



CAIRNS
MUSEUM



CAIRNS
HISTORICAL
SOCIETY

Brand Guidelines

Our museum reveals the past
and connects with the present of
Cairns as a tropical city.

Introduction

Our Brand Guidelines introduces, defines and visualises the Cairns Museum brand.

The Cairns Museum is operated by the Cairns Historical Society, which was formed in 1958 with a mission to collect and preserve the history of North Queensland.

Since its inception, the Society has developed a nationally significant research archive of books, papers, maps, newspapers, heritage reports and historic photographs, as well as a museum collection of considerable significance for the people of Cairns.

The identity of the Cairns Museum is intertwined with that of the Cairns Historical Society and consequently shares some common brand values. The offering of this twin brand is further strengthened by the Historical Society's research centre and each of the three is interconnected with the others.



Our History

Cairns Historical Society

The Cairns Historical Society was formed in 1958 to record the written, pictorial and oral history of North Queensland.

They currently operate a library and research facility opening hours are:
Mon - Fri 10am - 3pm

The library and research facility are open to members, the general public, students, professional researchers, authors and family historians. A small charge is levied on non-members for the use of the facilities. The library carries an extensive range of books (3,100), journals, manuscripts and documents (25,000) relating to local history, Aboriginal and Islander studies, shipping, mining, wartime records, family history and other items of historical interest. A good range of early newspapers, and other research material are available on microfilm or fiche in the research facility, together with an extensive range of photographs (23,000) and maps (2,250). A catalogue of these items is accessible through a computer at the research facility.

We are located at 17 Grafton Street Cairns

Cairns Museum

The Cairns Museum is operated by the Cairns Historical Society, which was formed in 1958 with a mission collect and preserve the history of North Queensland. Since its inception, the Society has developed a nationally significant research archive of books, papers, maps, newspapers, heritage reports and historic photographs, as well as a museum collection of considerable significance for the people of Cairns. While the museum and the archives intersect, it is the museum which is the focus of this strategic plan.

The Cairns Museum closed in 2013, to enable a major refurbishment of the Heritage-listed School of Arts Building. The project will include new space for the museum and is funded by the Cairns Regional Council.

The museum's significant collection contains about 10,000 items and includes rare nineteenth century rainforest shields and swords from the region, Chinese artefacts, gold scales from the Batavia mine, an 1882 Kennedy Regiment uniform, items relating to World War II in Cairns, objects associated with the aviation, forestry and tourism industries, and collections interpreting domestic life in the tropical far north.

When it was open, the museum is open six days a week from 10am to 4.00pm. It has modest admission charges, \$5 adults, \$4 seniors, \$3 children. Maintaining this six day a week service with the help of a team of dedicated volunteers is a remarkable achievement, one which is matched by few volunteer managed museums in Australia. Many visitors are unaware that the museum is managed and run by volunteers.



Our Brand Values - Cairns Historical Society

Vision

To be a trusted and recognised historical research and community educational resource by collecting, preserving and sharing stories of the Cairns region.

Mission

To build a sense of community and a foundation for the future through the presentation of Cairns' history to the public by way of a museum, archives, exhibitions and educational programmes.

Objectives

- To play a leadership role in research about the history of Cairns.
- To develop, preserve and exhibit a significant collection of artifacts and stories that have shaped our region.
- To encourage and facilitate the discovery of our heritage by our community.
- To promote the stewardship, preservation and organisation of authentic historical records.
- To be a service-oriented and accessible repository of archival, documentary, photographic, archaeological, and museum collections relating to the Cairns region.
- To provide a home for collections, programs, staff and leaders that reflect and serve both the history and future of the region

Core Functions

- Heritage promotion
- Preservation and conservation
- Information dissemination
- Community communication

Core Values

The operation of all aspects of the Cairns Historical Society will be based upon the following core values.

We strive at all times to be:

- Welcoming
- Accessible
- Inclusive
- Collaborative
- Authentic
- Local
- Resourceful



About Our Brand - Cairns Museum

Vision

To provide an authentic and local experience to visitors and be the best resource for inspiration and information about the history of Cairns and the region.

