

Stichting Koninklijke  
Defensiemusea



# BRAND GUIDE

Compressed version

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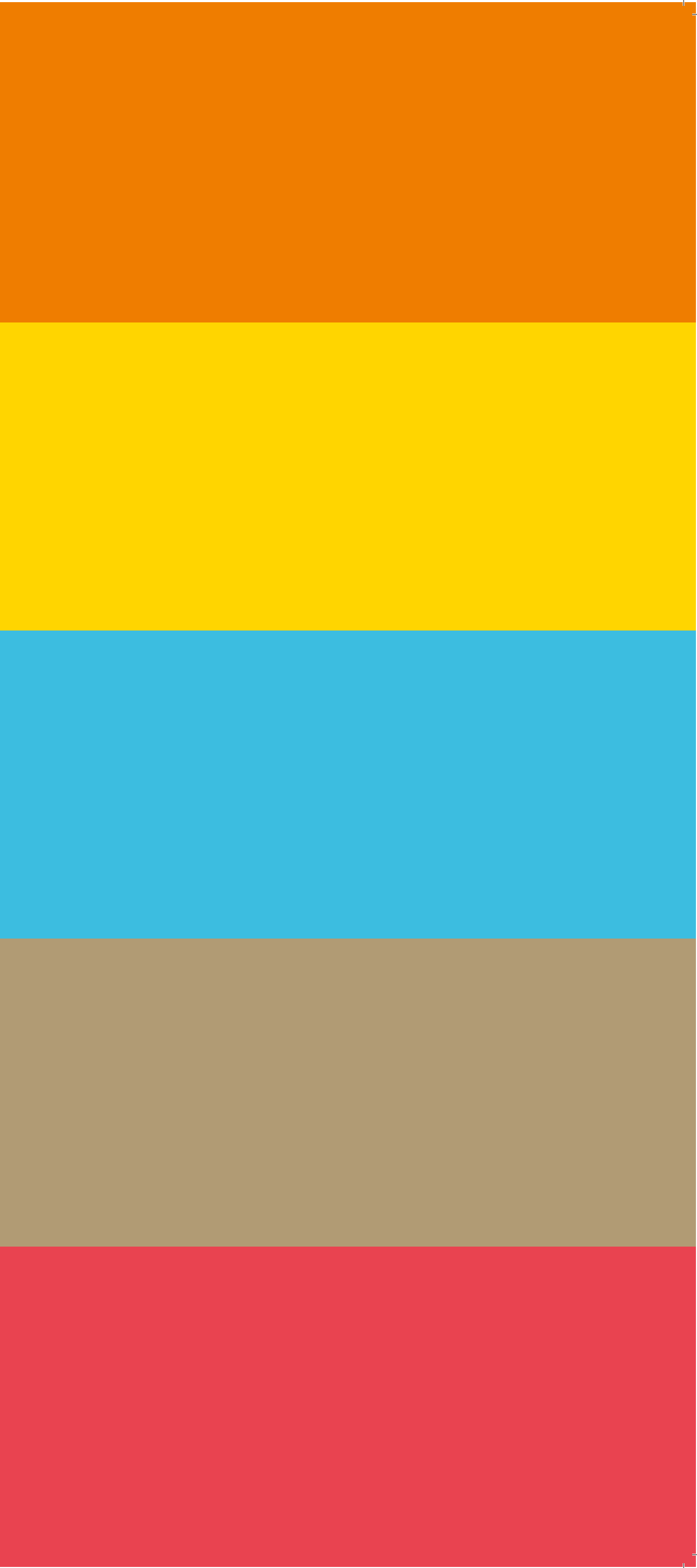
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# Colors



GLOBAL COLORS

LIGHT GRAY

|             |          |
|-------------|----------|
| HEX         | CMYK     |
| #EEEEDE7    | 8-6-10-0 |
| RGB         | PANTONE  |
| 227-224-222 | 649 C    |

BLACK

|          |           |
|----------|-----------|
| HEX      | CMYK      |
| #262521  | 0-0-0-100 |
| RGB      | PANTONE   |
| 38-37-33 | BLACK 6 C |



## BROWN

HEX  
#A89473

CMYK  
35-37-58-4

RGB  
168-148-115

PANTONE  
7503C

## LIGHT BROWN

HEX  
#B7A485

RGB  
183-164-133

CMYK  
30-32-51-0

PANTONE  
2324C

## DARK BROWN

HEX  
#9A8563

RGB  
154-133-99

CMYK  
38-42-65-9

PANTONE  
7504C

## PURPLE

HEX  
#43358B

RGB  
67-53-139

CMYK  
90-90-0-0

PANTONE  
7672C



## YELLOW

HEX  
#F7D300

CMYK  
0-15-100-0

RGB  
247-211-0

PANTONE  
108 U

## LIGHT YELLOW

HEX  
#FFE254

RGB  
255-226-84

CMYK  
0-7-80-0

PANTONE  
113 C

## DARK YELLOW

HEX  
#EEC121

RGB  
238-193-33

CMYK  
7-22-98-0

PANTONE  
7405 C

## PURPLE

HEX  
#43358B

RGB  
67-53-139

CMYK  
90-90-0-0

PANTONE  
7672C



## PINK

HEX  
#FF5454

CMYK  
0-85-60-0

RGB  
255-84-84

PANTONE  
178 U

## LIGHT PINK

HEX  
#FF7070

RGB  
255-112-112

CMYK  
0-72-47-0

PANTONE  
177 C

## DARK PINK

HEX  
#ED4848

RGB  
237-72-72

CMYK  
12-88-74-0

PANTONE  
2034 C

## YELLOW

HEX  
#F7D300

RGB  
247-211-0

CMYK  
0-15-100-0

PANTONE  
108 U



## BLUE

HEX  
#2CD2DE

CMYK  
67-0-10-0

RGB  
44-210-222

PANTONE  
319 U

## LIGHT BLUE

HEX  
#4FE3EE

RGB  
79-227-238

CMYK  
52-0-8-0

PANTONE  
BLUE 0821 C

## DARK BLUE

HEX  
#23BDD6

RGB  
35-189-214

CMYK  
88-0-19-0

PANTONE  
311 C

## YELLOW

HEX  
#F7D300

RGB  
247-211-0

CMYK  
0-15-100-0

PANTONE  
108 U



## ORANGE

HEX  
#FF7637

CMYK  
0-60-100-0

RGB  
255-118-15

PANTONE  
1575 U

## LIGHT ORANGE

HEX  
#FF8E5B

RGB  
255-142-91

CMYK  
0-47-82-0

PANTONE  
715 C

## DARK ORANGE

HEX  
#F0692B

RGB  
240-105-43

CMYK  
4-74-98-0

PANTONE  
166 C

## PURPLE

HEX  
#43358B

RGB  
67-53-139

CMYK  
90-90-0-0

PANTONE  
7672C

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# How to build graphics



## LAYOUTS WITH CUTOUT IMAGE AND GRAPHICS

Take the image first and  
check its perspective.



## LAYOUTS WITH CUTOUT IMAGE AND GRAPHICS

Using that perspective  
add the timeline stripes.



## LAYOUTS WITH CUTOUT IMAGE AND GRAPHICS

Remove the perspective  
line, put the cutout image  
on top. And you're done.



## LAYOUTS WITH CUTOUT IMAGE AND GRAPHICS

Then you are free to add  
the other elements of the  
layout, such as text and  
logo in a way that helps  
the communication.

# GA JIJ MEE OP MISSIE?



## LAYOUTS WITH CUTOUT IMAGE AND GRAPHICS

To add more effect to  
the image, you can add  
a second row of timeline  
stripes.

