Overview

The Visual identity System (VIS) is an integral part of communicating our brand values to visitors, staff and the general public. The VIS is designed to be bold, flexible and consistent. Download the brand assets at brand.museumsvictoria.vic.gov.au

Brand Positioning

Museums Victoria
A World of Difference
Melbourne Museum
Full of Life
Immigration Museum
The Festival of Us
Scienceworks
Great Explorations
Bunjilaka
Welcome to the Heartland
Royal Exhibition Building
Exhibit Greatness
Our Symbol

An evolution of the iconic MV mark that reflects the diversity and flexibility of our brand.

a) Use the symbol in black, white or secondary grey.
b) Use the symbol vertically or horizontally.
c) Use the symbol against solid colour or imagery.
Our Logotype

A simple system that can accommodate any of the Museum venues or brands.

**Logo font**
Circular Black + Book

**Logo proportions**
The stacked logotype is equal to half the height of the symbol and the single logotype is equal to 1/4th the height of the symbol.
When using the logotype and symbol together:

a) The symbol and logotype can sit together vertically or horizontally.

b) The symbol should always sit above or to the left of the logotype.

c) Use the height of the double stacked logo to find the minimum clear space.

d) The minimum distance between the elements is the width of the symbol (x). The distance between the symbol and the logotype can increase as required.

e) The minimum height of the symbol is 10mm. The minimum height of the logotype is 5mm.

f) Do not lockup the symbol and logotype as one logo.

g) The minimum space between the symbol and logotype should be equal to the width of the symbol.
How are you using the VIS?

ON SITE
- SIGNAGE
  - The symbol can be used on its own

NOT SURE
- VENUE COLLATORAL
  - Use the symbol and logotype

OFF SITE
- MARKETING & PR
  - The logotype can be used on its own
- SPONSOR LOCKUPS
  - The logotype can be used on its own

When to use the elements individually or together.
Partner Logos

When using our identity with partner logos:

a) Long partner lock-ups should not sit between the symbol and logotype. If they sit below our VIS they should be separated by a graphic element.

b) The Creative Victoria logo may still sit between the two elements.

c) In double sided applications the partner lockup should sit on the back.

d) When used as a partner logo for external events, our logotype may be used without the symbol.
Our Grid

A simple grid system that can be applied across print and digital collateral.

a) Most content can sit within a simple 9 column x 6 row grid.

b) The lockup should occupy at least 1/6th of the canvas height.

c) Crop content to 1/3, 1/2 or 2/3rds of the page.

d) Use solid colour or imagery to define grid sections.

e) Sit type on gridlines to make more dynamic layouts.
Best Practice showing the minimum space the logo lockup should occupy (1/6th of the page size).
The Museums Victoria brand colours are bright, bold and express the personality of each venue. They should be used consistently across print and digital.
Hero Photography

We’ve commissioned hero imagery to reflect the new brand positioning for each of our venues. Always credit the photography and follow the correct licensing.

Melbourne Museum — Full of Life
Photographer: James Geer

Museums Victoria — A World of Difference
Photographer: Ben Healley

Science Works — Great Explorations
Photography in development

Immigration Museum — Festival of Us
Photographer: James Geer
Ancient Sea Monsters!

Dive into this activity as we explore four iconic ancient marine reptiles; the speedy *Ichthyosaur*, the long-necked *Plesiosaur*, the powerful *Pliosaur* and the terrifying *Mosasaur*, the deadliest monster of them all!

**The Melbourne Story** is packed with icons of the city’s past and present. There are tales of heroes and scoundrels, growth and decline, and the changing ways Melburnians live, work and play. Big stories—of Aboriginal activism, of gold that built grand buildings sit along quieter tales of everyday life in the big smoke.

If this is your first visit to Melbourne Museum, join one of our free daily tours for an overview of the museum’s displays. An experienced guide will take you around the galleries and point out some of the highlights you might like to revisit. On the way, you’ll hear stories about our objects, the history of Victoria, and the history of the museum itself.

Check the tour board sign just past the ticketing desk for starting times. We run a tour at 10.30 am and often a second tour at 12.30 or 2.30 pm, depending on demand and whether volunteer guides are available.

The gangly and awkward two-year-old from New Zealand became Australia’s greatest racehorse. Between September 1929 and November 1931, Phar Lap ran 41 races and won 36 of them. His death in California in 1932 sent the nation into mourning. Letters sent to Harry Telford by the grieving public are now displayed with Phar Lap alongside other tributes in art and souvenir. Objects from his life—his training saddle, his shoes, his tonic book—help tell the story of Australia’s wonder.
The Immigration Museum is a celebration of immigration to Victoria, providing cultural experiences of modern Melbourne through dynamic stories, exhibitions and festivals.

Melbourne Museum
11 Nicholson Street Carlton
Open Daily 10am–5pm
Melbourne Museum showcases Australian social history, indigenous cultures, science and the environment. Located adjacent to the World Heritage listed Royal Exhibition Building and Carlton Gardens and home to IMAX Melbourne.

Scienceworks
2 Booker Street Spotswood
Open Daily 10am–4.30pm
Scienceworks makes learning about science and technology a fun interactive adventure.

Museum Members
Treat your family and satisfy your curiosity with a membership to our fascinating museums.
museumsvictoria.com.au/about/members

Museums Victoria Apps
Download an exciting selection of informative and fun apps museumsvictoria.com.au/apps

Contact
Telephone 13 11 02
museumsvictoria.com.au
Stay in the loop
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Write a review

Best practice examples

Report
Visitor maps
Desk poster
Immigration Museum external banners

Map
Stationery
Shirt
Shop Bag

Designing 007
November 1 – February 23
50 Years of Bond Style
Tickets on sale now!
Thank you