



American Alliance of Museums

American Alliance of Museums Brand Standards


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American
Alliance of
Museums

Who we are



We believe Museums
strengthen communities.
They educate and inspire,
nourish minds and spirits,
and enrich lives.

Our Story

Since 1906, the American Alliance of Museums (The Alliance) has been helping to develop standards and best practices, providing advocacy and gathering knowledge for the entire museum community.

A 501(c)(3) public charity, the Alliance is a member-based organization with broad-based departments and programs including the Accreditation and Museum Assessment Program, Museums Advocacy Day, AAM Annual Meeting & Museum Expo, Museum Magazine, the Center for the Future of Museums and AAM Press. The Alliance also offers professional development, publishes professional literature, and increasingly works internationally.

We Are

Knowledgeable
Collaborative
Creative
Transparent
Idealistic
Courageous
Innovative
Credible
Influential
Inclusive
United
Thought Leaders



More Than

Authoritarian
Independent
Traditional
Private
Elite
Restrained
Conventional
Imposing
Passive
Exclusive
Fragmented
Information Providers

Values

Integrity

We value honesty and ethical behavior in all that we do. We are accountable and responsible for our decisions and actions.

Openness

We are committed to transparency in our operation and communicate truthfully about our efforts and activities.

Creativity

We envision what might be, encourage innovation, tolerate ambiguity, and understand that the risk of failure is inherent in the creative process.

Courage

We strive to do the right thing by being proactive, valuing criticism, accepting tension, and taking risks.

Inclusiveness

We seek out and embrace diversity of participation, thought, and action.

Excellence

We value the highest quality in everything we do and how we do it.

Beliefs

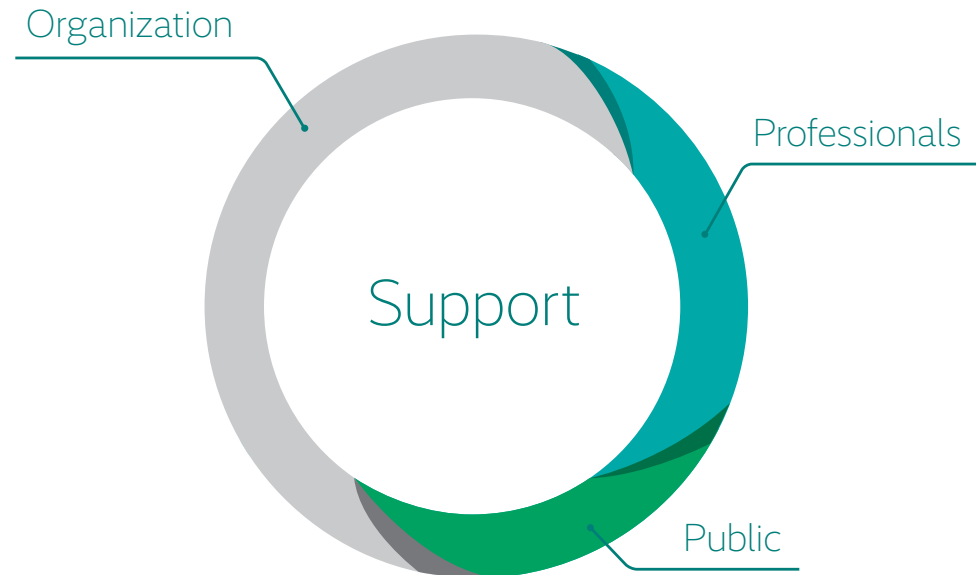
We believe Museums strengthen communities. They educate and inspire, nourish minds and spirits, and enrich lives.

We believe active participation in the global community and embracing international perspectives is central to our core mission.

We believe the museum experience is characterized by encounters with real objects and primary learning experiences, in a positive place, supported by scholarship and knowledge.

We believe collaboration is important to advancing the museum field. We are strengthened through relationships with people, museums, communities and other organizations.

We believe our strength lies in our diversity among the broad range of people and museums we represent.



Audience segmentation

To effectively communicate how the Alliance can help all potential members, the targeted audience was segmented into three factions based on their similarities. The Alliance brand message can then be supported with a concise copy targeted directly to the needs of each individual group.

The audience breakdown is as follows and is prioritized within each segment:

Organization

- Museums
- Corporate Sponsors
- Grant Makers
- Other Associations
- Legislators/Policy Makers

Professionals

- Museum Professionals
- Future Professionals
- Media Professionals
- Donors & Trustees
- Museum Advocates & Volunteers
- Researchers

Public

- Teachers & Educators
- Patrons & Museum-goers
- K-12 & Higher Education Students

Our beliefs



Museums
are essential.

We are
the national
champion for
all museums.

We are
stronger
together.

We provide
a mark of
distinction.

Guidelines



Visual references

The American Alliance of Museums identity uses several visual references as emotional touchstones for the viewer. The references are fairly abstract and the impact is subtle but strong.



Weave pattern

Strength through **unity, collaboration** and **cooperation**.
The structure is transparent, not hidden. The emerging pattern is contemporary and can be leveraged for other brand artwork.



Color

Introducing color infers diversity, collaboration and creativity.
Allows for a wide palette to be used with the brand.



