

The Natural History Museum Denmark

# Corporate Visual Identity

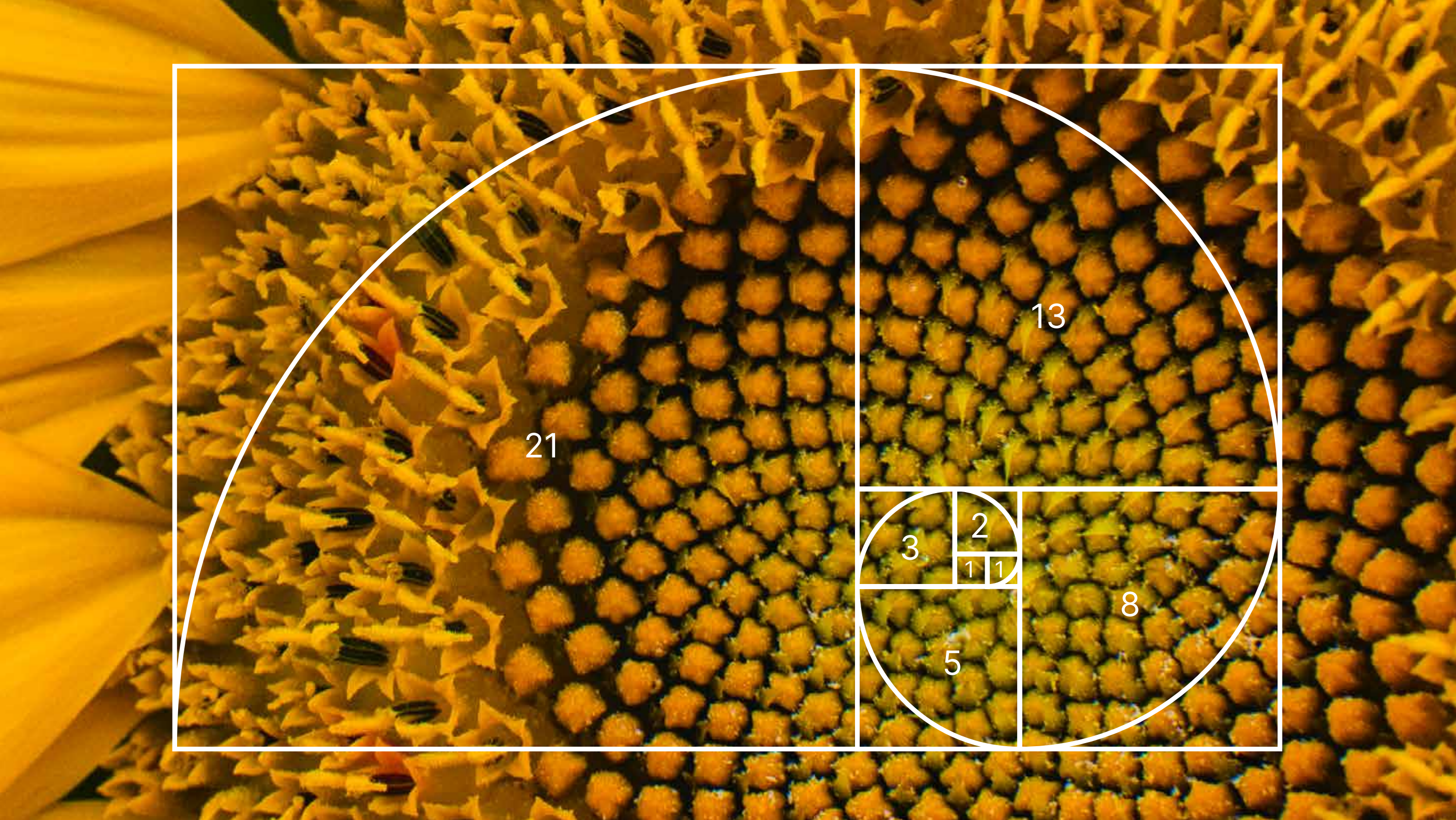
Design Manual

# Brand Concept

**Our identity is inspired by one of the fundamental building blocks of the natural world – the Fibonacci spiral and by extension the Golden Rectangle.**

**It is a form that appears throughout nature, from the very small to the grandiose. And has been used throughout human history as a way to connect our world to what we see around us.**





21

13

3

2

1

1

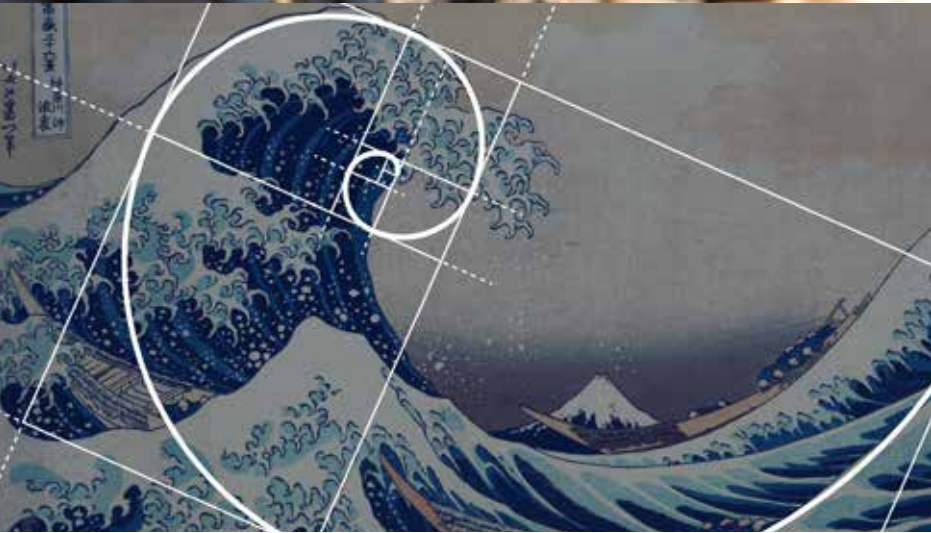
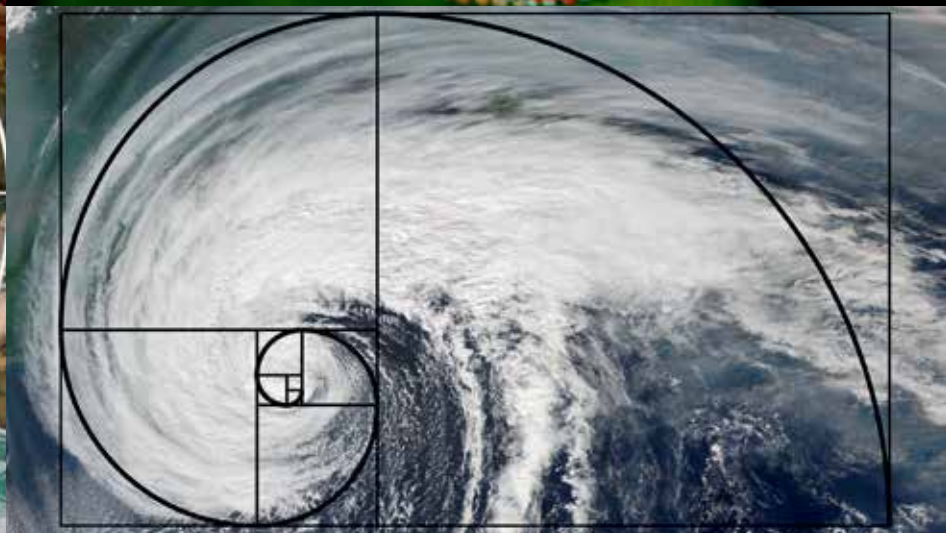
8

5











## **Brand**

Fibonacci Concept

Wordmark logo

The Leaf



# Wordmark and Leaf Fibonacci Concept

## Wordmark and Leaf

The Wordmark logo and the companion brand element the Leaf is constructed from three Golden Rectangles and the proportions drawn from the Fibonacci spiral within the golden rectangle.

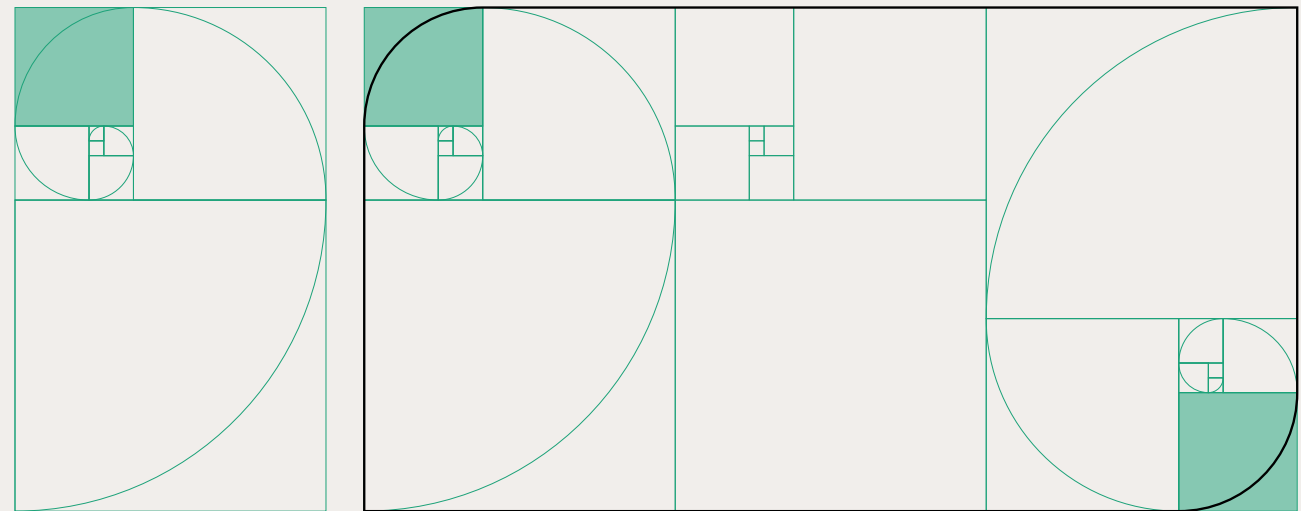
## Fibonacci Spiral of type

The highlighted squares in the Fibonacci spiral define the size and spacing for each line of the Wordmark logo. This sizing, spacing and arrangement creates a Fibonacci Spiral of type.

## The Leaf

The top left and bottom right corners are curved to create an abstract leaf form. The radii of these corners are defined by the 5th square within the Golden Rectangle.

Both elements of the brand identity has a relationship to the Fibonacci Spiral and the Golden Rectangle framework.



# The Wordmark

## Brand logo

The Wordmark logo and the Leaf form the two elements of our overall brand identity.

The Wordmark is our brand logo.  
The Leaf works as a companion element.

The Wordmark can be used alone or it can be complemented by The Leaf in different ways.

For marketing and communications, only one language should be used per communication.

Wayfinding and interpretation may be an exception to this whereby both languages will be needed to convey information to an international visitor audience.

Always use the master wordmark artwork, never recreate it or modify it in any way.

STATENS  
NATURHISTORISKE  
MUSEUM

DENMARK  
NATURAL HISTORY  
MUSEUM

# Wordmark logo

## Clear space and minimum sizes

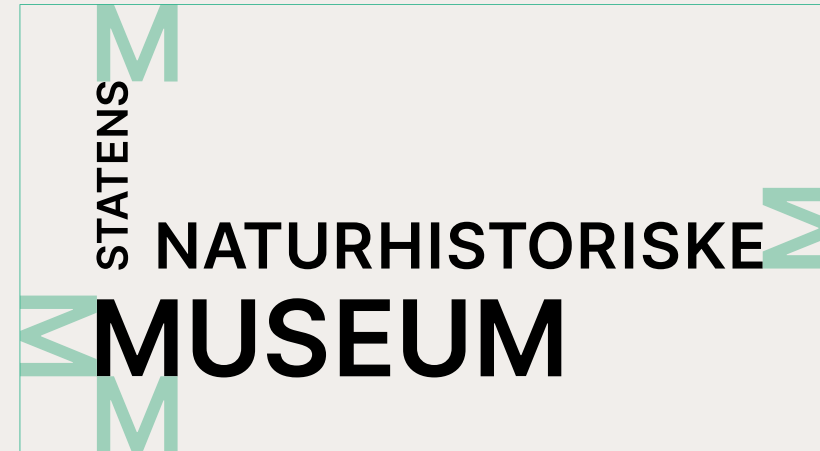
The M from MUSEUM forms the absolute minimum clear space protection around the wordmark to ensure it owns the space in which it is being used.

The preferred space at the left side and the bottom of the logo is 2 x M or more.

To ensure our wordmark reproduces correctly across print and digital mediums we have defined minimum sizes at which it should be used.

Shown opposite at 1:1 scale when printed at 100%.

Minimum sizes may need to be adjusted to compensate for specific material choices, and prototypes should always be used to ensure legibility.





