BRAND GUIDELINES

CAMPAIGN BRAND 01

CAMPAIGN MESSAGES 08

APPLICATIONS 12

TEMPLATES 16
The campaign identity has been designed to join archives with those who might be exploring them and reveal the potential archives have to offer.

The campaign identity has been designed as a fixed object and should be only be used as supplied.

Consideration must be taken when using the identity to ensure it is reproduced correctly.

If you are creating content for other activities, which coincide with the Explore Your Archive campaign, it would be good if you could use the campaign identity on your printed materials or online/digital content.

For additional messages within your materials (e.g. call to action/contact information/event details, etc), and how to format them, refer to guidance on page 9.

To ensure the campaign identity is given enough space, use the height of the ‘i’ in ARCHIVE to create an invisible boundary as shown above.
## Colour palette

<table>
<thead>
<tr>
<th>Black pairing</th>
<th>Purple pairing</th>
<th>Orange pairing</th>
<th>Green pairing</th>
<th>Blue pairing</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK 0/0/0/15</td>
<td>CMYK 0/99/0/0</td>
<td>CMYK 0/48/100/0</td>
<td>CMYK 57/0/100/0</td>
<td>CMYK 85/24/0/0</td>
</tr>
<tr>
<td>RGB 227/227/227</td>
<td>RGB 230/0/127</td>
<td>RGB 244/150/0</td>
<td>RGB 128/186/39</td>
<td>RGB 0/146/212</td>
</tr>
<tr>
<td>Web # E3E3E3</td>
<td>Web # E6007F</td>
<td>Web # F49600</td>
<td>Web # 80BA27</td>
<td>Web # 0092D4</td>
</tr>
<tr>
<td>CMYK 0/0/0/90</td>
<td>CMYK 37/100/0/26</td>
<td>CMYK 0/68/100/0</td>
<td>CMYK 68/0/100/24</td>
<td>CMYK 100/57/0/2</td>
</tr>
<tr>
<td>RGB 60/60/59</td>
<td>RGB 139/14/104</td>
<td>RGB 237/107/6</td>
<td>RGB 75/146/40</td>
<td>RGB 0/95/170</td>
</tr>
<tr>
<td>Web # 3C3C3B</td>
<td>Web # 8B0E68</td>
<td>Web # ED6B06</td>
<td>Web # 4B9228</td>
<td>Web # 005FAA</td>
</tr>
</tbody>
</table>

### Poppy red pairing
(Bespoke, use for WW1 & WW2 campaigns only)

| CMYK 6/100/89/30 | CMYK 6/100/89/0 |
| RGB 168/17/25 | RGB 219/13/36 |
| Web # A81119 | Web # DB0D24 |

### Colour:
The colour swatches are representative and may not be accurate. Please use the CMYK, RGB or WEB references provided.

Do not alter or change these colours in any way.

Colour is an important part of our campaign, which visually brings the variety that archives have to offer to life.

These colours have been chosen because of their vibrancy and richness.

Each swatch has a complimentary pairing and should always be used together.

Colours must not be mixed with other pairings.

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Choosing colours

When using colour in secondary materials it is important to ensure that a relationship is created between the text and image or photographic elements.

To maximise the impact of colour used in secondary materials, text should be coloured using swatches from the colour palette that closely reference colours found in an image.

Colours must be used in colour pairings, this is to ensure a visual consistency across all materials is maintained.

When colouring typographic elements, the darker swatch from the campaign palette always precede the lighter swatch.

Choose the most dominant colours from the image to use.

Match these colours with swatches from the campaign colour palette

For example purposes only
When creating tailored campaign materials, using images from your archive collections will help bring stories to life.

The types of images you decide to use can be as varied as the content that your archive contains, but it is important that you consider what the image is communicating prior to its selection.

Colour within images is another important factor to consider. Try to select images that have a dominant colour, this will make it easy to identify the most appropriate campaign swatch to use in for campaign messages.

