Campaign toolkit
2019-2020 version

Archives & Records Association
UK & Ireland

CREATED
FOUND
DETECTED
EXPLORE YOUR ARCHIVE
CAMPAIGN TOOLKIT
03 BRAND GUIDELINES
EXPLORED
UNEARTHED
LEARNT
DISCOVERED
CELEBRATED
CONNECTED
IMAGINED
REVEALED

BRAND GUIDELINES

Campaign brand

Campaign name
Explore Your Archive

Campaign website
www.exploreyourarchive.org

Campaign identity

ARCHI'VE EXPLORED

Clear space

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.

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.

Campaign identity
The campaign identity is available in the following file formats and will be available to download.

Formats
EPS — print materials
PNG — online/digital content

Partner logos
Please refer to guidance on **page 19** on how to use partner logos on campaign materials.

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.

Colour palette

Black pairing

CMYK 0/0/0/15
RGB 227/227/227
Web # E3E3E3

CMYK 0/0/0/90
RGB 60/60/59
Web # 3C3C3B

Purple pairing

CMYK 0/99/0/0
RGB 230/0/127
Web # E6007F

CMYK 37/100/0/26
RGB 139/14/104
Web # 8B0E68

Orange pairing

CMYK 0/48/100/0
RGB 244/150/0
Web # F49600

CMYK 0/68/100/0
RGB 237/107/6
Web # ED6B06

Green pairing

CMYK 57/0/100/0
RGB 128/186/39
Web # 80BA27

CMYK 68/0/100/24
RGB 75/146/40
Web # 4B9228

Blue pairing

CMYK 85/24/0/0
RGB 0/146/212
Web # 0092D4

CMYK 100/57/0/2
RGB 0/95/170
Web # 005FAA

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

CMYK 6/100/89/30
RGB 168/17/25
Web # A81119

CMYK 6/100/89/0
RGB 219/13/36
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.

Choosing colours

Choose the most dominant colours from the image to use.

Match these colours with swatches from the campaign colour palette

For example purposes only

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.

Image usage

These images are for illustrative purposes only and should not be reproduced.
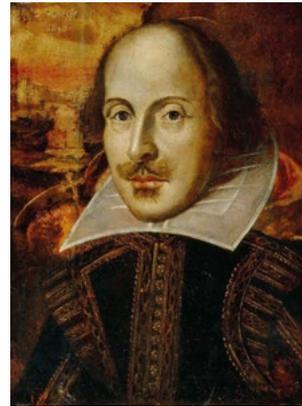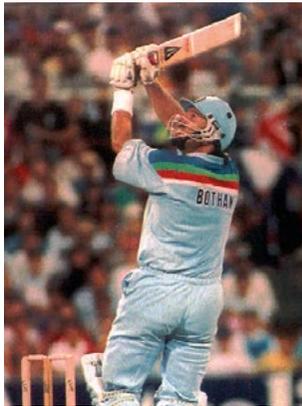
When creating tailored campaign materials, using images from your archive collections will help bring stories to life.

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**.

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.

Primary typeface

IMAGINE
INSPIRE
DISCOVER

Franklin Gothic Roman

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
12345678910

Franklin Gothic font can be purchased from Linotype:

www.linotype.com/44986/ franklingothicstdno2roman -product.html

Secondary typeface

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

Secondary typeface

open
explore
reveal

Georgia Regular

abcdefghijklmn
opqrstuvwxyz
1234567891o

BRAND GUIDELINES

Primary campaign message

Primary level message

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

Primary campaign message

Primary level message consists of the full list of verbs available as a ready-to-use element only.

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

Call to action

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

Find out more visit **exploreyourarchive.org**

Personal campaign message

Primary message – example

ARCHI'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.
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Personal 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.

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:	Orange pairing examples:	Green pairing examples:	Blue pairing examples:
ARCHI'VE CONNECTED	ARCHI'VE CONNECTED	ARCHI'VE CONNECTED	ARCHI'VE CONNECTED
ARCHI'VE CREATED	ARCHI'VE CREATED	ARCHI'VE CREATED	ARCHI'VE CREATED
ARCHI'VE IMAGINED	ARCHI'VE IMAGINED	ARCHI'VE IMAGINED	ARCHI'VE IMAGINED
ARCHI'VE FOUND	ARCHI'VE FOUND	ARCHI'VE FOUND	ARCHI'VE FOUND
ARCHI'VE EXPLORED	ARCHI'VE EXPLORED	ARCHI'VE EXPLORED	ARCHI'VE EXPLORED
ARCHI'VE REVEALED	ARCHI'VE REVEALED	ARCHI'VE REVEALED	ARCHI'VE REVEALED
ARCHI'VE UNLOCKED	ARCHI'VE UNLOCKED	ARCHI'VE UNLOCKED	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'.

Personal message examples

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)

BRAND GUIDELINES

This is our primary campaign poster and can be used to market the campaign.

