

# Logo Identity Guidelines

Version 2



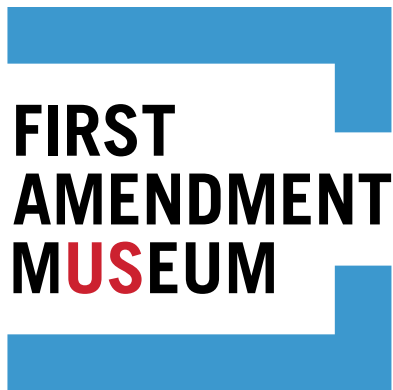
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## Logo Identity Guidelines

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# Primary Logos

PRIMARY LOGO



Identity & Logo Mark

The First Amendment Museum logo is an instantly recognizable expression of the museum’s brand identity. The logo offers a modern, interactive feel that is comprised of the name of the museum and brackets establishing a foundation or framework for the typography. Each element of the logo offers a sub-meaning or connection to the museum’s value proposition and curated content.

PRIMARY LOGO with tagline



Logo with Tagline (aka. Signature Logo)

The logo can be displayed with or without the tagline lockup “Live Your Freedoms.” If displayed with the tagline, the logo is referred to as the Signature Logo. It is recommended that the logo be displayed with the tagline when possible.

PRIMARY HORIZONTAL LOGO

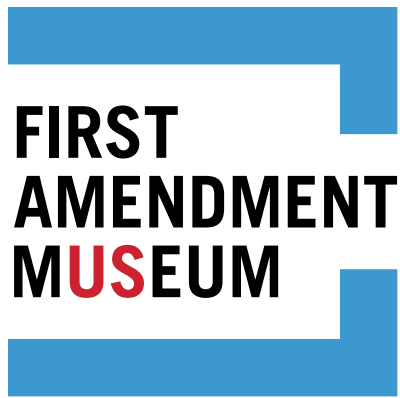


Horizontal Logo (H Logo)

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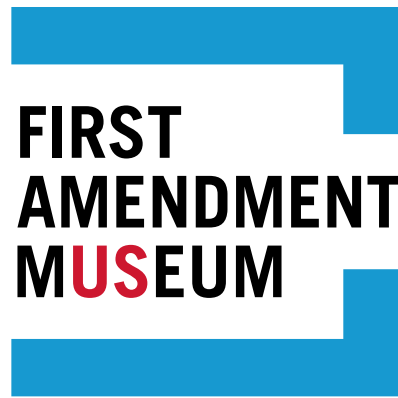
The Horizontal logo (H Logo) is an alternative display configuration to the Primary logo configuration for instances when vertical space challenges exist. The H Logo presents a larger tagline in relationship to the logo mark. The Horizontal logo should only be displayed with the tagline to the right of the mark as shown above.

PRIMARY SPOT PANTONE COLOR



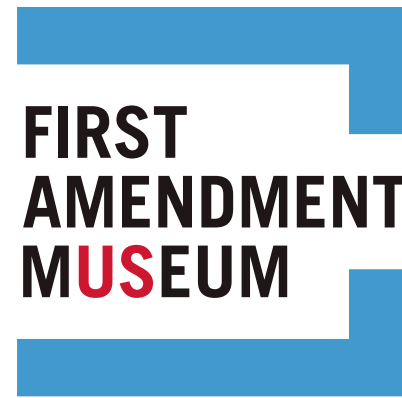
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PRIMARY CMYK COLOR



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PRIMARY RGB COLOR



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Color Conversions (Primary or Horizontal Configuration)



