THE SECRET WORLD OF GASES

Brand Guidelines

Contents

Our Logo

Our Logo

Main Logo

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

- The logo should not appear more than once on a single page or screen.

- Do not attempt to redraw or recreate any element of the logo.

- This is primary and only version of the logo.

Always use the approved files of the artwork.

Our Logo

Clear space

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 an example opposite.
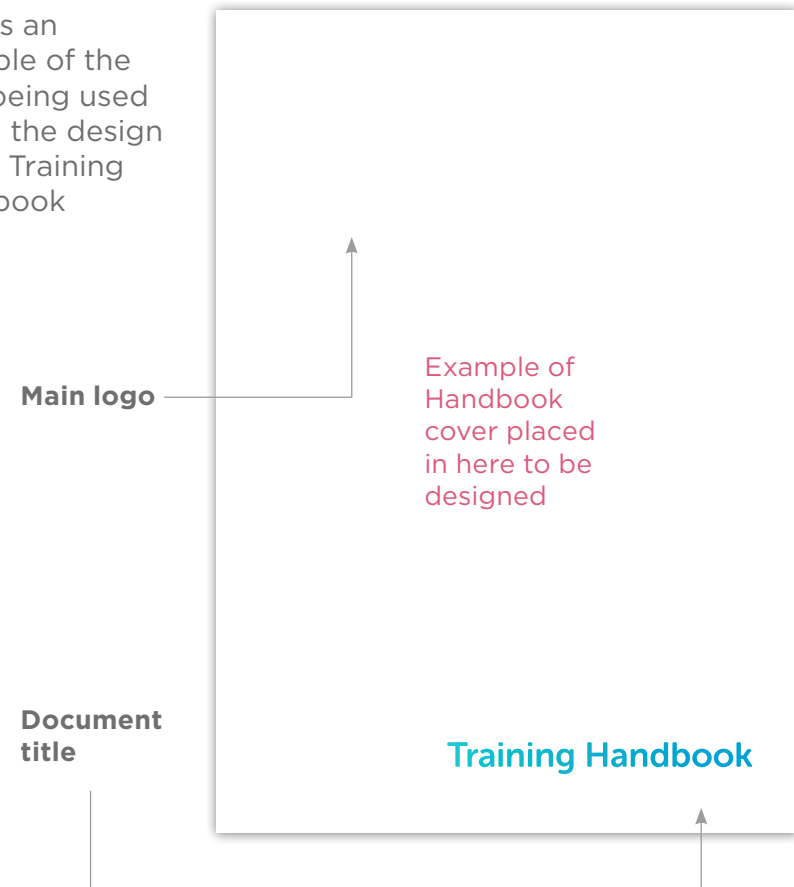
Our Logo - logo treatment

Here are some guidelines for the placement of the logo and accompanying elements

Wherever possible position the logo in the design, observing the clear space rules described on the previous page.

Here is an example of the logo being used within the design of the Training Handbook

Main logo

Example of Handbook cover placed in here to be designed

Document title

Training Handbook

Our Logo - Do's and don'ts

It's important that we have a consistent message in everything we say.

Part of that is having a consistent logo that has the same, strong impact wherever it's seen.

When placing the logo, do not:
• Squash the logo
• Stretch the logo
• Crop the logo
• Vertically or horizontally flip the logo
• Rotate the logo
• Alter elements of the logo
• Apply effects (e.g outlined)
• Colour the logo

❌ Squashed

❌ Stretched

✅ Correct use

❌ Flipped

❌ Rotated

❌ Alter elements

❌ Apply effects

❌ Cropped

❌ Colour

Our Logo - 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 – you can make it as big as you need it to be for your communication.

Logo sizing for offline use (printed materials)

28 mm

Logo sizing for online use (websites)

100 pixels width

Our Fonts

Our Fonts - How to use our fonts

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
123455678910 £$%&@#?*{}

Headings: Generally heading text should be Museo Sans Rounded 700. It should be reproduced in white when on a dark/coloured background. This can also be used for standfirst and sub heading text.

Gotham Book/Medium
Body font

ABCDEF
Abcdef

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
123455678910 £$%&@#?*{}

Body Text: Body text should be Gotham Book and Gotham Medium when used on a coloured background. It should be no smaller than 9pt on 12pt leading (line spacing). It should be reproduced in black or white when on a dark/coloured background. Gotham bold can be used sparingly to highlight elements of body text that have extra importance.

Montserrat
Body font for web use and In house documents

ABCDEF
Abcdef

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
123455678910 £$%&@#?*{}

Body Text for web and in-house use: If Gotham is not available, Montserrat can be used as a body font for web use and In house documents. It should be used no smaller than 16px for web and 9pt on 12pt leading (line spacing) for in-house documents. It should be reproduced in black or white when on a dark/coloured background. This font has an Open Font License from Google.
https://fonts.google.com/specimen/Montserrat

Our Colours

Our Colours - primary palette

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

This colour palette has been chosen to reflect the gases being studied in the activities. These are Hydrogen, Carbon Dioxide, H_2O, Helium, Nitrogen and Oxygen.

CMYK: this colour breakdown is used by printers when they are printing in a four colour process. It's best to use CMYK if you are producing full colour brochures, leaflets and other print projects.

Digital print: if you choose to have your project printed digitally, most digital printers will prefer a CMYK breakdown.

Pantone Matching System (PMS): this colour breakdown is used by printers when they are printing a 'spot' colour. This is most commonly used for two-colour projects such as letterheads or compliment slips.

Digital and online: you can use either the RGB or hexidecimal breakdowns for projects that will be viewed online or on screen only.

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

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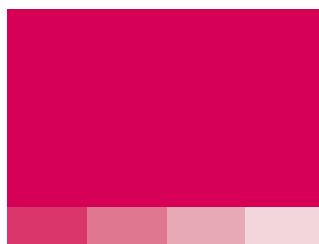Pantone: 158C
CMYK: 0:65:100:0
RGB: 238:114:3
Web colour: #ea7125

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

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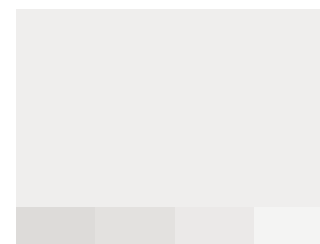RGB: 182:189:0
Web colour: #b5bf00

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

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

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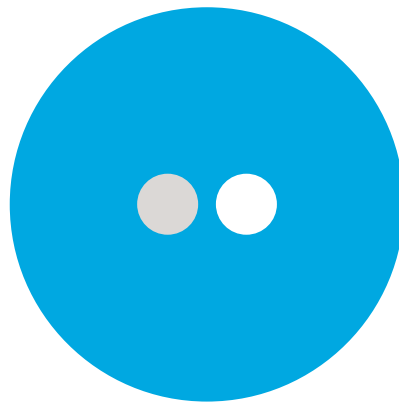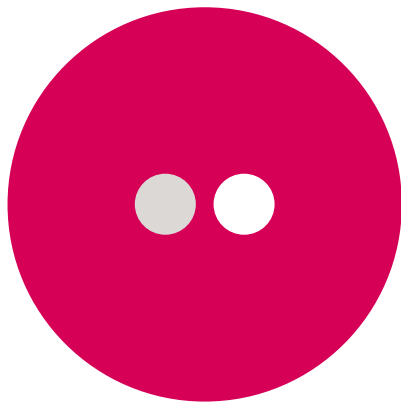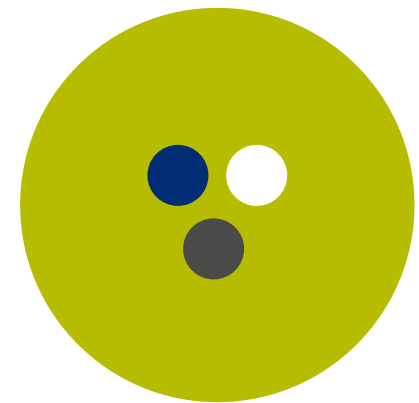CMYK: 17:13:15:0 - 100%
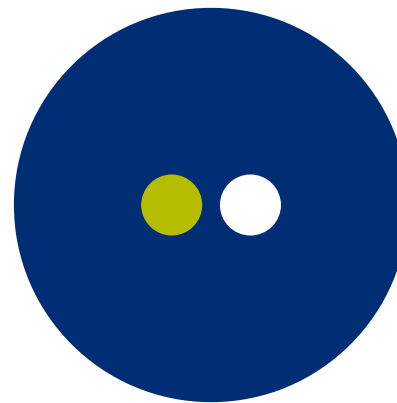RGB: 219:217:214 - 100%
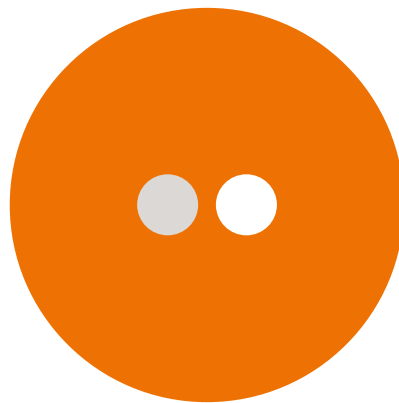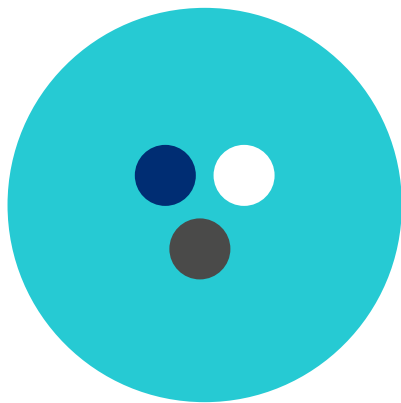Web colour: #e2e1dd

Slate Grey
Pantone: 85% Black
CMYK: 75:68:67:0 - 100%
RGB: 0:0:0 - 100%
Web colour: #000000

Our Colours - colour theory

We have created a guide so you can use certain colour combinations for The Secret World of Gases.

Our Look & Feel

Our Look & Feel

Supporting text highlight graphic examples

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

WHAT GASES ARE TOXIC?

WHY ARE MOST GASES INVISIBLE?

HOW DOES IT WORK?

WHERE IT COMES FROM

Our Look & Feel

Branded quotation examples

A selection of parent and child focused quotations have been selected and designed to reflect the fun, excitement and wonder visitors experienced at the show. These are to be used sparingly throughout all printed and online materials to enhance the users experience.

" This exhibition totally blew my mind! "

" An amazing look into the invisible "

Our Look & Feel

Supporting illustrated character examples

A suite of friendly gas characters have been illustrated as part of The Secret World of Gases brand.

These include Hydrogen, Carbon Dioxide, H_2O, Helium, Nitrogen and Oxygen.

These can be used throughout all literature as long as they are placed on a plain/lighter background and not over any photographic imagery or text.

The gas bubbles can be used without props if preferred (i.e Crisps packet, Kettle).

When using multiple characters together, it is important to keep in mind the relative size they have to each other e.g, Helium is the smallest element, so the Helium characters should not be enlarged and placed next to a Oxygen molecule which has been shrunk. Here is the order from smallest to largest:

Helium, Oxygen, Hydrogen, Nitrogen, Carbon.

Contact

For marketing material requests please contact:

Andy McLeod
Special Projects Manager

The UK Association for Science and Discovery Centres
Suite 101, QC30, 30 Queen Charlotte Street, Bristol, BS1 4HJ

E: Andy.Mcleod@sciencecentres.org.uk **W:** www.sciencecentres.org.uk

T: 0117 925 9753 **M:** +44(0)7538 427 050

Company number: 6798106 Registered charity number: 1129312