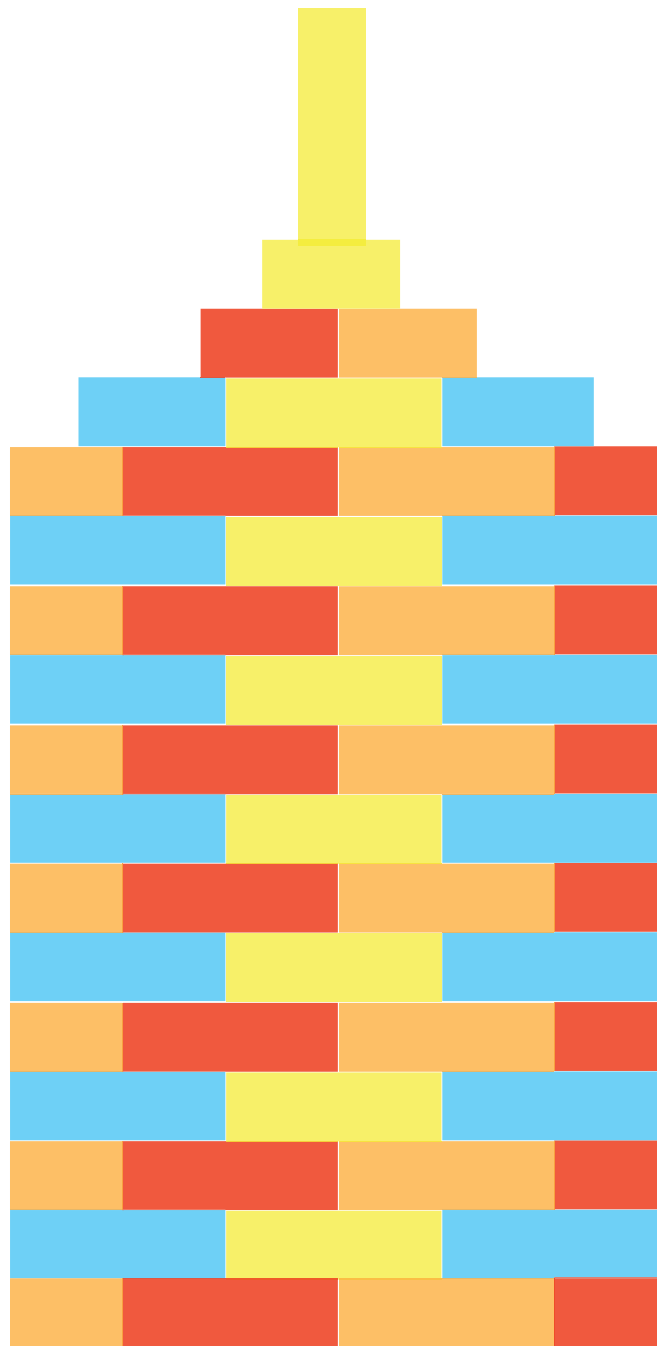




GUIDELINE

CORPORATE IDENTITY MANUAL



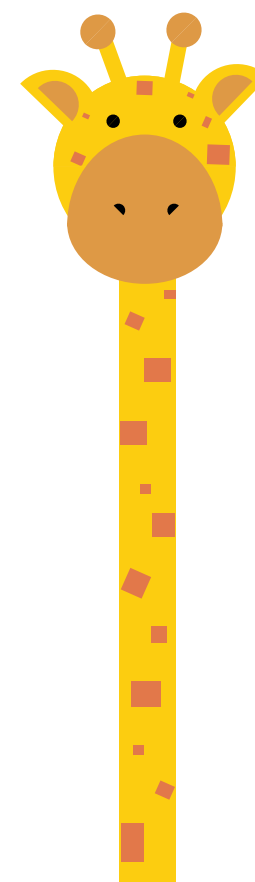
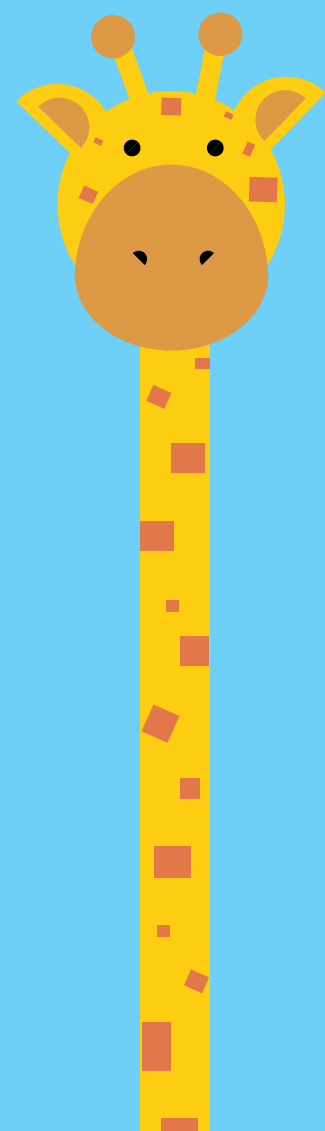
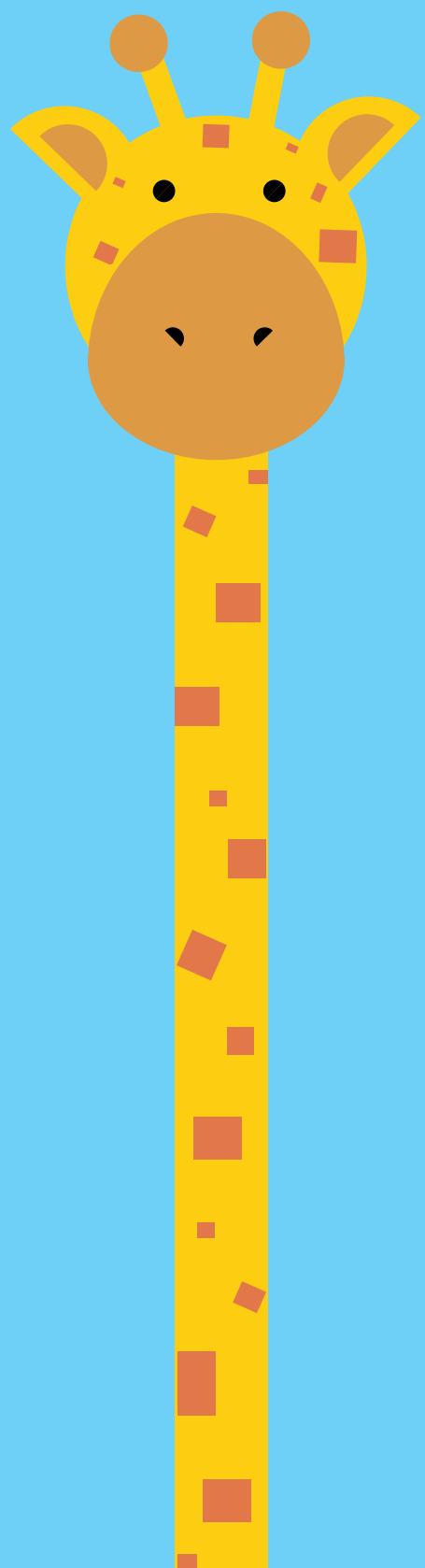
“Building a life long love for learning.”

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03	TYPOGRAPHY a Primary / Secondary	08	GRID SYSTEMS a 6-Column Grid b 3-Column Grid
04	COLOUR PALETTE a Primary / Secondary		
05	CORPROATE STATIONARY a Business Card b Letterhead d Fax Sheet e Memo Sheet f Envelope g Oversized Envelope		

