LOGO USE GUIDELINES

Friends of Birmingham Museums & Art Gallery

FRIENDS *of*
BMAG LOGO

MAIN

Friends of Birmingham Museums & Art Gallery

FRIENDS *of* BMAG LOGO

MAIN

This is the main logo for FBMAG. Whenever possible this version should be used without alteration.

The font of the wording is Baskerville Regular. The ampersand (&) is Baskerville Italic.

No effects are to be added to the logo. This includes, but is not limited to, Outer Glow, Drop Shadow, Gradients or Embossing.

The logo must never be rotated.

The elements must not be moved around. They are to be shown in this order only and in this colourway.

FRIENDS *of* BMAG LOGO

MAIN

Friends of Birmingham Museums & Art Gallery

When placed with other elements on a design there must be a clear space of no less than 5mm around the design. This gap should grow exponentially with the size of the logo.

FRIENDS *of* BMAG LOGO

MAIN

Friends of Birmingham
Museums & Art Gallery

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Museums & Art Gallery

The logo can be placed on colour background that doesn't limit visibility. It is not limited to the examples above. But windows, doors and the clock face must match the background colour and not remain white.

FRIENDS *of* BMAG LOGO

REVERSED

Friends of Birmingham Museums & Art Gallery

When visibility of the main logo is compromised then this reversed version should be used. As with the main logo (and the portrait logos further in this doucment). All design rules must be adhered to.

FRIENDS *of* BMAG LOGO

PORTRAIT

When space is an issue when using the main logo. This portrait version is to be used instead.

As with the main logo, a reversed version is available (see over the page) for when visibility is compromised.

Friends of Birmingham Museums & Art Gallery

FRIENDS *of* BMAG LOGO

PORTRAIT REVERSED

Friends of Birmingham Museums & Art Gallery

FRIENDS *of* BMAG LOGO

PORTRAIT (b)

When the logo is being used in literature for the Friends and the full title is already being displayed on the page. Then this acronym version should be used.

As with the other versions, a reversed one is available (see over the page) for when visibility is compromised.

FRIENDS *of* BMAG LOGO

PORTRAIT (b)
REVERSED