

INTERNATIONAL SPY MUSEUM
GRAPHICS STANDARDS.02

THIS DOCUMENT IS CLASSIFIED



WARNING! READ BEFORE PROCEEDING TO NEXT SUBSECTION.

The specifications contained herein are classified level 800-F and are protected under Federal Law. The conditions of this clearance level are outlined in document ISM-901-E. If you have not met the requirements specified in document ISM-901-E, you do not have clearance and may not proceed. Contact the International Spy Museum if you are uncertain about your clearance level. Violating these regulations may result in harsh penalties.

ONLY AUTHORIZED AGENTS MAY CONTINUE BEYOND THIS POINT.

These Graphics Standards are a field-tested, state-of-the-art digital document, containing a full set of specifications designed to assist the reader in the proper use of the Official International Spy Museum Identity for marketing, communications, merchandise, and related applications. This document has been divided into 9 sections: LOGO, COLOR, GUIDELINES, LEGAL GUIDELINES, TYPOGRAPHY, ICONOGRAPHY, GRAPHIC EXTENSIONS, CIPHER PATTERNS, and PROTOTYPES. Also encoded on this disk are the final high resolution digital files required to manufacture Official Spy Products and related merchandise. Please note that these graphic files should not be "opened," but placed or imported into the application document. Reflective art (photostats/film) is not available from the International Spy Museum or The Malrite Company, but may be formulated from the electronic files found on this disk at any government sanctioned service bureau. **CAUTION!** Deviation from these specifications may result in poisoning, radioactive contamination, chemical fires, structural defects and atomic instability. In the event that products built from these specifications are used for illegal purposes, foreign or domestic, the International Spy Museum will not be held responsible and shall deny any knowledge of said activities.

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USER: ATTACH ID PHOTO HERE

USER: ATTACH DNA PRINT HERE

INTERNATIONAL SPY MUSEUM GRAPHICS STANDARDS

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INTERNATIONAL SPY MUSEUM
GRAPHICS STANDARDS

SECTION NO. 01
SECTION LOGO





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800-F
INTERNATIONAL SPY MUSEUM
WASHINGTON, DC

SECTION NO. 01
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SECTION LOGO
SUBSECTION THE LOGO



Upon opening this document you have begun your exploration into the mysterious world of espionage, deception, intrigue, concealment, secret agents, double agents, turncoats, traitors and heroes. When used properly, the International Spy Museum Logo compellingly suggests this shadowy world.

The Logo presents a clear, strong, bold and unique identifier (signature) for the International Spy Museum. Maintaining its character is critical in establishing and solidifying the visual manifestation of the International Spy Museum "Brand."

All Logos are provided on this disk as high resolution digital files.

ITEM DESIGNATION **THE SYMBOL**

The Symbol chosen to identify the International Spy Museum takes the form of a spy's shadow (Shadow Man) projected in a light beam emanating from the stem of the letter Y in the Logotype. This Symbol condenses a complex, high intrigue profession, hundreds of years old, into a stark black and white icon. Therefore, it is essential that the integrity of the Symbol remain intact through consistent, respectful and regulated usage.

ITEM DESIGNATION **THE LOGOTYPE**

The Logotype is comprised of three components: the word "International" which is free standing and floats at the top of the Logo; the word "Spy" which is always reversed out of the same black block that contains the Shadow Man Symbol; and the word "Museum" which floats below the Shadow Man Symbol. The Logotype forms a frame above and below the Symbol and encapsulates all elements of the Logo. All three components of the Logotype are rendered in a proprietary typeface.

ITEM DESIGNATION **THE LOGO**

The Logo is comprised of two parts: the Symbol and the words "International", "Spy", "Museum", which are rendered in a distinctive, proprietary style (Logotype). These two parts, the Symbol and the Logotype, are linked together in a fixed relationship and should NEVER be altered or separated.

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AGENCY INTERNATIONAL SPY MUSEUM
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SECTION LOGO
SUBSECTION LOGISTICS



The International Spy Museum is located at 800 F Street in Washington, DC, the nation's capitol, and, the heart of government operations. In some cases, attaching the Museum's location will prove to be a distinct marketing advantage.

ITEM DESIGNATION **LOGO: WASHINGTON DC**

Please consult with the International Spy Museum for applications which may require the use of "Washington DC." When used, "Washington DC" always appears in black. The words "Washington DC" are rendered in a proprietary typeface. The digital files for this Logo are provided on the disk with "Washington DC" in place.

All specifications for the standard Logo in these guidelines apply to the "Washington DC" version.

The "Washington DC" Logo is provided on this disk as separate high resolution digital files.

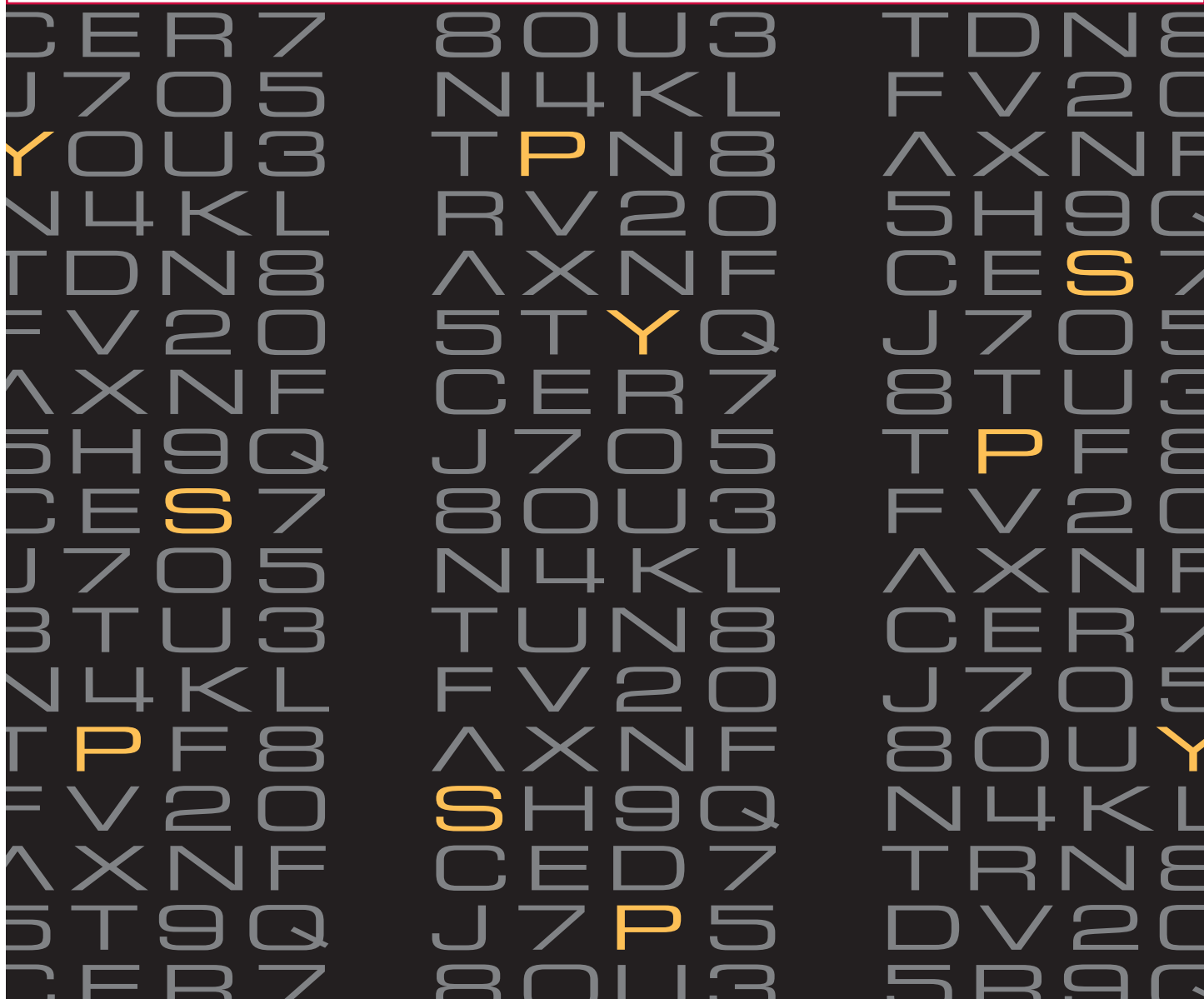
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SECTION LOGO
SUBSECTION LOGO: WASHINGTON DC



INTERNATIONAL SPY MUSEUM
GRAPHICS STANDARDS

SECTION NO. 02
SECTION COLOR





ITEM DESIGNATION COLORS

A palette of black, white and Spy Red has been selected for use with the International Spy Museum Identity System. In lieu of the Spy Red specified, you may use PANTONE®* 200, the formula for which is shown in the current edition of the PANTONE Color Formula Guide.

ITEM DESIGNATION COLORED LOGO

The Colored Logo is the preferred version. "Museum" is in Spy Red, "International" and the block containing the word "Spy" and the Shadow Man are in black. All elements print on white and the Logo border must be employed if the background is dark. See *Section 03* for complete information about the border.

ITEM DESIGNATION COLOR MATCHING

We highly recommend that Spy Red be created from solid ink colors from the PANTONE Matching System. This system is used worldwide by manufacturers for matching colors by formula. The colors should never be matched to other color matching systems. The second choice is to utilize four color process screen builds. When screen builds are employed, great care should be taken to match Spy Red.

All Logos are provided with and without borders, in color and black and white on this disk as high resolution digital files.

The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards. *PANTONE® is a registered trademark of Pantone, Inc.

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SECTION NO. 02
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SECTION COLOR
SUBSECTION COLORED LOGO



ITEM DESIGNATION **BLACK LOGO**

This version of the International Spy Museum Logo is used when mechanical, aesthetic, and/or budgetary restrictions prevent the use of Spy Red. All elements print on white and the Logo border must be employed if the background is dark. See *Section 03* for complete information about the border.

All Logos are provided with and without borders, in color and black and white on this disk as high resolution digital files.

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AGENCY INTERNATIONAL SPY MUSEUM
LOCATION WASHINGTON, DC

SECTION NO. 02
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SECTION COLOR
SUBSECTION BLACK LOGO



ITEM DESIGNATION COLORS

A palette of black, white and Spy Red has been selected for use with the International Spy Museum Identity System. In lieu of the Spy Red specified, you may use PANTONE®* 200, the formula for which is shown in the current edition of the PANTONE Color Formula Guide.

ITEM DESIGNATION COLORED WASHINGTON DC LOGO

The Colored Logo is the preferred version. “Museum” is in Spy Red, “International” and the block containing the word “Spy” and the Shadow Man are in black. “Washington DC” is in black. All elements print on white and the Logo border must be employed if the background is dark. See *Section 03* for complete information about the border.

ITEM DESIGNATION COLOR MATCHING

We highly recommend that Spy Red be created from solid ink colors from the PANTONE Matching System. This system is used worldwide by manufacturers for matching colors by formula. The colors should never be matched to other color matching systems. The second choice is to utilize four color process screen builds. When screen builds are employed, great care should be taken to match Spy Red.

The “Washington DC” Logo is provided with and without borders, in color and black on this disk as separate high resolution digital files.

The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards. *PANTONE® is a registered trademark of Pantone, Inc.

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SECTION COLOR
SUBSECTION COLORED WASHINGTON DC



ITEM DESIGNATION **BLACK WASHINGTON DC LOGO**

This version of the International Spy Museum Logo is used when mechanical, aesthetic, and/or budgetary restrictions prevent the use of Spy Red. All elements print on white and the Logo border must be employed if the background is dark. See *Section 03* for complete information about the border.

The "Washington DC" Logo is provided with and without borders, in color and black on this disk as separate high resolution digital files.

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SECTION COLOR
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INTERNATIONAL SPY MUSEUM
GRAPHICS STANDARDS

SECTION NO. 03
SECTION GUIDELINES





The International Spy Museum Logo must appear only in a positive form and not reversed out. It is used both with and without a border, depending on the background surface and texture. There are three acceptable solutions as outlined below.

All Logos are provided with and without borders, in color and black and white on this disk as high resolution digital files.

ITEM DESIGNATION ON WHITE BACKGROUND

On a white background, the Logo has no border.

ITEM DESIGNATION ON LIGHT BACKGROUND

The Logo may be used without the white border if it is appearing on a neutral colored material such as metal, light fabric, neutral paper, etc. Care should be taken to ensure that there is sufficient contrast between the Logo and the background surface. It is critical to preserving the integrity of the brand that the Logotype be clear and legible.

A light colored background may be used behind the Logo only if the white border does not have sufficient contrast to stand out. The preferred method of reproduction on a colored background is with the white border.

