

<>

Brand guidelines

MORE THAN MEETS THE EYE



NATIONAL
PORTRAIT
GALLERY

Brand toolkit

Using the brand toolkit

Combining design principles and brand toolkit

Logo

Colour

Typography

Word and PowerPoint

Brand toolkit

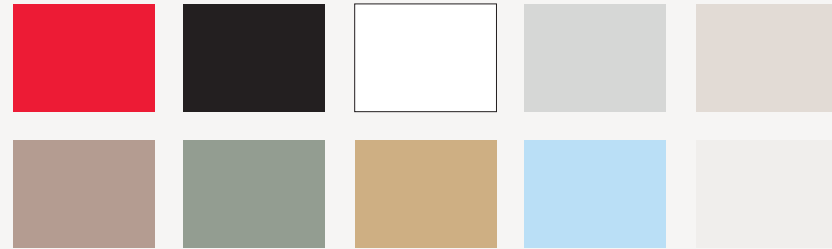
Our brand toolkit is a set of unique elements, which when combined creates the visual identity.

Master logo

**NATIONAL
PORTRAIT
GALLERY**

Master logo – landscape

NATIONAL PORTRAIT GALLERY

Colour**Typography****SHARP SANS CAPS FOR HEADLINES
AND HIGHLIGHT COPY**

Supported by Sharp Sans sentence case

Inter should support Sharp Sans on the website and digital applications

Calibri for PowerPoint and Word

Guest typefaces can be used for exhibitions

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Using the brand toolkit

We use the brand toolkit in different ways across our activities.

Branded experiences

What we do:

- use the primary palette
- try to use a touch of red where possible

Branded activities

What we do:

- use additional colours that 'draw' from the artworks when needed
- try to include a touch of red where possible

Exhibitions

What we do:

- colour choice is open
- use guest typefaces if needed

Brand toolkit

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Logo

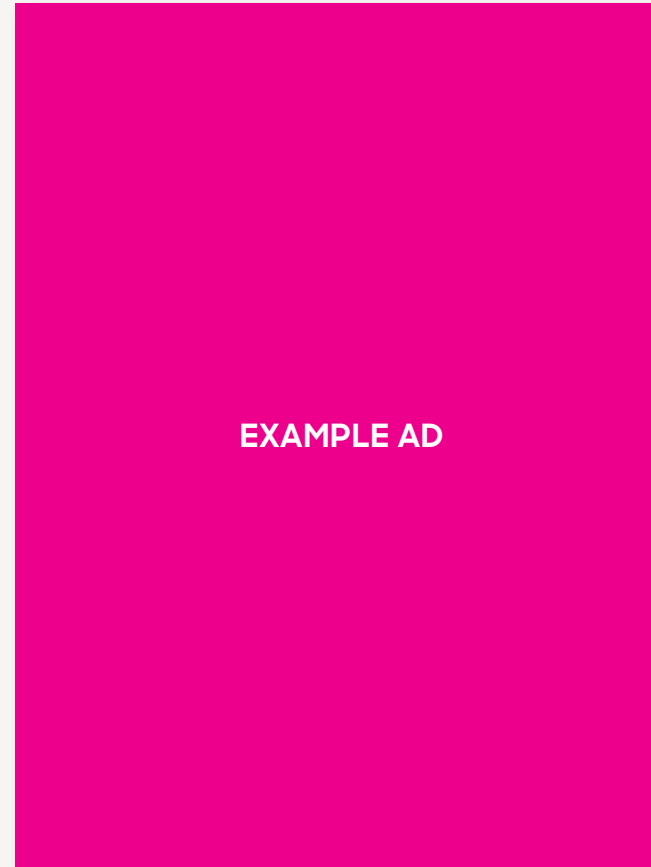
Colour

Typography

Word and PowerPoint

Combining design principles and brand toolkit

Example ad for National Portrait Gallery



A touch of red is included

The background colour is drawn from the artwork

Typography interacts, overlays and creates a powerful link to the image

The headline tone is warm and human

The body copy is concise and the CTA clear

The artwork is cropped to create a strong point of focus

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Logo

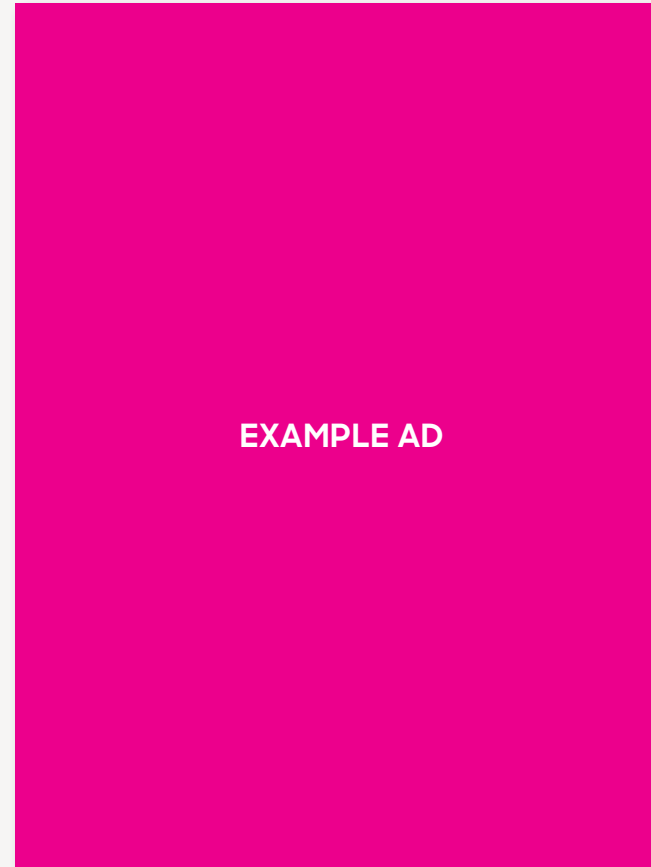
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Example ad for Circle of Friends



A touch of red is included

The background colour is drawn from the artwork

Typography interacts, overlays and creates a powerful link to the image

The headline tone is warm and human

The body copy is concise and the CTA clear

The artwork is cropped to create a strong point of focus

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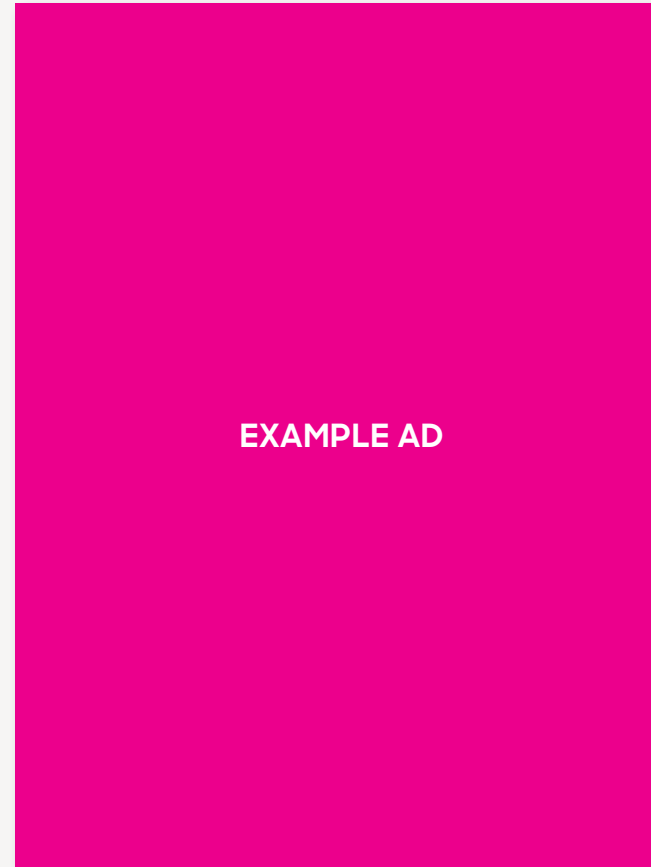
Colour

