

**DESIGN MUSEUM**  
LOGO MANUAL

**DESIGN**  
**MUSEUM**

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## INTRO

Design Museum corporate identity is a visual representation of the museum main focus. It adds 3rd dimensions to classically two dimension world.

The following pages shows how to work with whole concept of the identity.

Please use these rules to make Design Museum voice united.

# MAIN IDENTITY PARTS

## 1. Word-marks

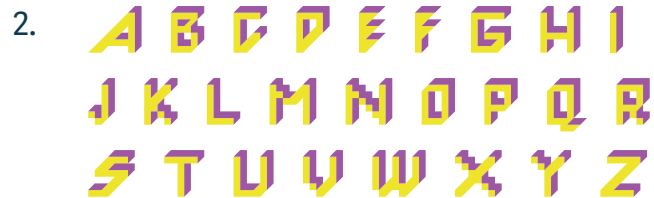
The words 'DESIGN MUSEUM' or 'DM'

## 2. Typeface

font called '3rd Dimension' specially crafted for Design museum identity purpose

## 3. 3rd dimensional shapes

Simple shape creating illusion of 3rd dimension space



## COLOUR PALETTE

Colour palette has two parts.  
First part is inspired by seasons.  
Second part is inspired by decade  
Design Museum was found.

There is no need to use exact  
colour for exact season, rather  
use colours palette combined  
to show that Design Museum is  
there in any situation.

Only one rules should be  
followed. Do not combine colours  
from different colour palettes on  
one 'design'.



*Winter*



*Spring*



*Summer*



*Autumn A*



*Autumn B*



*89'*



*Grey*



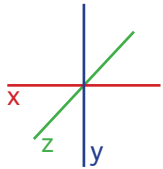
*Black & White A*



*Black & White B*

# CONSTRUCTION

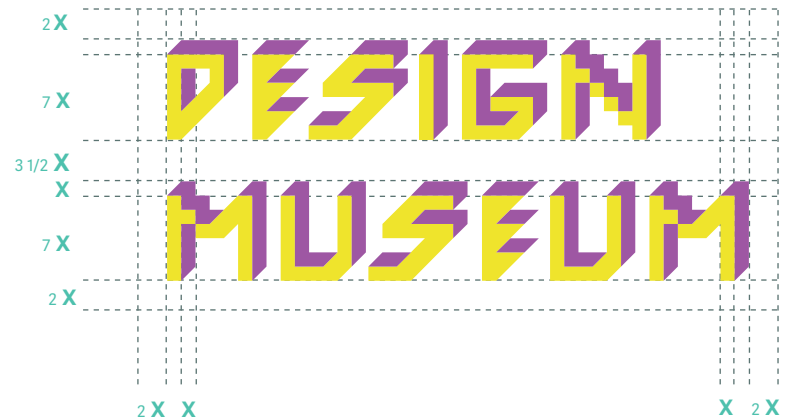
Typeface follows strict grid created from axis representing importance of 3rd dimension for product design and other spatial design exhibited in Design Museum.



## CLEAR SPACE

Word-mark needs clear space around it to pop-ups from design.

Clear space is defined by two squares from grid(2x).



## MINIMUM SIZE

It is important to keep minimum size enough big to have word-mark still readable.



# TYPOGRAPHY

The typeface '3rd Dimension' has two parts Regular and Bold. The final look is made by overlaying Regular and Bold over each other.

Keep different colour for both.

1 3 7 7 3 7 6 4

Bold

A B C D E F G H

Regular

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 1 2 3 4 5

6 7 8 9 0 ? ! , . :

" ' / - - - & €

Bold and Regular overlaid



## SECONDARY TYPOGRAPHY

Secondary typeface is Adelle Sans from type foundry TypeTogether.

It is cleaner and more spirited traditional grotesque sans typeface nicely complement main typeface the '3rd Dimension'.

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  
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  
1 2 3 4 5 6 7 8 9 0  
. , / ? ! &

Regular

---

**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  
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  
1 2 3 4 5 6 7 8 9 0  
. , / ? ! &**

**Bold**

## SUPPORTING ELEMENT

Last part of identity is 3rd dimensional shape. These shapes follows typeface's grid.



