



BRAND STANDARDS GUIDE

DiscoveryKidslv.org

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INTRODUCTION

Brand Standards: Why Do We Need Them?

DISCOVERY Children's Museum's brand equity. It's found in the emotion and surety the name brings to mind with key audiences. Images of children and families having fun, engaging experiences at the museum; exploring, sharing and learning that are both educational and cultural.

Each time someone sees or encounters the DISCOVERY Children's Museum brand, we are building upon our earned brand equity. In other words, everything that gives the DISCOVERY Children's Museum brand its value and personality is defined by its design. As one of our most valuable assets, building the brand and protecting it is paramount to the future of the museum.

The appearance and exposure to the brand must be unified and constant. The visual guidelines set forth here are done so to ensure continuity across all brand communications and with all audiences.

By following these guidelines, an in-house team or community partners/vendors of DISCOVERY Children's Museum can make creative decisions quickly, with flexibility and confidence in building greater awareness of the DISCOVERY Children's Museum brand.



VIBRANT, EDUCATIONAL, FUN,
ENGAGING, INTERACTIVE, RESOURCEFUL,
INNOVATIVE, THOUGHTFUL

BRAND
PERSONALITY

World-class Qualities

- ★ DISCOVERY Children's Museum is a place of exploration – where children and their families can immerse themselves in a **vibrant**, engaging learning environment with the sole purpose of igniting a love of lifetime learning through **fun**, experiential activities and programs.
- ★ DISCOVERY Children's Museum is a much needed **educational** and cultural **resource** to a community in search of family-oriented, **interactive** and memorable experiences for children and families from economically and culturally diverse backgrounds.
- ★ DISCOVERY Children's Museum is an **innovative**, 21st century museum that rewards children's curiosity with the thrill of discovery in the disciplines of art, the sciences and humanities – acting as an informal supplement to the formal classroom learning experience.
- ★ DISCOVERY Children's Museum has helped redefine Las Vegas as a city that values education, culture and the arts, and most importantly, its children. Through **thoughtful** educational exhibits and programs, the museum will help children achieve the skills to become successful and **engaged** world citizens.



THE LOGO

The New DISCOVERY Children's Museum Logo

The logo shown above shall replace all prior Spinning Top versions of the logo. This is now the only approved logo for all DISCOVERY Children's Museum communications.

Since the mission of the DISCOVERY Children's Museum is to “ignite a love of lifelong learning,” the logo captures this vision in a playful, imaginative way. It consists of two components. The word mark “DISCOVERY” shares an iconic graphic element of a “world” as a substitute for the “O” in “DISCOVERY.” On top of the “world” sit two children looking up through an oversized magnifying glass. Encircling the children is a streak of shooting stars to represent the magical promise symbolizing the spark of wonder and learning. The words “Children's Museum” complete the name below the main word mark.

These elements must remain together as a complete logo; however, the “world” combined with the children and the shooting stars may be used as separate graphic elements (see Graphic Elements on page 14).



THE LOGO

Logo Colors

The DISCOVERY Children's Museum logo consists of three primary colors: purple (PMS 2592), teal (PMS 315) and an accent of red (PMS 1797).

A process color equivalent has been also indicated for each of the PMS colors for use when printing in CMYK (Cyan, Magenta, Yellow and Black, the four colors used in process printing) as well as Web-safe (Hex) color equivalents. The CMYK color breakdowns below were assigned by the logo designer. The RGB (Hex #) was determined by converting the PMS colors in Adobe Photoshop RGB color mode (for Hex #).



C: 60
M: 90
Y: 0
K: 0
Web: 9325b2

PANTONE®
2592



C: 100
M: 0
Y: 12
K: 43
Web: 006784

PANTONE®
315



C: 0
M: 100
Y: 99
K: 4
Web: c9282d

PANTONE®
1797

NOTE: PMS stands for Pantone Matching System. Pantone Color Standards is the system of ink colors used by printers worldwide to guarantee color consistency. The colors shown on this page and throughout the guidelines are representations of the Pantone Color Standards. Only PMS inks can match the Pantone Color Standards. Pantone® is a registered trademark of Pantone, Inc.



