



ENG

SMK 

Design manual

Statens Museum for Kunst
National Gallery of Denmark

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Logo

The SMK logo consists of four basic elements

1. SMK – logotype abbreviation

Our name is Statens Museum for Kunst/The National Gallery of Denmark, but the SMK abbreviation is often used in external and internal communication alike, especially informally.

2. The crown mark

The crown mark demonstrates our history and importance. Our collection dates back to the royal collections, and at the same time the closed crown (also known as a hoop crown) is regarded as a mark of special distinction that is only used by the royal household and state authorities.

3. The frame

The frame signifies the museum's role as a place which frames 700 years of (Danish) art history. The frame also forms a field that can be used for communication: use it for important information such as exhibition dates, titles etc.

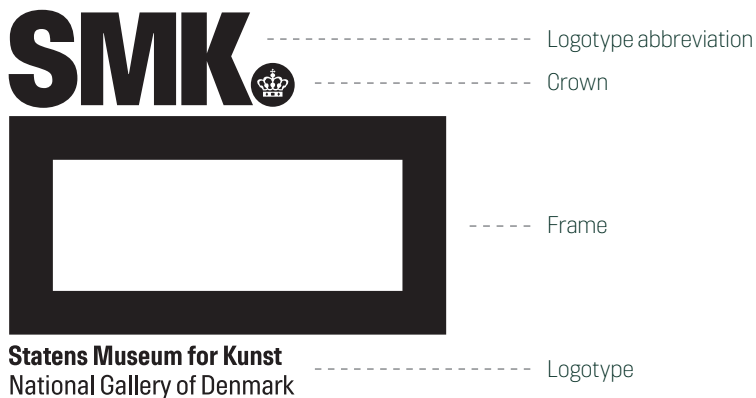
4. Statens Museum for Kunst – the logotype

The museum's full name written in Danish and English (known as the logotype) accompanies the logo in the size/format deemed suitable for each individual design.

Logo variants

We call the logo with the frame our 'primary logo' and the version without the frame our 'secondary logo'. The secondary logo can be used without the logotype in cases where space is very limited or the format is very small (for example on pencils). However, the crown can never be omitted. This option is also known as the 'mini logo'.

Primary logo



Secondary logo (no frame) – comes in several variants



Mini logo



Using the logo

Outside and inside the museum

As a general rule, the primary logo is used on all communication located outside the museum, while the secondary logo is used when communicating inside the museum, for example on signs. However, the secondary logo *may* be used outside in cases where the frame would take up too much space, for example on small web banners.

Keep it simple

The frame is often used to contain a title or a written message. However, try to restrict the amount of text inside the frame to a minimum, and use no more than two or three font sizes together. If too little space is available inside the frame, we recommend finding an alternative solution.

Examples of outdoor materials



Examples of indoor materials

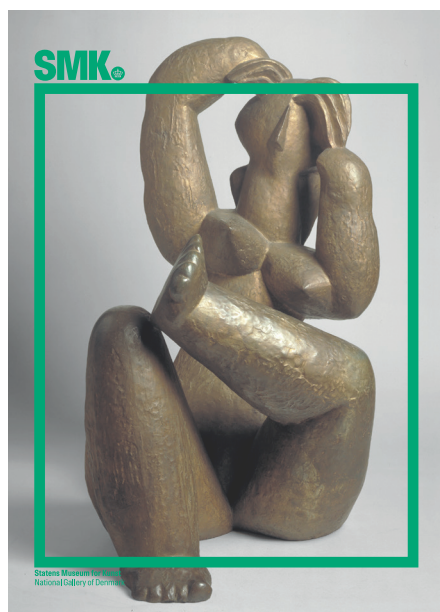


Colours

All colours can be used – in digital and print communications alike.

However, one rule must be observed: the text and frame must be the same colour. Acceptable variants include using gradients and semi-transparent colours (see example to the right).

In order to ensure legibility, the logo, any graphic elements and text must always stand out from the background.



Typography

The SMK visual identity is based on the ‘Hill’ font.

The Hill font comes in six different versions; the exact choice will depend on the relevant design and layout. The different versions can be used together – see, for example, the SMK website, where the headlines are done using both Hill Bold and Hill Light. Hill does not come in italics.

Arial

In cases where Hill cannot be used, SMK uses ‘Arial’ as its secondary font.

Danish / English

When texts are provided in both Danish and English, SMK uses / to indicate the beginning of the English text (see example to the right).

PLEASE NOTE!

Hill is a specially designed font which must be installed on your device in order for you to use it. External partners may only use the Hill font when preparing materials for SMK.