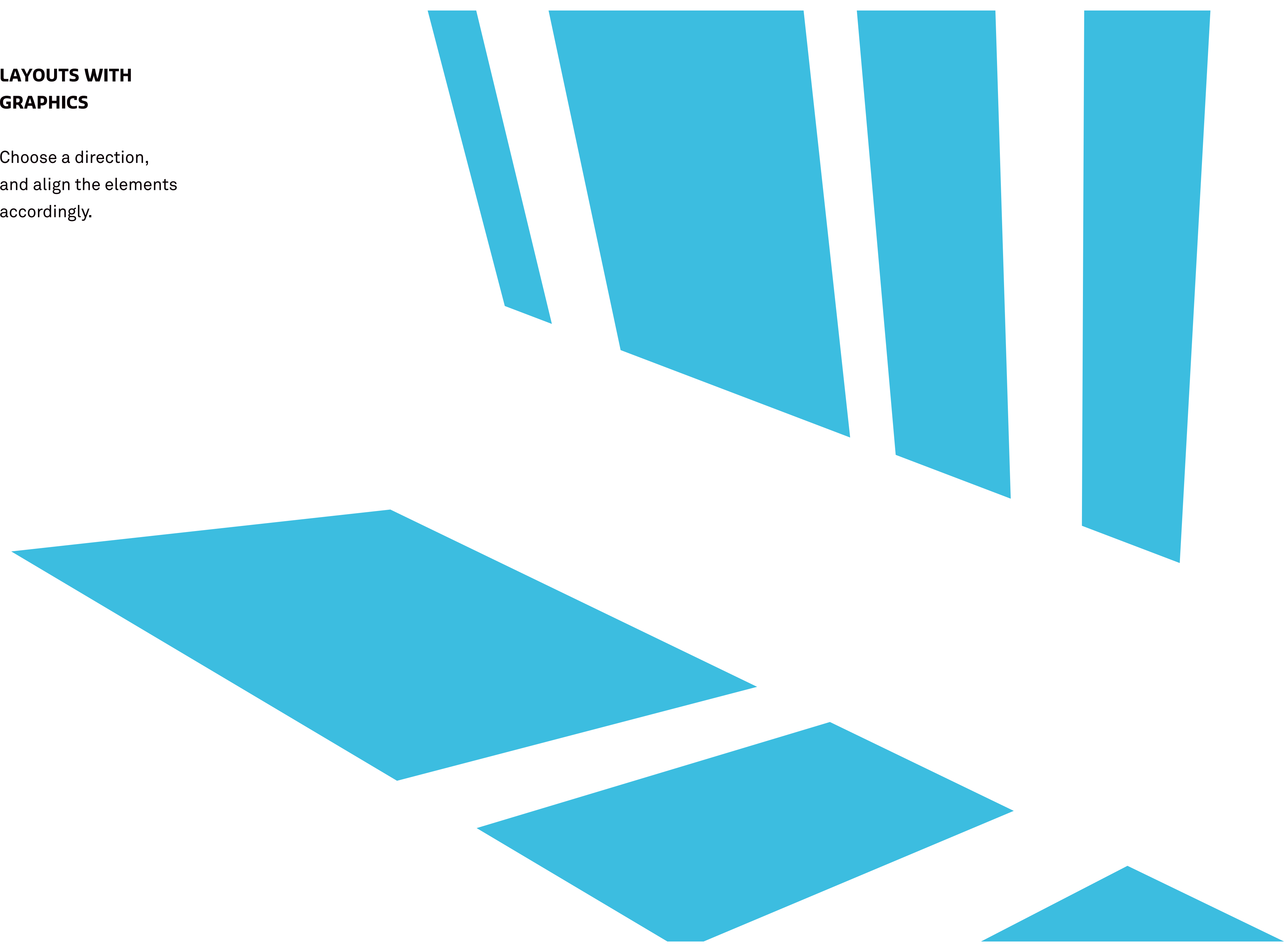
# GA JIJ MEE OP MISSIE?



 **MARINIERS  
MUSEUM**

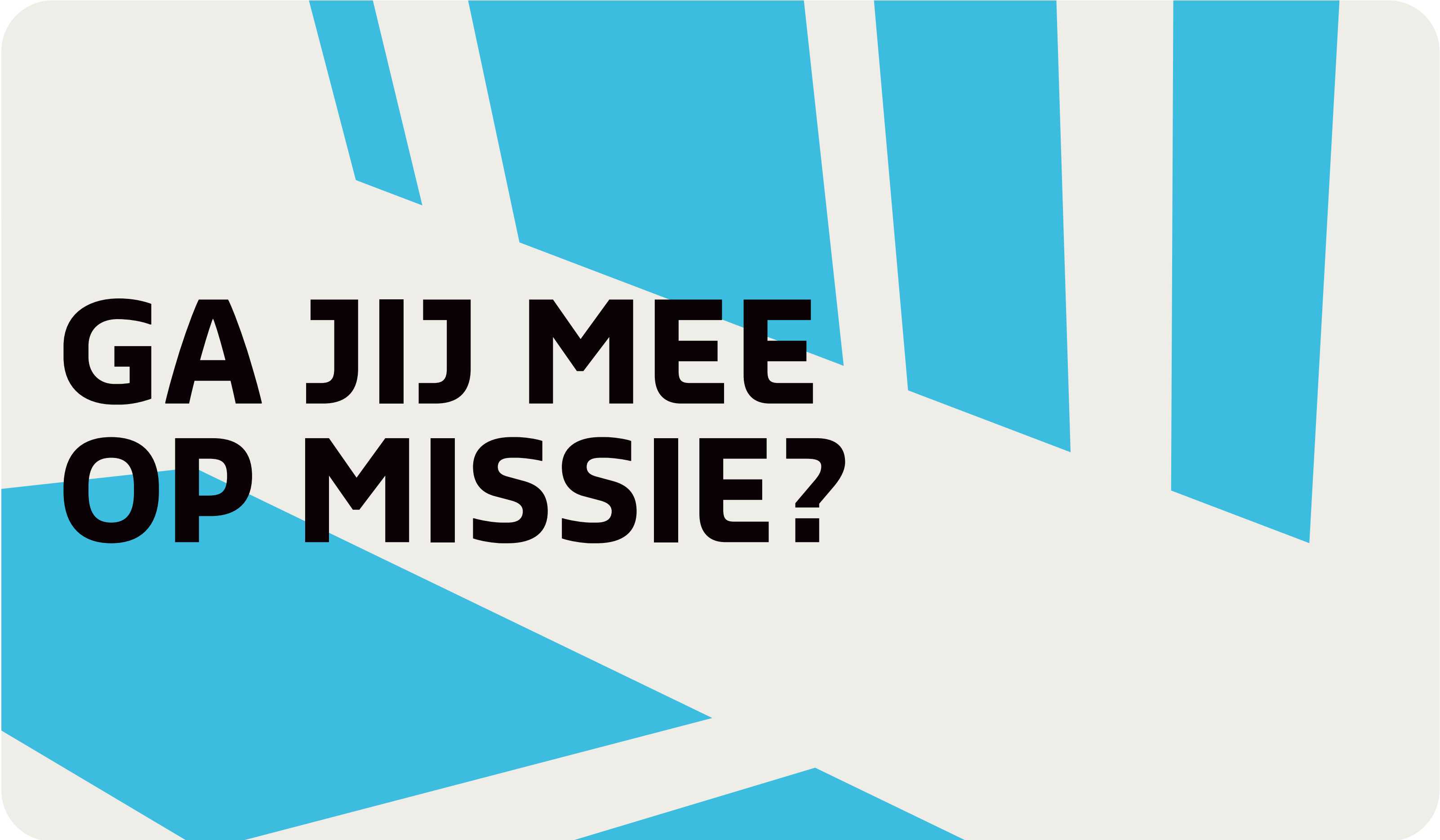
LAYOUTS WITH  
GRAPHICS

Choose a direction,  
and align the elements  
accordingly.



## LAYOUTS WITH GRAPHICS

Add the content  
elements. And you're  
done.

The graphic features a light beige background with several large, overlapping, angular shapes in a vibrant blue color. These shapes are positioned around the central text, creating a dynamic and modern layout. The text is centered and reads:

**GA JIJ MEE  
OP MISSIE?**

## LAYOUTS WITH GRAPHICS

You can also change  
background and timeline  
stripes' color.



**GA JIJ MEE  
OP MISSIE?**

## LAYOUTS WITH FULL IMAGE AND GRAPHICS

Follow the same steps  
as before, but replace  
the background with an  
image.



Make sure to have the  
text on a part of the  
image where it can be  
easily read.



BRAND GUIDE

# Typography



## TITLE FONT

The Bold version of Sansa is to be used only for titles. For short titles, it should be used capitalized and for longer ones, in lowercase.

