KNOCK KNOCK CHILDREN'S MUSEUM

BRAND STANDARDS | LAUNCH 2017

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IDENTITY + USAGE

GUIDELINES FOR CONSISTENCY AND BRAND RECOGNITION

logo

PRIMARY LOGO USAGE

To achieve quick visual recognition, the following elements must remain consistent in every instance where this logo is used.

1. The logo layout should never change. The graphic should not be used in absence of the text. The text may not be moved to any other location in the logo.
2. For the logo to communicate effectively, it should not be crowded or overwhelmed by other elements. Safe space is simply a means of keeping the area surrounding the logo free of visual distraction. This protected area preserves the legibility and visual impact of the logo. The mark should always be padded on all sides with a minimum safe space of 1/7 the logo's width as shown in the example to the right. On signage, the protected area may vary according to the specific application.
3. The logo should never be stretched, skewed, or rotated in any way.
4. To ensure the readability and presence of the logo, a minimum size of 1.5" width should be used. In digital mediums, please ensure legibility and keep in minds small screen sizes.

SECONDARY LOGO OPTIONS

In instances where a single color logo is needed, either solid white or solid black may be used. Avoid using solid black logo on any background but white. Other acceptable options are solid red or solid blue logos, but they should be used sparingly. If it is possible to use the primary logo, black or white logos, those are preferred.

Do not use logo over a patterned background other than the approved learning zone icon pattern as specified on a later page. When using the logo on top of a photo, use only the primary logo. If needed, an Outer Glow may be applied in Photoshop for contrast. The specifications for that style follow:

Blend Mode:
Screen

Noise:
0

Technique:
Softer

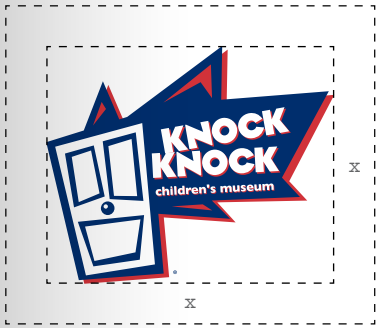
Size:
120 px
(or until a halo is not visible, but is just a subtle gradient)

Opacity:
25%

Color:
White (#FFFFFF)

Spread:
0%

minimum width of 1.5 inches



The value of "x" is 1/7 the width of the logo. For example, if the logo is 7 inches wide, the safe area will extend 1 inch on every side. This proportion should be maintained at any size.

black, blue and red logo variants (white is not shown but still allowed)

typography

PRIMARY TYPEFACE

Hatch Bold / Hatch Light

This typeface is a great option for the Knock Knock Children's Museum because it really embodies the playfulness and creativity of a children's museum. The letterforms are unique and have tons of characteristics that make them feel friendly and fun. Hatch numbers should be used when possible.

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

0 1 2 3 4 5 6 7 8 9 & $

examples of unique lowercase letters

SECONDARY TYPEFACE

Museo Sans 900 / Museo Sans 300

This typeface, intended primarily for body copy, is nuanced enough to be a good compliment for Hatch but is also very legible even at small sizes. This font also works very well on web as well as print and it's variety of styles (Museo Slab, Museo Rounded, etc) provide options for future experimentation.

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

0 1 2 3 4 5 6 7 8 9 & $

an example of Museo Sans used in body text

brand colors

PRIMARY COLORS

Our primary colors, red and blue, match the colors used in the logo and should never be substituted for other shades of red or blue. Blue is typically used over red in instances of colored type because it is less harsh and easier to read on a white piece of paper.

KNOCK KNOCK BLUE
C: 98 **M:** 71 **Y:** 17 **K:** 3 **R:** 0 **G:** 86 **B:** 145 #005691

KNOCK KNOCK RED
C: 9 **M:** 96 **Y:** 82 **K:** 1 **R:** 217 **G:** 45 **B:** 59 #d92d3b

SECONDARY COLORS

There are four accepted secondary colors: seafoam, sky, orange and yellow. In most cases, these are to be used as standalone colors or to be paired with primary colors. Observe color guidelines listed on the right.

