

nodem

2013

designmanual





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The purpose of this manual is to provide NODEM partners with a general understanding of NODEM new and coherent visual identity. The manual presents general rules, usage examples and patterns, which should be followed and used appropriately.

All projects must be approved by NODEM. Introduction of new elements must be authorized by NODEM in consultation with the author of this manual.

Designed by

A handwritten signature in black ink, reading 'Zamojski' in a cursive script.

Cezary Zamojski

nodem

2. logotyp
2.1 logo



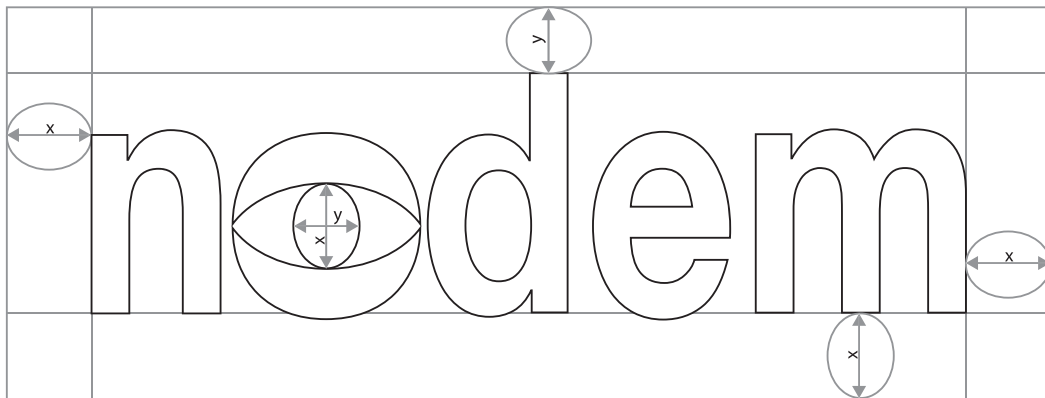
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- 👁 The logo is based on modified Helvetica font (w 83% and h 100%) and a graphical element replacing "o".

Please note: the only valid pattern is presented in this manual.




- There is an invisible "protected area" around the logo which must not be encroached upon by any other graphic elements.



- 👁 The protected area: an example implementation of the protected area.





 Pantone special colors are used on stationery or in special circumstances.



PANTONE 469 C



PANTONE 357 C



PANTONE 877 C

PANTONE 8001 C



PANTONE 469 C

PANTONE 357 C

PANTONE 877 C



Printed media

C - 38 M - 71 Y - 100 K - 42

100%	80%	60%	50%	40%	30%	20%	10%
C - 38 M - 71 Y - 100 K - 42	C - 36 M - 56 Y - 90 K - 22	C - 32 M - 41 Y - 66 K - 6	C - 30 M - 36 Y - 52 K - 0	C - 23 M - 27 Y - 40 K - 0	C - 18 M - 20 Y - 29 K - 0	C - 11 M - 12 Y - 17 K - 0	C - 5 M - 6 Y - 7 K - 0

C - 90 M - 34 Y - 100 K - 29

100%	80%	60%	50%	40%	30%	20%	10%
C - 90 M - 34 Y - 100 K - 29	C - 81 M - 27 Y - 76 K - 11	C - 63 M - 19 Y - 57 K - 0	C - 52 M - 16 Y - 47 K - 0	C - 41 M - 10 Y - 36 K - 0	C - 31 M - 7 Y - 27 K - 0	C - 19 M - 3 Y - 17 K - 0	C - 10 M - 0 Y - 8 K - 0

C - 46 M - 38 Y - 35 K - 20

100%	80%	60%	50%	40%	30%	20%	10%
C - 46 M - 38 Y - 35 K - 0	C - 33 M - 27 Y - 27 K - 0	C - 24 M - 19 Y - 20 K - 0	C - 20 M - 15 Y - 16 K - 0	C - 15 M - 12 Y - 12 K - 0	C - 11 M - 8 Y - 9 K - 0	C - 7 M - 5 Y - 5 K - 0	C - 3 M - 2 Y - 2 K - 0

C - 0 M - 0 Y - 0 K - 50

--	--	--	--	--	--	--	--



Web colours

R - 110 G - 63 B - 25

100%	80%	60%	50%	40%	30%	20%	10%
R - 110 G - 63 B - 25	R - 140 G - 100 B - 50	R - 170 G - 140 B - 100	R - 181 G - 156 B - 127	R - 198 G - 178 B - 154	R - 210 G - 195 B - 177	R - 225 G - 215 B - 203	R - 239 G - 234 B - 229

R - 0 G - 100 B - 50

100%	80%	60%	50%	40%	30%	20%	10%
R - 0 G - 100 B - 50	R - 48 G - 132 B - 93	R - 102 G - 161 B - 131	R - 129 G - 177 B - 151	R - 153 G - 193 B - 172	R - 177 G - 206 B - 191	R - 205 G - 225 B - 213	R - 228 G - 237 B - 232

