The size and colour relationship between elements has been changed to ensure optimum reproduction at these smaller sizes.

The minimum size for this small usage version of the logo is 15mm width.



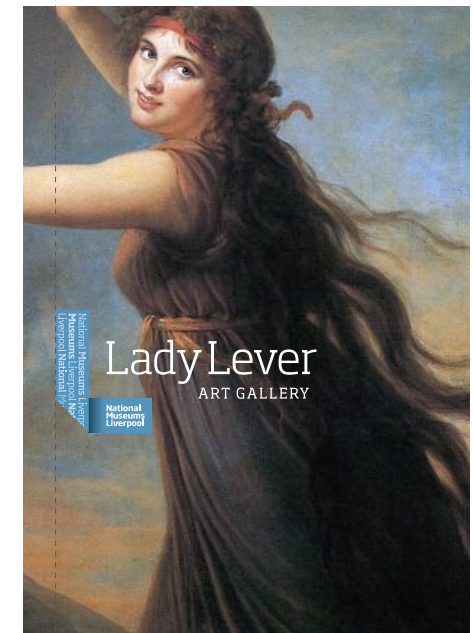
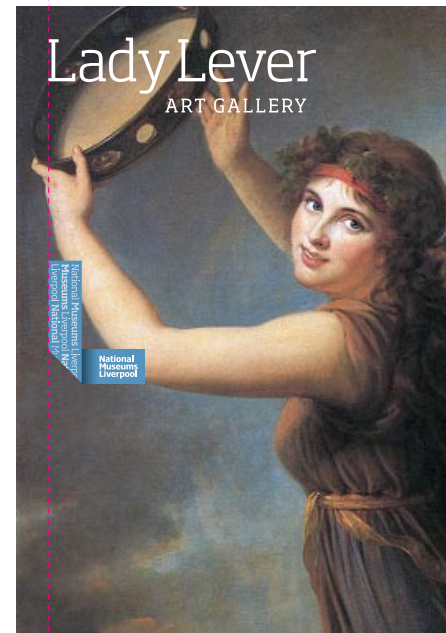
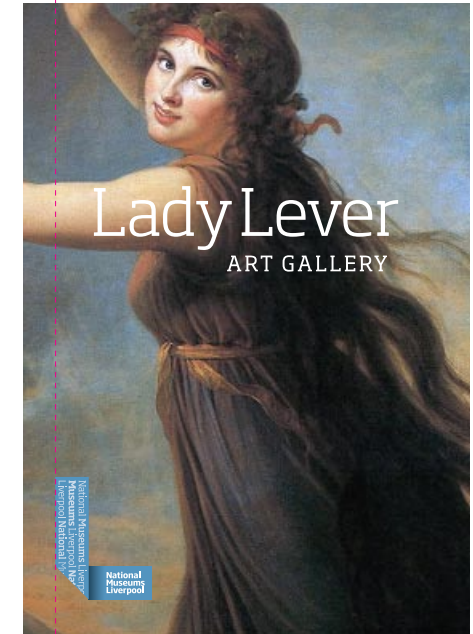
Lady Lever Art Gallery

Logo relationship and positioning

The Lady Lever Art Gallery logo must always appear together with the National Museums Liverpool logo. The relationship between the two logos follows a simple flexible system.

The National Museums Liverpool logo should always appear towards the left edge of a layout. The position and size of the Lady Lever Art Gallery logo is flexible.

To the right are some examples showing how the two logos can be used together freely.



Lady Lever Art Gallery Integrated lock-up

When the Lady Lever Art Gallery logo is integrated with the National Museums Liverpool logo to form a single unit (lock-up), the relationship between both logos follows the principle shown here.



Merseyside Maritime Museum

If you have any queries regarding these guidelines, please contact the Marketing and Communications team:

0151 478 4616

Merseyside Maritime Museum

Logo overview

The Merseyside Maritime Museum logo has been specially drawn and should not be altered or recreated in any way. Artwork files in a number of different formats are available from the National Museums Liverpool Marketing and Communications team.



**Merseyside Maritime
Museum**
Dark Blue

Pantone 3025
C100 M27 Y10 K56
R0 G81 B114

Merseyside
**maritime
museum**

Exclusion zone



Merseyside Maritime Museum

Logo colours

The Merseyside Maritime Museum logo should only be reproduced in black, white or Dark Blue. Artwork files are available in a variety of different digital formats. Ensure that you use the correct file format suitable for your application.

For print

Artwork files are available in Pantone, CMYK and monochrome colours as EPS and JPEG files.

For on-screen

JPEG logo files in RGB colour are available for all on-screen applications.

Please note

Microsoft Office applications such as Word and PowerPoint can only use RGB JPEGs. Make sure you use only these files when placing logos in Microsoft Office documents, even if they are intended for print.

Colour logo
MMM_Blue_CMYK
MMM_Blue_Pantone3025
MMM_Blue_RGB

Merseyside
**maritime
museum**

Black logo
MMM_Black

Merseyside
**maritime
museum**

White logo
MMM_White

Merseyside
**maritime
museum**

Merseyside Maritime Museum

National Museums Liverpool endorsement logo

The Merseyside Maritime Museum logo should always be used together with the National Museums Liverpool logo. The relationship between the two logos is flexible (as shown on the following page) but they must always appear together.

A special version of the National Museums Liverpool logo has been created for use specifically in combination with the Merseyside Maritime Museum logo. It is Dark Blue and available in a variety of digital formats.

For print

Artwork files are available in CMYK colours as EPS and JPEG files.

For on-screen

JPEG logo files in RGB colour are available for all on-screen applications.

Please note

Microsoft Office applications such as Word and PowerPoint can only use RGB JPEGs. Make sure you use only these files when placing logos in Microsoft Office documents, even if they are intended for print.

Small usage

To ensure that the elements within the logo remain discernible, it should not be reproduced smaller than the minimum width of 31mm. For sizes smaller than 31mm a special logo has been created shown to the right.

Endorsement logo NML_MMM_CMYK



Minimum size



Small usage endorsement logo NML_MMM_Small_CMYK

A special version of the NML endorsement logo has been created for use at sizes below 31mm width. The size and colour relationship between elements has been changed to ensure optimum reproduction at these smaller sizes.

The minimum size for this small usage version of the logo is 15mm width.

Maximum size



Minimum size



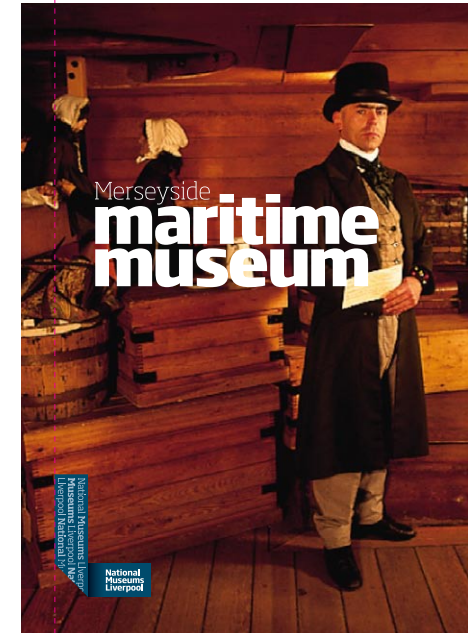
Merseyside Maritime Museum

Logo relationship and positioning

The Merseyside Maritime Museum logo must always appear together with the National Museums Liverpool logo. The relationship between the two logos follows a simple flexible system.

