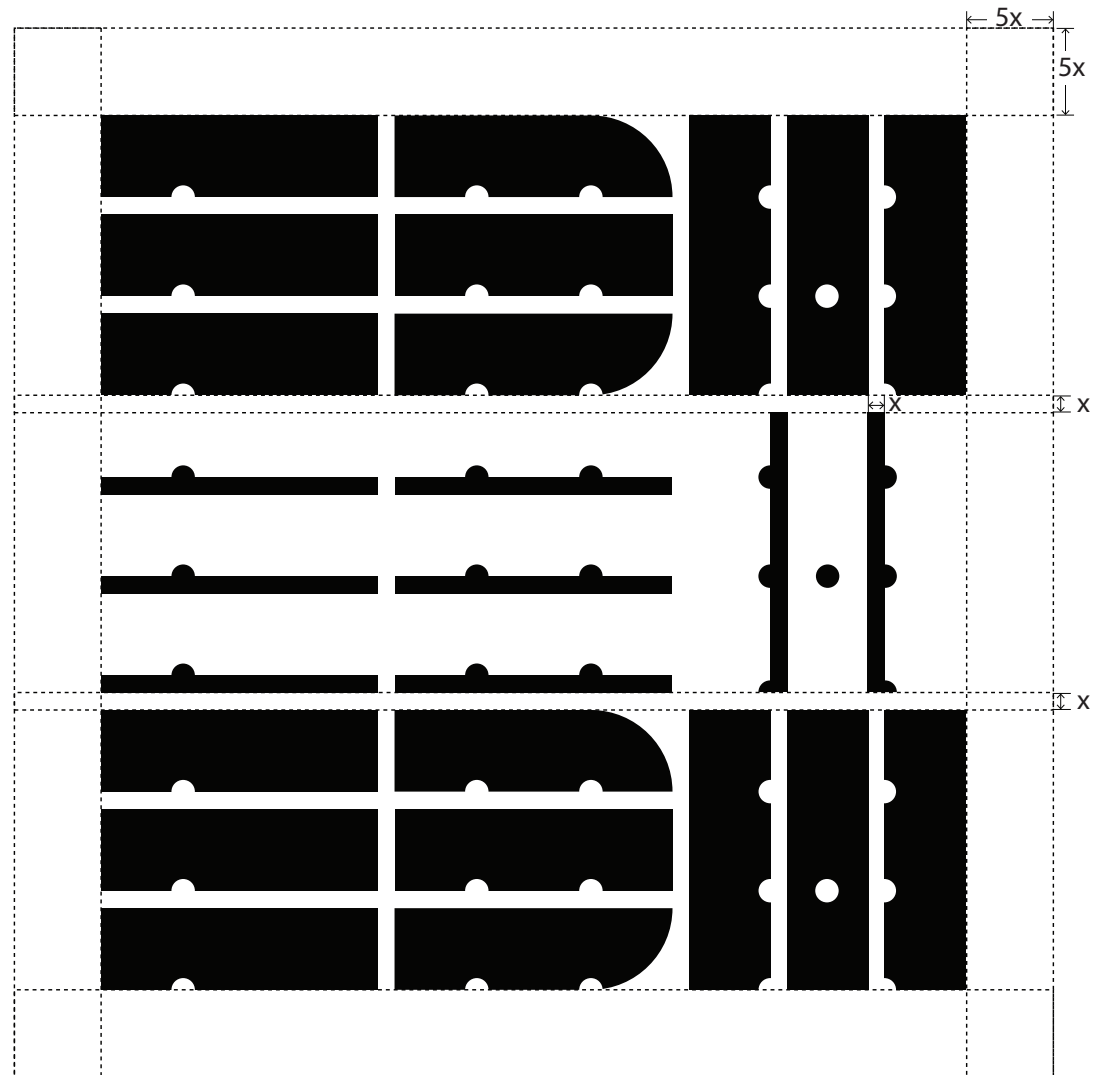


## clear space

When the logo stands alone, the minimum space surrounding it should be 10 times the width of the white space between the black bars. When the logo is used with type, ensure a minimum space of 5 times the width of the negative space between the black bars around the logo. The type should sit on a line 5 times the width of the white space between the black bars below the logo.

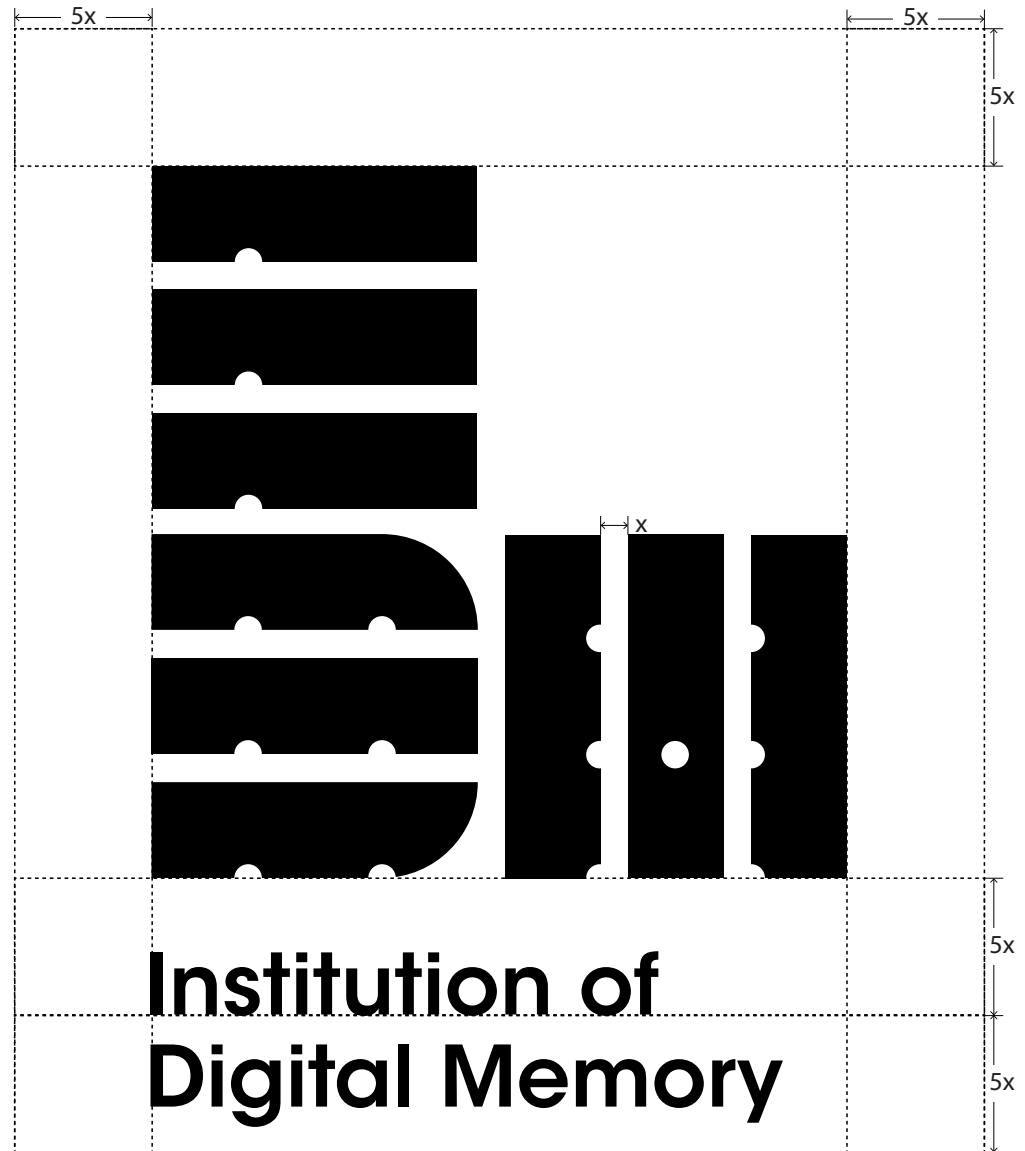


When using the logo as a pattern, keep a space of exactly 1 times the white space between the black bars throughout. End of pattern should have a minimum clear space of 5 times the white space between the black bars.

