

BRAND GUIDELINES

August 2020

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TONE OF VOICE

PHD is an important destination brand which has the opportunity to engage with a wide range of audiences.

A visit to PHD is one that should engage visitors intellectually, emotionally and socially as they seek to connect with their national and naval heritage through dynamic and unique experiences.

Families are an important part of our market, however the brand should stretch and flex to enable us to create thought-provoking and emotionally-engaging campaigns as well as fun ones.

As a destination brand, PHD also needs to appeal to the broader tourism market, both domestic and international. It should reflect the world class heritage on display but should avoid appearing triumphalist.

We want to ensure that we promote the historical importance of PHD on the world stage, how the site made history across the centuries and is truly the heart and soul of our sea faring nation.

MAIN LOGO

Our positive version of the logo must be used wherever possible. Please use which ever suits best the colour of the background for legibility purposes.



Positive Sea Green



Positive Blue

NEGATIVE LOGO

A negative version of the logo must be used when the background is too dark for the text to be read clearly. A choice of white or yellow can be used based on the colouring of the background itself.



Negative version options for use on dark backgrounds

SINGLE COLOUR LOGO

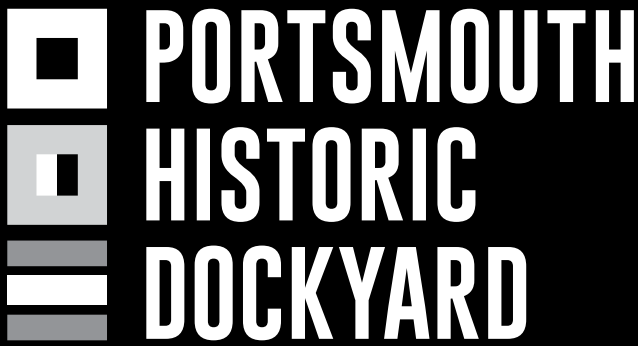
Mono versions of the logo can be used when the logo is being printed in single colour applications or it is being applied to materials where the colours become too contrasting. The full colour versions (see page 3) should always be used where possible.



Positive Black Single Colour



Positive Blue Single Colour



Negative White Single Colour

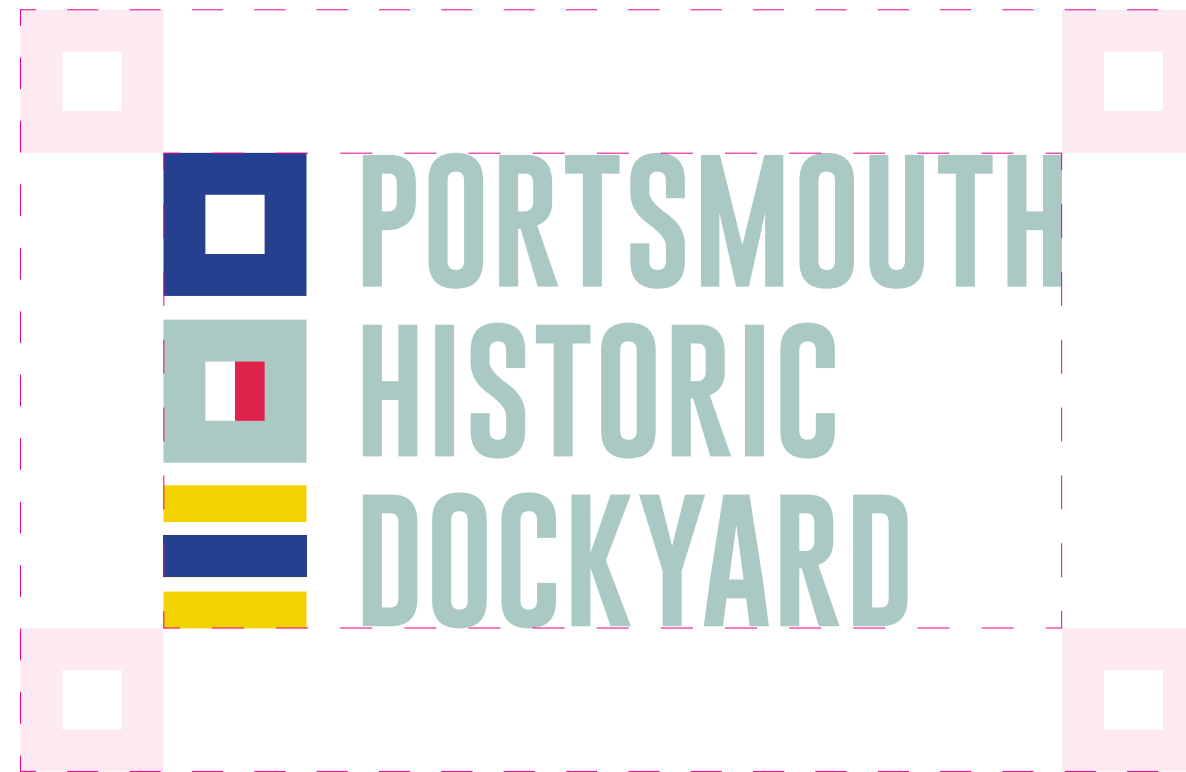


Negative Sea Green Single Colour

SPACING AND SIZING

When using the logo ensure there is enough breathing space around it for it to be fully legible. Take the top square of the logo and use this as a basis to work out the safe area around the logo, depending on the size in which it is being used.

The logo should not be used under 20mm to ensure readability and any use under 40mm must use the positive blue version of the logo.



Safe area



The logo must be the blue version once it gets below a size of 40mm or white for negative use.



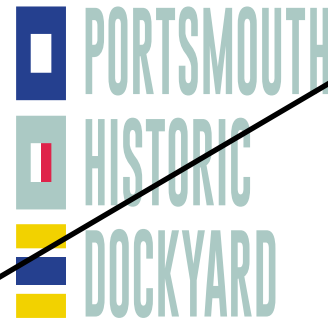
Minimum size: 20mm

AVOID THE FOLLOWING

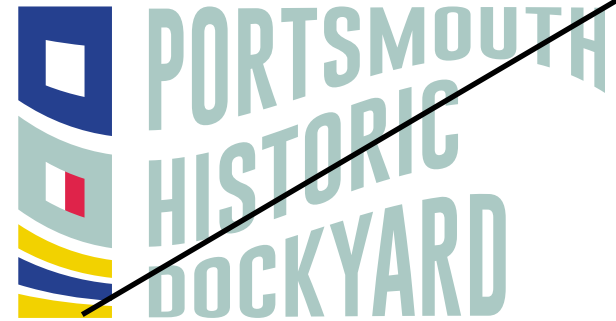
Please do not do any of the following with our logos to ensure brand consistency and legibility.