R - 128 G - 128 B - 128

100%	80%	60%	50%	40%	30%	20%	10%
R - 128 G - 128 B - 128	R - 173 G - 173 B - 173	R - 193 G - 193 B - 193	R - 203 G - 203 B - 203	R - 213 G - 213 B - 213	R - 224 G - 224 B - 224	R - 234 G - 234 B - 234	R - 245 G - 245 B - 245

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2. Logotype
2.7. Colour: logo examples



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- Titles, keywords and short texts:
Magistral Medium and Magistral
Light

Magistral

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄØÖÆ
abcdefghijklmnopqrstuvwxyzåäöæ1234567890*(;)"!?"
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄØÖÆ
abcdefghijklmnopqrstuvwxyzåäöæ1234567890*(;)"!?"

- Body text: Myriad Bold and
Myriad Roman

Myriad

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄØÖÆ
abcdefghijklmnopqrstuvwxyzåäöæ1234567890*(;)"!?"
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄØÖÆ
abcdefghijklmnopqrstuvwxyzåäöæ1234567890*(;)"!?"



👁 Magistral Light 11 pt / 22 pt

Nordic and Global Perspective



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NODEM was founded with the explicitly stated purpose of creating multi-disciplinary collaborations in the field of cultural heritage, and thus promote the exchange of knowledge and practices between scientists in the field of digital media and professionals from all cultural enterprises (artists, museums, exhibitions, exhibit designers, media producers, educators, engineers, ICT developers, etc.). It was expected that, in turn, such encounters will stimulate an effervescence of new insights and innovative solutions that will allow the field to progress.

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Logotypes and colours

nodem NORDIC DIGITAL EXCELLENCE
IN MUSEUMS CONFERENCES

silver gray white black silver gray

nodem DIGITAL PLATFORM
N O D E M . O R G

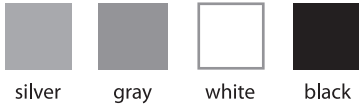
brown gray white black silver gray

nodem NETWORK OF DESIGN
AND DIGITAL HERITAGE

green gray white black silver gray



These colours can be used in all NODEM sub logos



In addition, each NODEM sub logo has its own colour

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AND DIGITAL
HERITAGE



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PLATFORM
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👁️ NODEM sub logos and their graphical elements.



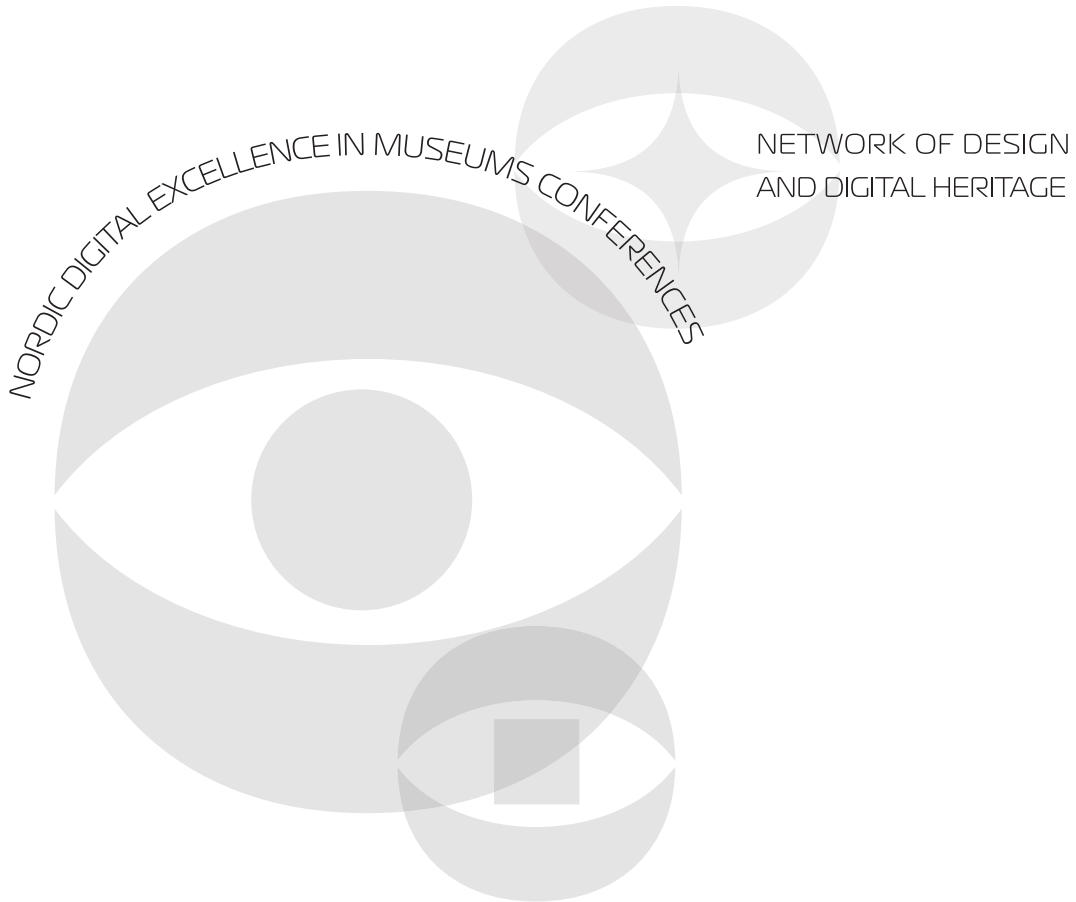
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👁 No assigned colours