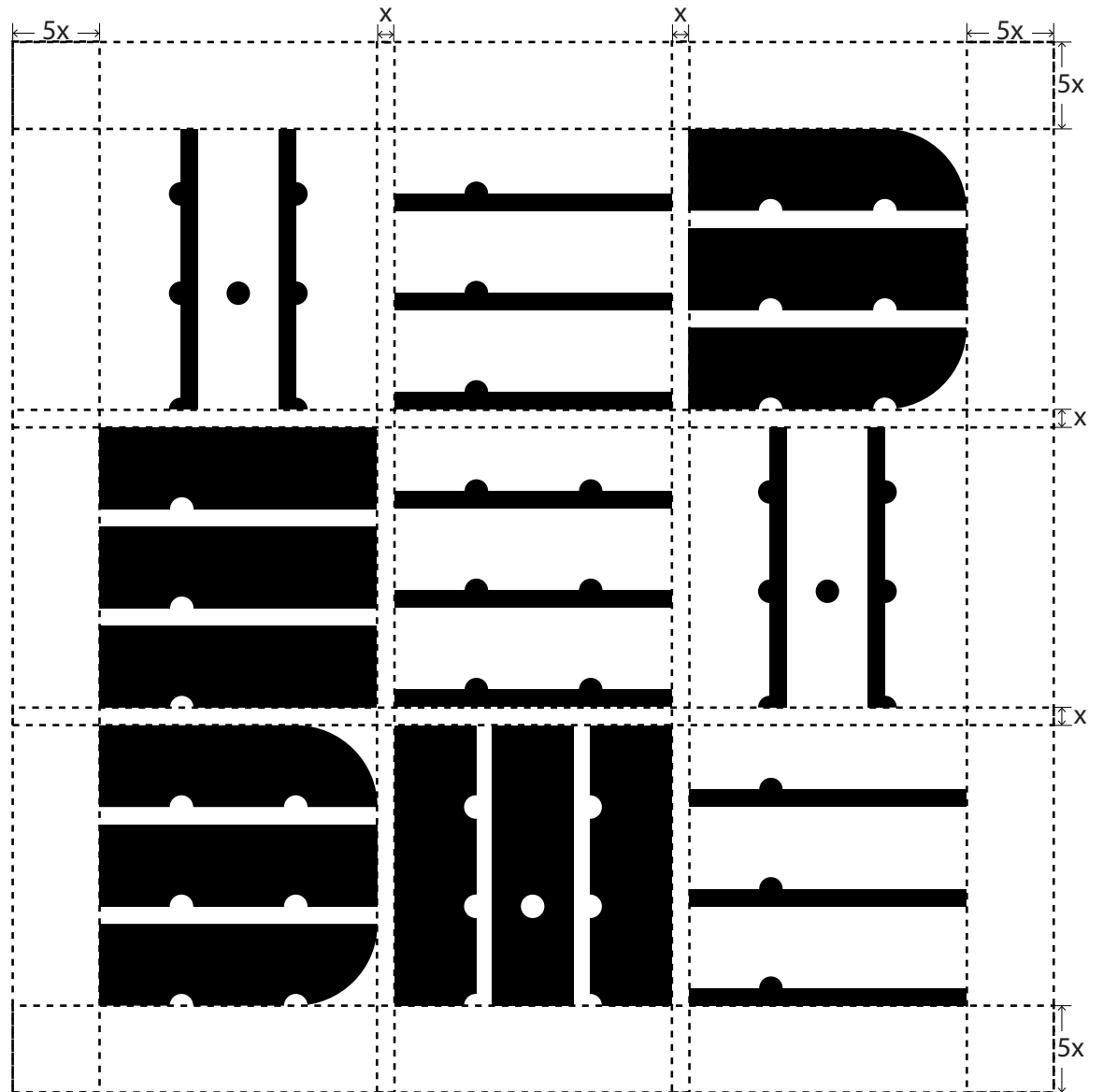


## clear space

When the logo stands alone, the minimum space surrounding it should be 5 times the width of the white space between the black bars. When the logo is used with type, ensure a minimum space of 5 times the width of the negative space between the black bars around the logo. The type should sit on a line 5 times the width of the white space between the black bars below the logo.



When using the logo as a pattern, keep a space of exactly 1 times the white space between the black bars throughout. Borders of pattern should have a minimum clear space of 5 times the white space between the black bars.



When using the logo horizontally, keep a minimum space of 5 times the white space between the black bars throughout. When the logo is used with type, the type should sit on a line 5 times the width of the white space between the black bars below the logo.