The National Museums Liverpool logo should always appear towards the left edge of a layout. The position and size of the Merseyside Maritime Museum logo is flexible.

To the right are some examples showing how the two logos can be used together freely.



Merseyside Maritime Museum Integrated lock-up

When the Merseyside Maritime Museum logo is integrated with the National Museums Liverpool logo to form a single unit (lock-up), the relationship between both logos follows the principle shown here.



Museum of Liverpool

If you have any queries regarding these guidelines, please contact the Marketing and Communications team:

0151 478 4616

Museum of Liverpool Logo overview

The Museum of Liverpool logo has been specially drawn and should not be altered or recreated in any way. Artwork files in a number of different formats are available from the National Museums Liverpool Marketing and Communications team.



Museum of Liverpool
Pink

Pantone Process Magenta
CO M100 YO KO
R209 G0 B116

Museum of Liverpool

Exclusion zone



x corresponds to 1/10 the width of the logo

Museum of Liverpool

Logo colours

The Museum of Liverpool logo should only be reproduced in black, white or Pink. Artwork files are available in a variety of different digital formats. Ensure that you use the correct file format suitable for your application.

For print

Artwork files are available in Pantone, CMYK and monochrome colours as EPS and JPEG files.

For on-screen

JPEG logo files in RGB colour are available for all on-screen applications.

Please note

Microsoft Office applications such as Word and PowerPoint can only use RGB JPEGs. Make sure you use only these files when placing logos in Microsoft Office documents, even if they are intended for print.

Colour logo

MOL_Pink_CMYK
MOL_Pink_PantoneMagenta
MOL_Pink_RGB



Museum of
Liverpool

Black logo

MOL_Black



Museum of
Liverpool

White logo

MOL_White



Museum of
Liverpool

Museum of Liverpool

National Museums Liverpool endorsement logo

The Museum of Liverpool logo should always be used together with the National Museums Liverpool logo. The relationship between the two logos is flexible (as shown on the following page) but they must always appear together.

A special version of the National Museums Liverpool logo has been created for use specifically in combination with the Museum of Liverpool logo. It is Pink and available in a variety of digital formats.

For print

Artwork files are available in CMYK colours as EPS and JPEG files.

For on-screen

JPEG logo files in RGB colour are available for all on-screen applications.

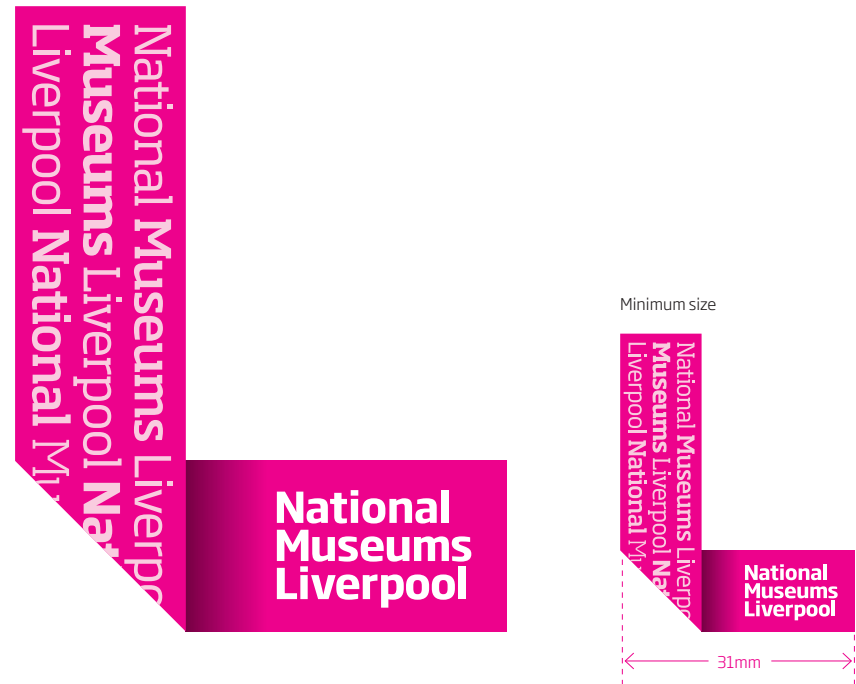
Please note

Microsoft Office applications such as Word and PowerPoint can only use RGB JPEGs. Make sure you use only these files when placing logos in Microsoft Office documents, even if they are intended for print.

Small usage

To ensure that the elements within the logo remain discernible, it should not be reproduced smaller than the minimum width of 31mm. For sizes smaller than 31mm a special logo has been created shown to the right.

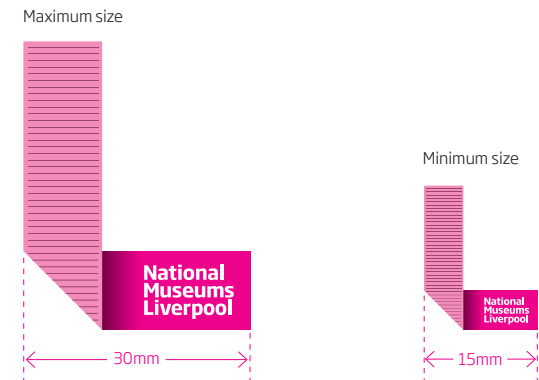
Endorsement logo NML_MOL_CMYK



Small usage endorsement logo NML_MOL_Small_CMYK

A special version of the NML endorsement logo has been created for use at sizes below 31mm width. The size and colour relationship between elements has been changed to ensure optimum reproduction at these smaller sizes.

The minimum size for this small usage version of the logo is 15mm width.



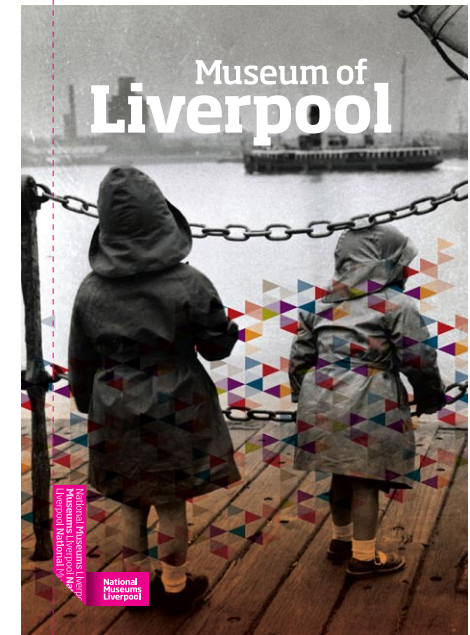
Museum of Liverpool

Logo relationship and positioning

The Museum of Liverpool logo must always appear together with the National Museums Liverpool logo. The relationship between the two logos follows a simple flexible system.

The National Museums Liverpool logo should always appear towards the left edge of a layout. The position and size of the Museum of Liverpool logo is flexible.

To the right are some examples showing how the two logos can be used together freely.



Museum of Liverpool Integrated lock-up

When the Museum of Liverpool logo is integrated with the National Museums Liverpool logo to form a single unit (lock-up), the relationship between both logos follows the principle shown here.



