

KYOTO NATIONAL MUSEUM

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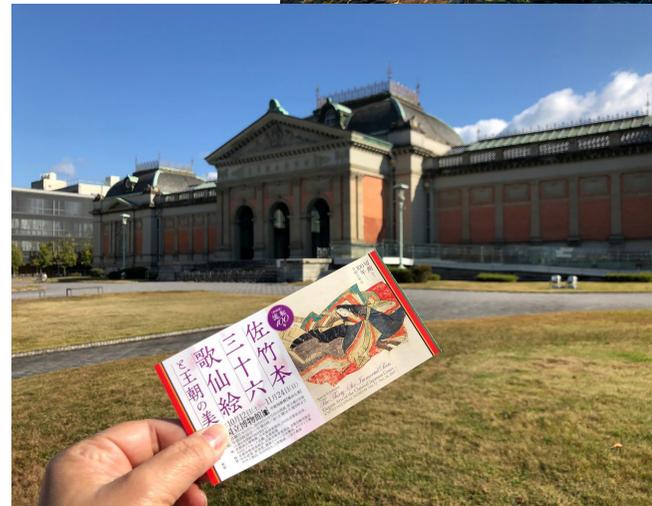
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OUR MISSION

The Kyoto National Museum was established in 1897 as an institution for the collection and preservation of cultural properties. In addition to exhibiting its collections to the public, the Museum conducts related research and conservation projects.

The cultural arts that flourished here spread to the rest of Japan, creating artistic expressions often defined as "Japanese". In this sense, most of what is called Japanese art and culture are closely connected to the city of Kyoto.

It is, thus, our wish that our Museum, while taking root in this historical city, will continue its endeavor in presenting Japanese art.



LOGO AND FORMATS



GOLD FOIL VERSION



GRADIENT VERSION

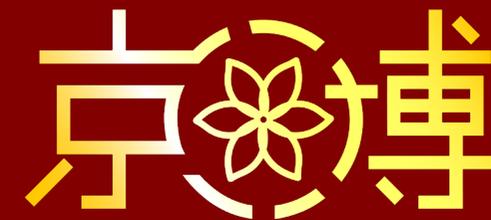
Kyoto National Museum's logo takes direct inspiration from the geometric architecture of Kyoto's shrines and palaces. The logo is to be applied by gold foiling, or through similar techniques, for important documentation and applications that are associated with the museum's high priority business relations. For ordinary usage, for both print and digital interfaces, a gold gradient was made to mimic the hues and reflectiveness of gold. The style guide will go more in-depth solely on the application of the gradient logo so as to produce optimal legibility.

SYMBOL: At the center of the logo is a six-pointed flower which is a reimagining of Kyoto's city emblem. The flower is encased within a circle, composed of the characters "Kyō" (京) and "Haku" (博). "Kyōhaku" is used as it is a shorthand for "Kyoto National Museum" (京都国立博物館). The encased flower mimics the Imperial Seal of Japan used by the royal family, which elevates the city and the museum to national historical and cultural importance.

LOGOTYPE: Kyoto National Museum's logotype is written on one line in DIN Condensed.

京博 KYOTO NATIONAL MUSEUM

HORIZONTAL LOGO FORMAT



EMBLEM LOGO FORMAT



VERTICAL LOGO FORMAT

There are three formats for Kyoto National Museum. They are to be used appropriately for various applications, depending on the object's size.

Horizontal Logo Format (HLF): The logotype is located to the left of the symbol. This format is to be used when the VLF cannot.

Emblem Logo Format (ELF): The logotype is absent. This format is to be used when the HVL or VLF cannot.