Sweden



Norway



Finland



Iceland



Denmark



Poland






 Fingerprints usage

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NODEM 2013 CONFERENCE

CONFERENCE PROGRAM

BEYOND CONTROL – THE COLLABORATIVE MUSEUM AND ITS CHALLENGES

The aim of the conference is to bring together museum and heritage professionals (galleries, archives, libraries and museums), innovation experts (universities, research and technology transfer centres, start-ups) and creative industries to enable discussion on the potential of collaboration and innovation. The overarching goal of NODEM 2013 – Beyond Control is to highlight and investigate a variety of challenges that museums and other culture-historical institutions are facing in an increasingly digital, and media saturated, landscape.

December 1-3, 2013
Stockholm, Sweden
<http://www.nodem.org>

Sunday, December 1, 2013
15:00 Special Event: Millennium Walk and Old Town Guided Tour / Stockholm City Museum

Monday, December 2, 2013
8:00-9:00 Welcome and Registration / Hilton Stockholm Slussen Hotel
9:00-17:30 Keynote Sessions / Hilton Stockholm Slussen Hotel
19:00 Special Event: Welcome Reception / Stockholm City Hall


Tuesday, December 3, 2013
9:00-16:00 Special Sessions / Hilton Stockholm Slussen Hotel & Stockholm City Museum
9:00-14:00 Workshops / Stockholm City Museum
16:00-21:00 NODEM EXPO / The Museum of Medieval Stockholm
18:00 Special Event: Swedish Christmas Dinner / The Museum of Medieval Stockholm

Wednesday, December 4, 2013
9:00-16:00 Special Event: Museum Tours

Keynote Speakers and Keynote Session Chairs
Anne Balsamo, The New School for Public Engagement, USA
Kimmo Antila, Director, Finnish Post Museum, Finland
Allegra Burnette, Creative Director, Digital Media, The Museum of Modern Art, USA
Herminia Din, Associate Professor of Art Education, University of Alaska, USA
Maria Economou, Lecturer in Museum Studies, Hunterian Museum and Art Gallery – University of Glasgow, UK
Amareswar Galla, Executive Director, International Institute for the Inclusive Museum, Denmark
Bartek Gudowski, Innovator, Sweden
Nora McGregor, Digital Curator, British Library, UK
Richard Sandell, Professor of Museum Studies, Head of School of Museum Studies, University of Leicester, UK
Gerfried Stocker, Artistic Director, Ars Electronica Center – Museum of the Future, Austria
Ebbe Strandell, CTO, ABBA The Museum, Sweden
Ramesh Srinivasan, Associate Professor, Department of Information Studies and Design|Media Arts, University of California, USA
Kevin Walker, Head Of Information Experience Design, School of Communication, Royal College of Art, UK
Nils Wiberg, Interaction Designer, Gagarin, Iceland

www.nodem.org/conferences/stockholm-2013

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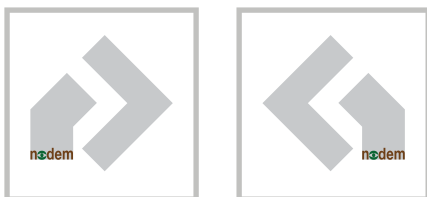
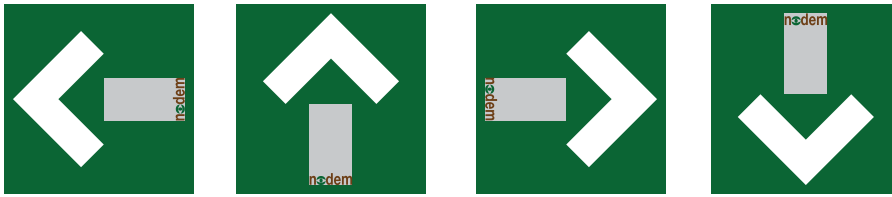


👁 Colours: only gray and silver





👁 Only brand colours. Other colours (e.g. red) only in special circumstances.