National Conservation Centre

If you have any queries regarding these guidelines, please contact the Marketing and Communications team:

0151 478 4616

National Conservation Centre

Logo overview

The National Conservation Centre logo has been specially drawn and should not be altered or recreated in any way. Artwork files in a number of different formats are available from the National Museums Liverpool Marketing and Communications team.



**National Conservation
Centre**
Red

Pantone 192
C0 M96 Y60 K0
R225 G14 B73

National CONSERVATION CENTRE



National Conservation Centre

Logo colours

The National Conservation Centre logo should only be reproduced in black, white or Red. Artwork files are available in a variety of different digital formats. Ensure that you use the correct file format suitable for your application.

For print

Artwork files are available in Pantone, CMYK and monochrome colours as EPS and JPEG files.

For on-screen

JPEG logo files in RGB colour are available for all on-screen applications.

Please note

Microsoft Office applications such as Word and PowerPoint can only use RGB JPEGs. Make sure you use only these files when placing logos in Microsoft Office documents, even if they are intended for print.

Colour logo
NCC_Red_CMYK
NCC_Red_Pantone192
NCC_Red_RGB

National
**CONSERVATION
CENTRE**

Black logo
NCC_Black

National
**CONSERVATION
CENTRE**

White logo
NCC_White

National
**CONSERVATION
CENTRE**

National Conservation Centre National Museums Liverpool endorsement logo

The National Conservation Centre logo should always be used together with the National Museums Liverpool logo. The relationship between the two logos is flexible (as shown on the following page) but they must always appear together.

A special version of the National Museums Liverpool logo has been created for use specifically in combination with the National Conservation Centre logo. It is Red and available in a variety of digital formats.

For print

Artwork files are available in CMYK colours as EPS and JPEG files.

For on-screen

JPEG logo files in RGB colour are available for all on-screen applications.

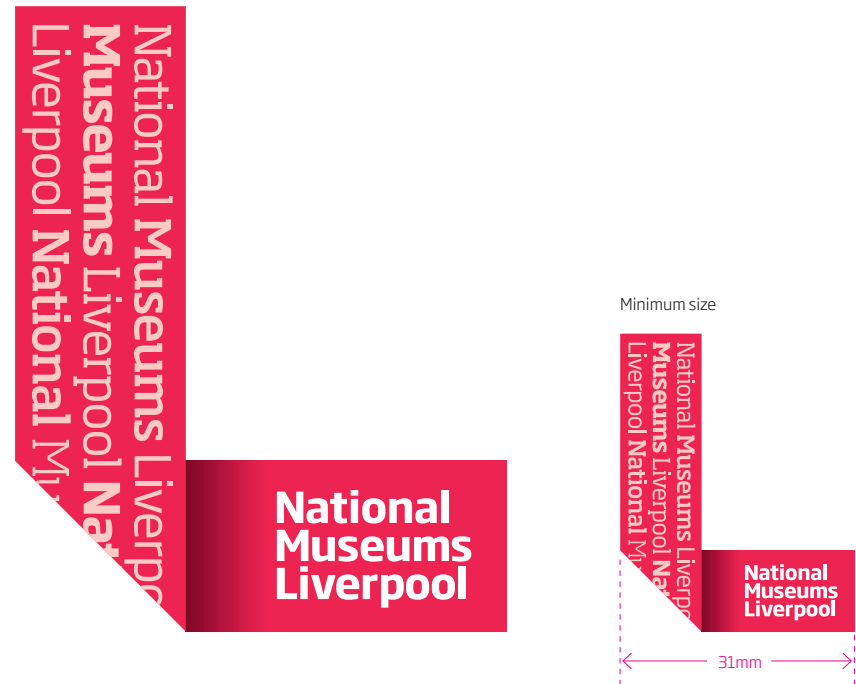
Please note

Microsoft Office applications such as Word and PowerPoint can only use RGB JPEGs. Make sure you use only these files when placing logos in Microsoft Office documents, even if they are intended for print.

Small usage

To ensure that the elements within the logo remain discernible, it should not be reproduced smaller than the minimum width of 31mm. For sizes smaller than 31mm a special logo has been created shown to the right.

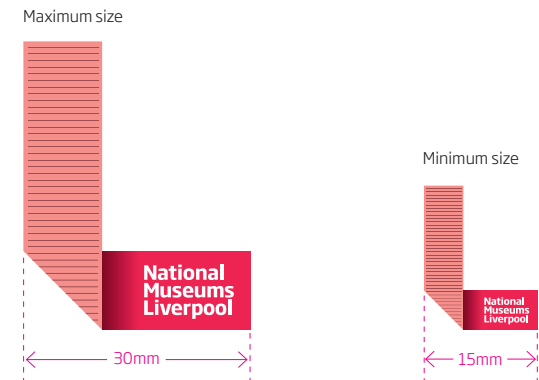
Endorsement logo
NML_NCC_CMYK



Small usage endorsement logo
NML_NCC_Small_CMYK

A special version of the NML endorsement logo has been created for use at sizes below 31mm width. The size and colour relationship between elements has been changed to ensure optimum reproduction at these smaller sizes.

The minimum size for this small usage version of the logo is 15mm width.



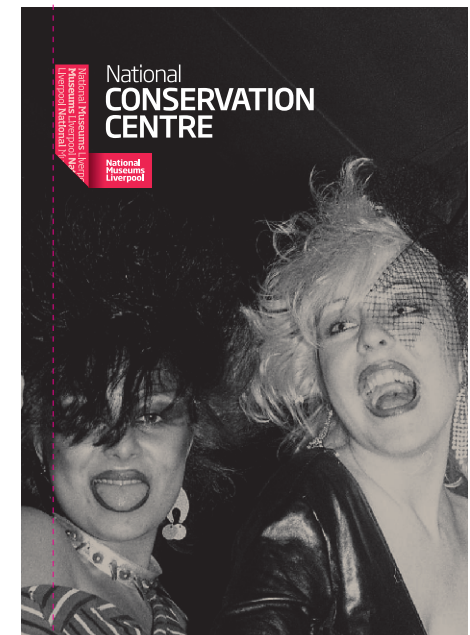
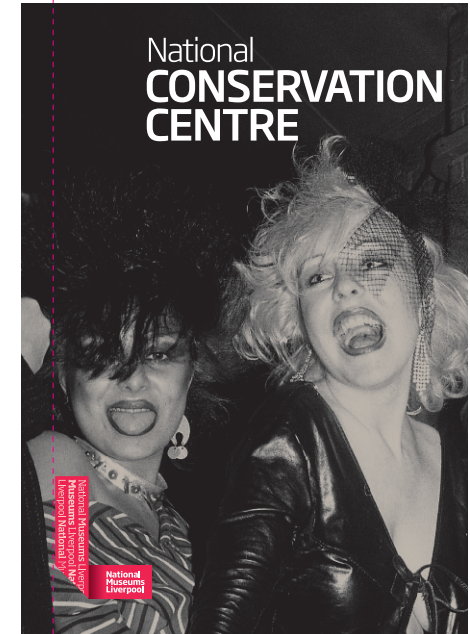
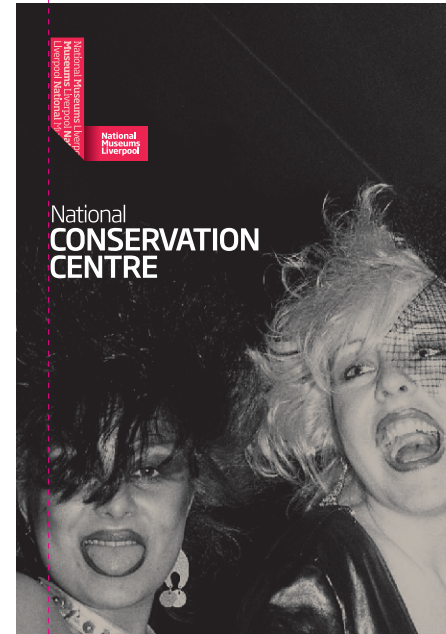
National Conservation Centre

Logo relationship and positioning

The National Conservation Centre logo must always appear together with the National Museums Liverpool logo. The relationship between the two logos follows a simple flexible system.

