

03

Logo

Primary Logo

The primary logo for the Sydney Harbour Bridge Museum represents a thoughtful balance between refined simplicity and typographic clarity, celebrating the human triumph behind the engineering marvel.

The logo pairs a simplified, refined representation of the bridge with clean, modern typography to create a sophisticated identity system. The bridge motif serves as both a design element and a versatile pattern throughout the wider brand system. This distinctive approach acknowledges its engineering precision, reflecting the museum's role as both preserver of history and celebrator of human achievement.

Please Note: The BridgeMuseum logo font is not to be used in anywhere outside of the approved logo lock up. Wordmark font is only to be used in the context of the logo should not be used or re-created anywhere else.



Logo Clear Space

Proper clear space ensures our logo maintains its visual impact and legibility across all applications. The minimum clear space around the BridgeMuseum logo should equal the height of the wordmark, creating a protective zone that allows the logo to breathe and command attention.

This clear space measurement applies to all logo variations and should be maintained regardless of the logo's size or the complexity of the surrounding design elements. When placing the logo near text, images, or other graphic elements, always respect this minimum boundary to preserve the logo's integrity and ensure optimal brand recognition across digital and physical applications.



Logo Usage

Don't:

- Don't stretch, compress, or otherwise distort the logo.
- Don't change the logo colors or add gradients/effects.
- Don't rotate, flip, or otherwise change the orientation of the logo.
- Don't outline, drop-shadow, or embellish the logo.
- Don't place the logo on busy or cluttered backgrounds.
- Don't cover or overlap the logo with other elements.
- Don't modify or remove any parts of the logo, including taglines or symbols.
- Create a logo wordmark using BridgeMuseum brand fonts

Do:

- Use the logo in its original, approved colors.
- Maintain clear space around the logo so it stands out.
- Use the correct logo files provided (vector or high-resolution).
- Place the logo on backgrounds that provide enough contrast for visibility.
- Size the logo proportionally—scale up or down without distorting the shape.
- Follow minimum size recommendations to ensure legibility.
-



Colour Variations

The BridgeMuseum logo has been designed with versatile colour applications to ensure optimal visibility and brand recognition across diverse backgrounds and applications. Our primary colour relationship pairs Deep Blue backgrounds with Tar-Ra Turquoise logos, while Tar-Ra Turquoise backgrounds feature Deep Blue logos, creating strong contrast and visual impact.

This complementary colour approach maintains the logo's legibility while reinforcing our brand's connection to Sydney Harbour's ever changing blues. Additional colour variations accommodate different contexts and applications, ensuring the logo remains prominent and accessible across all touchpoints while preserving the sophisticated visual relationship between our primary brand colours.



Logo Suite

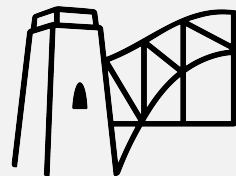
The Bridge Museum's extended logo system transforms the refined bridge motif into a versatile pattern element, that appears across various applications, creating a cohesive brand experience.

The versatile suite includes a simplified bridge illustration, a condensed "BridgeMuseum" version for space-limited applications, and the standalone bridge icon for digital applications and merchandise. This thoughtful hierarchy ensures optimal legibility while maintaining the refined representation that celebrates the human stories behind the engineering achievement. The contrast between the simplified bridge element and modern typography creates a sophisticated tension that works effectively across every touchpoint. From large-scale environmental graphics to digital interfaces.

Horizontal logo - To be used where viewers may need the context of Sydney Harbour added to the logo, providing geographical and cultural clarity that reinforces our location-specific identity and helps distinguish us within the broader cultural landscape.



Icon - Used in situations where space is limited or when a quick visual reference is needed, such as social media profile pictures, mobile app icons, favicons, or smaller web elements. It ensures brand recognition at a glance, especially when the full logo might be too detailed or difficult to see clearly.



Stacked logo - Designed for larger formats where the text remains clearly readable, this configuration maximises vertical space while maintaining optimal legibility across environmental graphics, posters, and display applications where height takes precedence over width.



Wordmark logo - When you want to prioritise name recognition in your creative applications and have space constraints, the wordmark delivers clear brand identification without the bridge element, ensuring maximum readability in tight layouts while maintaining brand presence.



Partnership Branding

