

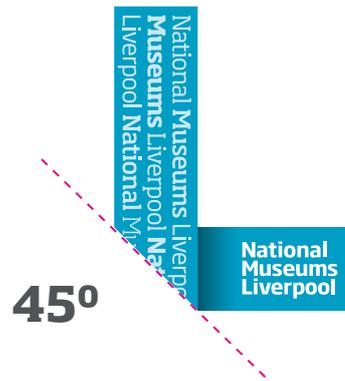
# National Museums Liverpool

## Cafe and Shop Identity

### The Identity

#### Angle Usage

The cafe and shop identity take it's lead from the master band. They borrow the angle created by the 'L' and expand on it. This angle is used to create elements shown in this document.



### The Shop

Generic offering

**We believe in offering unique gifts and souvenirs at great prices that are inspired by and help support the museums.**

#### Brand Mark

Shop



#### Colourways

Shop



C: 96, M: 0, Y: 31, K: 2  
R: 0, G: 156, B: 166  
#009ca6  
Pantone: 320C



C: 18, M: 5, Y: 11, K: 0  
R: 217, G: 230, B: 64  
#EEC64C  
Pantone: 642C



C: 10, M: 0, Y: 0, K: 80  
R: 80, G: 84, B: 86  
#0066CC  
Pantone: 7540C

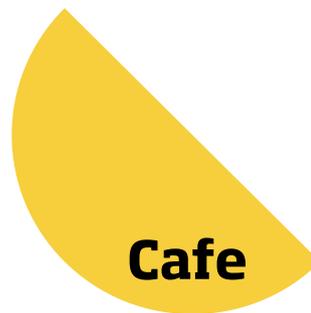
### The Cafe

Generic offering

**We believe in offering delicious, fresh, locally sourced food at great prices in a unique atmosphere and surroundings.**

#### Brand Mark

Cafe



#### Colourways

Cafe



C: 7, M: 20, Y: 82, K: 0  
R: 242, G: 201, B: 64  
#EEC64C  
Pantone: 129C



C: 18, M: 5, Y: 11, K: 0  
R: 217, G: 230, B: 64  
#EEC64C  
Pantone: 642C



C: 10, M: 0, Y: 0, K: 80  
R: 80, G: 84, B: 86  
#0066CC  
Pantone: 7540C

### Type Use

Shop and Cafe

Soho Std Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Soho Std Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890