

brand &
graphic
standards
manual

MoMA
new york

MOMA
new york



I. INTRODUCTION



For more information, please contact:
Director of Communications,
MoMA at 212.555.1234

The MoMA Brand mark is a registered trademark of
The Museum of Modern Art, New York.

The preservation of the MoMA corporate identity is paramount to building a recognizable and consistent brand worldwide. Please join me in utilizing these standards to uphold the appearance of the MoMA identity in all your corporate communications.

How we visually present MoMA to the public has a tremendous impact on how we are viewed and the perceptions people have of MoMA as institution of the highest standards. Coordinated communication and messaging is essential in order to foster and create a strong appreciation of our value and ensure our ability to sustain the quality of what we offer.

The Brand & Graphic Standards Manual provides detailed information on the correct way to use our landmark to create a long-term visual identity for MoMA through a variety of communication vehicles.

The implementation and consistent application of these standards is a critical component in our campaign. This guide will acquaint you with the guidelines of the MoMA identity system. Other materials and guidelines will be added as needed. For questions of assistance regarding the integrity of the MoMA identity, please call me.

John Smith
Communications Director



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Shown here is the only approved signature format for MoMA. The signature is composed of the logotype and supporting graphic. The signature elements must be used together exactly as they appear on reproduction sheets and in digital files. Do not create new signatures for other entities, programs or services, etc.



*** DO NOT MODIFY OR ALTER ANY SIGNATURE ELEMENTS**

Logotype

The logotype is a custom design using Baker Signet, ITC Isadora Std and Arial fonts.

Supporting Graphic

This is the only approved version of this logotype and supporting graphic. It may not be changed or substituted.

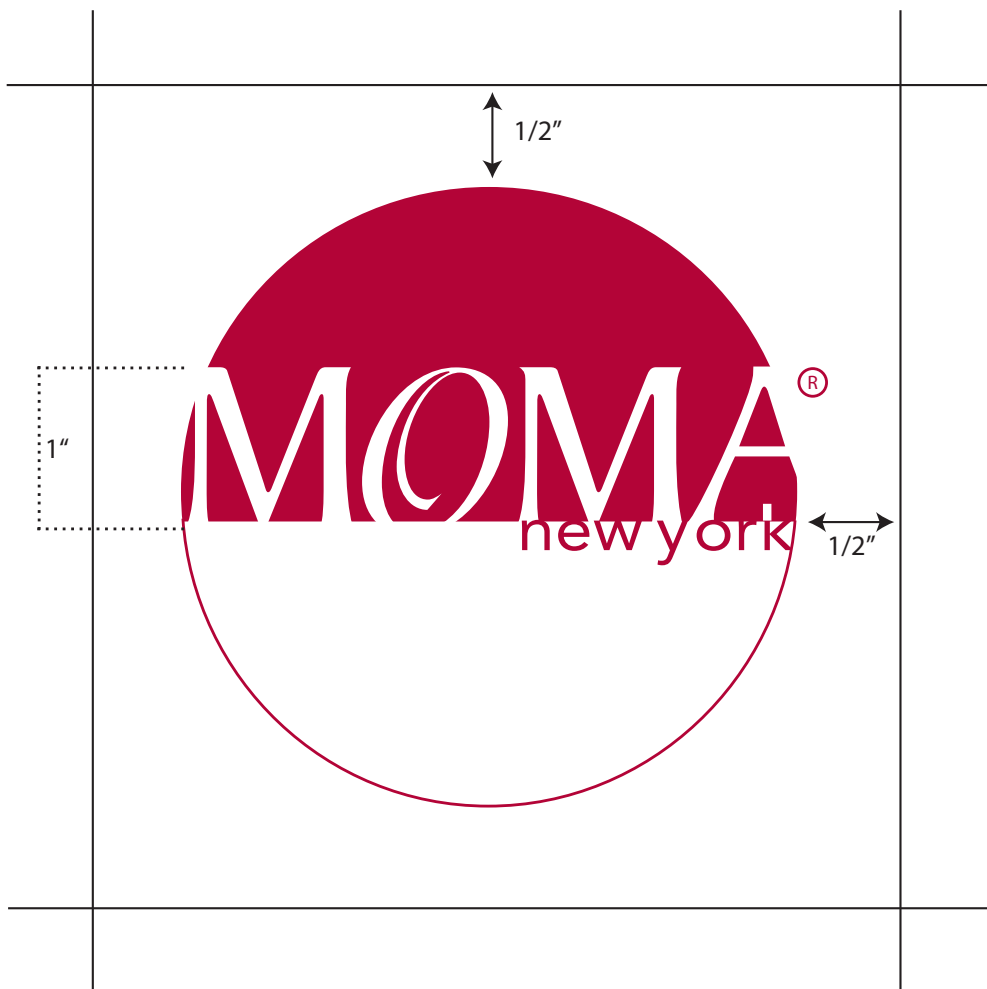
Registered Trademark

Symbol: Always size and position the registered trademark symbol in proportion with size of the signature being used. Do not use the registered trademark symbol on signatures smaller than 1.5" in width.