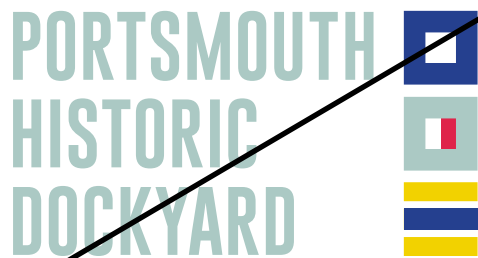
Do not change the colours of the logo to those not specified in these guidelines



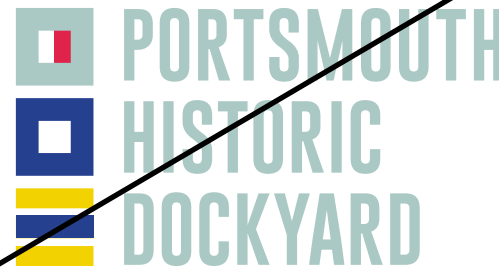
Do not squash or stretch the logo out of shape



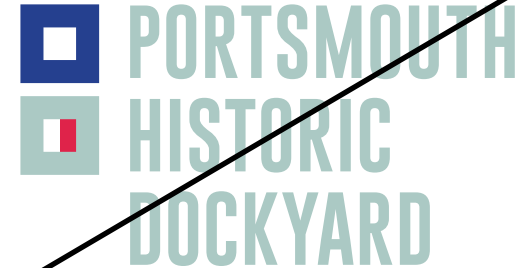
Do not apply any effects to the logo e.g textures or warping



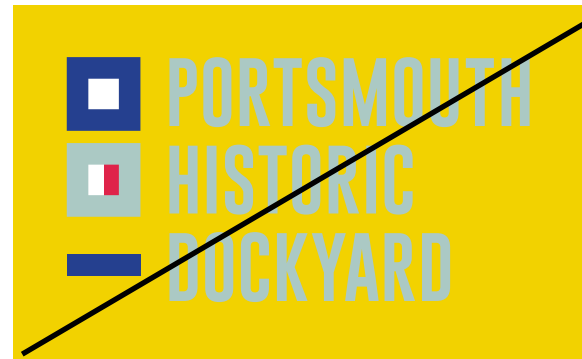
Do not move the flag positioning or split the type away from the flags



Do not change the order of the flags



Do not remove any of the flags



Do not use the logo on a background colour where the flags or type become illegible



Do not use the logo on an image where the flags or type become illegible

EQUAL CO-BRANDING

Logo lockups with partner brands should be approached as shown on this page with all elements at the same height as the dividing lines.



Three way partnership lockup



Mary Rose lockup



National Museum of the Royal Navy lockup

CO-BRANDING

Sometimes the PHD brand is required to have a larger prominence than the partner brands. This can either be in a locked up format or in a separated format with the PHD mark in a separate corner to the partner logos. (See example).



Three way partnership separated format



Example



Vertical locked up version

LOGO POSITIONING

The PHD single use Logo can be placed in whatever corner suits best for the layout of the application.

See example A.

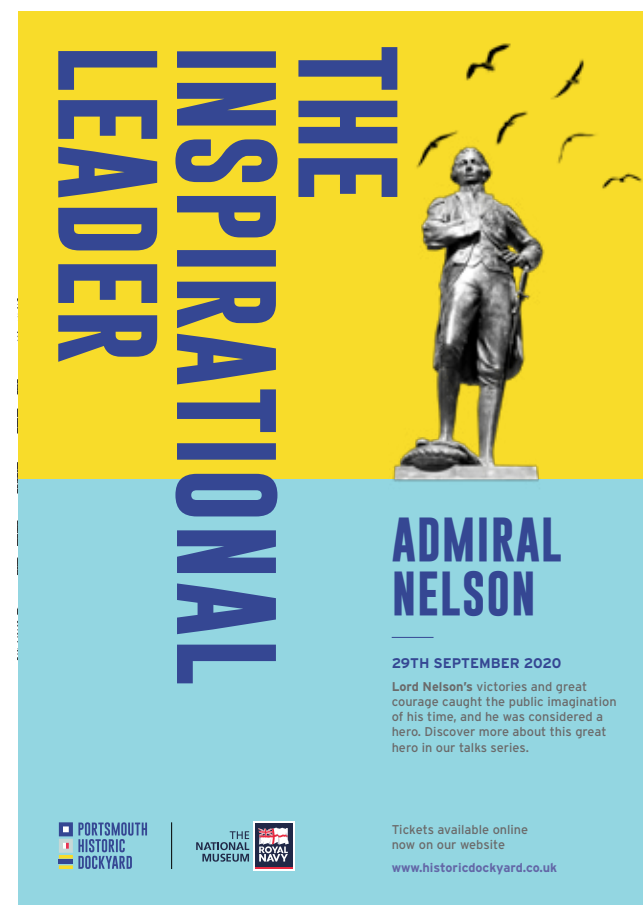
For the co-branding logo lock ups they can be placed in whatever corner is best sorted for the layout of the application. **See example B.**

For the situation where the PHD brand is required to be more prominent the PHD mark can be place in a separate corner to the partner logos. **See example C.**

