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Primary Logo
MONOCHROME VARIATIONS

Opposite shows two variations of the primary logo in monochrome/black and white.

Use the positive black and white version on a white background and the negative black and white version on a black coloured background.

Use of these versions is only recommended when colour printing options are not available.
CLEARSPACE

The clear space is the smallest distance allowed between the logo and any other graphic object; logo, physical or digital page edge, copy etc. Think of it as the logo’s comfort zone.

We ask that designers maintain this clearspace at all times, represented by the ‘A’ symbol in the IMA (Irish Museums Association) logo.
MINIMUM SIZE

It is recommended that the IMA (Irish Museums Association) logo should not be reproduced any smaller than a width of 40mm when printed, as elements of the brand would be illegible at smaller sizes.

When the IMA (Irish Museums Association) logo is used for web / screen applications a minimum width size of 350 pixels is recommended.
OUR TYPE | PRIMARY

The IMA (Irish Museums Association) logotype uses the font URW Form. To compliment this font, we suggest the use of Semplicita Pro Regular for body text and Semplicita Pro Semi Bold for headers.

Semplicita Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456780

Semplicita Pro Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
BRAND COLOURS

The colours opposite must be used at all times for any reproduction of the IMA (Irish Museums Association) brand when printing takes place.

If Pantone colours are not available, a CMYK (Process Colour) is suggested where a standard full colour printing processes is used.

The logo should never be coloured different to the colours indicated.