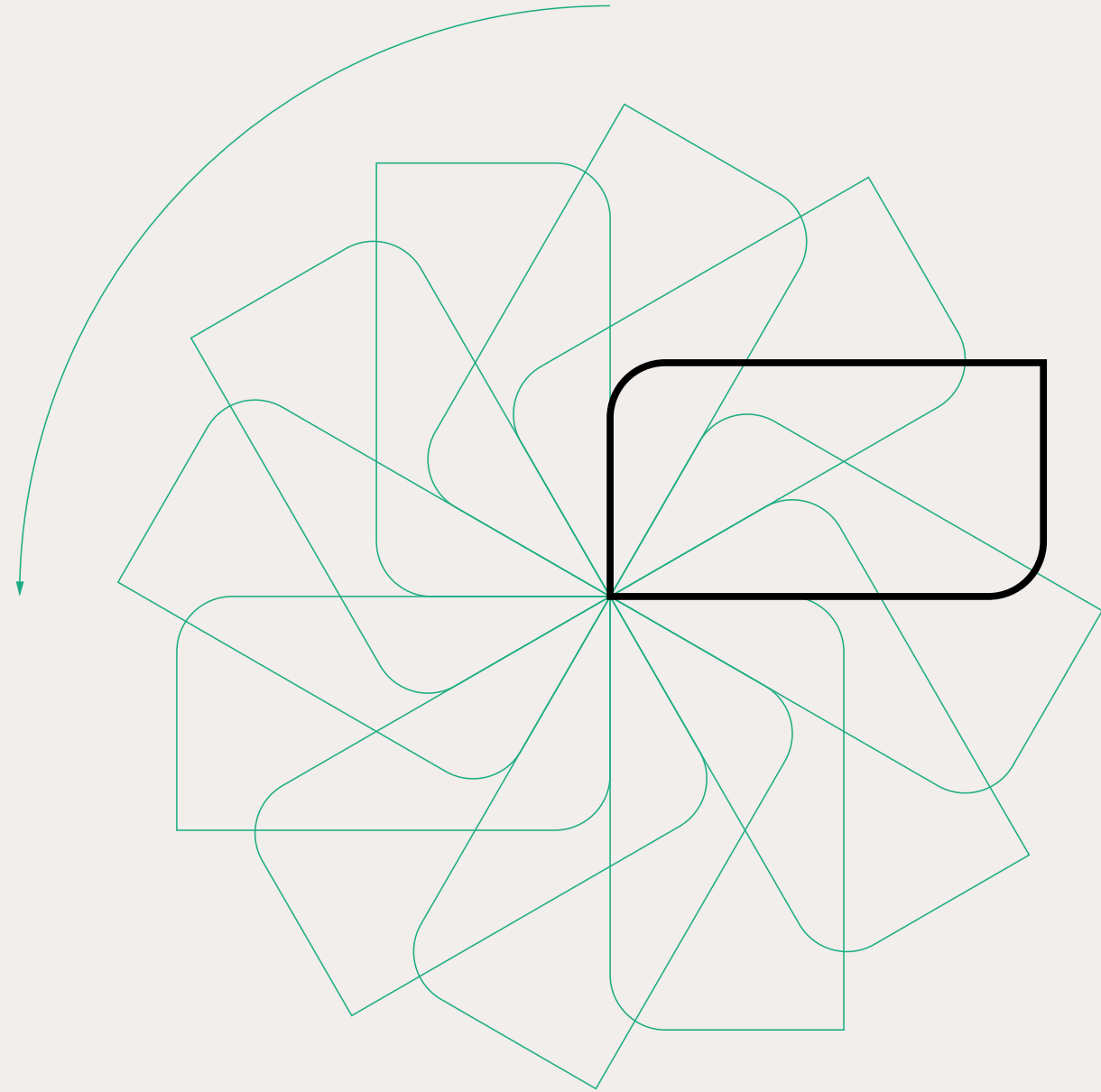
# The Leaf

## Companion Element

The Leaf can be used as a single object and it can be multiplied, rotated and used in different defined patterns.

The illustration shows a single leaf rotated and multiplied 12 times to form a petal.

See more examples of different patterns created from The Leaf on page 29.



## **Brand architecture**

The monolithic brand model

# The monolithic brand model

## One name, one visual system

The museum follows the monolithic brand model.

### MONOLITHIC

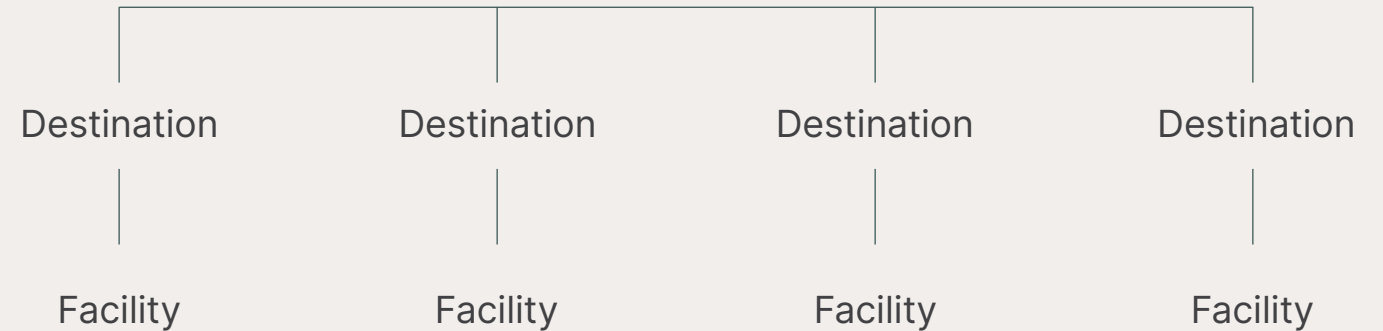
one name

one visual system

The museum wordmark/brand logo represents the entire site, rather than each visitor experience requiring its own sub-brand.

The museum stands as an independent institution, but also has a wider scientific and research context as a part of the University of Copenhagen.

STATENS  
NATURHISTORISKE  
MUSEUM



A part of The University of Copenhagen



## Typography

Inter – Brand typeface

Larken – Supporting typeface

# Typography

## Inter – Brand typeface

Our wordmark typography is Inter SemiBold.

Swedish type designer Rasmus Andersson designed this typeface which aids the readability of mixed-case and lower-case text, through its tall x-height.

It is free and open source. Inter was one of the first high-end variable typeface, which means weight and italic angle (slant) can be mix and matched, forming theoretically infinite variations.

Inter includes vast language support (Cyrillic, Greek and Latin alphabets) and many OpenType features for additional functionality and disambiguation (tabular figures, ligatures, fractions, character alternates etc.)

### Facts

2,500 Glyphs, 18 Styles (variable), OpenType features

**A B C D E F G H I J K L M N O P  
Q R S T U V W X Y Z Ø Æ Å  
a b c d e f g h i j k l m n o p q r s t  
u v x y z ø æ å  
1 2 3 4 5 6 7 8 9 0 ? ! \***

Inter Bold

A B C D E F G H I J K L M N O P  
Q R S T U V W X Y Z Ø Æ Å  
a b c d e f g h i j k l m n o p q r s t  
u v x y z ø æ å  
1 2 3 4 5 6 7 8 9 0 ? ! \*

Inter Thin

**A**

A

# Typography

## Larken – Supporting

The decorative serif Larken allows for expressive typography across a variety of scales. Designed to reflect nature, this typeface creates a sense of natural softness and expressiveness. The Larken type family melds organic curves with gentle repetitions into powerful and harmonious type.

Larken **cannot** be used with capitol letters only:

**Neandertaler**

~~NEANDERTALER~~

The UK based type designer Ellen Luff created a confident serif that is also available as a variable typeface. On top of this it features the ‘Danish g.’

Larken includes full Latin language support, and many OpenType features (standard and discretionary ligatures, alternate characters etc.)

### Facts

407 Glyphs, 14 styles (variable) , OpenType features

**A B C D E F G H I J K L M N O P Q  
R S T U V W X Y Z Ø Æ Å  
a b c d e f g h i j k l m n o p q r s t  
u v x y z ø æ å  
1 2 3 4 5 6 7 8 9 0 ? ! \***

Larken Black

A B C D E F G H I J K L M N O P Q R  
S T U V W X Y Z Ø Æ Å  
a b c d e f g h i j k l m n o p q r s t u v  
x y z ø æ å  
1 2 3 4 5 6 7 8 9 0 ? ! \*

Larken Regular

A

g

A

g

## Colour

Brand colours

Colour sampling

# Colour

## Brand colours

The primary brand colour is 'Evergreen' and the main colour of the identity, supported by a neutral off-white 'Bone'.

Black and White are primarily used for text elements, or where colour printing is not available.

The three additional greens are supporting colours to allow for texture and change in vibrancy.

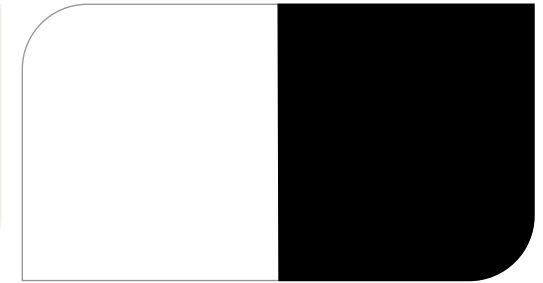
These swatches are shown in CMYK with the closest Pantone match for print.



**Evergreen**  
C80 M45 Y60 K50  
Pantone 627 U  
R38 G74 B66  
#264A42



**Bone**  
C7 M5 Y10 K0  
Pantone Cool Grey 1 U  
R240 G240 B230  
#F0EFE8



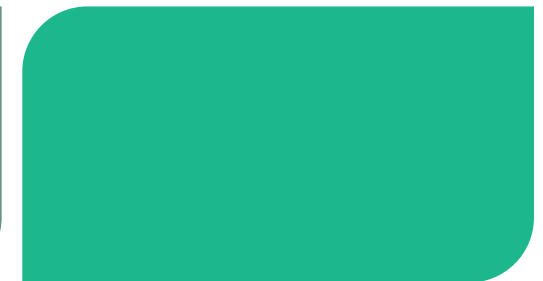
<b>White</b>	<b>Black</b>
C0 M0 Y0 K0	C0 M0 Y0 K100
R255 G255 B255	R0 G0 B0
#FFFFFF	#000000



**Spruce**  
C70 M35 Y50 K25  
Pantone 626 U  
R81 G114 B107  
#51726B



**Olive**  
C60 M25 Y50 K10  
Pantone 556 U  
R119 G151 B128  
#779780



**Aloe**  
C75 M0 Y60 K0  
Pantone 3405 U  
R5 G186 B135  
#05BA87

# Colour

## Logo colours

The museum brand logo, the wordmark, can **only** be displayed in the three colours from the main brand colour palet as shown on this page.

STATENS  
NATURHISTORISKE  
MUSEUM

STATENS  
NATURHISTORISKE  
MUSEUM

STATENS  
NATURHISTORISKE  
MUSEUM

DENMARK  
NATURAL HISTORY  
MUSEUM

DENMARK  
NATURAL HISTORY  
MUSEUM

DENMARK  
NATURAL HISTORY  
MUSEUM



**Evergreen**  
Pantone 627 U  
C80 M45 Y60 K50  
R38 G74 B66  
#264A42



**Black**  
C0 M0 Y0 K100  
R0 G0 B0  
#000000



**White**  
C0 M0 Y0 K0  
R255 G255 B255  
#FFFFFF



# Colour

## Colour sampling

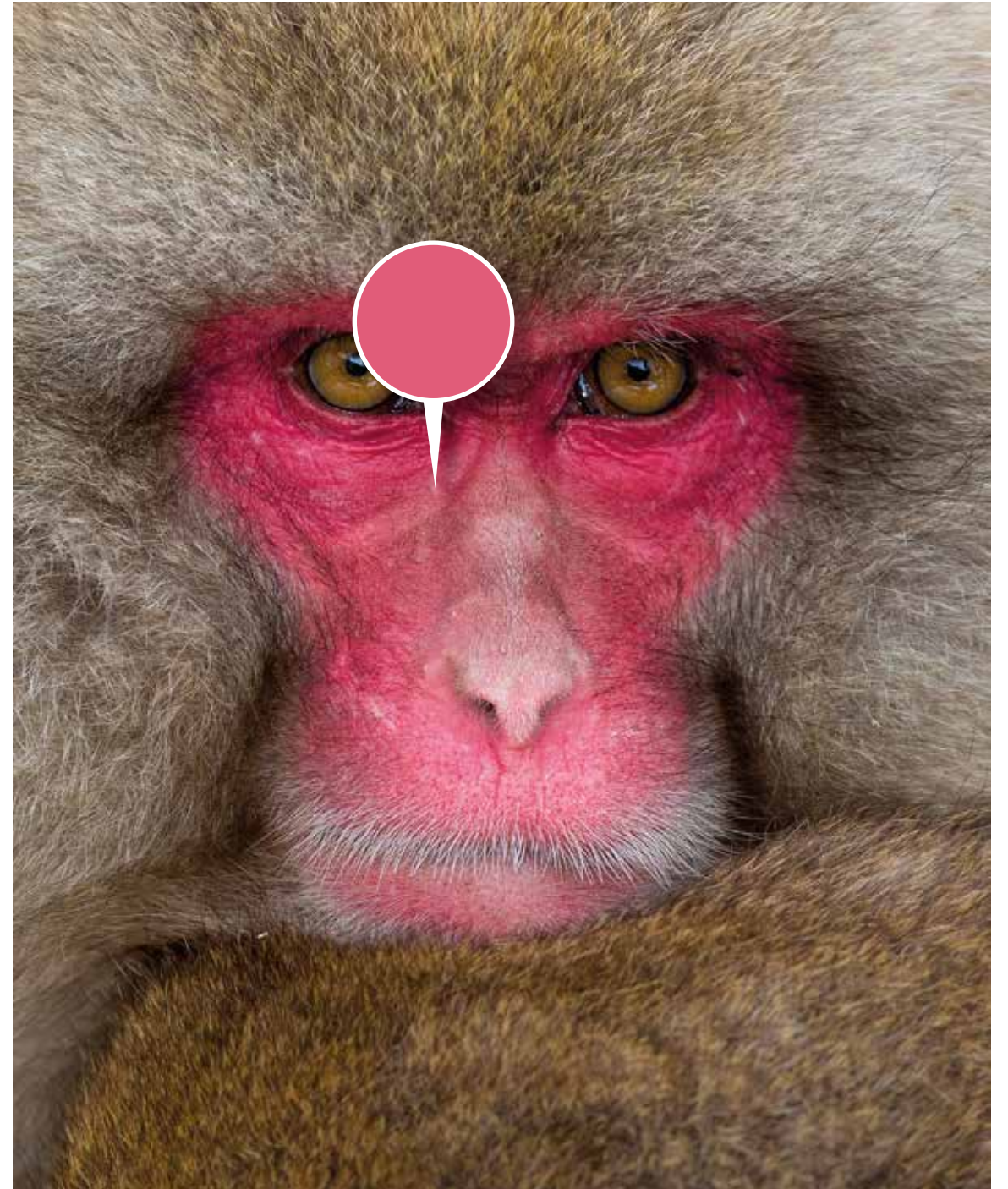
Alongside the main brand colours, colours can be sampled from photography to work as a supplementary colour in marketing.