The National Museums Liverpool logo should always appear towards the left edge of a layout. The position and size of the National Conservation Centre logo is flexible.

To the right are some examples showing how the two logos can be used together freely.



National Conservation Centre Integrated

When the National Conservation Centre logo is integrated with the National Museums Liverpool logo to form a single unit (lock-up), the relationship between both logos follows the principle shown here.



Sudley House

If you have any queries regarding these guidelines, please contact the Marketing and Communications team:

0151 478 4616

Sudley House

Logo overview

The Sudley House logo has been specially drawn and should not be altered or recreated in any way. Artwork files in a number of different formats are available from the National Museums Liverpool Marketing and Communications team.

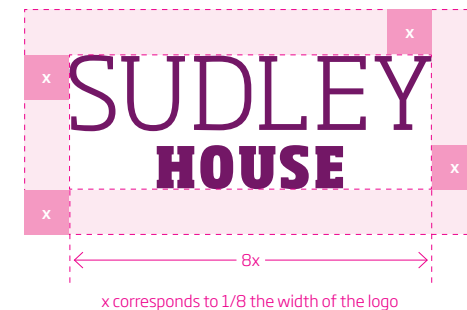


Sudley House
Purple

Pantone 249
C44 M95 Y7 K32
R117 G40 B100

SUDLEY HOUSE

Exclusion zone



Sudley House

Logo colours

The Sudley House logo should only be reproduced in black, white or Purple. Artwork files are available in a variety of different digital formats. Ensure that you use the correct file format suitable for your application.

For print

Artwork files are available in Pantone, CMYK and monochrome colours as EPS and JPEG files.

For on-screen

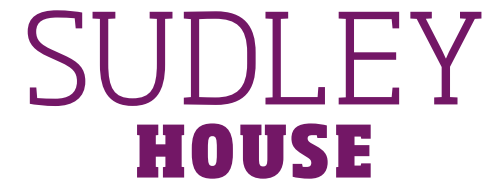
JPEG logo files in RGB colour are available for all on-screen applications.

Please note

Microsoft Office applications such as Word and PowerPoint can only use RGB JPEGs. Make sure you use only these files when placing logos in Microsoft Office documents, even if they are intended for print.

Colour logo

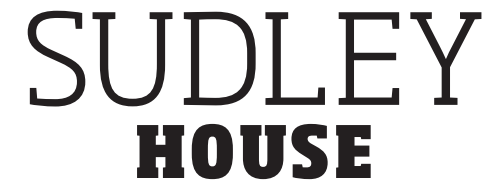
SH_Purple_CMYK
SH_Purple_Pantone398
SH_Purple_RGB



SUDLEY
HOUSE

Black logo

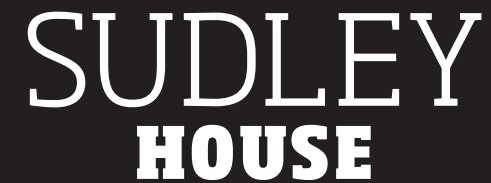
SH_Black



SUDLEY
HOUSE

White logo

SH_White



SUDLEY
HOUSE

Sudley House

National Museums Liverpool endorsement logo

The Sudley House logo should always be used together with the National Museums Liverpool logo. The relationship between the two logos is flexible (as shown on the following page) but they must always appear together.

A special version of the National Museums Liverpool logo has been created for use specifically in combination with the Sudley House logo. It is Purple and available in a variety of digital formats.

For print

Artwork files are available in CMYK colours as EPS and JPEG files.

For on-screen

JPEG logo files in RGB colour are available for all on-screen applications.

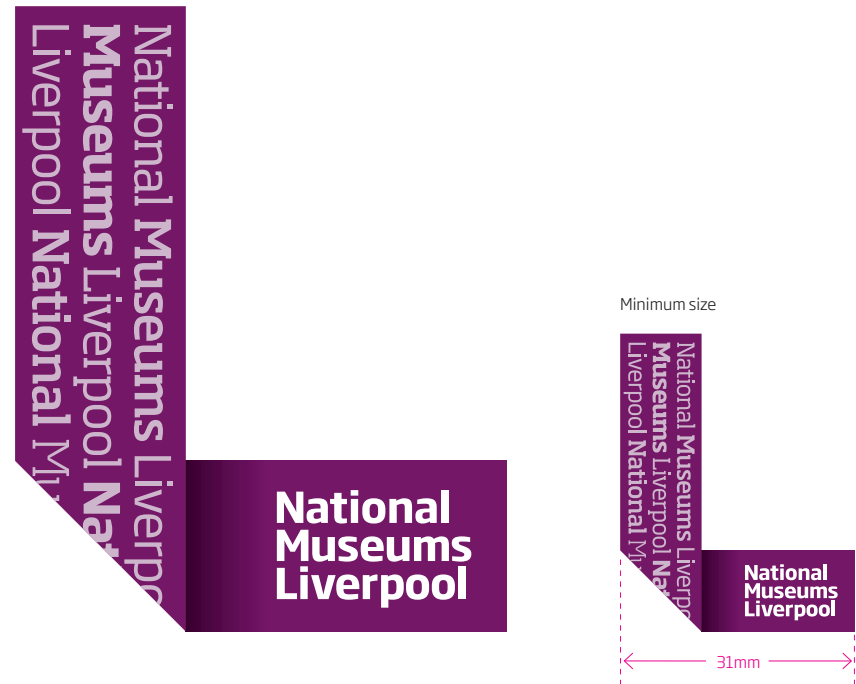
Please note

Microsoft Office applications such as Word and PowerPoint can only use RGB JPEGs. Make sure you use only these files when placing logos in Microsoft Office documents, even if they are intended for print.

Small usage

To ensure that the elements within the logo remain discernible, it should not be reproduced smaller than the minimum width of 31mm. For sizes smaller than 31mm a special logo has been created shown to the right.

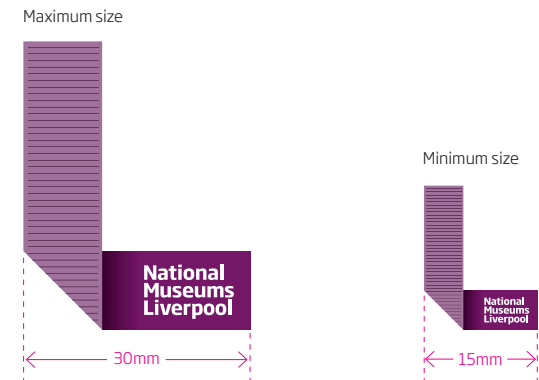
Endorsement logo NML_SH_CMYK



Small usage endorsement logo NML_SH_Small_CMYK

A special version of the NML endorsement logo has been created for use at sizes below 31mm width. The size and colour relationship between elements has been changed to ensure optimum reproduction at these smaller sizes.