Mission

To engage and educate visitors by revealing Cairns' past and connecting the present through the preservation and exhibition of its stories.

Objectives

- To develop, preserve and exhibit a significant collection of artifacts and stories that have shaped our region.
- To provide an authentic experience and local representation of the region to visitors.
- To engage and educate local, national and international audiences by demonstrating what is has been and what it is like to live in a tropical region.
- To highlight the unique aspects of tropical living, how these have evolved over time and how they are expressed in Cairn's culture, lifestyle and activities.
- To encourage and facilitate the discovery of our heritage by our community.
- To play a leadership role in research about the history of Cairns.

Core Functions

- Heritage promotion
- Preservation and conservation
- Education
- Information dissemination
- Community communication

Core Values

The operation of all aspects of the Cairns Museum will be based upon the following core values.

We strive at all times to be:

- Welcoming
- Accessible
- Engaging
- Educational
- Authentic
- Local
- Contemporary
- Surprising



About Our Brand

The Cairns Historical Society and Cairns Museum were rebranded in 2015 as part of a major refurbishment of the Museum's physical home, the Heritage-listed School of Arts Building.

The new building provided the opportunity to present a newly revitalised Museum to the residents of Cairns and the international and national tourists that visit each year, and it was felt that a new brand was required to support this refreshed image.

Brand Background

The Cairns Historical Society and Cairns Museum brands are represented in everything we do and everything we produce.

While the brand is definitely the generally accepted visual representation of a logo and colour scheme, the brand is also represented in a number of physical and non-physical ways.

The Cairns Museum brand is communicated and represented through:

- The visual brand – including use of logo and accompanying visual components (in stationary, printed collateral and signage)
- The Museum building
- The Museum collection and displays
- Uniforms
- Staff and volunteers
- Communication – writing style and voice



Communication - style and voice

The voice of the Cairns Museum is first and foremost local.

All communication should have the familiar and accessible tone of local who is knowledgeable and passionate about the stories, objects and events that have shaped our region and is generous and enthusiastic in the sharing of them.

It is essential that this local voice is maintained throughout communications and that it is authentic.

Words which best describe us are:

- Engage
- Educate
- Discover
- Experience
- Access
- Relevant
- Remember
- Heritage
- Imagine
- Curiosity
- Conserve
- Collaborate
- Orientate
- Enrich
- Research
- Exhibit
- Communicate
- Community
- Excite
- Interpret
- Innovative
- Explore
- Provoke
- Reveal
- Document
- Share
- Collect



Creating Our Brand

What's behind the icon?

Within our organisation there many different facets and this has been reflected within the “C” icon.

The three rings represent the three streams of the Museum, the Historical Society and the Research Centre while the individual elements represent the many aspects becoming whole, creating an engaging and contemporary identity.

Like the pages of a book, a reading room or a group gathering to listen to the stories of many cultures, ages and experiences our “C” icon is a welcoming representation of all our organisation has to offer.

Our core values were important when developing our brand and these values are featured on page 4.



Our Logos - Full Colour

Cairns Historical Society

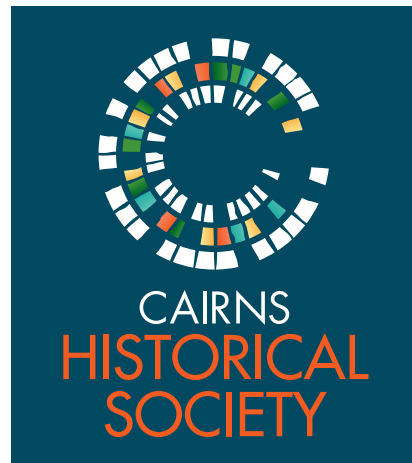
Our logo full colour logo is our preferred choice and is to be used for all print collateral, eg: brochures.