The chosen colour should allow for clear separation of the photograph and its background.

These could be harmonious colour choices or a clash of colour depending on the chosen content.



C6 M76 Y33 K0  
R225 G92 B121  
#E15C79





C45 M11 Y64 K0  
R158 G187 B119  
#9EBB77



C76 M35 Y28 K10  
R60 G128 B54  
#3C809A



C15 M30 Y80 K3  
R219 G175 B70  
#DBAF46



C41 M0 Y28 K0  
R164 G212 B198  
#A4D4C6

# Pictograms

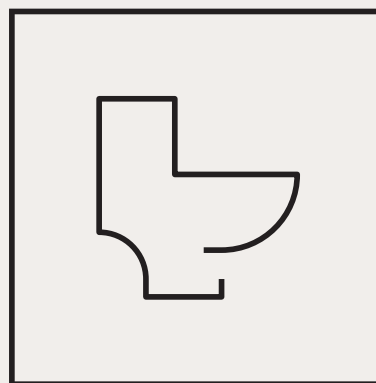


# Pictograms

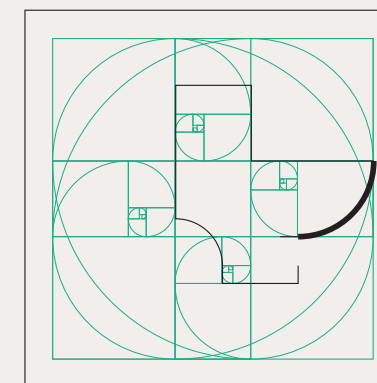
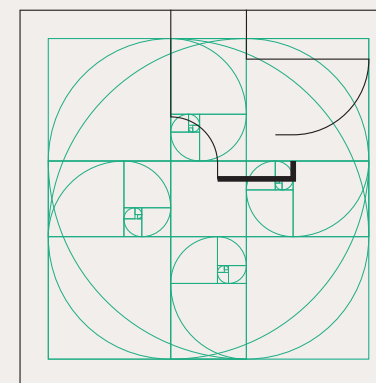
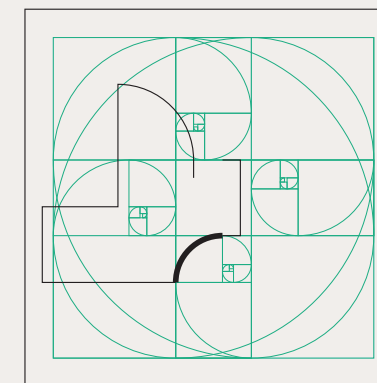
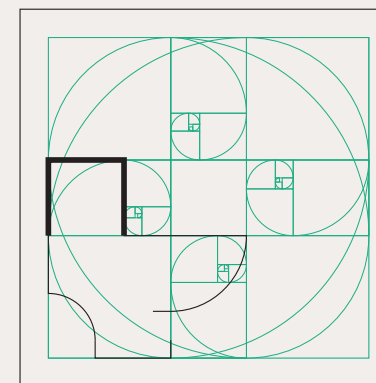
## Fibonacci concept

The modular concept for the design of the pictogram series is based on the proportions in the Fibonacci spiral and the golden rectangle.

Gender neutral toilet



Fibonacci grid



# Pictograms

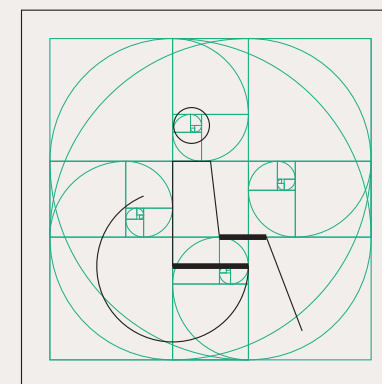
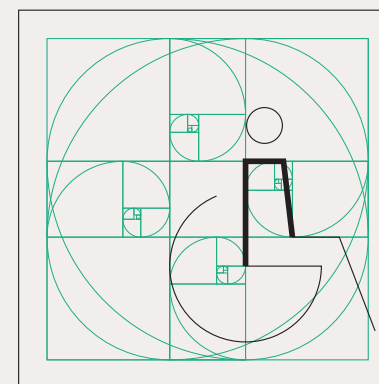
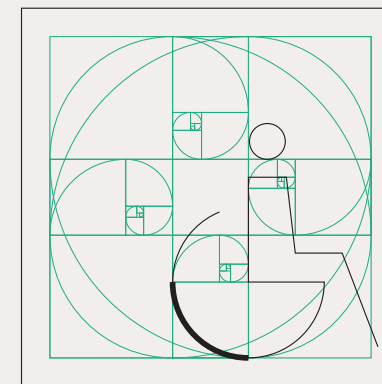
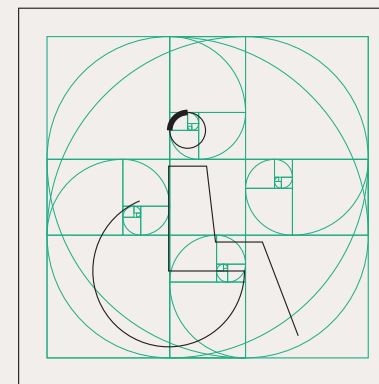
## Fibonacci concept

The modular concept for the design of the pictogram series is based on the proportions in the Fibonacci spiral and the golden rectangle.

Accessible toilet



Fibonacci grid



# Pictograms

## Fibonacci concept

Gender neutral  
toilet

Accessible toilet

Escape route

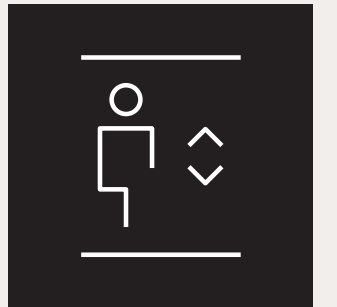
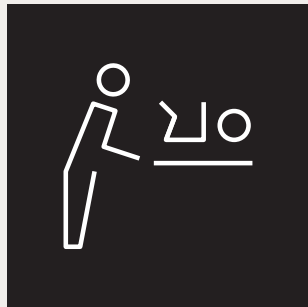
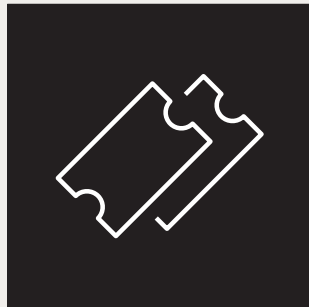
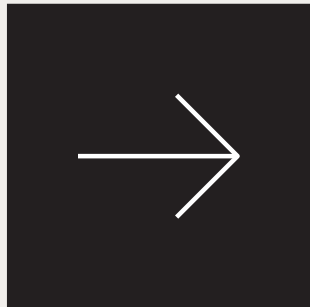
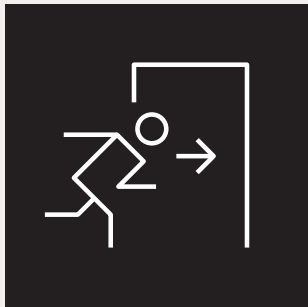
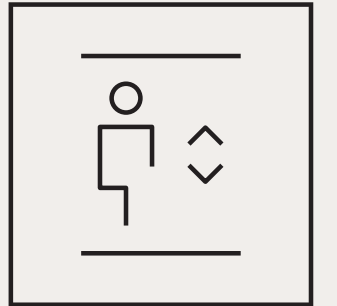
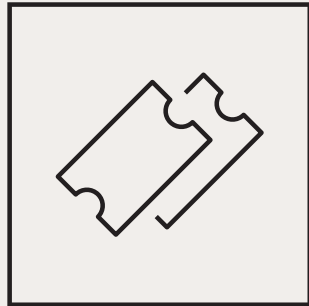
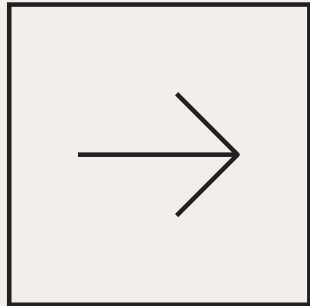
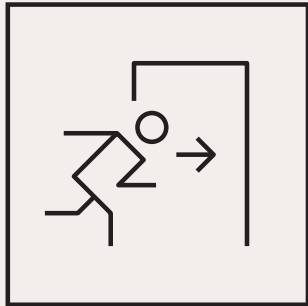
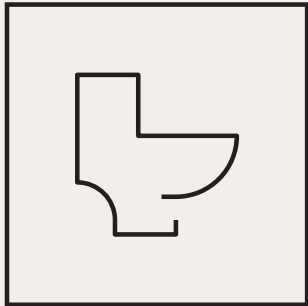
Directional arrow

Tickets /  
Ticket sales

Baby changing  
toilet

Coffee bar

Lift





# Pictograms

## Fibonacci concept

Locker room

restaurant

Bike parking

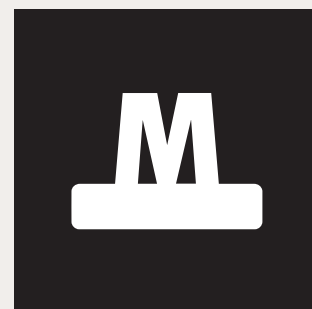
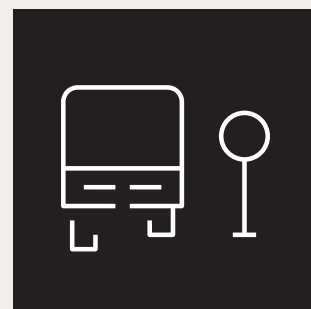
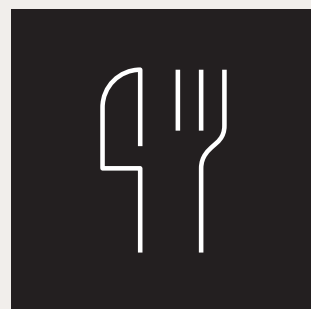
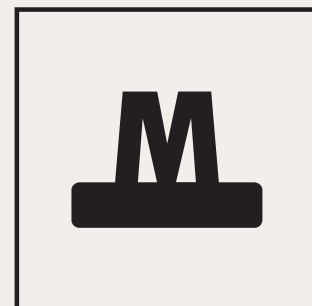
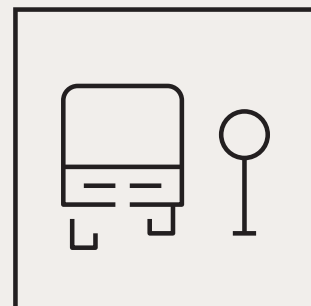
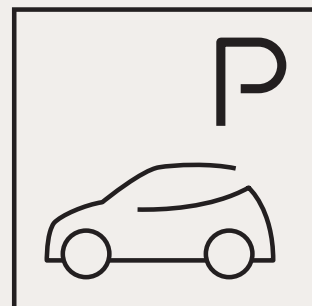
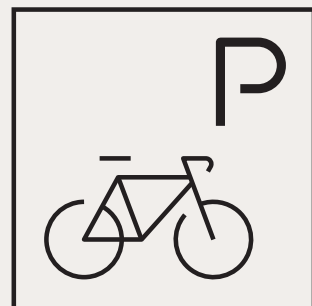
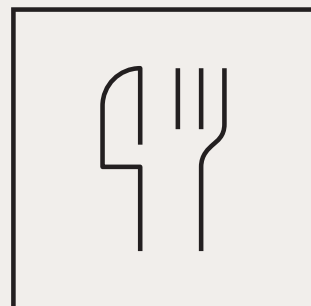
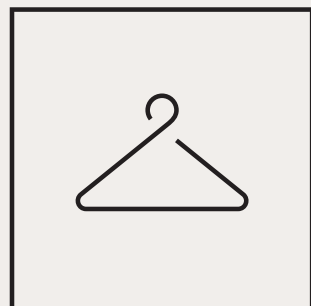
Car parking