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2003 2013



Beyond Control – The Collaborative Museum and its Challenges
International Conference on Design and Digital Heritage
Stockholm, Sweden 2013



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Beyond Control – The Collaborative Museum and its Challenges
International Conference on Design and Digital Heritage
Warsaw, Poland 2014



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NODEM provides an interface between cutting-edge research in the field of digital technologies on one side, and arts and education on the other. Our mission is to mediate this knowledge transfer and aid the implementation of digital tools in museums, galleries and exhibitions, as well as in natural and cultural heritage sites.

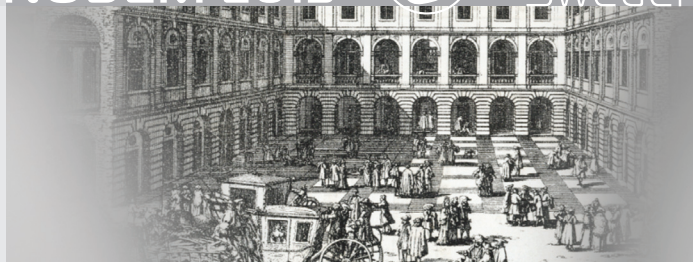
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NODEM 2013



Sweden



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International Conference on Design and Digital Heritage
Stockholm, Sweden 2013, Proceedings

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ISBN 978-91-85960-23-1





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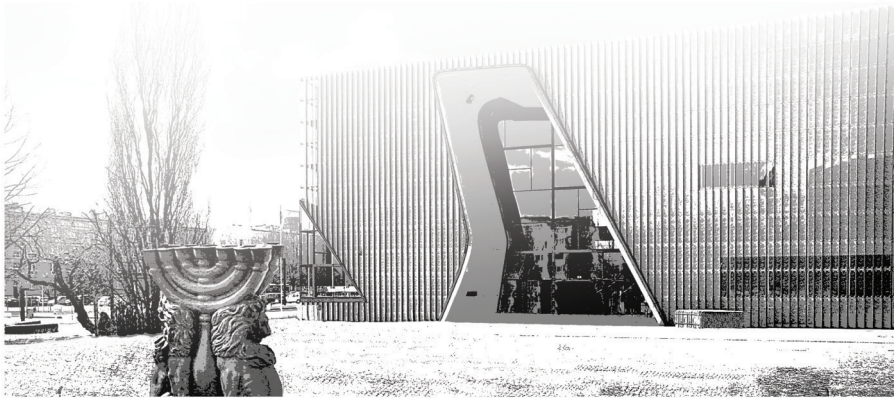


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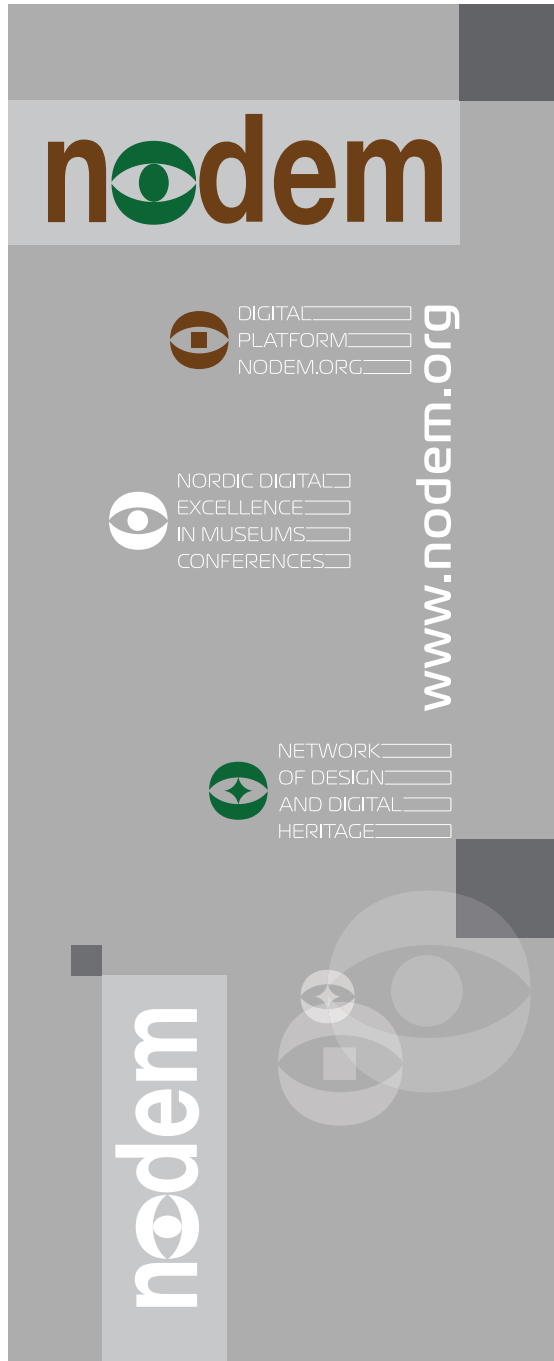
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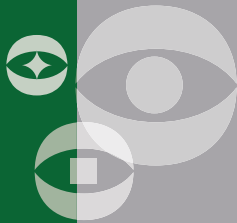


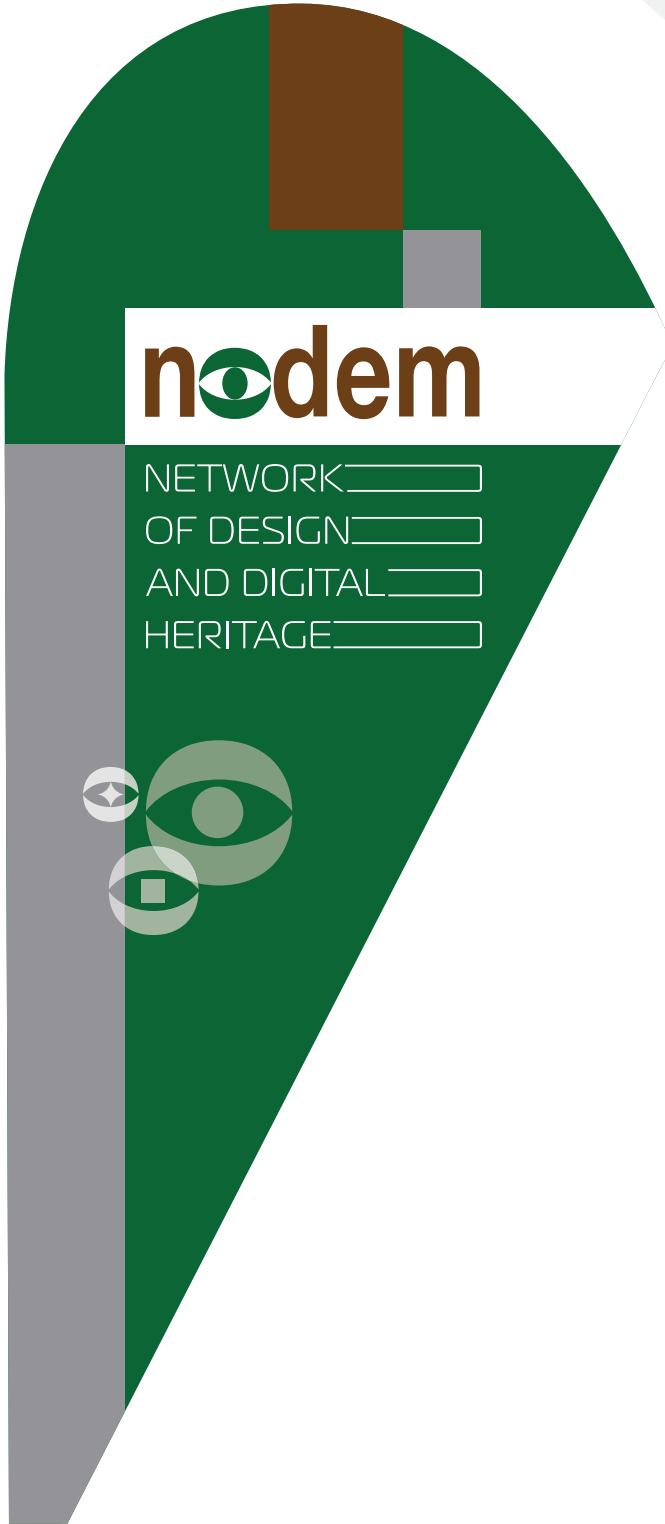




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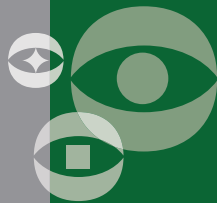
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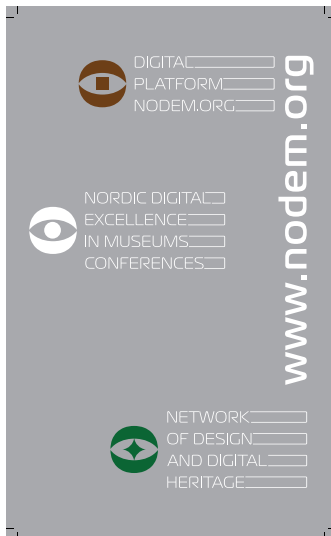
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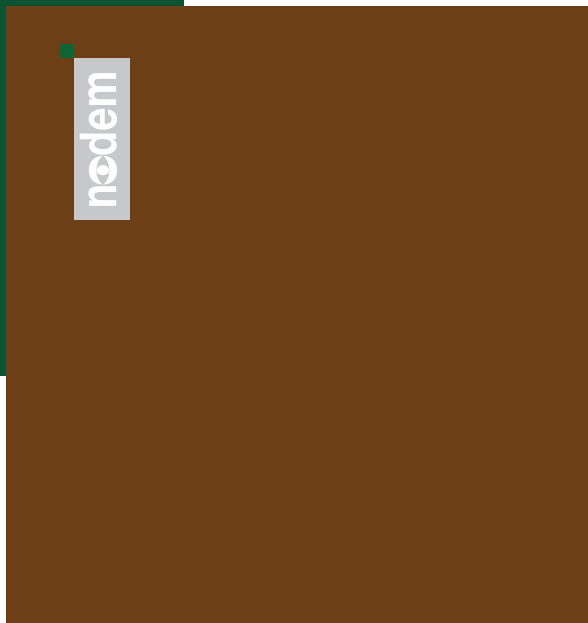