ITEM DESIGNATION ON DARK BACKGROUND

On a dark background, the Logo retains its colors (white, black and red) and the white border is added. This border is part of the Logo and cannot be altered in any way. If the background color is printed, the Logo should be “knocked-out” of the printed color. If the background color is a material, the black and/or red should “overprint/trap-to” white. See *Area of Isolation*.



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SUBSECTION BACKGROUNDS



ITEM DESIGNATION ON COLORED BACKGROUND

On a colored background, the International Spy Museum Logo retains its colors (white, black and red) and the white border is added. This border is part of the Logo and cannot be altered in any way. If the background color is printed, the Logo should be “knocked-out” of the printed color. If the background color is a material, the black and/or red should “overprint/trap-to” white. See *Area of Isolation*.

ITEM DESIGNATION ON PATTERNED BACKGROUND

On a patterned background, the Logo retains its colors (white, black and red) and the white border is added. This border is part of the Logo and cannot be altered in any way. If the background pattern is printed, the Logo should be “knocked-out” of the printed pattern. If the background pattern is a material, the black and/or red should “overprint/trap-to” white. See *Area of Isolation*.



ITEM DESIGNATION ON PHOTO BACKGROUND

On a photo background, the Logo retains its colors (white, black and red) and the white border is added. This border is part of the Logo and cannot be altered in any way. If the background photo is printed, the Logo should be “knocked-out” of the printed photo. If the background photo is pre-fabricated, the black and/or red should “overprint/trap-to” white. See *Area of Isolation*.



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SECTION GUIDELINES
SUBSECTION PRINTED BACKGROUNDS



ITEM DESIGNATION AREA OF ISOLATION

Adequate space must always be provided around the International Spy Museum Logo to prevent crowding and to allow unobscured viewing. The Logo must have a clean area surrounding it equal to at least twice (2x) the height of the word “International” on all sides, (illustrated here as measurement “x”).

ITEM DESIGNATION ON LIGHT BACKGROUND

The Logo may be used without the white border if it is appearing on a neutral colored material such as metal, light fabric, neutral paper, etc. See *Section 02* regarding legibility and border use. If a border is not used, the Logo must have a clean area surrounding it equal to at least twice (2x) the height of the word “International” on all sides, (illustrated here as measurement “x”).

ITEM DESIGNATION ON DARK BACKGROUND

On a dark background, the Logo retains its colors (white, black and red) and the white border is added. The border is a white area surrounding the Logo equal to the height of the word “International” on all sides, (illustrated here as measurement “x”). This border is part of the Logo and cannot be altered in any way. In addition, the Logo with its border must have a clean area surrounding it equal to at least twice (2x) the height of the word “International” on all sides, (illustrated here as measurement “x”).

ITEM DESIGNATION ON COLORED BACKGROUND

On a colored background, the Logo retains its colors (white, black and red) and the white border is added. The border is a white area surrounding the Logo equal to the height of the word “International” on all sides, (illustrated here as measurement “x”). In addition, the Logo with its border must have a clean area surrounding it equal to at least twice (2x) the height of the word “International” on all sides, (illustrated here as measurement “x”).

ITEM DESIGNATION ON PATTERNED BACKGROUND

On a patterned background, the Logo retains its colors (white, black and red) and the white border is added. The border is a white area surrounding the Logo equal to the height of the word “International” on all sides, (illustrated here as measurement “x”). This border is part of the Logo and cannot be altered in any way. In addition, the Logo with its border must have a clean area surrounding it equal to at least twice (2x) the height of the word “International” on all sides, (illustrated here as measurement “x”).

ITEM DESIGNATION ON PHOTO BACKGROUND

On a photo background, the Logo retains its colors (white, black and red) and the white border is added. The border is a white area surrounding the Logo equal to the height of the word “International” on all sides, (illustrated here as measurement “x”). In addition, the Logo with its border must have a clean area surrounding it equal to at least twice (2x) the height of the word “International” on all sides, (illustrated here as measurement “x”).



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SUBSECTION AREA OF ISOLATION

PREFERRED MINIMUM SIZE



ITEM DESIGNATION SIZE AND LEGIBILITY

The International Spy Museum Logo is always measured from the top of the word "International" to the bottom of the word "Museum". The preferred minimum size that the Logo may be reproduced at is .75" (19mm).

ITEM DESIGNATION REPRODUCTION

While the minimum size of the Logo for applications is .75" (19mm), care should be taken to ensure that the appropriate size is matched to the reproduction method being employed. The Logo should always be reproduced clearly and legibly.

ABSOLUTE MINIMUM SIZE



ITEM DESIGNATION WASHINGTON DC LOGO

ITEM DESIGNATION SIZE AND LEGIBILITY

The Logo is always measured from the top of the word "International" to the bottom of the words "Washington DC". The preferred minimum size that the logo may be reproduced at is 1.5" (38mm).

ITEM DESIGNATION REPRODUCTION

While the minimum size of the Logo for applications is 1.5" (38mm), care should be taken to ensure that the appropriate size is matched to the reproduction method being employed. The Logo should always be reproduced clearly and legibly.

WASHINGTON DC

PREFERRED MINIMUM SIZE



ABSOLUTE MINIMUM SIZE



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SECTION GUIDELINES
SUBSECTION SIZE AND LEGIBILITY



Do not reproduce the Logo in negative on a dark background.



Do not reduce the Logo smaller than its specified smallest size.



Do not reproduce the Logo on an dark color without its white border



Do not change the reading of the Logotype.



Do not reproduce the Logo on a heavily textured background without its white border.



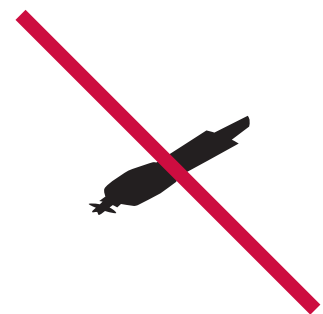
Do not change the Symbol of the Logo separate from the Logotype.



Do not reproduce from poor quality artwork. Always use digital art.



Do not outline the Logo on a white background.



Do not use the Symbol alone.

THE INTERNATIONAL SPY MUSEUM LOGO SHOULD NEVER BE ALTERED. THE LOGO SHOULD NEVER ORIGINATE FROM A SOURCE OTHER THAN THE ELECTRONIC DOCUMENTS SUPPLIED ON THIS DISK BY THE INTERNATIONAL SPY MUSEUM. VIOLATING THE LOGO CONFIGURATIONS OUTLINED IN SECTION 01 AND 02 OF THESE GRAPHIC STANDARDS IS A CRIME AGAINST THE INTERNATIONAL SPY MUSEUM AND COULD RESULT IN HARSH PENALTIES FOR ANY PARTIES INVOLVED.

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SECTION NO. 03
PAGE NO. 05
SECTION GUIDELINES
SUBSECTION IMPROPER USAGE

WARNING: THESE SPECIFICATIONS ARE CLASSIFIED



Do not use the Logo at an angle or upside down.



Do not reproduce the Logo without adequate contrast.



Do not change the typeface used in the Logo.



Do not enclose the Logo in a shape smaller than the area of isolation.



Do not use the Logo in distorted form, such as with outlines or with shadows.



Do not reproduce the Logo with screens or process colors.



Do not change the color breaks of the Logo.



Do not distort shape of the Logo.



Do not print the white border on a background with low contrast.

THE INTERNATIONAL SPY MUSEUM LOGO SHOULD NEVER BE ALTERED. THE LOGO SHOULD NEVER ORIGINATE FROM A SOURCE OTHER THAN THE ELECTRONIC DOCUMENTS SUPPLIED ON THIS DISK BY THE INTERNATIONAL SPY MUSEUM. VIOLATING THE LOGO CONFIGURATIONS OUTLINED IN SECTION 01 AND 02 OF THESE GRAPHIC STANDARDS IS A CRIME AGAINST THE INTERNATIONAL SPY MUSEUM AND COULD RESULT IN HARSH PENALTIES FOR ANY PARTIES INVOLVED.

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5 L P W H V Z
^ D F H J L 4 C
F 3 J P U T R
Z X O J 4 P L T
R T 5 Y O N W
X T 7 O E C M P

INTERNATIONAL SPY MUSEUM GRAPHICS STANDARDS	SECTION NO. 04 SECTION	LEGAL GUIDELINES
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M 6 R U S Z 8 O
5 L P W H V Z
^ D F H J L 4 C
F 3 J P U T R
Z X O J 4 P L T
R T 5 Y O N W
X T 7 O E C M P
3 Y 9 Q F H R
M 6 R U S Z 8 O
5 L P W H V Z
^ D F H J L 4 C
F 3 J P U T R



ITEM DESIGNATION TRADEMARK

The International Spy Museum name and Logo are trademarks owned by the International Spy Museum. The ™ symbol is a fixed part of the logo and should never be altered or moved, except as noted. For reproductions larger than 4" the ™ symbol should be changed to the SMALLEST possible legible size.

ITEM DESIGNATION WHEN NOT TO USE THE SYMBOL

If the International Spy Museum Logo is used more than once on any given product or piece of literature, the ™ symbol may be used in the first place where the trademark appears, or with the most prominent use of the trademark and omitted with other uses of the trademark on the same application. For example, if the logo appears more than once on a tag or piece of literature, the use of the symbol can be limited as described above. For very small reproductions, or those created from coarse (embroidery, etc.) techniques, the ™ should be removed.

ITEM DESIGNATION WHEN TO USE THE ® SYMBOL

When the International Spy Museum Logo (trademark) becomes registered, the federal registration ® symbol should be used in place of the ™ symbol. All rules outlined above shall apply to the ® symbol.

All Logos are provided with and without ™ symbols on this disk as high resolution digital files.

PREFERRED MINIMUM SIZE



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INTERNATIONAL SPY MUSEUM
GRAPHICS STANDARDS

SECTION NO. 05
SECTION TYPOGRAPHY

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TOP SECRET	TOP SECRET	

CIPHER

^ A 8 B
 C D E E
 F 6 G H
 I J K L
 M N O P
 Q R 5 T
 U V W X
 Y Z 1 2
 3 4 5 6
 7 8 9 0

ITEM DESIGNATION **CIPHER DISPLAY FACE**

Part of the evolving branding process of the International Spy Museum involves the use of a special proprietary type font developed especially for the Museum. The type font, known as CIPHER, reflects the numbers and characters associated with the art and science of cryptography, or, code writing.

While the use of the CIPHER type font will help define the attitude of the Museum, great care should be taken to avoid its misuse. CIPHER by design, is rather puzzling to look at. The play between numerals and characters is what makes the type font both intriguing and challenging. Therefore, CIPHER should never be used as a text typeface. It should be used selectively and limited to large display situations, i.e. headlines, subheads, patterns and decorative applications.

The CIPHER Display Face is provided as a Macintosh Postscript font and as a PC Truetype font on the disk. The CIPHER Display Face is owned and copyrighted by the International Spy Museum.

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05
01
TYPOGRAPHY
DISPLAY FACE

PREFERRED TYPEFACES

HEADLINES

TRADE GOTHIC REGULAR
TRADE GOTHIC BOLD 2

Short Body Copy

Trade Gothic Regular
Trade Gothic Bold 2

Body Copy

Garamond Light

ALTERNATE TYPEFACES

HEADLINES

ARIAL REGULAR
ARIAL BOLD

Body Copy

Arial Regular
Arial Bold

Body Copy

Times

ITEM DESIGNATION PREFERRED TYPEFACES

In addition to the proper use of the International Spy Museum Logo and appropriate color application, consistent typography adds to the formation of an overall visual attitude. Displayed here are a selection of typefaces sanctioned by the International Spy Museum. While these fonts may not offer the solution for every design situation, their classic appeal will present limitless creative opportunities.

ITEM DESIGNATION HEADLINES

Trade Gothic may be used for headline or large “display type” applications in either Regular or Bold 2. When used for headlines and subheads with accompanying text, its point size should be larger than the body copy. Examples of headline or display type include billboards, internal and external signage, vehicle graphics, display graphics, print advertising headlines, film or video titles, television or electronic media headlines, newsletter headlines, t-shirt and clothing graphics etc.

ITEM DESIGNATION SHORT BODY COPY

For short body copy, or any abbreviated block of informational text that requires legible and accessible letterforms, the use of Trade Gothic Regular and Bold 2 are suggested. Any of the recommended Body Copy type faces are also approved for this application. Examples of short body copy include photo captions, film or video credits, display graphics, map captions, merchandise label copy, print advertising copy, small brochure copy, pamphlet or post card copy etc.

ITEM DESIGNATION BODY COPY

For body copy, or any extended block of informational text that requires legible and accessible letterforms, the use of Garamond Light is suggested. Examples of body copy include book text, brochure copy, print advertising copy, instruction manual text, catalogue copy etc.