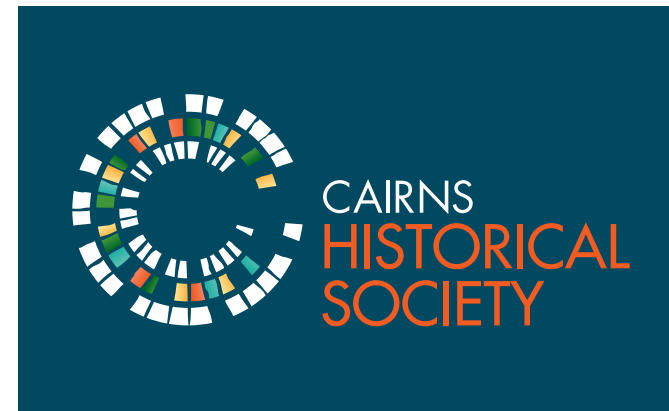
Cairns Historical Society Logo Vertical



Cairns Historical Society Logo Horizontal



Cairns Historical Society Logo Vertical Reverse



Cairns Historical Society Logo Horizontal CMYK Reverse

Our Logos - Full Colour

Cairns Museum

Our logo full colour logo is our preferred choice and is to be used for all print collateral, eg: brochures.



Cairns Museum Logo Vertical



Cairns Museum Logo Horizontal



Cairns Museum Logo Vertical Reverse



Cairns Museum Logo Horizontal CMYK Reverse

Our Logos - Monochrome

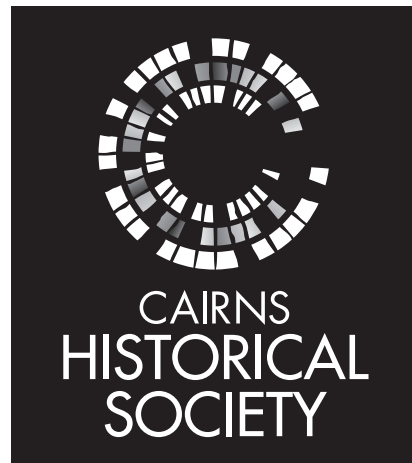
Our logo is to be used in monochrome when full colour printing is not available, eg: press advertisements.



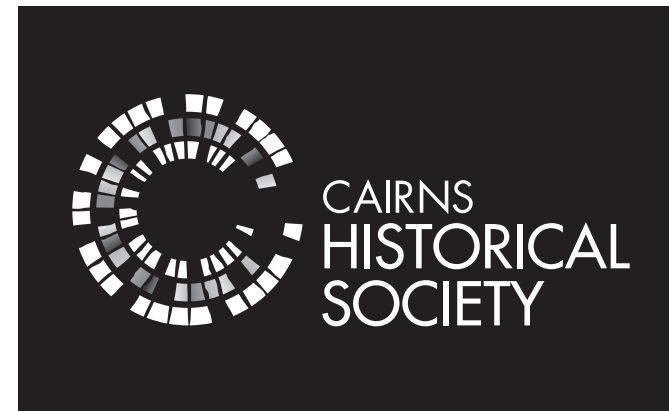
Cairns Historical Society Logo Mono Vertical



Cairns Historical Society Logo Mono Horizontal



Cairns Historical Society Logo Mono Vertical Reverse



Cairns Historical Society Logo Horizontal Mono Reverse



Our Logos - Monochrome

Cairns Museum

Our logo is to be used in monochrome when full colour printing is not available, eg: press advertisements.