THE LOGO

Approved Color Usage

The above color schematic allows for flexibility in special production instances. It is acceptable to use the DISCOVERY Children's Museum logo as a one or two-color treatment. The approved colors are PMS 2592 and PMS 315 (or their four-color equivalents), black or reversed out to white on a dark-colored background. The two-color configurations shown above use the approved colors PMS 2592 and PMS 315; and 100% black and 55% black. Altering logo colors or changing color combinations is prohibited.

When using the black or grayscale versions, please limit these color options only on black and white materials.

The logo may also be used as a tint where situations arise, as demonstrated in the left teal panel of this guide.

THE LOGO



Clearance Area

The DISCOVERY Children's Museum logo must clearly stand out to create maximum impact wherever it appears. This is an area of empty space that should be kept free of any other text, graphic elements, imagery, folds or other visual distractions that may interfere with the clarity of the brand.

Ensure that there is a consistent margin of clear space equal to the cap height of the "E" in the main word mark. More than this minimum amount of clear space is always acceptable.



Size and Proportion

To ensure legibility, the DISCOVERY Children's Museum logo should never be reproduced at sizes smaller than one inch wide.



THE LOGO

Incorrect Use

Use of the Spinning Top logo is no longer allowed. The proportions of the new DISCOVERY Children's Museum logo should never be altered or distorted. Do not condense or extend the logo. The word mark is not to be used by itself. It must always be accompanied by the artwork. Never outline the logo.

THE LOGO



Legibility

Clarity and readability are key to the prominence of the DISCOVERY Children's Museum logo. Do not place the logo on patterned or busy photographic backgrounds that impair its readability. Colored backgrounds are acceptable; however, it is important to use care in selecting the correct version of the logo to use in these situations to maximize contrast and visibility. Photographic backgrounds may be used as long as the area behind the logo is not cluttered.

COLOR PALETTE



60C/90M/0Y/0K
Web: 9325b2



100C/0M/12Y/43K
Web: 006784

Primary Colors

It is recommended that the DISCOVERY Children's Museum purple and teal be used on all branded communications. This will help ensure the aesthetic quality and visibility of marketing materials. The use of tints of the primary colors is also acceptable.

CMYK and Web-safe (Hex) equivalents are also also indicated. The CMYK color breakdowns above were assigned by the logo designer. The RGB (Hex #) was determined by converting the PMS colors in Adobe Photoshop RGB color mode (for Hex #).

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YELLOW
TO RED
PALETTE**PANTONE®
129**04/16M/84Y/0K
Web: f5cf47**PANTONE®
143**4C/34M/93Y/0K
Web: f2af32**PANTONE®
158**4C/68M/99Y/0K
Web: ea7125**PANTONE®
1797**0C/100M/99Y/4K
Web: c9282d**PANTONE®
190**0C/67M/15Y/0K
Web: f8799bBLUE TO
GREEN
PALETTE**PANTONE®
273**100C/100M/22Y/4K
Web: 221973**PANTONE®
2925**80C/27M/0Y/0K
Web: 0096db**PANTONE®
306**79C/1M/6Y/0K
Web: 00b8e4**PANTONE®
3258**63C/0M/37Y/0K
Web: 4bc8b6**PANTONE®
360**64C/0M/91Y/0K
Web: 5cc151**PANTONE®
363**79C/23M/100Y/9K
Web: 39892f

COLOR PALETTE

Secondary Colors – Basic

Additional contrasting colors have been selected for use with DISCOVERY Children's Museum purple and teal. These colors are meant to complement or accent the DISCOVERY Children's Museum logo as well as be used as base colors to distinguish collateral. Secondary colors must be used sparingly with limited combinations in order to maintain a clean and cohesive look. The use of tints of the accent colors is also acceptable.

CMYK and Web-safe (Hex) equivalents are also indicated. These colors have been determined by converting the PMS colors in Adobe Photoshop CMYK color mode and RGB (Hex #) color mode except for PMS 1797, whose four-color breakdown was assigned by the logo designer.

