

Logomark

The Australian Museum logomark is a registered trademark of the Australian Museum and cornerstone of our brand identity system. Derived from patterns and shapes found in our natural and cultural collections, the zig-zag moves in all directions representing our past, present and future. It is a metaphor: a heartbeat, a living museum.

The simple, clear AM zig-zag ensures instant recognition across applications and platforms.

Critical to the success of the Australian Museum identity, the logomark should be presented consistently and clearly across all communications.

Alongside the full colour logomark, solid mono logos have been developed for use with colour and imagery.



Full colour logo

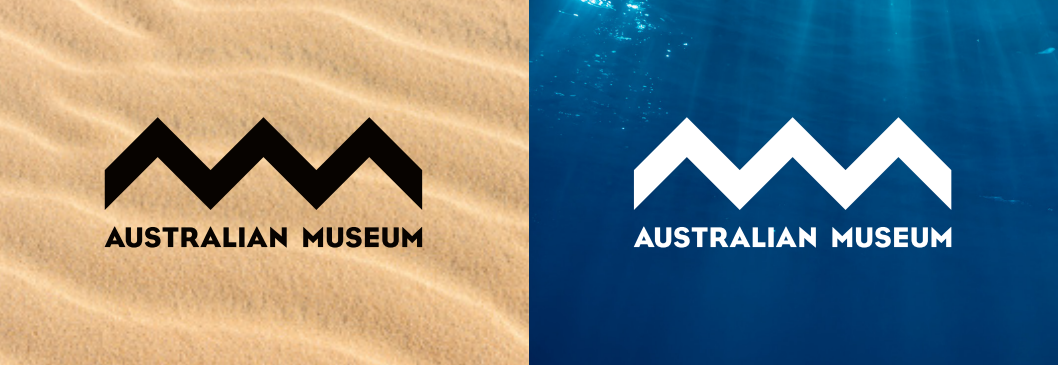


Mono black logo



Light backgrounds

Dark backgrounds



Logo Use

Clear Space

A consistent clear space should be applied around the logomark to ensure it displays clearly and is not crowded. Spacing should be more than ½ the width of the A in AM.

Minimum Size

The logo should also never be smaller than 30mm or 100 pixels wide.

Partner Logo Spacing

When the logomark appears next to partner logos, allow a full A width distance apart. Logos should be equal in height, where possible. When a divider is used, it should be placed a ½ A width between logos.

Reversing the Logomark

The mono black logo should be used against light colours and imagery and the mono white should be reversed against dark colours. A high level of contrast should always be achieved.

Logo misuse

The logomark should never be altered in any way. This includes changing the logo colours, proportions, layout or applying effects.

Complex, distracting imagery should never be used behind any logo.



Clear space

30mm/100px



Minimum size



Partner logo spacing



Do not grayscale



Do not recolour



Do not distort proportions



Do not rotate



Do not create logo variations



Do not apply effects



Avoid complex backgrounds