

Museum of Australian Democracy
at Old Parliament House

Branding

DEFENDING
DEMOCRACY

GOOD

2007 2009

2022 2023 2024

ANTHONY ALBANESE

WHO IS NEXT?

MOAD

BRAND ELEMENTS

MOAD

Logo

- The MoAD logo can be used individually or in a lockup with the wordmark.
- Both elements must be visible on a single layout.
- The logo and wordmark can appear separately.
- It is advised to use the logo lockup when the logo features on merchandise, external websites related to partnerships and media.



Logo

- The MoAD logo needs to be used big and confidently in layouts.
- Because of the scale of the logo in layouts, it is necessary to separate the wordmark and logo.

MOAD

MOAD

**Museum of Australian Democracy
at Old Parliament House**

MOAD

Colour

- A neutral palette of black and white is supported by five accent colours.
- The five accent colours are to be used sparingly, as accents only.
- Use these action colours to emphasise information and bring to life our brand. If in doubt check with Marketing.
- All our accent colours work with black. They have good legibility in both digital and print.



Typography

- Acumin Variable font is a variable sans-serif typeface. It performs beautifully at display sizes but also maintains an exceptional degree of sensitivity for text sizes.
- Alternative fonts are Tenorite on Power Point and Arial on MSW

Weights

Acumin Variable Concept Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz1234567890

Acumin Variable Concept Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz1234567890

Acumin Variable Concept Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz1234567890

Acumin Variable Concept Semibold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz1234567890

Acumin Variable Concept Bold

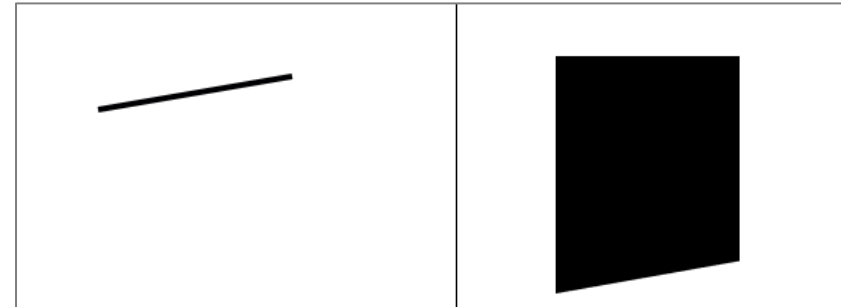
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz1234567890

Acumin Variable Concept Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz1234567890

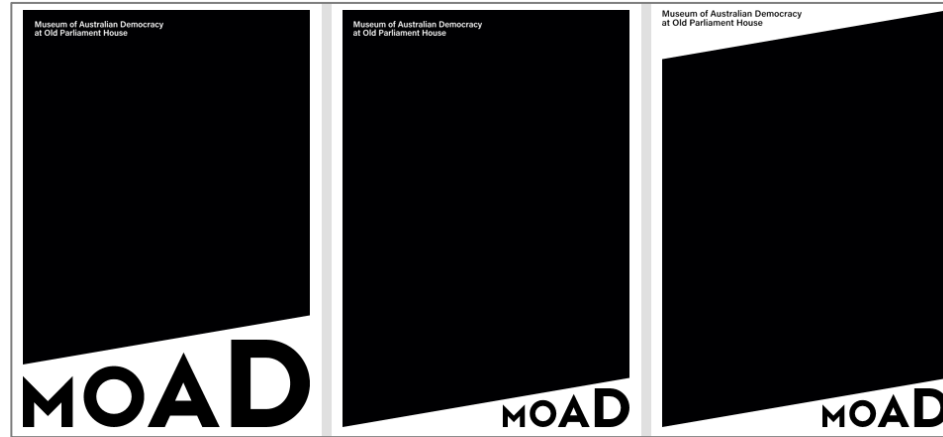
Amplify Block – the line

- The 10 degree angled is inspired by the angled amplification in the logo and represents the balance necessary in democracy.
- It's part of visual language unique to MoAD used to strengthen and bring our brand to life.
- This element is incorporated in all our marketing materials and can come to life in the motion graphics, digital screens, projections.



Brand elements

- The logo, the typography, the colours and the amplify block are the visual elements that bring our brand to life.
- Brand implementation is key to create a cohesive and memorable identity for the MoAD brand.