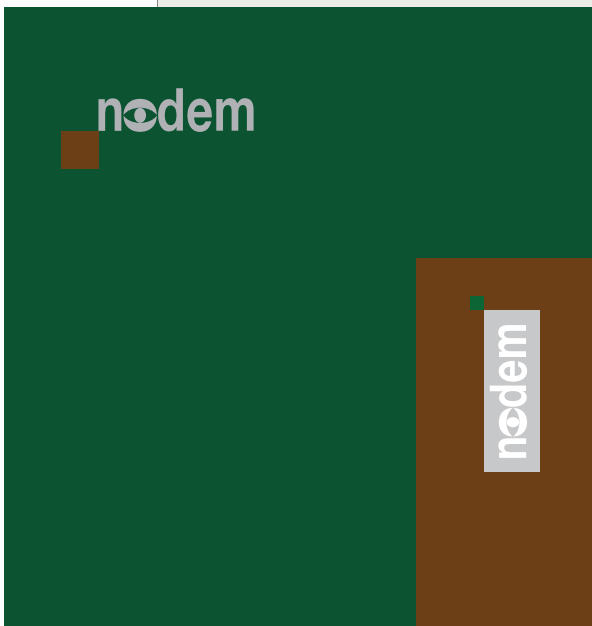
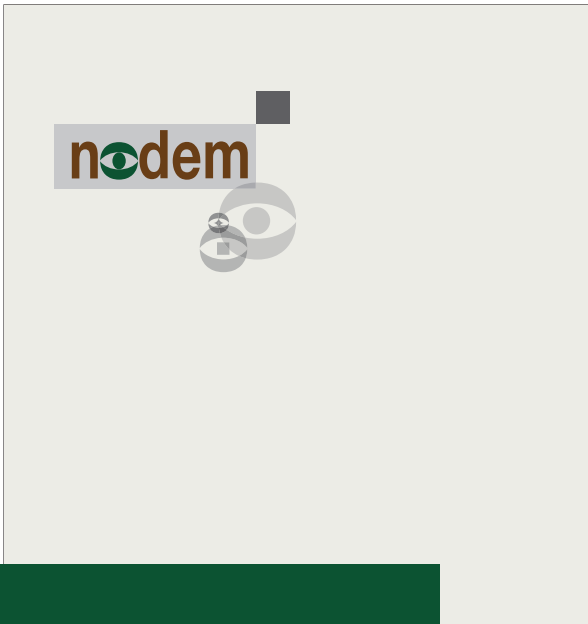
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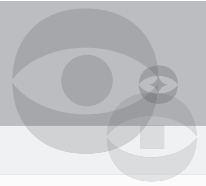




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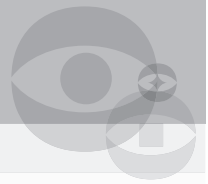
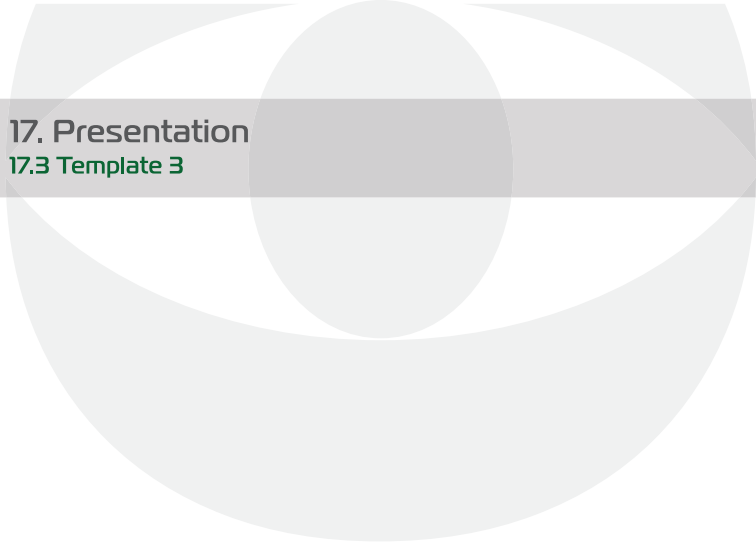
www.nodem.org



