

# Logo Standards

The Museums Alaska logo serves as the visual foundation that unites and propels the brand's vision with a conceptual, effective mark. The icon is constructed of the three letters M, A and K. The way the letters interact suggest community, connection and creativity. Bold and vibrant colors are used to complement the logo and reinforce its character.

To maintain its visual integrity, an area of isolation needs to be established around the Museums Alaska logo. This will keep the logo from appearing crowded by other elements such as text, titles or other symbols. The visual cushion of the logo should be equal to or greater than the height of the logo text. Do not size the logo so small that the logo text is illegible.

## Horizontal Logo



## Vertical Logo



## Logomark & Additional Logo Lockups



# No No's

As tempting as it may be to experiment with the Museums Alaska logo, we kindly ask you to resist the urge. Doing so may cause injury to the brand. Included below are several examples of what not to do. The rule is simple: don't adjust or manipulate the logo. Why? Because it's important to maintain brand identity and consistency.

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***Do not change the colors of the logo.***



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***Do not switch the colors of the logo.***



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***Do not flip the icon or logo in any way.***



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***Do not change the logotype font.***



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***Do not use a low-resolution version.***



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***Do not compress or stretch the logo.***



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***Do not angle the logo or mark.***