Aa Bb Cc Dd Ee  
Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp  
Rr Ss Tt Uu Vv  
Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

SANSA BOLD

## SHORT TEXT FONT

The Regular version of Sansa can be used on social media communication and shorter bodies of text.

Aa Bb Cc Dd Ee Ff  
Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Rr  
Ss Tt Uu Vv Ww  
Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

SANSA REGULAR

## LONG TEXT FONT

Akkurat Regular remains the font of choice for longer bodies of texts, such as the ones on the website, brochures, flyers etc.

Aa Bb Cc Dd Ee Ff  
Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Rr  
Ss Tt Uu Vv Ww Xx  
Yy Zz  
1 2 3 4 5 6 7 8 9 0

AKKURAT REGULAR

BRAND GUIDE

# How to make layouts

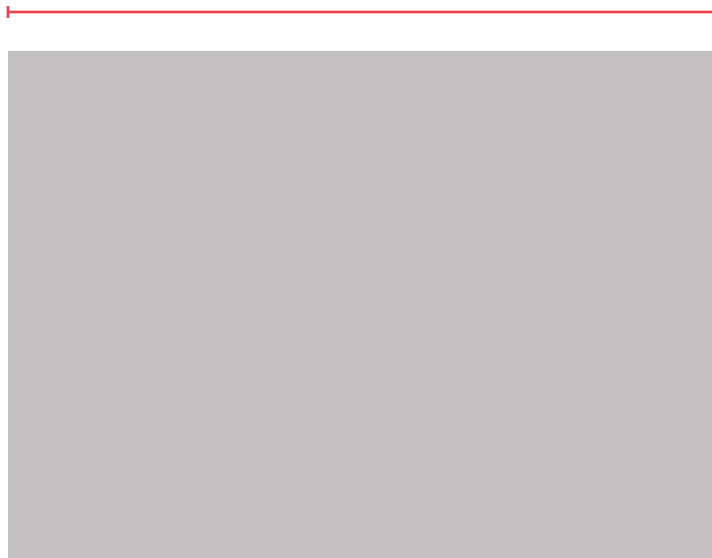


**STEP 1**  
**SET UP MARGINS**

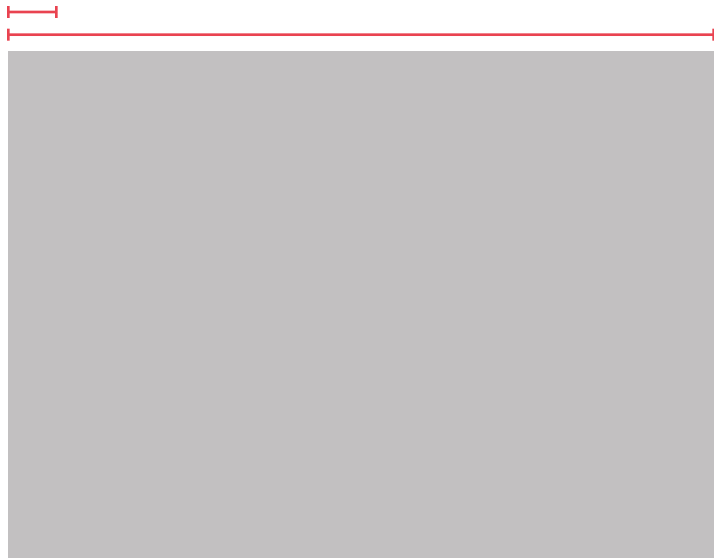
All text/CTA content needs to have a safe distance towards the margins of the material.

We recommend margins around 7,5% of width / height of the image.

① Take the longest side of the layout



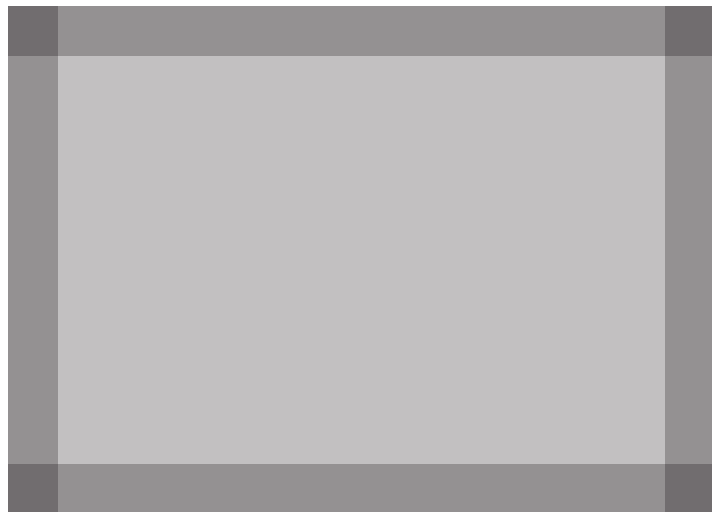
② Measure 7,5% of it (1/14)



③ Use that as horizontal margin



④ Apply the same margin to the vertical layout



⑤ You should aim to have square margins where the content starts from



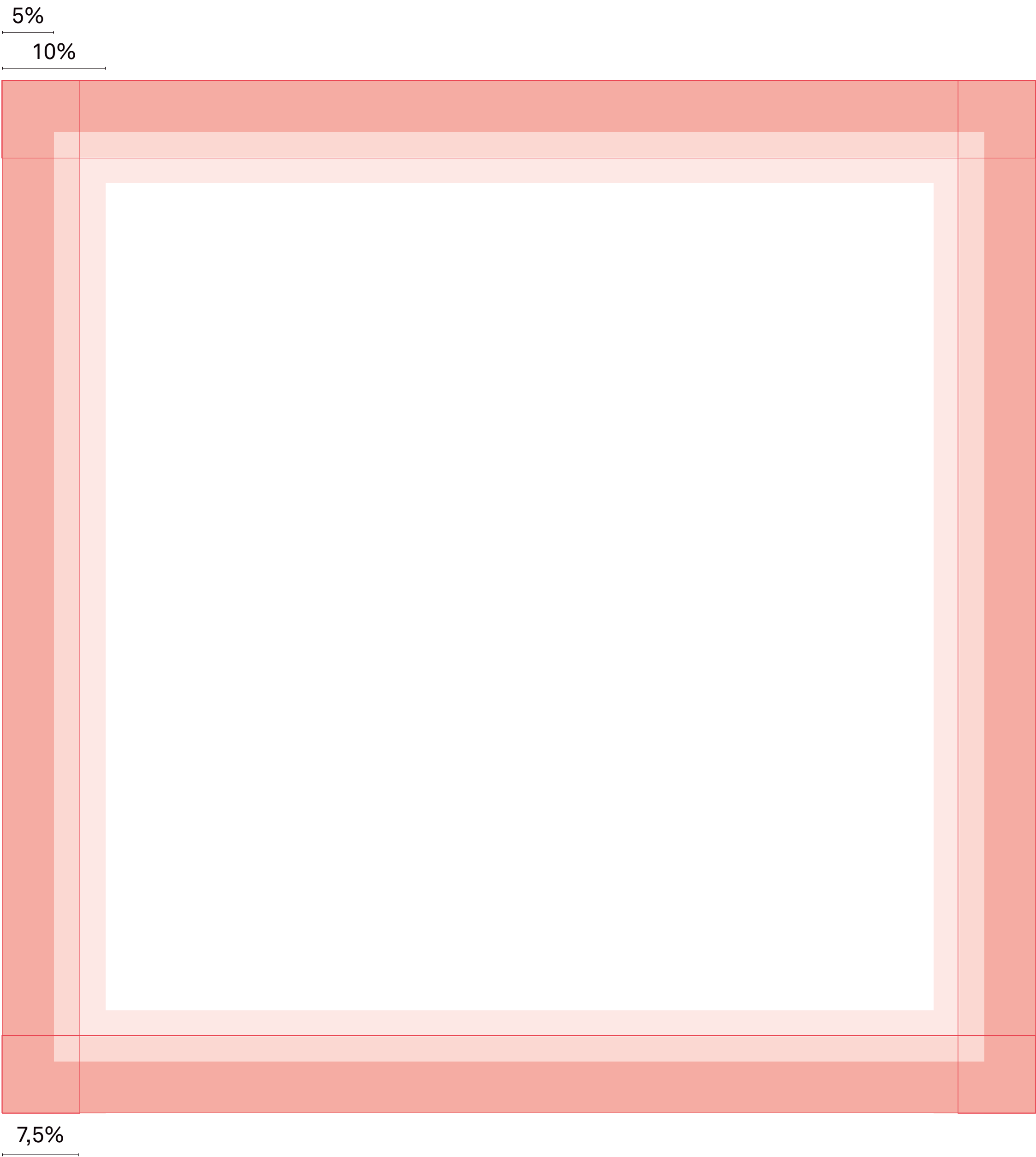
STEP 1

MARGINS DETAILS

In general, we recommend margins to be 7,5%, but depending on the size of the layout they can be anywhere between 5 and 10%.