American Alliance of Museums

Our logo

The American Alliance of Museums logo unites these concepts of group strength and diversity through the colorful weave design. The clean and uniform rounded corners and angled lines give this mark a very contemporary feel.



Clearance space

The width of the weave logo 1X is the basis for spacing the lockup. .5X is the minimum requirement for clearance space.



American Alliance of Museums

01 Full color

Logo variations & presentations

The full color logo (regular or knockout) should be the version that is primarily used on all materials. Full black is available for faxes and gray is suggested for black and white jobs. The white knockout should be used when the logo is placed atop one of the brand colors.



02 Full color knockout



03 White Knockout



04 Gray



05 Black

Logo misuse

It can be easy to use the Alliance logo in an incorrect fashion. Here are several ways that the logo **should not** be used.



The logo may not be rotated or distorted.



A color logo must use the approved color array as described on page 28.



A two-tone logo must have the gaps in place of the shadows.



All non-colored areas of the full-color knockout logo must be white.



The full color knockout logo must not be placed on any colored background that is not PMS 3165.



The logo must not be placed over any photo or image.



American Alliance of Museums

Champion Museums. Nurture Excellence.

Our logo with tagline

The Alliance tagline "Champion Museums. Nurture Excellence." projects a balance of the strength and openness that the brand embodies. Its brevity, directness, simplicity and timelessness reinforces the Alliance messaging. **Logo is not required to appear with tagline.**



Logo and tagline clearance space

The width of the weave logo 1X is the basis for spacing the lockup. .5X is the minimum requirement for clearance space. The tagline is a .25X drop from the logo. The tagline is not to be altered or abbreviated under any circumstances.



Sub-brand



**Sub-brand with
Two Lines**

01 Full color

Sub-brand logos

Primary treatment

The full color, sub-brand logo (regular or knockout) should be the primary version that is used on relevant materials. Full black is available for faxes and gray is suggested for black and white jobs. The white knockout should be used when the logo is placed atop one of the brand colors.



Sub-brand



**Sub-brand with
Two Lines**



Sub-brand



**Sub-brand with
Two Lines**



Sub-brand



**Sub-brand with
Two Lines**

01 White Knockout

02 Gray

03 Black

Sub-brand logos

Secondary treatment with 1 line

The full color, sub-brand logo (regular or knockout) should be the version that is used —on relevant materials— where positioning with the Alliance is paramount . Full black is available for faxes and gray is suggested for black and white jobs. The white knockout should be used when the logo is placed atop one of the brand colors.



Sub-brand

01 Full color



Sub-brand

02 Gray



Sub-brand

03 Black



Sub-brand

04 White Knockout



Sub-brand

05 Full color knockout



**American
Alliance of
Museums**

Sub-brand with
2 Lines

01 Full color

Sub-brand logos

Secondary treatment with 2 lines

The full color, sub-brand logo (regular or knockout) should be the version that is used —on relevant materials— where positioning with the Alliance is paramount . Full black is available for faxes and gray is suggested for black and white jobs. The white knockout should be used when the logo is placed atop one of the brand colors.



Sub-brand with
2 Lines



Sub-brand with
2 Lines



Sub-brand with
2 Lines



Sub-brand with
2 Lines

02 Full color knockout

03 White knockout

04 Black

05 Gray

Accredited Museum emblem

The full color, Accredited Museum emblem (regular or knockout) should be the primary version that is used on relevant materials. Full black is available for faxes and gray is suggested for black and white jobs. The white knockout should be used when the logo is placed atop one of the brand colors.



01 Full color



02 Black

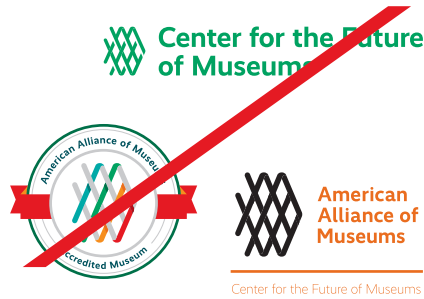


03 White knockout

05 Full color knockout



The logo may not be rotated or distorted.



A color logo must use the approved color array as described on page 36-40.



A two-tone logo must have the gaps in place of the shadows.

Sub-brand logo misuse

It can be easy to use the Sub-brand logo's in an incorrect fashion. Here are several ways that the logo **should not** be used. Refer to page 29 for additional guidelines.

Logo usage on Alliance published books

The black "Weave" logo and the AAM Press logo are the elements that need to be incorporated into Alliance published materials.

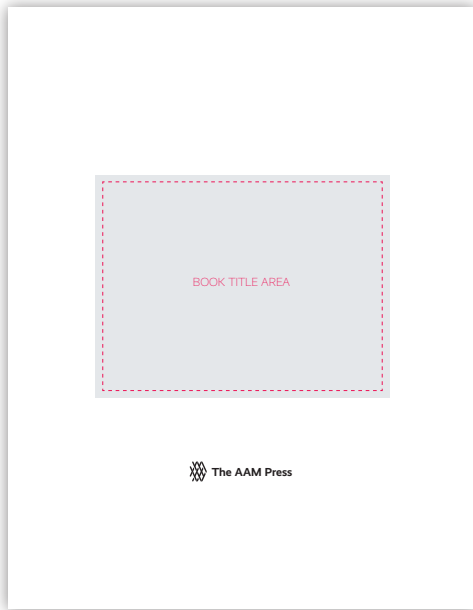


01 Weave logo



02 AAM Press logo

The AAM Press



The AAM Press logo must appear below book title on inner title page. The placement should mimic the proportions shown above.