BRAND APPLICATION

MOAD

Visitor map

MOAD

Explore the museum on the Discovery Trail!
Follow the map to visit the spaces listed here

Start
Complete activities 1-7 and then see our staff at step 8 to get your stamps.

- 1** Travel at the speed of light to Behind the Lines and challenge your co-pilot to a game of Guess Who
- 2** How many interestingly shaped money boxes can you find in Truth, Power and a Free Press?
- 3** Buzz over to the books in HiveMind Lounge and learn a new fact about bees
- 4** Find out if you could vote in 1902 on the voting wall in Blueprint
- 5** Try out the Snowy Hydro marble run in Democracy DNA
- 6** Who are your heroes? Try on the costumes in DressUP to connect with people who have changed the world
- 7** Have you got things to say and important messages to spread? Make a zine in the Zine Lounge

Finish
See our friendly staff in King's Hall to get your map stamped and show how much you have done during your visit

8

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Welcome to

MOAD

Museum of Australian Democracy at Old Parliament House

The Museum of Australian Democracy acknowledges Australia's First Nations peoples as the Traditional Custodians of Country throughout Australia. We recognise their continuing connection to land, waters and community. We respectfully acknowledge the role that First Nations people continue to play in shaping Australia's democracy. We also acknowledge the Ngunawal, Ngunawal and Ngambri peoples as the Traditional Custodians of the region in which MoAD is located.

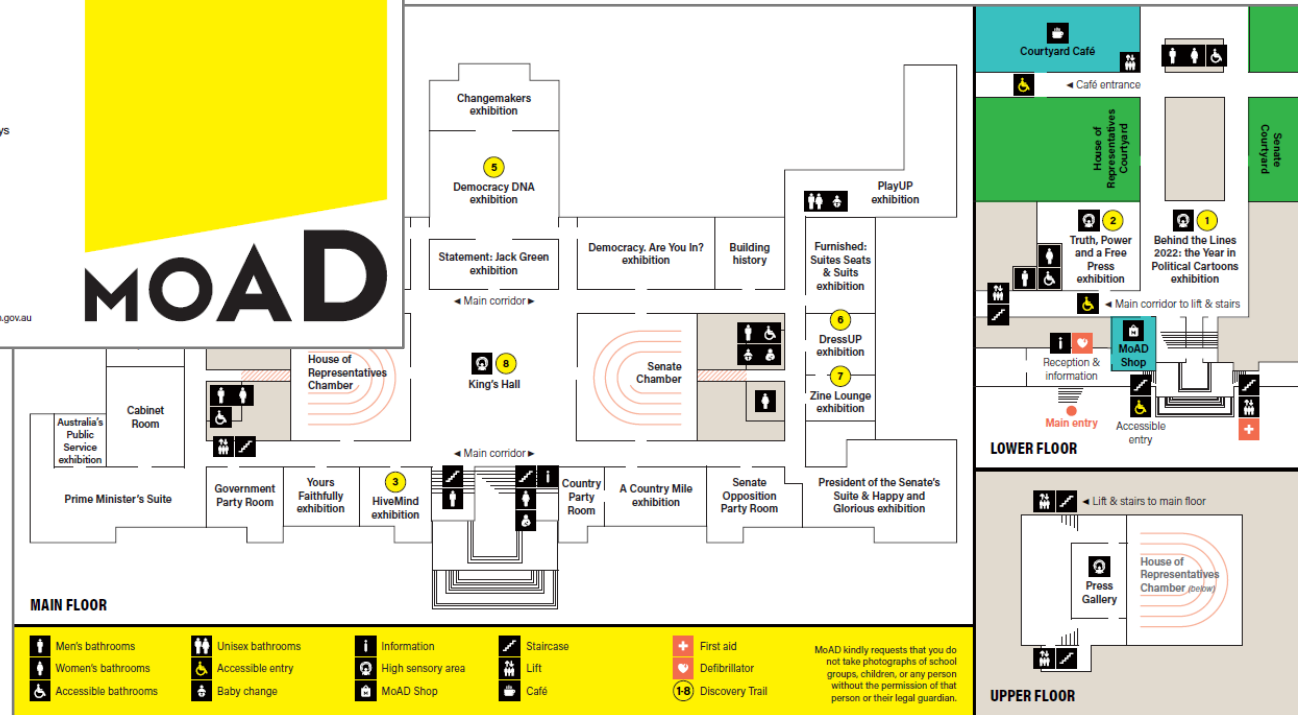
Open daily 9am-5pm
Courtyard Café opens 8:30am to 4pm weekdays and 9:30am to 4pm weekends.