As a general rule, the smaller the size of the image, the bigger the margin needs to be.

However, if in doubt, use a 7,5% margin.



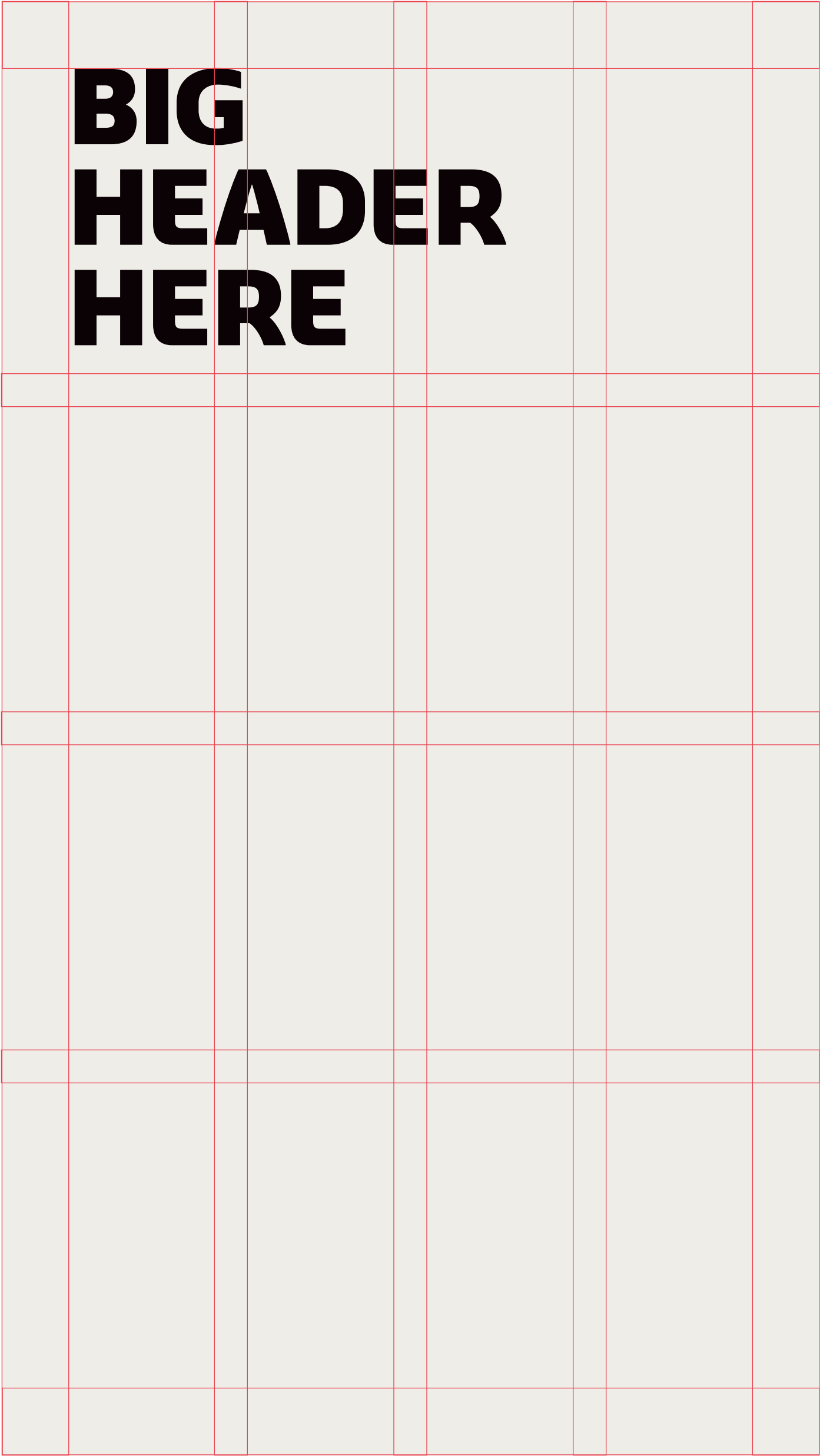
## STEP 2

### GRID SYSTEM

The system is formed by a 4 by 4 grid that generally has the margins double as the size of the gutters. The grid is flexible and can be applied on any format, as seen in the examples below.

[illegible]

STEP 2  
GRID FLEXIBILITY



## STEP 2

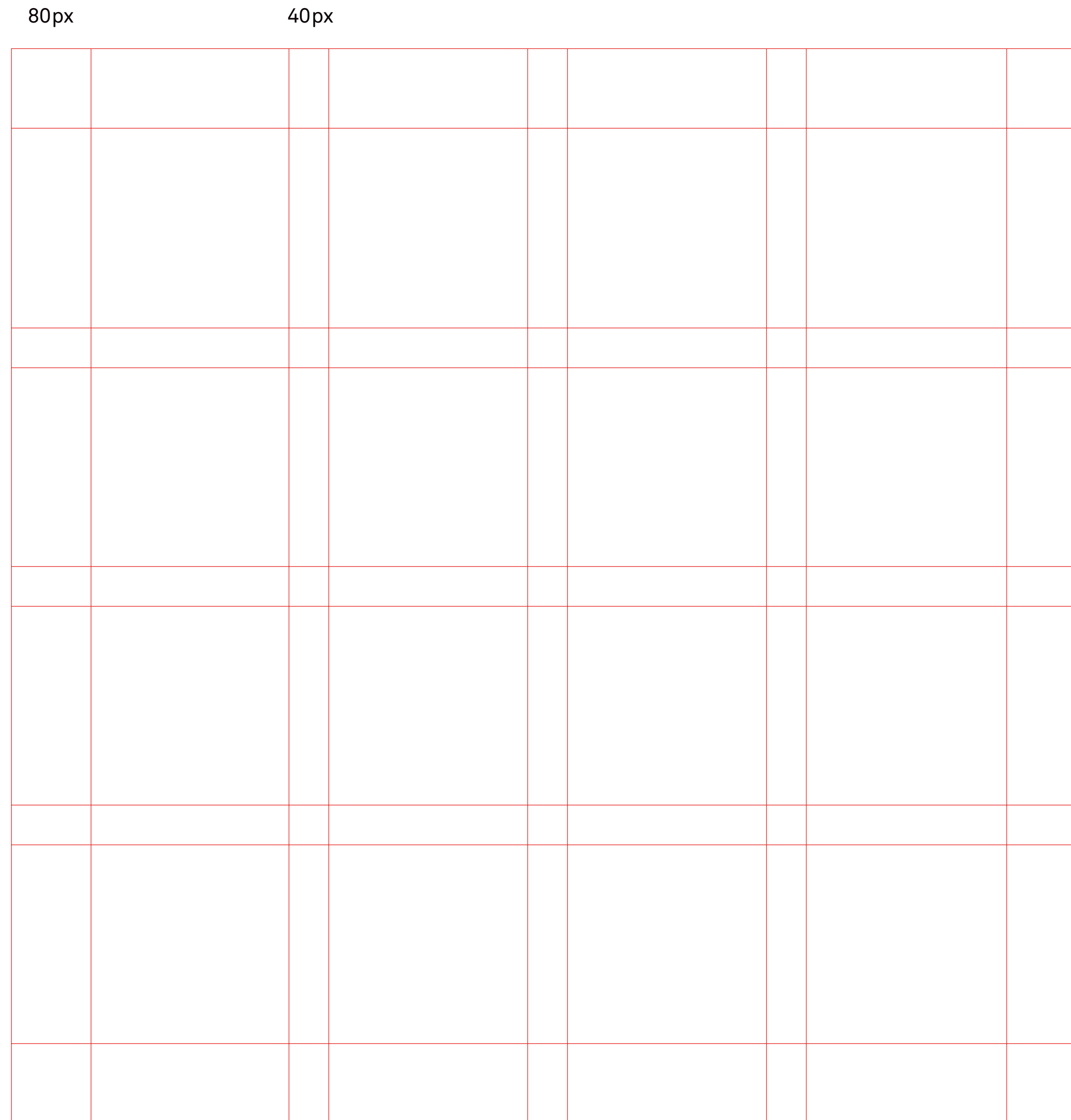
## GRID EXAMPLE

Insta square format grid:

4 columns x 4 rows

40px gutter

80px margin



**STEP 3**  
**TEXT PLACEMENT**

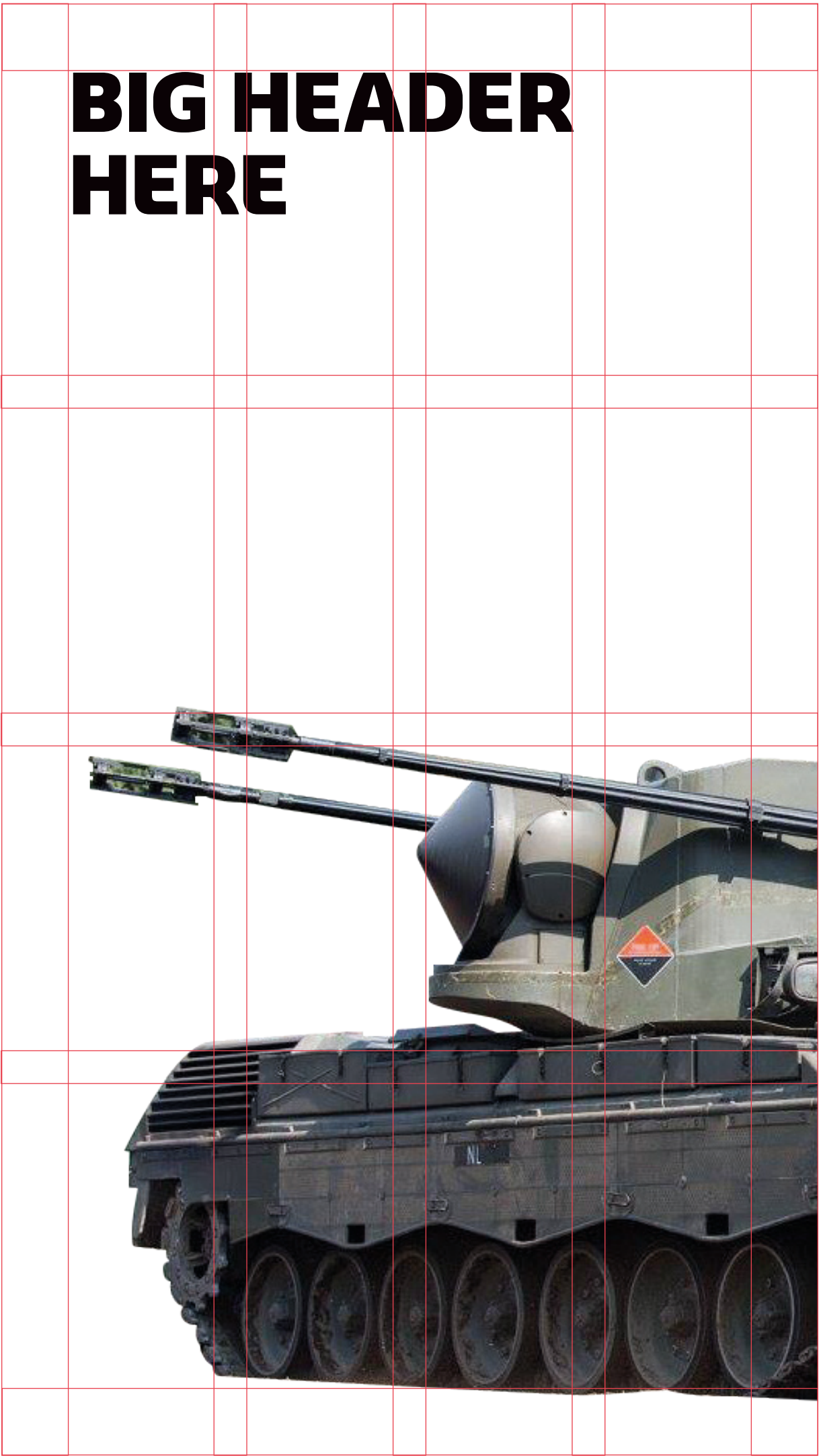
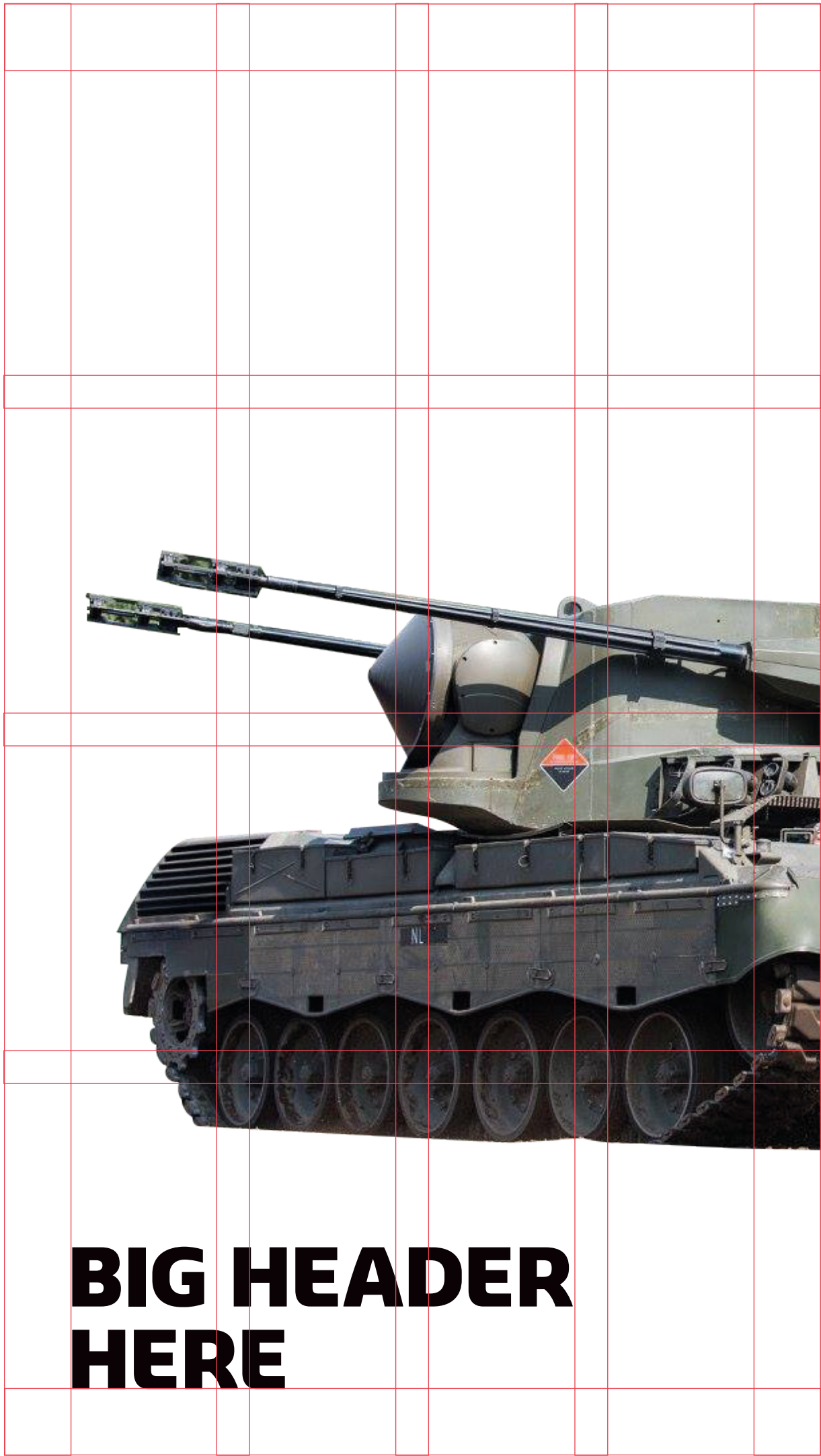
Text should be placed generally on the left side of the image. It should be aligned either at the top or at the bottom of the image.

