

Style Guide for the PHMC Logo

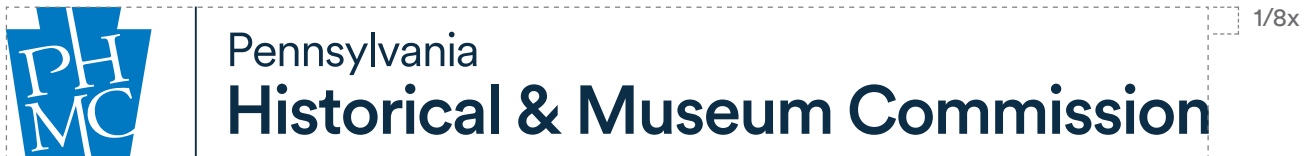
The logos in this section are the primary graphic elements of the Pennsylvania Historical & Museum Commission branding program. Consistent application and precise production of the logos will identify and reinforce public awareness of the Commission. A strong, unique, and effective visual style is established when the logos are used properly with the other elements of the identification program.

Approval Process for Use

This style guide is intended to establish as much flexibility as possible for Commission users and contracted vendors producing materials on behalf of the Commission. However, to ensure that all materials are in full compliance with established identity, there is a process in place for approval of all print communication that reaches a public audience.

If you are designing your own publications (such as brochures, flyers, invitations, booklets, ads, etc.), you must receive the approval of the Marketing & Media Division before the publication is produced.

Symbol



Wordmark

Elements of the Logo

Symbol: The symbol of the keystone shape with the acronym of PHMC is the defining graphic of the logo.

Wordmark: The wordmark of “Pennsylvania Historical & Museum Commission” is typeset in the font Circular STD Medium (-35 Tracking).

Logo Configurations

The PHMC logo is composed of a symbol and wordmark. This represents the total logo and must be used in conjunction with one of the following configurations:

Configuration A: This configuration—the horizontal configuration—should be considered first. This should be used whenever possible, especially in advertising and promotional materials.

Configuration B: This vertical configuration is available for other applications.

Configuration A



Pennsylvania
Historical & Museum Commission

Configuration B



Pennsylvania
Historical & Museum Commission

Configuration C-1



Configuration C-1: Instances when vertical space is further restricted and available space for the symbol is at a minimum, this configuration is available. At reduced size, this configuration permits symbol recognition and readability of text.

Configuration C-2



Pennsylvania Historical & Museum Commission
Josh Shapiro, Governor • Hayley Haldeman, Chair • Andrea W. Lowery, Executive Director



Administered by
Pennsylvania Historical & Museum Commission
Josh Shapiro, Governor • Hayley Haldeman, Chair • Andrea W. Lowery, Executive Director

Configuration C-2

Configuration C-2: This is the same horizontal configuration as C-1 but also includes the standard for typeset agency names, address listings, and when identifying programs and initiatives administered by the Commission. As shown in the provided configuration, “Administered by” precedes the stacked wordmark. As with C-1, the selection of this configuration is to be used when readability of text is a paramount consideration when symbol is reduced to a small size.

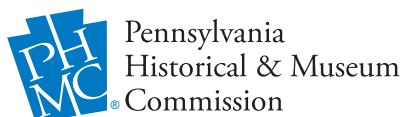
Clear Space Surrounding Logo

To ensure visual integrity, there must always be a minimum amount of white or clear space surrounding the signature. This clear space must be kept free of other graphic elements. The correct minimum amount of clear space shall be defined as “X”, as shown. The measurement “X” is equal to the letter height of the “P” in the “Pennsylvania” portion of the wordmark. This measurement remains proportional regardless of enlargement or reduction of the logo.



Minimum Size of Logos

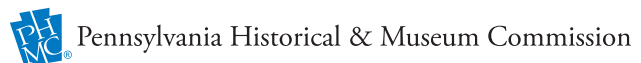
In all applications, the logo should be displayed prominently and relative to the size of the piece. In cases such as very small ads or small promotional materials, the logo must always be clear and legible. The logo should never be used smaller than shown below.



Configuration B: minimum width is 2 inches



Configuration A: minimum height is 1.25 inches



Configuration C: minimum width is 3.25 inches

Multiple Color Usage

Symbol and Trademark:

Process Color Mix-

100% cyan, 44% magenta

Spot Color- PMS 300

Wordmark:

Process Color and Spot Color-

100% black



Symbol

Trademark

Pennsylvania
Historical & Museum
Commission

Wordmark

Single Color Usage

Symbol, Trademark, and Wordmark-

Spot Color- 100% black or PMS 300



Symbol

Trademark

Pennsylvania
Historical & Museum
Commission

Wordmark



Symbol

Trademark

Pennsylvania
Historical & Museum
Commission

Wordmark

Reversed Color Usage

Symbol, Trademark, and Wordmark-

Spot Color- 100% white or PMS 300



Symbol

Trademark

Pennsylvania
Historical & Museum
Commission

Wordmark



Symbol

Trademark

Pennsylvania
Historical & Museum
Commission

Wordmark

Fonts Used in Support Text (*below wordmark*)

Adobe Garamond Pro is the font used for the wordmark (Pennsylvania Historical & Museum Commission) in the PHMC logo. Support text used in conjunction with the full logo may be set in **Times Roman** as a substitute for **Adobe Garamond Pro**.

Adobe Garamond Pro = Pennsylvania Historical & Museum Commission

Times Roman = Support Text Typset in Times Roman as Substitute

Fonts Used for Logo Wordmark

All print publications and those produced as pdf files will use Adobe Garamond Pro as the font used for the wordmark (Pennsylvania Historical & Museum Commission) in the PHMC logo.

Online Web pages using the PHMC logo should use one of the established logo files (complete with symbol, trademark, and wordmark) for placement. If a combination of logo (symbol and trademark) is to be used with a typset version of the wordmark in a Web (html) page, the wordmark may be set in **Times Roman** as a substitute for **Adobe Garamond Pro**. Use of the logo (with type-set wordmark) will be positioned as Configuration A, B, or C as specified in this style guide.

Style Guide for the PHMC Business Card

Actual Size is 2" x 3.5"



Pennsylvania
Historical & Museum
Commission

Name Position Title

Bureau Name

Address Line 1
Address Line 2
City/
State/Zip Code

Work phone:

Cell phone:

fax:

email:

Commonwealth of Pennsylvania
www.phmc.state.pa.us

This is a basic style guide for the PHMC business card. When ordering business cards, this form should accompany the Project/Publications Work Order Request. The card has ten lines available for information. The number of lines needed for position title, bureau name, and address will vary so the optional address lines provide some flexibility and can be used when needed.



Pennsylvania Historical &
Museum Commission 300
North Street® Harrisburg, PA
17120-0024



Pennsylvania
Historical & Museum
Commission
400 North Street
Harrisburg, PA 17120-0053®