PMS  
299



CMYK  
80/18/0/0



RGB  
19/159/218



CMYK  
5/100/100/0

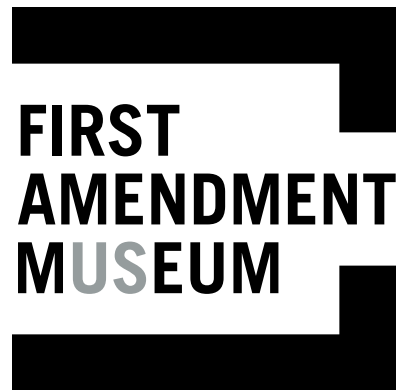


PMS  
485



RGB  
225/34/41

BLACK Color LOGO



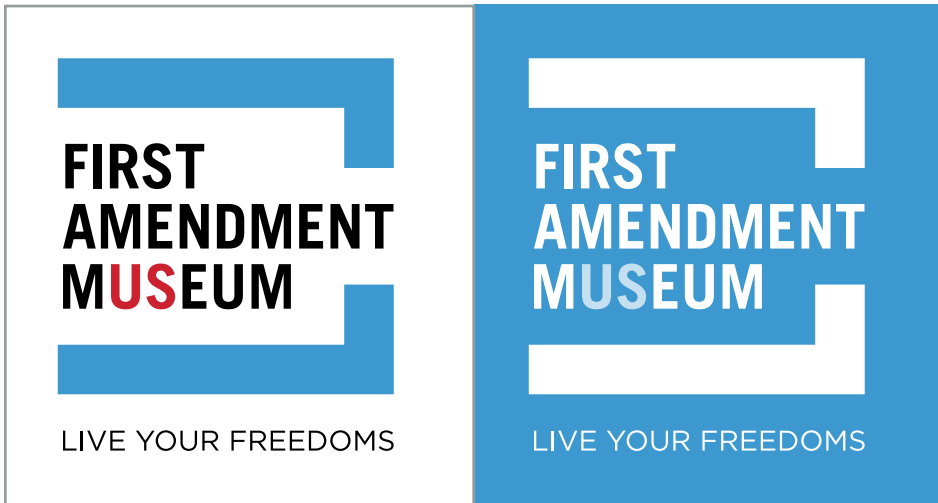
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BLACK Color HORIZONTAL LOGO





Legibility & Maintaining Contrast

Reverse logos should only be used on colors or images dark enough to distinguish the white of the logo.



# Secondary Logos

SECONDARY LOGO - PATTERN 1



SECONDARY LOGO - PATTERN 2



SECONDARY LOGO - PATTERN 3

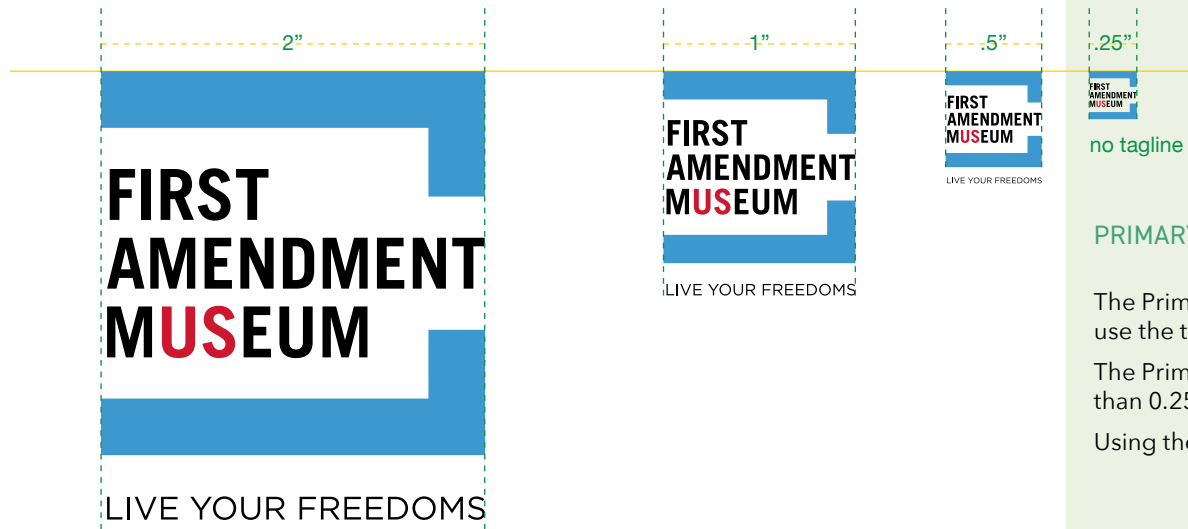


### Secondary Logos + Pattern

The First Amendment Museum Logo has been designed with versatility in mind. As such, the brackets may be used to mask different patterns and shapes. The above three patterns provide an example of pattern application. When applying a pattern, use best judgment as to how to handle the "US" color. The "US" color should be relegated to the gray or red color sets.

