

**INTERNATIONAL
ORGANIZATION
OF KEYBOARDS**

BRAND GUIDELINES

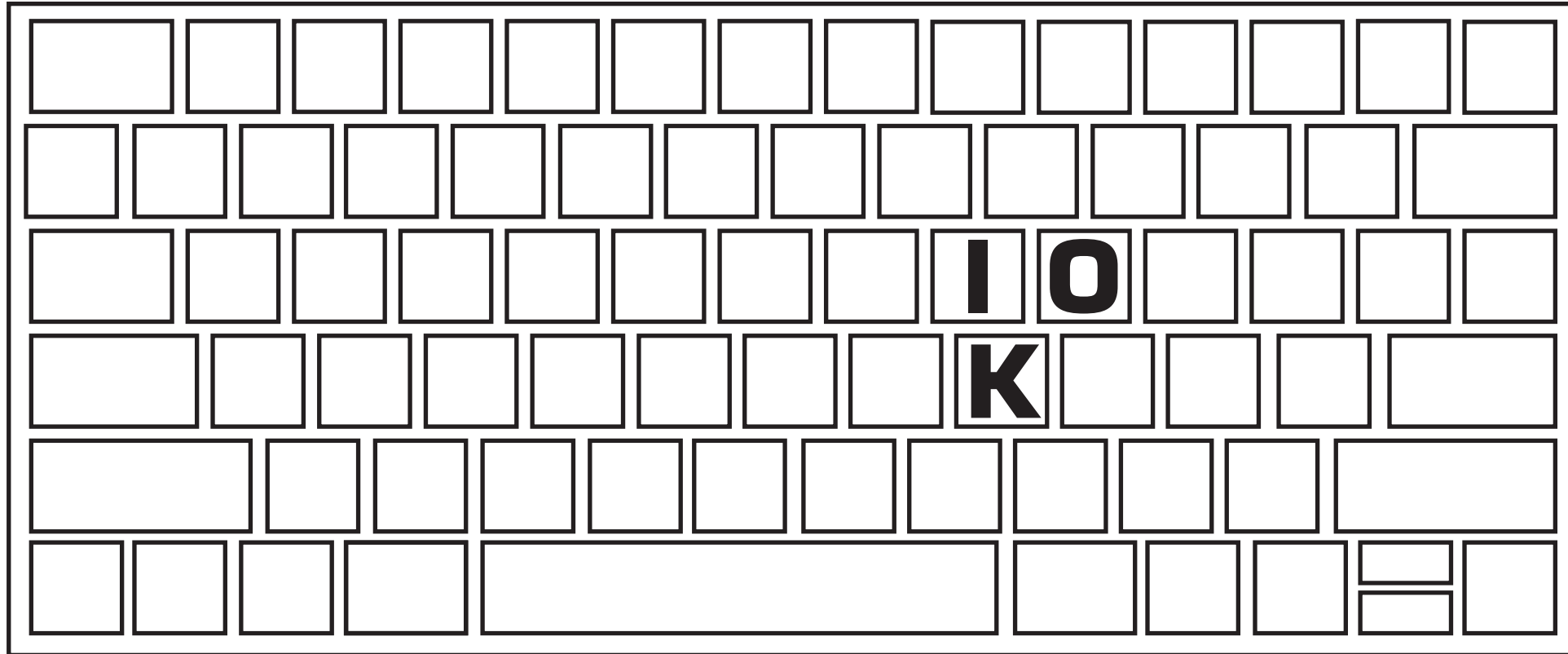
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Mission Statement

The International Organization of Keyboards (IOK) celebrates the art, engineering, and culture of tactile typing. Through interactive exhibits and historical collections, it preserves the evolution of typing technology and showcases the passionate global community that keeps mechanical keyboards alive today.

Vision

To become the world's leading destination for enthusiasts, designers, and newcomers to explore the sound, feel, and history of mechanical keyboards; from the typewriter era to custom builds and artisan keycaps.



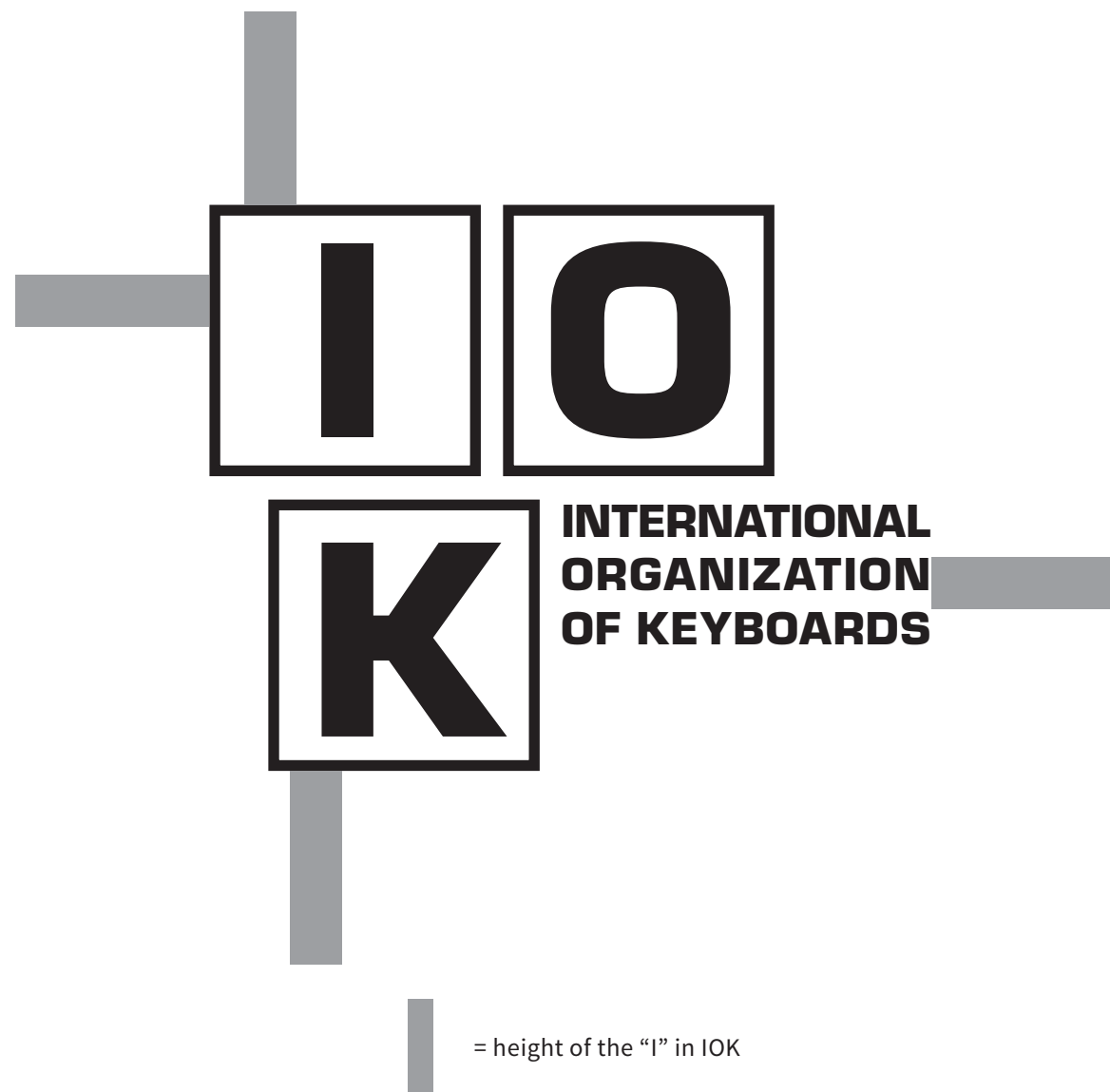


The primary logotype lockup draws its inspiration directly from the physical layout of a standard American keyboard. The letters “I,” “O,” and “K” are positioned to mirror where they naturally fall on a keyboard, grounding the mark in an authentic direct reference to the museum’s subject matter.

The boxes surrounding each letter nod to the square keycaps that define the look and feel of a mechanical keyboard, giving the mark a tactile, product-informed quality. Nestled within the corner created by the key

placement, the full name—International Organization of Keyboards—unpacks the acronym naturally, emerging from the structure of the mark rather than being appended to it.

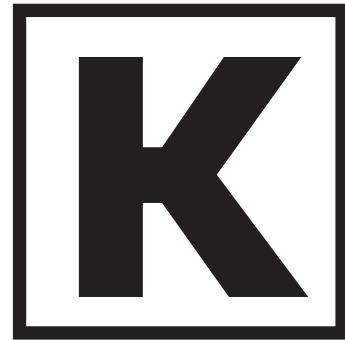
Eurostile LT Std Bold ties the lockup together with a bold, tech-forward aesthetic. Its geometric, linear character echoes the precision and industrial quality of mechanical keyboards, ensuring the logotype feels as purposeful as the objects it represents.



Clearspace is the protected area surrounding the lockup that ensures it is never crowded by other graphic elements, text, or the edge of a page. Maintaining this space preserves the lockup's visual impact and legibility across all applications.

To determine the correct clearspace, reference the height of the "I" in IOK in the logotype portion of the lockup. This measurement serves as the base unit. Apply one full unit of this measurement uniformly on all sides of the lockup—top, bottom, left, and right.

No text, imagery, patterns, or other graphic elements (except the Keyboard Pattern) should ever encroach within this protected zone. When in doubt, err on the side of more space rather than less. Respecting the clearspace ensures the lockup always has room to breathe and remains the focal point of any composition it appears in.



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STANDARD/LARGE SCALE 4.5" x 3.5"

The logotype lockup requires careful attention to scaling to ensure it reproduces correctly across different applications. The standard lockup is the appropriate choice for any size above 2 inches wide, where its full detail and composition can be reproduced with clarity.

Once the lockup reaches 2 inches wide, a redrawn version should be used in its place. This version has been adjusted to maintain the integrity and legibility of the combined mark at a reduced size, compensating for the detail loss that occurs when scaling down.



SMALL SCALE 2" x 1.5"

Below 2 inches, the lockup should not be used at all. At this scale, the composition becomes too dense to reproduce cleanly, and the individual elements lose their intended impact. In these situations, default to either the wordmark or the simplified logotype — both of which have been designed to perform reliably at smaller sizes. Choosing the correct mark for the appropriate scale is essential to maintaining a consistent and professional brand presence across every application.

INTERNATIONAL ORGANIZATION OF KEYBOARDS

The brand's wordmark presents the full name of the museum—International Organization of Keyboards—set in Eurostile LT Std Bold in all caps. The typesetting is fully justified across each line, creating a structured, architectural quality that feels deliberate and considered.

To refine the composition further, the final line is tracked out slightly to enhance readability and bring balance to the overall spacing. This subtle adjustment ensures the wordmark reads evenly from top to bottom, preventing the last line from feeling isolated or inconsistent with the rest of the mark.

The result is a wordmark that feels contemporary and precise. The combination of Eurostile's geometric character and the justified layout gives the full museum name a commanding, grid-like presence — one that aligns naturally with the technical and design-forward culture of the mechanical keyboard community.

INTERNATIONAL ORGANIZATION OF KEYBOARDS

 = height of the “I” in International Organization of Keyboards

Clearspace is the protected area surrounding the wordmark that ensures it is never crowded by other graphic elements, text, or the edge of a page. Maintaining this space preserves the wordmark’s visual impact and legibility across all applications.

To determine the correct clearspace, reference the height of the “I” at the beginning of “International” in the wordmark. This measurement serves as the base unit. Apply one full unit of this measurement uniformly on all sides of the wordmark—top, bottom, left, and right.

No text, imagery, patterns, or other graphic elements (except the Keyboard Pattern) should ever encroach within this protected zone. This consistency ensures the wordmark always has adequate room to breathe regardless of the context or format it appears in. When in doubt, err on the side of more space rather than less—respecting the clearspace ensures the wordmark remains legible, uncluttered, and the focal point of any composition it is placed within.

INTERNATIONAL ORGANIZATION OF KEYBOARDS

STANDARD/LARGE SCALE 6" x 2.25"

IOK's wordmark is designed to scale fluidly across a wide range of applications, from large-format displays to small print collateral. In most cases, the standard wordmark is the appropriate choice and can be used at any size above 1.5 inches wide.

At 1.5 inches or below, the small-use wordmark should be used instead. This version has been redrawn specifically for reproduction at smaller sizes, with careful adjustments to letterform spacing and weight that ensure legibility is maintained where the standard wordmark's detail may begin to deteriorate.

**INTERNATIONAL
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SMALL SCALE 1.5" x 0.5"

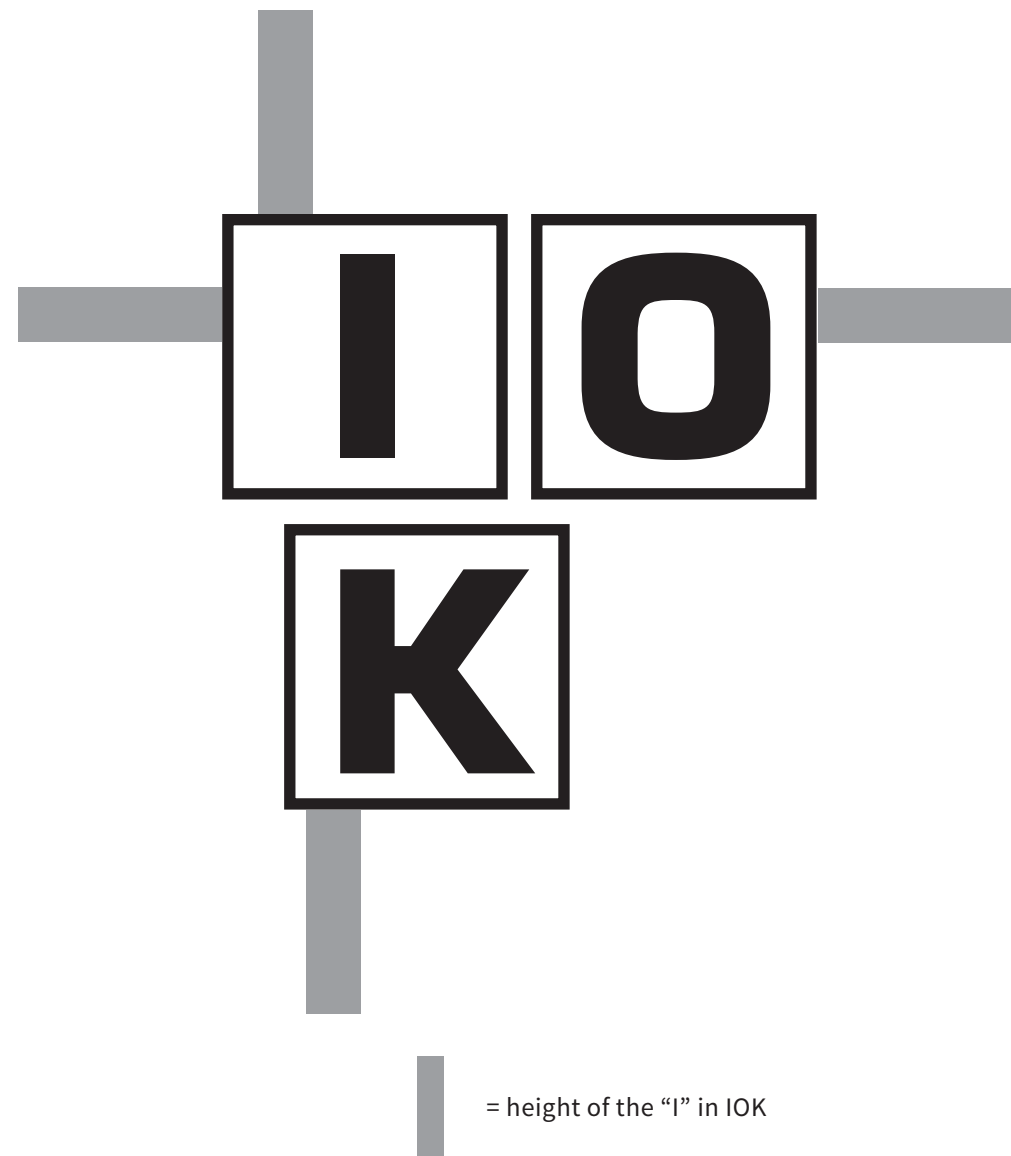
As with the logotype, establishing a minimum size threshold protects the integrity of the mark. Reproducing the wordmark too small without the appropriate variant risks losing clarity, weakening the brand's presence, and compromising the overall quality of the application. Always select the correct wordmark variant for the size at hand.



The simplified logotype retains the core of the primary lockup, the boxed “I,” “O,” and “K” set in Eurostile LT Std Bold, with the wordmark removed. Stripped back to its most essential form, the mark remains immediately recognizable while gaining versatility across a wider range of applications.

This version is primarily used at smaller scales where the full lockup would become too dense to reproduce cleanly. It is also the preferred choice in contexts where the full museum name is already present elsewhere in the layout, avoiding unnecessary redundancy and keeping the composition clean.

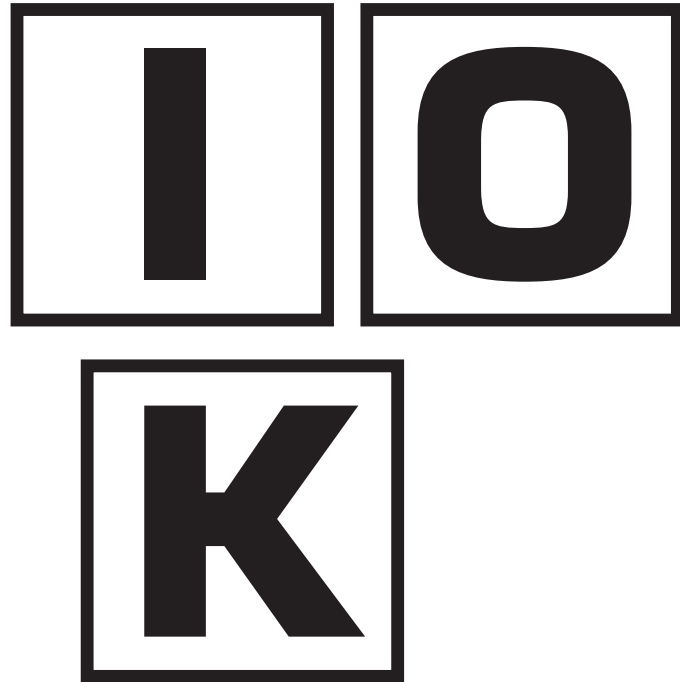
Despite its simplicity, the mark loses none of its identity. The boxed letterforms and their keyboard-inspired placement carry the full weight of the brand on their own, making the simplified logotype an equally strong and flexible brand asset.



Clearspace is the protected area surrounding the logo that ensures it is never crowded by other graphic elements, text, or the edge of a page. Maintaining this space preserves the logo's visual impact and legibility across all applications.

To determine the correct clearspace, reference the height of the "I" in IOK. This measurement serves as the base unit. Apply one full unit of this measurement uniformly on all sides of the logo—top, bottom, left, and right.

No text, imagery, patterns, or other graphic elements (except the Keyboard Pattern) should ever encroach within this protected zone. When in doubt, err on the side of more space rather than less. Respecting the clearspace ensures the logo always has room to breathe and remains the focal point of any composition it appears in.



STANDARD/LARGE SCALE 3.5" x 3.5"

IOK's simplified logo is designed to scale fluidly across a wide range of applications, from large-format environmental graphics down to small print collateral. In most cases, the main logotype is the appropriate choice and can be used at any size above 0.75 inches wide.

At 0.75 inches or below, the small-use logo should be used instead. This version has been redrawn specifically for reproduction at smaller formats, with adjustments that preserve legibility and visual integrity where the main logotype's detail may begin to break down.



SMALL SCALE 0.75" x 0.75"

Establishing a minimum size threshold ensures that neither logo variant is stretched beyond its intended use. Reproducing a logo too small without the appropriate version risks losing detail, reducing impact, and compromising the overall perception of the brand. Always select the correct logo variant for the size at hand to maintain consistency and quality across every application.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! " # \$ % & ' () * @ + : / © ® ?

Eurostile LT Std Bold (logotype, headlines, labels)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! " # \$ % & ' () * @ + : / © ® ?

Source Sans Pro (headlines, labels, copy, text)

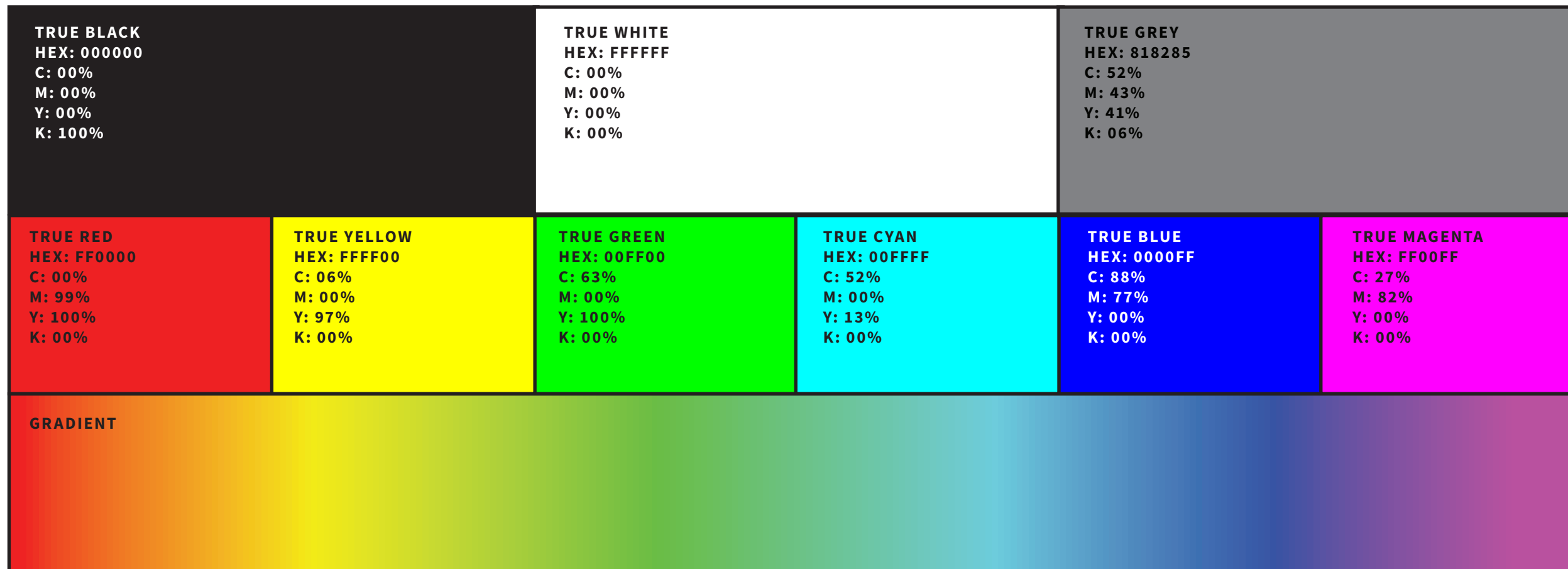
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
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1 2 3 4 5 6 7 8 9 0
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Garamond Premier Pro (copy)

Eurostile LT Std Bold has a classic tech aesthetic well-suited to industrial design. Its linear, geometric style evokes keyboard keycaps and carries both technical and functional appeal. It excels in signage and logo contexts, and can also serve as a body typeface when high contrast is desired.

