

NATMUS KAMMER

Design Guide

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THE BRAND NARRATIVE

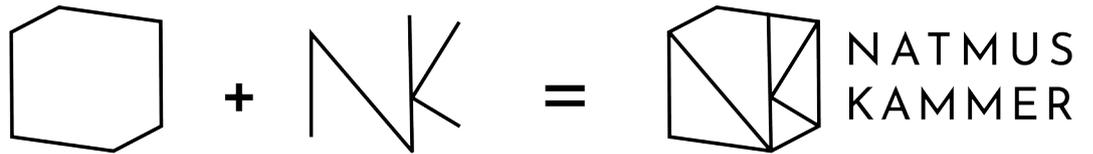
THE MODERN STORYTELLER

Storyteller is one of the oldest profession in the world, it is how we keep track of our history. Natmus Kammer wants to keep this tradition of entertainment by becoming a new type of storyteller, a modern storyteller. Like history, the way of telling stories must also evolve and we are ready to evolve with it. With our various collection of stories and multimedia contents, we are the perfect tool to satisfy your curiosity. Together we must built a bridge between the past and the present by looking at our history and put it in perspective with the present. We are here to offer you an immersive and knowledge-based experience. Take part of your own story and experience it yourselves in the comfort of your home.

LOGO

LOGO CREATION

The logo is a combination of a box shape, which represents a room, and the two first letters of the media platform's name. The name is always put on the right side of the logomark.



CLEARSPACE AND SCALING

Leave enough space between the logo and any other elements.

The minimum clearspace is half the height of the logo on all sides.



The logo always needs to be scale proportionally. To change the size of the logo always hold the shift key to maintain the good proportions.



LOGO COLOR PALETTE

Use black and white outlines on busy designs and official documents.



The logo always needs to be readable from far.
Choose appropriate colors according to the background color.

Do



Don't



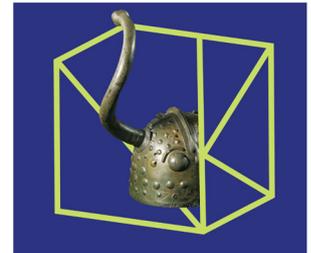
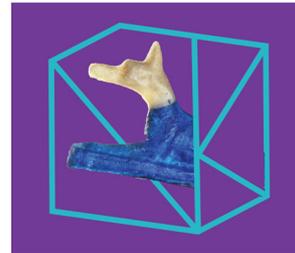
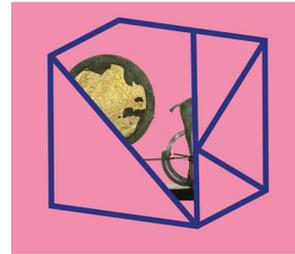
LOGO AND LOGOMARK COMBINED WITH ELEMENTS

Put no fill color and only a contour on the quadrilateral. The fill color of the 4 triangles needs to be the same as the background color.

The elements can partially be outside of the box.

Only combine one element with the logo.

The logo combined with elements can only be used on solid color background.



INCORRECT USED OF THE LOGOMARK COMBINED WITH ELEMENTS

The squares are used as examples for background colors

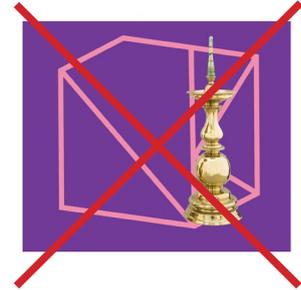
DO NOT set no fill color on the triangles



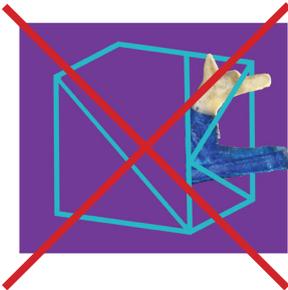
DO NOT set a fill color different from the background