# Logo Use

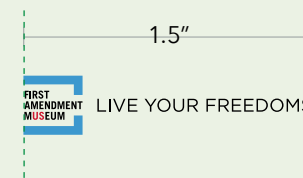
Primary Log



PRIMARY Configuration Minimum Sizing

The Primary logo configuration less than 0.5" wide should not use the tagline.  
 The Primary logo without tagline should not be used less than 0.25" wide.  
 Using the logo too small reduces the legibility of the type.

Primary Logo HORIZONTAL



HORIZONTAL Configuration Minimum Sizing

The Horizontal logo should not be used less than 1.5" wide.  
 Using the logo too small reduces the legibility of the type.

Primary Logo Exclusion Zone

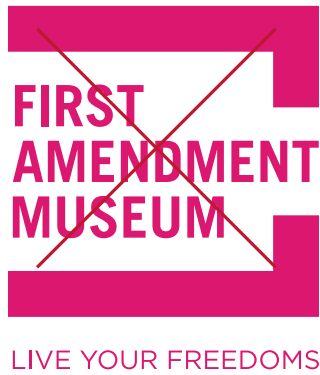


Primary Logo HORIZONTAL Exclusion Zone

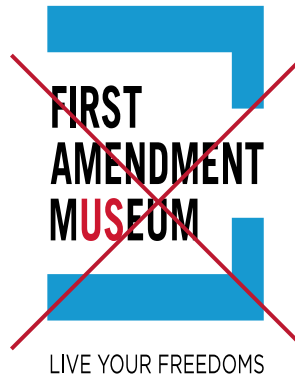


The Exclusion Zone

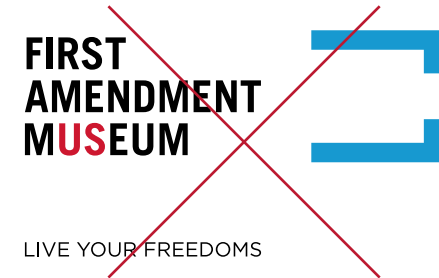
The exclusion zone is an area that should be kept free of other objects and typography. This white space gives the logo the appropriate room to "breathe." In this case, the height and width of the bracket's corner, illustrated by "x" is used to determine the exclusion zone. Maintaining this zone helps to maximize the visual presence of the logo.



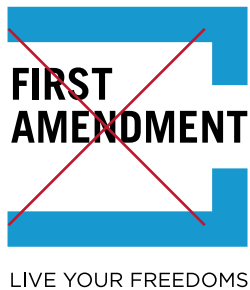
For 1-color treatments, do not use colors other than black or white.



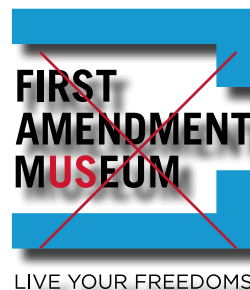
Do not stretch or alter the logo



Do not rearrange the graphic composition of the logo.



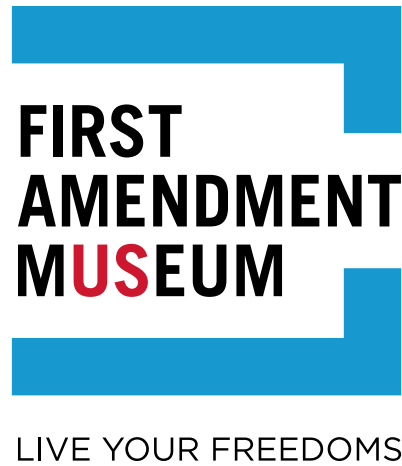
Never show the incomplete wordmark.



Do not add a drop shadow to the logo.



The 4-color logo should never appear on a background that does not provide enough contrast.



In the Primary logo, FIRST AMENDMENT MUSEUM is typeset in the font Trade Gothic LT Std, Bold.

**Trade Gothic LT Std, Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

In the Primary logo, LIVE YOUR FREEDOMS is typeset in the font Gotham, Book.

Gotham, Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789