To complement Eurostile's linear quality, Source Sans Pro Regular is the ideal pairing. This humanist sans-serif feels neutral and competent, and is designed for user interfaces, making it the preferred body typeface for on-screen use.

Finally, Garamond Premier Pro Regular rounds out the system as the serif option. Clean and classic, it creates strong, readable contrast alongside both Eurostile and Source Sans Pro, making it the ideal choice for printed legal or formal material.

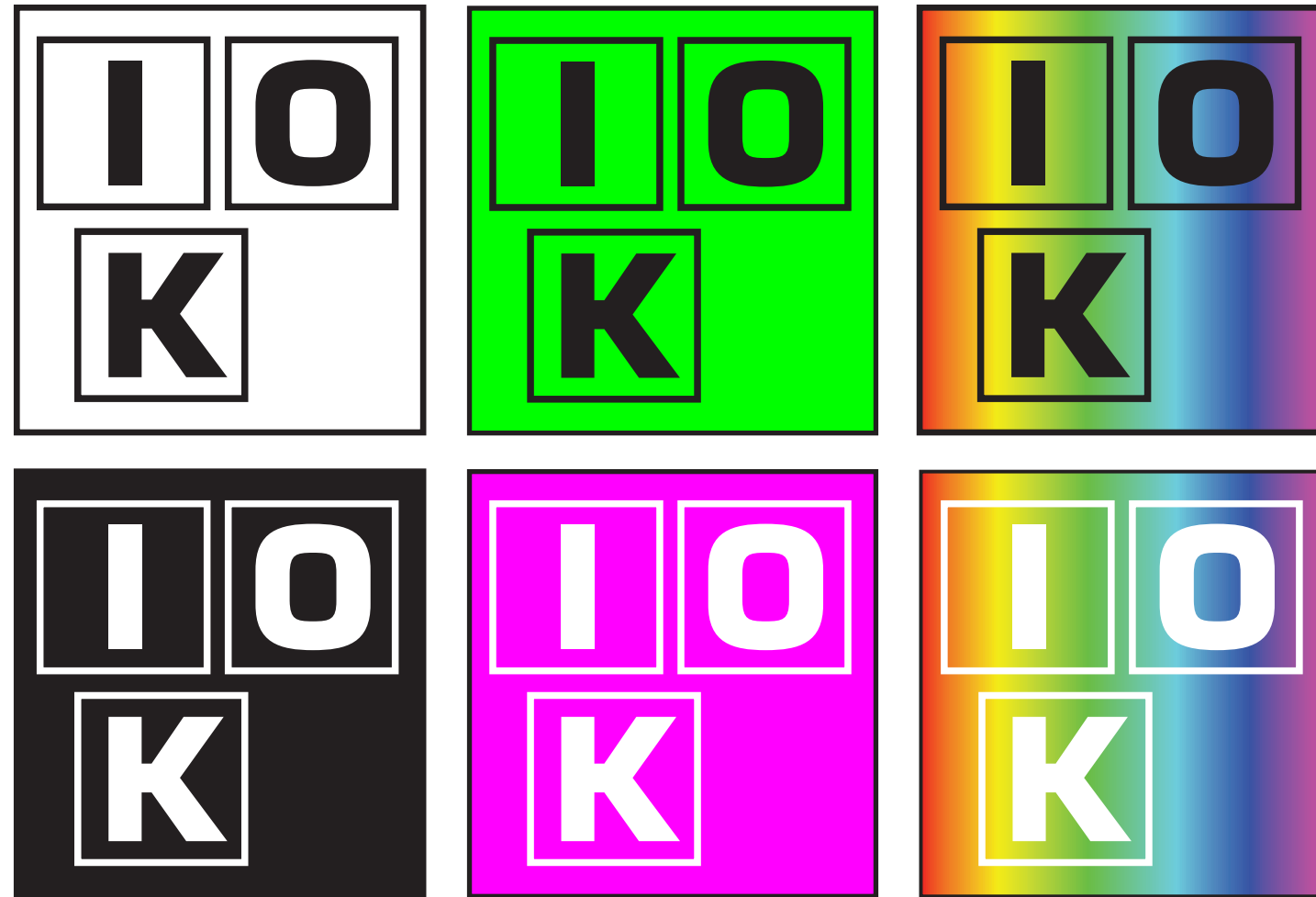


Black and white form the foundation of this brand — clean, authoritative, and timeless. This neutral base mirrors the precision and craft at the heart of mechanical keyboard culture, letting the subject matter speak without distraction.

RGB highlight colors are introduced as deliberate accents, nodding to the backlit, customizable nature of mechanical keyboards themselves. This approach reflects how enthusiasts actually experience their boards: a precise, often minimalist object that comes alive through light and color.

The RGB palette also unlocks gradient usage, a natural extension of the spectrum-shifting light effects synonymous with the hobby. Gradients add depth, motion, and visual richness to the brand without compromising the clean base. They can flow across backgrounds, typography, and graphic elements, echoing the dynamic lighting that defines the modern mechanical keyboard aesthetic.

This contrast between a restrained black-and-white base and vivid, gradient-capable RGB accents creates strong visual hierarchy — balancing museum-level credibility with the energy and personality of a passionate community.