Accesible parking

Stroller parking

Bus stop

Metro



# Pictograms

## Fibonacci concept

S-train

Train (Regional)

Museum shop

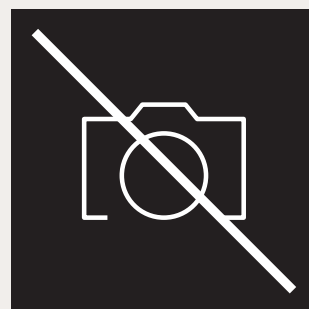
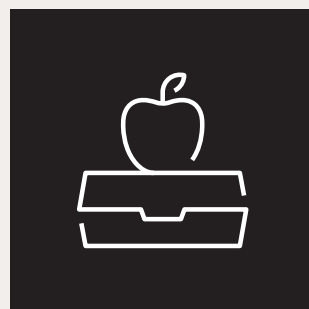
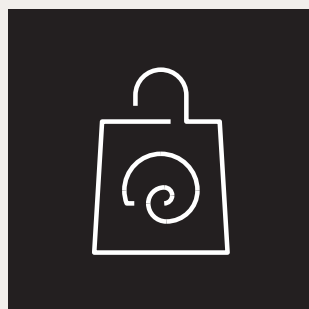
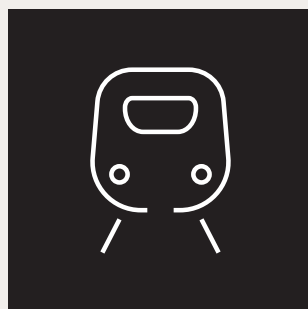
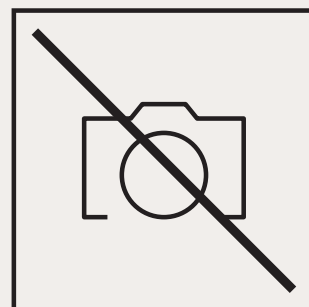
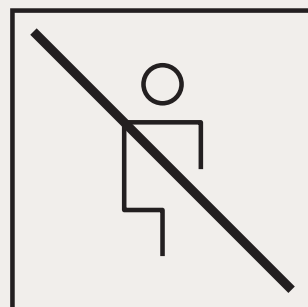
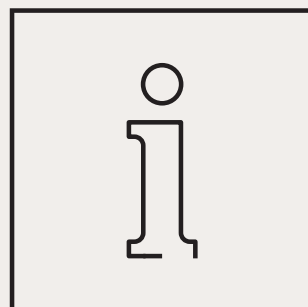
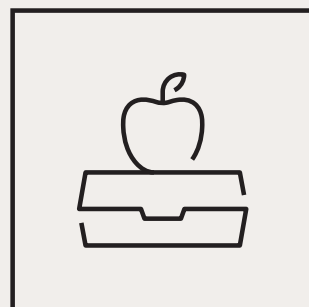
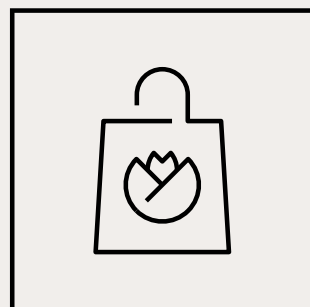
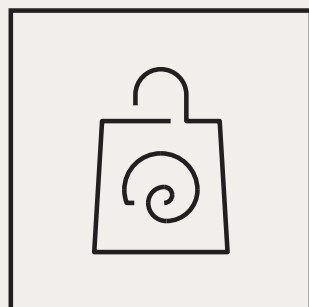
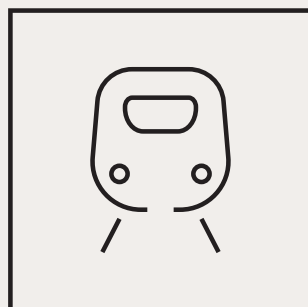
Botanical Garden  
shop

Lunch room

Information

Access not  
allowed

Photography  
not allowed



# Pictograms

## Fibonacci concept

Do not touch  
the object

Do not pick/touch  
the flowers

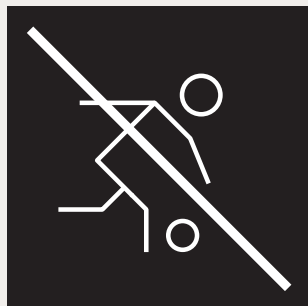
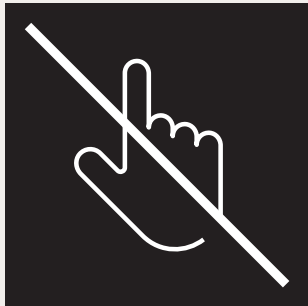
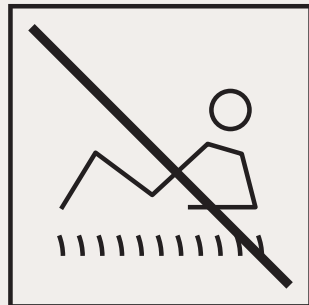
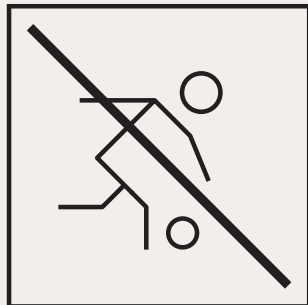
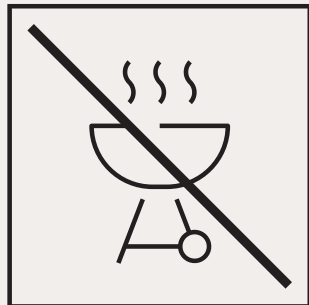
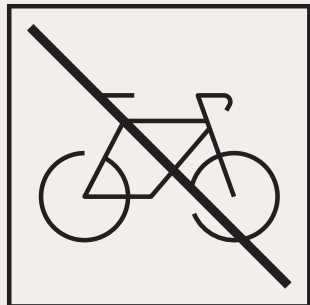
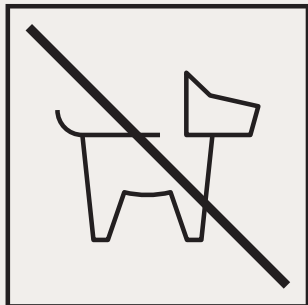
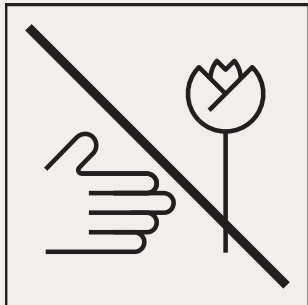
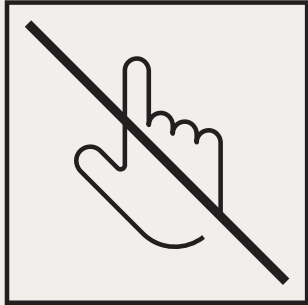
Dogs not allowed

Car parking  
not allowed

Open fire  
not allowed

Running and  
ballgames  
not allowed

Sitting on the lawn  
not allowed



## Leaf patterns

Floral

Tessellation

Grid

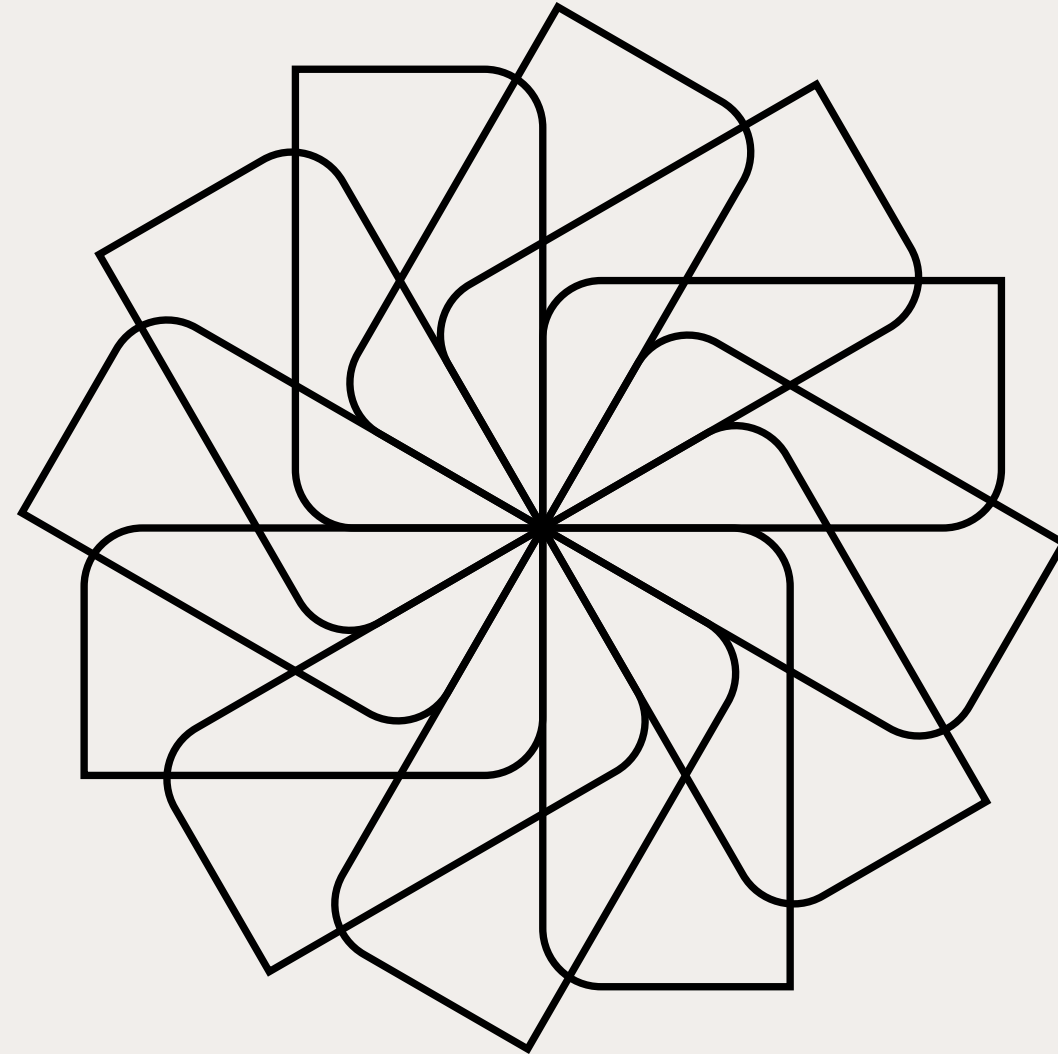
Drop

# Leaf floral

## Single Rotation

Our floral pattern expands on our nature influences to create a repeating form based on a rotation of the Leaf – with the repeated and rotated leafs forming a petal.

Experiment with different degrees of rotation to create different petals, and how they tile together to create new versions of the pattern.