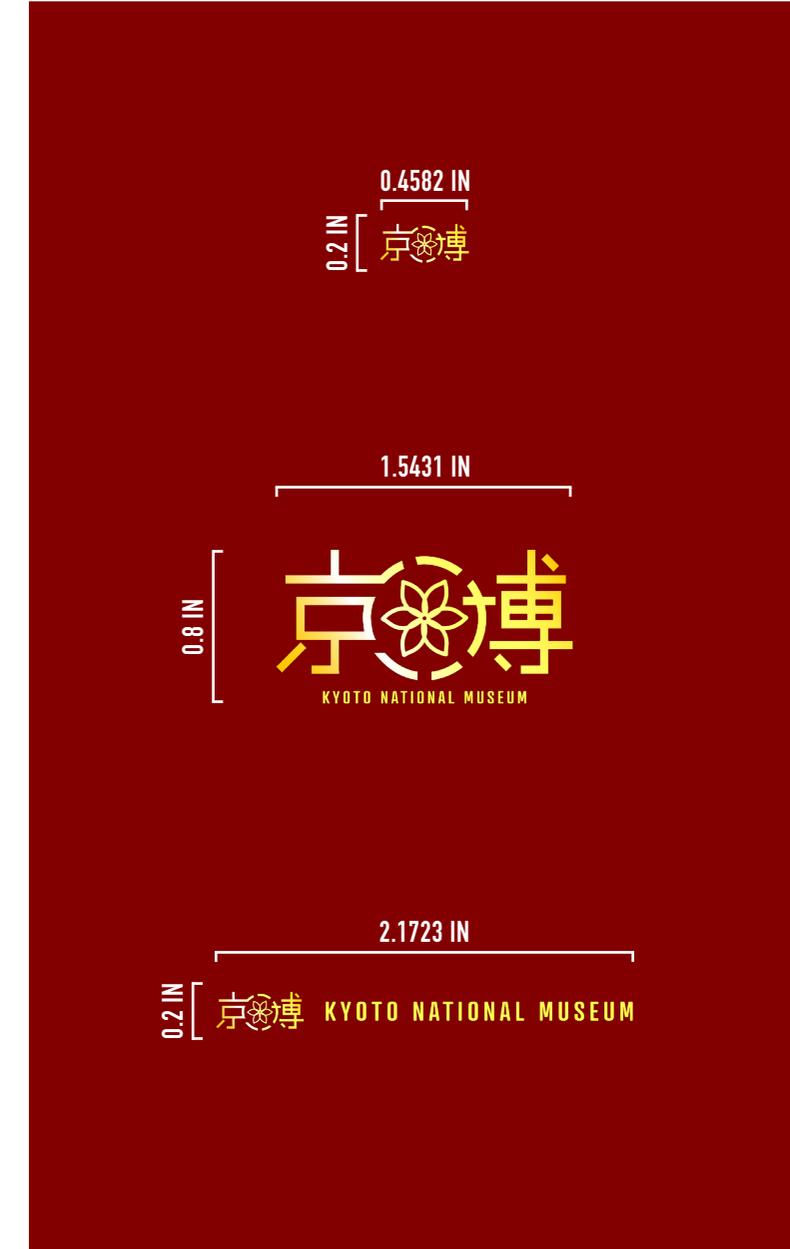
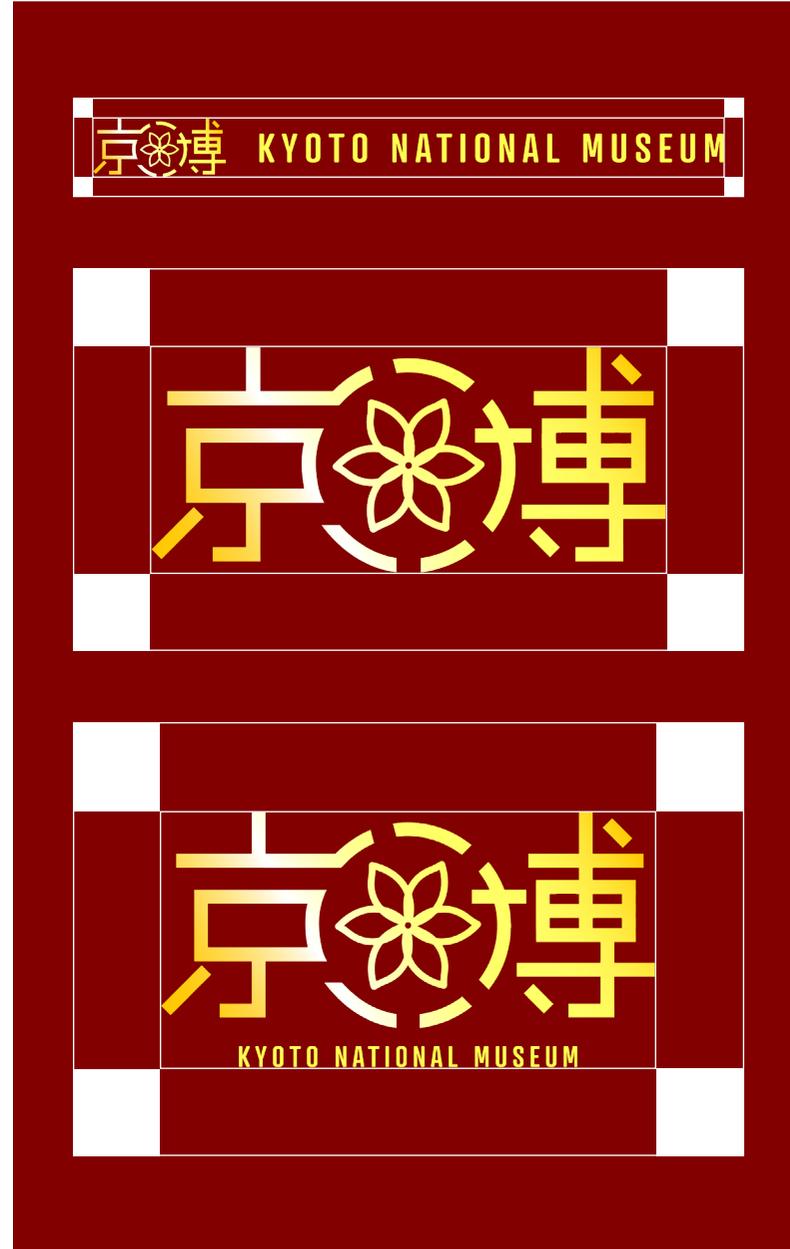
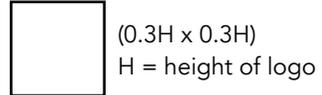
Vertical Logo Format (VLF): The logotype is located below the symbol. This format is the default format for all applications. When this format cannot be used, it will be substituted by the HLF or ELF.