ITEM DESIGNATION ALTERNATE TYPEFACES

In addition to the Preferred Typefaces, we have also included some alternate typefaces that complement the logo.

ITEM DESIGNATION HEADLINES

Arial may be used for headline applications in either Regular or Bold. When used for headlines and subheads with accompanying text, its point size should be larger than the body copy.

ITEM DESIGNATION BODY COPY

For body copy, or any extended block of informational text that requires legible and accessible letterforms, the use of Arial Regular, Arial Bold or Times are suggested.

Please note that these typefaces are not owned by the International Spy Museum and, therefore, not provided on the disk.

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SECTION NO. 05
 PAGE NO. 02
 SECTION TYPOGRAPHY
 SUBSECTION TYPEFACE RECOMMENDATIONS

RIGUEINT
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SECTION NO.
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SECTION
SUBSECTION

05
03
TYPOGRAPHY
TYPOGRAPHIC PROTOTYPES

TRANSFORM

DISCOVER

INTRIGUE

CAPTURE

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LOCATION WASHINGTON, DC

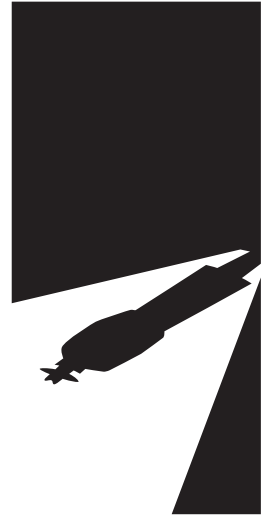
SECTION NO. 05
PAGE NO. 04
SECTION TYPOGRAPHY
SUBSECTION TYPOGRAPHIC PROTOTYPES

J 7 0 5	Λ X N F	N 6 K L	C E S 7
8 0 U 3	5 P 9 Q	T P N 8	J 7 0 5
N 6 K L	C E S 7	Y V 2 0	8 0 U 3
T P N 8	J 7 0 5	Λ X N F	N 6 K L
Y V 2 0	8 0 U 3	5 P 9 Q	T P N 8
Λ X N F	N 6 K L	C E S 7	Y V 2 0
5 P 9 Q	T P N 8	J 7 0 5	Λ X N F
C E S 7	Y V 2 0	8 0 U 3	5 P 9 Q
J 7 0 5	Λ X N F	N 6 K L	C E S 7

INTERNATIONAL SPY MUSEUM
GRAPHICS STANDARDS

SECTION NO. **06**
SECTION **ICONOGRAPHY**

T P N 8	J 7 0 5	Λ X N F	N 6 K L
Y V 2 0	8 0 U 3	5 P 9 Q	T P N 8
Λ X N F	N 6 K L	C E S 7	Y V 2 0
5 P 9 Q	T P N 8	J 7 0 5	Λ X N F
C E S 7	Y V 2 0	8 0 U 3	5 P 9 Q
J 7 0 5	Λ X N F	N 6 K L	C E S 7
8 0 U 3	5 P 9 Q	T P N 8	J 7 0 5
N 6 K L	C E S 7	Y V 2 0	8 0 U 3
T P N 8	J 7 0 5	Λ X N F	N 6 K L
Y V 2 0	8 0 U 3	5 P 9 Q	T P N 8
Λ X N F	N 6 K L	C E S 7	Y V 2 0
5 P 9 Q	T P N 8	J 7 0 5	Λ X N F
C E S 7	Y V 2 0	8 0 U 3	5 P 9 Q
J 7 0 5	Λ X N F	N 6 K L	C E S 7
8 0 U 3	5 P 9 Q	T P N 8	J 7 0 5
N 6 K L	C E S 7	Y V 2 0	8 0 U 3
T P N 8	J 7 0 5	Λ X N F	N 6 K L
Y V 2 0	8 0 U 3	5 P 9 Q	T P N 8
Λ X N F	N 6 K L	C E S 7	Y V 2 0



ITEM DESIGNATION LOGISTICS

This section presents an array of Official International Spy Museum Icons for use as supporting graphics to reinforce the Museum's identity. They are NOT to be considered as alternate logos. Rather, they may be used as additional identifiers for the International Spy Museum when space for the Official Logo is limited, or when its use is unwarranted. See Section 09 for application examples. All Icons are provided on this disk as high resolution digital files.

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SECTION NO. 06
 PAGE NO. 01
 SECTION ICONOGRAPHY
 SUBSECTION LOGISTICS



ITEM DESIGNATION HORIZONTAL TYPE AND SHADOW

This Icon of the International Spy Museum is for use in long horizontal areas when space or mechanical limitations prevent the use of the Official Logo, or when use of the Official Logo is unwarranted. The Icon is comprised of three parts: the shadow and accompanying light beam and the word "Spy", which is rendered in a distinctive, proprietary style. These three parts, the shadow, beam and the type, are linked together in a fixed relationship and must NEVER be altered or separated except as shown in this section.

ITEM DESIGNATION AREA OF ISOLATION

Adequate space must always be provided around the International Spy Museum Icon to prevent crowding and to allow for unobscured viewing. While no formula or ratio has been designated for establishing the Icon's area of isolation, care should be taken to ensure that the Icon remains highly visible and unencumbered.

ITEM DESIGNATION ON WHITE OR LIGHT BACKGROUNDS

The Icon must always print in black and may be used without the white border if it appears on a white or neutral colored material such as metal, light fabric, neutral paper, etc.

ITEM DESIGNATION ON DARK OR COLORED BACKGROUND

On a dark or colored background, a white border is added. The border is a white area surrounding the Icon. While no formula has been designated for establishing the Icon's border, care should be taken to ensure that the border complements the Icon in weight, and is consistent in width on all sides. This border is part of the Icon and cannot be altered in any way. In addition, the Logo with its border must be surrounded by an area of isolation to prevent crowding and to allow for unobscured viewing.

ITEM DESIGNATION ON PATTERNED BACKGROUND

On a patterned background, a white border is added. The border is a white area surrounding the Icon. While no formula has been designated for establishing the Icon's border, care should be taken to ensure that the border complements the Icon in weight, and is consistent in width on all sides. This border is part of the Icon and cannot be altered in any way. In addition, the Logo with its border must be surrounded by an area of isolation to prevent crowding and to allow for unobscured viewing.

ITEM DESIGNATION ON PHOTO BACKGROUND

On a photo background, a white border is added. The border is a white area surrounding the Icon. While no formula has been designated for establishing the Icon's border, care should be taken to ensure that the border complements the Icon in weight, and is consistent in width on all sides. This border is part of the Icon and cannot be altered in any way. In addition, the Logo with its border must be surrounded by an area of isolation to prevent crowding and to allow for unobscured viewing.



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SECTION NO. 06
 PAGE NO. 02
 SECTION ICONOGRAPHY
 SUBSECTION HORIZONTAL TYPE AND SHADOW



ITEM DESIGNATION VERTICAL TYPE AND SHADOW

This Icon of the International Spy Museum is for use in long vertical areas when space or mechanical limitations prevent the use of the Official Logo, or when use of the Official Logo is unwarranted. The Icon is comprised of three parts: the shadow and accompanying light beam and the word “Spy”, which is rendered in a distinctive, proprietary style. These three parts, the shadow, beam and the type, are linked together in a fixed relationship and must NEVER be altered or separated except as shown in this section.

ITEM DESIGNATION AREA OF ISOLATION

Adequate space must always be provided around the International Spy Museum Icon to prevent crowding and to allow for unobscured viewing. While no formula or ratio has been designated for establishing the Icon’s area of isolation, care should be taken to ensure that the Icon remains highly visible and unencumbered.

ITEM DESIGNATION ON WHITE OR LIGHT BACKGROUNDS

The Icon must always print in black and may be used without the white border if it appears on a white or neutral colored material such as metal, light fabric, neutral paper, etc.

ITEM DESIGNATION ON DARK OR COLORED BACKGROUND

On a dark or colored background, a white border is added. The border is a white area surrounding the Icon. While no formula has been designated for establishing the Icon’s border, care should be taken to ensure that the border complements the Icon in weight, and is consistent in width on all sides. This border is part of the Icon and cannot be altered in any way. In addition, the Logo with its border must be surrounded by an area of isolation to prevent crowding and to allow for unobscured viewing.

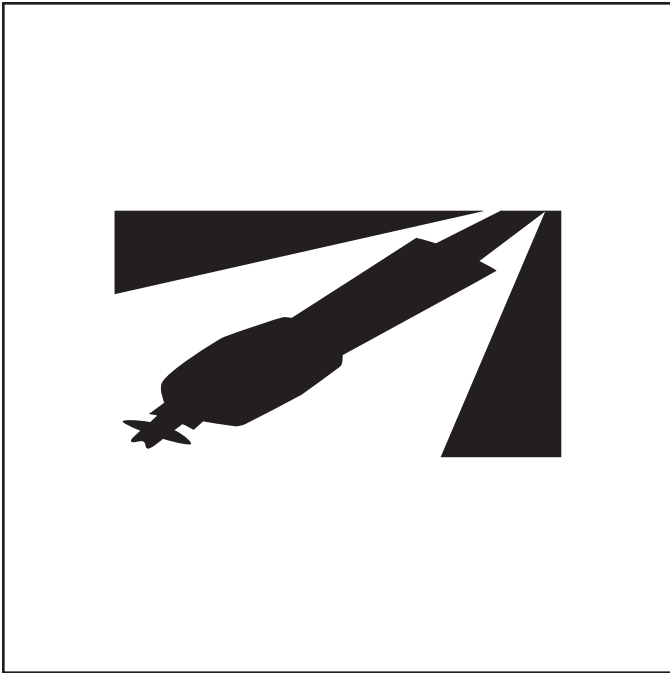
ITEM DESIGNATION ON PATTERNED BACKGROUND

On a patterned background, a white border is added. The border is a white area surrounding the Icon. While no formula has been designated for establishing the Icon’s border, care should be taken to ensure that the border complements the Icon in weight, and is consistent in width on all sides. This border is part of the Icon and cannot be altered in any way. In addition, the Logo with its border must be surrounded by an area of isolation to prevent crowding and to allow for unobscured viewing.

ITEM DESIGNATION ON PHOTO BACKGROUND

On a photo background, a white border is added. The border is a white area surrounding the Icon. While no formula has been designated for establishing the Icon’s border, care should be taken to ensure that the border complements the Icon in weight, and is consistent in width on all sides. This border is part of the Icon and cannot be altered in any way. In addition, the Logo with its border must be surrounded by an area of isolation to prevent crowding and to allow for unobscured viewing.





ITEM DESIGNATION HORIZONTAL SHADOW

This Icon of the International Spy Museum is for use in long horizontal areas when space or mechanical limitations prevent the use of the Official Logo, or when use of the Official Logo is unwarranted. The Icon is comprised of the shadow and the accompanying light beam. These two parts, the shadow and the light beam, are linked together in a fixed relationship and must NEVER be altered or separated except as shown in this section.

ITEM DESIGNATION AREA OF ISOLATION

Adequate space must always be provided around the International Spy Museum Icon to prevent crowding and to allow for unobscured viewing. While no formula or ratio has been designated for establishing the Icon's area of isolation, care should be taken to ensure that the Icon remains highly visible and unencumbered.

ITEM DESIGNATION ON WHITE OR LIGHT BACKGROUNDS

The Icon must always print in black and may be used without the white border if it appears on a white or neutral colored material such as metal, light fabric, neutral paper, etc.

ITEM DESIGNATION ON DARK OR COLORED BACKGROUND

On a dark or colored background, a white border is added. The border is a white area surrounding the Icon. While no formula has been designated for establishing the Icon's border, care should be taken to ensure that the border complements the Icon in weight, and is consistent in width on all sides. This border is part of the Icon and cannot be altered in any way. In addition, the Logo with its border must be surrounded by an area of isolation to prevent crowding and to allow for unobscured viewing.

ITEM DESIGNATION ON PATTERNED BACKGROUND

On a patterned background, a white border is added. The border is a white area surrounding the Icon. While no formula has been designated for establishing the Icon's border, care should be taken to ensure that the border complements the Icon in weight, and is consistent in width on all sides. This border is part of the Icon and cannot be altered in any way. In addition, the Logo with its border must be surrounded by an area of isolation to prevent crowding and to allow for unobscured viewing.