DO NOT set the element completely outside of the logo



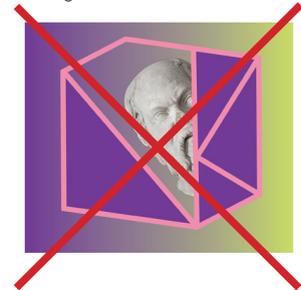
DO NOT set a fill color on the quadrilateral



DO NOT set more than one element inside the logo



DO NOT set the logo combined with an element on a non solid background



TYPOGRAPHY

Two typefaces are used for the brand identity: Josefin Sans and Avenir. Josefin Sans is a geometric and sans-serif family font. Its sharp and pointy edges refer to the triangles of the logo. Natmus is currently using a typeface really similar to Avenir. Avenir was chosen to keep a clear and distinct link between the National Museum of Denmark and its new media platform.

Use Josefin Sans for every titles and headlines. The letters are always in capitals. For the logo, Josefin Sans regular is used with a tracking of 100.

Use Avenir book for body text.

JOSEFIN SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ Å Æ Ø
123456789!@#\$%?&*()_+

Regular
20 pt
tracking 100

AVENIR

abcdefghijklmnopqrstuvwxyz å æ ø
ABCDEFGHIJKLMNOPQRSTUVWXYZ Å Æ Ø
123456789!@#\$%?&*()_+

Book
11 pt

JOSEFIN SANS

Every typefaces of Josefin Sans can be used for headlines and titles. Choose the appropriate one for your need.

A tracking of 100 can be used for huge titles.

Josefin Sans bold and Josefin Sans semibold are used for smaller titles to highlight them.

ABCDEFGHIJKLMNOPQRSTUVWXYZ Å Æ Ø
123456789!@#\$%?&*()_+

Regular
21 pt
tracking 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ Å Æ Ø
123456789!@#\$%?&*()_+

SemiBold
11 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ Å Æ Ø
123456789!@#\$%?&*()_+

Bold
11 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ Å Æ Ø
123456789!@#\$%?&*()_+

Italic
11 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ Å Æ Ø
123456789!@#\$%?&*()_+

Italic SemiBold
11 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ Å Æ Ø
123456789!@#\$%?&*()_+

Italic Bold
11 pt

AVENIR

Every typefaces of Avenir can be used for body text and small paragraphs. Choose the appropriate one for your need.

abcdefghijklmnopqrstuvwxyzaæø
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÆØ
123456789!@#%?&*()_+

Book
11 pt

*abcdefghijklmnopqrstuvwxyzaæø
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÆØ
123456789!@#%?&*()_+*

Oblique
11 pt

**abcdefghijklmnopqrstuvwxyzaæø
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÆØ
123456789!@#%?&*()_+**

Medium
11 pt

***abcdefghijklmnopqrstuvwxyzaæø
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÆØ
123456789!@#%?&*()_+***

Medium Oblique
11 pt

**abcdefghijklmnopqrstuvwxyzaæø
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÆØ
123456789!@#%?&*()_+**

Black
11 pt

COLORS

PRIMARY COLORS

The colors are meant to be primarily used on digital media. The PANTONE colors are only suggestion of the closest similar colors.



RGB: 239, 140, 171
CMYK: 1, 56, 10, 0
HEX: EF8CAB
PANTONE: 183C



RGB: 113, 58, 149
CMYK: 68, 92, 1, 0
HEX: 713A95
PANTONE: 526C

SECONDARY COLORS



RGB: 0, 0, 0
CMYK: 0, 0, 0, 100
HEX: 000000
PANTONE: BLACK 6 C

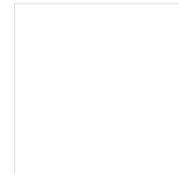
The black and white are used with busy design where the logo or text need to be more neutral.