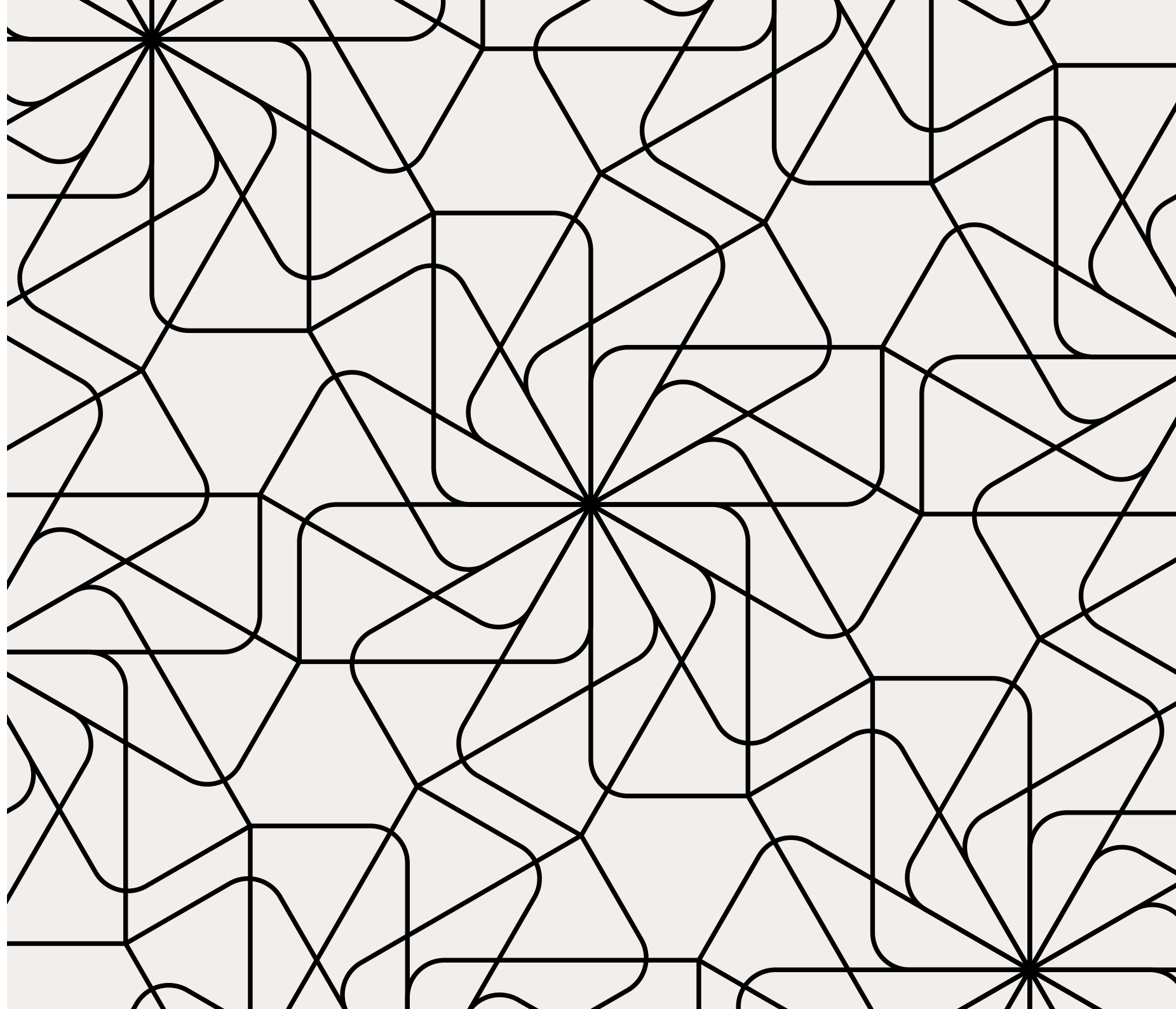


## Leaf floral Rotation pattern

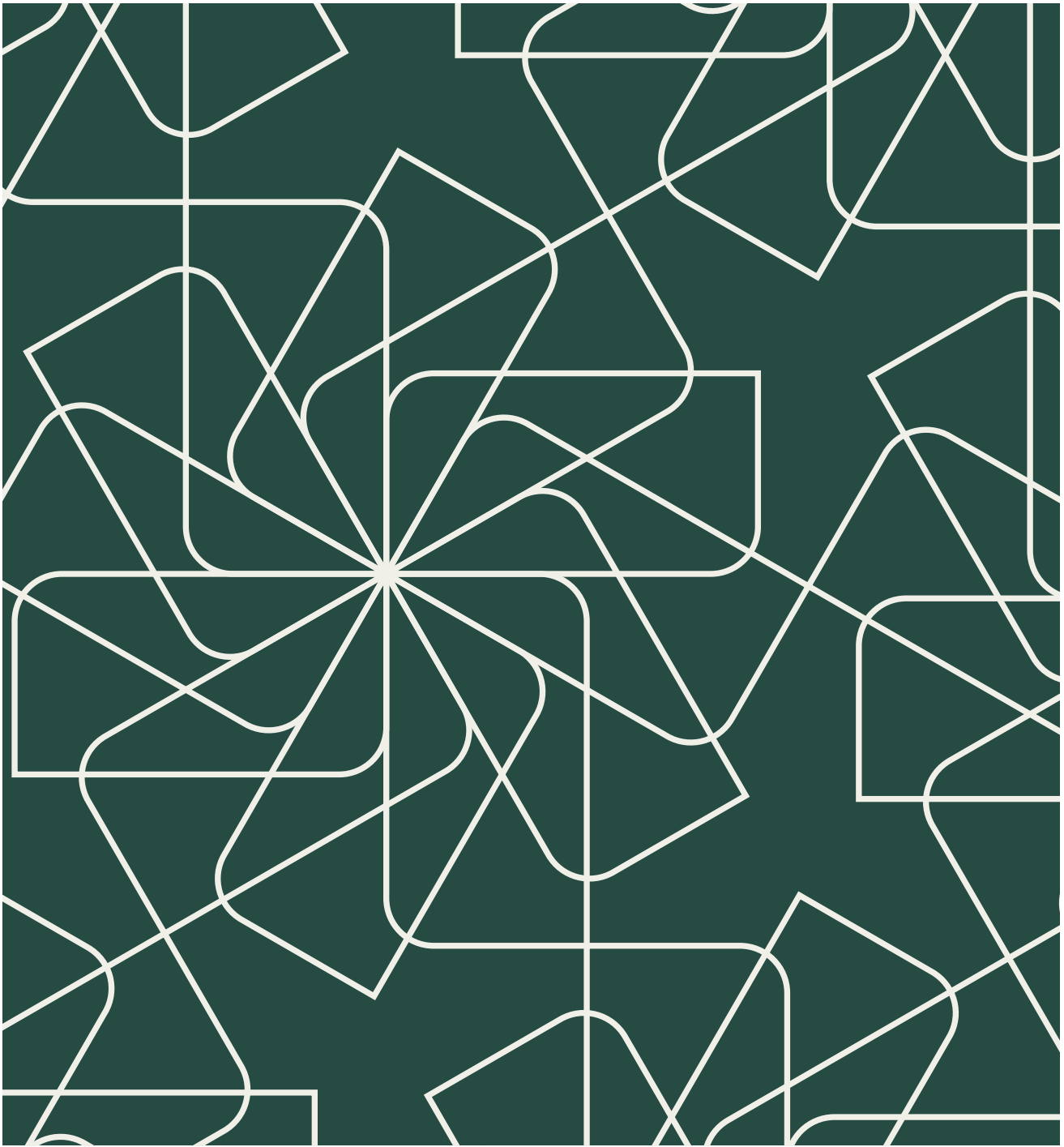
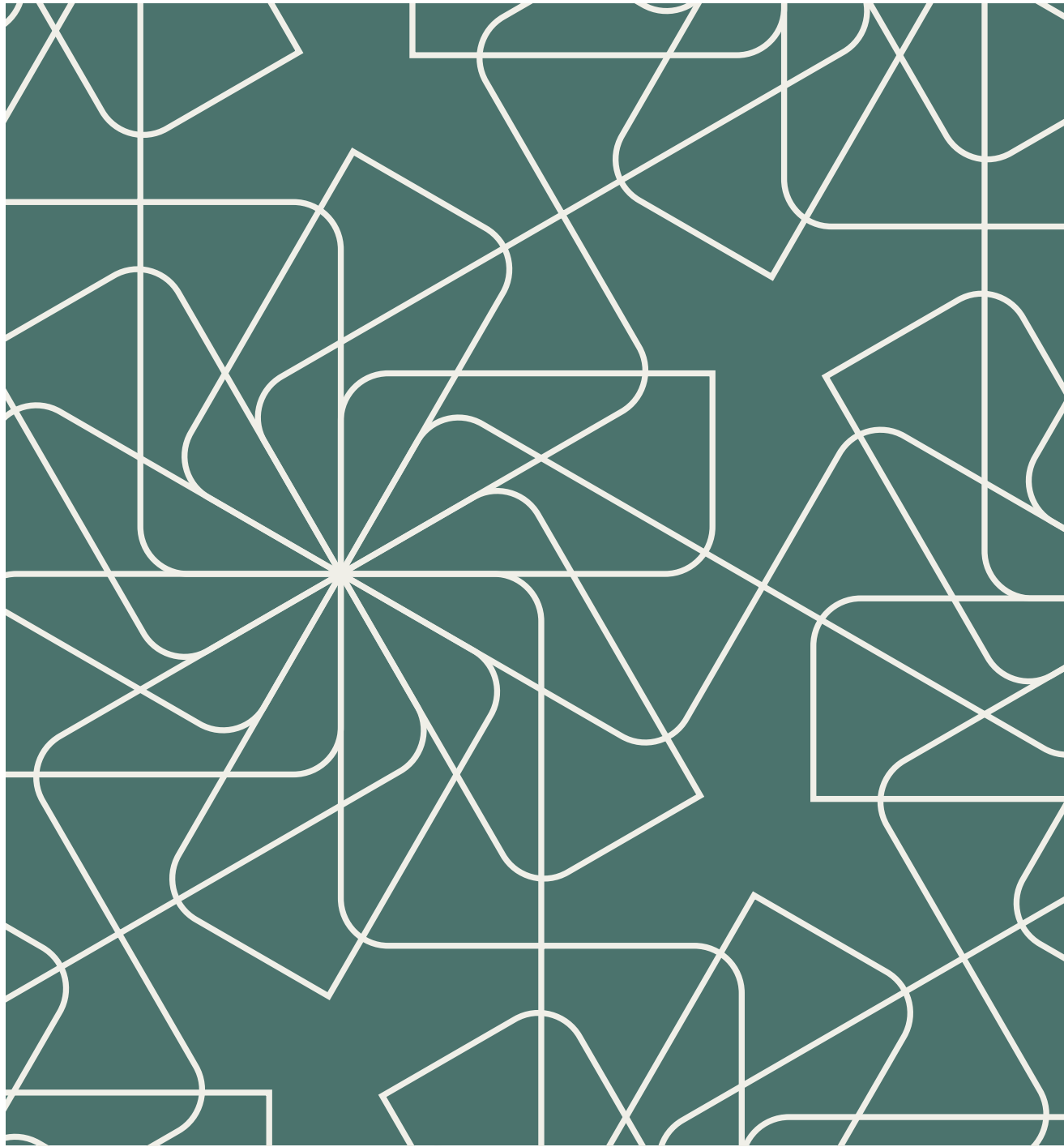
The petal resulting from the repeatedly rotated leafs is multiplied and tiled to form an organically growing pattern.

The pattern can be varied by using a different number of leafs in the single petal and by using different stroke weights to the single leaf outline.

The Wordmark logo should as a rule not be integrated into the pattern unless absolutely necessary.



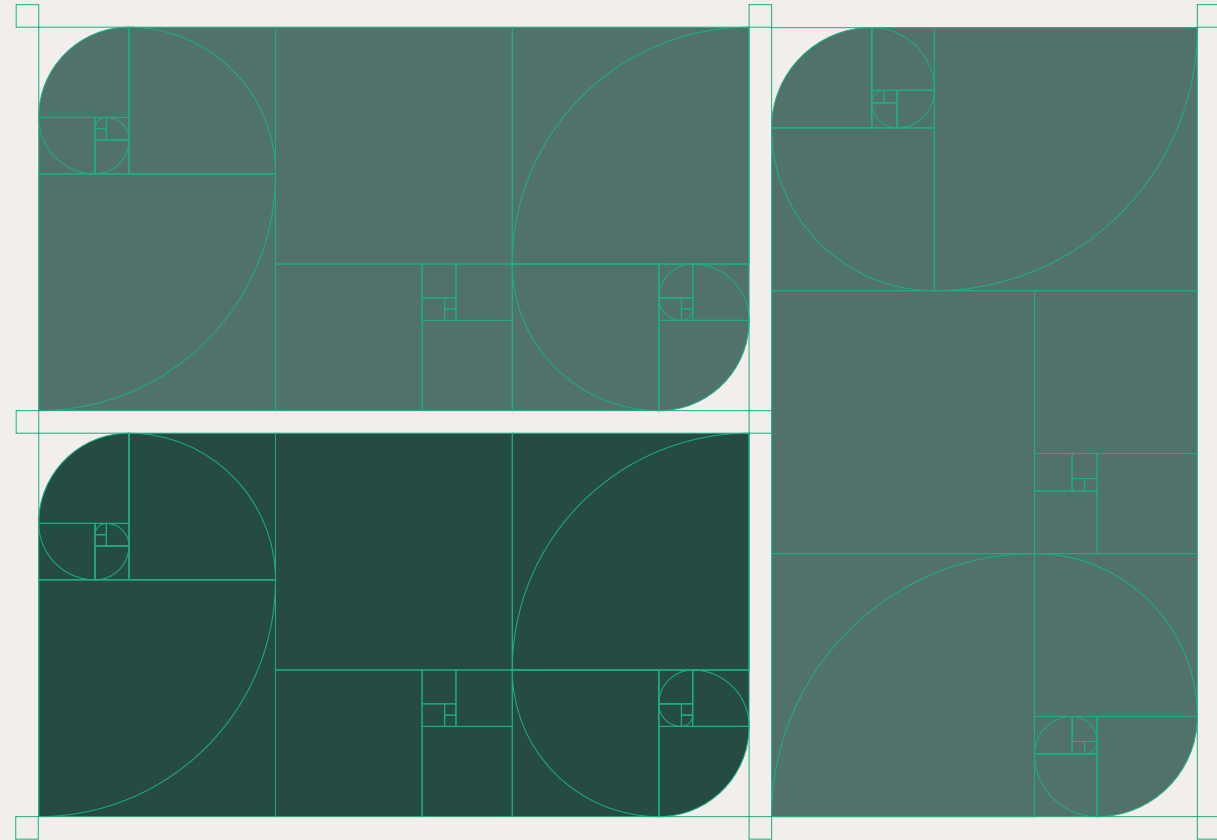




# Leaf tessellation

## Tile pattern

The graphic tile is made from three blocks of the Leaf. Each block is spaced apart from one another by the rules of the Golden Rectangle structure of the logo construction.



# Pattern

## Tessellation

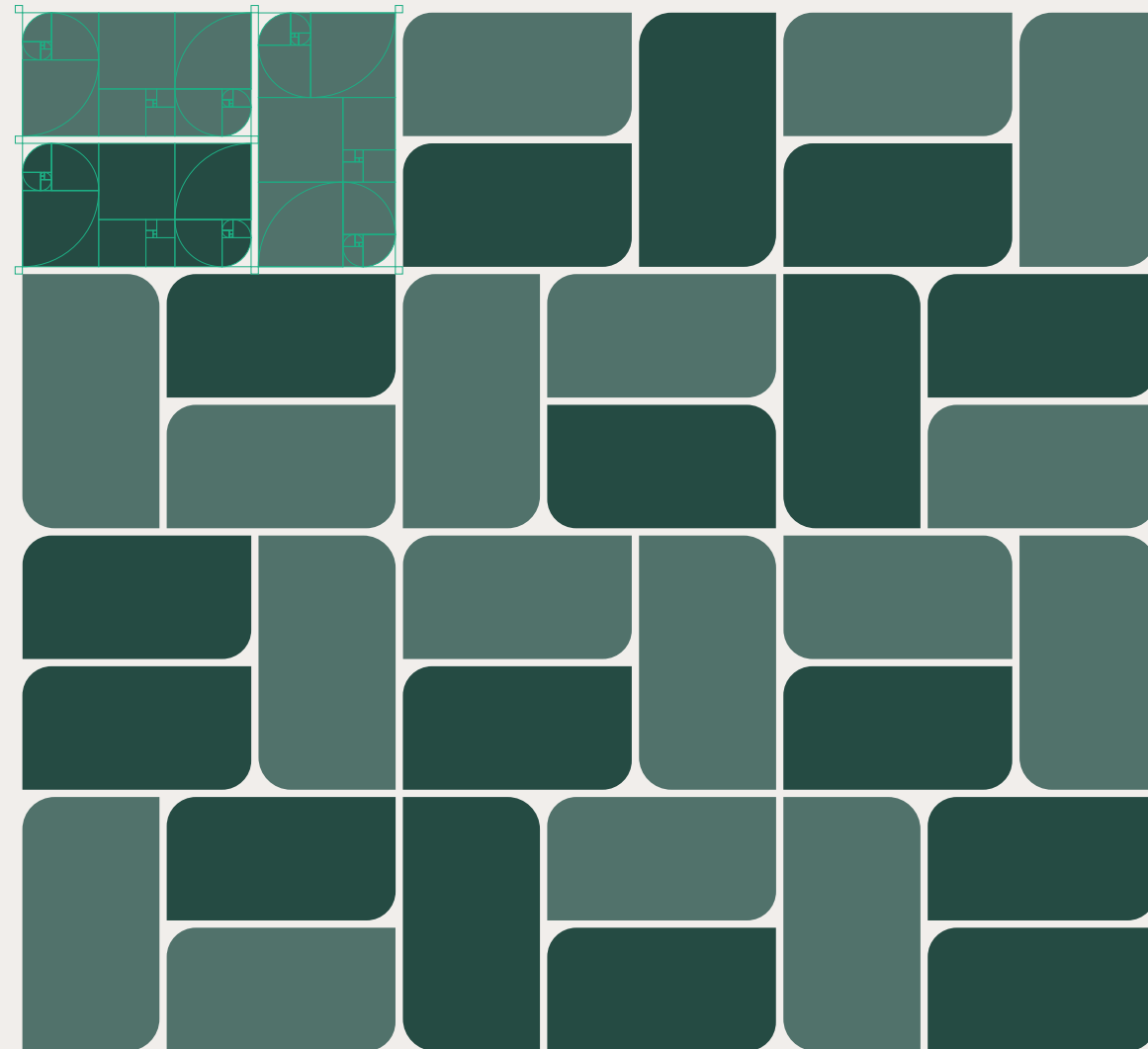
Each tile of the pattern can be rotated and recoloured to create a seemingly random texture.

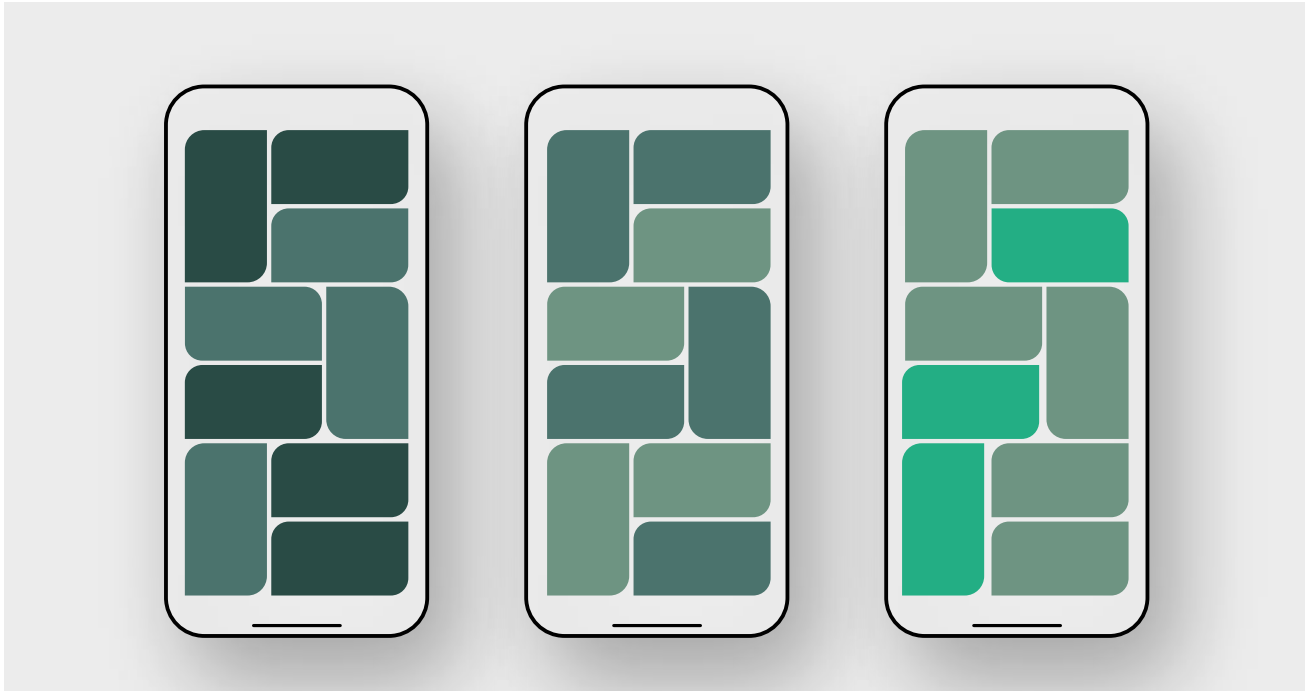
When used as a finite shape, the top-left and bottom-right corners of the overall shape should be curved to create the same form as the individual leaf blocks from which it is constructed.

The scale, and therefore number of blocks, can be modified depending on the application. For example the pattern can be more intricate, or bolder depending on the desired effect.

The tessellation pattern should only be made of two colours chosen from the appropriate colour palette. Depending on the desired effect, the contrast could be increased or decreased by selecting different colours, for a total of 6 different combinations.

The Wordmark logo should as a rule not be integrated into the pattern unless absolutely necessary.





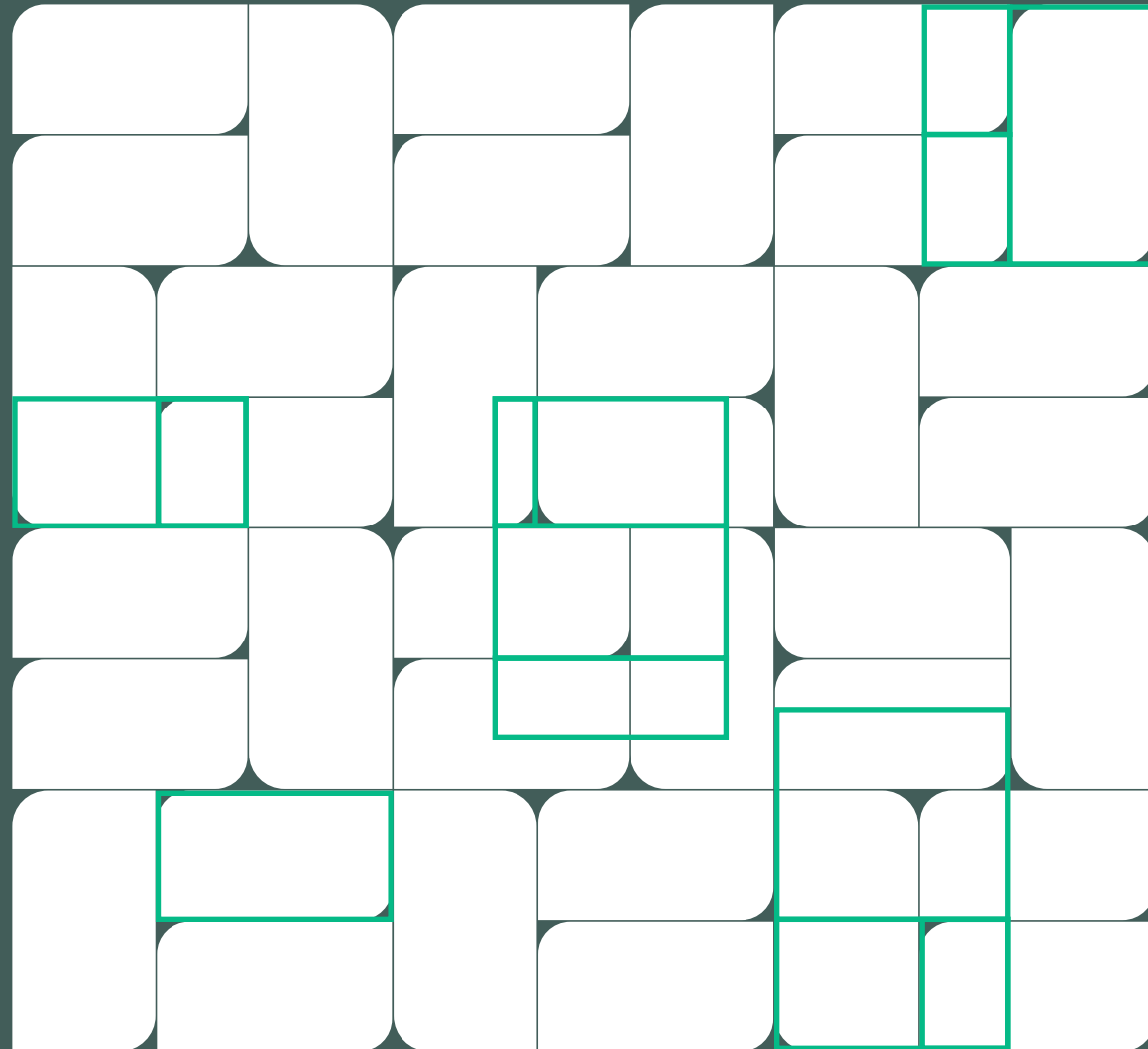
# Pattern

## The Grid

A structuring grid is defined based on an inverted version of the tessellation pattern. The void or the tile joint forms the basis for the grid.

The grid is used as a visual structure on the museum website and in the graphic design for marketing communication both online and on print.

Depending on the actual media and the desired effect different sized areas can be defined within the grid. Thus resulting in designs with a varied amount of gridlines.





# Pattern

## The Drop

The curved space where a horizontal and a vertical grid line meet the rounded corners of the leaf is carried over in the visual design.

The joint is named the Drop. It adds a decorative effect to the grid and creates a visual link to the expressive display font Larken.



# Co-branding

## University of Copenhagen

# Co-branding

## University of Copenhagen

The relationship with the University of Copenhagen is an important part of our identity.

To ensure we use a consistent version of the logo – regardless of size or format – we use the university’s mini co-branding logo version in the corresponding language, wherever this is required.

The mini logo is available in the variants shown, which one to use will depend on the specifications of the communication.



STATENS  
NATURHISTORISKE  
MUSEUM



# Neandertaler


SE DIN FORTID I ØJNENE



Kom tæt på dine nærmeste uddøde slægtninge og mød mammutten og andre istidsdyr i en udstilling for hele familien.