For this reason, we recommend that all documents written in Hill are converted into PDFs if they are to be sent to recipients outside the museum itself. Use Arial for e-mails and the like.

You can download the Hill font at: **smk.dk/designmanual**

Hill Heavy
Hill Bold
Hill DemiBold
Hill Regular
Hill Light
Hill Thin

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**Få information om værkerne direkte på din telefon
– eller låen en iPod i Informationen**

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Receive information about the artworks on your
phone – or borrow an iPod in the Information desk

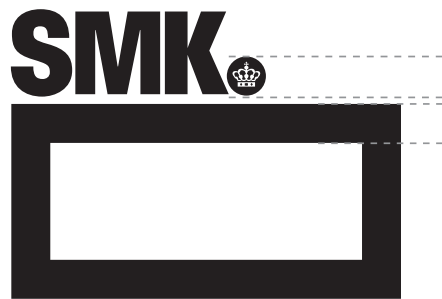
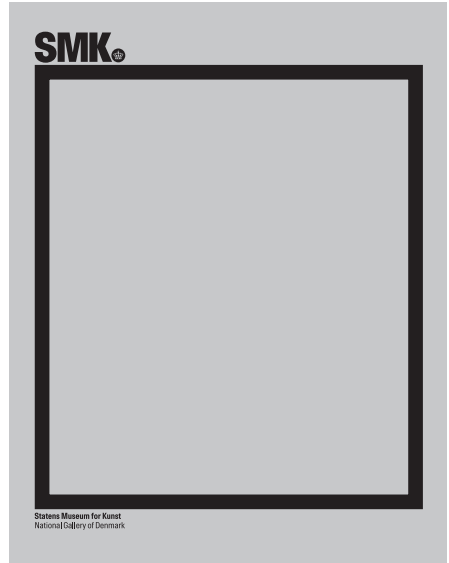
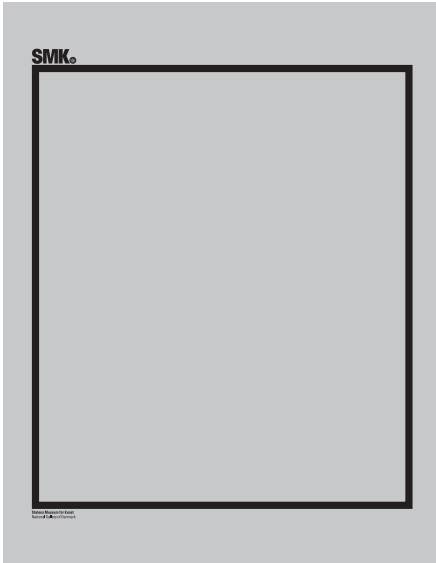
The frame

The frame is very flexible as regards its size and dimensions. The only firm rule is that the relative size/ratio between the four elements of the primary logo must be maintained at all times. The crown and the frame must always be the same width, and the right-hand side of the crown and of the logotype must be aligned.

Apart from this, there are no rules on how long, wide, big or small the frame can be. Its size is determined solely by needs of the specific design/layout.

Generally speaking, texts should always be aligned flush left, regardless of whether they are set inside the frame or not. Maintain a good margin when writing inside the frame.

The frame is a powerful communication tool, but some of its strength will be lost if it gets overused. Think in terms of 'a little goes a long way' when using the primary logo.



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Adapting the frame

The frame can be adapted in three different ways in order to create a sense of depth and energy in designs and layouts:

Separating out the logotype

If there is a need to break up the visual identity, you may separate out the logotype from the primary logo. This is particularly well suited to smaller formats or digital applications. However, the logotype must never be removed entirely, and it cannot be placed inside the frame.

