

BRAND GUIDE



SLAVE WRECKS
PROJECT

ABOUT SLAVE WRECKS PROJECT



The Slave Wrecks Project (SWP) searches for slave ships one voyage at a time, and looks at sites, histories, and legacies connected by those voyages. This mission to humanize the history of the global slave trade increases all people's capacity to understand a trade that shaped the world in which we live. By recovering the experiences and highlighting the humanity of those who were enslaved aboard the ships that plied the most horrific and extensive trade in people in world history, SWP seeks to bring the immensity of that history to a human scale, voyage by voyage. Through SWP's efforts, previously submerged archaeological remains and long-neglected histories are recovered, restored, remembered, protected, and shared.

OUR LOGO

ICON | AFRICA HULL

The symbol in the logo is represented by the front facing hull of a ship with the continent of Africa embedded into its ribs. The grounding shadow and left leaning tilt indicates it is resting at the bottom of the ocean.

“It is the boat”, that thing representative of the involuntary presence of Black folks in the New World, the heavy vessel of our journey. And yet, the boat is the womb of a new collective identity. It is how we came here; the source of struggle and resistance in our history. But there is another meaning, the boat is also indicative of a sort of grace that transforms, it gestures to the power of ancestral energies while moving us on to new horizons.

The use of the full logo is preferred wherever possible, but the icon may be used by itself in some special cases. If you would like to use the icon alone, first consult with the Office of Public Affairs, and be sure that the museum’s full name and/or website can be found anywhere the icon is used, so that the icon does not exist in isolation.

TEXT

The text in the logo is set in Freight, the family of typefaces used throughout the National Museum of African American History and Culture exhibitions. It is used intentionally to present in synergy with NMAAHC brand guidelines. The all-caps sans serif communicates the museum’s bold, forward facing character. Do not attempt to re-create or alter the text in any way. It should be considered a graphic element.



**SLAVE WRECKS
PROJECT**



OPEN + BOXED LOGOS
BLACK + WHITE



**SLAVE WRECKS
PROJECT**



OPEN + BOXED LOGOS
COLOR

COLOR PALETTE

Purple is the primary brand color for the National Museum of African American History and Culture. Historically, purple has been used to signify beauty, royalty, faith, prosperity, and healing, and it has a strong connection to African American culture. The Slave Wrecks project icon, Africa Hull uses this same purple because of these qualities and in synergy with NMAAHC.

The Slave Wrecks Project also uses deep orange as one of its primary colors. This orange is associated with joy, sunshine, and the warmth of Africa, our motherland. It represents creativity and determination. These colors are as important to the SWP brand identity as the logo itself.

SWP Orange and the NMAAHC Purple are the Slave Wrecks Project logo colors and should be used consistently. Use tints of the orange, purple and shades of gray as needed to complement and provide contrast to these main colors. High-contrast pairings of purple, black, and white work well for bold and simple text and copy messages. Combinations using tints of the purple and shades of warm and cool gray can help provide clearer hierarchy, and support more subtle text and copy messages.

Pantone and CMYK formulas should be used only for print, and web formulas should be used on-screen. Note that the web colors are expressed as HEX codes (an alternative way to express an RGB color value) for ease of use. When necessary, the equivalent RGB values may be used.

The image displays a color palette for the 'SWP ORANGE' brand. It is organized into three vertical columns. The first column, titled 'SWP ORANGE', shows a gradient of orange shades from light to dark, with a table of color values (PANTONE, CMYK, RGB, and WEB | HEX) for the main orange color. The second column, titled 'NMAAHC PURPLE', shows a gradient of purple shades from light to dark, with a table of color values for the main purple color. The third column, titled 'BLACK', shows a gradient of black shades from light to dark, with a table of color values for the main black color.

SWP ORANGE	
PANTONE	7983 C
CMYK	16 73 97 4
RGB	201 97 44
WEB HEX	C9612C

NMAAHC PURPLE	
PANTONE	P 90-15 C
CMYK	40 81 0 49
RGB	97 42 96
WEB HEX	612A60

BLACK	
PANTONE	65-01-01
CMYK	0 0 0 100
RGB	0 0 0
WEB HEX	000000

LOCKUPS + USAGE

LOCKUPS

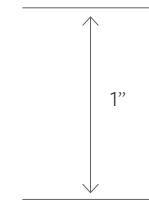
Use this lockup when you need to include the NMAAHC logo along with the main Slave Wrecks Project logo.



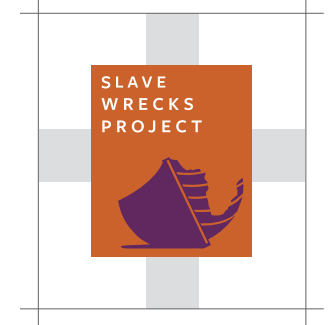
SIZE + PLACEMENT

When placing the logo in a layout, make sure that it appears large enough for the text to be clearly legible, and that there is ample space between the logo and other elements.

Both logo options should not appear smaller than 1" in height.



The required clear space for the logo is relative to the size of the logo being used. The height of the Slave Wrecks Project text for each logo, should be used as measure for minimum clear space on all sides.



USAGE

PRIMARY LOGO APPLICATION

The recommended application for both SWP logo options is on a white background- or on top of a brand-appropriate color, photo or pattern that allows ample contrast for the proper legibility of the logo.



