



Museum Development England & Museum Development UK

Brand Guidelines

January 2021

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.

Primary logo



Simplified logo badge (web/social media)



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.

Primary logo



Simplified logo badge (web/social media)



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.



Example of spacing



Minimum size guide



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 add drop shadows or effects 



Don't alter relationship of icon and text 



Don't change colours 



Don't change the font 



Colour palette



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.

CMYK: 60/04/04/00
RGB: 96/192/232
Hex: 5fbfe8

CMYK: 100/85/06/00
RGB: 33/59/138
Hex: 213a8a

CMYK: 30/80/00/00
RGB: 186/78/151
Hex: b94e97

CMYK: 00/90/80/00
RGB: 231/51/49
Hex: e63331

CMYK: 00/30/90/00
RGB: 251/187/53
Hex: fbba20

CMYK: 70/00/67/00
RGB: 72/178/118
Hex: 47b176

CMYK: 90/46/4/00
RGB: 00/115/183
Hex: 0073b6

CMYK: 00/65/95/00
RGB: 238/114/25
Hex: ed7218

CMYK: 85/35/80/20
RGB: 37/109/66
Hex: 256d42

CMYK: 00/00/00/90
RGB: 60/60/60
Hex: 3c3c3c

CMYK: 00/00/00/00
RGB: 255/255/255
Hex: ffffff

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

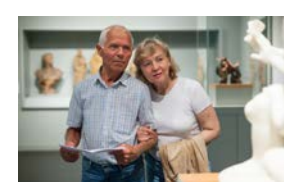
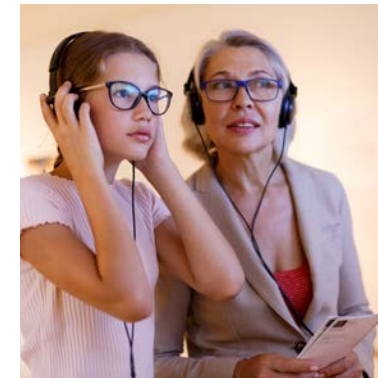
Museo Sans 300

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
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