The Alliance weave logo must be placed at the bottom of the book spine. The spine must have a width of 0.5" wide or larger. If the spine is narrower than 0.5", the Alliance weave logo must not be used.



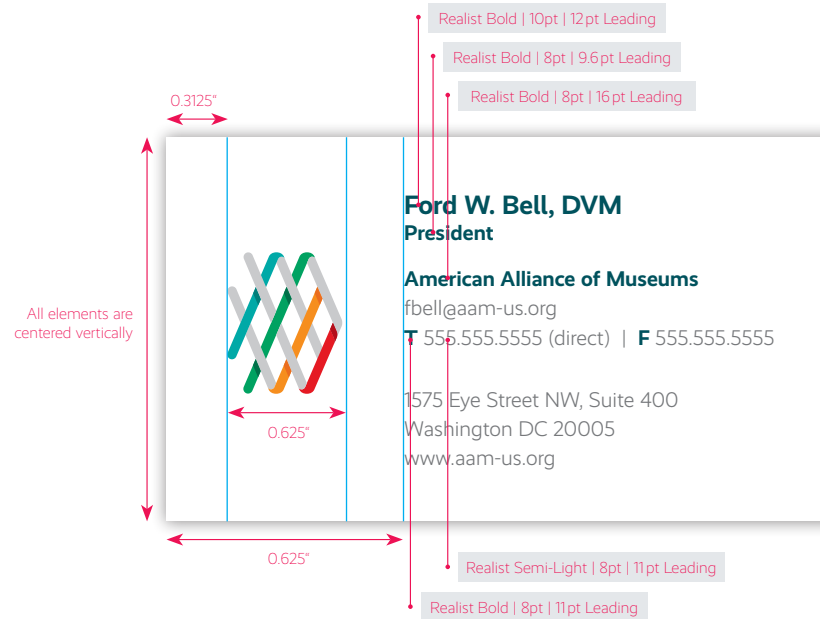
Business card layout

Format is standard US business card, 3.5" x 2" inches. There is a front and back design to the card. The back side is identical across all cards.

Business card front

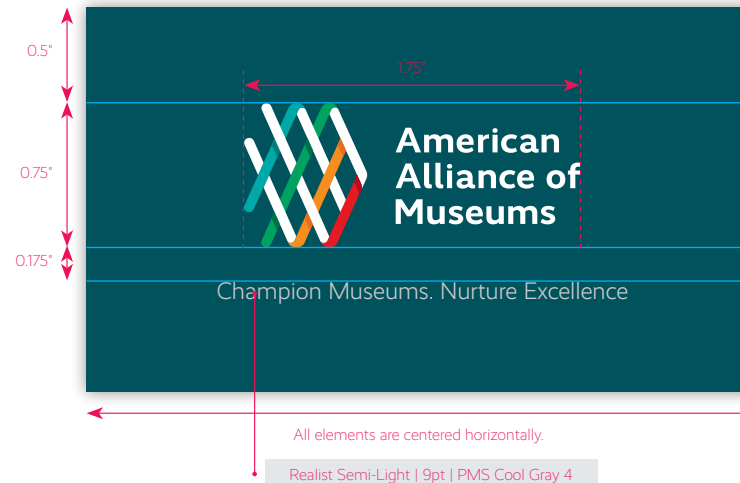
The information always follows a uniform layout.
The order should be as follows:

1. Name
2. Title
3. American Alliance of Museums
4. Email
5. Phone/Fax
6. Address
7. Web address



Business card back

The back side of the business cards consists of the Alliance logo and the "Champion Museums. Nurture Excellence." tagline.



Letterhead layout

The letterhead has a clearly defined layout. The logo also has a fixed location, as do the sender reference in the header and the complete corporate data in the footer.

Header

The sender reference always follows a uniform layout.

The order should be as follows:

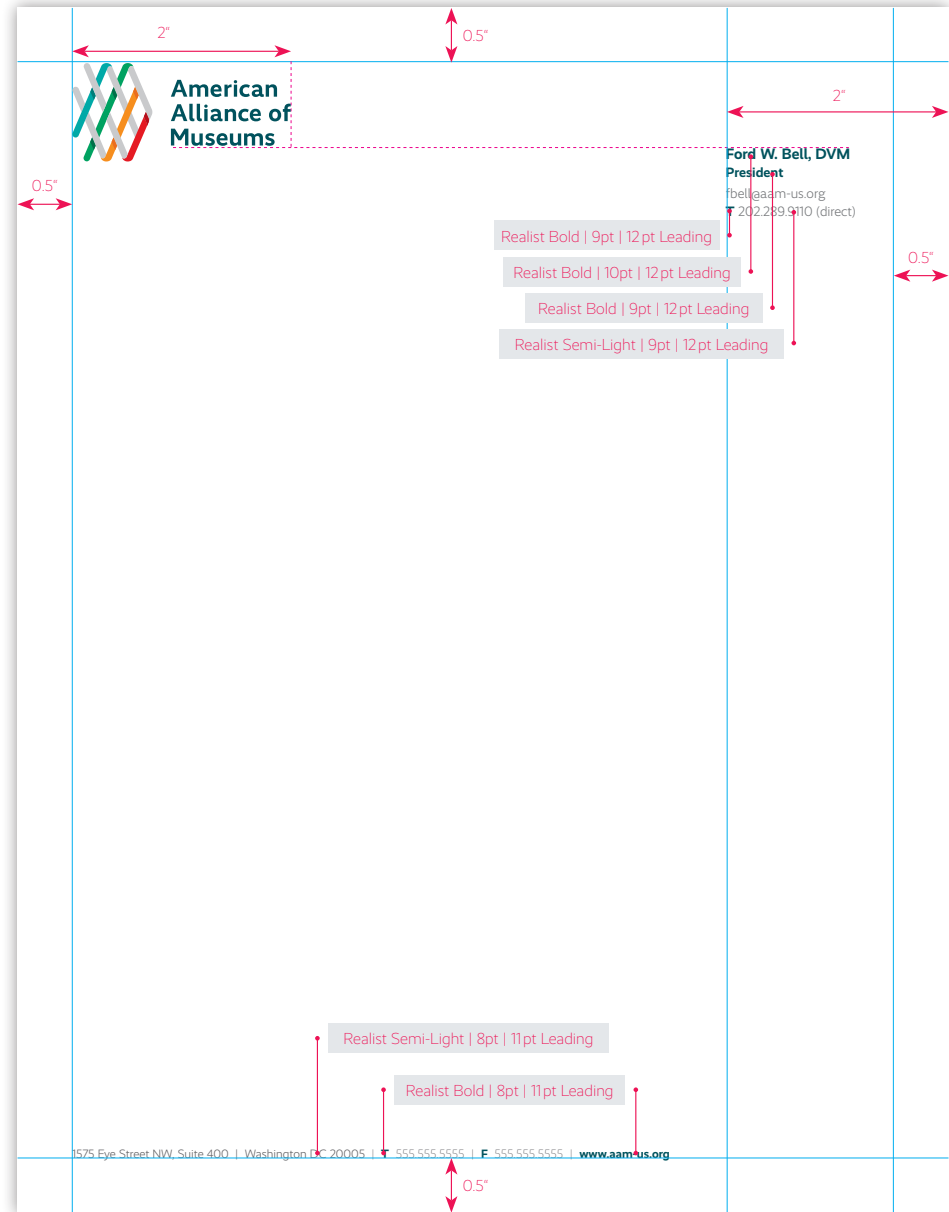
- 1. Logotype
- 2. Name/Position/Email/Phone (Executive stationery only)

Footer

The sender information always follows a uniform layout.

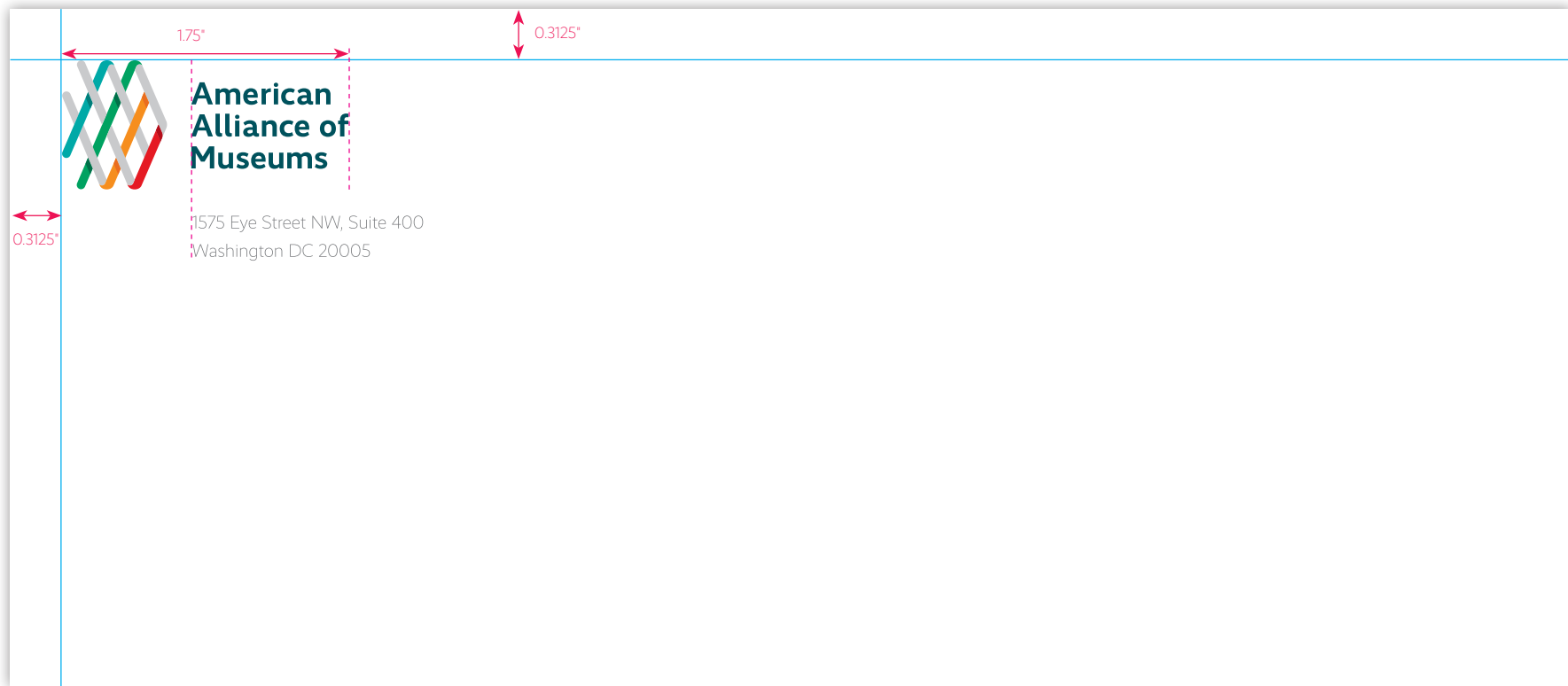
The order should be as follows:

- 1. Street address
- 2. City/State/Zip
- 3. Telephone
- 4. Fax
- 5. Website address



#10 envelope layout

Format is standard #10 envelope layout. Consists of very simple Alliance branding.



Envelope front

The information always follows a uniform layout.

The order should be as follows:

1. Alliance logo
2. Address

Watermark use

The watermark should only be used in conjunction with the Alliance logo as a small, tertiary detail acting only as an aesthetic layer to photography, digital and collateral pieces.





01 White knockout



02 Gray



03 Gray 40% opacity

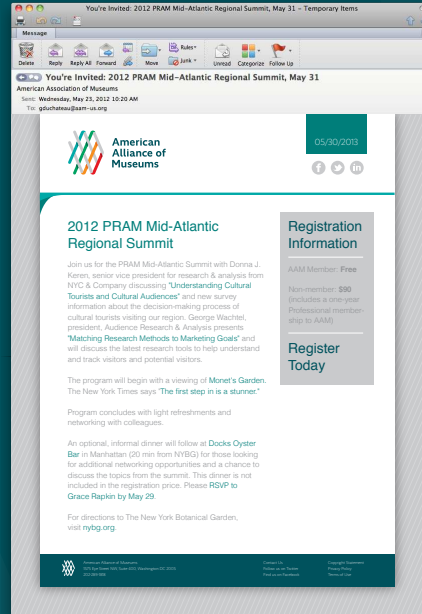
04 Full color 3% opacity (background)

Only use placed over PMS 3165 and oversized so that the logo is viewed purely as texture. **Use sparingly.**



Photography

02 Gray



Web

01 White knockout



Collateral

02 Gray 40% opacity

Color usage

The American Alliance of Museums color palette is expansive and can be used to express a variety of emotions. Combining these versatile colors correctly is key to maintaining a cohesive brand.

PMS 3165

This rich blue-green tone is the core color of the Alliance. It is stable and complex and soothing to the eye. It pairs well with any of the other brighter colors in the palette. Any greys should be converted to white before being placed atop this color.

Complete palette

3165 c	328 c	3425 c	347 c	3272 c
C100 M0 Y28 B65	C100 M0 Y45 B32	C100 M0 Y78 B42	C100 M0 Y86 B3	C100 M0 Y44 B0
R0 G83 B94	R0 G127 B123	R0 G112 B74	R0 G161 B96	R0 G170 B166

Primary

1807 c	1797 c	173 c	021 c
C0 M100 Y96 B28	C0 M100 Y99 B4	C0 M69 Y100 K4	C0 M53 Y100 K0
R181 G18 B27	R227 G27 B35	R232 G109 B31	R247 G142 B30

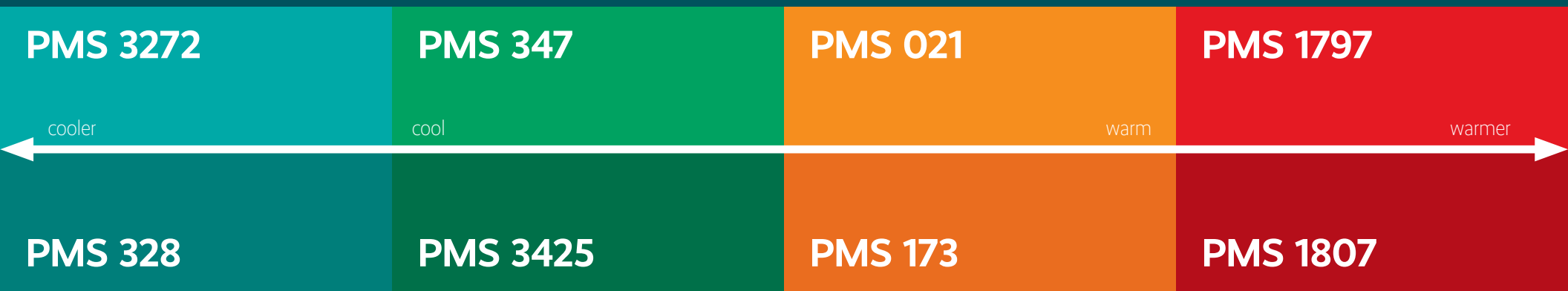
Secondary

cool gray 04 c	black 65%	black 90%	black
C0 M0 Y0 K24			
R201 G202 B204			

Grays

Our colors

A wide variety of colors make up the Alliance brand. The cooler blues and greens make up the core palette while the hotter, punchier reds and oranges are thrown in to add some punch and liveliness. The grays can be used sparingly in conjunction with either of the palettes. **No color should be tinted.**



The top row of colors are the main highlight colors of the Alliance. The bottom row of darker shades are to be used in conjunction with it's top row counterpart as an accent, as has been done in the Alliance logo. In most executions, the majority of the color palette should stick to the cooler end of the spectrum. The warmer colors should be used conservatively and only used to add punch to the placid tones of the blues and greens.