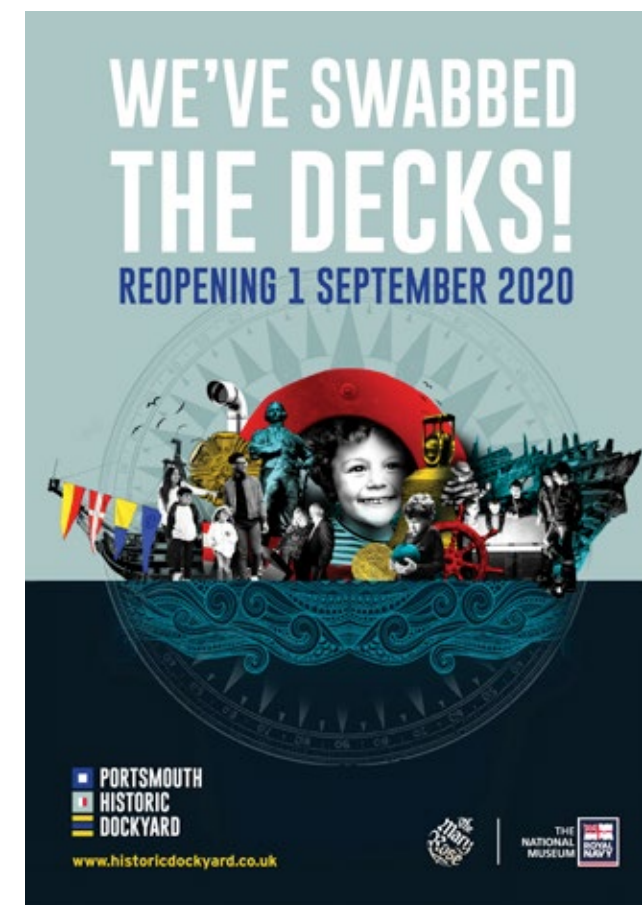
Certain situations require the mark to be placed in locations that contradict the above, ideally examples A,B or C should be applied, but common sense in these other situations are to be implemented.



Example A



Example B



Example C





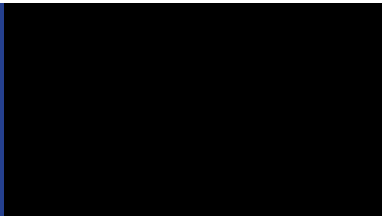


Example D






COLOUR




Our primary palettes shows our main brand colours taken from our logo. The secondary palette gives some flexibility on further applications with Metallics being used for special and specific events.

PRIMARY PALETTE





				
Yellow C:0 M:8 Y:100 K:7 R:237 G:218 B:0	Red C:0 M:97 Y:63 K:6 R:235 G:13 B:46	Sea green C:22 M:0 Y:13 K:15 R:169 G:198 B:180	Blue C:100 M:90 Y:10 K:0 R:15 G:17 B:119	Deep black C:50 M:50 Y:10 K:100 R:0 G:0 B:0

SECONDARY PALETTE

					
Cream C:20 M:20 Y:30 K:0 R:194 G:181 B:156	Dark brown C:60 M:56 Y:52 K:41 R:63 G:60 B:61	Bluey black C:100 M:61 Y:54 K:59 R:237 G:218 B:0	Orange C:0 M:68 Y:96 K:0 R:234 G:92 B:24	Vibrant blue C:100 M:43 Y:0 K:7 R:0 G:95 B:169	Dark blue C:90 M:75 Y:55 K:70 R:8 G:26 B:41

			
Light green C:10 M:0 Y:17 K:7 R:224 G:238 B:208	Turquoise C:100 M:0 Y:32 K:0 R:0 G:157 B:172	Dark red C:0 M:97 Y:63 K:35 R:145 G:0 B:40	Dark sea green C:77 M:2 Y:27 K:69 R:0 G:65 B:69

METALLICS

			
PANTONE 871 C	PANTONE 8500 C	PANTONE SILVER C	PANTONE 10101 C

FO NTS

Please use **GOBOLD** for all use of headings, with the bold cut only used on instances when the background is more complicated and requires greater contrast.

INTERSTATE should be used for all other copy including the body copy and subheadings.

Please avoid using italic cuts of these fonts.

Headings

GOBOLD REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
!@£\$%^&*()
1234567890

GOBOLD BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
!@£\$%^&*()
1234567890

Body copy

Interstate Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Interstate Regular
abcdefghijklmnopqrstuvwxyz!@£\$%^&*()
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Interstate Bold
abcdefghijklmnopqrstuvwxyz!@£\$%^&*()
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Interstate Black
abcdefghijklmnopqrstuvwxyz!@£\$%^&*()
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

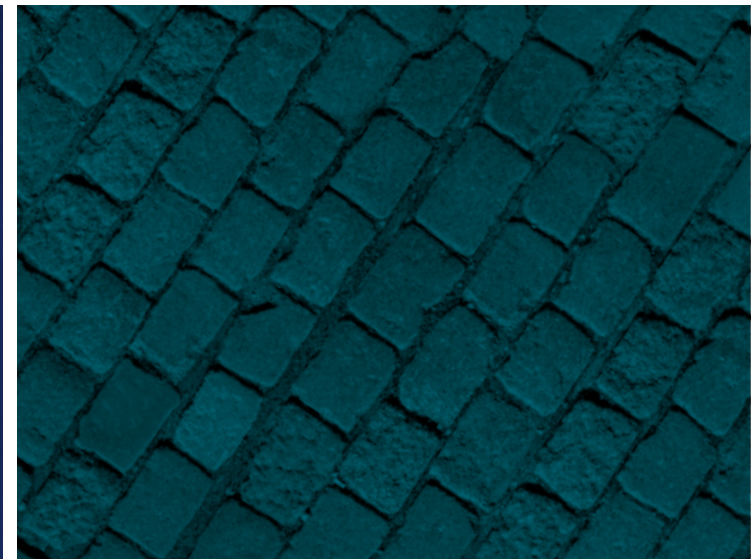
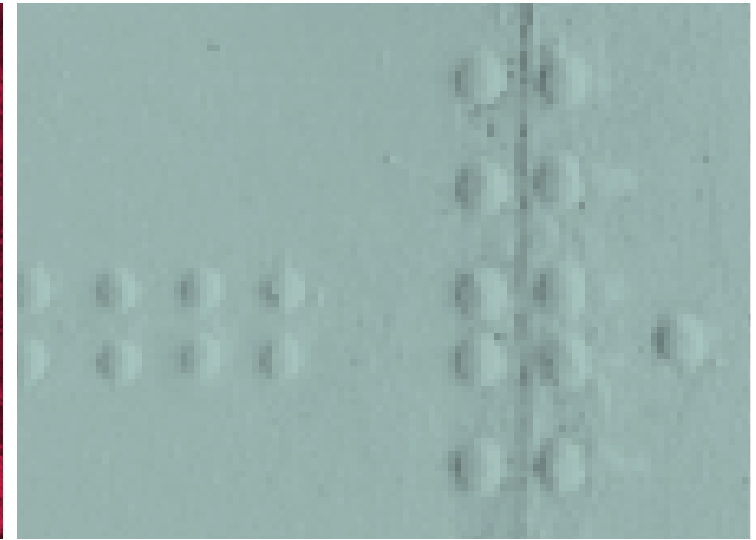
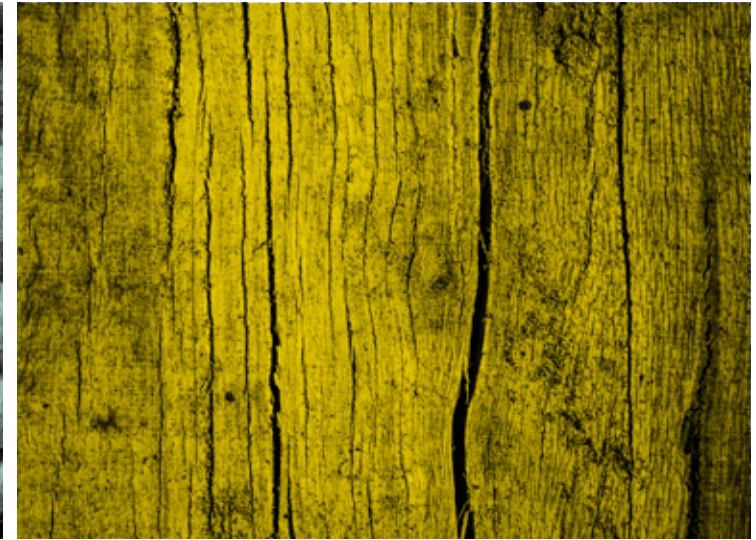
TEXTURES