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Combining design principles and brand toolkit

Example ad for Access and Learning



A touch of red is included

The background colour is drawn from the artwork

Typography interacts, overlays and creates a powerful link to the image

The headline tone is warm and human

The body copy is concise and the CTA clear

The artwork is cropped to create a strong point of focus

Brand toolkit

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Logo

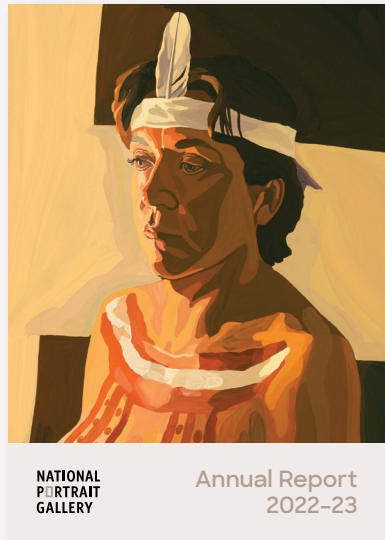
Colour

Typography

Word and PowerPoint

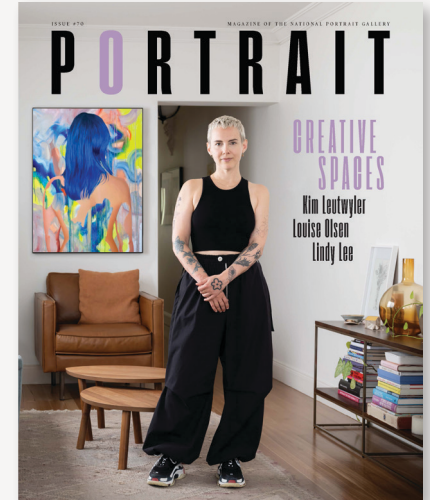
Combining design principles and brand toolkit

Blurb



Program identifiers should include a touch of red.

Blurb



Brand toolkit

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Logo

Clear space

To calculate the amount of clear space around the logo, use the height of our frame symbol.

The minimum space is only a guide, always give the logo room to breathe.

Minimum sizes

The minimum size specifications are a guide only. Always make sure our logo is clear and legible.

Print – 12mm width

Digital – 20px standard screen
– 40px retina screen

Master logo Clear space



Master logo - landscape Clear space



Brand toolkit

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Logo**Colour variations**

The frame symbol can appear in any colour. When choosing a colour it should be clearly legible.

Although a different colour frame is used in the above right examples, it hasn't affected the legibility of the logo type.

On the examples shown bottom right the colour of the frame is either too light or dark so that word 'PORTRAIT' isn't clear.

Successful colour combinations**Unsuccessful colour combinations**

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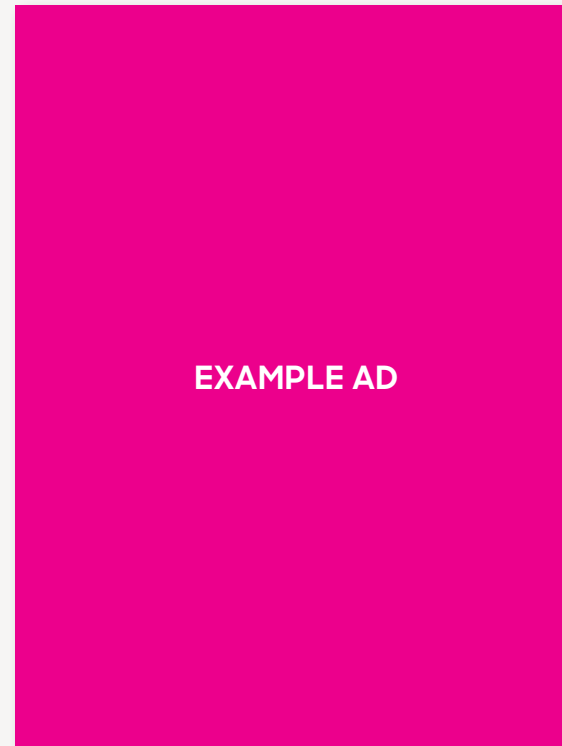
Typography

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Logo

Position

The logo should be placed with clear space in a corner at a size that is clearly legible.