SPACING AND SIZING

Always surround the Kyoto National Museum logo with the amount of clear space shown to ensure that the logo is easily identifiable and legible.

PNGs, SVGs, and EPSs of the logo have this clear space incorporated to easily facilitate scaling.

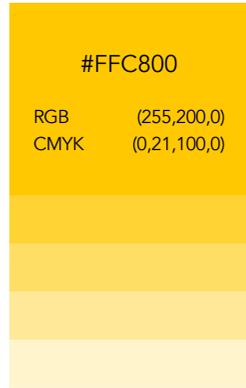
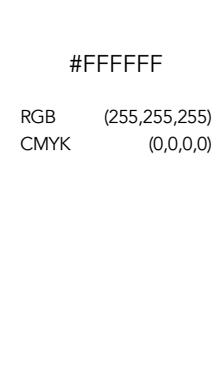
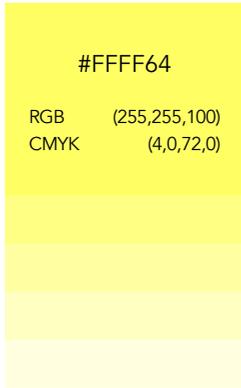
Amount of distance needed:



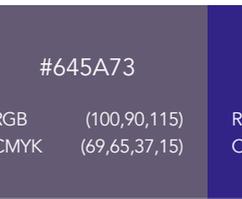
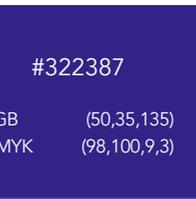
The minimum size usage of Kyoto National Museum's logo, along with specified size usage across print and digital applications, ensures consistent and correct usage of the identity.