On materials that have no other content elements (text, CTA, images), the text can also be aligned at the vertical middle.



STEP 4

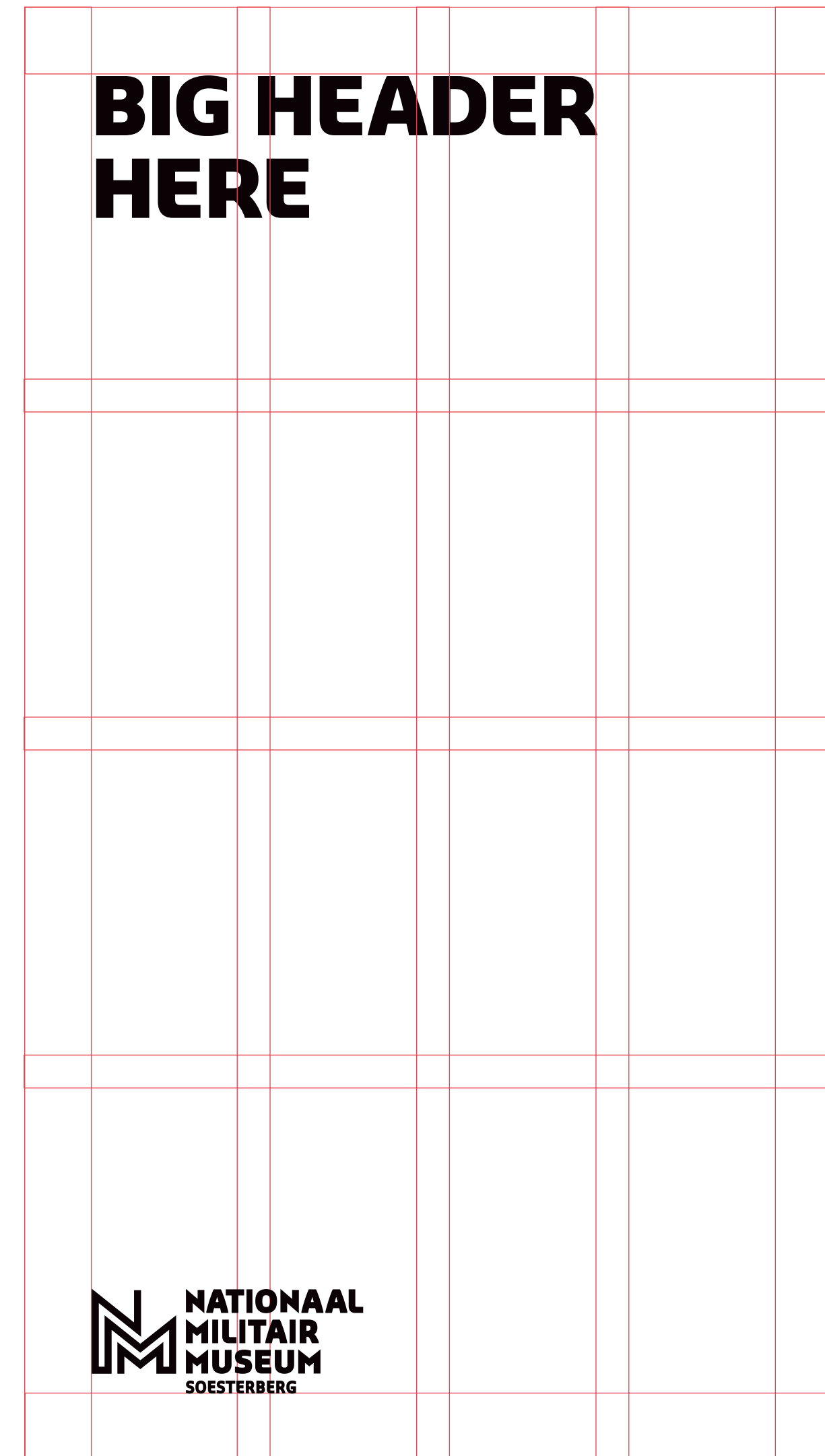
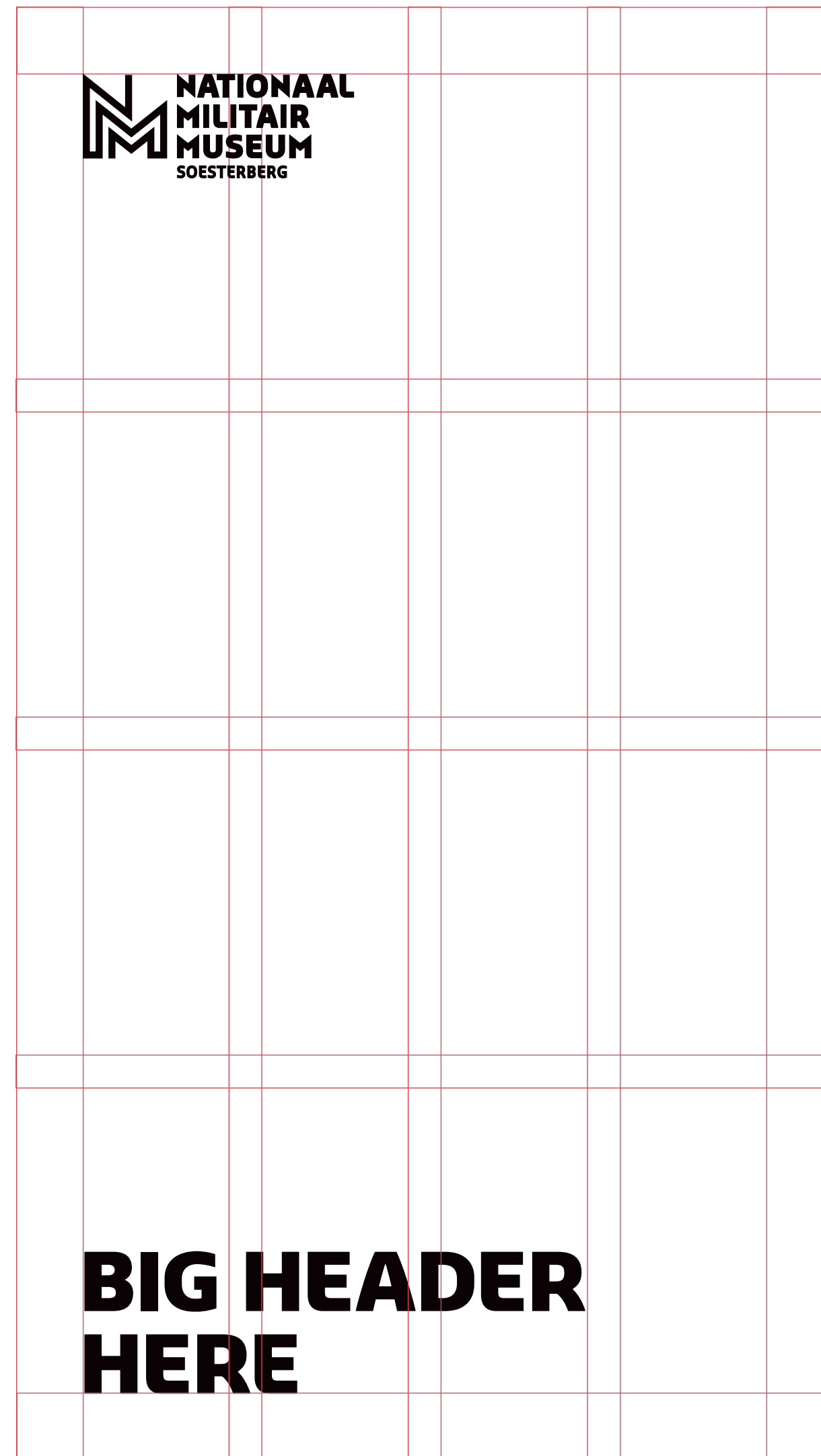
TEXT PLACEMENT EXAMPLES