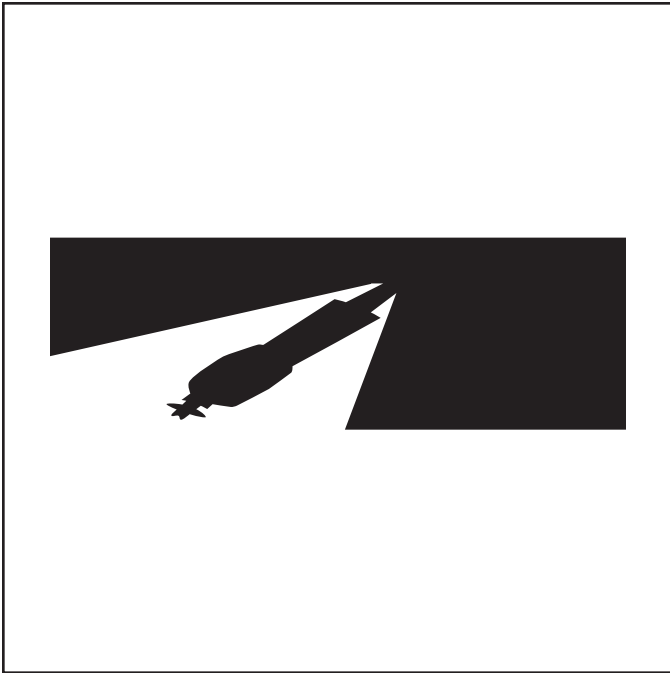
ITEM DESIGNATION ON PHOTO BACKGROUND

On a photo background, a white border is added. The border is a white area surrounding the Icon. While no formula has been designated for establishing the Icon's border, care should be taken to ensure that the border complements the Icon in weight, and is consistent in width on all sides. This border is part of the Icon and cannot be altered in any way. In addition, the Logo with its border must be surrounded by an area of isolation to prevent crowding and to allow for unobscured viewing.



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CLEARANCE 800-F
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LOCATION WASHINGTON, DC

SECTION NO. 06
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SECTION ICONOGRAPHY
SUBSECTION HORIZONTAL SHADOW



ITEM DESIGNATION EXTREME HORIZONTAL SHADOW

This Icon of the International Spy Museum is for use in extreme horizontal areas when space or mechanical limitations prevent the use of the Official Logo, or when use of the Official Logo is unwarranted. The Icon is comprised of the shadow and the accompanying light beam. These two parts, the shadow and the light beam, are linked together in a fixed relationship and must NEVER be altered or separated except as shown in this section.

ITEM DESIGNATION AREA OF ISOLATION

Adequate space must always be provided around the International Spy Museum Icon to prevent crowding and to allow for unobscured viewing. While no formula or ratio has been designated for establishing the Icon's area of isolation, care should be taken to ensure that the Icon remains highly visible and unencumbered.

ITEM DESIGNATION ON WHITE OR LIGHT BACKGROUNDS

The Icon must always print in black and may be used without the white border if it appears on a white or neutral colored material such as metal, light fabric, neutral paper, etc.

ITEM DESIGNATION ON DARK OR COLORED BACKGROUND

On a dark or colored background, a white border is added. The border is a white area surrounding the Icon. While no formula has been designated for establishing the Icon's border, care should be taken to ensure that the border complements the Icon in weight, and is consistent in width on all sides. This border is part of the Icon and cannot be altered in any way. In addition, the Logo with its border must be surrounded by an area of isolation to prevent crowding and to allow for unobscured viewing.

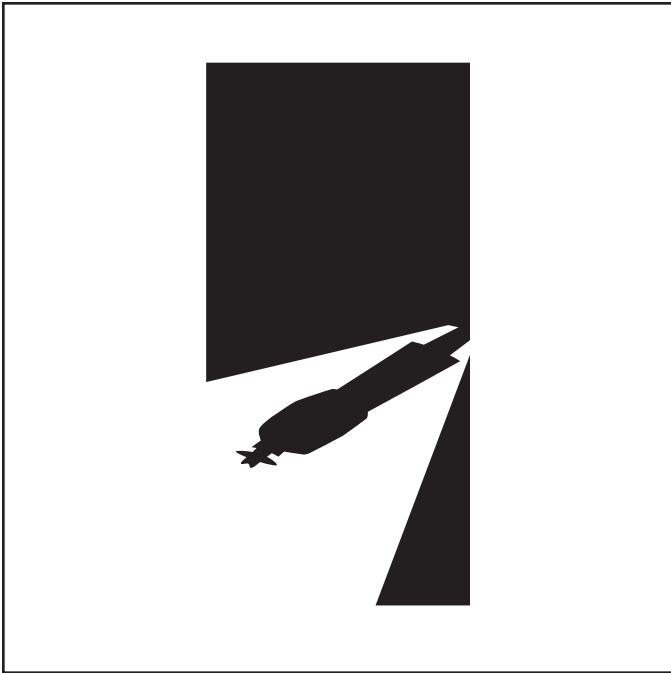
ITEM DESIGNATION ON PATTERNED BACKGROUND

On a patterned background, a white border is added. The border is a white area surrounding the Icon. While no formula has been designated for establishing the Icon's border, care should be taken to ensure that the border complements the Icon in weight, and is consistent in width on all sides. This border is part of the Icon and cannot be altered in any way. In addition, the Logo with its border must be surrounded by an area of isolation to prevent crowding and to allow for unobscured viewing.

ITEM DESIGNATION ON PHOTO BACKGROUND

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ITEM DESIGNATION EXTREME VERTICAL SHADOW

This Icon of the International Spy Museum is for use in extreme vertical areas when space or mechanical limitations prevent the use of the Official Logo, or when use of the Official Logo is unwarranted. The Icon is comprised of the shadow and the accompanying light beam. These two parts, the shadow and the light beam, are linked together in a fixed relationship and must NEVER be altered or separated except as shown in this section.

ITEM DESIGNATION AREA OF ISOLATION

Adequate space must always be provided around the International Spy Museum Icon to prevent crowding and to allow for unobscured viewing. While no formula or ratio has been designated for establishing the Icon's area of isolation, care should be taken to ensure that the Icon remains highly visible and unencumbered.

ITEM DESIGNATION ON WHITE OR LIGHT BACKGROUNDS

The Icon must always print in black and may be used without the white border if it appears on a white or neutral colored material such as metal, light fabric, neutral paper, etc.

ITEM DESIGNATION ON DARK OR COLORED BACKGROUND

On a dark or colored background, a white border is added. The border is a white area surrounding the Icon. While no formula has been designated for establishing the Icon's border, care should be taken to ensure that the border complements the Icon in weight, and is consistent in width on all sides. This border is part of the Icon and cannot be altered in any way. In addition, the Logo with its border must be surrounded by an area of isolation to prevent crowding and to allow for unobscured viewing.

ITEM DESIGNATION ON PATTERNED BACKGROUND

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ITEM DESIGNATION ON PHOTO BACKGROUND

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SECTION NO. 06
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 SECTION ICONOGRAPHY
 SUBSECTION EXTREME VERTICAL SHADOW



ITEM DESIGNATION SQUARE TYPE

This Icon of the International Spy Museum is for use in square areas when space or mechanical limitations prevent the use of the Official Logo, or when use of the Official Logo is unwarranted. The Icon is comprised of the word “Spy”, which is rendered in a distinctive, proprietary style, and must NEVER be altered except as shown in this section.

ITEM DESIGNATION AREA OF ISOLATION

Adequate space must always be provided around the International Spy Museum Icon to prevent crowding and to allow for unobscured viewing. While no formula or ratio has been designated for establishing the Icon’s area of isolation, care should be taken to ensure that the Icon remains highly visible and unencumbered.

ITEM DESIGNATION ON WHITE OR LIGHT BACKGROUNDS

The Icon may be used without the white border if it appears on a white or neutral colored material such as metal, light fabric, neutral paper, etc.

ITEM DESIGNATION ON DARK OR COLORED BACKGROUND

On a dark or colored background, a white border is added. The border is a white area surrounding the Icon. While no formula has been designated for establishing the Icon’s border, care should be taken to ensure that the border complements the Icon in weight, and is consistent in width on all sides. This border is part of the Icon and cannot be altered in any way. In addition, the Logo with its border must be surrounded by an area of isolation to prevent crowding and to allow for unobscured viewing.

ITEM DESIGNATION ON PATTERNED BACKGROUND

On a patterned background, a white border is added. The border is a white area surrounding the Icon. While no formula has been designated for establishing the Icon’s border, care should be taken to ensure that the border complements the Icon in weight, and is consistent in width on all sides. This border is part of the Icon and cannot be altered in any way. In addition, the Logo with its border must be surrounded by an area of isolation to prevent crowding and to allow for unobscured viewing.

ITEM DESIGNATION ON PHOTO BACKGROUND

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SECTION ICONOGRAPHY
SUBSECTION SQUARE TYPE



ITEM DESIGNATION **SQUARE TYPE COLOR**

These Icons of the International Spy Museum are for use in square areas when space or mechanical limitations prevent the use of the Official Logo, or when use of the Official Logo is unwarranted. The Icon is comprised of the word “Spy”, which is rendered in a distinctive, proprietary style, and must NEVER be altered except as shown in this section.

Rules regarding area of isolation and border creation and application are the same as those applying to the Square Type Icon (*Section 06/Page 07*).

ITEM DESIGNATION **COLOR SPECIFICATIONS**

The Square Type Color Icon may be reproduced in 3 color combinations:

01 all black (*see Section 06/Page 07*)

02 “Spy” in Pantone 200 red and surrounding area in black with red border

03 all red



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LOCATION **WASHINGTON, DC**

SECTION NO. **06**
PAGE NO. **08**
SECTION **ICONOGRAPHY**
SUBSECTION **SQUARE TYPE COLOR**



ITEM DESIGNATION **FULL TYPE**

These Icons of the International Spy Museum are for use in areas when space or mechanical limitations prevent the use of the Official Logo, or when use of the Official Logo is unwarranted. The Icon is comprised of the word “Spy”, which is rendered in a distinctive, proprietary style, and must NEVER be altered except as shown in this section.

Rules regarding area of isolation and application are the same as those applying to the Square Type Icon (*Section 06/Page 07*).

ITEM DESIGNATION **COLOR SPECIFICATIONS**

The Full Type Icon may be reproduced in 3 color combinations:

- 01** all black on white background (*see Section 06/Page 07*)
- 02** “Spy” in Pantone 200 red on black background
- 03** all red on white background



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LOCATION WASHINGTON, DC

SECTION NO. 06
PAGE NO. 09
SECTION ICONOGRAPHY
SUBSECTION FULL TYPE



ITEM DESIGNATION CIRCULAR TYPE

This Icon of the International Spy Museum is for use in circular areas when space or mechanical limitations prevent the use of the Official Logo, or when use of the Official Logo is unwarranted. The Icon is comprised of the word “Spy”, which is rendered in a distinctive, proprietary style, and must NEVER be altered except as shown in this section.

ITEM DESIGNATION AREA OF ISOLATION

Adequate space must always be provided around the International Spy Museum Icon to prevent crowding and to allow for unobscured viewing. While no formula or ratio has been designated for establishing the Icon’s area of isolation, care should be taken to ensure that the Icon remains highly visible and unencumbered.

ITEM DESIGNATION ON WHITE OR LIGHT BACKGROUNDS

The Icon may be used without the white border if it appears on a white or neutral colored material such as metal, light fabric, neutral paper, etc.

ITEM DESIGNATION ON DARK OR COLORED BACKGROUND

On a dark or colored background, a white border is added. The border is a white area surrounding the Icon. While no formula has been designated for establishing the Icon’s border, care should be taken to ensure that the border complements the Icon in weight, and is consistent in width on all sides. This border is part of the Icon and cannot be altered in any way. In addition, the Logo with its border must be surrounded by an area of isolation to prevent crowding and to allow for unobscured viewing.

ITEM DESIGNATION ON PATTERNED BACKGROUND

On a patterned background, a white border is added. The border is a white area surrounding the Icon. While no formula has been designated for establishing the Icon’s border, care should be taken to ensure that the border complements the Icon in weight, and is consistent in width on all sides. This border is part of the Icon and cannot be altered in any way. In addition, the Logo with its border must be surrounded by an area of isolation to prevent crowding and to allow for unobscured viewing.

ITEM DESIGNATION ON PHOTO BACKGROUND

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LOCATION WASHINGTON, DC

SECTION NO. 06
PAGE NO. 10
SECTION ICONOGRAPHY
SUBSECTION CIRCULAR TYPE



ITEM DESIGNATION **CIRCULAR TYPE COLOR**

These Icons of the International Spy Museum are for use in circular areas when space or mechanical limitations prevent the use of the Official Logo, or when use of the Official Logo is unwarranted. The Icon is comprised of the word "Spy", which is rendered in a distinctive, proprietary style, and must NEVER be altered except as shown in this section.

Rules regarding area of isolation and border creation and application are the same as those applying to the Circular Type Icon (*Section 06/Page 09*).