Please use our image bank of background textures when needed to create a sense of place.



COLOURED TEXTURES

You can add any of our brand colours as an overlaid asset to textures using a multiplied setting. This brings a great contrast between old and new and can bring them to life. Please find examples on page 17.



A3 POSTERS - VERSION 1

Please take the size of the flag from the logo on the poster and use this in a block of four to calculate the margins needed for print. Logos can be placed in whatever corner suits best.

This example has the larger PHD logo, demonstrating it as a destination brand, made up of NMRN and MRT. This can either be in a locked up format or in a separated format with the PHD mark in a separate corner to the partner logos. (See page 9 for more information).

NB. Please be aware of specific poster site requirements and visible print areas when setting the logo and poster information.



A3 POSTERS - VERSION 2

Please take the size of the flag from the logo on the poster and use this in a block of four to calculate the margins needed for print. Logos can be placed in whatever corner suits best.

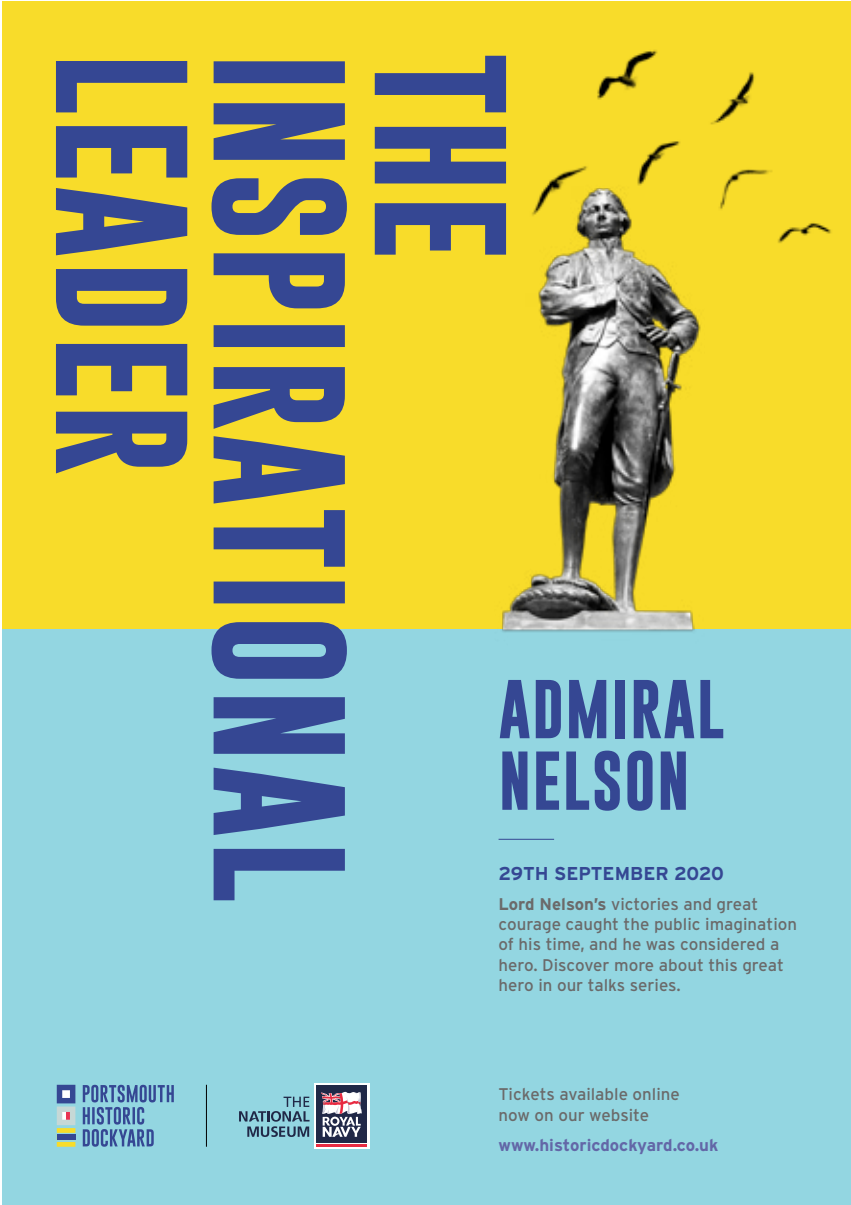
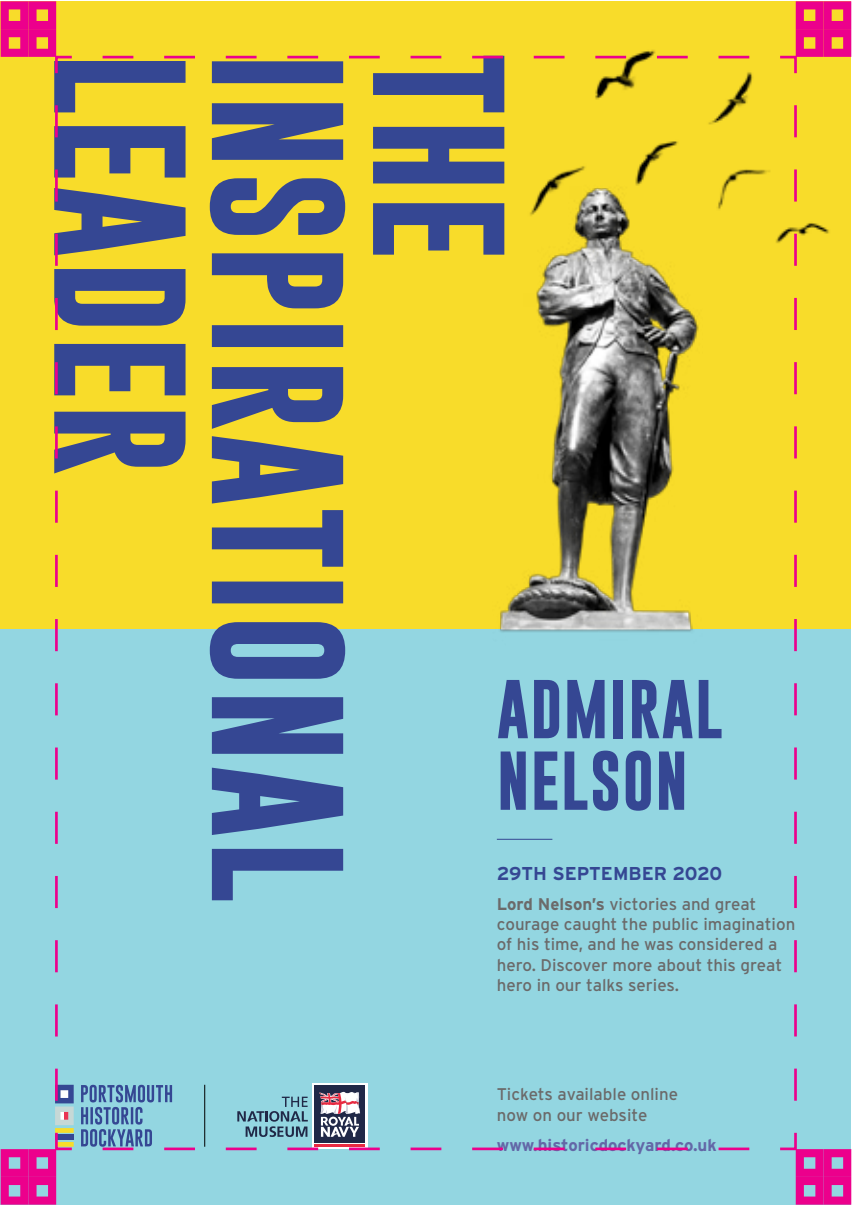
This example uses the PHD logo equal with the NMRN logo, as it is an event/or activity that is specific to either MRT or NMRN (See page 8 for more information).