The minimum size for this small usage version of the logo is 15mm width.



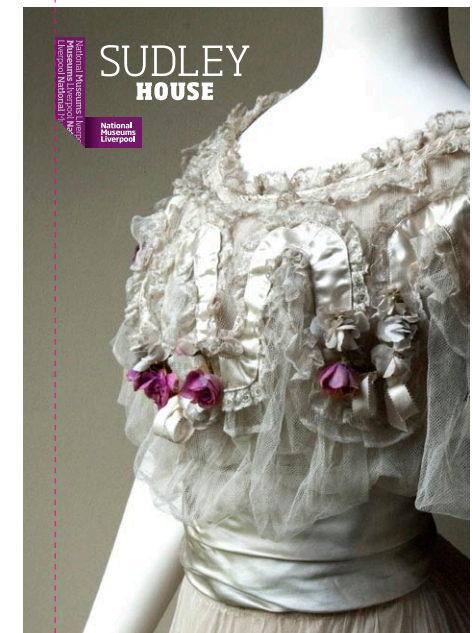
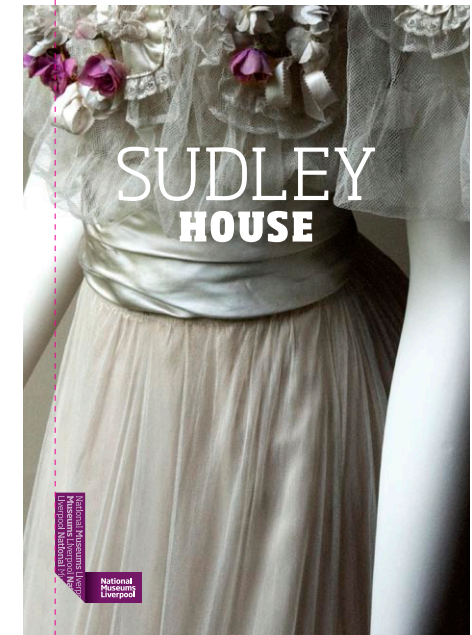
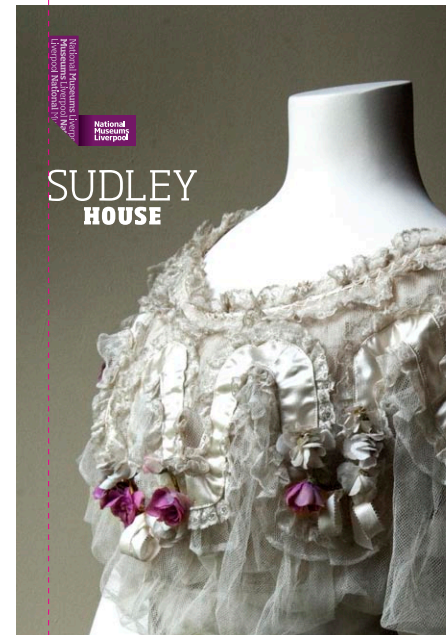
Sudley House

Logo relationship and positioning

The Sudley House logo must always appear together with the National Museums Liverpool logo. The relationship between the two logos follows a simple flexible system.

The National Museums Liverpool logo should always appear towards the left edge of a layout. The position and size of the Sudley House logo is flexible.

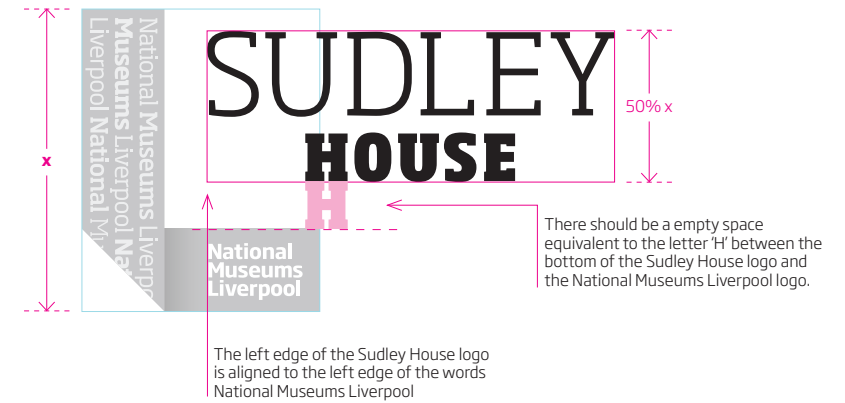
To the right are some examples showing how the two logos can be used together freely.



Sudley House

Integrated lock-up

When the Sudley House logo is integrated with the National Museums Liverpool logo to form a single unit (lock-up), the relationship between both logos follows the principle shown here.



UK Border Agency National Museum

If you have any queries regarding these guidelines, please contact the Marketing and Communications team:

0151 478 4616

UK Border Agency National Museum

Logo overview

The UK Border Agency National Museum logo has been specially drawn and should not be altered or recreated in any way. Artwork files in a number of different formats are available from the National Museums Liverpool Marketing and Communications team.



**UK Border Agency
National Museum**
Grey

Pantone Warm Grey 8
C17 M25 Y25 K49
R139 G129 B120

UK BORDER
AGENCY
NATIONAL MUSEUM

Exclusion zone



x corresponds to 1/8 the width of the logo

UK Border Agency National Museum

Logo colours

The UK Border Agency National Museum logo should only be reproduced in black, white or Grey. Artwork files are available in a variety of different digital formats. Ensure that you use the correct file format suitable for your application.

For print

Artwork files are available in Pantone, CMYK and monochrome colours as EPS and JPEG files.

For on-screen

JPEG logo files in RGB colour are available for all on-screen applications.

Please note

Microsoft Office applications such as Word and PowerPoint can only use RGB JPEGs. Make sure you use only these files when placing logos in Microsoft Office documents, even if they are intended for print.

Colour logo

UKBA_Grey_CMYK
UKBA_Grey_PantoneWGB
UKBA_Grey_RGB



UK BORDER
AGENCY
NATIONAL MUSEUM

Black logo

UKBA_Black



UK BORDER
AGENCY
NATIONAL MUSEUM

White logo

UKBA_White



UK BORDER
AGENCY
NATIONAL MUSEUM

UK Border Agency National Museum National Museums Liverpool endorsement logo

The UK Border Agency National Museum logo should always be used together with the National Museums Liverpool logo. The relationship between the two logos is flexible (as shown on the following page) but they must always appear together.

A special version of the National Museums Liverpool logo has been created for use specifically in combination with the UK Border Agency National Museum logo. It is Grey and available in a variety of digital formats.

For print

Artwork files are available in CMYK colours as EPS and JPEG files.

For on-screen

JPEG logo files in RGB colour are available for all on-screen applications.

