Top Secret:
mission toy

VISUAL STYLE GUIDE

CANADIAN MUSEUM
OF CIVILIZATION

MUSÉE CANADIEN
DES CIVILISATIONS

Canada

INTRODUCTION

The overall look and feel for the Top Secret: Mission Toy communications collateral pieces utilizes bold, bright colours and specific graphic devices to illustrate the dynamic, interactive and fun nature of the exhibition.

① EXHIBITION SIGNATURE

The exhibition signature is comprised of 2 distinct fonts, **Mulkshake** and **Resea** (see Fonts, section 3)

The logo can be used in the following applications with the following restrictions:

Minimum safety area

Use of colour
When the logo is used on a solid colour background, the words "Top Secret" must appear in white, and the words "Mission Toy" must appear in black.
The logo must never appear on colour that renders the black text illegible.
(See Section 2, Colours)

Filename:
Signature_Eng.eps

Grayscale applications
The logo can be used in the following grayscale applications

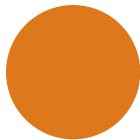| White background	Grey background	Black background

② COLOURS

The **primary** colour palette for all communications pieces is:

PMS 1375
C = 0% M = 40% Y = 90% K = 0%

PMS 1525
C = 0% M = 58% Y = 100% K = 10%

Process Black
C = 0% M = 0% Y = 0% K = 100%

③ FONTS

The exhibition signature is comprised of two fonts

Mulkshake is used for the words "Top Secret"

Resea is used for the words "Mission Toy"

Arial and **Arial Bold** is used for all other text applications, descriptors, dates, addresses etc.

④ IMAGERY

The main photographic image is the child in the white labcoat with clipboard. This image is used close-cropped with a drop shadow.

Filename
New_kid.eps

Artifacts from the exhibition are shown in a circular shape with brightly coloured backgrounds. The circular motif must be used to show artifacts. Artifacts cannot be shown close-cropped. Artifacts can be used in different size circles. This variation in size adds to the "playful" nature of the motif.

The images on the right are the preferred artifacts for use in communications pieces.

See accompanying CD for electronic versions of images.

Filename
top.tif

rabbit.tif

slinky.tif

doll.tif

crocodile.tif

GRAPHIC ELEMENTS

In addition to the exhibition signature, use of colour, and photographic imagery, there are 2 other graphic elements which complete the visual identity for the exhibition.

The Double Ellipse graphic
The double ellipse using dashed lines should be used on poster and advertising applications, where the thickness of the line is no less than a 1/2 pt.
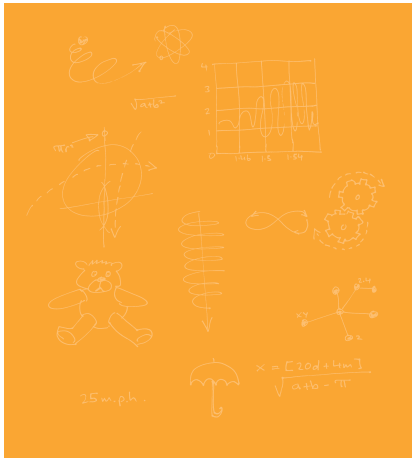
Example:

Filename:
dashed.eps

The Hand Drawn Diagrams
The hand drawn diagrams should be used as a background motif on poster, signage and brochure artwork, where 4 colour printing is used. It is used as percentage of the colour of the background.

Example:

Filename:
math_bg.tif

GRAPHIC ELEMENTS cont.

Canadian Museum of Civilization logo

CANADIAN MUSEUM OF CIVILIZATION · MUSÉE CANADIEN DES CIVILISATIONS

Filename:
CMC_hcnt.eps

CANADIAN MUSEUM OF CIVILIZATION · MUSÉE CANADIEN DES CIVILISATIONS

Filename:
CMC_hcnt_rev.eps

MUSÉE CANADIEN DES CIVILISATIONS · CANADIAN MUSEUM OF CIVILIZATION

Filename:
MCC_hcnt.eps

MUSÉE CANADIEN DES CIVILISATIONS · CANADIAN MUSEUM OF CIVILIZATION

Filename:
MCC_hcnt_rev.eps

Canada

Filename:
wordmark-05_b&w.EPS

Canada

Filename:
wordmark-05_b&w.EPS

EXAMPLES

This is a typical example of how the visual identity would be applied to a **poster.**

This is a typical example of how the visual identity would be applied to a **print ad.**