using our
identity

Recognition is a Scottish Government Scheme managed by Museums Galleries Scotland. It provides a strategic framework for recognition of and investment in collections of national significance to Scotland, cared for by Scotland's non-national museums.

Introduction to the identity

These guidelines describe the rules of reproducing the identity and should be followed without variation. We expect those whose collections have achieved Recognition to use the Recognition logo to maximise awareness of the brand and the importance of your collections to Scotland.

Only those organisations caring for collections which have achieved Recognition may use the identity.

It is important to note the scheme is designed to recognise the collections, and not to endorse local authorities, museums, buildings or related services.

Our Logo

One of the ways we mark something of interest is to circle it. To convey this we created a classically styled logo that forms a lower case ''r'', using a classic traditional typeface and treating it with a contemporary graphic that represents this circling action.

The result is an attractive logo that has a balance of tradition and modernity that would make it sit comfortably in both modern and traditional museums and galleries.

The logo consists of three elements: the marque (i), which is always consistent, the strapline (ii), which has two variations, and the certificate wording (iii), which is specific to your collection(s).

WE ARE HOME TO A COLLECTION THAT IS   (iii)

(i)

RECOGNISED AS A
NATIONALLY SIGNIFICANT COLLECTION   (ii)

AWARDED BY **MUSEUMS GALLERIES SCOTLAND**
ON BEHALF OF **THE SCOTTISH GOVERNMENT**

WE ARE HOME TO COLLECTIONS THAT ARE   (iii)

(i)

RECOGNISED AS
NATIONALLY SIGNIFICANT COLLECTIONS   (ii)

AWARDED BY **MUSEUMS GALLERIES SCOTLAND**
ON BEHALF OF **THE SCOTTISH GOVERNMENT**

THIS OBJECT, ON LOAN FROM THE ROYAL SCOTTISH ACADEMY
OF ART AND ARCHITECTURE, IS PART OF A COLLECTION THAT IS

RECOGNISED AS A
NATIONALLY SIGNIFICANT COLLECTION

AWARDED BY MUSEUMS GALLERIES SCOTLAND
ON BEHALF OF THE SCOTTISH GOVERNMENT

AITHNICHTE MAR
CHRUINNEACHADH CUDROMACH NÀISEANTA

AITHNICHTE LE TAIGHEAN-TASGAIDH IS GAILEARAIDHEAN NA H-ALBA
ÀS LETH RIAGHALTAS NA H-ALBA

Associated wording

The wording may be used for touring: for variations
please contact MGS. Editable file types will not be
supplied but we can provide a completed version
to you. The marque and strapline shouldn't be used
by museums without the certificate wording, and
the marque should never be used alone.

Gaelic translation

There is now a standard Gaelic version of the logo for those
collections who would like one. This is currently standardised
and singular, but if there is demand for alternatives (and
versions for multiple collections) we would be happy to deal
with these on an individual basis when required. Because the
Gaelic version has no certificate wording, it should be used
alongside information about the Recognised Collection only,
to avoid confusion.

**If you would like to discuss alternative wording,
please contact Hollie Wegner-Jaszkin on
holliewj@museumsgalleriesscotland.org.uk
or 0131 550 4133.**

How it can be used

If used on a dark background, the logo can be reversed out of colour as shown. MGS can provide if required.

Sizes

The minimum size should be no less than 45mm in width.

The size of the logo relating to standard page sizes should be:

A5: 45mm
A4: 50mm
A3: 80mm
A2: 110mm

Reversed Logo

Minimum Size

Clear Space

To ensure the logo can be easily seen at all times, a minimum 'clear space' should be left around the whole logo in any setting. This clear space should be the height of the 'r' symbol used in logo.

WE ARE HOME TO A COLLECTION THAT IS

RECOGNISED AS A
NATIONALLY SIGNIFICANT COLLECTION

AWARDED BY **MUSEUMS GALLERIES SCOTLAND**
ON BEHALF OF **THE SCOTTISH GOVERNMENT**

The Typefaces

The Recognition typeface is Gill Sans in Light and Regular weights. This should be used for all copy on materials solely to do with the intiative e.g. on signage, print specifically about the Recognised Collection.

Gill Sans Light
Gill Sans Regular

When additional emphasis is required e.g. headings, the font Bodoni BT Roman may be used.

Bodoni BT Roman

The Colour (Metallic)

In order to have the most impact, when possible, the logos should be printed in:

PANTONE METALLIC 8621

Please note that this is a metallic spot colour. When it is not possible to print using spot colours please refer to the four colour process and digital values.

The logo should only be printed in black in documents entirely printed in black and white.

The Colour (Non-Metallic)

If it is not possible to use the metallic pantone, an alternative has been provided below:

PANTONE 7505
C:17 M:44 Y:59 K:51
R:131 G:99 B:68
HTML:836344

You may use the logo...

- On signage next to a Recognised Collection, accompanied by the strapline and certificate wording
- On external signage, accompanied by the strapline and certificate wording
- On the website of an organisation with Recognised Collections, accompanied by the strapline and certificate wording
- In press releases
- In marketing materials relating to your museum overall or to your Recognised Collections, accompanied by the strapline and certificate wording

(Note: You should clear all publicity materials containing the logo with Museums Galleries Scotland before publishing.)

You may NOT use the logo...

- On business cards
- On CVs
- On any marketing materials relating solely to another of your collections, but unrelated to the one which has achieved Recognised status
- Without the strapline or certificate wording. Your certificate wording is unique to your own Collections and as such museums must never use the logo without this