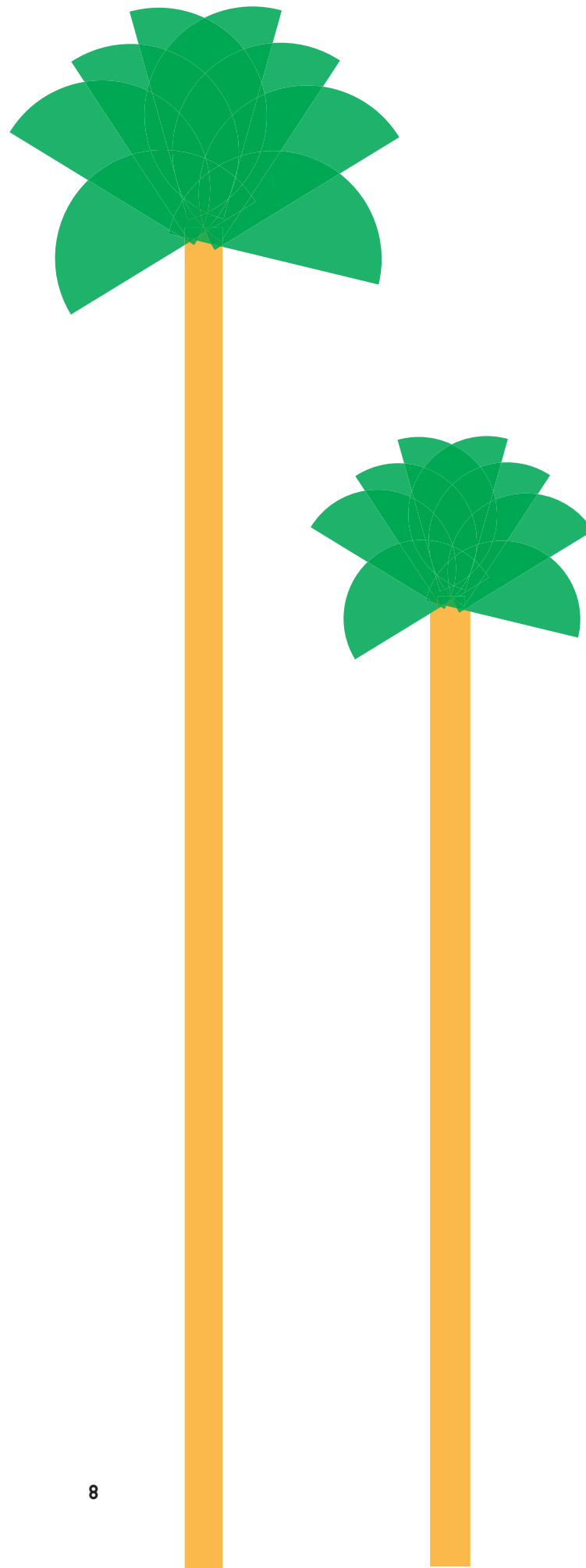
01

INTRODUCTION



ABOUT US

Founded in 1913, the Boston Children's Museum is a child-centered environment dedicated to fostering the life long love for learning and the development of foundational skills through play. The museum engages its audience through exhibits that emphasize hands-on learning and encourages children to indulge in curiosity, creativity, and discovery. It is a place where ideas and materials meet to progress the teaching of science, art, culture, environmental awareness, and physical health.

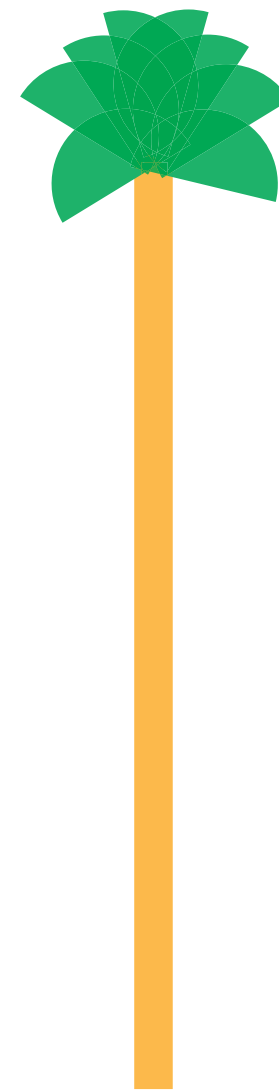


MISSION

Boston Children’s Museum engages children and families in joyful discovery experiences that instill an appreciation of the world, develop foundational skills, and spark a lifelong love of learning.

VISION

Boston Children’s Museum’s vision is to be a welcoming, imaginative, child-centered learning environment that supports diverse families in nurturing their children’s creativity and curiosity. We promote the healthy development of all children so that they will fulfill their true potential and contribute to the world’s collective wellbeing and future prosperity.



VALUES

We provide opportunities for experiential learning, and multisensory, object-based exploration.

We connect children and families from different backgrounds to transformational experiences and ideas in science and technology, health and wellness, arts, humanities, and global cultures.

We support parents, caregivers, educators, civic leaders, health professionals, and scientific researchers in addressing critical issues facing children today.

We embrace change and innovation in order to address the evolving landscape of childhood.

We introduce children and families to the diverse cultural life of the city and provide a vibrant urban meeting place for everyone in Boston and beyond.

