

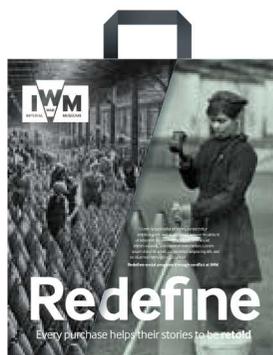
Carrier bags - Core look and feel

Our carrier bags are mini adverts, together they promote why IWM exists and use stories to engage and compel audiences to engage with IWM.

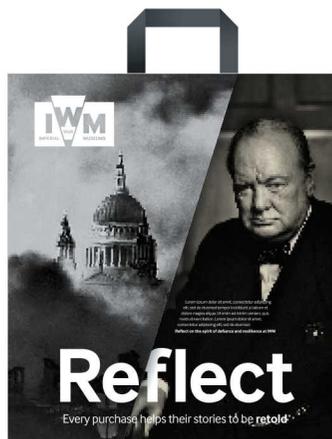
IWM has 5 branches, to promote each we've created a suite of bags. All bags are used in all our museums.



HMS Belfast



IWM London/North



Churchill War Rooms



IWM London/North



IWM Duxford



Bag sides

IWM Logo position

Where possible the logo should be positioned at the top and can sit in the left or right panel depending upon the imagery and content.

Colour tints

As you will see from above the intensity of each tint has been adjusted to unify the tones across the range of bags.

Light and dark imagery will require adjustments to the tints to create a consistent look and feel.

Tritone imagery and angled panels

The imagery above has been carefully selected from the IWM archives to ensure there is a strong contrast between each photograph.

Handles and sides of bags

Use Pantone 432C/433U or equivalents to create a consistent look and feel across all IWM retail materials.

Branches and IWM web address positions

These should feature on the sides of the bags. They are omitted on the small bag due to space.