Example applications

Example primary campaign poster
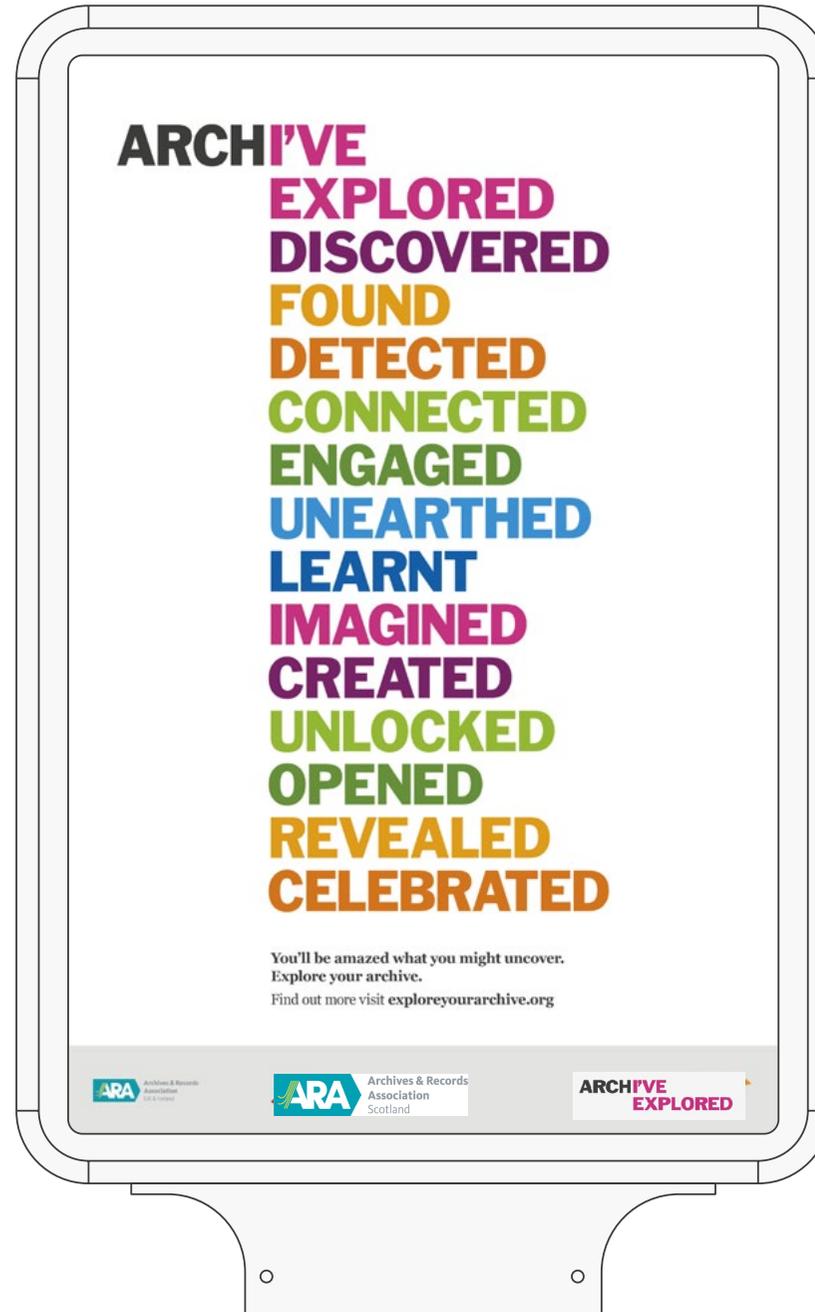
Available file formats:

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

ARCHI'VE DETECTED

"We had no way of identifying the subjects of more than 70,000 glass plate negatives from the prestigious Cooper Studio. Our Flickr site and our call to the community gave us many of the answers."
Joy Carey, Public Record Office of Northern Ireland
The dancing twins are Frances Murray and Margaret Breen from Ballybofey.

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

ARCHI'VE CELEBRATED

ARCHI'VE REVEALED

"Christopher Saxton was commissioned in the early 1570s to survey the whole of England and Wales. His map of Worcestershire is the first recognised map of our County. His complete atlas of 1579 is of major importance and is the basis for the majority of County Maps for the next two centuries."
Su Vale, Worcestershire Archive and Archaeology Service

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ARCHI'VE REVEALED

ARCHI'VE REMEMBERED

"For me, this little group of papers tells a moving story of true love and loss that creates a connection with other lives from many years ago. We know that Ellen never married and treasured Edward's letters and a lock of his hair until her death sixty years later."
Di Stiff, Surrey History Centre

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ARCHI'VE REMEMBERED

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.

Creating campaign posters:
Please refer to the templates section **page 16** onwards on how to create your campaign posters.