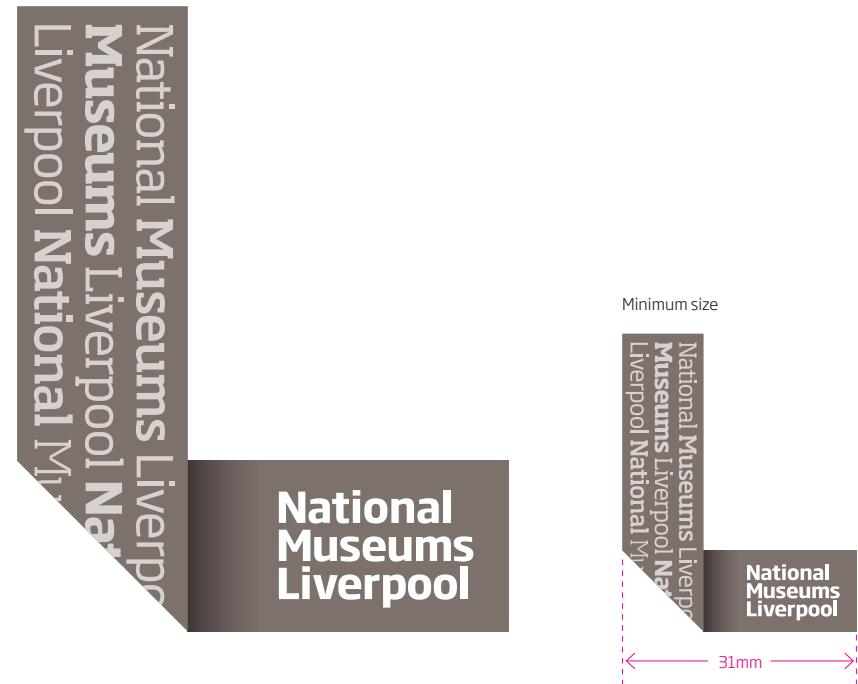
Please note

Microsoft Office applications such as Word and PowerPoint can only use RGB JPEGs. Make sure you use only these files when placing logos in Microsoft Office documents, even if they are intended for print.

Small usage

To ensure that the elements within the logo remain discernible, it should not be reproduced smaller than the minimum width of 31mm. For sizes smaller than 31mm a special logo has been created shown to the right.

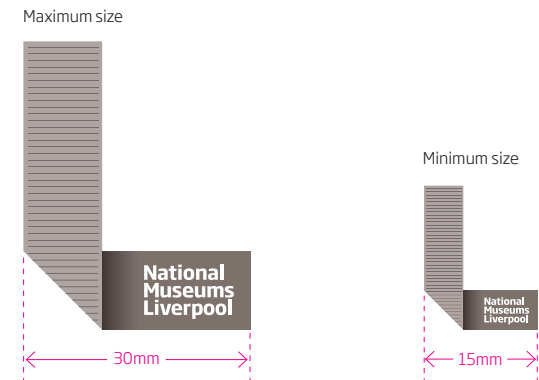
Endorsement logo NML_UKBA_CMYK



Small usage endorsement logo NML_UKBA_Small_CMYK

A special version of the NML endorsement logo has been created for use at sizes below 31mm width. The size and colour relationship between elements has been changed to ensure optimum reproduction at these smaller sizes.

The minimum size for this small usage version of the logo is 15mm width.



UK Border Agency National Museum Logo relationship and positioning

The UK Border Agency National Museum logo must always appear together with the National Museums Liverpool logo. The relationship between the two logos follows a simple flexible system.

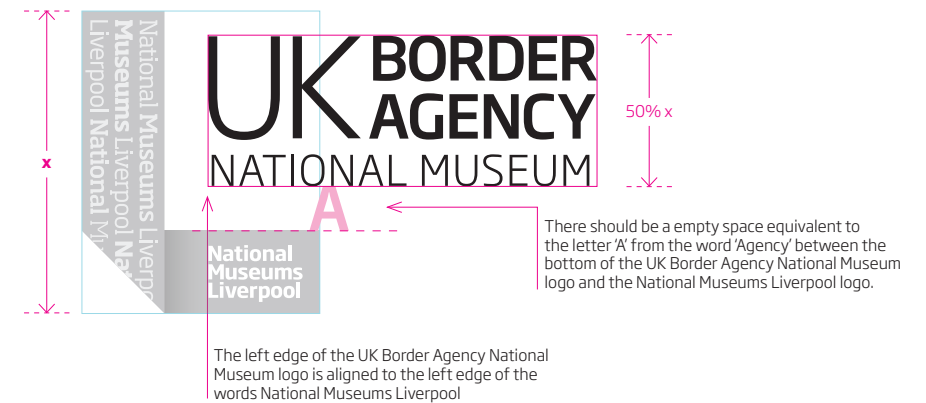
The National Museums Liverpool logo should always appear towards the left edge of a layout. The position and size of the UK Border Agency National Museum logo is flexible.

To the right are some examples showing how the two logos can be used together freely.



UK Border Agency National Museum Integrated lock-up

When the UK Border Agency National Museum logo is integrated with the National Museums Liverpool logo to form a single unit (lock-up), the relationship between both logos follows the principle shown here.



Walker Art Gallery

If you have any queries regarding these guidelines, please contact the Marketing and Communications team:

0151 478 4616

Walker Art Gallery Logo overview

The Walker Art Gallery logo has been specially drawn and should not be altered or recreated in any way. Artwork files in a number of different formats are available from the National Museums Liverpool Marketing and Communications team.



Walker Art Gallery
Dark Red

Pantone 187
CMYK: C8 M100 Y79 K28
RGB: R167 G25 B48

Walker

Art Gallery

Exclusion zone



x corresponds to 1/8 the width of the logo

Walker Art Gallery

Logo colours

The Walker Art Gallery logo should only be reproduced in black, white or Dark Red. Artwork files are available in a variety of different digital formats. Ensure that you use the correct file format suitable for your application.

For print

Artwork files are available in Pantone, CMYK and monochrome colours as EPS and JPEG files.

For on-screen

JPEG logo files in RGB colour are available for all on-screen applications.

Please note

Microsoft Office applications such as Word and PowerPoint can only use RGB JPEGs. Make sure you use only these files when placing logos in Microsoft Office documents, even if they are intended for print.

Colour logo

WAG_DarkRed_CMYK
WAG_DarkRed_Pantone187
WAG_DarkRed_RGB

Walker
Art Gallery

Black logo

WAG_Black

Walker
Art Gallery

White logo

WAG_White

Walker
Art Gallery

Walker Art Gallery

National Museums Liverpool endorsement logo

The Walker Art Gallery logo should always be used together with the National Museums Liverpool logo. The relationship between the two logos is flexible (as shown on the following page) but they must always appear together.

A special version of the National Museums Liverpool logo has been created for use specifically in combination with the Walker Art Gallery logo. It is Dark Red and available in a variety of digital formats.

For print

Artwork files are available in CMYK colours as EPS and JPEG files.

For on-screen

JPEG logo files in RGB colour are available for all on-screen applications.