Realist Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Realist Semi-Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Realist Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Realist Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Our fonts

The American Alliance Museum identity is clean, refined, and lively. Typography is a vital part of that delicate balance. Realist is the typeface used to build the identity. **Open Type Version (OTP) only.** For smaller copy (such as body copy) Realist Narrow should be used. For web usage when Realist is not available, Arial should be used. Realist and Realist Narrow are available from MartinPlusFonts.com.

Typography usage

To ensure that you have a consistent type treatment across many documents follow these style rules.

Headline

Subhead Line

Introduction copy block sed que omni to tem el ima porum suntiatæ event adissi con eostem landita similic illest.

Body copy block. Velit volum andelen imollaut in corion platquidem quatur as quat et ature nulparum cupratem.

Sample body copy block **with emphasis** and *usage of italics*. Llique odi restiam sed que omni to.

Caption/Call Out copy block. Restiam sed que omni to tem el ima porum suntiatæ event adissi con eostem.

Legal copy block. Henistias volestrum simagnis volupta net, te quaectis eniet eturit, si volupta tusam, optas quo to et quo ium quias.

Name. John Doe

Position/Title

American Alliance of Museums

1575 Eye Street NW, Suite 400, Washington DC 20005

T 202.999.9999 (direct) | **F** 202.289.6578 | www.aam-us.org

Print/Advertising

Headlines. Realist Light with Open Type Stylistic Set 1. Color preference is for one of the cooler brand colors (PMS 3272, 328, 347, or 3425) but may depend on the color make-up of the page. This example is 30pt size, 34pt leading, and a 0.185 inch space after the line.

Subhead. Realist Bold with Open Type Stylistic Set 1. Color preference is same as headline (PMS 3272, 328, 347, or 3425) and also may depend on the color make-up of the page. This example is 20pt size, 24pt leading, and a 0.1 inch space after the line.

Introduction. Realist Light. Color preference is for Black 65% but can be a knockout if the background makes the copy illegible. This example is 14pt size, 21pt leading, and 0.1875 inch space after the line.

Body Copy. Realist Narrow Light. Color preference is for Black 65% but can be a knockout if the background makes the copy illegible. This example is 11pt size, 15pt leading, -10pt tracking and 0.1875 inch space after the line.

Body Copy emphasis. Realist Narrow Bold. Only if style regulations require italics instead of bolding should a 10° slant be added to the relevant text-weight copy.

Caption/Call Out. Realist Light. Color preference is for PMS 328 but can be a knockout if the background makes the copy illegible. This example is 11pt size and 15pt leading.

Legal. Realist Narrow Light. Color preference is for Black 65% but can be a knockout if the background makes the copy illegible. This example is 8pt size, 11pt leading and -10pt tracking.

Stationary

Name on business cards. Realist Bold with Open Type Stylistic Set 1. Color preference is for one of PMS 328. This example is 12pt size and 14.4pt leading.

Position/Title. Realist Bold. Color preference is same as the name on the business cards: PMS 328. This example is 11pt size, 13pt leading, and a 0.02 inch space after the line.

Stationery copy, e.g. address & contact info. Realist Semi-Light. Color preference is for Black 90%. This example is 10pt size and 13pt leading.

American Alliance of Museums Naming Convention

The Alliance. When using an abbreviation of name of the organization, use "The Alliance" wherever possible, instead of AAM. The Alliance carries a stronger emotional benefit than is implied using the acronym.

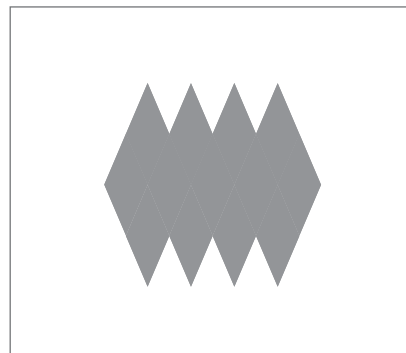
How to create the display font graphic

Creating the display font graphic isn't a complicated process but it is important to follow these rules to get it to look consistent as you introduce this treatment to other phrases.

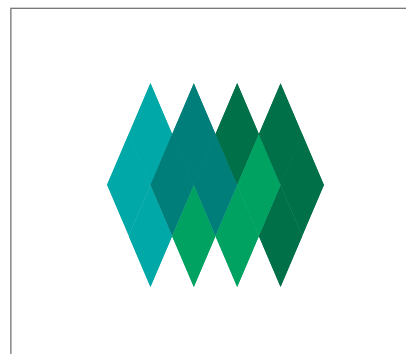
Adobe Illustrator should be used to create this graphic.