PRINCIPLES

Discovery is the key marketing message behind the design of our new logo. For a child, it is the process of uncovering and learning new concepts through play. We also wanted to delve into the idea of exploration and creation in order to design something that resonates with our audience.

Before

We wanted to develop a fresh take on what it means to be a child at play. While the current logo focused on a visual representation of this meaning, the new design is an attempt to modernize the brand, while supporting our values and vision.

After

The new logo represents building blocks that many children play with. They take them apart and put them together, rearranging them to create different possibilities. The golden ratio was incorporated into the design of the new logo to create a well balanced and visually pleasing brand.



An abstract graphic on a red background. It features several horizontal orange bars of varying lengths and positions. On the right side, the number '02' is displayed in a large, white, sans-serif font. Below the number, the word 'INTRODUCTION' is written in a smaller, white, sans-serif font.

02

INTRODUCTION

THE LOGO

Say hello to the new Boston Children's Museum logo! With more than 100 years since our first inception, we wanted to continue to evolve and transform our brand to reflect with the times, while continuing to adhere to our core values. Fun, friendly, and playful, our new visual identity reflects the child in all of us and invites our audience to engage with our brand.

Symbol & Wordmark

There are two components that comprise of our logo, the symbol and the wordmark. The new symbol is the shining star of our brand. It was formed through basic geometric shapes as a way to convey the different possibilities and methods to build something.

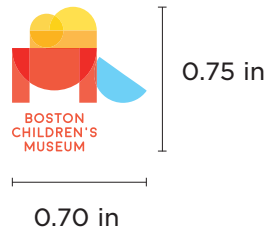
The new wordmark uses the typeface Moon to articulate the whimsical tone and personality of the brand. It has rounded corners and terminals to convey friendliness. The symbol can be used without the wordmark, but the wordmark should never be separated from the logo.



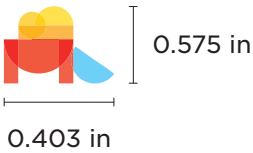
Minimum Size

To ensure the logo maintains its integrity, the minimum size of the logo should not be smaller than 0.70in wide and 0.75in tall.

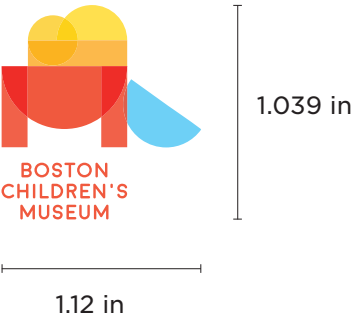
Logo Print



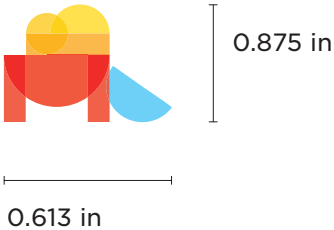
Symbol Print



Logo Digital



Symbol Digital



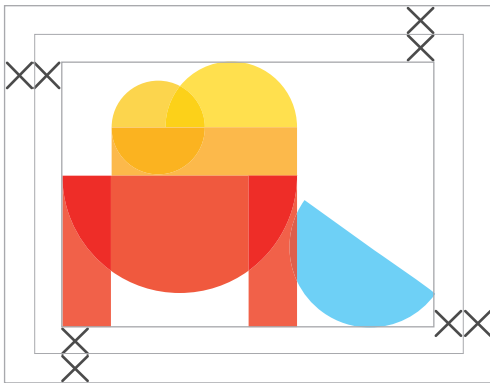
Clear Space

When you are using the Boston Children’s Museum logo and symbol, make sure you give it enough room to breathe. One ‘x’ is measured through the x-height of the wordmark. The safety space around the logo should be 2x high and 2x wide for maximum impact.