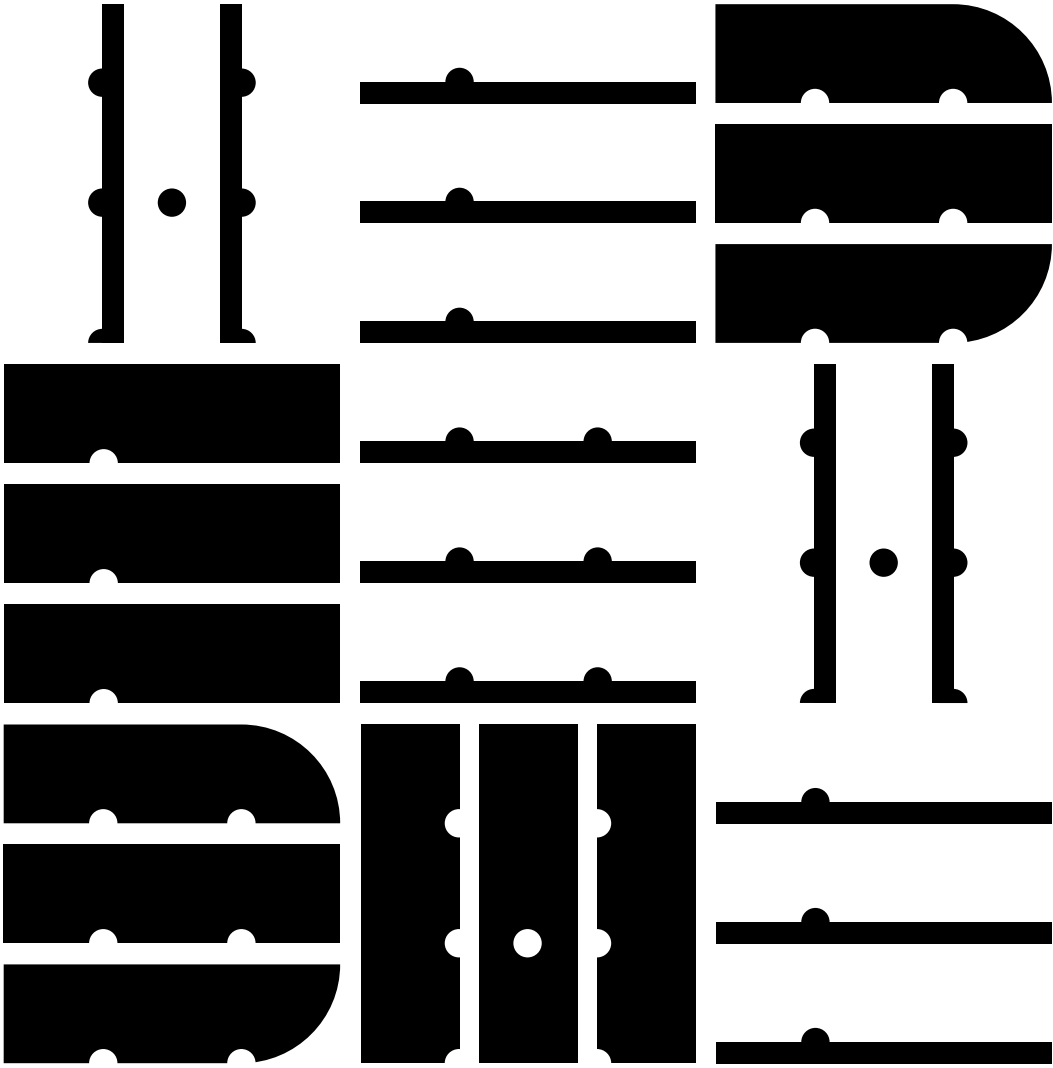
lock-up

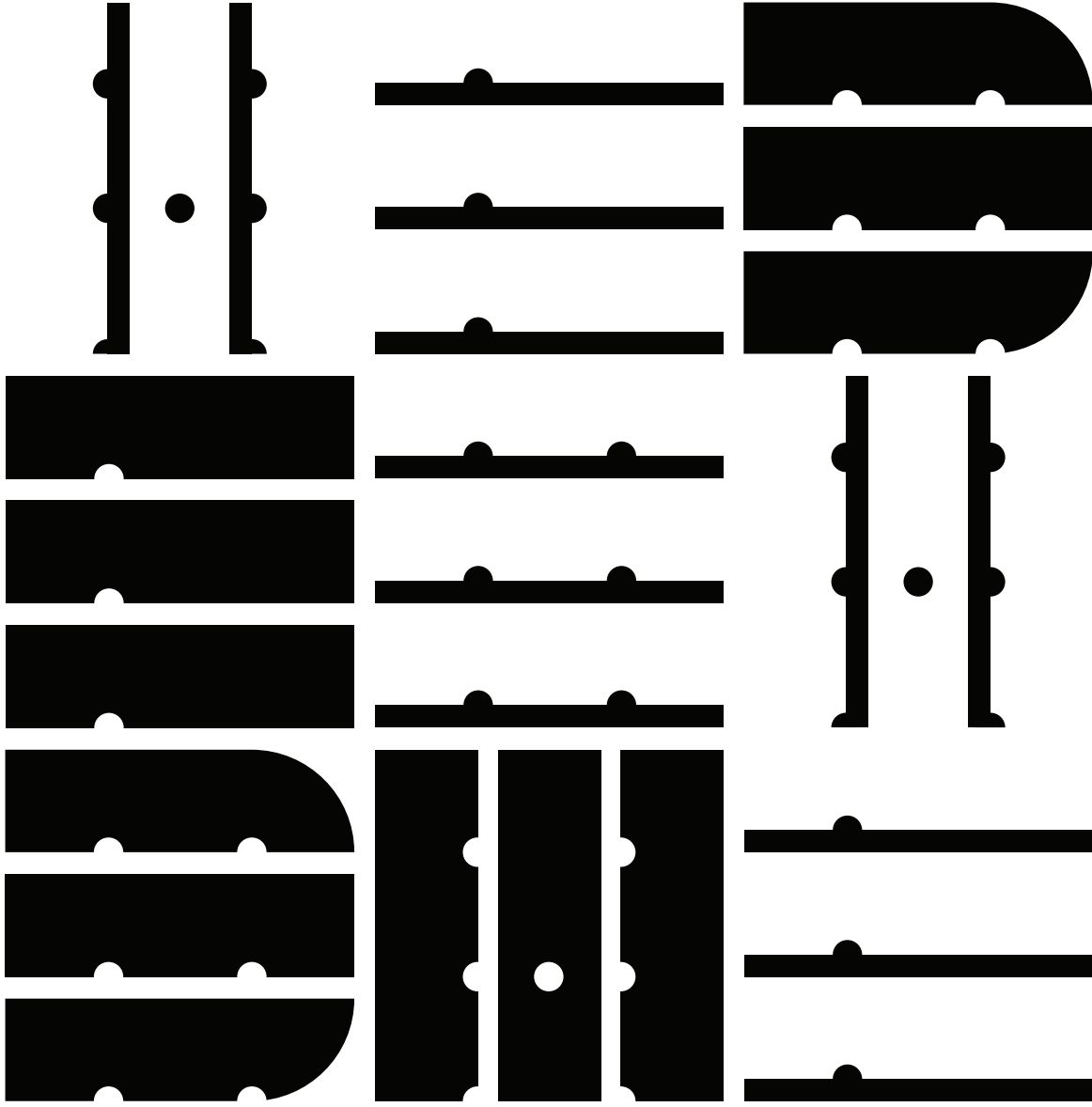


**Institution of  
Digital Memory**

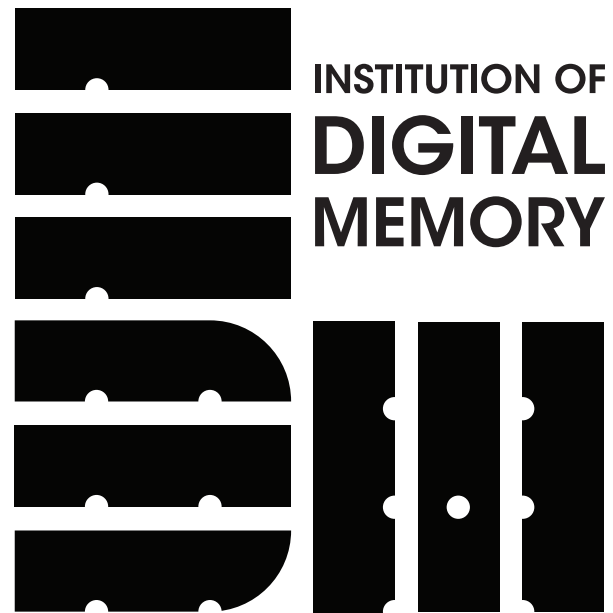
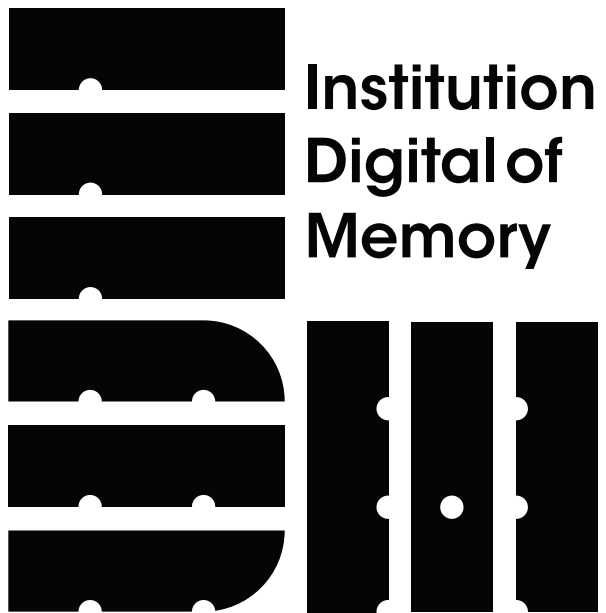


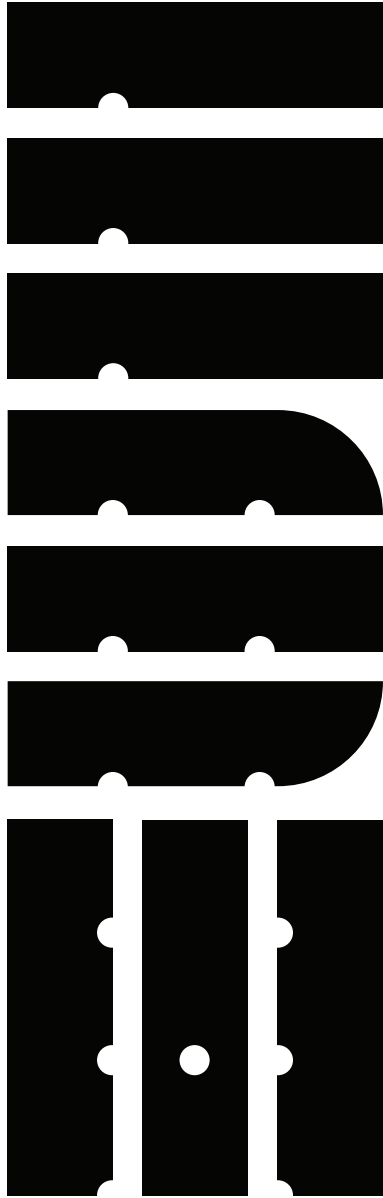
The logo can be inverted to create a pattern. When the logo is used as a pattern, ensure that all blocks follow a strict grid, with 1 times the white space between the black bars as the space between the blocks. The blocks should never be stacked directly upon one another repetitively as a pattern, nor should there be a checkerboard pattern.





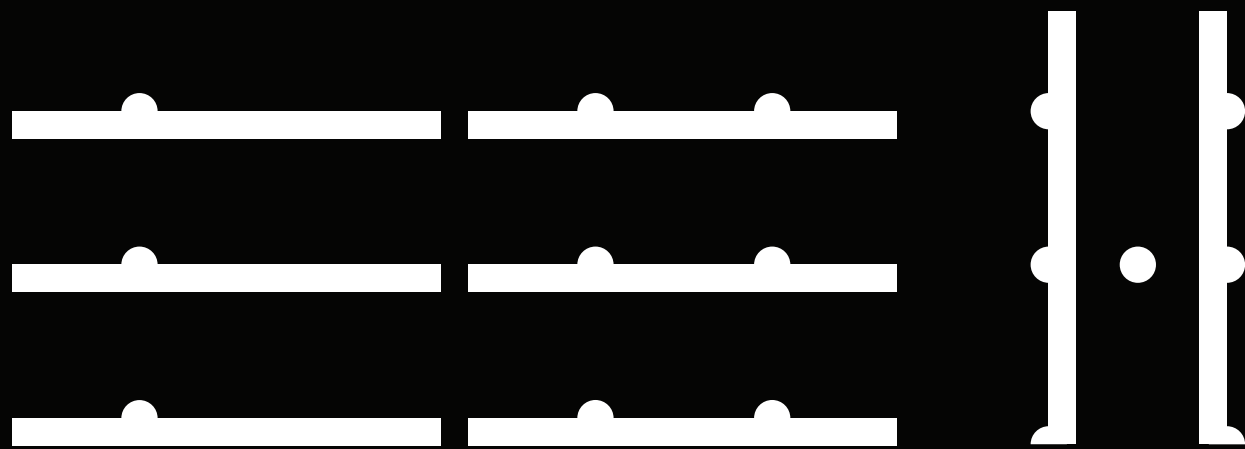




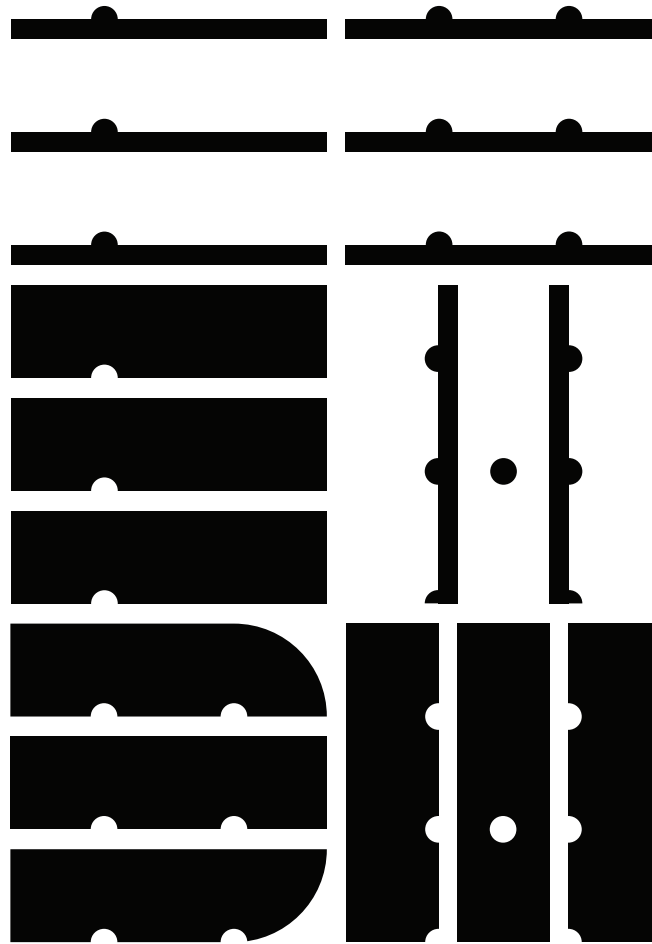


**INSTITUTION OF  
DIGITAL MEMORY**



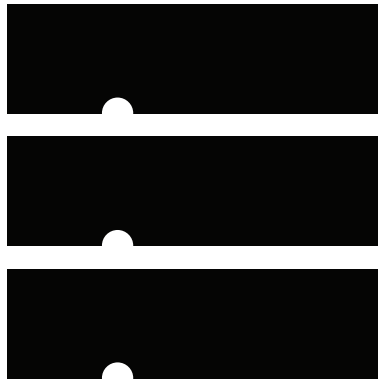


**Institution of Digital Memory**



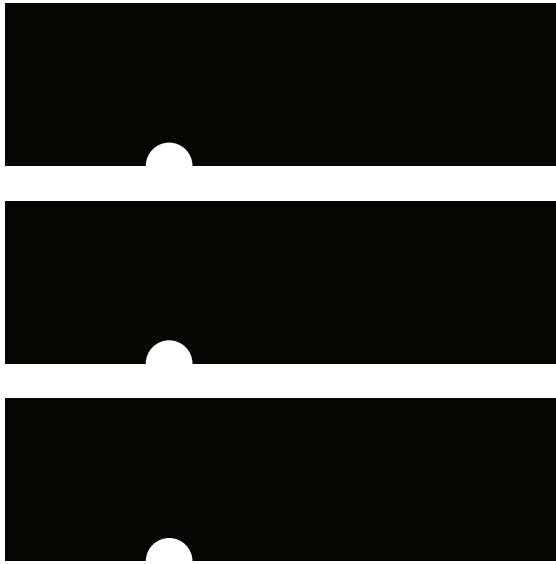
**Institution of  
Digital Memory**





INSTITUTION OF  
DIGITAL MEMORY

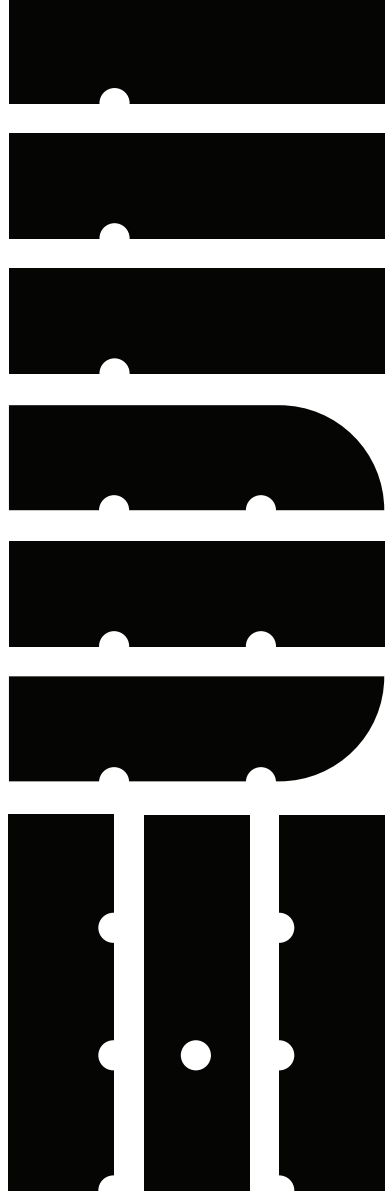


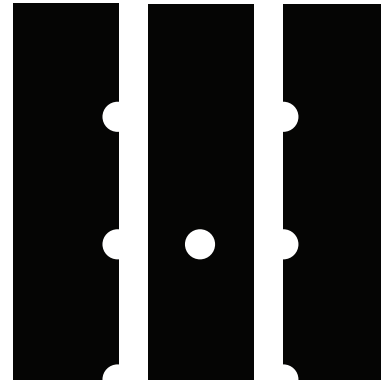
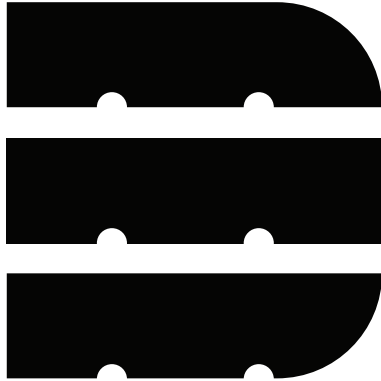