image

txt





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image





The screenshot shows a web browser window with the URL www.nodem.org. The page features a large header with the 'nodem' logo and a background image of a museum interior. Navigation links include Home, Contact NODEM, About NODEM, and Sponsors. A main content area is divided into several sections:

- CONFERENCE**: A sidebar menu with 'present' and 'past' tabs. The 'present' tab is active, showing a list of links for 'NODEM 2013' including Organizing committee, Program committee, Speaker guidelines, Program, Sessions overview, Accepted submissions, Special events, NODEM EXPO, Accommodation, Venue, Registration, Important dates, and Contact.
- NORDIC ACTIONS**: A green button with a circular arrow icon.
- DIGITAL REPOSITORY**: A brown button with a square icon.
- NODEM 2013 CONFERENCE**: A large central banner with the text 'KEYNOTE SPEAKERS ANNOUNCED!' and a photo of a building at night. Below the photo are navigation tabs numbered 1 through 6. To the right of the banner, text reads: 'Beyond Control - The Collaborative Museum and its Challenges', 'Stockholm, Sweden', 'December 1-3, 2013', and a list of partners: 'NODEM Network of Design and Digital Heritage / Interactive Institute Swedish ICT, Swedish Exhibition Agency, Stockholm City Museum'. A note states: 'We are delighted to announce our keynote speakers and preliminary program!'.
- Conference Partners & Sponsors**: A grid of logos including the Swedish Exhibition Agency, Norden, Riksbankens Jubileumsfond, Stockholm City Museum, Stockholm City Museum, and the Swedish Arts Council.
- Twitter**: A tweet from @NODEMNetwork dated 22 Oct, encouraging visitors to visit the new Digital Repository and check conference abstracts using #NODEM2013 and #NODEMrepo.

At the bottom of the page, a copyright notice reads: 'Copyright © 2013 Nodem - Network of Design and Digital Heritage.'



Culture KICK Partners « No. x

www.nodem.org/nodem-actions/culture-kick/partners/

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present past

Culture KICK

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Culture KICK Partners
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- InterMedia University of Oslo
- Dept. of Media and Communication University of Oslo
- Design Institute Oslo School of Architecture and Design Oslo / NORWAY
- Aalto University School of Art and Design Dept. of Art and Media Aalto / FINLAND
- The Interactive Institute SE Kista / SWEDEN
- Dept. of Information and Media Studies University of Aarhus
- The Danish Research Centre on Education and Advanced Video Materials Odense / DANMARK
- Dept. of Aesthetic Studies Faculty of Humanities University of Aarhus Aarhus / DANMARK

Core group

Denmark

Associate prof Oluf Danielsen, The Danish Research Centre on Education and Advanced Media Materials, DREAM, University of Roskilde
oluf@ruc.dk

visit portfolio: <http://fonkning.ruc.dk/site/da/persons/oluf-danielsen/307d0525-7e31-456f-998a-3283672826d0/projects.html>

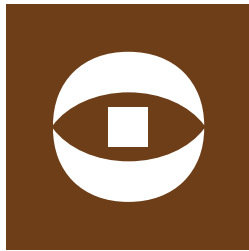
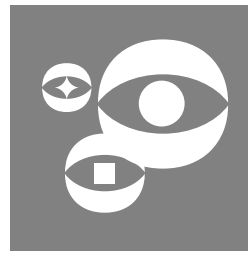
Tweets

NODEM @NODEMNetwork 22 Oct
Visit our new Digital Repository and check conference abstracts #NODEM2013 #NODEMrepo Expand

NODEM @NODEMNetwork 18 Oct
#NODEM2013 We are launching our new Digital Repository #NODEMrepo soon!

NODEM @NODEMNetwork 25 Sep
#NODEM2013 Conference, reminder for speakers & presenters: final abstract

Tweet to @NODEMNetwork





CONFERENCES

present	past
NODEM 2013 <ul style="list-style-type: none">- keynote speakers- speakers- keynote sessions- thematic sessions- events- organizing committee- program committee- call for papers- registration- expo- important dates- contact- venue (directions)- hotels- post conference tours	

NORDIC ACTIONS

present	past
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DIGITAL REPOSITORY

conferences	NODEM
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Get Mail | Delete | Junk | Reply | Reply All | Forward | New Message | Note | To Do | Search

MAILBOXES: To | Subject | Date Sent | Mailbox

Inbox | Dra... | Sent | Trash | ON MY MAC | MAILWEBF...