KNOCK KNOCK SEAFOAM
C: 68 **M:** 0 **Y:** 49 **K:** 0 **R:** 68 **G:** 189 **B:** 158 #44bc9d

KNOCK KNOCK SKY
C: 61 **M:** 0 **Y:** 10 **K:** 0 **R:** 66 **G:** 202 **B:** 229 #42cae5

KNOCK KNOCK ORANGE
C: 0 **M:** 43 **Y:** 86 **K:** 0 **R:** 255 **G:** 162 **B:** 55 #ffa237

KNOCK KNOCK YELLOW
C: 5 **M:** 12 **Y:** 95 **K:** 0 **R:** 245 **G:** 213 **B:** 38 #f5d526

COLOR GUIDELINES

Because our brand is targeting towards children and meant to feel inviting and colorful, the correct usage of color is important and vital to brand consistency. Follow these guidelines always:

1. Never change the hue, saturation or value of any of the accepted brand colors. If alternating between an RGB and CMYK colorspace, be sure that the colors as translated properly.
2. Using tints and shades of these colors is not allowed unless in the case of low budget printing where tints are required.
3. When pairing colors within a single document, campaign or other collateral material, be sure that consistency is maintained. Pick 2-3 color pairings and keep to those for the entire design to avoid over-complication.
4. Never allow for vibrating colors as specified below.

AVOID VIBRATING COLORS

It is extremely important to avoid vibrating color pairings. Vibrating colors are ones that are similar hues and cause difficulty when reading, especially for those with color blindness or poor vision. When possible, pair light colors with dark colors for best legibility or use white/black for text coloring.

examples of good and bad contrast

graphic elements

LEARNING ZONE ICON PATTERN

One of the main graphic elements of the Knock Knock Children's Museum brand is the learning zone icon pattern. This pattern uses all of the icons from the learning zones in the museum and creates a texture to be used in backgrounds and design elements.

The pattern comes in three sizes and should be used depending on the scale of the design. Large deliverables like the branded pocket folder use the large pattern, while smaller items like the membership card us the small pattern. The main objective is to avoid distraction and ensure legibility. Patterns used at extremely large sizes like posters or billboards will need to be adjusted to fit.

Patterns may be used on any of the approved brand colors and one white. Use of a black pattern is **not** approved. In Illustrator, using the Appearance panel, set the pattern as a fill and set the opacity to 20% Multiply. Create a new fill and place it underneath the pattern for the color background.

large pattern

medium pattern

small pattern

examples of colored patterns

HANDWRITTEN ELEMENTS

Handwritten elements add a child-like and hands-on feel to the Knock Knock brand. Many handwritten elements are included within the brand assets. When using these elements, be sure that they are set at a large enough size for good legibility and that they do not compete with other elements in the design.

Many knock knock jokes have also been provided as part of the brand assets. When making use of these elements, be sure that the dialogue can be clearly distinguished. The two sides of the joke should be presented in different colors (usually black and white when on a color background) and the different parts of the joke should be positioned for ease of reading.

If new handwritten elements are required, contact Gabe Hilliard to request them. For consistency, it is important that these elements are not written in another handwriting or using handwritten fonts. Do not create these new elements without express approval from a creative director or brand manager.