**INSTITUTION OF  
DIGITAL MEMORY**



**INSTITUTION OF DIGITAL MEMORY**



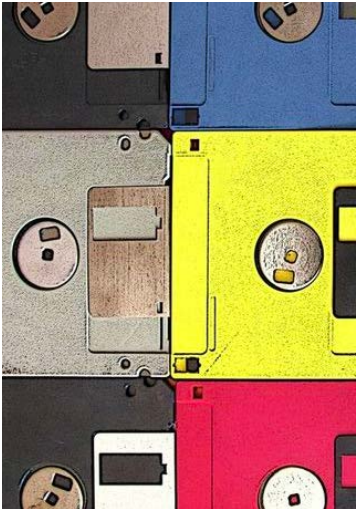


**INSTITUTION OF  
DIGITAL MEMORY**

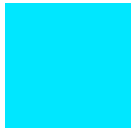
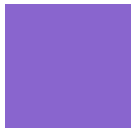
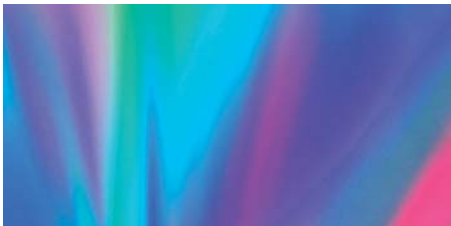




color study

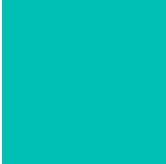


color study

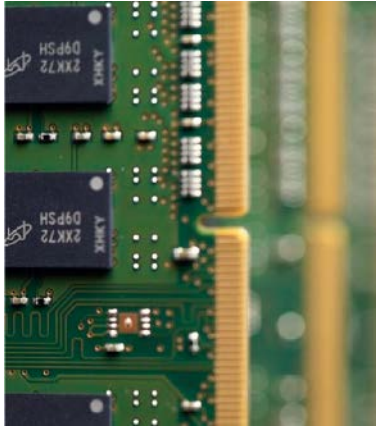
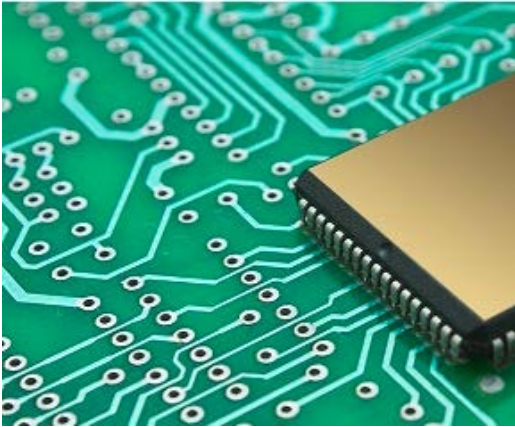
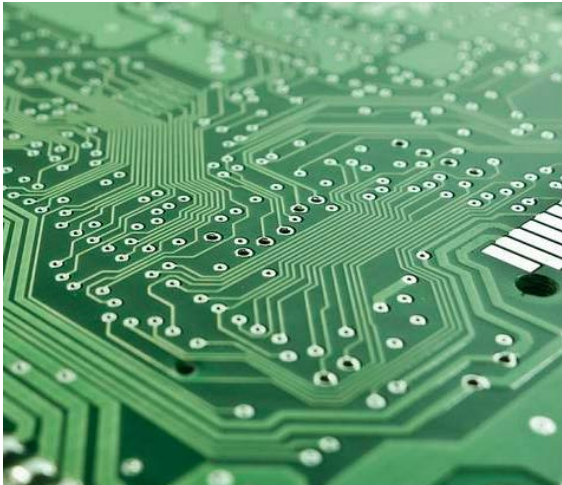
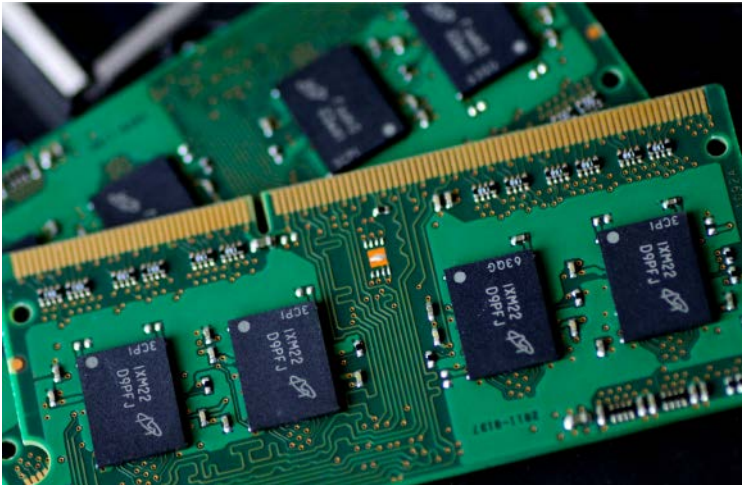




