

# THE DURHAM LOGO | APPROVED COLOR SPECIFICATIONS



## APPROVED INK COLORS Reversed Logo



Coated Papers:  
Pantone® 7411 C  
Process color equivalent:  
35% M / 69% Y



Uncoated Paper:  
Pantone® 7409 U  
Process color equivalent:  
30% M / 95% Y

Color is one of the most important elements of The Durham Museum's identity system.

The museum's logo should be reproduced as white on black or black on white, with the words THE and MUSEUM being printed in an approved second color.



## APPROVED INK COLORS Black Logo, White Background



Coated Papers:  
Pantone® 7412 C  
Process color equivalent:  
42% M / 100% Y / 7% K



Uncoated Paper:  
Pantone® 138 U  
Process color equivalent:  
42% M / 100% Y

In those instances where multi-color printing is not available, the logo should be printed as all black—either as a reverse against a black background or black against a white background. This color combination provides the best contrast for The Durham Museum's logo.



# THE DURHAM LOGO | DETERMINING THE PROPER LOGO FILE TO USE

## SMALL LOGO SIZE RESTRICTIONS



## LARGE LOGO SIZE RESTRICTIONS



## MEDIUM LOGO SIZE RESTRICTIONS



The Durham Museum's logo is provided in three different sizes—small, medium and large. The logos sizes have been altered from size to size to allow for maximum clarity.

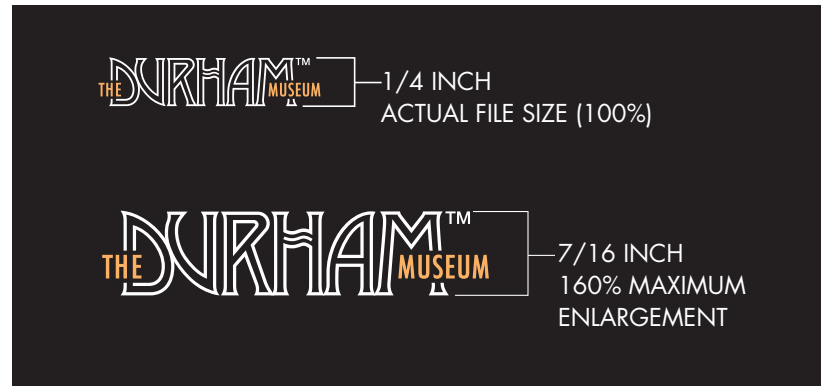
The small logo has been adjusted to ensure the outline strokes of DURHAM do not fill in when reproduced small. The medium logo has an adjusted trademark symbol (TM) so that it does not appear too large when the logo is increased in size. The large logo differs from the other two sizes insofar as its outline strokes are adjusted allowing a more open appearance to the word DURHAM, plus the TM has been scaled back.

Each version has limits as to how small or large it should be used. The sizes indicated here reflect those limits.



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## LARGE LOGO SIZE RESTRICTIONS



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NO SIZE LIMIT  
WHEN USED AS  
A VECTOR FILE

# THE DURHAM LOGO | USEAGE

## NOT ACCEPTABLE



## RECOMMENDED



## ACCEPTABLE



So that The Durham Museum can maintain the integrity of its identity and maximize its logo's effectiveness as an identifier, it is essential that the logo be applied as indicated in this standards manual without modification.

While designers are allowed flexibility in how the logo can be used, altering the logo in any way is unacceptable. Shown are a few examples.

# THE DURHAM LOGO | USEAGE



NOT ACCEPTABLE



RECOMMENDED



ACCEPTABLE

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NOT ACCEPTABLE



RECOMMENDED



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