RGB: 45, 50, 126
CMYK: 100, 96, 17, 5
HEX: 2D327E
PANTONE: 2118 C



RGB: 47, 182, 196
CMYK: 70, 5, 24, 0
HEX: 2FB6C4
PANTONE: 319C



RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HEX: FFFFFFFF



RGB: 200, 220, 100
CMYK: 25, 0, 77, 0
HEX: C8DC64
PANTONE: 374 C

IMAGERY

Use relevant images that illustrate adequately the subject. Use images always in colors. You can use black and white photography only when the event to illustrate took place before the existence of color photography.

For poster and publicity, use elements with no background. Cut off their backgrounds and replace them by one of the brand's colors.

EXAMPLE OF IMAGERY USED ON THE MEDIA PLATFORM



EXAMPLE OF IMAGERY FOR PUBLICITY AND PRODUCTS



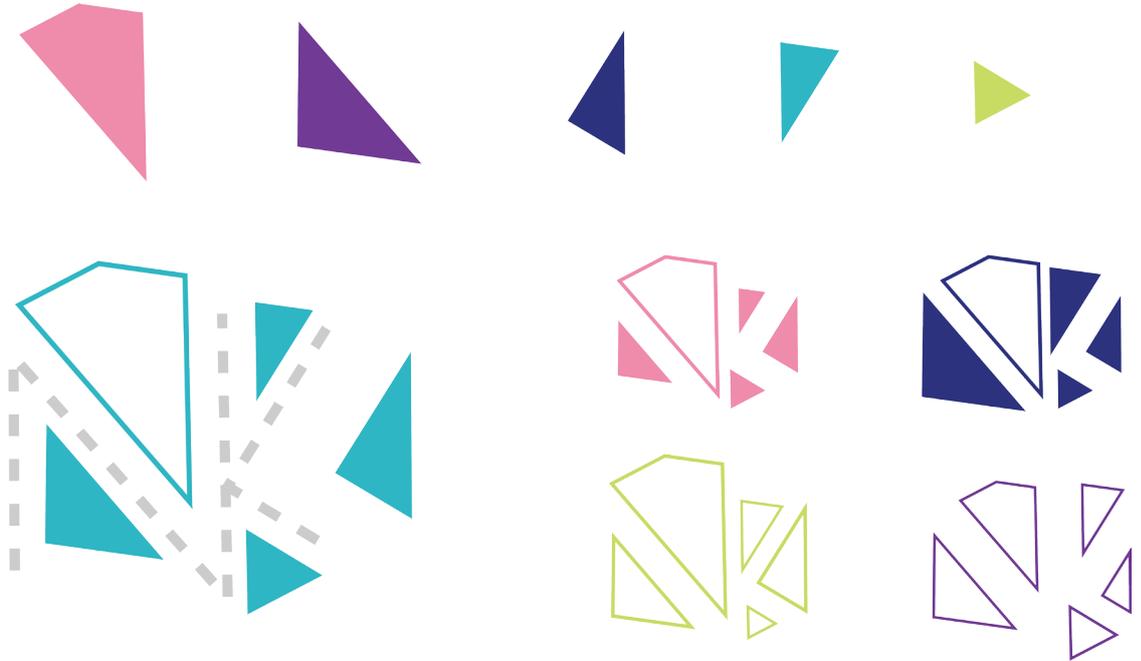
The fifth element is the 5 shapes that form the logo. The shapes are dynamic and can be scale up and down but not rotated. Be careful to keep every proportion when scaling. Pay extra attention to keep the proportion of the stroke weight when scaling.

Use the brand's colors to fill the shapes or to set a stroke color with an empty fill.

When you use an individual shape, it can be placed wherever on the design.

When you used the shapes all together, place them in their respective corner. Hence, the NK will always be form by the empty spaces.

The quadrilateral needs to have an empty fill more often than the other shapes to represent the "window through the box".



