



IRISH
MUSEUMS
ASSOCIATION

BRAND GUIDELINES | VER 1.0 / 2022

CONTENTS

PRIMARY LOGO	03
MONOCHROME VARIATIONS	04
CLEARSPACE	05
MINIMUM SIZE	06
DO'S & DON'TS	07
OUR TYPE PRIMARY	08
COLOURS	09



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.



Below (on white background) Positive Black & White



Above (on black background) Negative Black & White

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

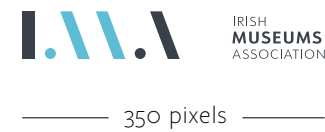
It is recommended that the IMA (Irish Museums Association) logo should not be reproduced any smaller than a width of 40mm when printed, as elements of the brand would be illegible at smaller sizes.

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

Print Minimum Size **(40mm)** >



Web Minimum Size **(350pixels)** >



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

Semplicita Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456780

Semplicita Pro Semi Bold

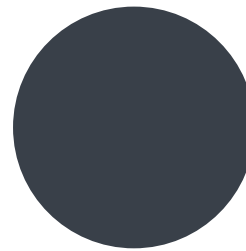
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

BRAND COLOURS

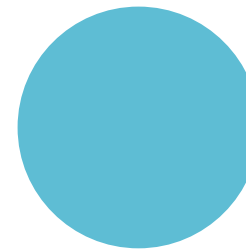
The colours opposite must be used at all times for any reproduction of the IMA (Irish Museums Association) brand when printing takes place.

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.



Pantone 432C
CMYK 84 70 49 38
RGB 82 83 73



Pantone 3115C
CMYK 75 0 16 0
RGB 211 204 189



IRISH
MUSEUMS
 ASSOCIATION

[MORE INFORMATION](#)
[BRAND DESIGN](#)

GINA O'KELLY (EXECUTIVE DIRECTOR) / IMA (IRISH MUSEUMS ASSOCIATION), DUBLIN / T. +353 01 873 4216 / E. OFFICE@IRISHMUSEUMS.ORG
TOM FEEHAN (CREATIVE DIRECTOR) / DYNAMITE, KILKENNY / T. +353 87 2889357 / E. TOM@DYNAMITE.IE