ITEM DESIGNATION **COLOR SPECIFICATIONS**

The Circular Typographic Color Icon may be reproduced in 3 color combinations:

01 all black (*see Section 06/Page 09*)

02 "Spy" in Pantone 200 red and surrounding area in black with red border

03 all red



DATE **04.30.01**
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AGENCY **INTERNATIONAL SPY MUSEUM**
LOCATION **WASHINGTON, DC**

SECTION NO. **06**
PAGE NO. **11**
SECTION **ICONOGRAPHY**
SUBSECTION **CIRCULAR TYPE COLOR**



ITEM DESIGNATION ROUND TYPE AND SHADOW

This Icon of the International Spy Museum is for use in circular areas when space or mechanical limitations prevent the use of the Official Logo, or when use of the Official Logo is unwarranted. The Icon is comprised of the words "International Spy Museum" and the shadow, which is rendered in a distinctive, proprietary style, and must NEVER be altered except as shown in this section.

ITEM DESIGNATION AREA OF ISOLATION

Adequate space must always be provided around the International Spy Museum Icon to prevent crowding and to allow for unobscured viewing. While no formula or ratio has been designated for establishing the Icon's area of isolation, care should be taken to ensure that the Icon remains highly visible and unencumbered.

ITEM DESIGNATION ON WHITE OR LIGHT BACKGROUNDS

The Icon may be used without the white border if it appears on a white or neutral colored material such as metal, light fabric, neutral paper, etc.

ITEM DESIGNATION ON DARK OR COLORED BACKGROUND

On a dark or colored background, a white border is added. The border is a white area surrounding the Icon. While no formula has been designated for establishing the Icon's border, care should be taken to ensure that the border complements the Icon in weight, and is consistent in width on all sides. This border is part of the Icon and cannot be altered in any way. In addition, the Logo with its border must be surrounded by an area of isolation to prevent crowding and to allow for unobscured viewing.

ITEM DESIGNATION ON PATTERNED BACKGROUND

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ITEM DESIGNATION ON PHOTO BACKGROUND

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DATE 10.22.01
 CLEARANCE 800-F
 AGENCY INTERNATIONAL SPY MUSEUM
 LOCATION WASHINGTON, DC

SECTION NO. 06
 PAGE NO. 12
 SECTION ICONOGRAPHY
 SUBSECTION ROUND TYPE AND SHADOW



ITEM DESIGNATION ROUND TYPE AND SHADOW COLOR

These Icons of the International Spy Museum are for use in circular areas when space or mechanical limitations prevent the use of the Official Logo, or when use of the Official Logo is unwarranted. The Icon is comprised of the words “International Spy Museum”, and the shadow in which is rendered in a distinctive, proprietary style, and must NEVER be altered except as shown in this section.

Rules regarding area of isolation and border creation and application are the same as those applying to the Circular Typographic Icon (*Section 06/Page 09*).

ITEM DESIGNATION COLOR SPECIFICATIONS

The Round Type and Shadow Color Icon is identical to the Round Type and Shadow except that it has Red type.

ITEM DESIGNATION TRADEMARK

The International Spy Museum Icons are trademarks owned by the International Spy Museum. The TM symbol is a fixed part of the icon and should never be altered or moved, except as noted. For reproductions larger than 4" the TM symbol should be changed to the SMALLEST possible legible size.

ITEM DESIGNATION WHEN NOT TO USE THE SYMBOL

If the International Spy Museum Icon is used more than once on any given product or piece of literature, the TM symbol may be used in the first place where the trademark appears, or with the most prominent use of the trademark and omitted with other uses of the trademark on the same application. For example, if the icon appears more than once on a tag or piece of literature, the use of the symbol can be limited as described above. For very small reproductions, or those created from coarse (embroidery, etc.) techniques, the TM should be removed.



DATE 10.22.01
 CLEARANCE 800-F
 AGENCY INTERNATIONAL SPY MUSEUM
 LOCATION WASHINGTON, DC

SECTION NO. 06
 PAGE NO. 13
 SECTION ICONOGRAPHY
 SUBSECTION ROUND TYPE AND SHADOW COLOR

J 7 0 5	Λ X N F	N 6 K L	C E S 7
8 0 U 3	5 P 9 Q	T P N 8	J 7 0 5
N 6 K L	C E S 7	Y V 2 0	8 0 U 3
T P N 8	J 7 0 5	Λ X N F	N 6 K L
Y V 2 0	8 0 U 3	5 P 9 Q	T P N 8
Λ X N F	N 6 K L	C E S 7	Y V 2 0
5 P 9 Q	T P N 8	J 7 0 5	Λ X N F
C E S 7	Y V 2 0	8 0 U 3	5 P 9 Q
J 7 0 5	Λ X N F	N 6 K L	C E S 7

INTERNATIONAL SPY MUSEUM
GRAPHICS STANDARDS

SECTION NO. **06A**
SECTION **ILLUSTRATIONS**

T P N 8	J 7 0 5	Λ X N F	N 6 K L
Y V 2 0	8 0 U 3	5 P 9 Q	T P N 8
Λ X N F	N 6 K L	C E S 7	Y V 2 0
5 P 9 Q	T P N 8	J 7 0 5	Λ X N F
C E S 7	Y V 2 0	8 0 U 3	5 P 9 Q
J 7 0 5	Λ X N F	N 6 K L	C E S 7
8 0 U 3	5 P 9 Q	T P N 8	J 7 0 5
N 6 K L	C E S 7	Y V 2 0	8 0 U 3
T P N 8	J 7 0 5	Λ X N F	N 6 K L
Y V 2 0	8 0 U 3	5 P 9 Q	T P N 8
Λ X N F	N 6 K L	C E S 7	Y V 2 0
5 P 9 Q	T P N 8	J 7 0 5	Λ X N F
C E S 7	Y V 2 0	8 0 U 3	5 P 9 Q
J 7 0 5	Λ X N F	N 6 K L	C E S 7
8 0 U 3	5 P 9 Q	T P N 8	J 7 0 5
N 6 K L	C E S 7	Y V 2 0	8 0 U 3
T P N 8	J 7 0 5	Λ X N F	N 6 K L
Y V 2 0	8 0 U 3	5 P 9 Q	T P N 8
Λ X N F	N 6 K L	C E S 7	Y V 2 0



LADY



MAN



LADY SILHOUETTE



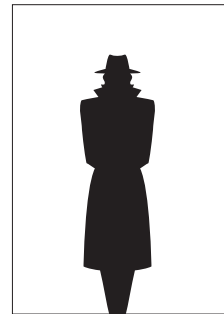
MAN SILHOUETTE



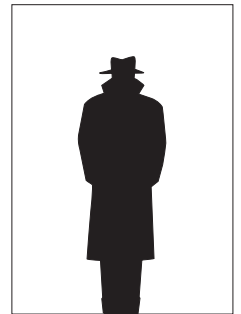
LADY ACTION



MAN ACTION



LADY SHADOW



MAN SHADOW

ITEM DESIGNATION LOGISTICS

This section presents an array of Official International Spy Museum Illustrations for use as supporting graphics to reinforce the Museum's identity. They are NOT to be considered as alternate logos. Rather, they may be used as additional identifiers for the International Spy Museum when space for the Official Logo is limited, or when its use is unwarranted. All Illustrations are provided on this disk as high resolution digital files.

DATE 10.22.01
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AGENCY INTERNATIONAL SPY MUSEUM
LOCATION WASHINGTON, DC

SECTION NO. 06A
PAGE NO. 01
SECTION ILLUSTRATIONS
SUBSECTION LOGISTICS

WARNING: THESE SPECIFICATIONS ARE CLASSIFIED



ITEM DESIGNATION LADY

This Illustration of the International Spy Museum is for use in very limited applications only. Since the Lady figure bares no resemblance to the shadow in the Official Logo, the linkage back to the Museum is tenuous. Therefore, the use of the Lady should be illustrative only, and never serve as an identifier for the International Spy Museum. The Illustration is comprised of the Lady drawing and must NEVER be altered except as shown in this section.

ITEM DESIGNATION AREA OF ISOLATION

Adequate space must always be provided around the International Spy Museum Illustration to prevent crowding and to allow for unobscured viewing. While no formula or ratio has been designated for establishing the Illustration's area of isolation, care should be taken to ensure that the Illustration remains highly visible and unencumbered.

ITEM DESIGNATION COLOR SPECIFICATIONS

The Illustration must always print in black, or black on a Pantone 200 red field. The Lady's hat, face, collar and hand must remain colorless.

ITEM DESIGNATION BACKGROUND GUIDELINES

Care should be taken to ensure that there is sufficient contrast between the Illustration and the background surface. It is critical to preserving the integrity of the Illustration that it be clear and legible. The Lady's hat, face, collar and hand must remain colorless.

ITEM DESIGNATION TRADEMARK

The International Spy Museum Illustrations are trademarks owned by the International Spy Museum. The TM symbol is a fixed part of the illustration and should never be altered or moved, except as noted. For reproductions larger than 4" the TM symbol should be changed to the SMALLEST possible legible size.

ITEM DESIGNATION WHEN NOT TO USE THE SYMBOL

If the International Spy Museum Illustration is used more than once on any given product or piece of literature, the TM symbol may be used in the first place where the trademark appears, or with the most prominent use of the trademark and omitted with other uses of the trademark on the same application. For example, if the illustration appears more than once on a tag or piece of literature, the use of the symbol can be limited as described above. For very small reproductions, or those created from coarse (embroidery, etc.) techniques, the TM should be removed.

NOTE All Illustrations are shown with TM (top left) and without TM symbols (bottom left). Both are provided on this disk as high resolution digital files.



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CLEARANCE 800-F
AGENCY INTERNATIONAL SPY MUSEUM
LOCATION WASHINGTON, DC

SECTION NO. 06A
PAGE NO. 02
SECTION ILLUSTRATIONS
SUBSECTION LADY



ITEM DESIGNATION MAN

This Illustration of the International Spy Museum is for use in very limited applications only. Since the Man figure bares no resemblance to the shadow in the Official Logo, the linkage back to the Museum is tenuous. Therefore, the use of the Man should be illustrative only, and never serve as an identifier for the International Spy Museum. The Illustration is comprised of the Man drawing and must NEVER be altered except as shown in this section.

ITEM DESIGNATION AREA OF ISOLATION

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ITEM DESIGNATION COLOR SPECIFICATIONS

The Illustration must always print in black, or black on a Pantone 200 red field. The Man's hat, face, collar and shoulder must remain colorless.

ITEM DESIGNATION BACKGROUND GUIDELINES

Care should be taken to ensure that there is sufficient contrast between the Illustration and the background surface. It is critical to preserving the integrity of the Illustration that it be clear and legible. The Man's hat, face, collar and shoulder must remain colorless.

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AGENCY INTERNATIONAL SPY MUSEUM
LOCATION WASHINGTON, DC

SECTION NO. 06A
PAGE NO. 03
SECTION ILLUSTRATIONS
SUBSECTION MAN



ITEM DESIGNATION LADY SILHOUETTE

This Illustration of the International Spy Museum is for use in very limited applications only. Since the Lady Silhouette figure bares no resemblance to the shadow in the Official Logo, the linkage back to the Museum is tenuous. Therefore, the use of the Lady Silhouette should be illustrative only, and never serve as an identifier for the International Spy Museum. The Illustration is comprised of the Lady Silhouette drawing and must NEVER be altered except as shown in this section.

ITEM DESIGNATION AREA OF ISOLATION

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ITEM DESIGNATION COLOR SPECIFICATIONS

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ITEM DESIGNATION BACKGROUND GUIDELINES

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ITEM DESIGNATION TRADEMARK

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AGENCY INTERNATIONAL SPY MUSEUM
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SECTION NO. 06A
PAGE NO. 04
SECTION ILLUSTRATIONS
SUBSECTION LADY SILHOUETTE



ITEM DESIGNATION MAN SILHOUETTE

This Illustration of the International Spy Museum is for use in very limited applications only. Since the Man Silhouette figure bares no resemblance to the shadow in the Official Logo, the linkage back to the Museum is tenuous. Therefore, the use of the Man Silhouette should be illustrative only, and never serve as an identifier for the International Spy Museum. The Illustration is comprised of the Man Silhouette drawing and must NEVER be altered except as shown in this section.

ITEM DESIGNATION AREA OF ISOLATION

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ITEM DESIGNATION COLOR SPECIFICATIONS

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ITEM DESIGNATION BACKGROUND GUIDELINES

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AGENCY INTERNATIONAL SPY MUSEUM
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SECTION NO. 06A
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SECTION ILLUSTRATIONS
SUBSECTION MAN SILHOUETTE



ITEM DESIGNATION LADY ACTION

This Illustration of the International Spy Museum is for use in very limited applications only. Since the Lady Action figure bares no resemblance to the shadow in the Official Logo, the linkage back to the Museum is tenuous. Therefore, the use of the Lady Action should be illustrative only, and never serve as an identifier for the International Spy Museum. The Illustration is comprised of the Lady Action drawing and must NEVER be altered except as shown in this section.