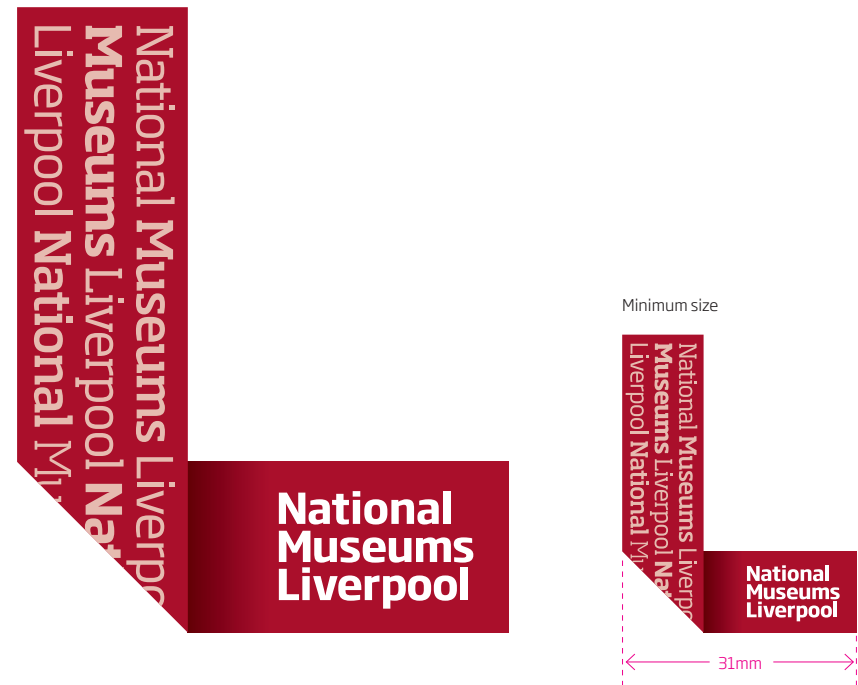
Please note

Microsoft Office applications such as Word and PowerPoint can only use RGB JPEGs. Make sure you use only these files when placing logos in Microsoft Office documents, even if they are intended for print.

Small usage

To ensure that the elements within the logo remain discernible, it should not be reproduced smaller than the minimum width of 31mm. For sizes smaller than 31mm a special logo has been created shown to the right.

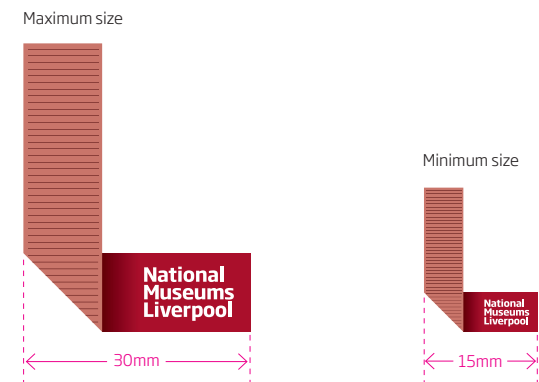
Endorsement logo NML_WAG_CMYK



Small usage endorsement logo NML_WAG_Small_CMYK

A special version of the NML endorsement logo has been created for use at sizes below 31mm width. The size and colour relationship between elements has been changed to ensure optimum reproduction at these smaller sizes.

The minimum size for this small usage version of the logo is 15mm width.



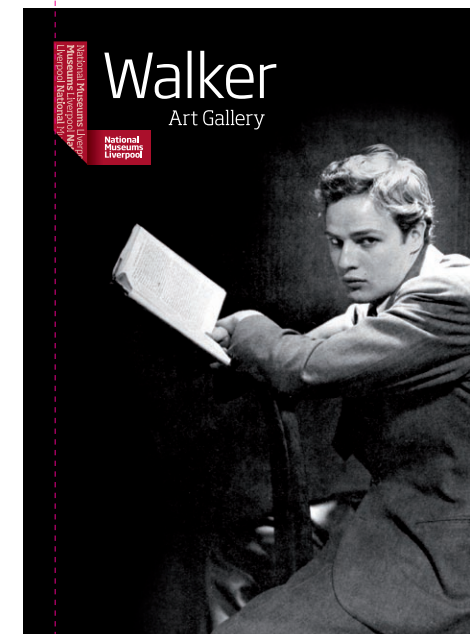
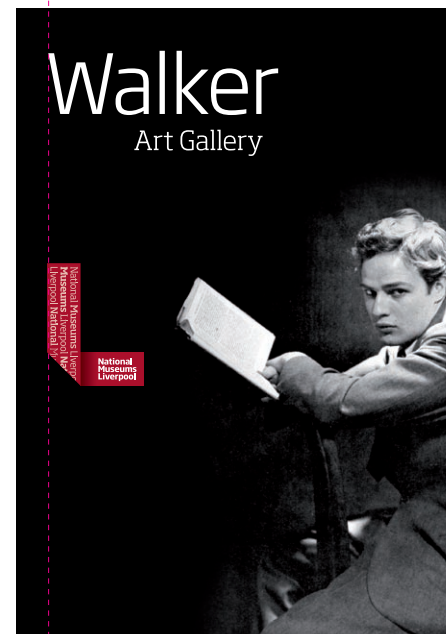
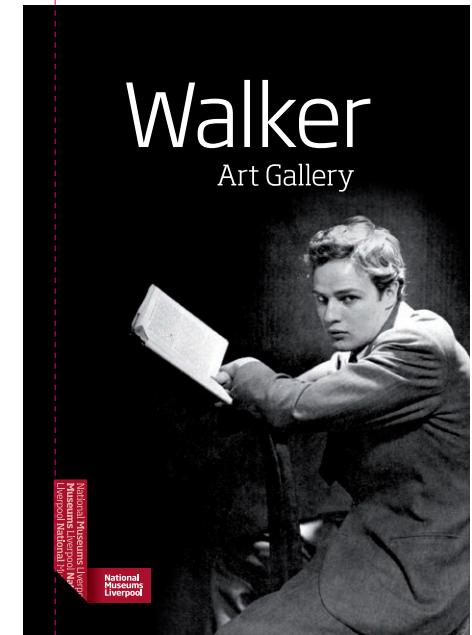
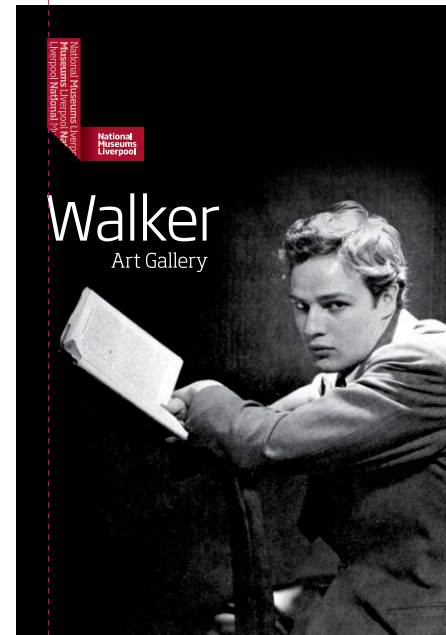
Walker Art Gallery

Logo relationship and positioning

The Walker Art Gallery logo must always appear together with the National Museums Liverpool logo. The relationship between the two logos follows a simple flexible system.

The National Museums Liverpool logo should always appear towards the left edge of a layout. The position and size of the Walker Art Gallery logo is flexible.

To the right are some examples showing how the two logos can be used together freely.



Walker Art Gallery

Integrated lock-up

When the Walker Art Gallery logo is integrated with the National Museums Liverpool logo to form a single unit (lock-up), the relationship between both logos follows the principle shown here.



World Museum Liverpool

If you have any queries regarding these guidelines, please contact the Marketing and Communications team:

0151 478 4616

World Museum

Logo overview

The World Museum logo has been specially drawn and should not be altered or recreated in any way. Artwork files in a number of different formats are available from the National Museums Liverpool Marketing and Communications team.