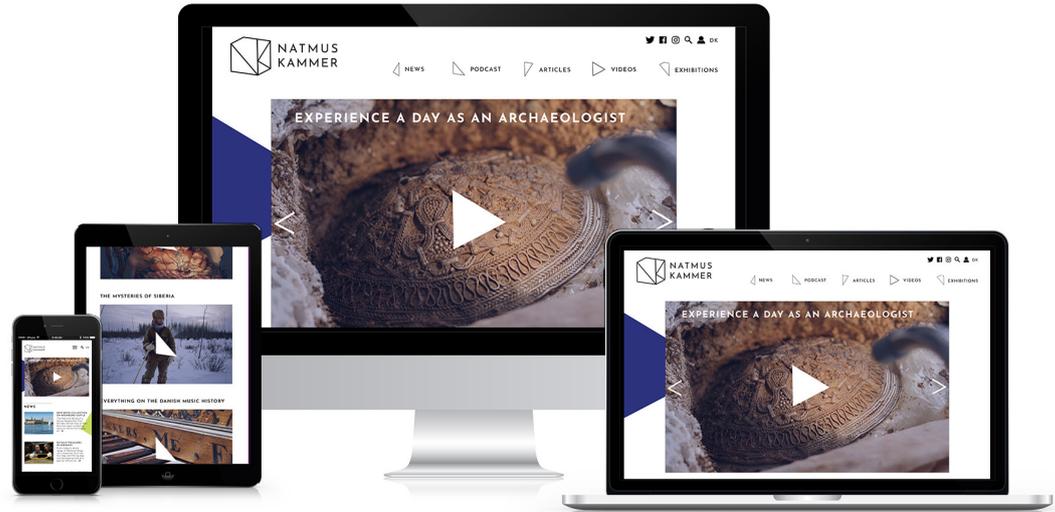
USE OF THE FIFTH ELEMENT

Some rules to design
publicity posters:

- Always center the objects
- Use no more than 3 objects on one poster.
- Keep an empty fill color on the quadrilateral.



Our website uses a responsive design that looks great on every screen sizes.



GRID

The full website used a
12 columns grid with

30 px of gutter
44 px of margin left and right
and
24 px of margin on top.

The margins are 22 px left and
right, 12 px on top and a gutter
of 15 px for smaller screen.

NEWS

NEW BOOK COLLECTION ON KRONBORG CASTLE
The National Museum's Senior Researcher Poul Grønder-Hansen has written the first major collective work on the entire history of Kronborg...

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VINKING AGE IN COLORS
It turns out that the Vikings were full of colors. Their suits, shields and décor were decorated in maximum color. Among other things, yellow...

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NATMUS TREASURES IN GERMANY
From today a whole range of National Museum's treasures from the Iron Age and Viking Age can be experienced at a

[CONTINUE READING >](#)

HISTORIER OM DANMARK
.....

[CONTINUE READING >](#)

DANES LOVE THEIR HISTORY
The interest of the Danish population in history has risen in 2017. It shows an evaluation of the project *Histories* on

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[MORE NEWS >](#)