ITEM DESIGNATION AREA OF ISOLATION

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ITEM DESIGNATION COLOR SPECIFICATIONS

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ITEM DESIGNATION BACKGROUND GUIDELINES

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AGENCY INTERNATIONAL SPY MUSEUM
LOCATION WASHINGTON, DC

SECTION NO. 06A
PAGE NO. 06
SECTION ILLUSTRATIONS
SUBSECTION LADY ACTION



ITEM DESIGNATION MAN ACTION

This Illustration of the International Spy Museum is for use in very limited applications only. Since the Man Action figure bares no resemblance to the shadow in the Official Logo, the linkage back to the Museum is tenuous. Therefore, the use of the Man Action should be illustrative only, and never serve as an identifier for the International Spy Museum. The Illustration is comprised of the Man Action drawing and must NEVER be altered except as shown in this section.

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ITEM DESIGNATION COLOR SPECIFICATIONS

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ITEM DESIGNATION BACKGROUND GUIDELINES

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ITEM DESIGNATION WHEN NOT TO USE THE SYMBOL

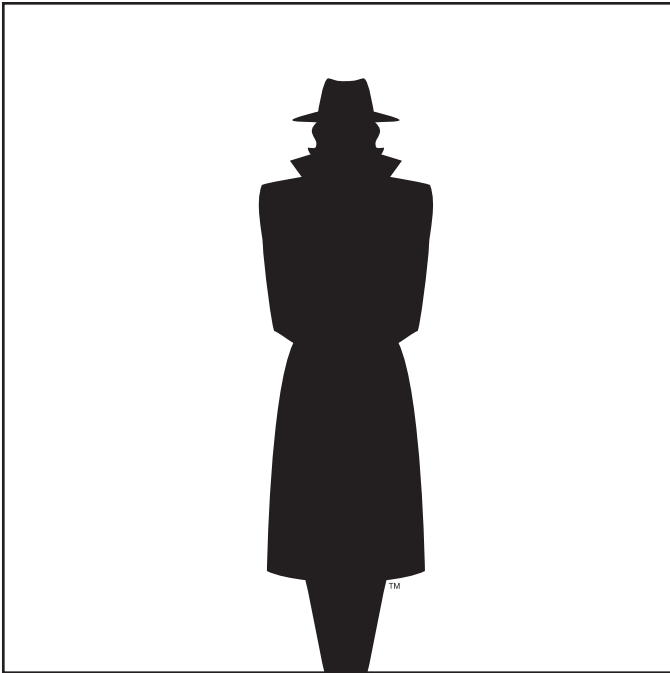
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AGENCY INTERNATIONAL SPY MUSEUM
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SECTION NO. 06A
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SECTION ILLUSTRATIONS
SUBSECTION MAN ACTION



ITEM DESIGNATION LADY SHADOW

This Illustration of the International Spy Museum is for use in very limited applications only. Since the Lady Shadow figure bares no resemblance to the shadow in the Official Logo, the linkage back to the Museum is tenuous. Therefore, the use of the Lady Shadow should be illustrative only, and never serve as an identifier for the International Spy Museum. The Illustration is comprised of the Lady Shadow drawing and must NEVER be altered except as shown in this section.

ITEM DESIGNATION AREA OF ISOLATION

Positioning of the illustration as shown is critical to its use. By cutting off the bottom of the figure and not showing the entire form, a shadow is suggested. Adequate space must always be provided around the International Spy Museum Illustration to prevent crowding and to allow for unobscured viewing. While no formula or ratio has been designated for establishing the Illustration's area of isolation, care should be taken to ensure that the Illustration remains highly visible and unencumbered.

ITEM DESIGNATION COLOR SPECIFICATIONS

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ITEM DESIGNATION BACKGROUND GUIDELINES

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ITEM DESIGNATION WHEN NOT TO USE THE SYMBOL

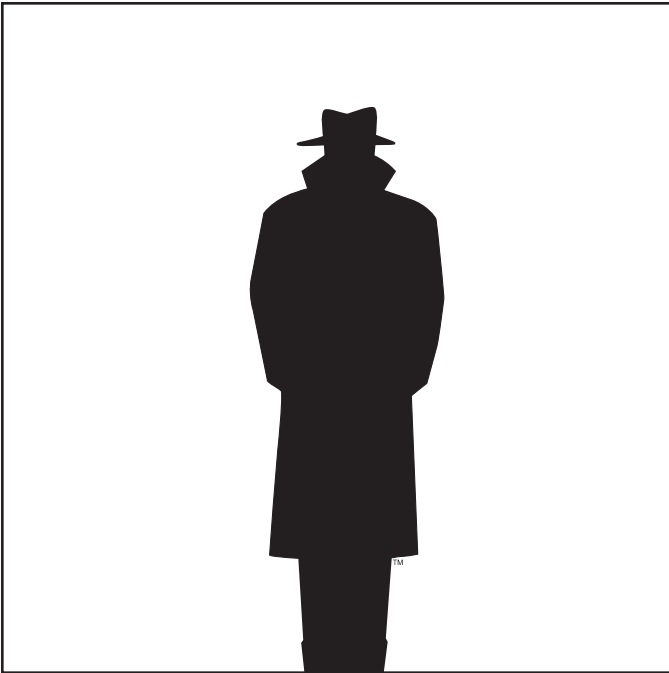
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AGENCY INTERNATIONAL SPY MUSEUM
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SECTION NO. 06A
PAGE NO. 08
SECTION ILLUSTRATIONS
SUBSECTION LADY SHADOW



ITEM DESIGNATION MAN SHADOW

This Illustration of the International Spy Museum is for use in very limited applications only. Since the Man Shadow (formerly known as Silhouette in Version 01 of the Graphic Standards) figure bares no resemblance to the shadow in the Official Logo, the linkage back to the Museum is tenuous. Therefore, the use of the Man Shadow should be illustrative only, and never serve as an identifier for the International Spy Museum. The Illustration is comprised of the Man Shadow drawing and must NEVER be altered except as shown in this section.

ITEM DESIGNATION AREA OF ISOLATION

Positioning of the illustration as shown is critical to its use. By cutting off the bottom of the figure and not showing the entire form, a shadow is suggested. Adequate space must always be provided around the International Spy Museum Illustration to prevent crowding and to allow for unobscured viewing. While no formula or ratio has been designated for establishing the Illustration's area of isolation, care should be taken to ensure that the Illustration remains highly visible and unencumbered.

ITEM DESIGNATION COLOR SPECIFICATIONS

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ITEM DESIGNATION BACKGROUND GUIDELINES

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ITEM DESIGNATION TRADEMARK

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LOCATION WASHINGTON, DC

SECTION NO. 06A
PAGE NO. 09
SECTION ILLUSTRATIONS
SUBSECTION MAN SHADOW



INTERNATIONAL SPY MUSEUM
GRAPHICS STANDARDS

SECTION NO. 07
SECTION GRAPHIC EXTENSIONS



Top Secret

ITEM DESIGNATION **LOGISTICS**

The guises and identities an agent may choose to operate under are mysterious and many. So are the methods and tools the International Spy Museum may use to further illustrate the deceptive world of espionage and intrigue. These Graphic Extensions may be used on all manner of Official Spy Products and related merchandise, as well as signage and exhibition applications. All Graphic Extensions are provided on this disk as high resolution digital files.

DATE	04.30.01
CLEARANCE	800-F
AGENCY	INTERNATIONAL SPY MUSEUM
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SECTION NO.	07
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under
cover

EYES

ONLY



Shhhhhhhh



DATE
CLEARANCE
AGENCY
LOCATION

04.30.01
800-F
INTERNATIONAL SPY MUSEUM
WASHINGTON, DC

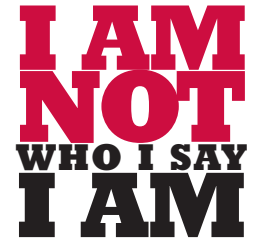
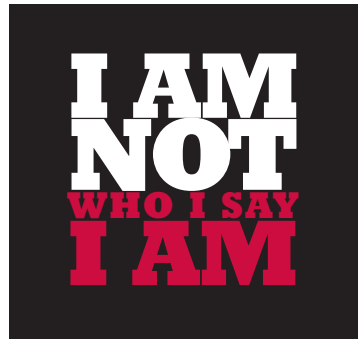
SECTION NO.
PAGE NO.
SECTION
SUBSECTION

07
02
GRAPHIC EXTENSIONS
EXTENSIONS

limited access only.

limited access only.

limited access only.



Loose lips
sink ships

REMEMBER!
THE ENEMY
IS LISTENING.

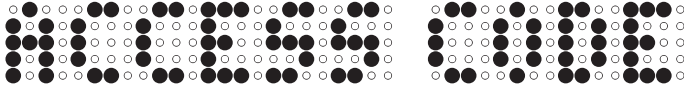
YOUR
PAPERS
PLEASE

dead
drop

assume
nothing

DATE 04.30.01
CLEARANCE 800-F
AGENCY INTERNATIONAL SPY MUSEUM
LOCATION WASHINGTON, DC

SECTION NO. 07
PAGE NO. 03
SECTION GRAPHIC EXTENSIONS
SUBSECTION EXTENSIONS



THE SECRET
HISTORY OF
HISTORY

CODE
CREATORS



TRANSFORM

DISCOVER

REMEMBER!
THE ENEMY IS
WATCHING

ALL IS NOT
WHAT IT
SEEMS

0 E C 0 0 E

communiqué

DATE 04.30.01
CLEARANCE 800-F
AGENCY INTERNATIONAL SPY MUSEUM
LOCATION WASHINGTON, DC

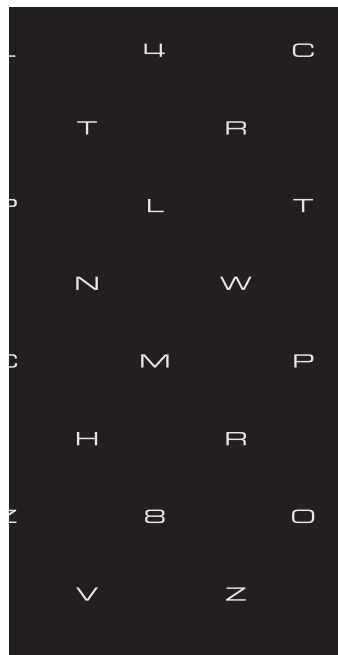
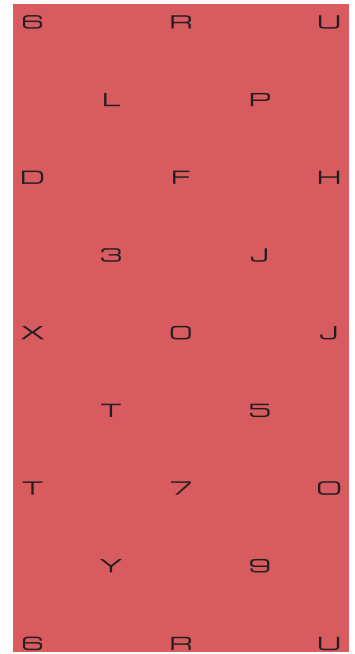
SECTION NO. 07
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SECTION GRAPHIC EXTENSIONS
SUBSECTION EXTENSIONS

5	L	P	W	H	V	Z
D	F	H	J	L	4	
F	3	J	P	U	T	R
X	O	J	4	P	L	
R	T	5	Y	O	N	W

INTERNATIONAL SPY MUSEUM
GRAPHICS STANDARDS

SECTION NO. 08
SECTION CIPHER PATTERNS

3	Y	9	Q	F	H	R
6	R	U	S	Z	8	
5	L	P	W	H	V	Z
D	F	H	J	L	4	
F	3	J	P	U	T	R
X	O	J	4	P	L	
R	T	5	Y	O	N	W
T	7	O	E	C	M	
3	Y	9	Q	F	H	R
6	R	U	S	Z	8	

ITEM DESIGNATION **LOGISTICS**

The following Cipher Patterns have been created using the Cipher Display Face described in *Section 06/Page 01*. These proprietary patterns may be used on an extensive array of applications including, but not limited to, various apparel, gift boxes, wall decoration, tissue paper, wrapping paper, and other uses where a distinctive uniform texture is desired. All Cipher Patterns have been provided on this disk as high resolution digital files.