The top and bottom colour sections can change in size depending on the content and format.

Please stick to **GOBOLD** for headings and **INTERSTATE** for the body copy and contact details.

Stick to colours that work well together and use no more than three of these from our palette. A cut out can then be applied over this in black and white **ONLY**.

NB. Please be aware of specific poster site requirements and visible print areas when setting the logo and poster information.



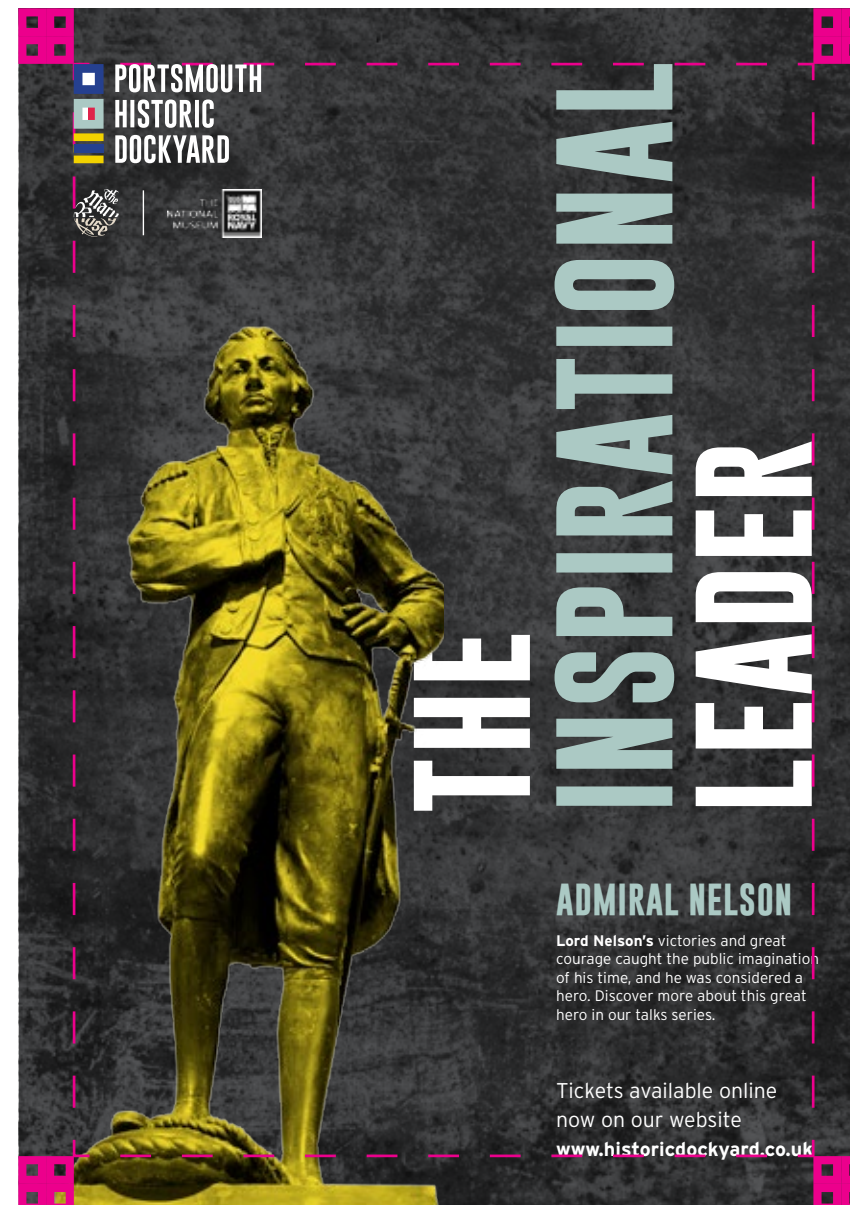
A3 POSTERS - VERSION 3

Please take the size of the flag from the logo on the poster and use this in a block of four to calculate the margins needed for print. Logos can be placed in whatever corner suits best.

