Museum Development England | Brand guidelines

Logo types

MDUK logo

There are two variants of the MDUK logo for use across all print and digital outputs – the full logo and the simplified badge for smaller use.
**MDE logo**

There are two variants of the MD England logo for use across all print and digital outputs – the full logo and the simplified badge for smaller use.

The following rules in these guidelines apply to both logos.
Logo usage

Logo positioning
Always use the width of the logo’s M as ‘padding’ on all sides when positioning the logo. No other objects/logos should be placed within this external padding.

We recommend using the MD logo at no smaller height than 20mm, or 10mm as shown below.
Logo usage

How NOT to use the logo

To ensure consistency, the logo should never be altered from the versions supplied.

The following points cover alterations that should not be made to the logo:

- Don’t distort logo
- Don’t alter relationship of icon and text
- Don’t change the font
- Don’t add drop shadows or effects
- Don’t change colours
MD colour palette

The MD colour palette is made up of nine colours supported by 90% black and white.

As in the logo marque, and shown in these guidelines, multiple colours can be used across outputs.
Brand fonts

*Montserrat Alternates* is part of the GoogleFont collection and can be downloaded from the link. This can be used for headings, subheadings and pull out stats or quotes.

*Museo Sans 700* and 300 are available through Adobe subscriptions and can be found online both free and under license. They are to be used for body copy and some highlighted text.

**Montserrat Alternates Bold**

**Montserrat Alternates Light**

**Museo Sans 700**

**Museo Sans 700 Italic**

**Museo Sans 300**

**Museo Sans 300 Italic**
Suggested imagery

Themes of MD imagery and useful search terms for sourcing stock imagery: learning, co-operation, working together, casual, wonder, shared moments, candid, real-life, diverse, success.

The following image examples should be used when briefing photography. All contain some form of human interaction and emotion.
For more details on these guidelines please contact the Way Design Ltd.

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