Subject: [Redacted]
 From: [Redacted]
 Date: [Redacted]
 To: [Redacted]
 Cc: [Redacted]
 2 Attachments, 112 KB | Save | Quick Look

NORDIC DIGITAL EXCELLENCE IN MUSEUMS CONFERENCES

We are pleased to inform you that registration for the NODEM 2013 Conference held in Stockholm, 1-4 December, has been opened. You are kindly invited to sign up for this event by clicking [here](#) and take advantage of the early bird registration offer available until September 30, 2013.

NODEM 2013 has received abstract submissions from 35 countries and has managed to gather an impressive array of international and Nordic keynote speakers. We hope you will join and help us shape a vision for museums in the future.

Please find our preliminary program for the NODEM 2013 Conference [here](#). A complete and more detailed program will be available shortly.

Visit our [website](#) for updates or contact us at nodem@nodem.org.

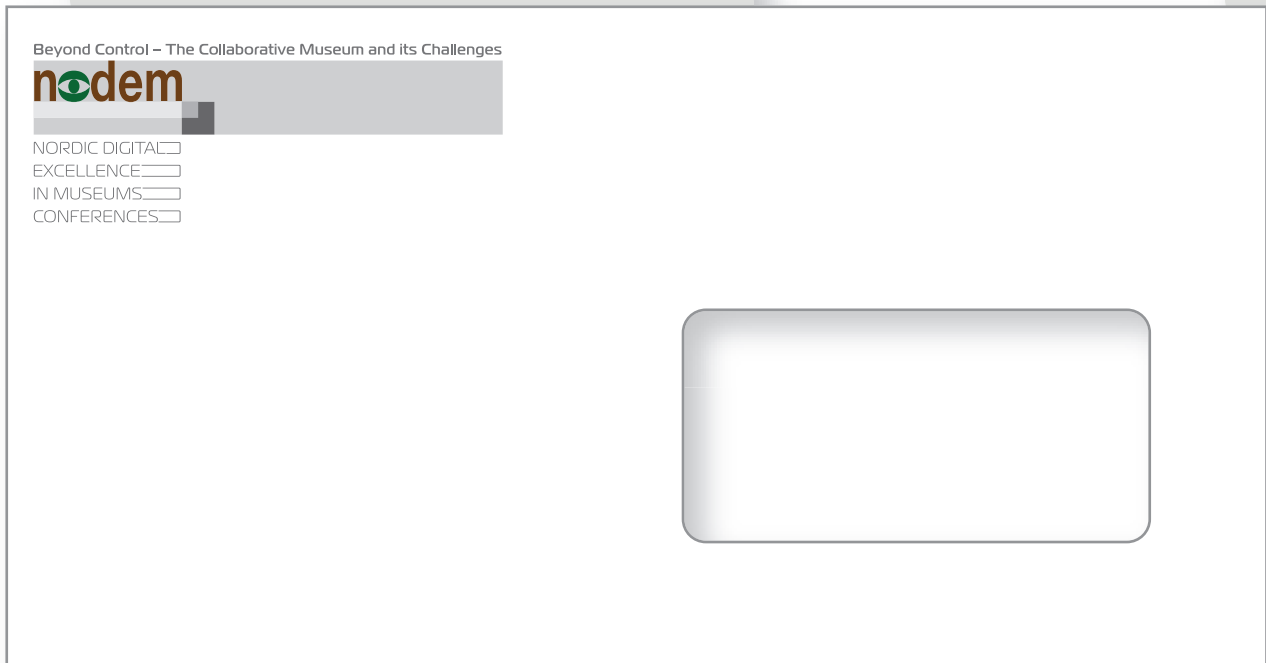
The interaction of such a wide range of experts will generate new ideas and a different understanding of museum innovation challenges.

We encourage you to participate with questions and in the focused discussions.

We are looking forward to a productive conference.

With regards,
 NODEM Conference 2013 Team

MAIL ACTIVITY

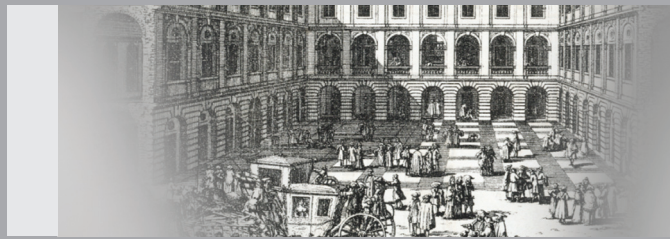




NODEM 2013



Sweden



BEYOND CONTROL – THE COLLABORATIVE MUSEUM AND ITS CHALLENGES

Mon



Tue



Wed