Cairns Museum Logo Mono Vertical



Cairns Museum Logo Mono Horizontal



Cairns Museum Logo Vertical Mono Reverse

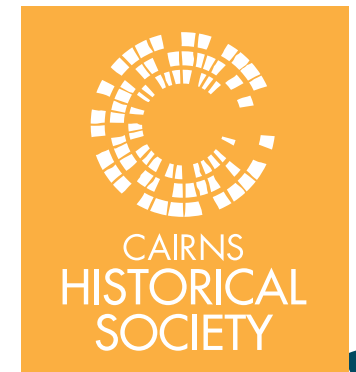
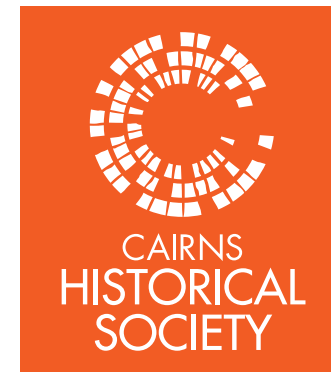
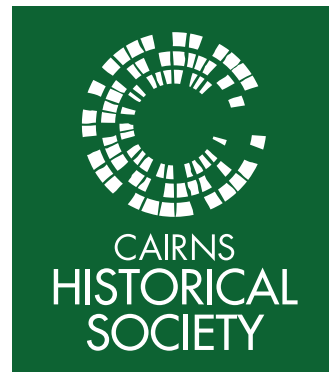
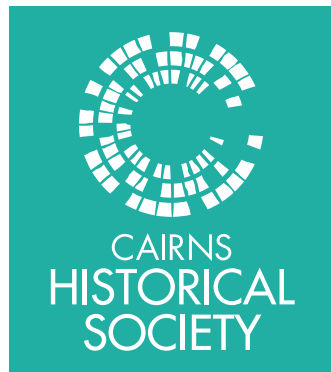
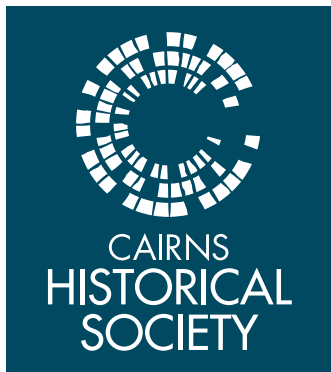


Cairns Museum Logo Horizontal Mono Reverse



Our Logo Variations

Our logo can be used reversed on background colours from our colour palette. It is available to use in vertical and horizontal for both Cairns Museum and Cairns Historical Society however this is for special use only and permission should be sourced from Suzanne Gibson before using this variation.



What not to do with Our Logos



CAIRNS
MUSEUM

Please do not alter the colours in any way.



CAIRNS
MUSEUM

Please do not resize our icon.



CAIRNS
MUSEUM

Please do not remove any of our three "C's".

CAIRNS
MUSEUM



Please do not move the text. Please only use the versions of our logo supplied on our masterdisk.



CAIRNS
MUSEUM

Please do not reverse or alter the colour of our icon. If a reverse option of our logo is to be used refer to our masterdisk for logo variations.



CAIRNS
MUSEUM

Please do not resize the text.

Our Colour Palette

From deep ocean blues and rainforest greens to the golden beaches and radiant sunrises, our colour palette reflects the tropics and the museum beautifully.



C 100	R 0
M 0	G 74
Y 9	B 97
K 72	



C 70	R 44
M 0	G 175
Y 38	B 164
K 8	



C 59	R 96
M 0	G 197
Y 33	B 186
K 0	



C 80	R 0
M 0	G 99
Y 100	B 37
K 56	



C 68	R 67
M 0	G 149
Y 100	B 57
K 24	



C 0	R 241
M 79	G 93
Y 100	B 34
K 0	



C 0	R 245
M 60	G 132
Y 60	B 102
K 0	



C 0	R 251
M 35	G 176
Y 85	B 64
K 0	



C 0	R 255
M 7	G 232
Y 50	B 148
K 0	



Our Typography

The typeface used in our logo is important to us and was chosen as it is long lasting and timeless, much like the museum.

Futura Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !\$%^&*()_+

Futura Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !\$%^&*()_+



Our Typography - internal word templates

The typeface used for all internally produced materials is Arial.
Please follow our guidelines when using our templates.

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !\$%^&*()_+

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !\$%^&*()_+

Arial Regular Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !\$%^&()_+*

Arial Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !\$%^&*()_+



Our Typography Sizes

A typography hierarchy is required when producing documents.
Please use the sizes specified on this page as a guide when
producing internal documents.



ABN: 81 832 219 957

Cairns Historical Society and Museum
Former Post Office Building 13 Grafton Street, Cairns, Queensland, 4870

Heading Level 1 - Arial Bold 16pt. Colour Night Blue R 0, G 74, B 97

Heading Level 2 - Arial Regular 14pt. Colour Sunrise Orange R 241, G 93, B 34

Heading Level 3 - Arial Italic 14pt. Colour Sunrise Peach R 245, G 132, B 102

Body copy - Arial Regular 10pt, Colour Black 80% R 51, G 51, B 51.

Our Typography Sizes

Cairns Museum

A typography hierarchy is required when producing documents.
Please use the sizes specified on this page as a guide when
producing internal documents.



ABN: 81 832 219 957

Cairns Historical Society and Museum
Former Post Office Building 13 Grafton Street, Cairns, Queensland, 4870

Heading Level 1 - Arial Bold 16pt. Colour Night Blue R 0, G 74, B 97

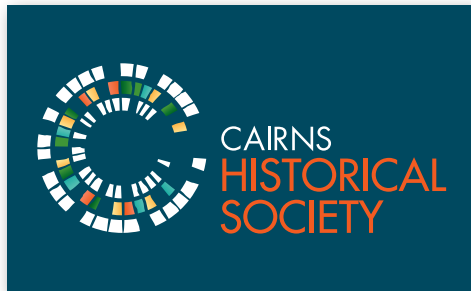
Heading Level 2 - Arial Regular 14pt. Colour Ocean Teal R 44, G 175, B 164

Heading Level 3 - Arial Italic 14pt. Colour Light Ocean Teal R 96, G 197, B 186

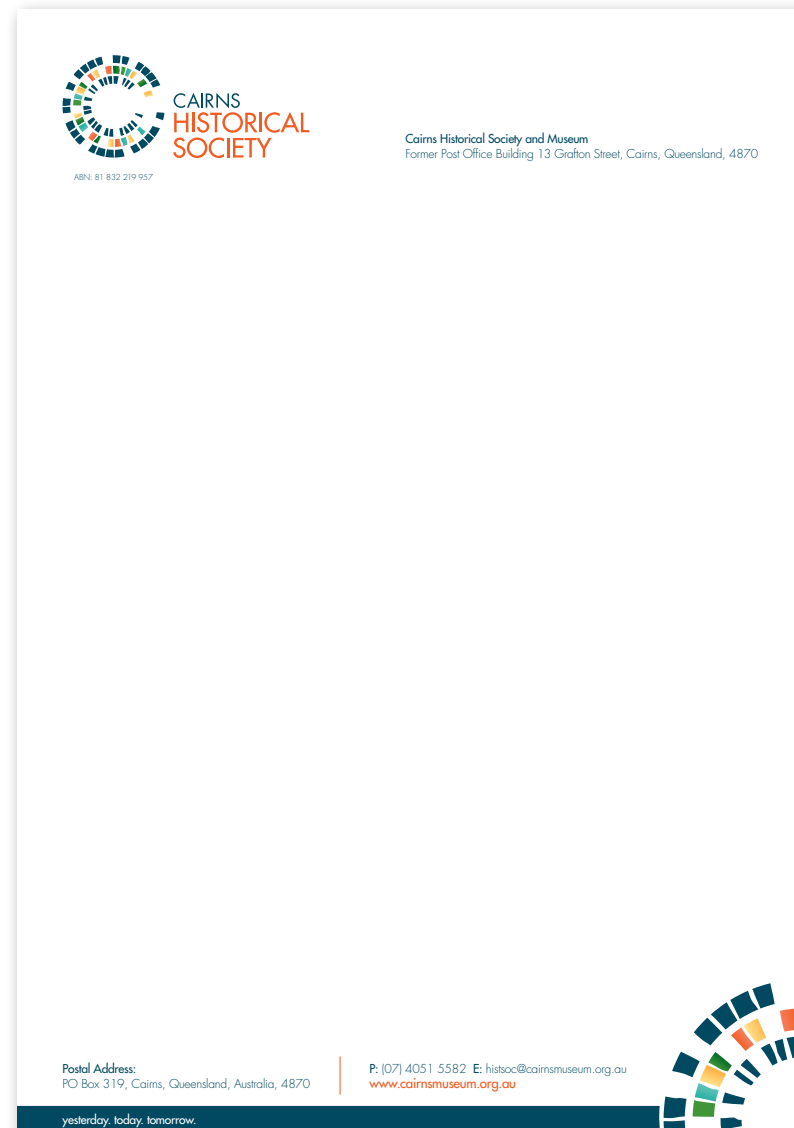
Body copy - Arial Regular 10pt, Colour Black 80% R 51, G 51, B 51.