Textured backgrounds create areas for cut outs which can then be applied, either in black and white **or in black and white with a colour overlay**. Stick to colours that work well together and use no more than three of these from our palette.

Please stick to **GOBOLD** for headings and **INTERSTATE** for the body copy and contact details.

NB. Please be aware of specific poster site requirements and visible print areas when setting the logo and poster information.



WEB BANNERS

Please take the size of the flag from the logo on the web banner and use this to calculate the margins needed. Logos can be placed in whatever corner suits best.



Web banner - sequence animated gif example

WEB BANNERS

As partner logos may appear smaller on web banners please take an educated guess on leaving an adequate sized margin.

Half and half is preferential on these web banners to allow for the main content and the detailing to be differentiated.



The banner is divided into three main sections. The left section has a yellow background with the text 'THE INSPIRATIONAL LEADER' in large, bold, blue capital letters. Below the text are several black silhouettes of seagulls in flight. The middle section features a bronze statue of Admiral Nelson standing with his arms crossed, set against a light yellow background. The right section has a light blue background. At the top, it reads 'ADMIRAL NELSON' in large, bold, blue capital letters, followed by '29TH SEPTEMBER 2020' in smaller, bold, blue capital letters. Below this, it says 'Discover more about this great hero in our talks series.' in a smaller, dark blue font. At the bottom of the right section, there are three logos: 'PORTSMOUTH HISTORIC DOCKYARD' (with a small flag icon), 'THE NATIONAL MUSEUM' (with a small flag icon), and 'THE ROYAL NAVY' (with a small flag icon). To the right of these logos is a dark blue square with the words 'BUY NOW' in white, bold, capital letters.

**THE
INSPIRATIONAL
LEADER**

ADMIRAL NELSON
29TH SEPTEMBER 2020

Discover more about this
great hero in our talks series.