A minimum amount of clear space should always be maintained around the signature to ensure optimum legibility. This area of isolation is based on half the height of the letter M.

Signature Area of Isolation

The absolute minimum area of isolation is 1/2" distance around the left, right, top and bottom sides of the signature from the cap height of the logotype (see illustration). Keep this area free of other imagery, graphic elements, typography, folds and page trim. These guidelines apply to all signature usage. A more generous area of isolation is always preferred.



Area of Isolation

To ensure visual impact the MoMA logo must be surrounded by adequate space. This space is referred to as the 'Area of Isolation' and must be adhered to in all applications of the logo symbol. The minimum area is defined by half the height of the logotype as described above. The area may be larger, but not smaller.

Signature Staging and Sizing

Staging

When using the signature on applications with other graphic elements, the preferred vertical alignment with the signature is flush left. The alignment provides order and organization to all layouts. An optional alignment is horizontal with the baseline of the logotype.

Sizing

Using consistent signature sizes across all applications helps establish a strong and coherent identity. Signature size is determined by the width of the logotype. Recommended and minimum sizes are shown below.

Lorem ipsum dolor sit amet, dolore magna
aliquam erat volutpat.



Title
Baseline of
logotype

*NEVER REPRODUCE THE
SIGNATURE SMALLER THAN 1"
LOGOTYPE WIDTH

Lorem ipsum dolor sit amet, consectetuer
adpiscing elit, aliquam.

Align

7/8"



Minimum size for reproduction
at 800 dpi or higher.

1-1/8"



Signature size for small
brochures.

1-3/8"



Signature size for letterhead,
fax, memo and flyers.

1"



Signature size for business card.

1-1/4"



Signature size for #10 en-
velopes, mailing labels and
postcards.

1-1/2"



Signature size for large
brochures

The specific hue of red has been approved as our organization's color. Always match approved color swatches when reproducing the color. Accuracy in color reproduction is imperative and helps strengthen the recognition of MoMA's identity. Generous use of the approved colors is recommended for advertising and marketing.

*NOTE: REFER TO CURRENT PANTONE® COLOR PUBLICATIONS FOR EXACT COLOR REFERENCES.

In lieu of MoMA PANTONE® 201 you may use CMYK color process. Always make sure the colors look the same in every application.



In lieu of MoMA PANTONE® Black you may use CMYK color process. Always make sure the colors look the same in every application.



MoMA Red four color process:

Cyan (C)	0%
Magenta (M)	100%
Yellow (Y)	63%
Black (K)	29%

MoMA Black four color process:

Cyan (C)	0%
Magenta (M)	0%
Yellow (Y)	0%
Black (K)	100%

Support Color Palette:

These PANTONE® colors are recommended for use as support colors on MoMA applications. These colors have been chosen because they compliment our organization colors.



PANTONE® 201



PANTONE® Black

Shown below are the approved positive and reverse signature color options. All parts of the signature should contrast well with the background regardless of the color texture or photography. The signature may not be reproduced in any other colors.

Signature Color Use



Preferred Positive
1-Color
PANTONE® 201



Optional Positive
1-Color
PANTONE® Black

Baker Signet BT, ITC Isadora Roman, and Arial are MoMA's primary type styles. They should be used on high-visibility applications whenever possible. Bold weights and italics may not be used.

The MoMA typographic style (shown below in outline form and zoomed in) is to utilize Baker Signet for 'M', 'M', and 'A' flush top and to use Isadora for the 'O' at the same height and flush top with the rest of the logotype. 1/8 should be placed below the median of the circle and appear as if part of the logotype is missing. The diameter of the circle should be 3x's the height of the font sized used for 'MoMA' and the top half should be filled in with the approved color. The 'new york' should be typed in the appropriate font size to align the outer left edge of the 'M' with the inner edge of the 'n.' The left outer edge of the 'y' should align at the same angle as the 'A' and none of the 'y' should cover the base of the left side of the 'A' at all. The outer left edge of 'k' should align with the center of the 'A' in MoMA (shown).

Proper text alignment and placement:



*THERE IS NO ALTERNATE DISPLAY FONT THAT MAY BE USED.

*In order to maintain proper typeface placement and alignment for other applications, the complete logo should be reduced to an approved size by the graphic design department.

Serif Fonts

Baker Signet BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ITC Isadora Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sans Serif

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



All letterheads use the approved MoMA signatures and should match the layouts shown here. This is the only approved letterhead layout. Typing guidelines are given in the sample letter below. The signature should be positioned 1/2" from the edge of the page.

*THE LETTERHEAD BELOW IS SHOWN AT 50% OF ACTUAL SIZE

1/2" margin

1/2" margin

1/2" margin

1/2" margin

Alignment for upper part of letter body

Alignment for lower part of list

1/2"

December 10, 2006

Recipient's Name
Company Name
1234 Street Address
City Name, ST 54321

Dear Recipient,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse eu diam. Nam turpis nisi, condimentum vitae, posuere ut, porta non, erat. Fusce aliquet accumsan lorem. Curabitur viverra nisi. Ut interdum justo ac dolor. Mauris tempus sapien ac mauris. Maecenas fermentum est ut nulla. Praesent ullamcorper libero in risus. Quisque magna augue, adipiscing at, tempus sit amet, consequat ac, justo. Sed eget augue. Cras condimentum vulputate lorem. Donec consectetur, velit ut ornare tincidunt, arcu ipsum vehicula dui, non elementum eros nisi nec dui. Vestibulum leo sapien, molestie consequat, faucibus at, volutpat sed, metus. Ut adipiscing, est sed dignissim faucibus, felis lectus tempor ipsum, eget molestie augue justo in lectus.

Ut id metus. Proin sed ipsum. Curabitur bibendum gravida magna. Donec ut neque non turpis semper pretium. Morbi nec nibh. Maecenas lacinia. Pellentesque scelerisque. Integer malesuada, dui vel gravida conwallis, tortor augue scelerisque purus, ut egestas orci ipsum sed tortor. Maecenas eger lorem id nisl faucibus blandit. Integer eu turpis. Ut sodales augue. Fusce non nisi. Maecenas faucibus cursus metus. Mauris sed velit. Duis nec nec quis mauris porttitor rutrum.

Sincerely,

Sender's Name
Title

Enclosure
cc: Jane Doe

Honorary Chairman
David Rockefeller

Chairman Emeritus
Ronald S. Lauder

President Emerita
Agnes Gund

Chairman
Robert B. Menschel

President
Marie-Josée Kravis

Vice Chairmen
Sid R. Bass
Kathleen Fuld
Mimi Hoas
Donald B. Marron
Jerry I. Speyer

Director
Glenn D. Lowry

Assistant Treasurer
James Gara

The Museum of Modern Art | 11 West 53 Street New York NY 10019 (212) 708-9400 www.moma.org

Specifications

Size: 8 1/2" x 11"

Color:
Logotype: MoMA approved logo size for letterhead at 1 3/8" in Pantone 201

Papers Stock: Crane's Crest 28 lb. wove paper in 8 1/2" x 11"

Printing: Offset Lithography

Alignment: The body of the letter should start 1/2" below the logotype.

Fonts: Board Members and Address are 8 pt Eras Lt ITC with a 9.6 line height.

Left side alignment is flush with the left outer edge of watermark

Additional sheets should be on pre-printed stock only. Second sheets follow the same layout and format as the letterhead (Page 13) with the Board Members removed.

Letterhead Second Sheets



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse eu diam. Nam turpis nisi, condimentum vitae, posuere ut, porta non, erat. Fusce aliquet accumsan lorem. Curabitur viverra nisi. Ut interdum justo ac dolor. Mauris tempus sapien ac mauris. Maecenas fermentum est ut nulla. Praesent ullamcorper libero in risus. Quisque magna augue, adipiscing at, tempus sit amet, consequat ac, justo. Sed eget augue. Cras condimentum vulputate lorem. Donec consectetur, velit ut ornare tincidunt, arcu ipsum vehicula dui, non elementum eros nisi nec dui. Vestibulum leo sapien, molestie consequat, faucibus at, volutpat sed, metus. Ut adipiscing, est sed dignissim faucibus, felis lectus tempor ipsum, eget molestie augue justo in lectus.

Ut id metus. Proin sed ipsum. Curabitur bibendum gravida magna. Donec ut neque non turpis semper pretium. Morbi nec nibh. Maecenas lacinia. Pellentesque scelerisque. Integer malesuada, dui vel gravida convallis, tortor augue scelerisque purus, ut egestas orci ipsum sed tortor. Maecenas eget lorem id nisl faucibus blandit. Integer eu turpis. Ut sodales augue. Fusce non nisi. Maecenas faucibus cursus metus. Mauris sed velit. Duis nec est quis mauris porttitor rutrum.