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NEUTRALS
PALETTE

PANTONE®
400

20C/18M/21Y/0K
Web: ccc7c0



PANTONE®
403

44C/40M/46Y/5K
Web: 938b82



PANTONE®
5793

29C/17M/42Y/0K
Web: b9be9e



PANTONE®
COOL GRAY 6

33C/26M/27Y/0K
Web: afafaf

COLOR PALETTE

Secondary Colors – Neutrals

There may arise an occasion where neutral colors may be necessary. These may be used in combination with the colors in the other palettes. Again, these colors must be used sparingly with limited combinations in order to maintain a clean and cohesive look.

CMYK and Web-safe (Hex) equivalents are also indicated. These colors have been determined by converting the PMS colors in Adobe Photoshop CMYK color mode and RGB color mode (for Hex #).

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PRIMARY FONTS:

Proxima Nova Light (for large-sized header type treatments only)

Proxima Nova Regular *Proxima Nova Alt Italic*

Proxima Nova Bold ***Proxima Nova Alt Bold Italic***

Proxima Nova Black

Proxima Nova Cond Regular *Proxima Nova Alt Cond Italic*

Proxima Nova Cond Bold ***Proxima Nova Alt Cond Bold Italic***

WEB-FRIENDLY FONTS (for body copy):

Verdana Regular *Verdana Italic*

Verdana Bold ***Verdana Bold Italic***

TYPOGRAPHY

Fonts

A consistent approach to typography reinforces the effectiveness of the DISCOVERY Children's Museum graphic identity.

Proxima Nova was selected for its similarity to the Century Gothic font used in the "Children's Museum" portion of the DISCOVERY Children's Museum logo. Proxima Nova, overall, has a clean and modern look and offers more weight variations than Century Gothic.

A set of Web-friendly fonts have also been selected for use with online media only when Proxima Nova cannot be used. Verdana was selected for its taller x-height, similar to Proxima Nova's x-height proportions.

TYPOGRAPHY

Type Treatment

To maintain the overall clean and cohesive look of the DISCOVERY Children's Museum brand, it is recommended that no more than three different fonts be used in any one communication device. As long as it is in keeping with the museum's brand, an accent font may appear as a graphic element for titles or headlines to help illustrate a message, but may not appear in the body text. Accent fonts should be substantially different from Proxima Nova and should be used sparingly.

Body copy looks best utilizing Proxima Nova Regular. This paragraph has been set in Proxima Nova Regular at size of 11-point, and reads easily.

Proxima Nova Light should only be used for large headline treatments as demonstrated by the word TYPOGRAPHY in the left margin of this page. This weight should never be used as body copy.

When referencing the museum in digital or print, the word DISCOVERY must always appear in all capital letters.

DO NOT substitute "DCM" for DISCOVERY Children's Museum when describing the museum's features or events.



GRAPHIC ELEMENTS

Graphic Elements

Graphic elements may be used to enhance the design of collateral, for on-property signage and other communications pieces. It is acceptable to isolate the principle icons from the DISCOVERY Children's Museum logo as needed as design elements.

These icons include the “world” with the two children looking up through the magnifying glass and the encircling streak and stars as a separate element; or the individual elements can be used separately as in the case of a few stars placed at random.

The “world” should never be separated from the two children looking up through the magnifying glass.

The elements are best used as screened-back tints.

PHOTOGRAPHIC TREATMENT

Photographic Treatment

Although photographic imagery is limited at this time, it is recommended that colors be bright and engaging to convey the overall theme of the DISCOVERY Children's Museum.



It is acceptable to also treat the images as monochromatic images as needed as shown in the images above.



NOW TO **WOW!** CAPITAL CAMPAIGN PRESS KIT (2011)



MEMBERSHIP RACK CARD (2012)

Layout Design

When designing published materials and communications, please maintain a standard that is clean, simple, modern and whimsical, without becoming cluttered or juvenile and circus-like. It is recommended to limit a single layout to one or two primary colors and up to two contrasting secondary colors.

It is important to maintain a consistency of design throughout all of the DISCOVERY Children's Museum's communications while engaging the consumer in the experience of the DISCOVERY Children's Museum.

Above are samples from the Now to **WOW!** capital campaign launched in 2011 and some early collateral development from 2012.

DESIGN GUIDELINES

CONTACT INFORMATION

For Further Information

If you have questions about these guidelines, or need additional direction, please contact Denyce Tuller at dtuller@ldcm.org or call 702-382-3445.