MAINTAIN ASPECT RATIO WHEN SCALING

COLORS

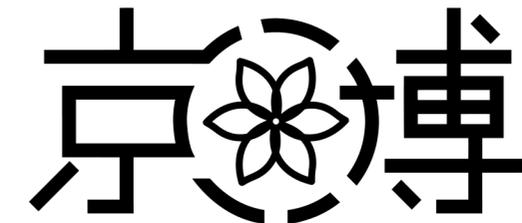
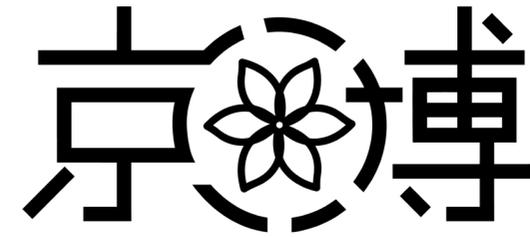
 <p>#FFC800</p> <p>RGB (255,200,0) CMYK (0,21,100,0)</p>	 <p>#FFFFFF</p> <p>RGB (255,255,255) CMYK (0,0,0,0)</p>	 <p>#FFFF64</p> <p>RGB (255,255,100) CMYK (4,0,72,0)</p>
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PRIMARY COLORS

 <p>#820000</p> <p>RGB (130,0,0) CMYK (28,100,100,37)</p>	 <p>#DE0F1B</p> <p>RGB (222,15,27) CMYK (7,100,100,1)</p>	 <p>#DB3116</p> <p>RGB (219,49,22) CMYK (8,94,100,1)</p>	 <p>#FF3700</p> <p>RGB (255,55,0) CMYK (0,91,100,0)</p>	 <p>#645A73</p> <p>RGB (100,90,115) CMYK (69,65,37,15)</p>	 <p>#322387</p> <p>RGB (50,35,135) CMYK (98,100,9,3)</p>
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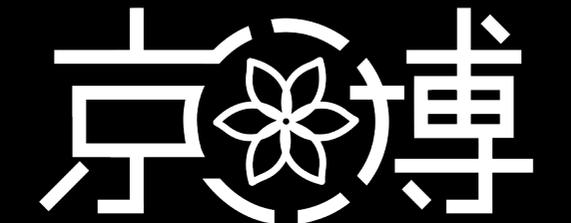
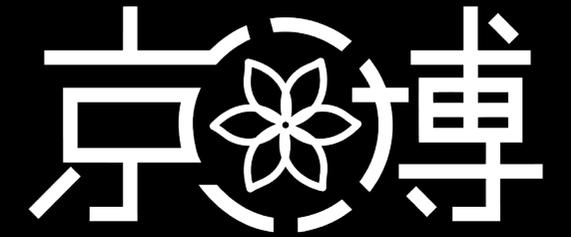
SECONDARY COLORS

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LOGO DONT'S



DO NOT STRETCH



DO NOT MISALIGN



DO NOT CHANGE TYPE



DO NOT CHANGE SPACING



DO NOT CHANGE TO SOLID COLOR



DO NOT ADD DROP SHADOW



DO NOT PLACE ON LIGHT BACKGROUNDS



DO NOT CHANGE POSITION



DO NOT CHANGE OPACITY



DO NOT OUTLINE



DO NOT CHANGE TRACKING



DO NOT CHANGE GRADIENT COLOR

TYPOGRAPHY

DIN CONDENSED

BOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Domaine Condensed

Medium

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Avenir

Book
Oblique
Medium
Medium Oblique
Heavy
Heavy Oblique

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

M+ 1c

Light
Regular
Medium
Bold
Heavy
Black

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

あいうえおかきくけこさし
すせそたちつてとなにぬね
のはひふへほアイウエオカ
キクケコサシスセソタチツ
テトナニヌネノハヒフヘホ

DIN Condensed is the primary typeface used throughout the Brand Identity of Kyoto National Museum and can be found in its logo. DIN Condensed is used for headings, subheadings, and caption tags.

Domaine Display Condensed is a primary typeface used exclusively for display material such as posters and exhibition graphics. Domaine Display Condensed is used for headings.