## STEP 5

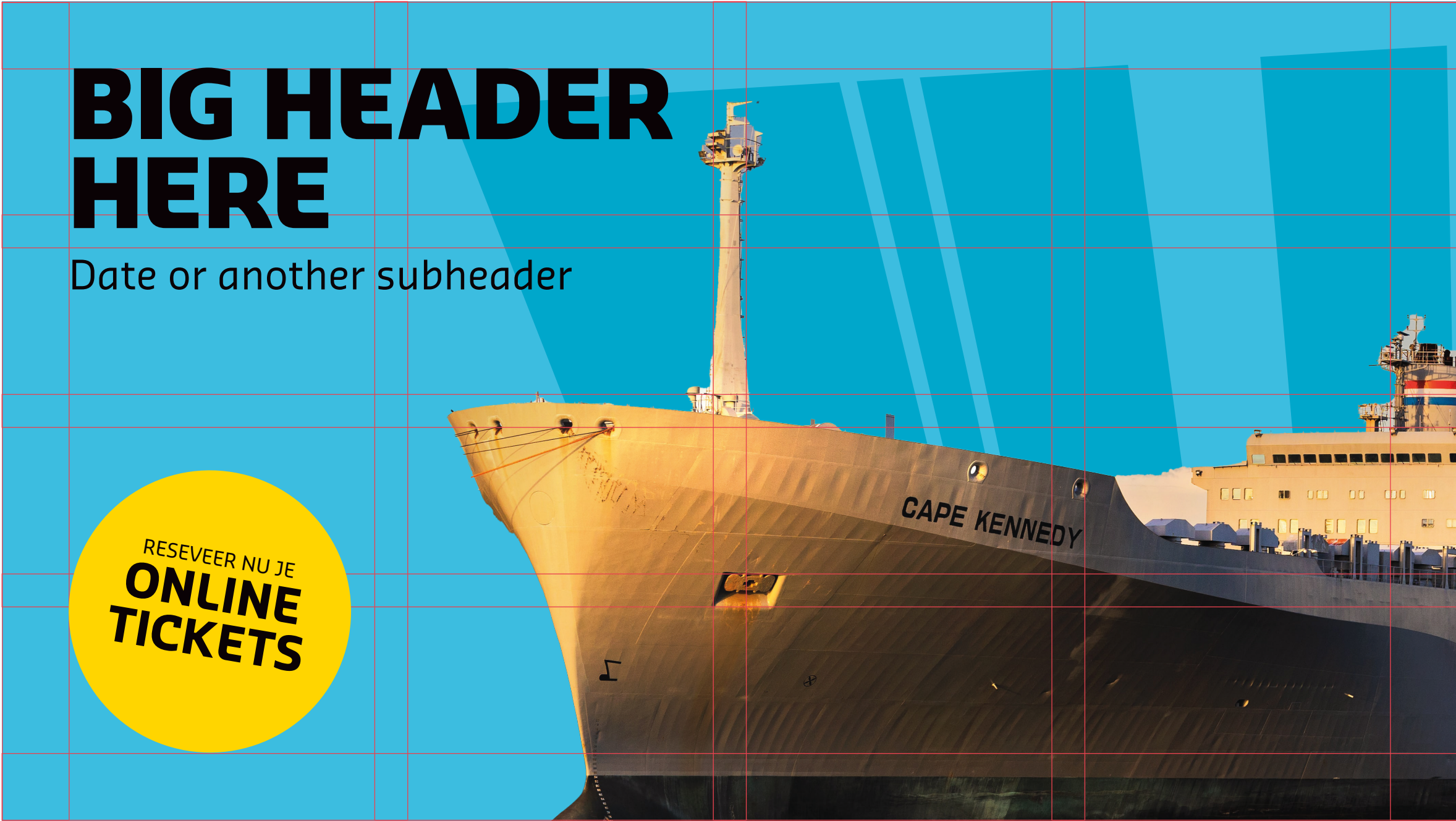
## LOGO PLACEMENT

As a general rule, try to put the logo on the opposite side of where the main focal point is. Eg: the main text is on the bottom of the layout, then put the logo on the top part.