Selecting image colours:
For colour guidance when selecting images please refer to the colour palette on page 3.

These images are for illustrative purposes only and should not be reproduced.
Franklin Gothic Roman is our primary typeface, which is used in all primary campaign messaging.

Primary campaign messages will be provided in a ready-to-use downloadable formats.

Beyond the guidance that has been provided if you wanted to use a verb that isn’t in the ready-to-use list supplied, you can purchase the typeface necessary to create it.

However you can simply make use of the campaign identity, the ready-to-use campaign message verbs or the poster templates available for download.

If you need to add new copy to the secondary messaging – see the next page for the secondary typeface – this is a different font and is freely available on Macs and PCs.
Georgia is our secondary typeface, which is used for all secondary campaign messages, calls to action and body copy, it is available to use in bold, regular and italic weights.

Georgia is a standard typeface and will be available for general use on both Mac and PC computers.
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Primary campaign message

The campaign language has been written to surprise, inspire and amaze potential visitors to archives, through their participation. Archives will be provided with the opportunity to download the primary campaign poster and the option personalise campaign materials to your archive.

Primary campaign message

Primary level message

ARCHI’VE
EXPLORED
DISCOVERED
FOUND
DETECTED
CONNECTED
ENGAGED
UNEARTHED
LEARNT
IMAGINED
CREATED
UNLOCKED
OPENED
REVEALED
CELEBRATED

Call to action

You’ll be amazed what you might uncover.
Explore Your Archive.
Find out more visit exploreyourarchive.org

Refer to page 13 for examples of the campaign messages in use.
Primary campaign message

Primary message consists of a single verb, selected from the list of ready-to-use elements. Each of the verbs available have been created in all four colour pairings, in a variety of sizes and formats to suit your digital and printing needs. See the following page for some of the primary message verbs available.

Personalised message provides an individual view from someone who has benefited from archives. The core content of these messages can be personalised to work with content from your archive, bringing it to life and enhancing the connection between your archive and the campaign.

Call to action is the campaign call to action and point of contact, which will direct our audiences to the campaign website or to your own website.

Primary message – example

ARCH I’VE DISCOVERED

Personalised message – example

My final collection was based on designs I found in my archive. They had real samples as well as images, so I could really get up close to some great craftsmanship.

Sarah Jones
Coventry Art College Fashion Course

Call to action

You’ll be amazed what you might uncover.
Explore Your Archive.

Find out more visit exploreyourarchive.org

Refer to page 13 for examples of the campaign messages in use.

Refer to the separate Story Boxes document for ideas on the kind of content you could use in these messages
Personal campaign message – verb examples:

Pink & purple pairing examples:

**ARCHI’VE CONNECTED**

**ARCHI’VE CREATED**

**ARCHI’VE IMAGINED**

**ARCHI’VE FOUND**

**ARCHI’VE EXPLORED**

**ARCHI’VE REVEALED**

**ARCHI’VE UNLOCKED**

**ARCHI’VE REMEMBERED**

Please note: The ‘Archive Remembered’ logo was created specifically for materials relating to WW1 & WW2 and so is only available in our bespoke colour red which is referred to as ‘Poppy Red’.

Orange pairing examples:

**ARCHI’VE CONNECTED**

**ARCHI’VE CREATED**

**ARCHI’VE IMAGINED**

**ARCHI’VE FOUND**

**ARCHI’VE EXPLORED**

**ARCHI’VE REVEALED**

**ARCHI’VE UNLOCKED**

Green pairing examples:

**ARCHI’VE CONNECTED**

**ARCHI’VE CREATED**

**ARCHI’VE IMAGINED**

**ARCHI’VE FOUND**

**ARCHI’VE EXPLORED**

**ARCHI’VE REVEALED**

**ARCHI’VE UNLOCKED**

Blue pairing examples:

**ARCHI’VE CONNECTED**

**ARCHI’VE CREATED**

**ARCHI’VE IMAGINED**

**ARCHI’VE FOUND**

**ARCHI’VE EXPLORED**

**ARCHI’VE REVEALED**

**ARCHI’VE UNLOCKED**

Logos for all of the verbs used within the Explore Campaign have been created for you:

- at six different sizes (ranging from 4cm wide to 14cm high)
- in all four colours possible for the campaign
- in four different file resolutions for use in different materials; 72 dpi for web use; 150dpi for powerpoint, 300dpi for high-res print and Illustrator EPS files for professional print

For example for website or social media, you might use a medium-size (in the colour you prefer) and use the ‘for web’ (72dpi) version. If you wanted to print one of the logos on your office printer for display purposes, you might use one of the largest sizes and choose the high-resolution (300dpi) version.

Professional design or print

If you are liaising with a professional designer or with a printer for professional print, we recommend that you supply them with the Illustrator EPS versions of the relevant logo.

Available file formats:
The personal campaign verbs are available for download in the following file formats.

**EPS** — professional print

**JPEG** — 72 dpi (RGB web use), 150 dpi (RGB PPT use) and 300dpi (CMYK hi-res print use)
Example applications

Example primary campaign poster

ARCHEXPLORED
I'VE
DISCOVERED
FOUND
DETECTED
CONNECTED
ENGAGED
UNEARTHED
LEARNT
IMAGINED
CREATED
UNLOCKED
OPENED
REVEALED
CELEBRATED

You'll be amazed what you might uncover.
Explore your archive.
Find out more at explanyaarchive.org

Available file formats:
The primary campaign materials are available for download in the following file formats.
PDF — suitable for print
PNG — suitable for online content
Example applications

Example personalised campaign posters

Here are some examples of personalised campaign posters.

Personalised campaign posters have been designed for each type of archive, for you to download.

Additional materials can be designed and customised by archives, tailored to content, events or resources available.

You can use any of the campaign verbs illustrated on the previous pages. These are available individually to download to create personalised campaign posters.
Example applications

Example campaign page
Primary template guide

1. Primary level message
   (Ready-to-use element)

2. Call to action
   Secondary message

3. Campaign partnership logos

This template guide indicates how primary materials should be structured. It combines a ready-to-use campaign message with a secondary level message.

This structure helps create a consistent visual style within a given format. This template guide can be used to help you create additional campaign materials, including, flyers, information booklet and to inform digital usage.

Any secondary or personalised campaign messages should be formatted using Georgia our secondary typeface.

Georgia is a standard typeface and will be available for general use on both Mac and PC computers.

Explore Your Archive.
Visit exploreyourarchive.org
This template guide indicates how personalised campaign materials should be structured. A set place for images and messaging creates a consistent visual style within a given format.

This structure helps create a consistent visual style within a given format. This template guide can be used to help you create additional campaign materials, including, flyers, information booklet and to inform digital usage.

Any secondary or personalised campaign messages should be formatted using Georgia our secondary typeface.

Georgia is a standard typeface and will be available for general use on both Mac and PC computers.

1. Primary image area
2. Primary level message (verb) (Ready-to-use element)
3. Personalised level message
4. Call to action
5. Campaign partnership logos

You’ll be amazed what you might uncover.
Explore Your Archive.
Find out more visit exploreyourarchive.org

Sarah Jones
Coventry Art College Fashion Course
The campaign is being delivered in partnership with The Archives & Records Association (UK and Ireland), and local, business, university and private archives. It is important that these partnerships are displayed clearly and correctly on all communications.

When producing campaign materials, our primary partner logos must be displayed clearly and in the following structure.

The primary partner logos must always precede any additional partner logos. The Archives & Records Association (UK and Ireland) logo must appear first.

The alignment of these logos varies depending on the material being produced. The two templates provide here give advice on how to position additional partner logos.

Unless it is absolutely necessary to use an additional partner logo please keep the number of partner logos to a total of 3, including the primary partner logos.

Too many logos will clutter campaign materials and may confuse your audience.