Avenir is a secondary typeface used throughout the Brand Identity of Kyoto National Museum. Avenir is used for English body copy and caption text.

M+ 1c serves both as a secondary typeface and a substitute typeface for Avenir and is used throughout the Brand Identity of Kyoto National Museum. M+ 1c is used for English body copy and caption text in the event Avenir is not possible and used for Japanese body copy and caption text.

PATTERNS

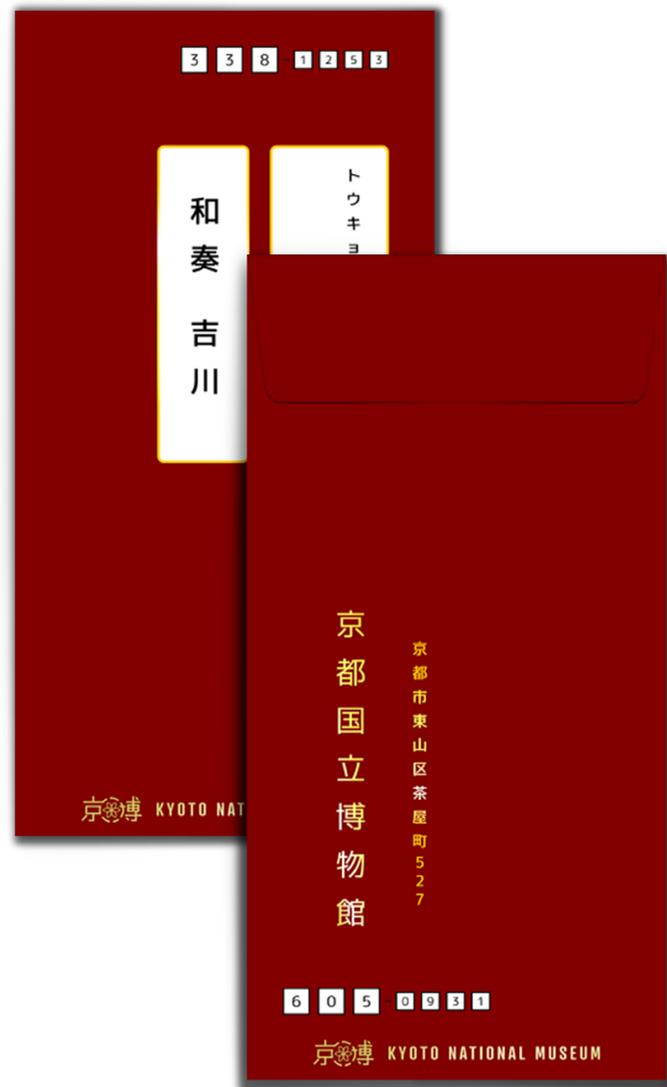
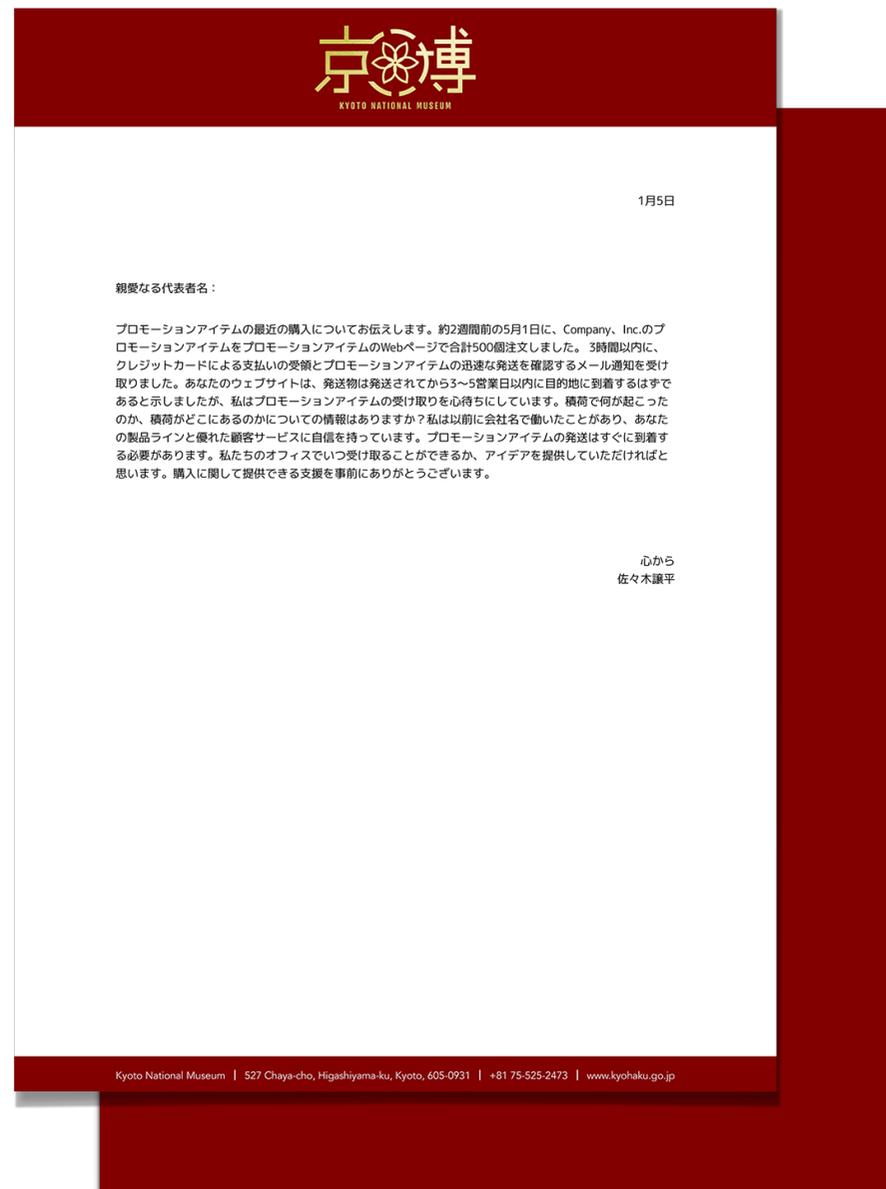