29. APRIL 2022 – 19. FEBRUAR 2023

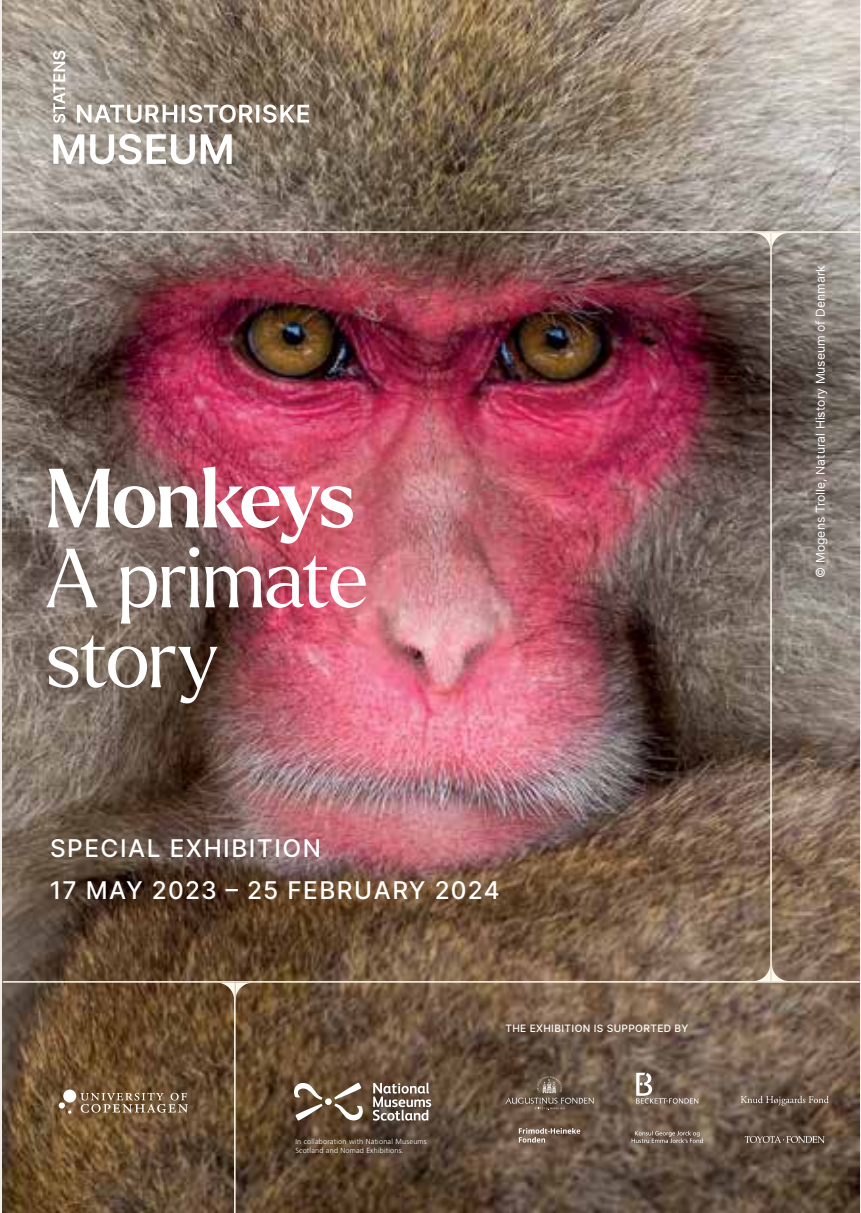
UDSTILLINGEN ER UDVIKLET I SAMARBEJDE MED MOESGAARD MUSEUM

GENERØST STØTTET AF



STATENS  
NATURHISTORISKE  
MUSEUM











# Monkeys A primate story

SPECIAL EXHIBITION  
17 MAY 2023 – 25 FEBRUARY 2024

© Mogens Tolle, Natural History Museum of Denmark

THE EXHIBITION IS SUPPORTED BY

# Digital Website



# Digital Homepage

Our website forms the digital entrance to the museum, and as such should work on multiple levels.

At the top level the website functions as a visual impactful extension of the brand as well as a marketing opportunity to entice potential visitors.

At a deeper level the website should also inform and educate visitors about the museum, its exhibitions and the collection – in much the same way as the interpretation would within the gallery spaces.





Haven rummer Danmarks største samling af levende planter og den største samling af præservede planter i herbariet.

Haven rummer Danmarks største samling af levende planter og den største samling af præservede planter i herbariet. Tilknyttet haven er også en spidsamling, en nyttesamling, en vedsamling og en frøsamling.

<a href="#">FIND VEJ TIL HAVEN +</a>	<a href="#">ÅBNINGSTIDER OG ENTRE +</a>
<a href="#">PALMESHUSET +</a>	<a href="#">SOMMERFUGLEHUSET +</a>
<a href="#">RUNDVISNING I HAVEN +</a>	<a href="#">BØRNEFØDSELDAG I HAVEN +</a>



1/9 • JØRDNEN BAZILLIEN, STATENS NATURHISTORISKE MUSEUM

## Besøg haven

Botanisk Have er især kendt for sit smukke haveanlæg, som tiltrækker både særligt planteliebeksændere såvel som gæster, der søger et grønt åndehul. Den danner året rundt rammen om vekslende udstillinger og aktiviteter, bl.a. Palmehuset, Sommerfuglehuset og rundvisninger.



## Arrangementer i haven

<p><b>Familierundvisning i Botanisk Have</b></p> <p>29.08.2023</p>	<p><b>Plantemedicin - fra myter og overtro til nutidens forskning</b></p> <p>29.08.2023</p>
<p><b>Børnefødselsdag i Botanisk Have</b></p> <p>29.08.2023</p>	<p><b>Oplev Shakespeares komedie Much Ado About Nothing</b></p> <p>29.08.2023</p>

SE ALLE ARRANGEMENTER +



## Praktisk information

<a href="#">RETNINGSKORTETIL HAVEN +</a>	<a href="#">FOTOGRAFERING OG FILM +</a>
<a href="#">BOTANISK HAVES FORMÅL +</a>	<a href="#">HANDICAPFORHOLD +</a>





NATURHISTORISKE MUSEUM

# Microsculpture

The Insect Portraits of Levon Biss  
Særudstilling: 27. maj — 5. november 2024

Det nye logo

## Tirsdag 29.08

10:00 - 10:00 Rundvisning i Aber - vores vilde familie  
12:30 - 15:00 Aktivitetstider  
19:00 - 19:00

10:00 - 10:00 Rundvisning i Botanisk Have  
13:00 - 14:00 Familienudstilling i Botanisk Have  
19:00 - 19:00

## Botanisk Have

Oplev Danmarks største samling af levende og præserverede planter.

## Beneath the surface

Aberne indtager Statens Naturhistoriske Museum  
Særudstilling: 27. maj — 5. november 2024

<p>Dodens detektiver 8</p> <p>29.08.2023</p>	<p>Rundvisning: Aber - vores vilde familie</p> <p>29.08.2023</p>	<p>Oplev Shakespe Mach Ado Abo</p> <p>29.08.2023</p>
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Medrivende og lærerige fortællinger

Lærings tilbud til skoler og

NATURHISTORISKE MUSEUM

# Aber — vores vilde familie

Aberne indtager Statens Naturhistoriske Museum  
Særudstilling: 27. maj — 5. november 2024

Den store og farverige gibbon, orang-utan, leopold aber og meget mere kommer på besøg i Statens Naturhistoriske Museum. Her skal du lære om og se alle de fantastiske arter på vores verdensberømte, utrolige og unikke samling af primater i Danmark.

Der er mere end 200 arter af primater i verden, og de lever i alle verdensdele. De er nogle af de mest populære dyr på jorden, og de er også nogle af de mest interessante. De er nogle af de mest populære dyr på jorden, og de er også nogle af de mest interessante. De er nogle af de mest populære dyr på jorden, og de er også nogle af de mest interessante.



Sjov og oplysende familieudstilling, der også understreger, at menneskets nære slægtninge mange steder på kloden kæmper mod udryddelse.

### Aber var kendet for hele familien

Der er mere end 200 arter af primater i verden, og de lever i alle verdensdele. De er nogle af de mest populære dyr på jorden, og de er også nogle af de mest interessante. De er nogle af de mest populære dyr på jorden, og de er også nogle af de mest interessante.

### Aberdanne portrætter

Der er mere end 200 arter af primater i verden, og de lever i alle verdensdele. De er nogle af de mest populære dyr på jorden, og de er også nogle af de mest interessante. De er nogle af de mest populære dyr på jorden, og de er også nogle af de mest interessante.

Rundvisning i Aber - vores vilde familie

Den store aberfest

NATURHISTORISKE MUSEUM

# Wildlife Photographer of the Year

Verdensberømt fotoudstilling  
24. november 2023 — 6. september 2024

Den årlige verdensberømte fotokonkurrence Wildlife Photographer of the Year er verdens største af sin slags og verdensberømte. Fra 24. november 2023 kan du se verdens bedste 100 bedste billeder af naturen og dyrne kåret i 2023 i en fantastisk samling på Statens Naturhistoriske Museum.

Udvalgte billeder viser naturens smukke og utrolige skønhed og den menneskes ansvar for naturen og dyrene. De er nogle af de mest populære dyr på jorden, og de er også nogle af de mest interessante. De er nogle af de mest populære dyr på jorden, og de er også nogle af de mest interessante.



De mange smukke fotos viser mangfoldigheden af liv på Jorden, og de inspirerer os til at reflektere over menneskets plads i naturen og vores ansvar for at beskytte den.

### Første smugling på de fantastiske fotos

Der er mere end 200 arter af primater i verden, og de lever i alle verdensdele. De er nogle af de mest populære dyr på jorden, og de er også nogle af de mest interessante. De er nogle af de mest populære dyr på jorden, og de er også nogle af de mest interessante.

Se også

Aber — vores vilde familie

# Communications

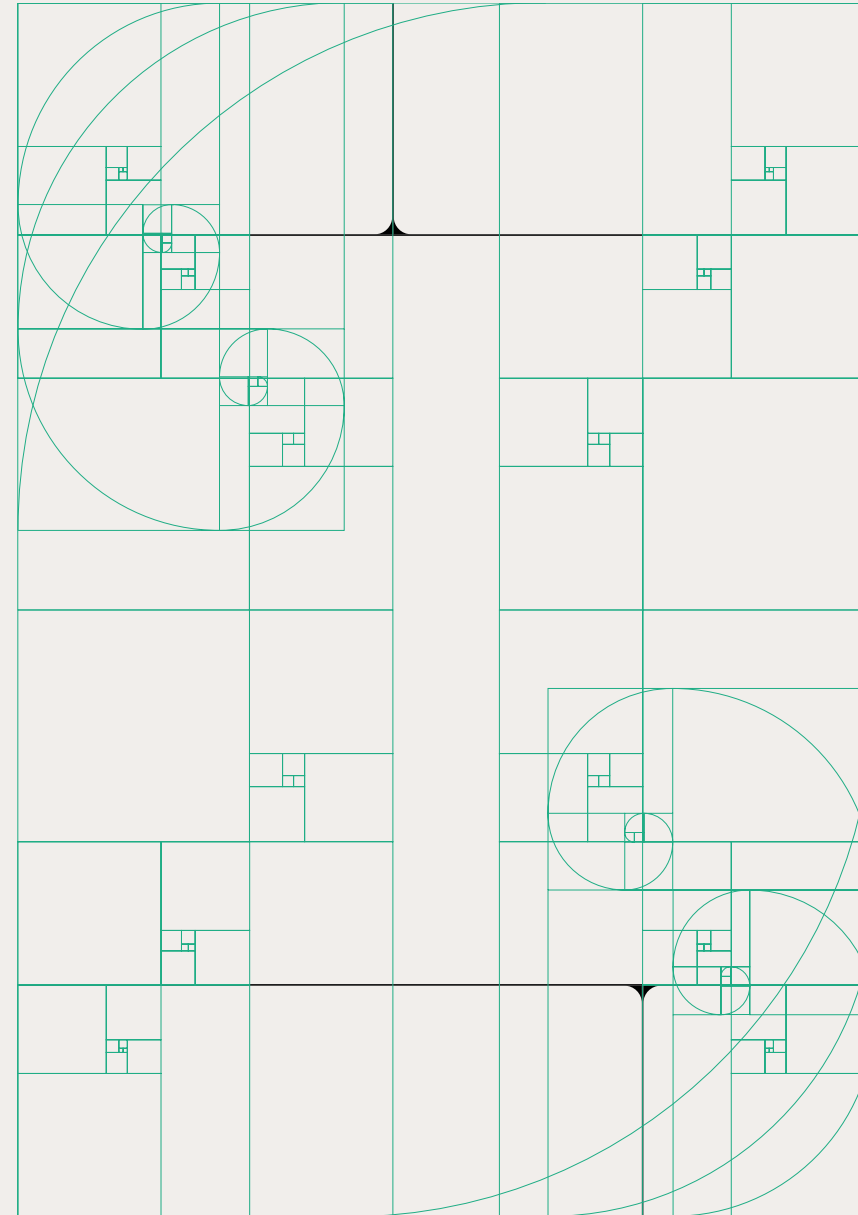
## Posters

# Leaf tessellation

## Fibonacci pattern and grid

The structuring principles from the Fibonacci concept is used for the visual design of the marketing materials.

The design of the Drop-line grid is flexible within the defined patterns of the the Fibonacci numbers and the golden rectangle.





STATENS  
NATURHISTORISKE  
MUSEUM






# Neandertaler

SE DIN FORTID I ØJNENE  
Kom tæt på dine nærmeste uddøde slægtninge og mød mammutten og andre istidsdyr i en udstilling for hele familien.

29. APRIL 2022 – 19. FEBRUAR 2023

UDSTILLINGEN ER UDVIKLET I SAMARBEJDE MED MØESGAARD MUSEUM

GENERØST STØTTET AF







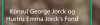

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MUSEUM

# Monkeys A primate story

SPECIAL EXHIBITION  
17 MAY 2023 – 25 FEBRUARY 2024

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## **Commercial**

Tickets

Season tickets

Paper bag

# Commercial

## Season tickets



# Commercial

## Paper bag

Single use items such as a bag for purchases from the café or gift shop should be produced in the most sustainable method that is practical, in line with our vision and values. For example choose recycled paper and minimal ink coverage.





## Merchandise

T-shirt

Sweatshirt

Tote bag

Gift wrap

Pencils

Postcards

Art prints

# Merchandise

## Sweatshirt

Across merchandise we use our pattern elements to create desirable objects that use the brand identity to inform the design rather than dominate it.



# Merchandise

## Tote bag

Across merchandise we use our pattern elements to create desirable objects that use the brand identity to inform the design rather than dominate it.



# Merchandise

## Tote bag (label detail)

Across merchandise we use our pattern elements to create desirable objects that use the brand identity to inform the design rather than dominate it.



# Merchandise

## Gift wrap

Across merchandise we use our pattern elements to create desirable objects that use the brand identity to inform the design rather than dominate it.





# Merchandise

## Pencils

Across merchandise we use our pattern elements to create desirable objects that use the brand identity to inform the design rather than dominate it.