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Colour

Primary palette

Our primary colour palette consists of nine colours (including black and white).

The colour palette can be supplemented/ replaced with other colours when appearing with an artwork.

Neutrals work well when multiple artworks are shown together. This helps avoid colour 'clashes'.

Collection colours

We can use colours 'drawn' from an artwork and use them as a background or for highlight copy.

NPG Red

C0 M100 Y85 K0
R230 G0 B44
HEX #E6002C
PMS 185C

Black

C0 M0 Y0 K100
R0 G0 B0
HEX #000000

White

C0 M0 Y0 K0
R255 G255 B255
HEX #FFFFFF

NPG Stone

C15 M11 Y12 K0
R214 G214 B214
HEX #D6D6D6

NPG Sand

C4 M7 Y9 K7
R266 G218 B211
HEX #E2DAD3

NPG Bark

C32 M38 Y41 K0
R174 G151 B140
HEX #AE978C

NPG Sand Background

C5 M4 Y5 K0
R241 G239 B236
HEX #F1EFEC

NPG Eucalyptus

C43 M29 Y41 K5
R145 G153 B140
HEX #91998C

NPG Desert

C20 M30 Y53 K0
R204 G173 B130
HEX #CCAD82

NPG Sky

C25 M3 Y0 K0
R184 G222 B245
HEX #B8DEF5

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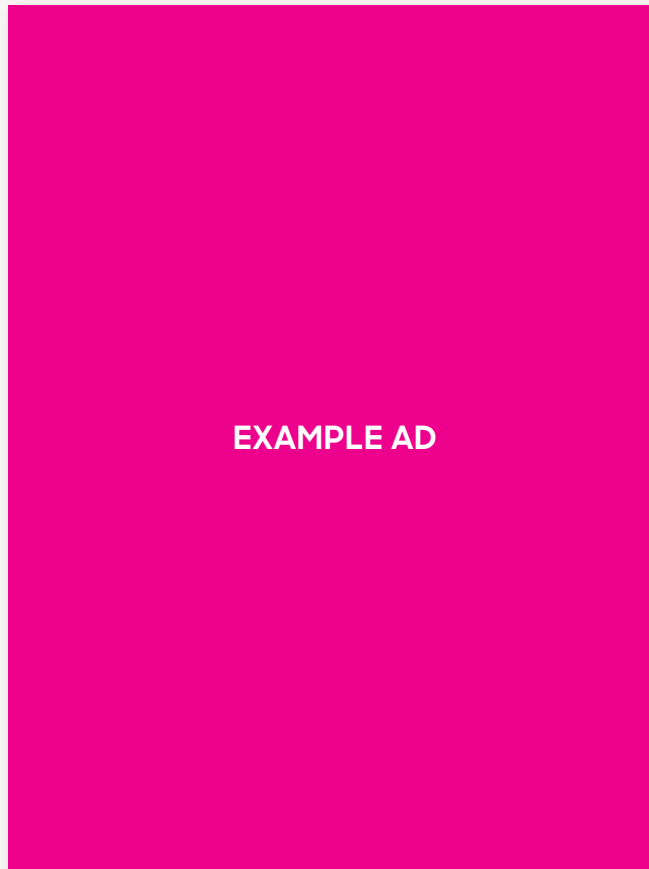
Logo

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Colour



The background uses colours 'drawn' from the artwork.



The background uses a colour from the primary palette.

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Colour

Use of the NPG Red

Where possible NPG Red should be used through our branded activities and experiences. It's most successful when used in small 'touches'.



**THE AMAZING
FACE**

Book a ticket



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Typography

Sharp Sans is our primary typeface. As a general guide headlines should be Sharp Sans Bold uppercase.

In digital applications Inter should be used to support Sharp Sans. Inter works well at small sizes and for text.