An assortment of patterns were made to be used alongside the branding of the museum. The patterns may be used on various print and digital applications as a substitution for a solid background. The patterns may be mixed and matched with all secondary colors, providing 30 color-pattern combinations.

The patterns are inspired and reimagined from textiles found on yukatas, a traditional casual wear during festivals. The patterns take inspiration from textures from objects and organisms associated with Kyoto.

From left to right: koi fish, cherry blossom, tatami, chrysanthemum, and KNM's lotus.

STATIONERY

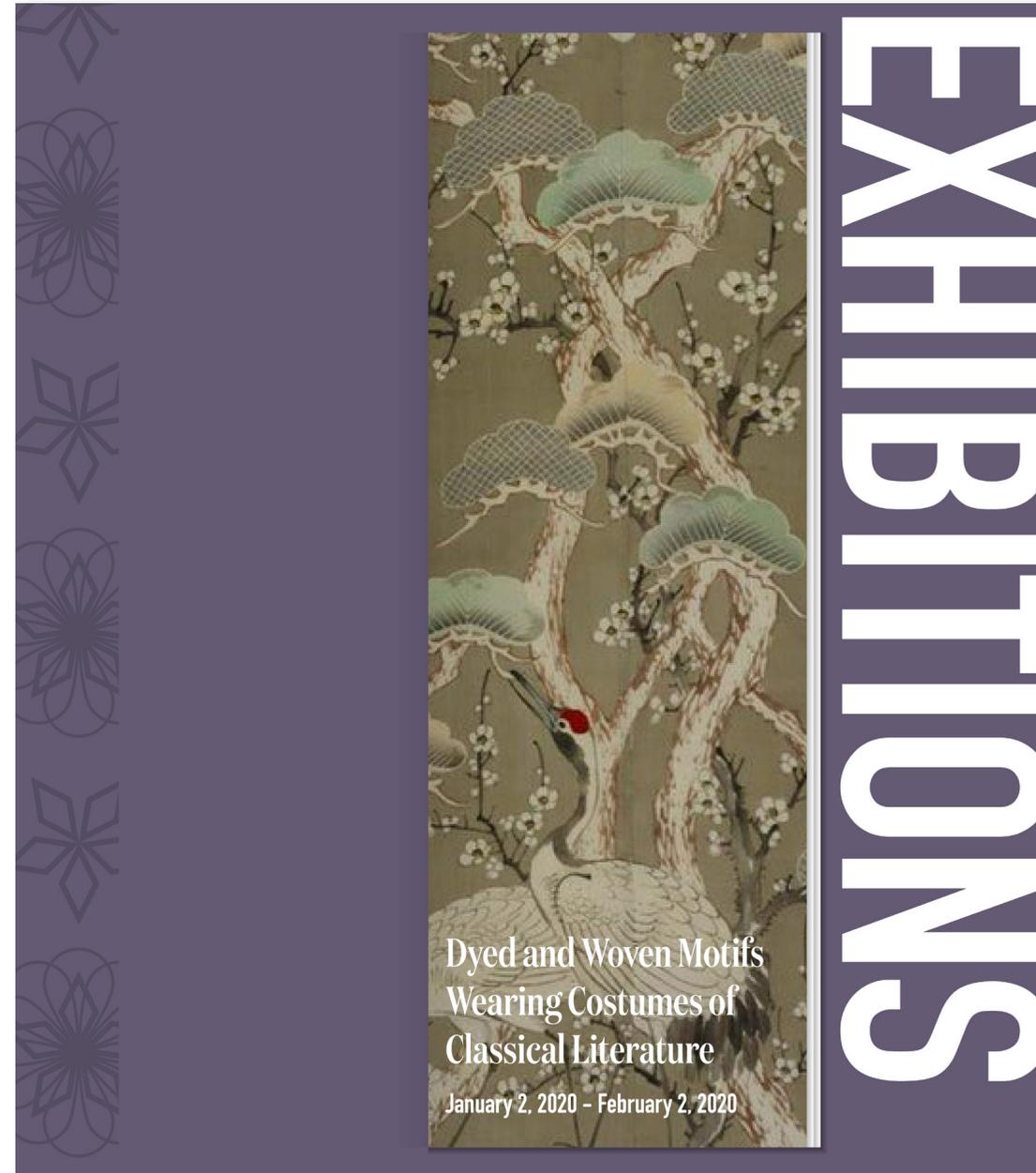


LETTERHEAD: The letterhead is printed on A4 paper, measuring 8.27 in x 11.69 in. The gradient VFL is set in the center at the top of the document with a red background extending the width of the paper. Contact information for the museum is located at the bottom of the document with a red background extending the width of the paper.

ENVELOPE: The envelope is printed in Chou 3 paper, measuring 4.75 in x 9.25 in. The gold foil HFL is set in the center at the bottom of the red envelope on both sides. Information such as recipient address, name, and area code are located on the front, set to the JIS standards. The museum's information located on the back in gold foiling, excluding the area code so as to comply with JIS standards as this would have to be hand written in.

BUSINESS CARD: The business card is set vertically, measuring 2.1 in x 3 in. The gold foil VFL is set against a red background on one side while the gold foil ELF is set in the center at the top on the opposite side. Contact information along with the employee's name is center aligned. Emphasis is placed on the employee name and occupation by surrounding it in white space.

BROCHURES



The brochures for the museum are special as they follow a 2:3 fold, meaning a stub of the brochure cover sticks out while the smaller end protects the inside contents. As such, the brochure takes form of a brochure booklet as it opens as a small 3-spread booklet that contains information for visitors. When open, the brochure measures 7.5 in. x 8.5 in. When closed, it measures 4.5 in. x 8.5 inches.

A pattern is applied to the front and runs around the back, with a slab overlapping to the inside of the booklet. The pages containing information are stapled on the fold of the cover, making it easily compressible.

The gradient HLF is applied to the front of the cover at the bottom, putting the main focus on the pattern.