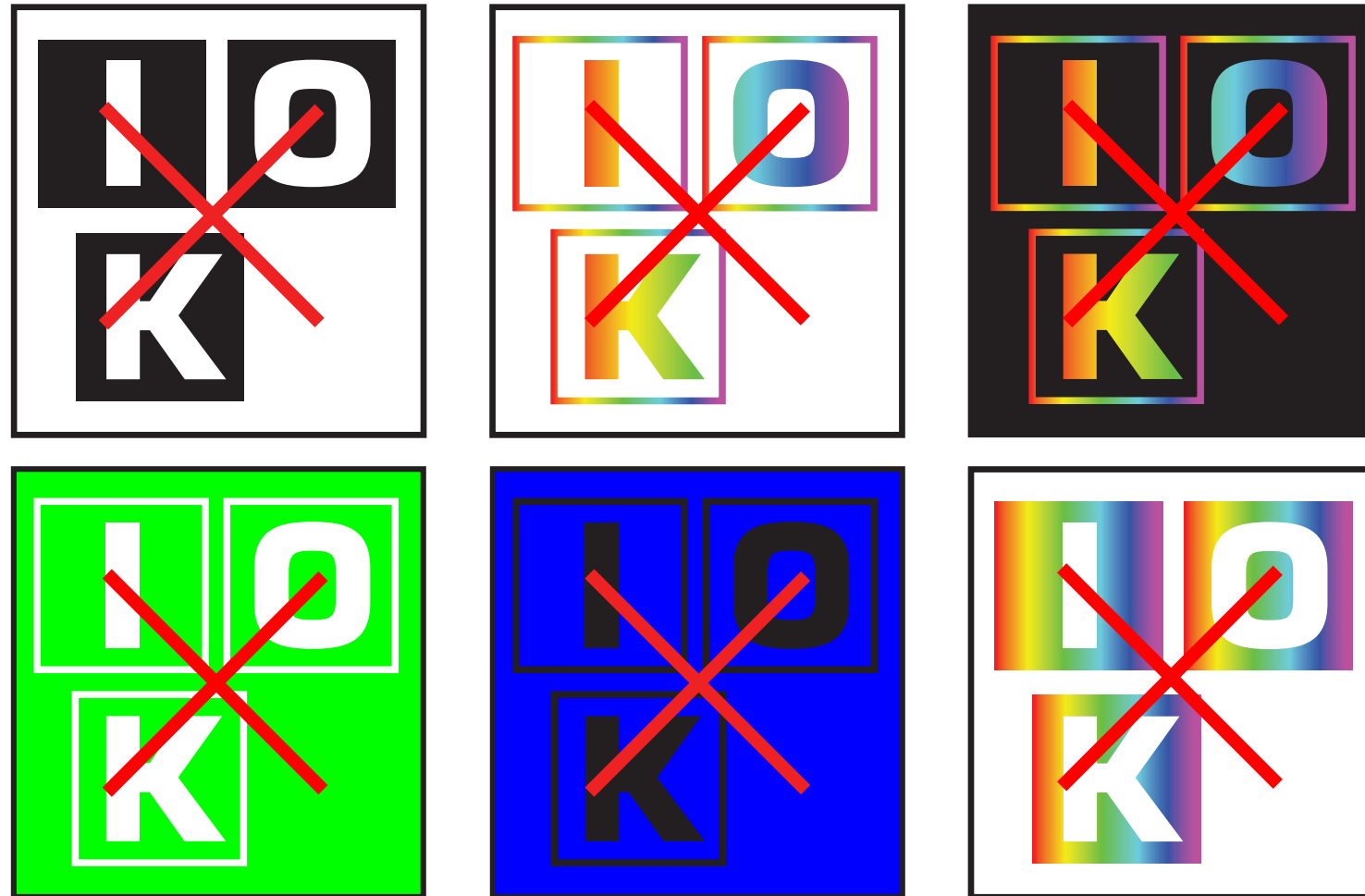
Correct color usage ensures the brand remains clear, consistent, and readable across all applications. The following guidelines define best practices and applications.

The logotype and wordmark must always be reproduced in black, white, or greyscale—no exceptions. This preserves the integrity of the core brand mark and ensures it reads cleanly across any context.

When placing the logotype or wordmark over an RGB-colored background, contrast is the guiding principle. Carefully consider whether the background color provides sufficient separation from the

logotype or wordmark. Opt for a white logo on darker, more saturated backgrounds, and a black logo on lighter ones. Greyscale backgrounds should follow the same logic.

Used correctly, the RGB palette elevates the brand with energy and depth while the black and white logo remains legible and authoritative. Thoughtful contrast between the two is what keeps the brand both visually compelling and functionally sound.



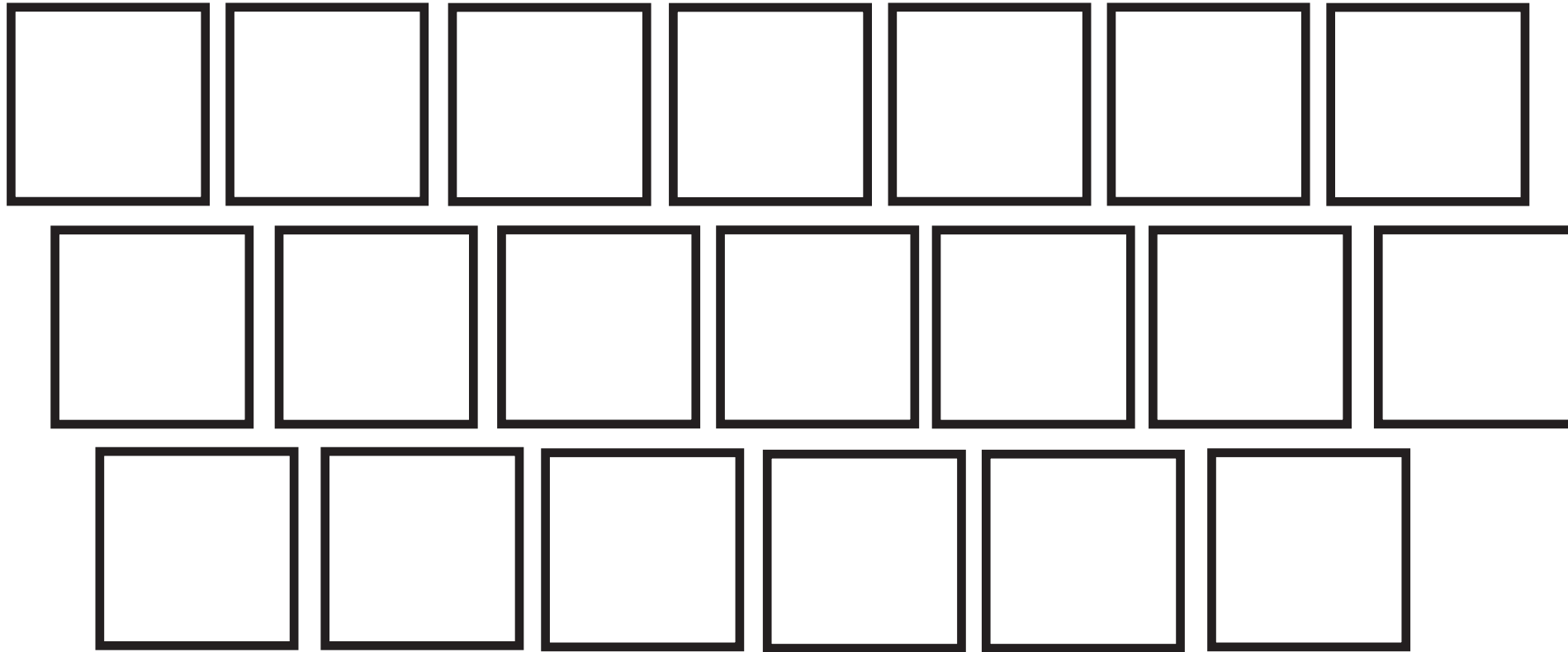
Maintaining proper color usage is critical to the brand’s readability and integrity. The following guidelines outline what to avoid.