Step 1

Open the Adobe Illustrator file titled **AAM_argyle.ai** (1a). Using the Alliance color palette, change the colors of the individual diamonds to create color arrangement. The arrangement should contain mostly cool colors (85 - 100%) and should progress from cooler to warmer colors from left to right (1b).



1a.



1b.

Step 2

Using the type tool, type out your phrase using Realist Light. Using the drop down menus at top of screen, go to **Window>Type>OpenType**. With text selected, click the Stylistic Alternates button (2). Make certain that the type size and leading are proportional to this example.



Font size

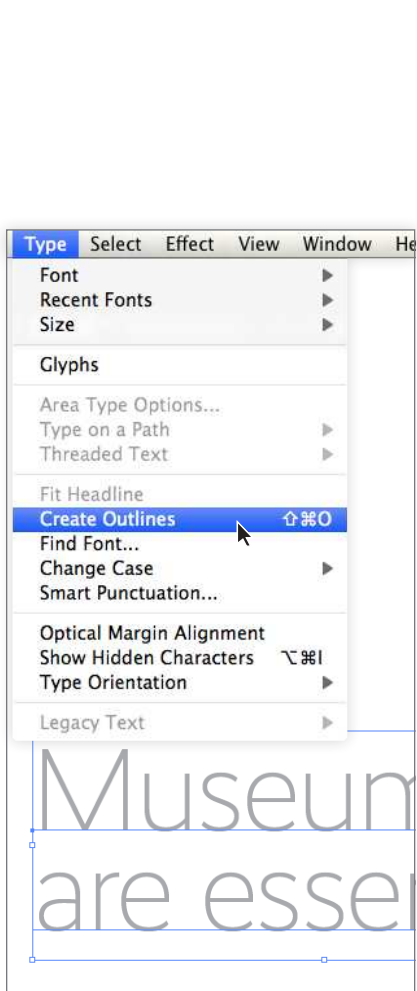
Leading size

Stylistic Alternates button

2.

Step 3

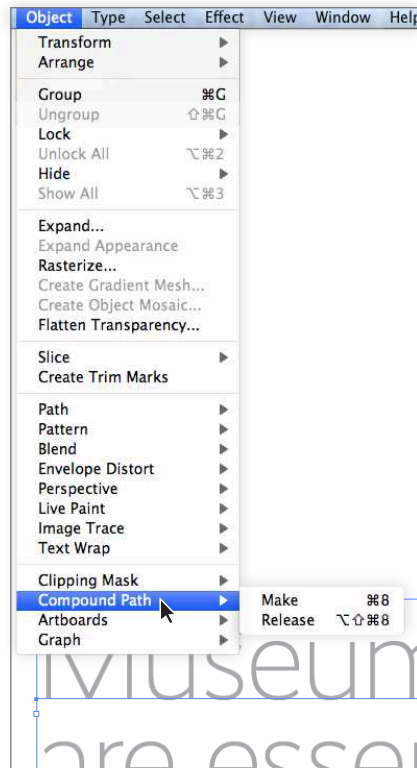
With text box selected, convert this copy block to paths. From the **Type** drop down menu, go to **Type>Create Outlines** (3).



3.

Step 4

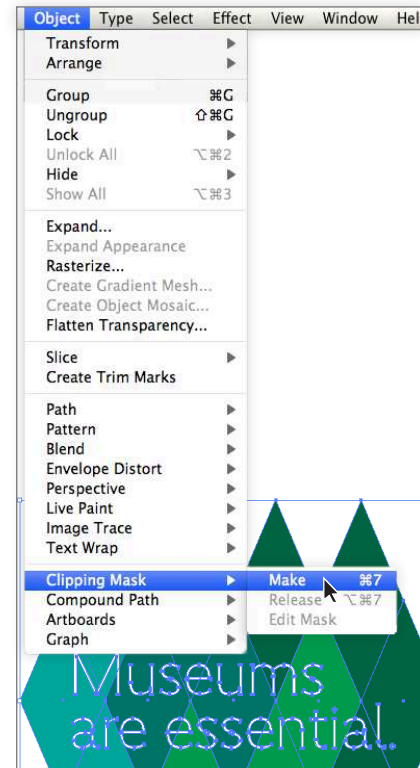
Continuing with the text box selected, release compound paths (4). From the Object drop down menu, go to **Object>Compound Path>Release**. Reselect all text with selection tool and remake the compound paths (4). From the **Object** drop down menu, go to **Object>Compound Path>Make**.



4.

Step 5

Place copy block on top of arrangement. Select entire grouping and with selection tool and create clipping mask (5). From the **Object** drop down menu, go to **Object>Clipping Mask>Make**.



5.

Final

Your display font graphic is complete.

Museums
are essential.

Illustration assets

There are a series of illustrations and shapes that make up the look of the American Alliance of Museums. The colors shown can be changed to other brand colors (according to the guidelines) to fit your design.

1. Corner piece #1

These pieces sit in the top corners of layouts.

2. Swipe triangle

These pieces are intended to sit at the bottom of a page to either accentuate the right side of the large banner (7) or should have an angled pin stripe protruding from it's top point. The pin stripe should follow the exact angle of the left side of the triangle.

3. Corner piece #2

Another piece intended to sit in a corner.