Calibri should be used for Microsoft applications such as Word or PowerPoint.

SHARP SANS CAPS FOR HEADLINES AND HIGHLIGHT COPY

Supported by Sharp Sans
sentence case

Inter should support Sharp Sans in digital applications

Calibri for PowerPoint and Word

Guest typefaces can be used for exhibitions

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Typography

Branded activities and experiences

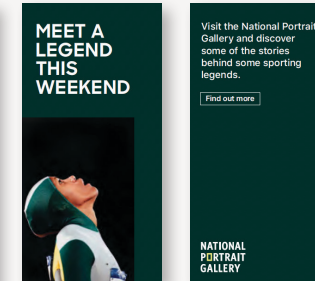
- When licensing permits headlines can be used over images
- Left-aligned headlines are generally preferred
- Full stops are used for headlines that include punctuation

Exhibitions

- Guest typefaces can be used

EXAMPLE AD

Sharp Sans uppercase heading



Design solution when an unlicensed artwork cannot be layered with type



Guest typeface in use for an exhibition poster

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Word

In Office 365, there are NPG branded templates to use, which are crucial for maintaining consistency and professionalism in internal documents.

The Word templates have been created using styles. Styles are a set of formatting options that you apply to text. They help you to quickly and easily format your document.

When opening Word, choose 'File > open from template > open XXX'

To use the styles within the document:

- select the text you want to format
- click the 'styles pane' (Home tab > styles pane), select 'list: Styles in use'
- click the style you want to apply.

Heading 1, Calibri Bold, 20pt

Heading 2, Calibri Regular, 16pt

Heading 3, Calibri Regular, 14pt

Heading 4, Calibri Italic, 11pt

Normal/Body text, Calibri Regular, 11pt

- List Paragraph/Bulleted text, Calibri Regular, 11pt, Bullet symbol, Left indent .3cm, Indent .7cm
- 1. List Paragraph/Numbered list, Calibri Regular, 11pt, Outlined numbered, Left indent .3cm, Hanging indent .6cm

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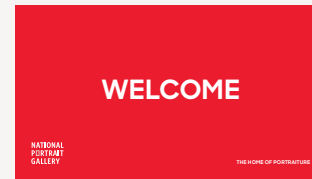
PowerPoint

In Office 365, there are NPG branded templates to use, which are crucial for maintaining consistency and professionalism in internal documents.

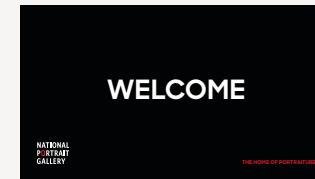
The PowerPoint template has a set number of slides to choose from:

- Intro – available in NPG Red and NPG Black
- Outro – available in NPG Red and NPG Black
- Acknowledgement of Country – available in NPG Eucalyptus and NPG Desert
- Blank slide with NPG logo
- A slide with the recommended heading and text sizes
- A slide with recommendations for PPT content

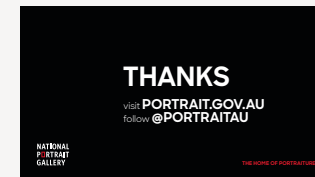
When opening PowerPoint, choose 'Theme - XXX'



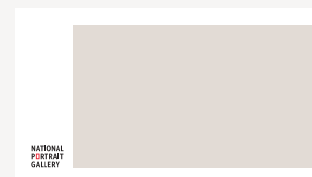
Intro slide options



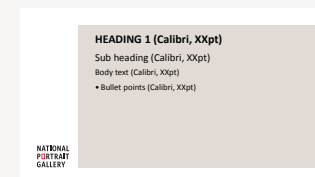
Outro slide options



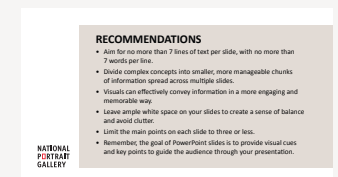
Acknowledgement of Country slide options



Blank slide



Recommended text sizes slide



Recommendations for PPT content