The text and outline elements within the logo must always remain black or white, RGB colors are never to be applied to these elements. RGB is reserved for highlight and accent use, not for the core logo construction.

When placing the logotype or wordmark over an RGB-colored background, contrast must be the primary consideration. Combinations that reduce legibility—such as a white logo on a yellow background,

or a black logo on a True Blue—should be avoided. If the background color does not provide sufficient contrast, switch to the opposing black or white logo variant.

Poor color combinations undermine the brand’s credibility and make the identity harder to read across applications. When in doubt, default to the black or white base palette to ensure clarity. The RGB palette should enhance the brand, not compromise it.



The “Keyboard Pattern” is derived from the layout of a computer keyboard, creating a direct visual connection to the museum’s subject matter. Abstracted from the rows of keycaps that define a keyboard’s form, the pattern carries an immediate sense of familiarity for enthusiasts while remaining visually accessible to a broader audience.

It serves as the primary graphic element across the brand system, adding texture, depth, and visual interest where needed. Whether filling large expanses of negative space or acting as a subtle background texture, it reinforces the brand’s identity without overpowering the logotype or wordmark.

The pattern can be used alongside the logotype or wordmark to ground the brand in context, or deployed independently as a standalone graphic element—on merchandise, environmental graphics, or editorial layouts. In either case, it should be applied with intention, complementing the overall composition rather than competing with it.





Date Here

Addressee's Name
Company Name
12345 Street Address
City, State 00000-0000
Country



Addressee's Name
Company Name
12345 Street Address
City, State 00000-0000
Country

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primis nostra porta amet maximus. Etiam mauris pharetra
vestibulum massa mauris efficitur. Felis egestas lacus penat-
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ctus donec. Aaliquet himenaeos nascetur curae cras nascetur.

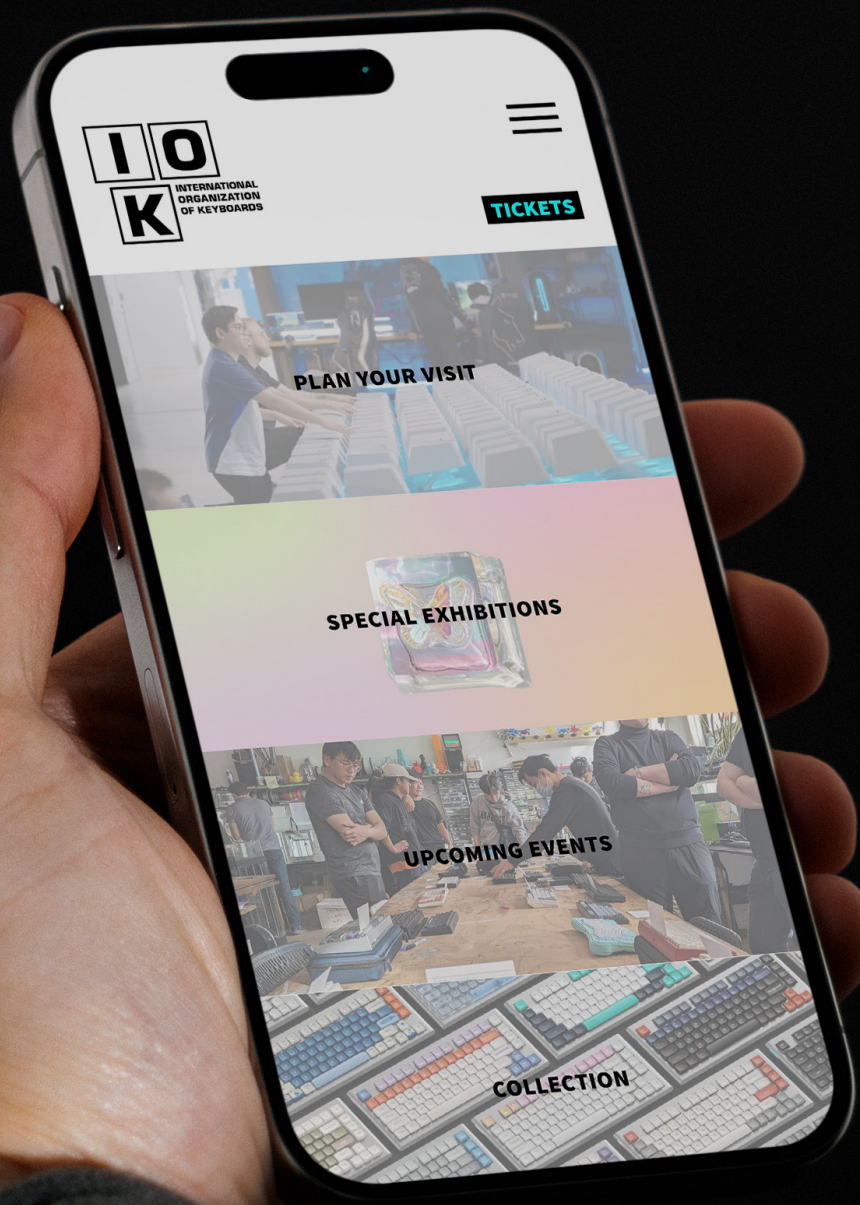
Ex lacus quisque acnean magna maecenas congue. Ut pellentesque purus curabitur
eleifend torquent.