4. Corner piece #3

Yet another corner embellishment.

5. Weave arms

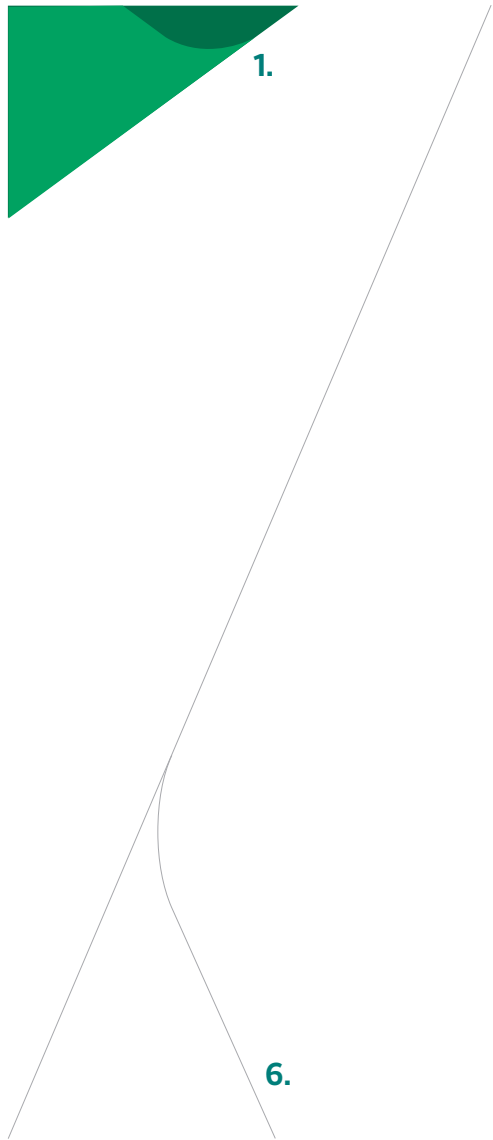
These arms are inspired from the weave of the logo.

6. Pin stripe swipe & slice

This piece can add a very slight and delicate accent to a stark white page. **Text should not cross it's lines.**

7. Large banner

This banner was intended for large hero pages. Text should be placed with the horizontal area. The text should be weighted to the top-left of the live area. The left triangle area should bleed off of the bottom of the page and the pin stripe on the right should be extended to bleed off of the page as well.





At quiderepre
porpor sequia

Usage of large banner (7).

Usage of illustration assets

There are a variety of different illustrations and shapes that make up the look of the Alliance brand. It is important to use them correctly to maintain the look they are meant to evoke.



Usage of pin stripe swipe and slice (6).



Usage of large banner (7), pin stripe swipe & slice (6), swipe triangle (2), and corner piece #2 (3).



Usage of corner piece #1 (1) and #2 (3).

Misuse of illustration assets

Avoiding overuse and over sizing of the illustration elements is the most important rule of thumb when using these pieces.



Do not rotate the large banner or put more than one on a page. Do not have corner pieces on same page as the large banner. Do not place corner pieces over an image.



A maximum of 2 corner pieces should be used on a single page at a time. Corner pieces should never overlap the pin stripe swipe & slice. Corner pieces should only be used on corners that are along the same edge of the page.



Avoid overuse of the large banner. Never use them on adjacent pages. Layouts should avoid having full page floods that are not white, PMS 3165, or an image. Avoid butting warm and cool brand colors against each other.



Corner pieces should not be overly large. They should never extend further than 1/4 of the way across the page.

Staff photography



Staff photography can look slightly more posed, but should have a relaxed portraiture feel. They should look **authentic** and **optimistic**. These photos should have **rich colors** with a **soft focus**.

All featured photos are for demonstration purposes only.

Our photography

A focus on people is at the core of the Alliance brand. Photos should feel **warm, modern, spacious** and **emotional**.

Architectural photos should not be the center of attention.

Architectural photography



Architectural photography should appear in a textural context showcasing **patterns** and **dramatic angles** to reflect the brand's graphic language.

Visitor photography



The goal of visitor photography is to convey a **fun, engaging** and **interactive** atmosphere. People should appear in groups to reinforce the support and togetherness aspects of the Alliance. People should not appear posed and should not be looking into the camera unless there is only one person in the shot. Colors should be **bold** and **strong** and not pale in order to match the treatment of the brand's color palette.



Misuse of photography

Photography that is flat and dull should be avoided. Stiff, posed subjects is not what the Alliance represents.



Misuse of architectural photography



Misuse of people & staff photography



Architectural photography should not be flat and should contain some burst of bright, beautiful saturated color.

People photography should steer clear of being overly staged and posed. Avoid washed out backgrounds. Avoid photos of people staring at art on walls. Interactivity and engagement are key in the photography for the Alliance.

All featured photos are for demonstration purposes only.

Collateral examples





Putting it together

The graphic elements of the Alliance brand are a versatile collection of tools that can be used across a myriad of collateral pieces. A selection of examples of commonly needed materials are included.



- 1. Flyer
- 2. Postcard
- 3. Tote bag
- 4. Sketch book
- 5. Magazine ad
- 6. Membership card
- 7. Compact disk slip
- 8. Letterhead, envelope, and business cards



Created in partnership with Satori Engine.