Breaking the frame

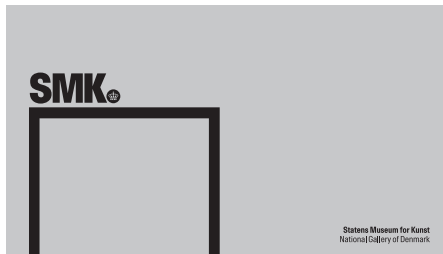
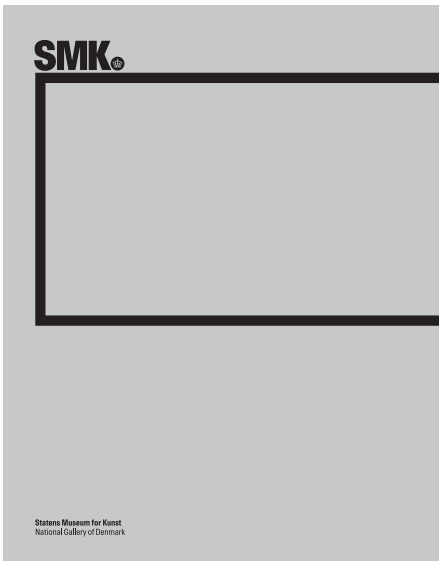
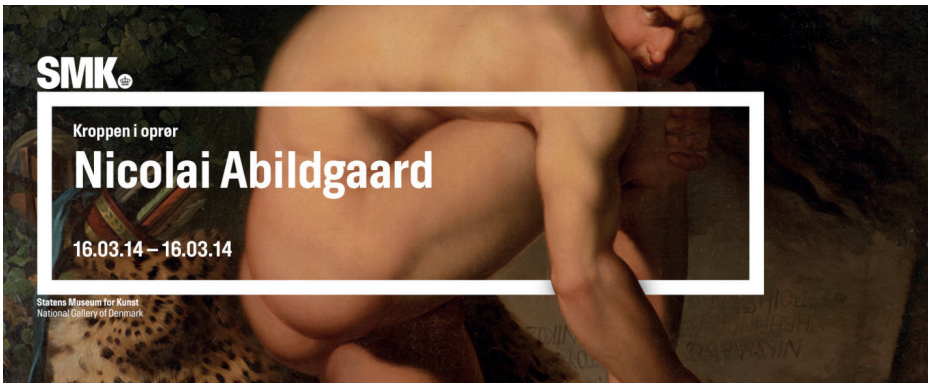
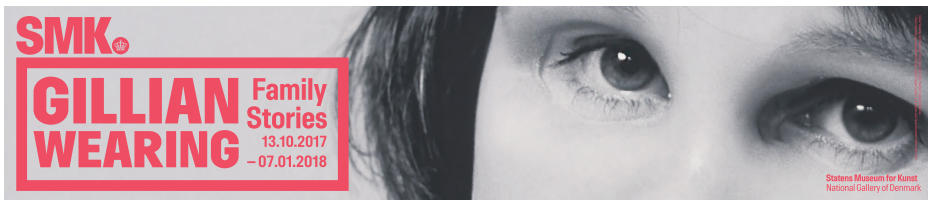
Other visual elements from the graphics/art behind the frame can be allowed to overlap or break the frame. Do not overlap the SMK logotype abbreviation, the crown or the logotype.

Cropping the frame

This is the most radical adjustment of our visual identity. It is especially suitable for online use. It allows you to crop the frame and place the SMK logotype abbreviation and crown in the other corners. This allows you to separate the logotype from the frame and place it elsewhere on the page.

The only exception is that the SMK logotype abbreviation may NOT be placed in the lower right-hand corner.

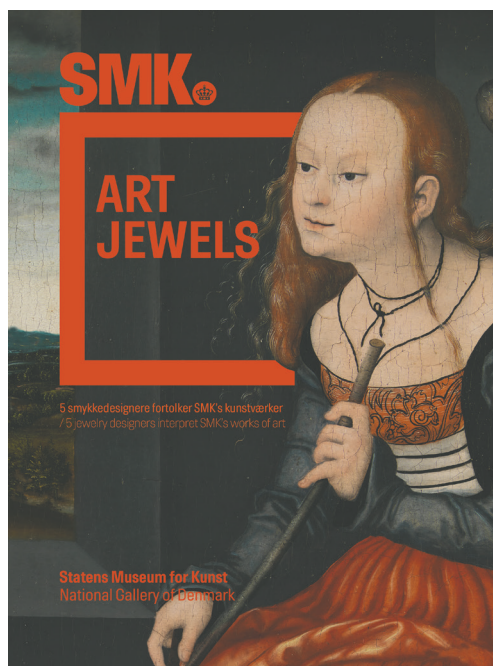
The option of placing the SMK logotype abbreviation in other corners is ONLY available when the frame is cropped – it cannot be done when the frame is kept intact.