Name Here
Title Here

**INTERNATIONAL
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OF KEYBOARDS**







TICKETS

PLAN YOUR VISIT

SPECIAL EXHIBITIONS

UPCOMING EVENTS

COLLECTION







**INTERNATIONAL
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**ENTER
HERE** ←

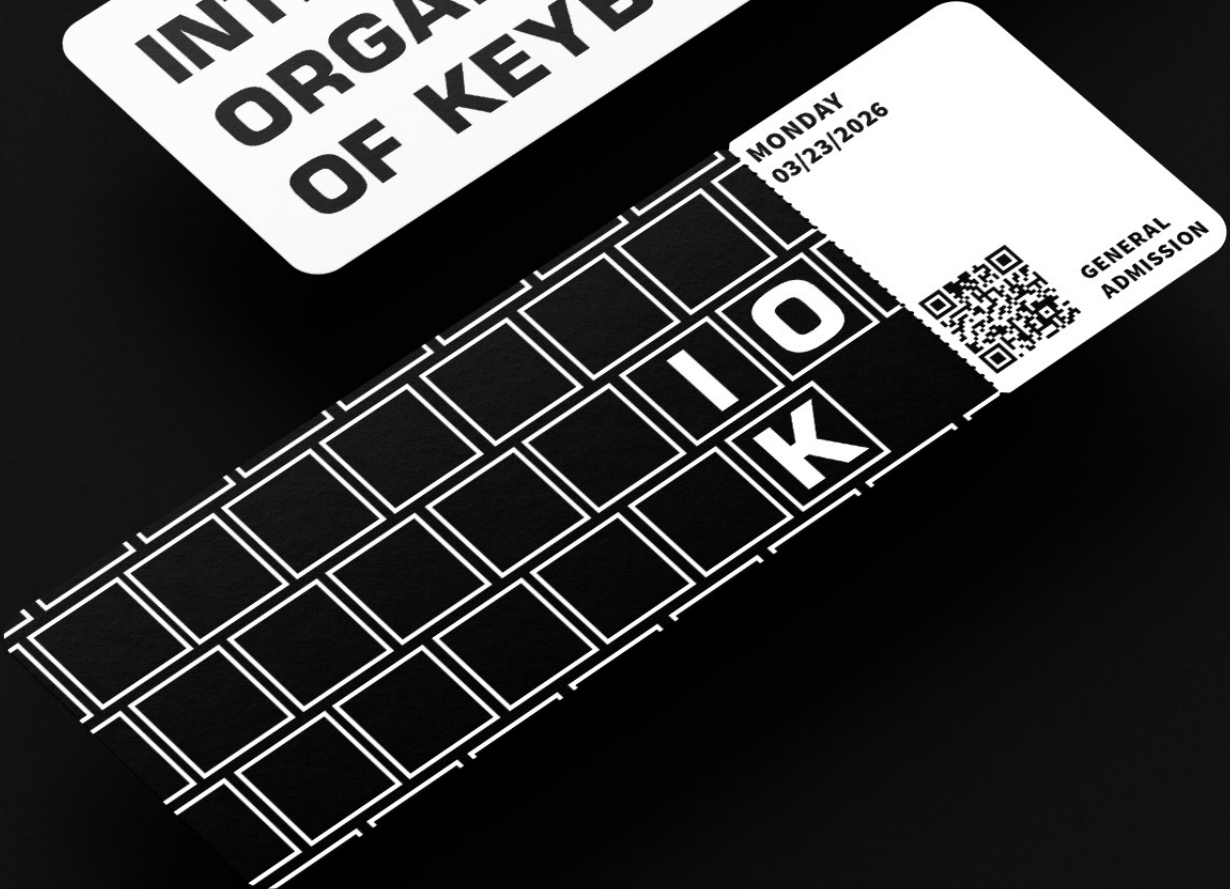
**EVERY
CLICK
HAS A
STORY**

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**INTERNATIONAL
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OF KEYBOARDS**

**EVERY
CLICK
HAS A
STORY**







MAP & GUIDE









Map & Floor Plan



- = Permanent Collection
- = Temporary Gallery
-  = Family/All-gender Restrooms
-  = Restrooms

INTERNATIONAL ORGANIZATION OF KEYBOARDS

Information

-  IOK is wheelchair accessible. Ask us to borrow a wheelchair.
-  Baby strollers are welcome.
-  Wheelchair-accessible restrooms and baby changing stations are located in the Entrance Lobby.
-  Family and All-gender restrooms are located in the Entrance Lobby.
-  Touching is permitted on pieces with this icon.
-  Touching is not permitted on pieces with this icon.

Audio Guide



INTERNATIONAL ORGANIZATION OF KEYBOARDS



Broadway-Lafayette Street

IO

K

INTERNATIONAL
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F *COMMITMENT TO EXCELLENCE*

CLOSING STATEMENT

This brand guideline exists to ensure IOK is represented consistently, intentionally, and with the same level of craft that defines the mechanical keyboard community itself. Every element—from the logotype to the color palette to the typefaces—has been designed with purpose, and how these elements are applied matters.

As the brand grows across new formats and applications, these guidelines serve as the foundation. When in doubt, return to the principles established here: prioritize contrast, respect clearspace, and always choose the mark best suited for the context. A well-applied brand builds recognition and trust over time, and that consistency starts with every decision made along the way.

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K

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