DIGITAL LAYOUT EXAMPLES







## DIGITAL LAYOUT EXAMPLES

# HEADER HERE, CAN ALSO BE IN TWO OR THREE LINES

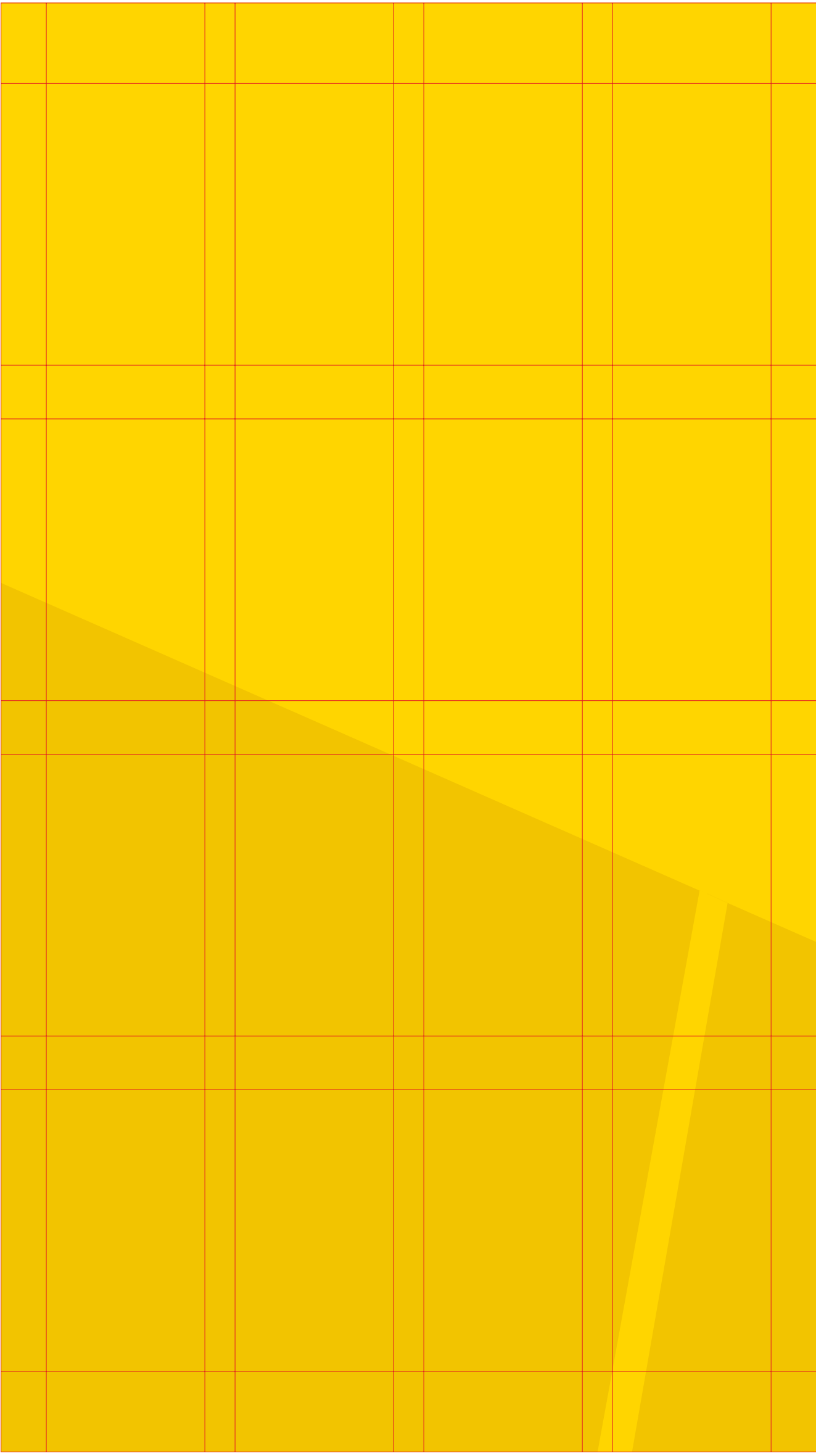
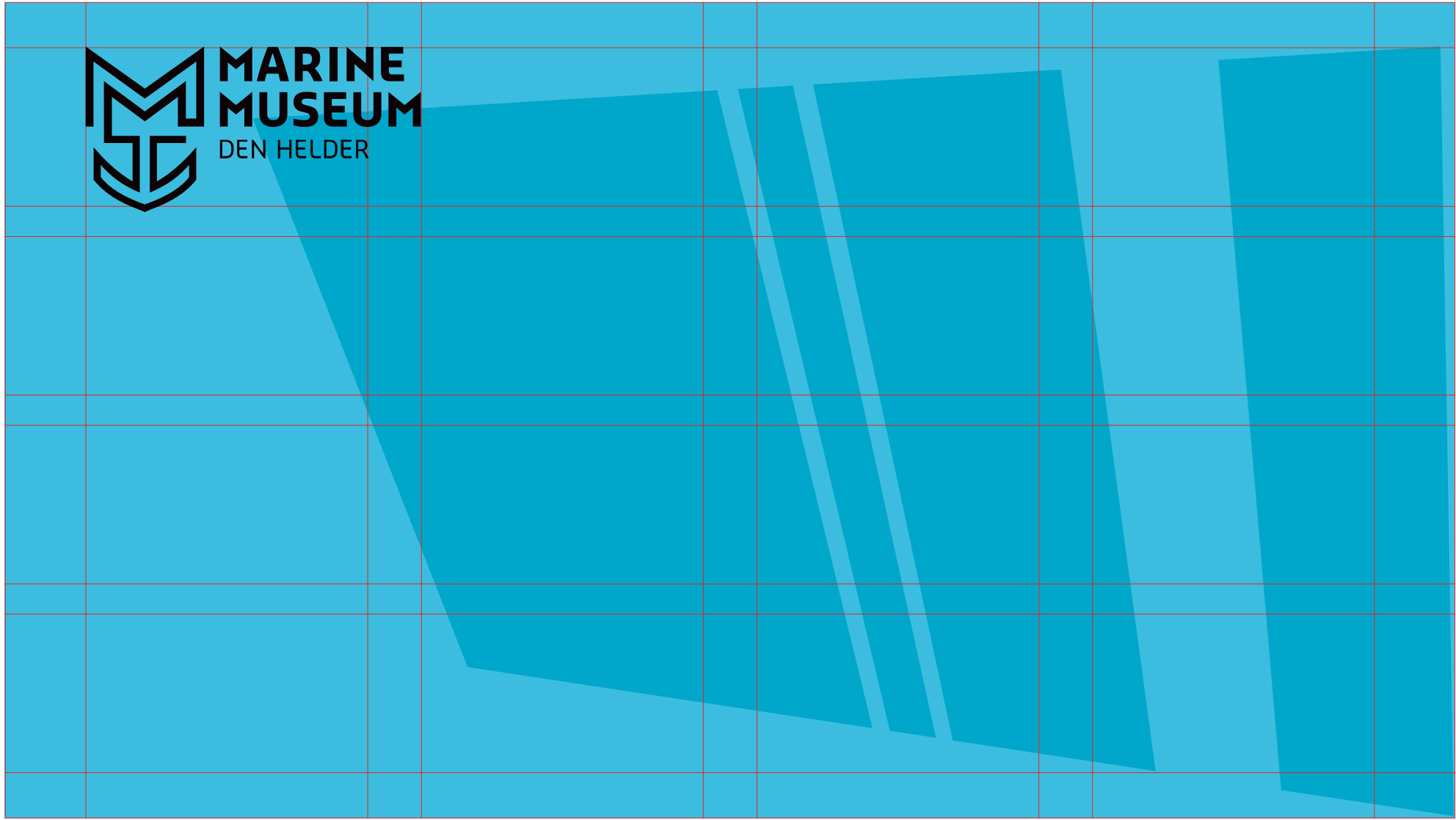
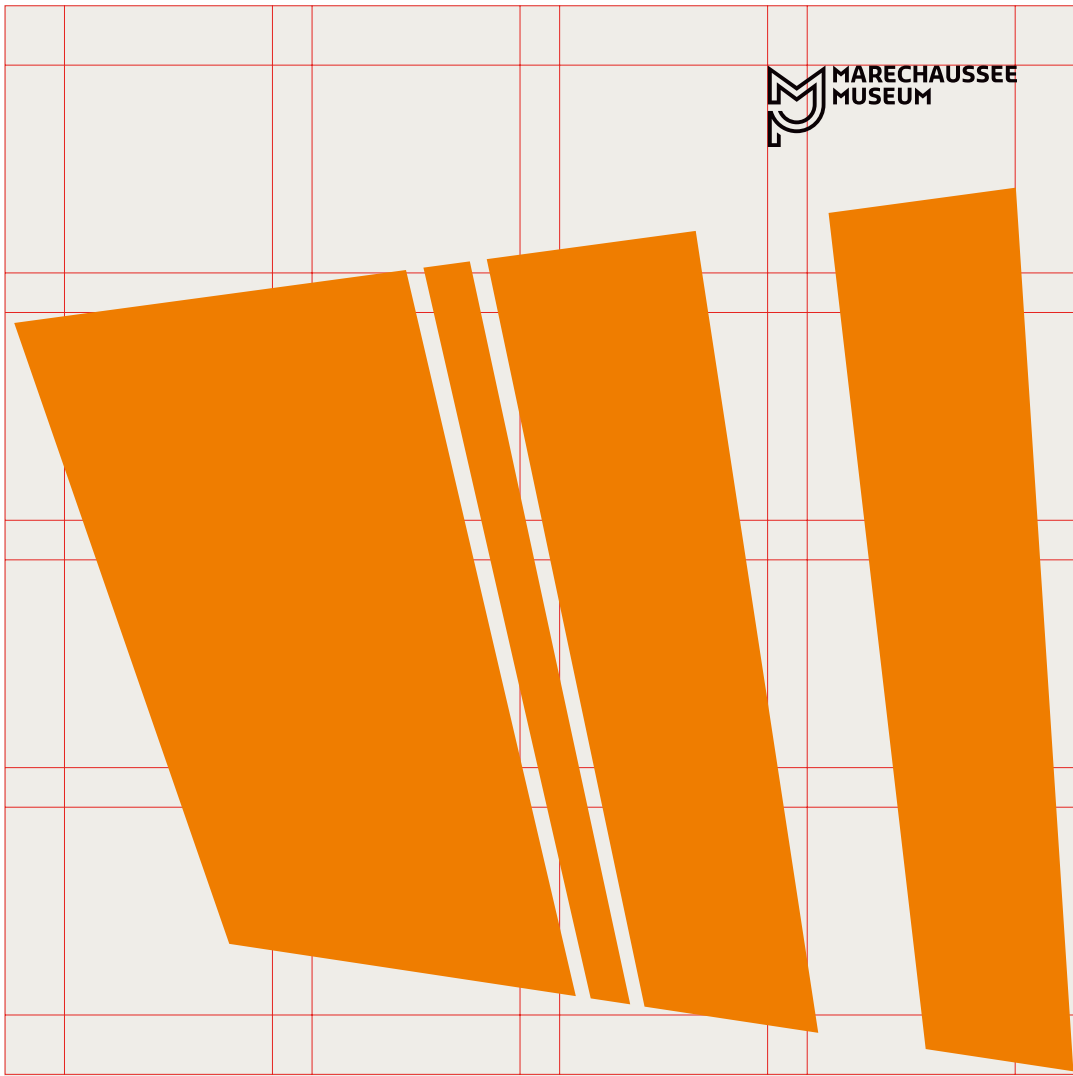
Date or a subheader here

Lesequatiur, cones sitas re,  
utempe ut faccus.  
Fictene sustrum lanto  
omniassimus plaboreium  
rempeligent que cum esequae  
pratios sitat.

# HEADER HERE, CAN ALSO BE IN TWO OR THREE LINES

Date or a subheader here

DIGITAL LAYOUT EXAMPLES



Stichting Koninklijke  
Defensiemusea & GRRR  
2023