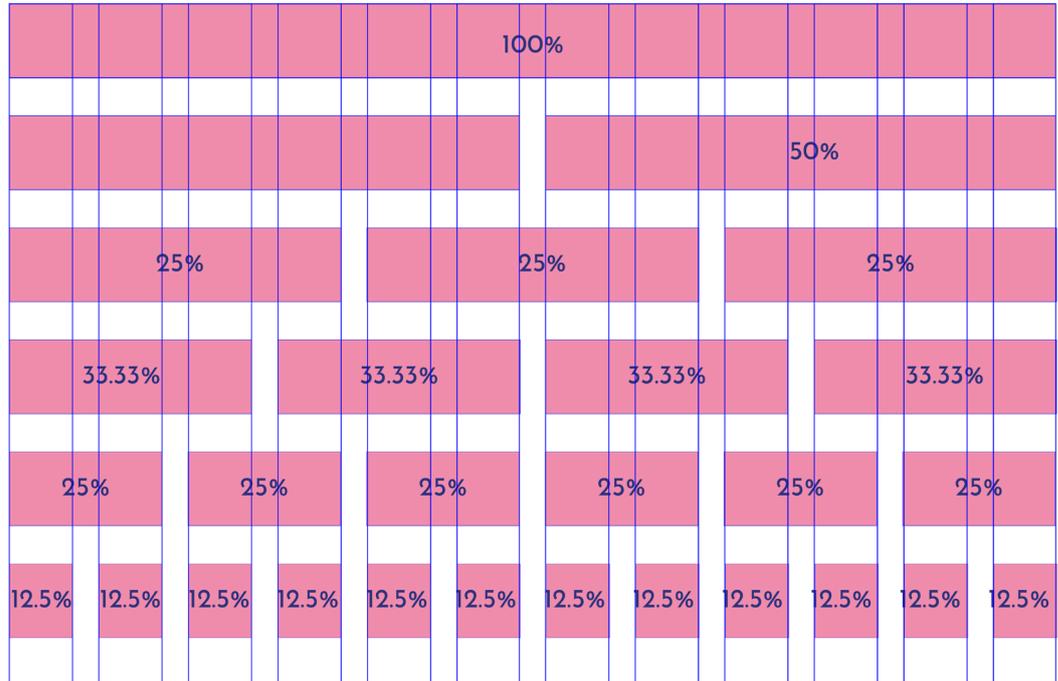
RECENT PODCASTS

THE FUTURE OF MUSEUMS

SHH, BONDEN SOVER AT FRILANDSMUSEET

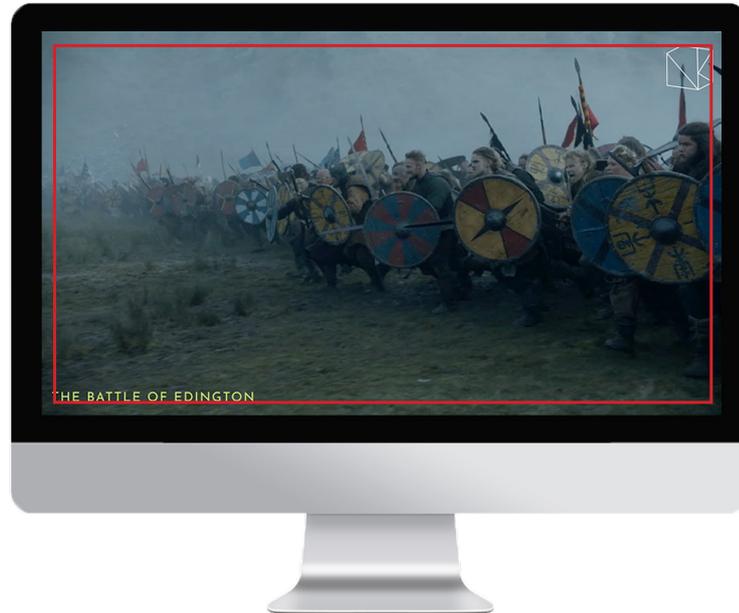
GRID SYSTEM IN PERCENTAGE

The grid system gives an idea of how organizing the content on the website. You can combine many different columns layout together. For example: you can use one column at 50% and two at 33.33%.