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SECTION NO. **08**
 PAGE NO. **01**
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 SUBSECTION **LOGISTICS**

**ITEM DESIGNATION LOGISTICS**

Each Cipher Pattern measures approximately 3' x 4'. For applications requiring a larger field, the artwork may be enlarged or replicated, then assembled to larger dimensions. For applications requiring a smaller field, the artwork may be reduced or cropped as needed.

ITEM DESIGNATION CIPHER PATTERN 01

Cipher Pattern 01 is a random assortment of letters and numbers on a black field. The "S," "P," and "Y" letters are shown in red, while all other letters and numbers are shown in white. The Pattern is fixed and should not be altered.

ITEM DESIGNATION PANTONE COLORS

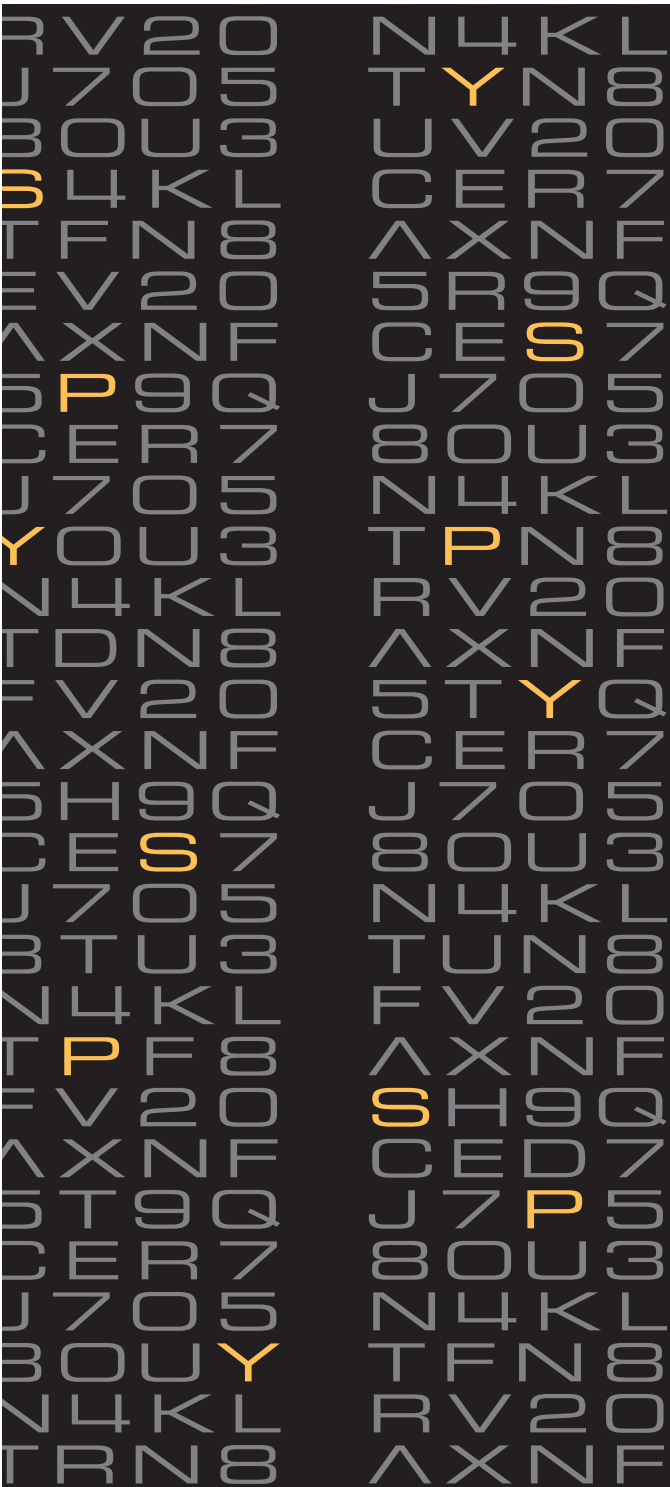
Cipher Pattern 01 is comprised of three colors: Black (background), White (letters and numbers), and Spy Red (PMS 200) ("S," "P," and "Y").

We highly recommend that Spy Red (PMS 200) be created from solid ink colors from the PANTONE Matching System. This system is used worldwide by manufacturers for matching colors by formula. The colors should never be matched to other color matching systems. The second choice is to utilize four color process screen builds. When screen builds are employed, great care should be taken to match Spy Red.

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 SUBSECTION CIPHER PATTERN 01

**ITEM DESIGNATION LOGISTICS**

Each Cipher Pattern measures approximately 3' x 4'. For applications requiring a larger field, the artwork may be enlarged or replicated, then assembled to larger dimensions. For applications requiring a smaller field, the artwork may be reduced or cropped as needed.

ITEM DESIGNATION CIPHER PATTERN 02

Cipher Pattern 02 is a random assortment of letters and numbers divided into columns of four. "S," "P," and "Y" are highlighted in yellow with all other letters and numbers in gray. The Pattern is fixed and should not be altered.

ITEM DESIGNATION PANTONE COLORS

Cipher Pattern 02 is comprised of three colors: Black (background), PMS 405 (letters and numbers), and PMS 1235 ("S," "P," and "Y").

We highly recommend that PMS 405 and 1235 be created from solid ink colors from the PANTONE Matching System. This system is used worldwide by manufacturers for matching colors by formula. The colors should never be matched to other color matching systems. The second choice is to utilize four color process screen builds. When screen builds are employed, great care should be taken to match PMS colors.

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ITEM DESIGNATION LOGISTICS

Each Cipher Pattern measures approximately 3' x 4'. For applications requiring a larger field, the artwork may be enlarged or replicated, then assembled to larger dimensions. For applications requiring a smaller field, the artwork may be reduced or cropped as needed.

ITEM DESIGNATION CIPHER PATTERN 03

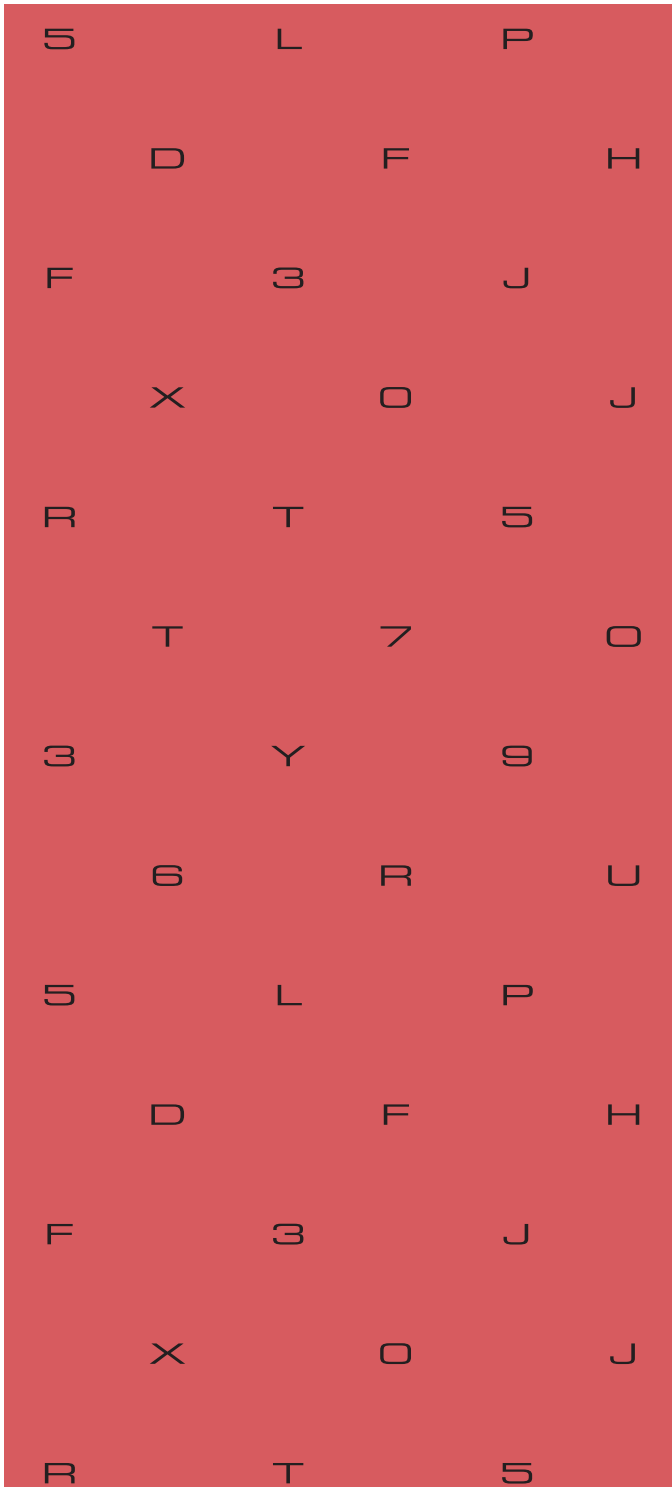
Cipher Pattern 03 is a random assortment of white letters and numbers in columns of four on a silver background. The Pattern is fixed and should not be altered.

ITEM DESIGNATION PANTONE COLORS

Cipher Pattern 03 is comprised of one color (PMS 877 silver) on a white background with the letters and number knocked out of the silver. If the pattern is reproduced on a colored background, the letters and numbers should be printed in white.

We highly recommend that PMS 877 Silver be created from solid ink colors from the PANTONE Matching System. This system is used worldwide by manufacturers for matching colors by formula. The colors should never be matched to other color matching systems. The second choice is to utilize four color process screen builds. When screen builds are employed, great care should be taken to match PMS colors.

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ITEM DESIGNATION **LOGISTICS**

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ITEM DESIGNATION **CIPHER PATTERN 04**

Cipher Pattern 04 is a random assortment of black letters and numbers on a red field in a crossing diagonal arrangement. The Pattern is fixed and should not be altered.

ITEM DESIGNATION **PANTONE COLORS**

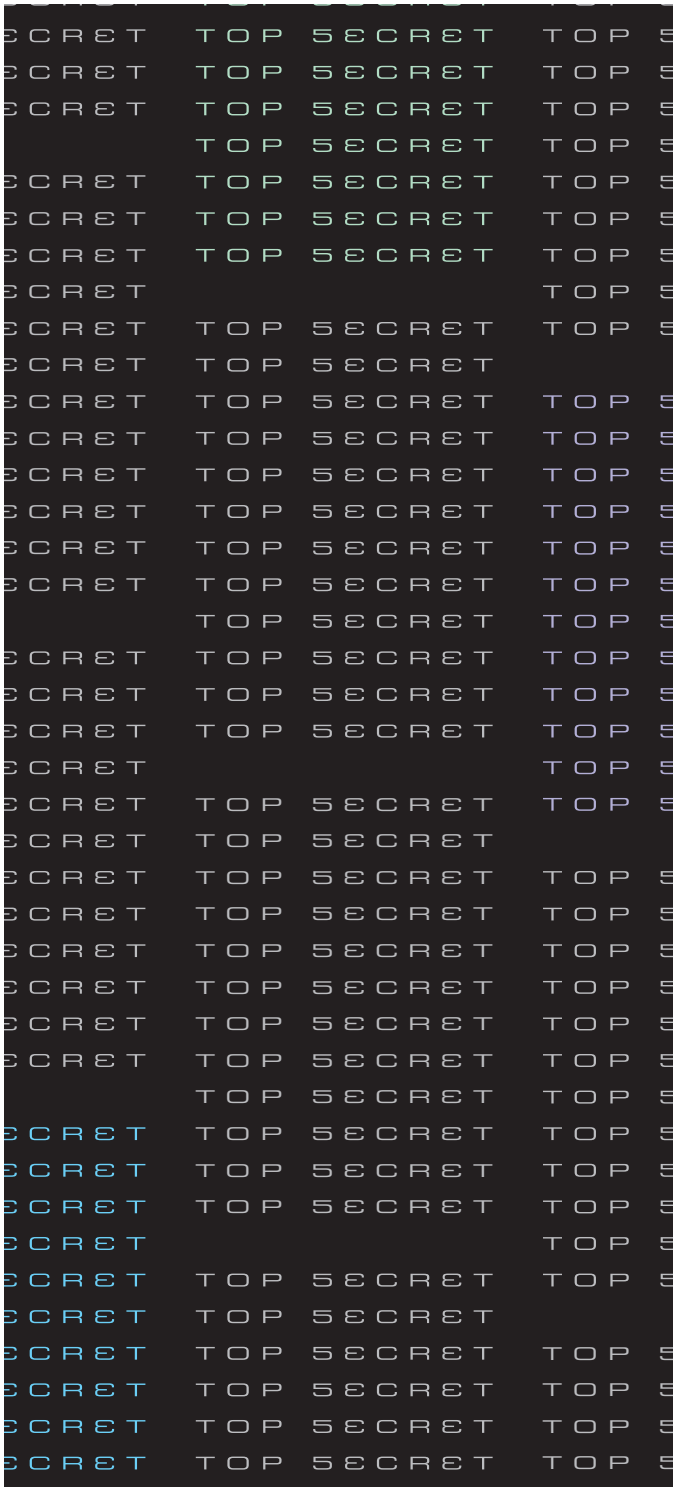
Cipher Pattern 04 is comprised of two colors: Black (letters and numbers) and Spy Red (PMS 200) as the overall background.