color study



# color study

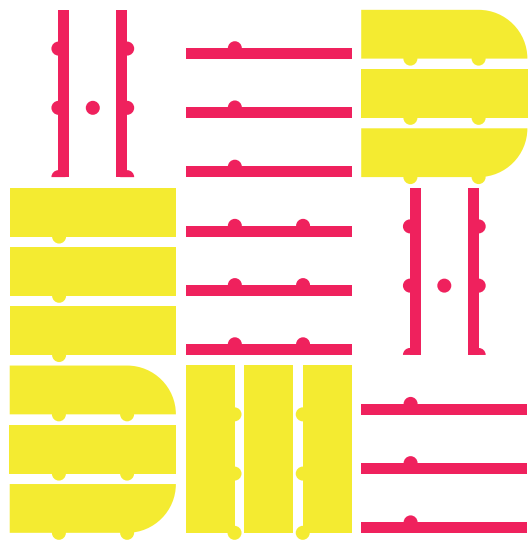
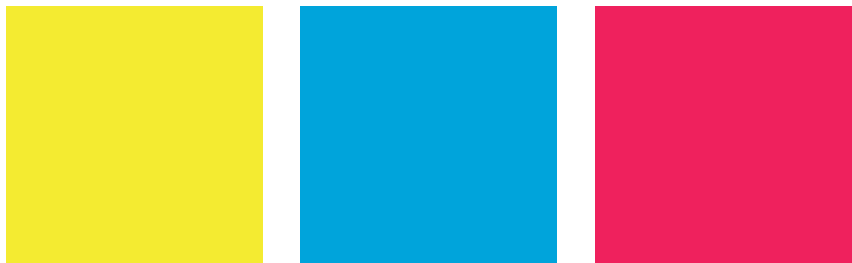




color study



# color palette



# color palette



# color palette

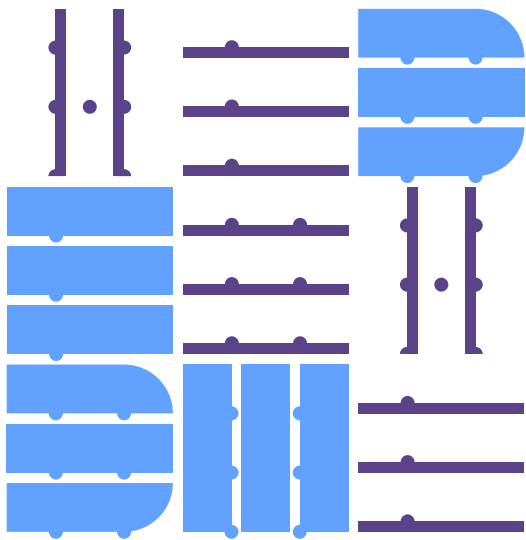




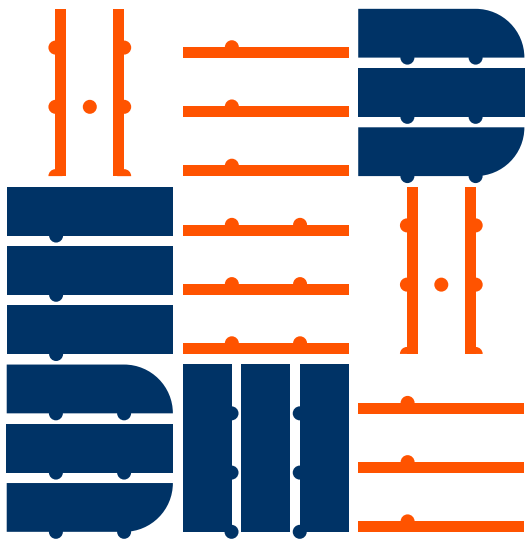
# color palette



# color palette



color palette



typography

headline

**Aa**

Silom Regular

body text

Aa

Andale Mono Regular

## Concept and Audience

With the rapid advancement of technology, new inventions quickly become obsolete and forgotten. The Institution of Digital Memory is a museum commemorating technology that helps us to remember. This includes, hard disk drives, solid state drives, and cloud storage. IDM hopes to educate adults, while also celebrating the technological evolution of how we store virtual data.

IDM appeals to young or middle-aged adults with basic knowledge in computing, taking them through the history and development of digital memory and storage. While IDM explains and summarizes how the various data storages, it hopes to focus more on the history and evolution of devices and technology rather than the mechanics. It welcomes visitors who are interested in the history rather than the science.

typography

headline

**Aa**

Aktiv Grotesk Bold

body text

Aa

Andale Mono Regular

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Kohinoor Devanagari Medium

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typography

headline

**Aa**

Avant Garde Gothic Std Demi

body text

**Aa**

Avenir Book

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typography

headline

**AA**

Bungee

body text

Aa

Spartan Regular

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typography

headline

**Aa**

Termina Bold

body text

Aa

Proxima Nova Regular

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typography

headline

Aa

Trade Gothic Bold Extended

body text

Aa

Lato Regular

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