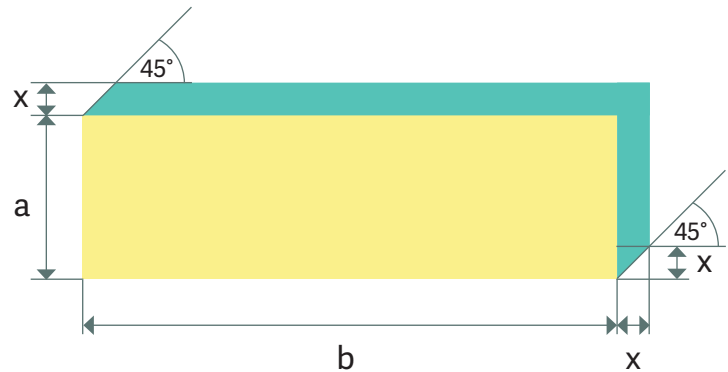
## CONSTRUCTION

Contraction of 3rd dimensional shape is simple. Get size of shorter side of a rectangle( $a$ ) and divided by 6( $x$ ). Create a square with  $x$  width. Put these squares to left top corner and right bottom corner of the rectangle. Make diagonal line across rectangles.

That is all, you have 3rd dimensional shape.

$a$  = width of shorter side

$$x = \frac{1}{6} a$$



## INCORRECT USAGE

Do not combine word-mark and 3rd dimensional shape.

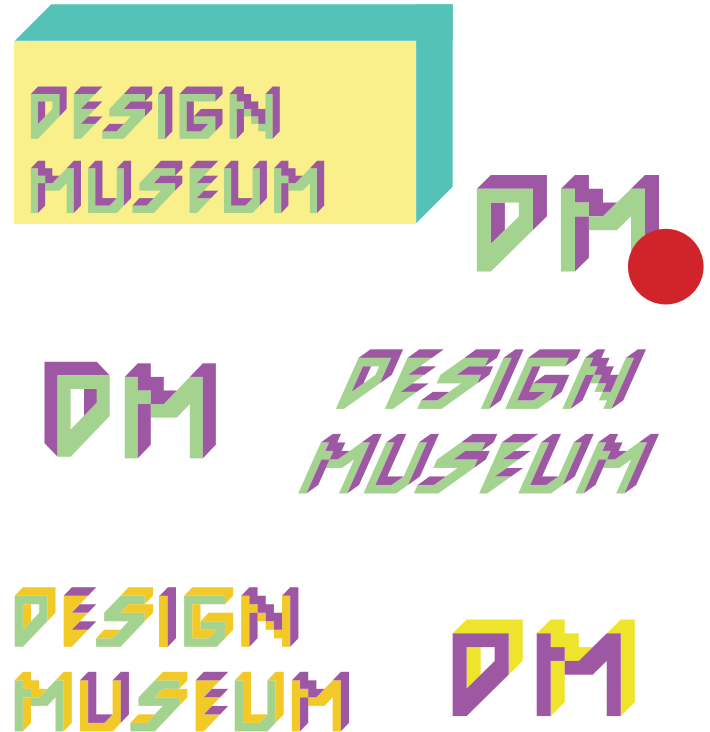
Do not overlay other elements over word-mark. Follow Clear space rule.

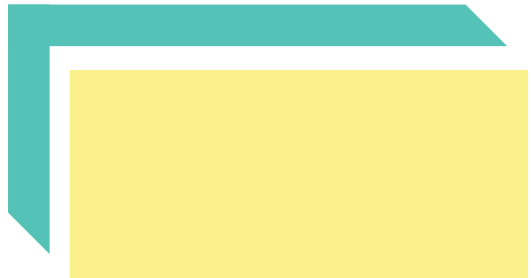
Do not change perspective.

Do not scale, rotate, skew or destroyed work-mark.

Do not use more then two colours on word-mark.

Do not use stronger colour for regular typeface.





## APPLICATIONS

Do not over use the '3rd Dimension' typeface.

If there is headline written in the '3rd Dimension' typeface, there should not be word-mark.

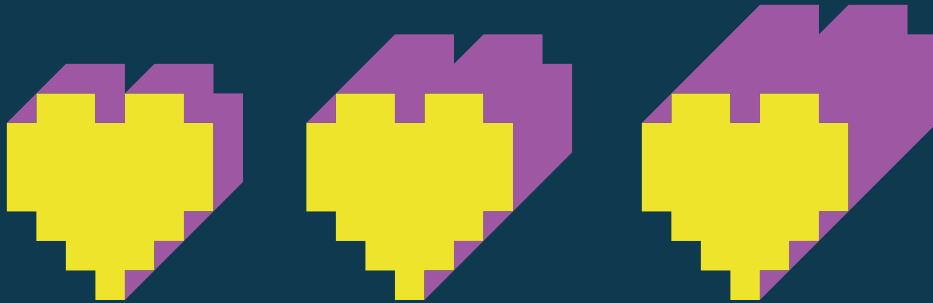
If there is word-mark, there should not be headline written in '3rd Dimension' typeface.

Combination of the '3rd dimensional shape', headline or word-mark is permissible only if they are not over each other.

Word-mark, headline or shape, Should be placed in left bottom corner of application.







*Live in space*