World Museum
Green

Pantone 370
C66 M1 Y100 K25
R91 G143 B34

World Museum

Exclusion zone



x corresponds to 1/10 the width of the logo

World Museum

Logo colours

The World Museum logo should only be reproduced in black, white or Green. Artwork files are available in a variety of different digital formats. Ensure that you use the correct file format suitable for your application.

For print

Artwork files are available in Pantone, CMYK and monochrome colours as EPS and JPEG files.

For on-screen

JPEG logo files in RGB colour are available for all on-screen applications.

Please note

Microsoft Office applications such as Word and PowerPoint can only use RGB JPEGs. Make sure you use only these files when placing logos in Microsoft Office documents, even if they are intended for print.

Colour logo

WM_Green_CMYK
WM_Green_Pantone370
WM_Green_RGB



The logo consists of the words "World" and "Museum" stacked vertically in a bold, sans-serif font. The text is a vibrant green color.

Black logo

WM_Black



The logo consists of the words "World" and "Museum" stacked vertically in a bold, sans-serif font. The text is black.

White logo

WM_White



The logo consists of the words "World" and "Museum" stacked vertically in a bold, sans-serif font. The text is white, set against a solid black background.

World Museum

National Museums Liverpool endorsement logo

The World Museum logo should always be used together with the National Museums Liverpool logo. The relationship between the two logos is flexible (as shown on the following page) but they must always appear together.

A special version of the National Museums Liverpool logo has been created for use specifically in combination with the World Museum logo. It is Green and available in a variety of digital formats.

For print

Artwork files are available in CMYK colours as EPS and JPEG files.

For on-screen

JPEG logo files in RGB colour are available for all on-screen applications.

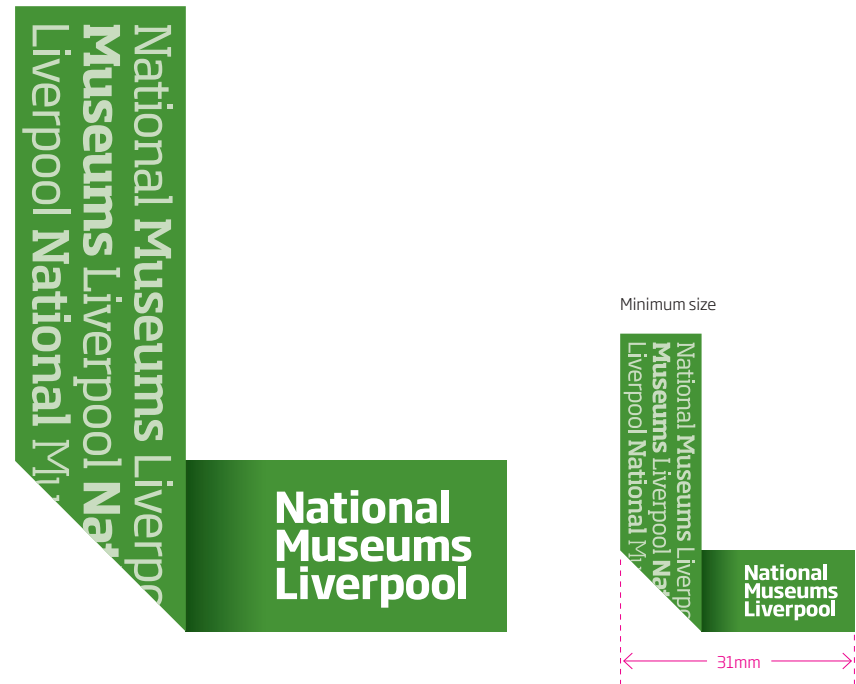
Please note

Microsoft Office applications such as Word and PowerPoint can only use RGB JPEGs. Make sure you use only these files when placing logos in Microsoft Office documents, even if they are intended for print.

Small usage

To ensure that the elements within the logo remain discernible, it should not be reproduced smaller than the minimum width of 31mm. For sizes smaller than 31mm a special logo has been created shown to the right.

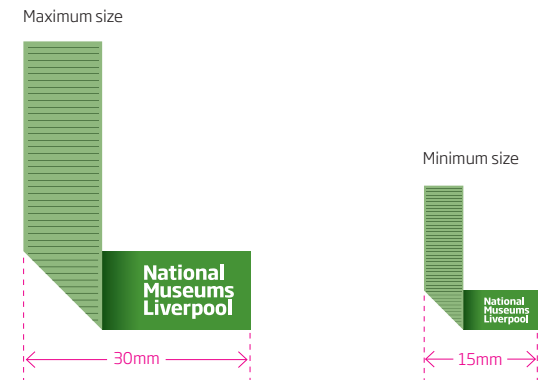
Endorsement logo
NML_WM_CMYK



Small usage endorsement logo
NML_WM_Small_CMYK

A special version of the NML endorsement logo has been created for use at sizes below 31mm width. The size and colour relationship between elements has been changed to ensure optimum reproduction at these smaller sizes.

The minimum size for this small usage version of the logo is 15mm width.



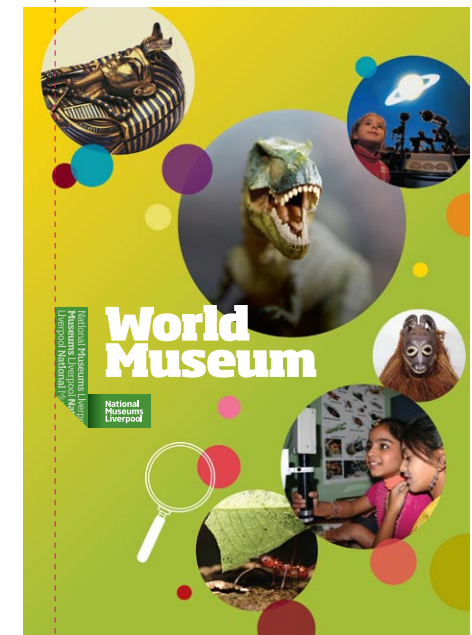
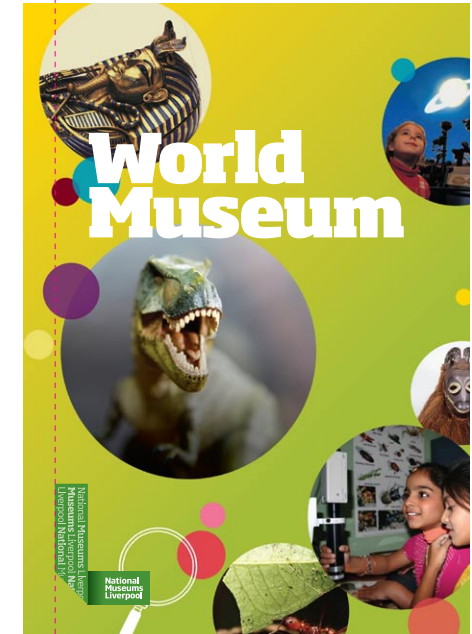
World Museum

Logo relationship and positioning

The World Museum logo must always appear together with the National Museums Liverpool logo. The relationship between the two logos follows a simple flexible system.

The National Museums Liverpool logo should always appear towards the left edge of a layout. The position and size of the World Museum logo is flexible.

To the right are some examples showing how the two logos can be used together freely.



World Museum

Integrated lock-up

When the World Museum logo is integrated with the National Museums Liverpool logo to form a single unit (lock-up), the relationship between both logos follows the principle shown here.