 **PORTSMOUTH
HISTORIC
DOCKYARD**

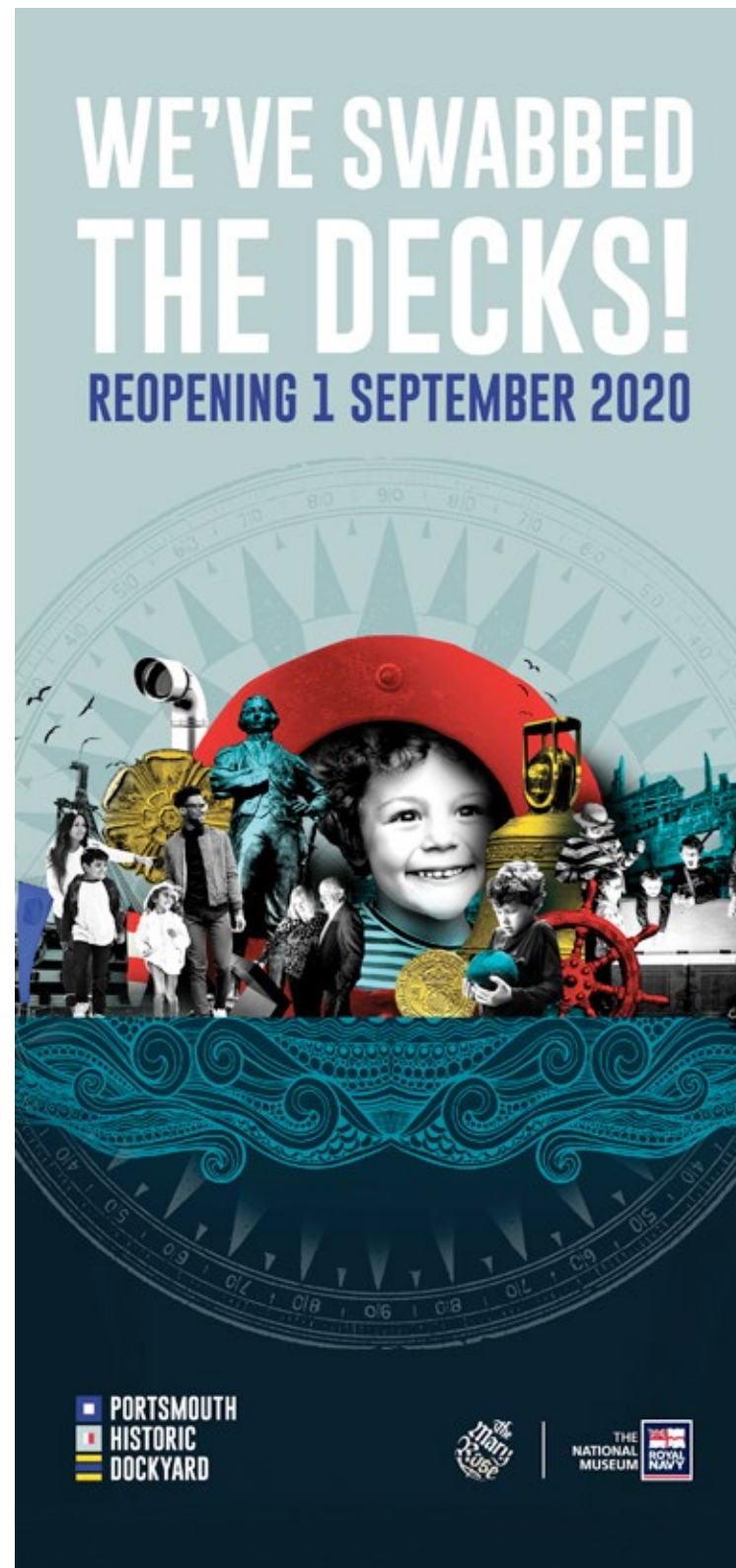
 **THE
NATIONAL
MUSEUM**

 **THE
ROYAL
NAVY**

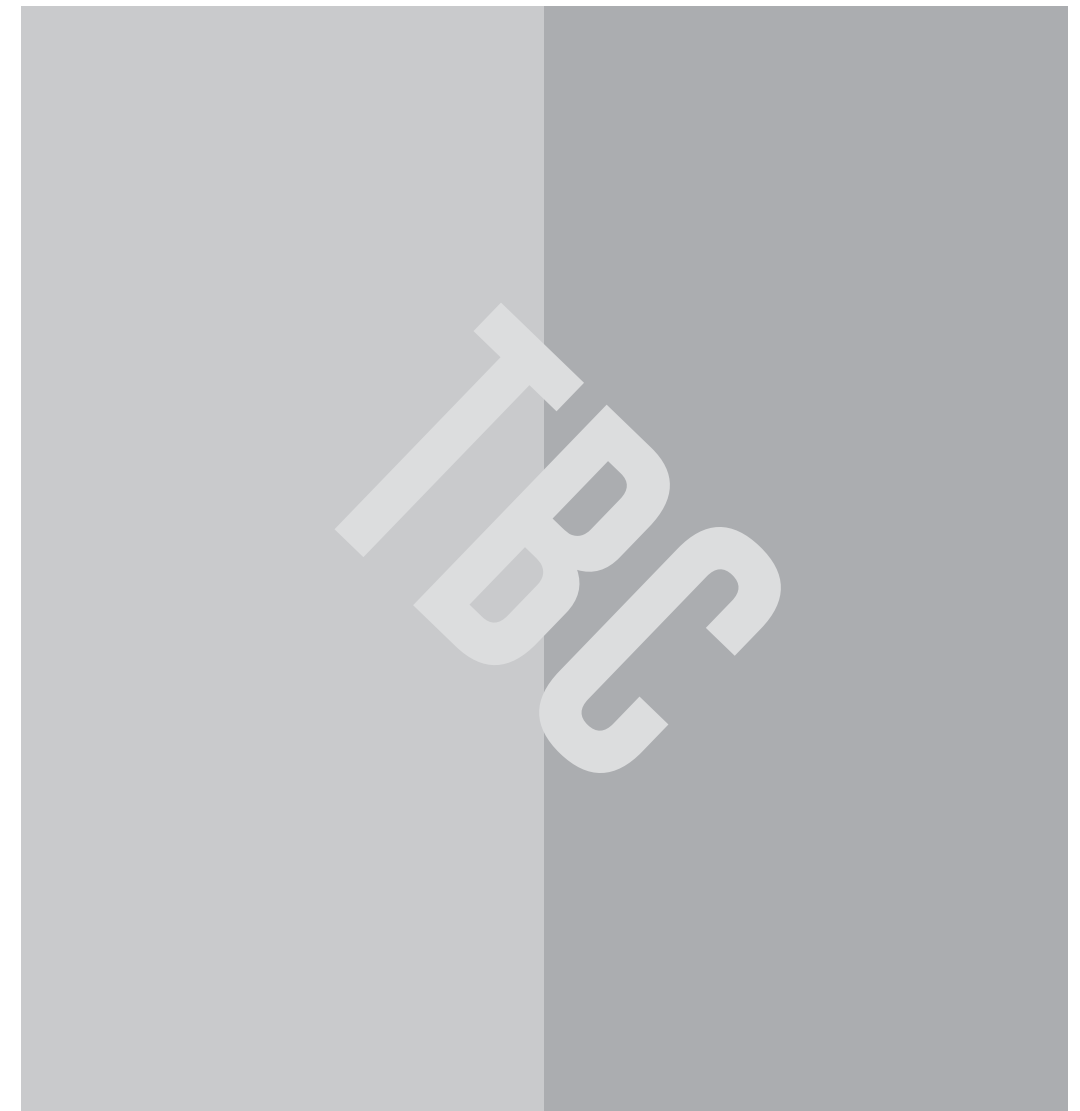
**BUY
NOW**

DL LEAFLET 4PP

An example of a DL 4pp leaflet.



Cover



TWITTER BANNER

The banner size is 1500 x 500px, please refer to template to indicate the blank space required for the page avatar.



DIGITAL ADVERT

An example of a digital advert.



**BRING HISTORY TO LIFE AND PUT
THE WIND BACK IN YOUR SAILS.**

BUY TICKETS NOW

 **PORTSMOUTH
HISTORIC
DOCKYARD**

PRINT ADVERT

The print advert adheres to the same margin rules as an A3 poster.

NB. Please be aware of specific advert requirements and visible print areas when setting the logo and poster information.



Portrait



Landscape

6 SHEET

The 6 sheet poster adheres to the same margin rules as an A3 poster.

NB. Please be aware of specific poster site requirements and visible print areas when setting the logo and poster information.



48 SHEET

The 48 sheet poster adheres to the same margin rules as an A3 poster.

NB. Please be aware of specific poster site requirements and visible print areas when setting the logo and poster information.



PHONE BOX

The phone box advert adheres to the same margin rules as an A3 poster.

NB. Please be aware of specific advert site requirements and visible print areas when setting the logo and poster information.




PHONE BOX

The phone box advert adheres to the same margin rules as an A3 poster.

NB. Please be aware of specific advert site requirements and visible print areas when setting the logo and poster information.

THE
INSPIRATIONAL
LEADER




ADMIRAL
NELSON

29TH SEPTEMBER 2020


Lord Nelson's victories and great courage caught the public imagination of his time!