## **Staff Apparel**

Staff uniforms

Overshirt

Apron

Name badge

Lanyards

## Staff apparel

### Staff uniforms

Staff uniforms are only available in our hue of green brand colours. This could be allow for different teams to each have a colourway, or the freedom to chose on an individual level while still having a coherent uniform across the museum site.



## Staff apparel

### Staff uniforms

Material choice for uniforms is important. Select a high-quality fabric for staff apparel so that its appearance doesn't deteriorate over time. The museum wordmark should be embroidered rather than printed.

STATENS  
NATURHISTORISKE  
MUSEUM

## Staff apparel

### Overshirt

The overshirt should also be available in the green hues from the brand colour palette.

Material choice for uniforms is important. Select a high-quality fabric for staff apparel so that its appearance doesn't deteriorate over time. The museum wordmark should be embroidered rather than printed.





## Staff apparel

### Apron

Bar and Café staff must use the apron as part of their uniform attire. Whereas the rest of the staff may chose their uniform from the options provided.



# Staff apparel

## Name badge

An example name badge for staff to wear – the typeface and hierarchy matches the business card.

Illustrative name badge only. The actual size and shape are for guidance only. Type size and margin may need to be adjusted based on the actual badge used.

Text should be placed left-aligned to the bottom left corner, at a scale that is suitably legible while being able to accommodate long names / titles.

The bottom left corner margin should follow the Leaf margin principle and be defined by the 4th square within the Golden Rectangle. The margin should be set by the cap height of the capital letter of the badge wearer's name. Type size should not change between staff members.

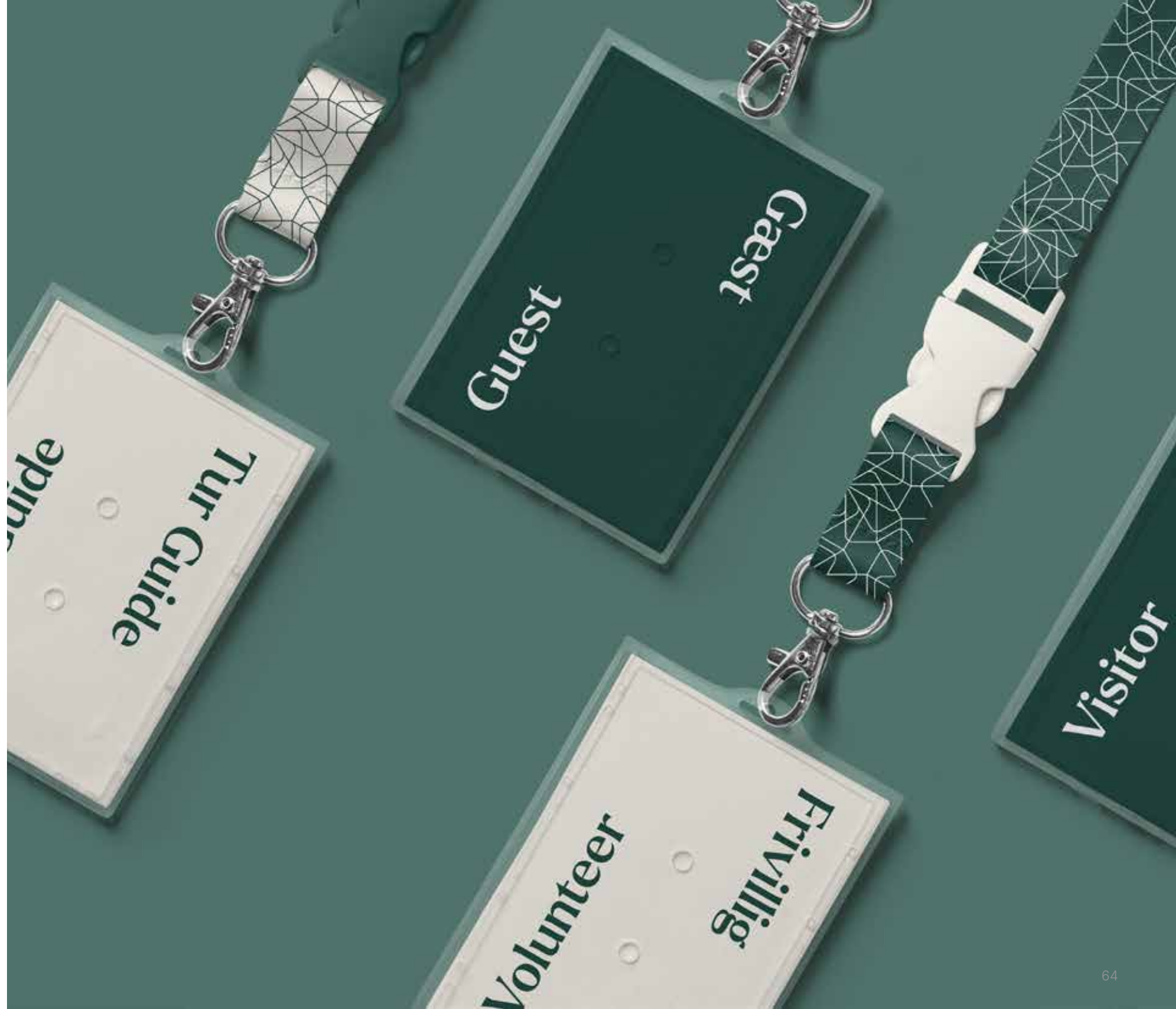


**Bent Romorus Bøkman**  
PR og pressemedarbejder

## Staff apparel

### Lanyards

Lanyards can be worn to help identify people within the museum environment. For practical reasons these should be generic enough to be re-usable, and dual-language to aid communication with visitors.



## **Food & beverage**

Café menu

Loyalty card

Coffee cup

Advertisements

Serviettes

# Food & beverage

## Café menu

### (print)

Café menus should be printed sparingly to cut down on waste and help the museum achieve its sustainability goals. By using a high-quality clipboard it allows for the menu to be easily re-printed to reflect any changes in offer while still being in keeping with the brand identity.

Allow for either a double-sided print (one language per side) or each language as its own sheet.





## Food & beverage

### Café menu (QR Code)

To reduce waste, consider using coasters that have a QR code that links to the digital menu.



# Food & beverage

## Café menu (digital)

The digital menu can be updated without print costs and made available in a number of languages to aid communication with international visitors.



## Food & beverage

### Loyalty card

A loyalty card encourages repeat visits to the museum food and drink offer(s).



**Food & beverage**  
Coffee cup



## Food & beverage Advertisements

Advertisements for the café offer should follow the same design language as the wider museum brand.





# Food & beverage

## Serviettes

As with paper bags and menus, serviettes must be considered as a disposable item. Therefore sustainability should be the primary concern for any brand application. Here for example we have shown a recyclable material choice with minimal ink coverage.



## **Corporate**

PowerPoint template

Business cards

Letterheads

Print book

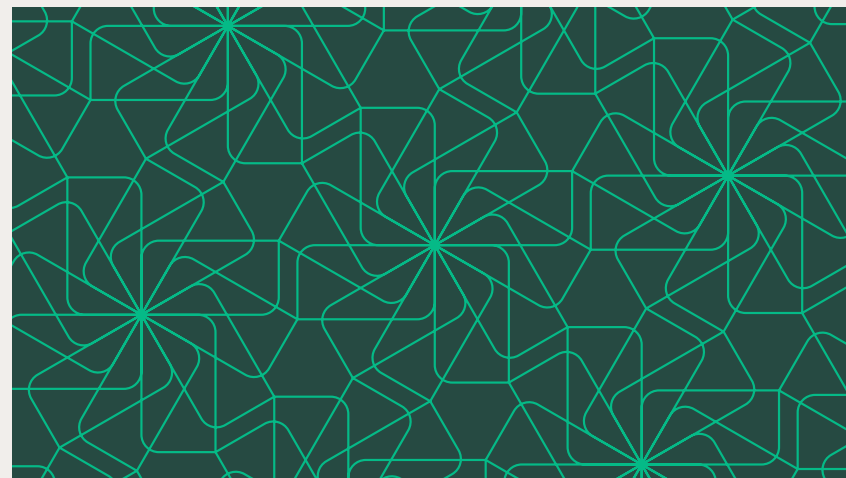
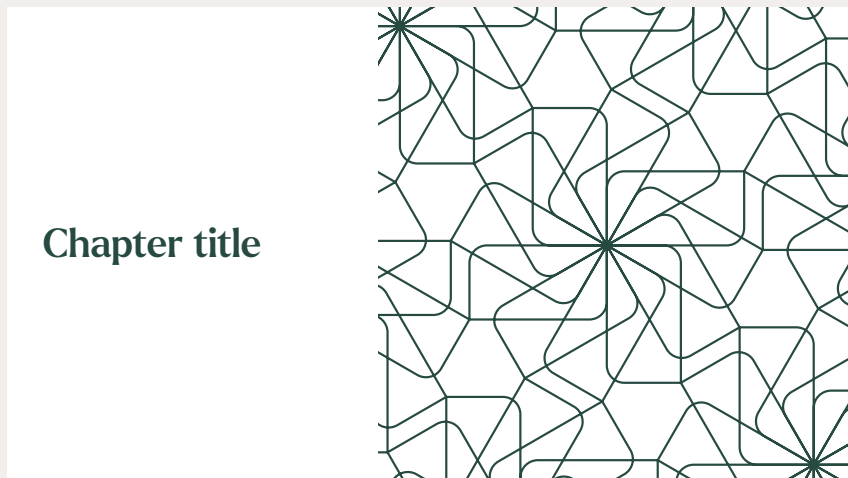
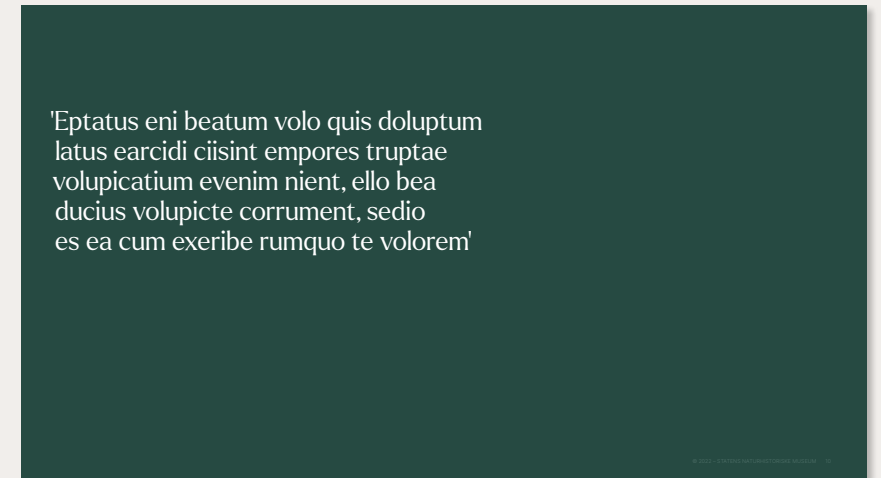
Report and research

Document folder

# Corporate PowerPoint template

A PowerPoint presentation template has been created as an interpretation of the brand identity when being used as a slideshow.

NB Our logo should match the language of the presentations intended audience, or remain in Danish if the audience is unclear.



# Corporate Powerpoint template

A PowerPoint presentation template has been created as an interpretation of the brand identity when being used as a slideshow.

NB Our logo should match the language of the presentations intended audience, or remain in Danish if the audience is unclear.

Image Title

Image Title

© 2022 - STATENS NATURHISTORISKE MUSEUM 19

Title  
Subtitle

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Image Title

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Image Title

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Image Title

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# Corporate Powerpoint template (scientific)



## Title

### Subtitle

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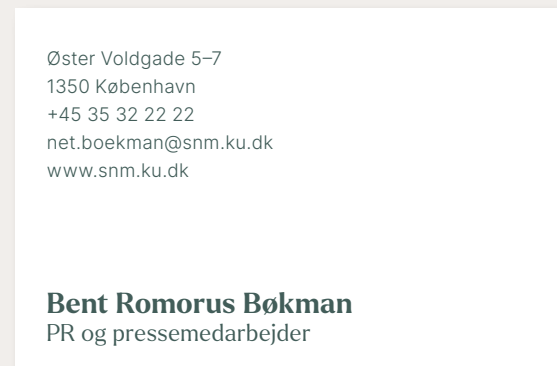
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# Corporate Business cards

The business card forms a key part of our corporate stationery.



# Corporate Business cards

The business card forms a key part of our corporate stationery. An alternate portrait design includes the pattern design on the reverse side.



# Corporate Letterheads

A double-sided design of our letterhead featuring the pattern design on the reverse side.



## Corporate Print book (cover)

Prestige print elements may use the wordmark as an embossed element on the front cover. The pattern is suitable for creating textured end pages, or the inside of a slip cover.



# Corporate Print book (spreads)

In print spreads the typography choice is the main element of our brand identity. Larken and Inter should be used as detailed earlier in this manual.

For long reads it may be preferable to use Larken as a body copy typeface, in which case Inter should become the heading typeface choice.





# Corporate Print book (spreads)

In print spreads the typography choice is the main element of our brand identity. Larken and Inter should be used as detailed earlier in this manual.

For long reads it may be preferable to use Larken as a body copy typeface, in which case Inter should become the heading typeface choice.



# Corporate Report and research



# Corporate Document folder



## Corporate Document folder





