

Acknowledging Support from National Museums Scotland



Logo and credit line

The logo and appropriate **credit line*** must appear on all related labels, display panels, web pages, media, marketing, and publications.

The credit line should be placed above the logo ranged left and in the same colour as the logo.

The **credit line will be supplied as part of your agreement with National Museums Scotland.*



The logo must be used as provided, either in black or white to contrast with the background.



A minimum clear space must be maintained between the logo and other elements: logos, graphics or text, including the credit line. The clear space can be measured with the height of the capital M in the logo.

On items where space is very limited we may agree to a full text only credit line instead of the logo. **Please contact us for details.**

Referring to National Museums Scotland in text

Please note there is no **'of'** in our name.

Never shorten National Museums Scotland to the initials NMS.

Photography

Photography supplied by National Museums Scotland should be credited:

© **National Museums Scotland**

Social media

Please acknowledge our support in any related social media posts by tagging us:

- X (formerly twitter) **@ntlmuseumsscot**
- Facebook **NationalMuseumsScotland**
- Instagram **@nationalmuseumsscotland**

Approvals

All uses of the logo or credit line must be approved by National Museums Scotland before you publish online or print any item.

Please send PDF visuals to your named contact at National Museums Scotland or, if you do not have a named contact, to **partnerships@nms.ac.uk**

We require a minimum of **ten** working days to approve your layouts.