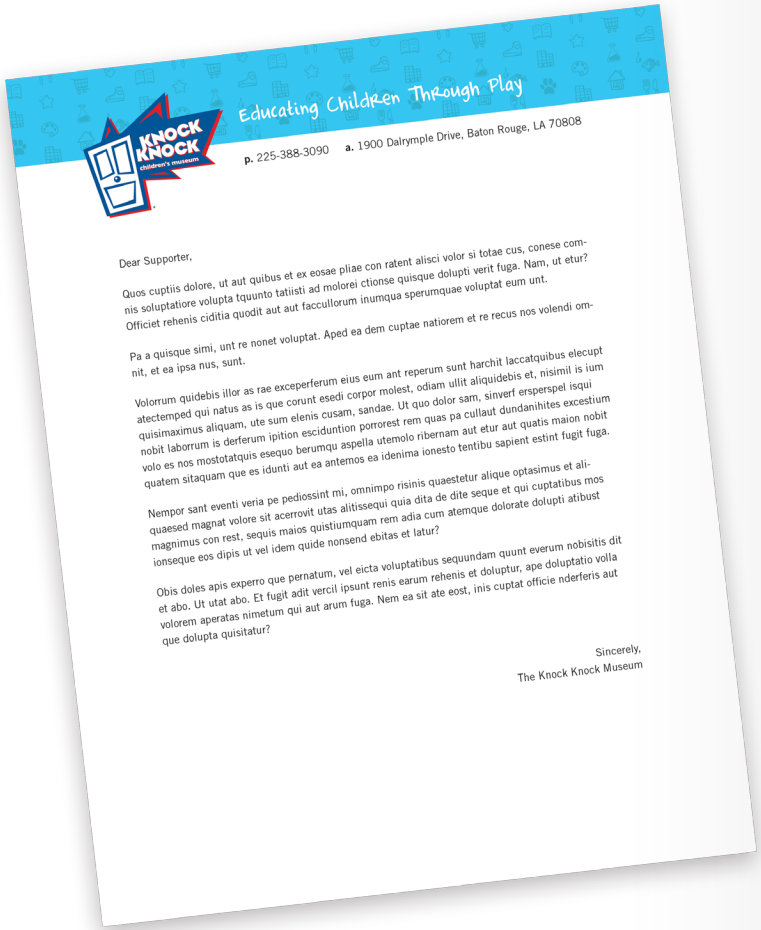
COLLATERAL

THE BRAND STANDARDS IN ACTION

membership card

membership rack card

press kit template



Educating Children Through Play

p. 225-388-3090 **a.** 1900 Dalrymple Drive, Baton Rouge, LA 70808

Dear Supporter,

Quos cuptiis dolore, ut aut quibus et ex eosae pliae con ratent alisci volor si totae cus, conese com-nis soluptatiore volupta tquunto tatiisti ad molorei ctionse quisque dolupti verit fuga. Nam, ut etur? Officiet rehenis cidítia quodit aut aut faccullorum inumqua sperumquae voluptat eum unt.

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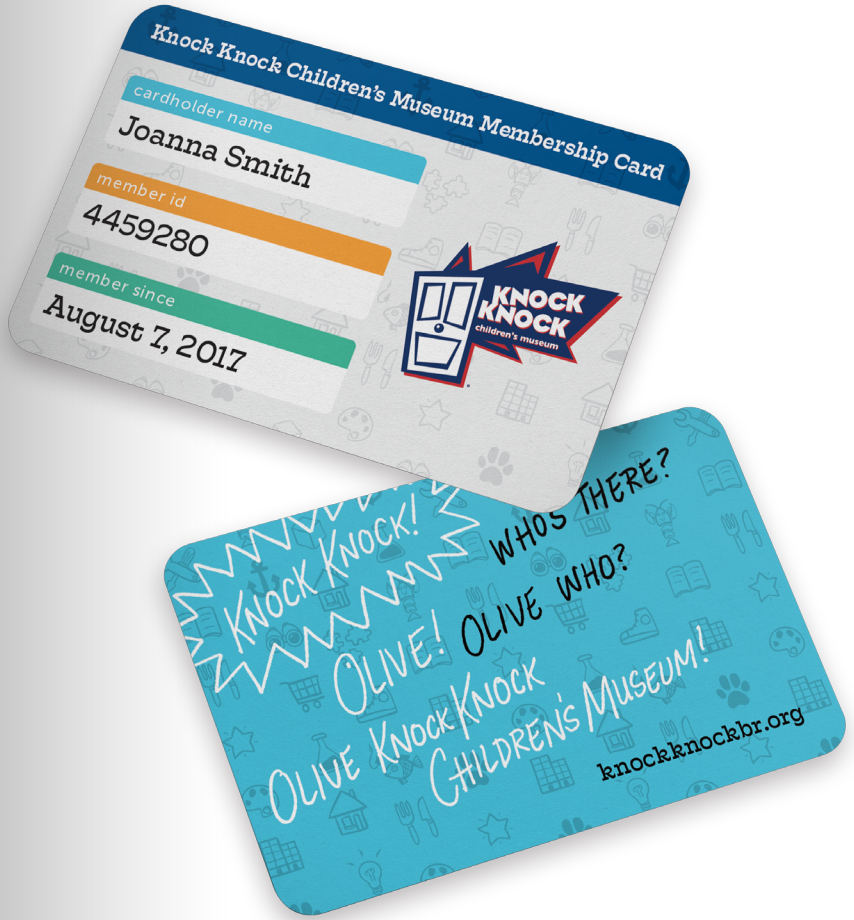
Sincerely,
The Knock Knock Museum

pocket folder