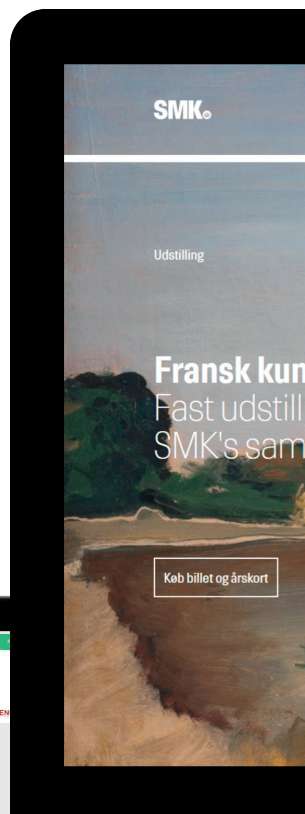


Inspiration

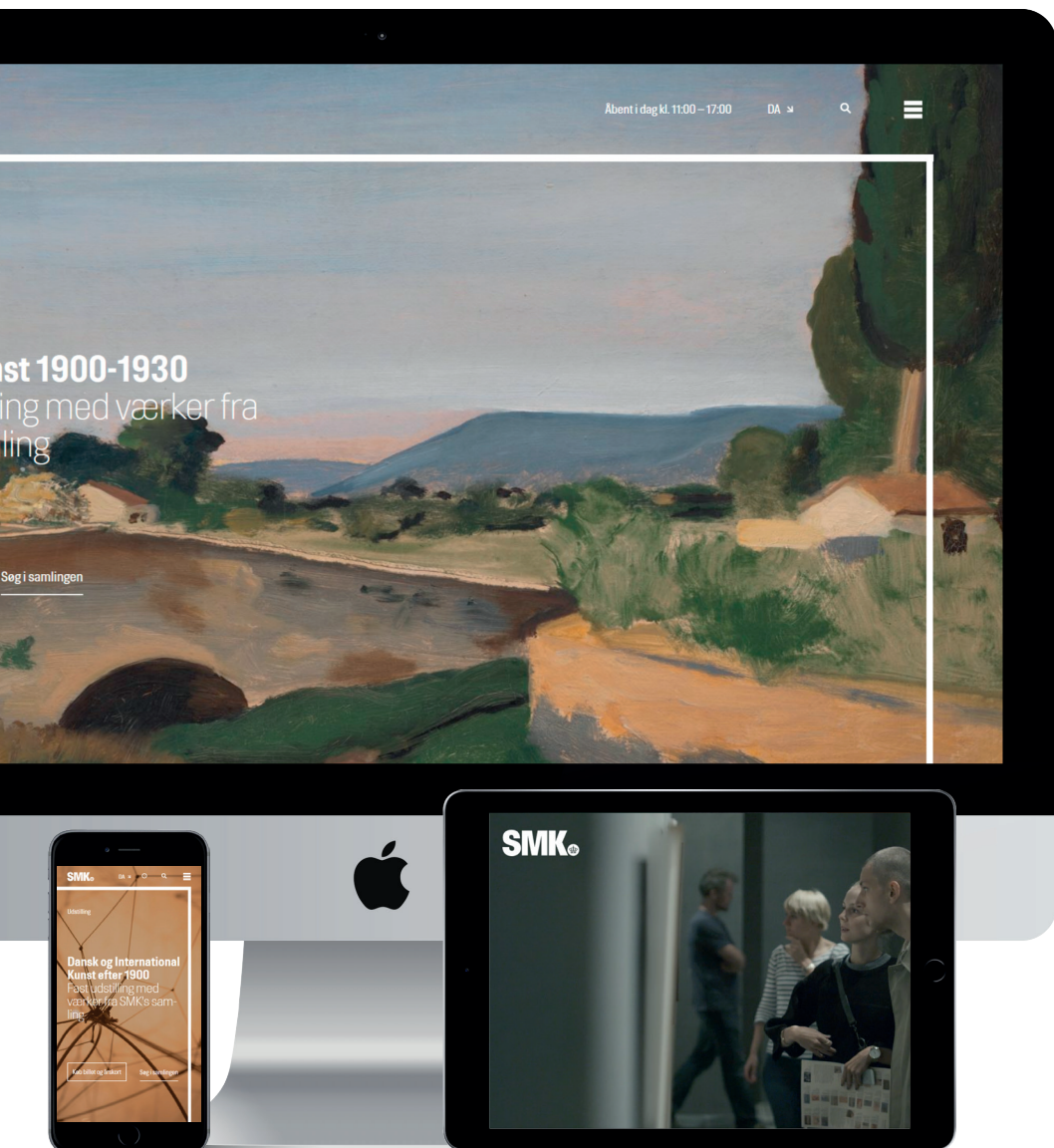
Some design examples using the logo and its elements in different ways.



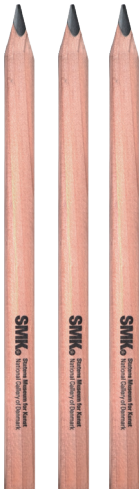




Digital platforms



Merchandise



BUT REMEMBER

**Rules are
meant to be
broken**

To download logos and fonts, go to:

smk.dk/designmanual

If you have any queries or questions while developing SMK materials, please contact:

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