- Free WiFi
- 02 6270 8222
- moadoph.gov.au
- 18 King George Terrace Parkes, ACT, 2600
- info@moadoph.gov.au
- OldParliamentHouse
- MuseumofAustralianDemocracy
- MoAD_Canberra
- Stay in touch. Sign up for our newsletter at moadoph.gov.au

Museum map + Discovery Trail

Museum of Australian Democracy at Old Parliament House

MOAD



Templates - Flyers

Wordmark fixed to 'base elements' layer

Museum of Australian Democracy at Old Parliament House

'Main title' paragraph style, text aligns to bottom of box, extra lines push up

Insert 'Main title' here (no more than three lines)

Image box, keep width consistent, alter height as required

'Body text 12pt' paragraph style

More info text to remain in fixed position

Museum of Australian Democracy at Old Parliament House

Details heading
Details text 12pt

Details heading
Details text 12pt

Details heading
Details text 12pt

Details heading
Details text 12pt

Details heading rule above
Details sub-heading:

Semibold character style
Details text 10pt
Details text 10pt
Details text 10pt

Term 2
Thursday 4th May,
Thursday 11th May
4:00-5:30pm (AEST)

Term 3
Tuesday 1st August,
Tuesday 9th August
4:00-5:30pm (AEST)

Term 4
Tuesday 24th October,
Tuesday 31st October
4:00-5:30pm (AEST)

For more information
Visit MoAD Learning Teacher Professional Development online:
moado.ph.gov.au/learning/teachers/professional-development

MOAD

Blank area for placement ensure height does not e not have sufficient contr use the 'template_B_ whi

'Details heading' para
'Details text 12pt' pa

'Details heading v

'Red' border, Parent pages

Logo fixed to 'base elements' layer

Museum of Australian Democracy at Old Parliament House

Museum of Australian Democracy at Old Parliament House

Media Literacy & Critical Thinking Skills – Political Cartoons: Teacher Professional Development

Using o exhibitic and built same tim

Political c, media liter develops c exposes the freedoms ai

This 2023 TC Australian Cu

Duration
2 x 1.5 hour sessions

Cost
\$35 for 3 hours

Location
Online via Zoom

Audience
Primary and Secondary

When
2023 Session times:
Term 1
Thursday 9th March,
Thursday 16th March
4:00-5:30pm (AEDT)
Term 2
Thursday 4th May,
Thursday 11th May
4:00-5:30pm (AEST)
Term 3
Tuesday 1st August,
Tuesday 8th August
4:00-5:30pm (AEST)
Term 4
Tuesday 24th October,
Tuesday 31st October
4:00-5:30pm (AEDT)

Using our annual *Behind the Lines* political cartooning exhibition, learn how to engage students with our democracy and build their media literacy and critical thinking skills at the same time.

Political cartoons are an accessible way for students to develop media literacy skills in the classroom. Unpacking cartoons develops critical thinking, consideration of author intent/bias, exposes them to social issues, democratic rights and their freedoms and responsibilities as active citizens.

This 2023 TQI accredited workshop is aligned to the Australian Curriculum.

For more information
Visit MoAD Learning Teacher Professional Development online:
moado.ph.gov.au/learning/teachers/professional-development

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Templates - Social media content

Museum of Australian Democracy
at Old Parliament House

JOIN US AT THE PEOPLE'S HOUSE THIS MARCH

This year the
Museum of
Australian
Democracy
(MoAD) at Old
Parliament House
celebrates those
who made this
house a hive of
activity for more
than 60 years.

From March 1



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Museum of Australian Democracy
at Old Parliament House

Play UP Now open.



Book now
moadoph.gov.au

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at Old Parliament House

HEADING

Subheading header text placeholder.



23-31 April 2023
moadoph.gov.au

MOAD

Museum of Australian Democracy
at Old Parliament House

Truth, power and a free press

Be moved,
excited and
empowered.

Our timely, permanent
exhibition explores
stories from those on
the front line for the
battle for truth.

Book now
moadoph.gov.au



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Museum of Australian Democracy
at Old Parliament House

Learning programs at MoAD

At the Museum of
Australian Democracy
(MoAD) students will
be immersed in the
stories and events
that have shaped
our nation and our
democracy.



Book now

MOAD

Truth power and a free press

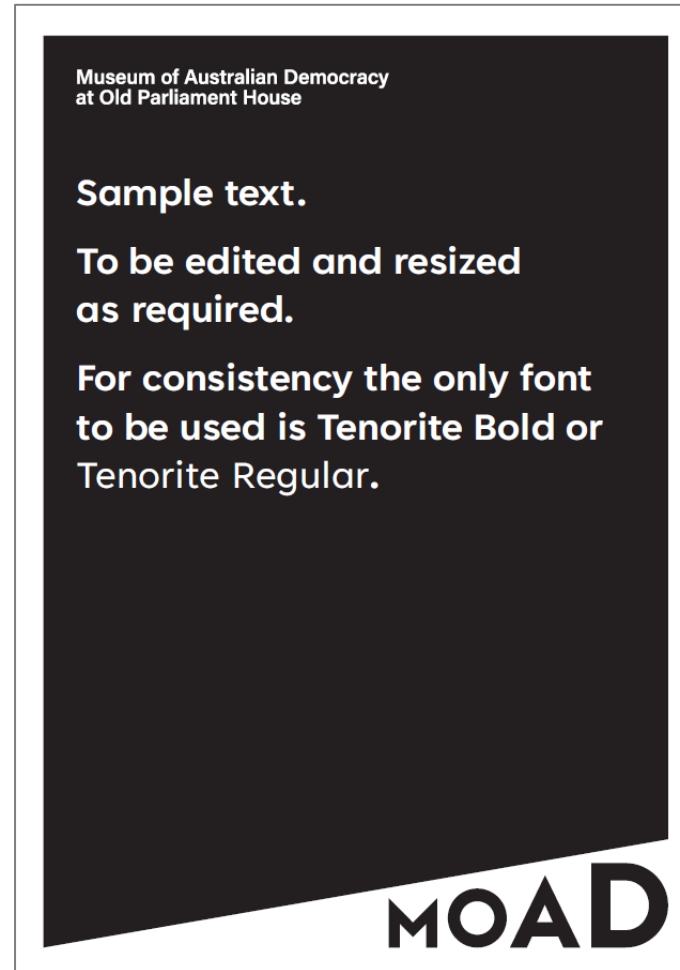
Our timely, permanent
exhibition explores
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battle for truth.

Book now
moadoph.gov.au



 **MOAD**
Museum of Australian Democracy
at Old Parliament House

Templates – MoAD Shop signage and tap machines



Business cards



Stationery

Letterhead



Report covers



MOAD

Advertising – Print and digital

FREE CITY GUIDE & MAP | SUMMER 2022-23

THIS WEEK IN CANBERRA

TAKE A SPLASH
Discover Canberra in all of its summer glory as the weather warms up and the city dials up the charm.

MUSEUM OF AUSTRALIAN DEMOCRACY AT OLD PARLIAMENT HOUSE
Discover authentically restored heritage spaces and fascinating contemporary exhibitions at MoAD. Explore the stories of the people who created our democracy at Democracy (OIA), the People, the Prime Ministers and the World, be inspired by female trailblazers at Changemakers or see how Australia's best political cartoonists have interpreted the year that was at Behind the Lines 2022. Off the Planet.

18 King George Ie, Parkes; moad.gov.au

NATIONAL ARCHIVES OF AUSTRALIA
Add the unexpected to your day with a journey through the memory of the nation. Uncover hundreds of stories about ordinary and extraordinary Australians. Visit exhibitions from the permanent collections including Voices (Dharug and Connections/Mura gadi). Visit Cafe Constitution for a post-exhibition coffee.

King Ave, Parkes; see.gov.au

NATIONAL GALLERY OF AUSTRALIA
Set aside at least half a day to peruse the artworks that have defined the Australian nation, as well as international works. The gallery has a constant rotation of blockbuster temporary exhibitions. Check the website for the most up-to-date schedule of events and exhibitions.

Parkes Pl, Parkes; nga.gov.au

NATIONAL LIBRARY OF AUSTRALIA
The country's largest reference library is also the repository for all kinds of treasures and information about Australia's history. The landmark building features significant works of art and there are regular public lectures featuring prominent writers. Check out the collection's diverse range of Australia's past and contemporary Indigenous culture.

Parkes Pl, Parkes; nla.gov.au

NATIONAL PORTRAIT GALLERY
Visit old friends and new faces at the National Portrait Gallery in an award-winning building. Look into the eyes of artists, musicians, entertainers, politicians, athletes, scientists (and more!) created by superstar artists like Charles Blackman, Bea Maddock, Albert Tucker, Polly Borland and Warwick Thornton to name a few. Gain a greater understanding of Australia's identity, history, creativity, culture and diversity via portraiture, stories and a myriad of programs.

Open 10am – 5pm every day except 26 December. King Edward Ter, Parkes; portrait.gov.au

PARLIAMENT HOUSE
See federal parliament at work in the meeting place of the nation. This iconic building is known for its impressive architecture, gardens and art collection. All parliamentary proceedings are open to visitors. Sit in on committee inquiries, take a free tour to view historic documents and impressive Australian art, and visit the roof for one of the best views of Canberra.

Parliament Dr, Canberra; pgh.gov.au

QUESTACON – THE NATIONAL SCIENCE & TECHNOLOGY CENTRE
With more than 200 hands-on exhibits in eight themed galleries, the young and the young-at-heart will enjoy all the educational fun at Questacon. The interactive shows change daily and feature demonstrations and audience participation that will have you on the edge of your seat. Don't miss experiencing the power and beauty of our planet in Awesome Earth.

King Edward Ter, Parkes; questacon.edu.au

Museum of Australian Democracy at Old Parliament House

500kms on a camel just for a few votes? Worth it.
Discover what makes Australia's democracy so, well... Australian.

BLUEPRINT
a new exhibition. Opens 16 December.

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500kms on a camel just for a few votes? Worth it.
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BLUEPRINT
a new exhibition. Opens 16 December.

Remote polling ballot box, used 1890-1910. Designed to be carried by camel. History Trust of South Australia.

MOAD

Canberra Weekly
thursday 01 december 2022

FREE

NEWS
Daydream Machine on show

REAL ESTATE P68

9-PAGE CHRISTMAS GIFT GUIDE P39

FASHION & BEAUTY
MORE THAN SKIN DEEP
Cristina Silvestri

TRADES & SERVICES P106

Win!

PUFFIN BOOKS CHRISTMAS BUNDLE
LYLE, LYLE, CROCODILE
FAMILY FILM PASSES
SMIGGLE GIFT CARDS
THE LOST KING FILM PASSES
FLEURETTE AROMATHERAPY SETS

Canberra Region Tourism Awards
8-page feature

HOME
SUSTAINABLE WRAPPING

BEHIND THE LINES
The Year in Political Cartoons 2022
Off the Planet

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Museum of Australian Democracy at Old Parliament House

TIME OUT
A difference

On a set with only a ladder to spook, and a toilet, an actor discover the role for the night audience.

When Robert, Rev Robert's appearance that an actor can't believe, it comes to Matt. The first week like this month for looking a different actor.

Written to see the world. Nassim Soleimanpour is folk country, Iran. Instead of the p... theless and destinations are close to a sealed envelope.

"You can't have performed, allowed to have seen the we have researched the work. It been awarded to know" say Williams has been a cons Canberra stages as an actor. The first person for the past to the five actors to bring the to Williams is looking forward to which he describes as a new

Museum of Australian Democracy at Old Parliament House

BEHIND THE LINES
The Year in Political Cartoons 2022
Off the Planet

On Now

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UNTOLD STORIES AFTER DARK

FREE EVENT DURING ENLIGHTEN

3, 4, 10, 11 MARCH

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Museum of Australian Democracy at Old Parliament House

Do you have what it takes to be a 1940s Hansard reporter? Step inside Old Parliament House after dark and discover the untold stories of the staff w... See more

Exploring the Inquiry Mindset
Cultivating Cultures of Curiosity

Book With

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