REVERSING THE LOGO

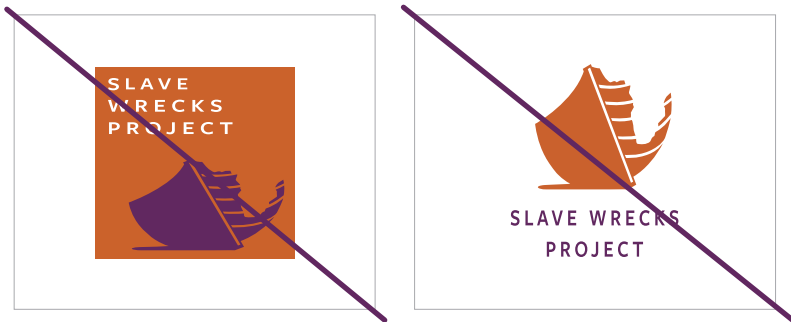
The open SWP logo is the only version that may appear reversed in white on a dark color background- or over a photograph- providing the photograph is dark enough for the logo elements to be legible.



USAGE

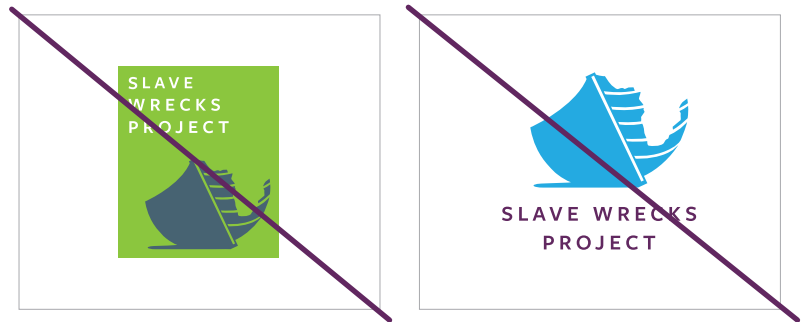
DO NOT STRETCH OR DISTORT

If you resize the logo, be sure to maintain the logo's proportions.



DO NOT CHANGE THE COLOR

The logo may appear in the brand orange and purple, black, or white (reversed). Do not alter the coloration of the logos.



DO NOT CHANGE CONFIGURATION

Do not rearrange or resize any of the parts of the logo.



DO NOT ADD SHADOWS OR OTHER EFFECTS

Do not change the appearance of the logo. If the logo does not stand out enough, reverse it to white, or select a different background color that provides more contrast.



FORMATS + PLATFORMS

Different versions of the logo are appropriate in different contexts. Make sure to use the version that best suits your purpose.

IN PRINT

Use vector files (EPS or SVG) when you use the logo in print. Vector files use mathematical data instead of pixels to create an image, which means that the logo can be resized without appearing blurry or pixelated. If you must use a raster file (PNG, JPG, etc.) in print, be sure that the effective resolution is at least 300 pixels per inch.

ON SCREENS

While vector files are the least prone to error, raster images are sometimes necessary to use, especially on the web. PNG is preferred to JPG because PNG files allow transparency. This means that a PNG logo file can appear over different backgrounds without a white rectangle behind it, which can be distracting. Be sure that the logo looks clear, legible, and unpixelated across standard and high-resolution displays.

The NMAAHC Office of Public Affairs can offer guidance and support in using the SWP brand logos. All public-facing materials including the logo or other brand elements using the SWP brand must be reviewed and approved by the Office of Public Affairs, Marketing department. Please submit requests to NMAAHC-Marcom@si.edu

	IN PRINT	ON THE WEB	IN A POWERPOINT
FILE TYPE:	EPS (vector)	PNG	PNG
COLOR SPACE:	CMYK	RGB	RGB
FILE TYPE:	N/A	72 ppi	96 ppi

KEYS: A PROPRIETARY IDENTITY SYSTEM

The artist, Daniel Minter, coined the use of the word “keys” in his visual art and describes them as “links to the extraordinary: to the long and peculiar story of Black life on these shores, to the culture of survival and transformation, and to the creative genius of spirit”.

WE ENVISION the keys concept as central to the Slave Wrecks Project’s efforts to reframe how we think about the shared history of slavery and the slave trade. The work of the Slave Wrecks Project is not simply about searching for the wrecks of ships, it is in large part dedicated to recovering the memories of those enslaved who were lost or forgotten and retained their humanity in the face of the worst forms of degradation.

It is important that people today understand not just the enormity of the slave trade’s impact but to help bring it to people in ways that enable comprehension and understanding. The archives of the slave trade spread around the world, reflects a deep abundance of ship names and business records of enslavers in comparison to the relative silence around those who were enslaved. Part of the work of the Slave Wrecks Project is to speak and give voice to that silence.

As human beings, we are multi-sensory processors of information, all of which influences how we perceive our worlds. All of these things, when woven together, help to convey what a brand stands for and influences how people experience and perceive it. While a logo should remain stable over time. The visual identity, however, is a different story. A visual identity can (and should) evolve to change the experience and visual vocabulary of the brand as needed.

“Keys” provide a visual vocabulary. They are intended to provoke thought and reflection. In Daniel’s words, “these keys are not precious, they are not a finite set”. They are meant to be generative and to provide people with tools to reckon with this history and make meaning in their own lives. They are meant for active use, to be arranged in pairs or juxtapositions of which can form different meanings or impressions. They can be used to call out or bring attention to a statement in text or to draw the eye to an archeological finding. In the future, programs might be offered, teaching individuals how to create their own sets of keys to unlock the past, leading us to new and more just futures.

KEYS:

