



CHARLOTTE MUSEUM *of* HISTORY

---

BRAND GUIDE

---



# TABLE *of* CONTENTS

## **BRAND PHILOSOPHY 5** **LOGO 7**

Clear Zone 8

Tagline 10

Color Variations 11

Typography 12

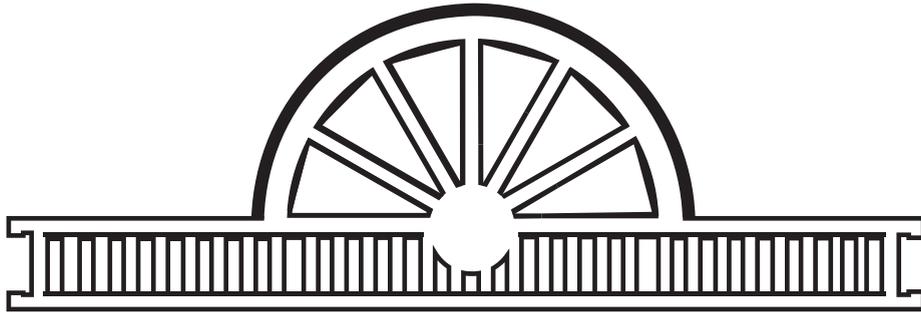
## **STYLE 15**

Stationery 16

Employee Wear 17

## **SUB-BRAND: EVENTS 19**

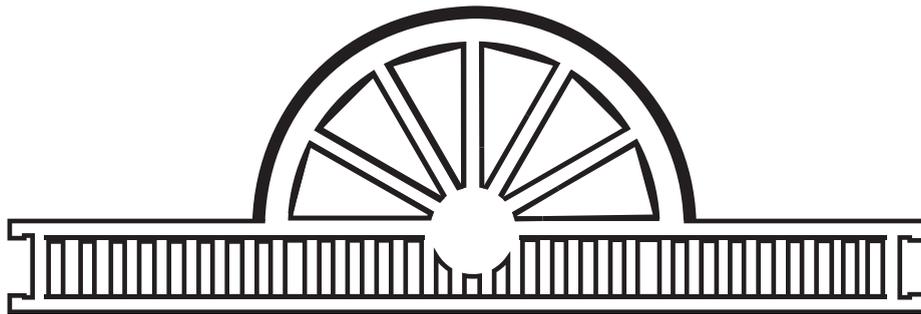
Event Ad 20



CHARLOTTE MUSEUM *of* HISTORY

## BRAND PHILOSOPHY

Charlotte Museum of History takes pride in the history of our city. From the Hezekiah Alexander Home to the American Freedom Bell, we want our history to shine. Educating our young students to also enjoy our history. Also, entertaining our guests with our Museum rentals for their special events.



CHARLOTTE MUSEUM *of* HISTORY





# LOGO

Charlotte Museum of History logo is a combination of graphic and word mark. The graphic mark is inspired by a wheel of the early 1700s and signifies as time is always turning.

When using this logo, please refrain from distorting the logo.

## **DO's & DON'TS:**

Always use the combined mark together.

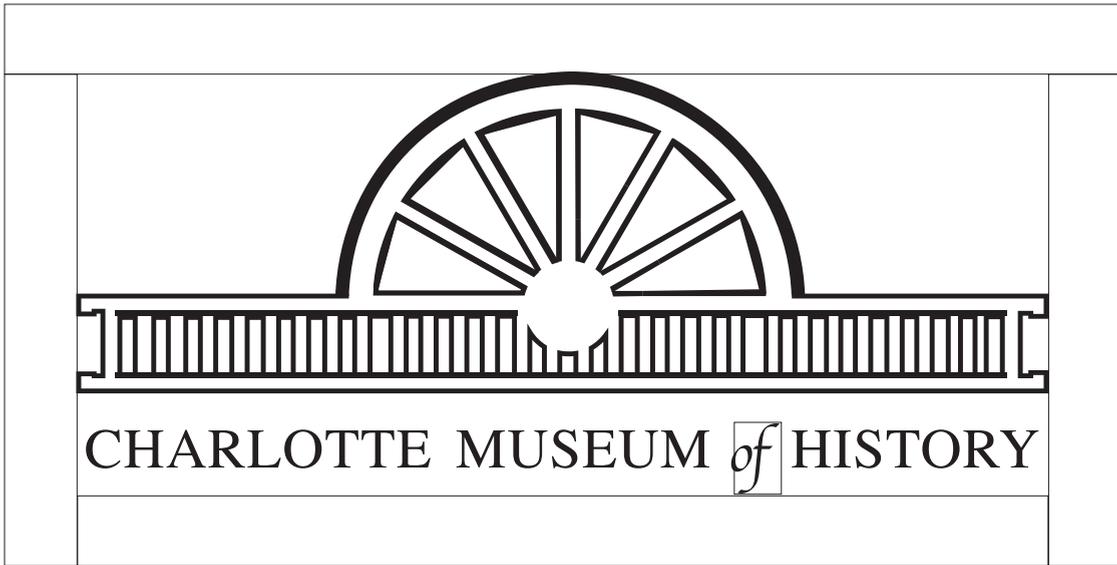
Never separate the word and graphic mark.

Use the color variation that is appropriate to your design.

Do not stretch or distort the logo.

# Clear Zone

The clear zone is the sacred area in which outside content must not cross. Shown in the figure on Page 9, you must not have any outside elements within those 4 rectangular boxes. The clear zone horizontal rectangle width and vertical rectangle height is made from the height of the “f” in the Apple Chancery fontface; shown in the figure on Page 9.





## Tagline

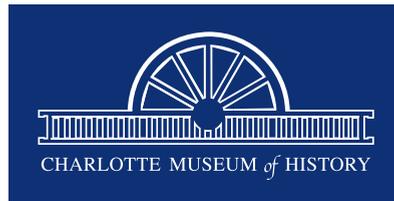
The tagline “Where history has a home” is to be added below the bottom of the clear zone. Always the bottom.



Black version



Royal Blue version

White version  
on dark background

## Colors and Logo Variations

Charlotte Museum of History wants to provide as much flexibility to your content but without losing our logo integrity, as well.

The Royal Blue version creates a timeless feel and that's why we have this version variation within our brand.

Please follow the Do's and Don'ts guidelines listed below.

### **DO's & DON'TS:**

Use the color variation that is appropriate to your design.

If your background is dark, use the white version.

If your background is light or white, you may use either the royal blue or black version.

# Typography

Our logo and brand typography consists of:

Times

*Apple Chancery*

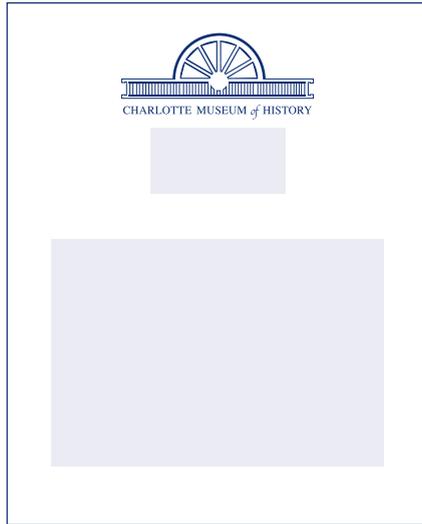
The use of font style Bold and uppercase Times may be used.  
Apple Chancery is used as is. No font style used.





# STYLE

To create a professional look, we must have great style. Please refer to this section to help get a gist of how we want our logo to be presented.



Letterhead



Envelope



Business Card

# Stationery

When using our logo, the placement will be either centered vertically and horizontally, top left or top right corners of the page. Remember to always keep the clear zone in mind. Refer to Page 8-9.



## Employee Wear

Our employees' attire is a black collared shirt with the white version of the logo on the right left chest and paired with fitted khaki pants. This will help guest quickly identify our employees and create a professional look for our brand.



## SUB-BRAND: EVENTS

Charlotte Museum of History offers a museum rental for our guests who would like to host special events.



CHARLOTTE MUSEUM of HISTORY

Events





## Event Ad

We provide always want to accomodate to our special event guests. Our museum is equipped with a special team to help plan your event and even will provide a design and advertising services to better spread word about your event. Please check with Booking Events on our website: [www.charlottemuseumofhistory.com/events](http://www.charlottemuseumofhistory.com/events)