Tickets available online now on our website

www.historicdockyard.co.uk

PORTSMOUTH
HISTORIC
DOCKYARD

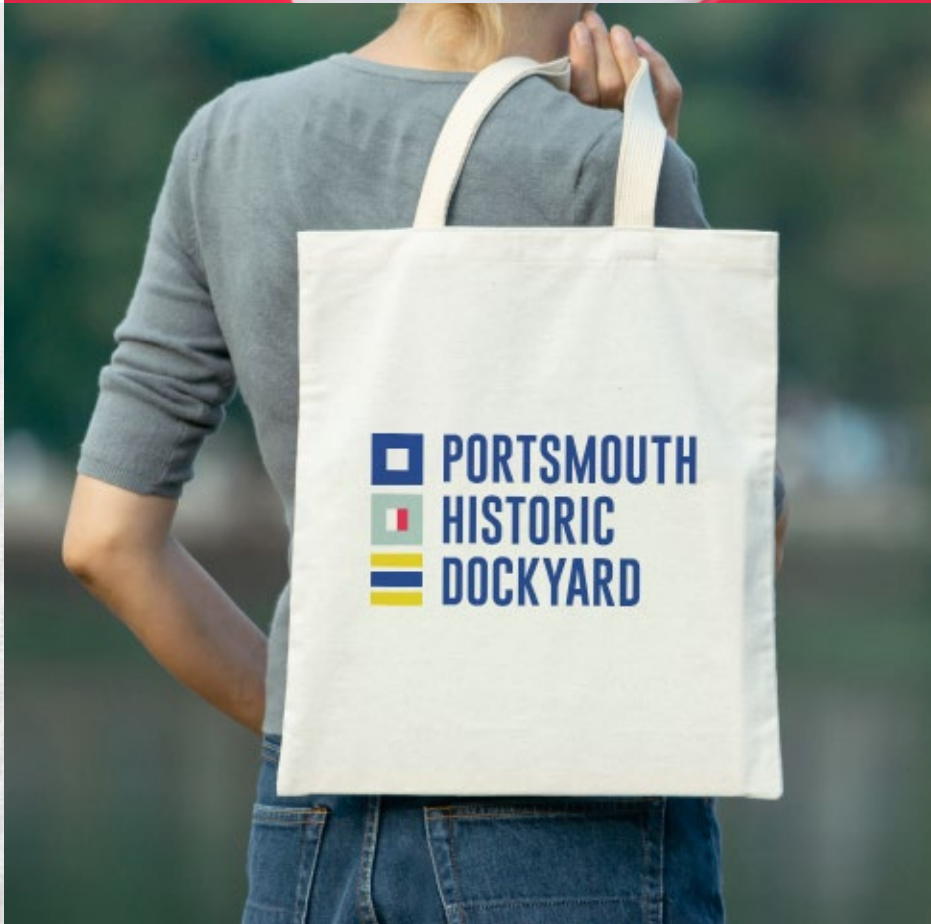
THE
NATIONAL
MUSEUM





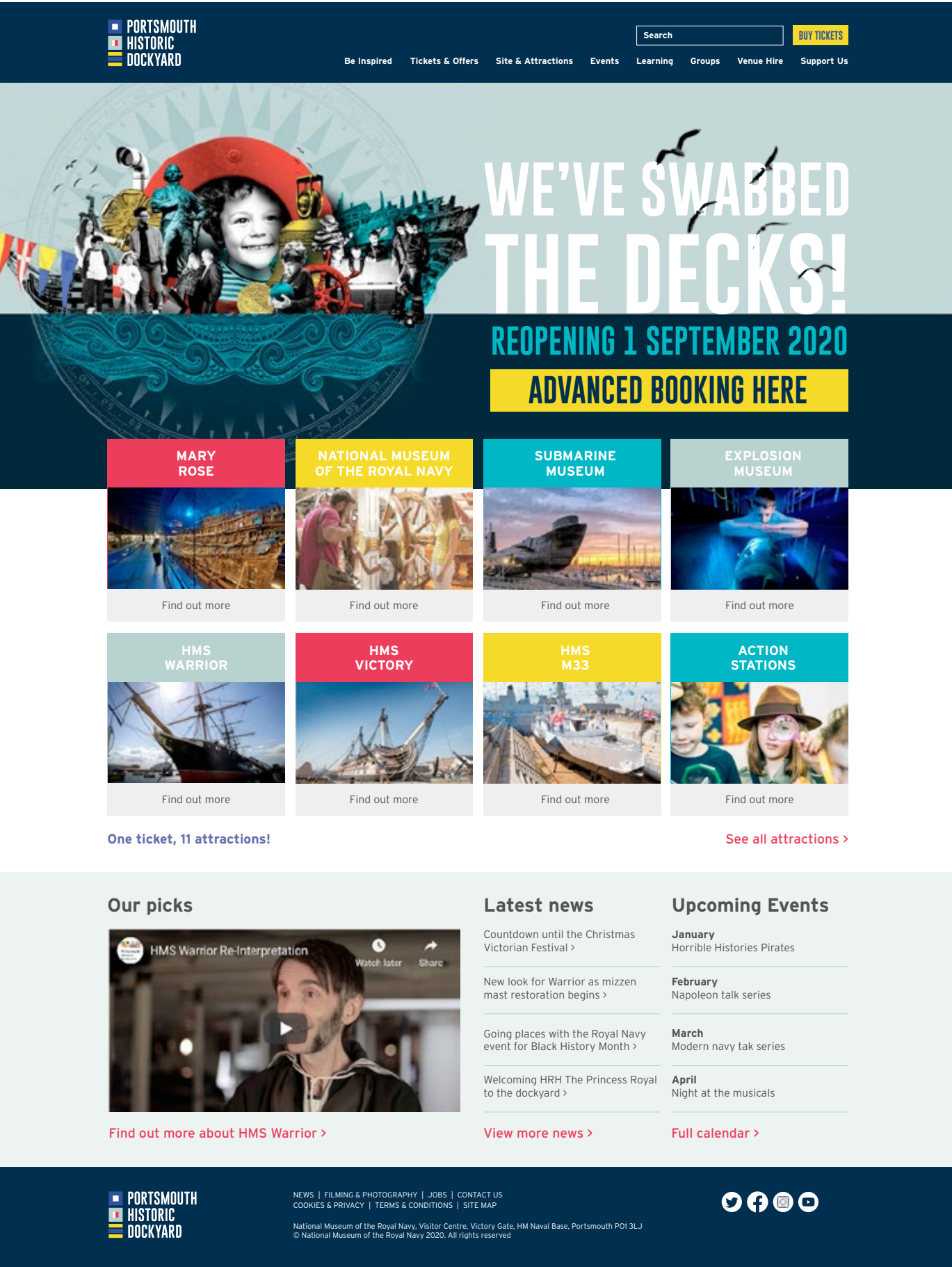
APPLICATIONS

Here is a sample of how the logo can be applied to a variety of mediums and used at a variety of scales.



WEB PAGE

Here is a visual of how the PHD homepage will be structured.



SIGNAGE

Here are some examples of signage to be used on site.



CONTACTS

For further information or guidance
please contact:

XX XXXX
XXX XXXXXXXX
X XXXXXXXX XXXXXXXX

XX XXXX
XXX XXXXXXXX
X XXXXXXXX XXXXXXXX

XX XXXX
XXX XXXXXXXX
X XXXXXXXX XXXXXXXX