Example applications

Example campaign page

BRAND GUIDELINES

Primary template guide

ARCHI'VE
EXPLORED
DISCOVERED
FOUND
DETECTED
CONNECTED
ENGAGED
UNEARTHED
LEARNT
IMAGINED
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CELEBRATED

You'll be amazed what you might uncover.
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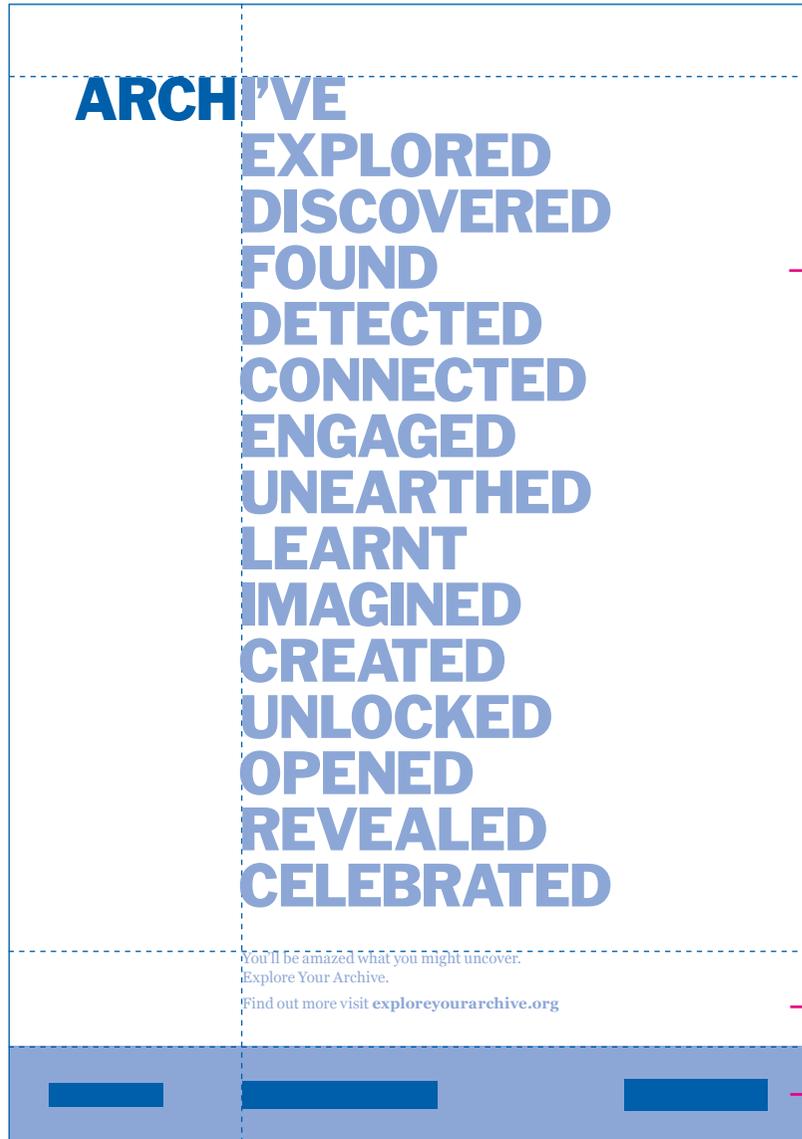
1. Primary level message
   (Ready-to-use element)

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.

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.

Personal template guide

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

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.

ARCHI'VE DISCOVERED

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

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Partner logos

Primary partner logos

Archives & Records Association (UK and Ireland)

**Partner logo alignment**

1. Archives & Records Association (UK and Ireland)

2. Partner logo

3. Additional partner logo (if applicable)

Primary template guide
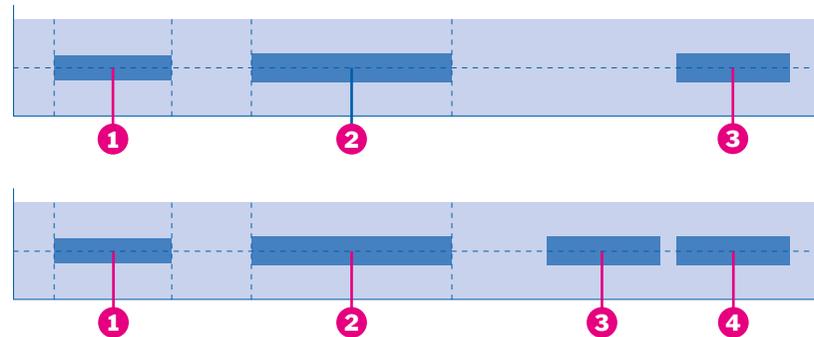
Based on the primary template

Personal template guide
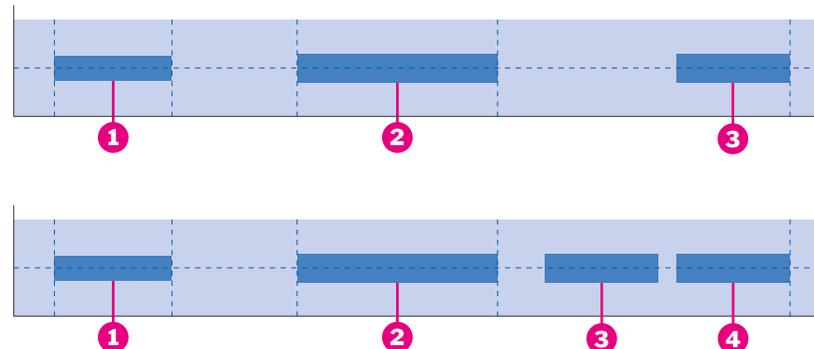
Based on the personalised template

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.