Our Stationery

Cairns Historical Society



Cairns Historical Society Business Card



Cairns Historical Society Letterhead

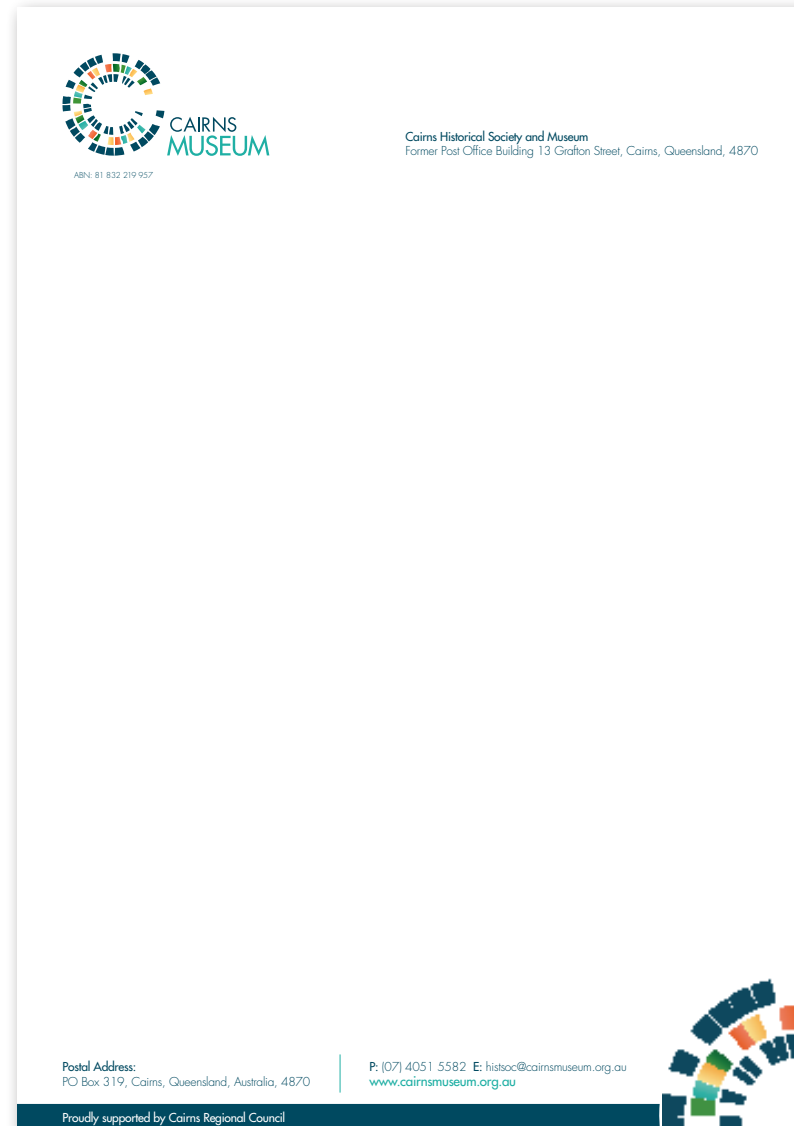
Our Stationery

Cairns Museum

Cairns Museum



Cairns Historical Society Business Card



Cairns Historical Society Letterhead

Using Our Icon as a Graphical Element

Our icon can be used as a graphical element across collateral. Please see examples of use below. If you wish to use our icon as a graphical element please refer to the masterdisk for variations.



T-shirt

T-shirt Back



Teardrop Banner