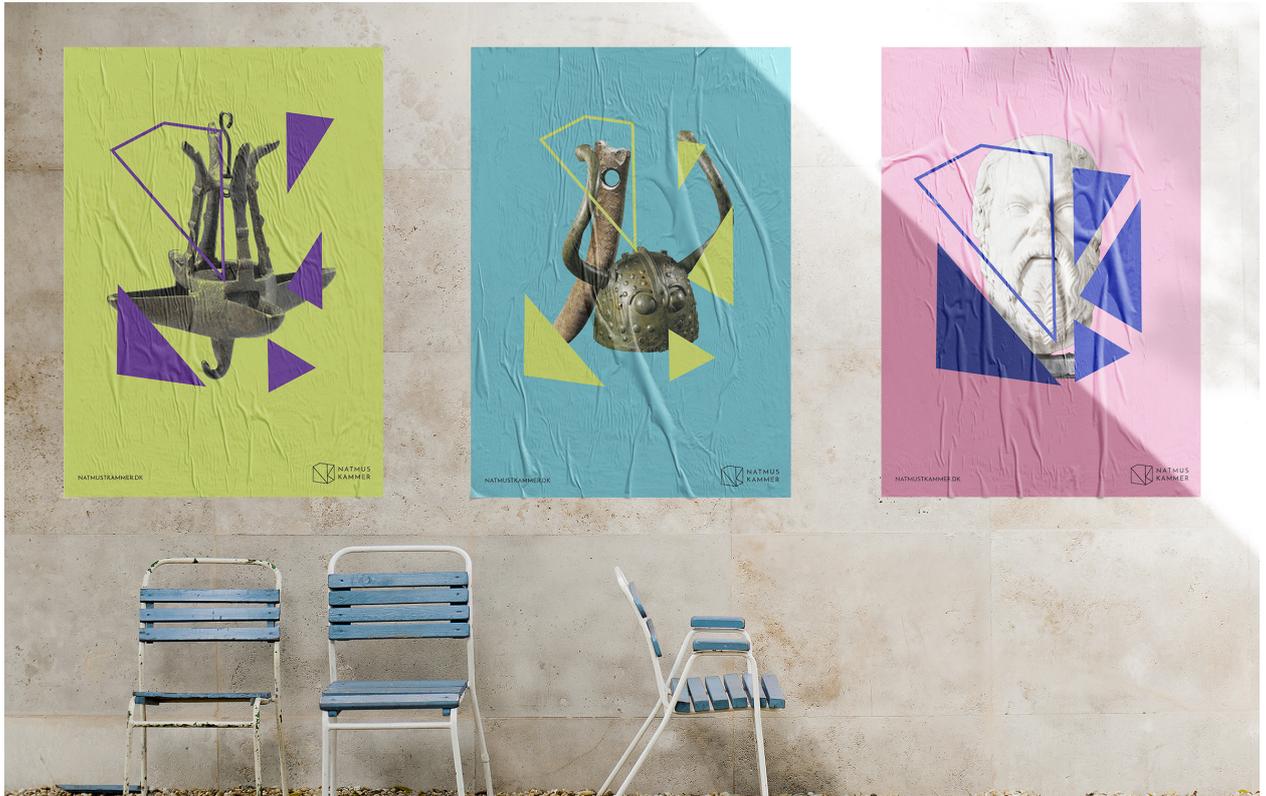


A margin of 36 px needs to be respected on every side of the screen.

The logomark is always at the top right corner.



POSTERS



MAGAZINE



H
I
T
C

Hygge
thing
under
it com
a simp
of Dan

Hygge in the twenties

HYGGE IN DANISH HISTORY

Hygge is a Danish word meaning coziness, comfort, and contentment. It's a feeling of well-being that comes from simple pleasures like sitting in a warm armchair, reading a good book, or enjoying a cup of coffee. The word has its roots in the 19th century, when it was used to describe the cozy atmosphere of a small, intimate gathering. In the 1920s, the word became more widely known in Denmark, and it has since spread to other parts of the world.

HYGGE TODAY

Hygge is a lifestyle that is all about comfort and coziness. It's a way of life that is all about enjoying the simple pleasures of life. It's a way of life that is all about being present in the moment and enjoying the company of loved ones. It's a way of life that is all about creating a warm and inviting atmosphere in your home.

THE ORIGIN

Hygge is an old word that dates back to the 19th century. It was first used in Denmark, and it has since spread to other parts of the world. The word is derived from the Old Norse word 'hyggja', which means 'to think' or 'to ponder'. In the 19th century, the word was used to describe the cozy atmosphere of a small, intimate gathering.

It's about doing comfort from the small things.

It's about doing comfort from the small things.

It's about doing comfort from the small things.

BUSINESS CARD



