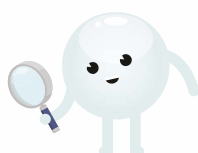


Branding and marketing resources



Overview

On the Project Website (secretworldofgases.org) that accompanies the project, you will find the full marketing pack in electronic form.

This includes:

1. Marketing Images
2. Project logos and Partner Logos
3. Brand assets, including templates
4. Characters created for The Secret World of Gases
5. Pre-approved text that can be used to describe the family show and activities
6. Sample Press Release

Everything that has been created for the project in terms of assets, materials and content has been licensed under Creative Commons, to encourage people to share, innovate and push the field forward.



Images for your use

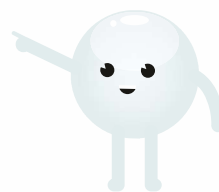
To assist with marketing your events, we have commissioned photographers to provide images that can be used in promoting The Secret World of Gases. You are free to use these as you wish, on web, social media, print media and internal training resources.

Copyright on materials

All the project resources, including the handbook, show content and images are licensed under Creative Commons.

Referring to the show

You should use 'The Secret World of Gases' as the title of all your activities associated with this project.



The Logo

Main Logo

All components of the logo are precisely defined. Other elements may not be placed within them.



1. The logo should not appear more than once on a single page or screen.
2. Always set the aspect ratio.
3. This is primary and only version of the logo.

Logo Usage

A minimum area of clear space should be maintained around the logo. This is equal to the height of the capital 'G' in the logo - see example below:



Logo do's and don'ts

When placing the logo do not:

1. Squash the logo.
2. Stretch the logo.
3. Crop or adjust the logo.



✘ Squashed



✘ Stretched



✘ Rotated



✘ Apply effects



✘ Cropped



✘ Colour



✔ Correct use

Logo sizing

We have created a minimum logo size to make sure the name is never lost or too small to read. The logo should never be smaller than 28mm across its width. There is no maximum size.

Logo sizing for offline use (printed materials)



28 mm

Logo sizing for online use (websites)



100 pixels width

Our fonts and how to use them

The Secret World of Gases uses two main fonts. Museo Sans Rounded 700 and Gotham. Museo Sans Rounded 700 is intended to be used for heading and Gotham for body text. Montserrat can be used as a substitute for Gotham when working online or for in-house documents.

Museo Sans Rounded 700 Heading font

ABCDEF
Abcdef

Gotham Book/Medium Body font

ABCDEF
Abcdef

Montserrat Body font for web use and In house documents

ABCDEF
Abcdef



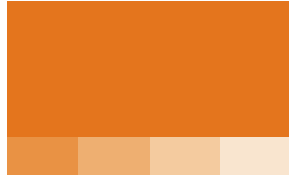
Our colours – primary palette

A small palette of strong, complimentary colours will help The Secret World of Gases to be easily recognised wherever seen, even without the logo.



Cool Aqua

Pantone: 319C
CMYK: 66:0:23:0
RGB: 38:202:211
Web: #30cdd7



Dark Orange

Pantone: 158C
CMYK: 0:65:100:0
RGB: 238:114:3
Web: #ea7125



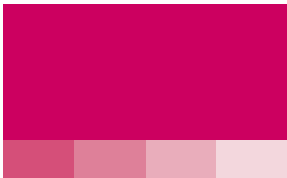
Dark Blue

Pantone: 288C
CMYK: 100:84:33:17
RGB: 0:45:115
Web: #002c76



Energy Green

Pantone: 390C
CMYK: 37:10:100:1
RGB: 182:189:0
Web: #b5bf00



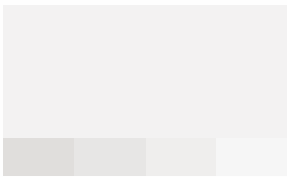
Raspberry

Pantone: Rhubine Red
CMYK: 8:100:35:3
RGB: 214:0:87
Web: #e51d9b



Sky Blue

Pantone: 2995C
CMYK: 80:8:2:0
RGB: 0:168:225
Web: #00a8e1



Warm White

Pantone: Pantone Cool Grey 1C/30%
CMYK: 17:13:15:0/100%
RGB: 219:217:214/100%
Web: #e2e1dd



Slate Grey

Pantone: 85% Black
CMYK: 75:68:67:0/100%
RGB: 0:0:0/100%
Web: #000000

Our look and feel

A selection of highlighted text graphics have been created to compliment the main illustrations for The Secret World of Gases. These graphics are to be used to highlight a section or paragraph of text to make it more prominent and exciting for the reader/user.

SECRET GAS FACT

HOW DOES IT WORK?

WHY ARE MOST GASES INVISIBLE?

“This exhibition totally blew my mind!”

“An amazing look into the invisible”

Characters

These include hydrogen (white), carbon dioxide (black and red), water (red and white), helium (pink), nitrogen (blue) and oxygen (red).



Website and social media

The website for the project is www.secretworldofgases.org. Here you will find all project resources, including images, templates, full brand guidelines, additional training resources and information.

We would also be delighted if you would post pictures, comments or videos on to the facebook page or social media using the hashtag **#secretworldofgases**