We highly recommend that Spy Red (PMS 200) be created from solid ink colors from the PANTONE Matching System. This system is used worldwide by manufacturers for matching colors by formula. The colors should never be matched to other color matching systems. The second choice is to utilize four color process screen builds. When screen builds are employed, great care should be taken to match Spy Red.

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ITEM DESIGNATION LOGISTICS

Each Cipher Pattern measures approximately 3' x 4'. For applications requiring a larger field, the artwork may be enlarged or replicated, then assembled to larger dimensions. For applications requiring a smaller field, the artwork may be reduced or cropped as needed.

ITEM DESIGNATION CIPHER PATTERN 05

Cipher Pattern 05 is comprised of columns of the words "Top Secret" in five colors on a black background. The Pattern is fixed and should not be altered.

ITEM DESIGNATION PANTONE COLORS

Cipher Pattern 05 is comprised of six colors: Black (background) and "Top Secret" in a repeating pattern of five colors (PMS 405, 402, 2925, 376, and 265).

We highly recommend that PMS 405, 402, 2925, 376, and 265 be created from solid ink colors from the PANTONE Matching System. This system is used worldwide by manufacturers for matching colors by formula. The colors should never be matched to other color matching systems. The second choice is to utilize four color process screen builds. When screen builds are employed, great care should be taken to match PMS colors.

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 SUBSECTION CIPHER PATTERN 05

**ITEM DESIGNATION LOGISTICS**

Each Cipher Pattern measures approximately 3' x 4'. For applications requiring a larger field, the artwork may be enlarged or replicated, then assembled to larger dimensions. For applications requiring a smaller field, the artwork may be reduced or cropped as needed.

ITEM DESIGNATION CIPHER PATTERN 06

Cipher Pattern 06 is a random assortment of letters and numbers in twelve colors on a black background. "S," "P," and "Y" are printed in white. The Pattern is fixed and should not be altered.

ITEM DESIGNATION PANTONE COLORS

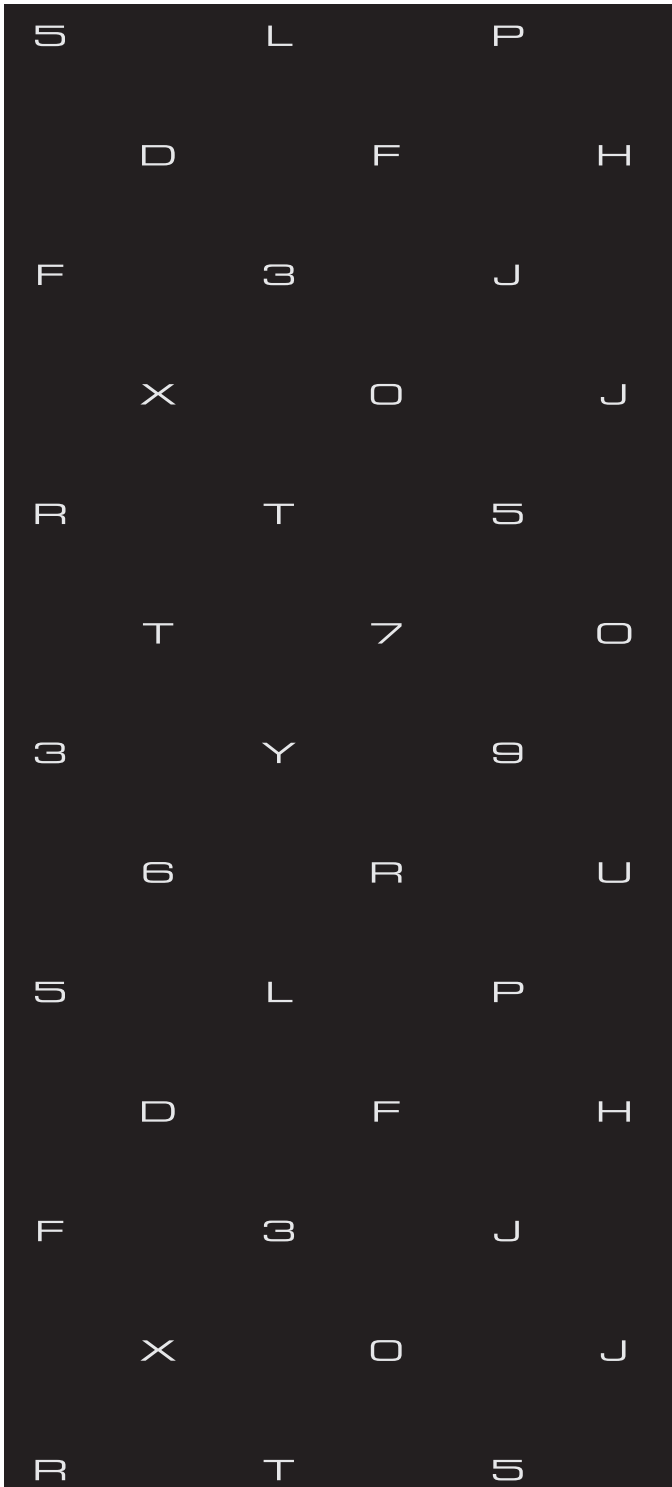
Cipher Pattern 06 is comprised of 12 colors on a white background and 13 colors on a colored background. On a white background, the letters and numbers are printed in PMS 376, 5215, 1235, 265, 458, 200, 5135, 293, 3298, 398, and 667, the background is printed in black, and "S," "P," and "Y" are knocked out of the black. On a colored background, the letters and numbers are printed in PMS 376, 5215, 1235, 265, 458, 200, 5135, 293, 3298, 398, and 667, the background is printed in black, and the "S," "P," and "Y" are printed in white.

We highly recommend that PMS 405 and 1235 be created from solid ink colors from the PANTONE Matching System. This system is used worldwide by manufacturers for matching colors by formula. The colors should never be matched to other color matching systems. The second choice is to utilize four color process screen builds. When screen builds are employed, great care should be taken to match PMS colors.

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ITEM DESIGNATION LOGISTICS

Each Cipher Pattern measures approximately 3' x 4'. For applications requiring a larger field, the artwork may be enlarged or replicated, then assembled to larger dimensions. For applications requiring a smaller field, the artwork may be reduced or cropped as needed.

ITEM DESIGNATION CIPHER PATTERN 07

Cipher Pattern 07 is a random assortment of gray letters and numbers on a black field in a crossing diagonal arrangement. The Pattern is fixed and should not be altered.

ITEM DESIGNATION PANTONE COLORS

Cipher Pattern 04 is comprised of two colors: PMS 402 (letters and numbers) and black as the overall background.

We highly recommend that PMS 402 be created from solid ink colors from the PANTONE Matching System. This system is used worldwide by manufacturers for matching colors by formula. The colors should never be matched to other color matching systems. The second choice is to utilize four color process screen builds. When screen builds are employed, great care should be taken to match PMS colors.

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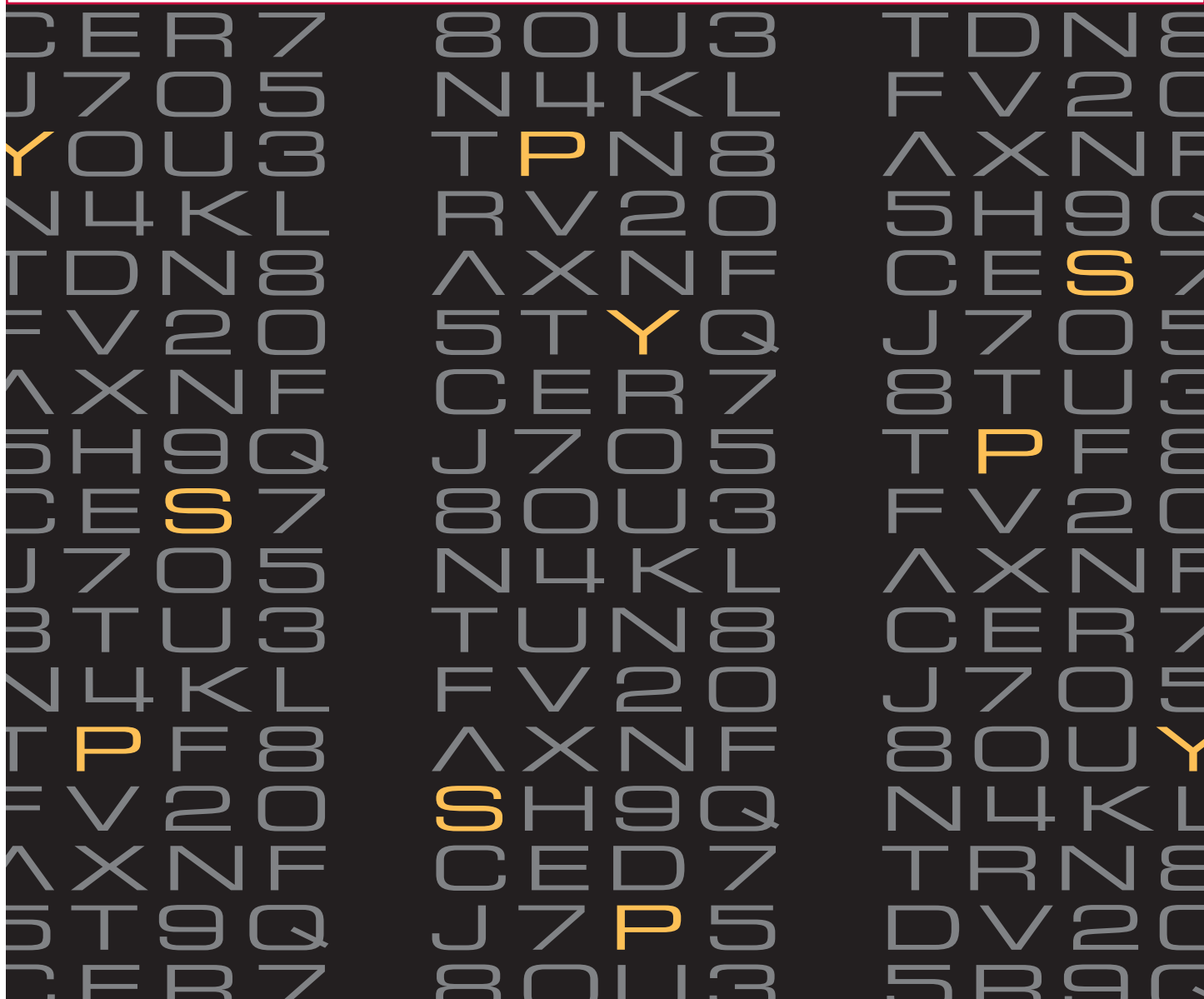
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INTERNATIONAL SPY MUSEUM
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SECTION NO. 09
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ITEM DESIGNATION **LOGISTICS**

Displayed on the following pages is a cross-section of Spy Merchandise Specimens and Prototypes demonstrating the International Spy Museum brand in application. Depicted on the Prototypes are International Spy Museum Logos, Icons, Typography, Graphic Extensions, and Patterns. These designs are CLASSIFIED and must be kept under cover until proper clearance has been granted. The Prototypes on the following pages are meant as useful guides to creating and manufacturing Spy Merchandise and not provided in reproducible form.

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This piece of film
saved 2 million lives.

THE SECRET HISTORY OF HISTORY

Your mission, if you choose to accept it, is to experience a journey into the best kept secrets of all time. Your new identity becomes your passport to see the world's largest collection of top secret documents, weapons and gadgets used by real spies, in actual operations from around the world.

Along the way, test your skills in spy school. See the real Enigma machine. Try on disguises. Decipher secret codes and debunk the Mata Hari myth. And save enough time to taste some KGB vodka in the Bolshevik Liquidation Club and to experience chilling escape and evasion in the Shadow World Maze.

The secret's out, so hurry. And bring the kids. Because the family that spies together, well, nevermind.



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This package ended
the Cold War.

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This pen saved a city
from destruction.

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Ivy league graduate. Mother of 2. Soviet operative.

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Nickname Lila Mae. Bakes the town's best peach cobbler. Confederate spy.

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Elk club president. National squash champion. KGB assassin.

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