Sincerely,

Sender's Name
Title

Enclosure
cc: Jane Doe

The Museum of Modern Art, 11 West 53 Street, New York, NY 10019, (212) 708-9400, www.moma.org

*ALWAYS USE THE PREFERRED
FORMAT FOR ADDITIONAL
SHEETS WHENEVER POSSIBLE

Specifications:

Size: 8 1/2" x 11"

Color:

Logotype: MoMA approved logo size
for letterhead at 1 3/8" in Pantone
201

Papers Stock: Crane's Crest 28 lb.
wove paper in 8 1/2" x 11"

Printing: Offset Lithography

Alignment: The body of the letter
should start 1/2" below the logotype.

Business cards should match the examples shown here. All typesetting starts on the first line as indicated, and works down with a maximum of eight allowable lines. Email addresses and internet urls are typeset in all lowercase unless specific letters are needed for access. Email addresses and internet urls must also always appear as the last lines of the address block.

1/8" from edge

1" signature size

Alignment of text with top of MoMA in logotype

Museum of Modern Art
11 West 53 Street
New York NY 10019

P (212) 708-9400
F (212) 937-2193

www.moma.org

General Business card
Illustration is actual size

Specifications

Size: 3 1/2" x 2"

Color:

Logotype: MoMA approved logo size for business card at 1" in Pantone 201

Paper Stock: Gilbert Gilcrest, Ultra White, 80 lb. Smooth finish

Typesetting: Printing:
Offset Lithography

Fonts: Address block is 8 pt Eras Lt ITC with a 9.6 line height.

Address Block is aligned as indicated, with the top of the MoMA in the logotype.

1/8" from edge

1" signature size

Alignment of text with top of MoMA in logotype

John Smith
Creative Director

P (212) 708-9400
F (212) 937-2193

jsmith@moma.org
www.moma.org

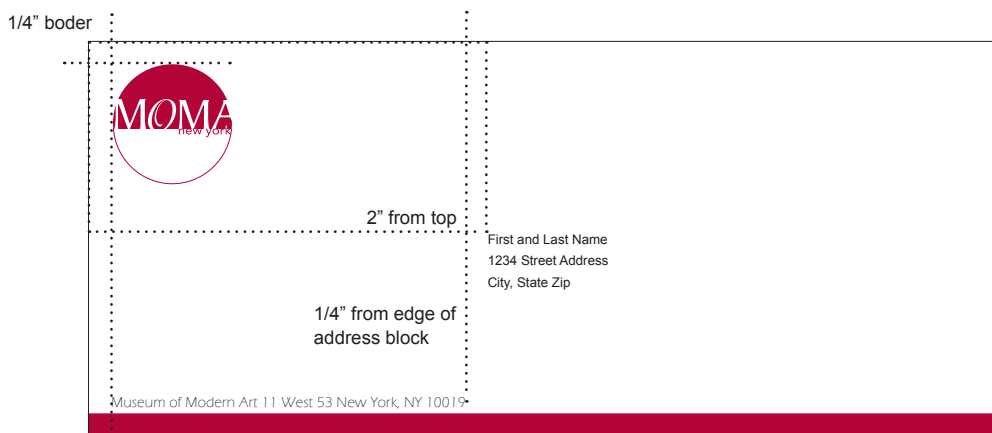
Museum of Modern Art 11 West 53 Street New York NY 10019

Personalized Business card
Illustration is actual size

*The MoMA web site address should appear on all general business cards. The individual's email address should come above the web site in the address block.

All envelopes use the MoMA signature and should match the layout shown here.

#10 Envelope



Address block alignment is flush left and the same as the signature

Specifications

Size #10 Square Flap Envelope

Color:

Logotype: MoMA approved logo size for business card at 1" in Pantone 201

Paper Stock: Crane's Crest Natural White 24lb. #10 Peel & Seal Laid Envelopes

Typesetting: Printing:
Offset Litography

Fonts: Address block is 8 pt Eras Lt ITC with a 9.6 line height.

This fax is based on the letterhead layout. It is one-color, all-black, format. The fax displays an all black signature for easier recognition, as well as easier print reproduction. Typing guidelines are given in the sample fax below. The fax layout is available as a digital template for laser printers.

Fax Coversheet

1/4" 1/4"

1/2"

Aligned with base of MoMA

1/2" from signature base

1/2" from options base with rule centered between

1/2" from bottom edge

1/4" below horizontal rule and aligned center

Museum of Modern Art 11 West 53 Street New York NY 10019 (212) 708-9400 www.moma.org

Specifications

Size: 8 1/2" x 11"

Color:

Logotype: MoMA approved logo size for fax at 1 3/8" in Black

Address Block: Black

Fax Title: Black

Information Headers: Black

Papers Stock: Bright white laser stock

Printing: Laser Printing

Alignment: The body of the letter should start 1/2" below the logotype.

Fonts: 9 pt Eras Lt ITC with a 9.6 line height.

Information headers: Tracking 25 and line height 20.

Facsimile: Goudy Hand Tooled 30 pt and 50 tracking