Logo

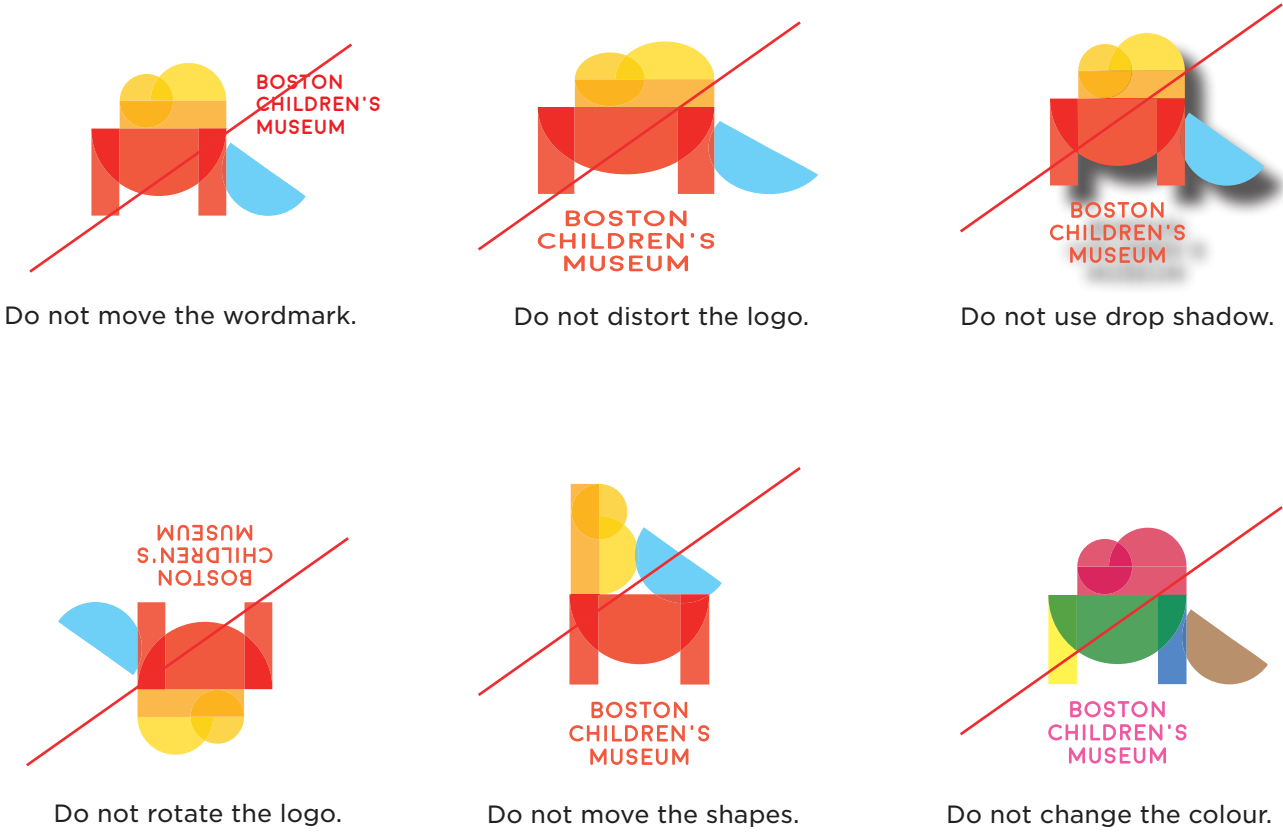


Symbol



Improper Use

It is important that our logo stays consistent and adhere to the craftsmanship that has gone into the creation of the new brand identity. Please stay within our guidelines when using it.



A decorative graphic consisting of eight vertical orange bars of varying heights and positions scattered across the light blue background.

03

TYPOGRAPHY

PRIMARY TYPOGRAPHY

Moon

Moon is used as our primary typeface for headings and display. It can be utilized on magazines, print work, posters, billboards and web applications. This typeface is always used in all caps.

MOON BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789! ? & # \$ % '

MOON Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789! ? & # \$ % '

Gotham SSM

Gotham SSM is our primary typeface for body text and content. It can be used in all caps, as well as upper case and lower case.

GOTHAM SSM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789! ? & # \$ % '

GOTHAM SSM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789! ? & # \$ % '

SECONDARY TYPOGRAPHY

Quicksand

Quicksand is used as our secondary typeface for headings and display. It can be used if you do not have Moon. This typeface is always used in all caps. Quicksand can be found free online through Google Fonts (<https://fonts.google.com>).

QUICKSAND BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#\$%

QUICKSAND REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#\$%

Open sans

Open Sans is our secondary typeface for body text and content. If you do not have Gotham SSM, this is the next best typeface we recommend using. Open Sans can be found free online through Google Fonts (<https://fonts.google.com>).

OPEN SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%

OPEN SANS SEMI-BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%

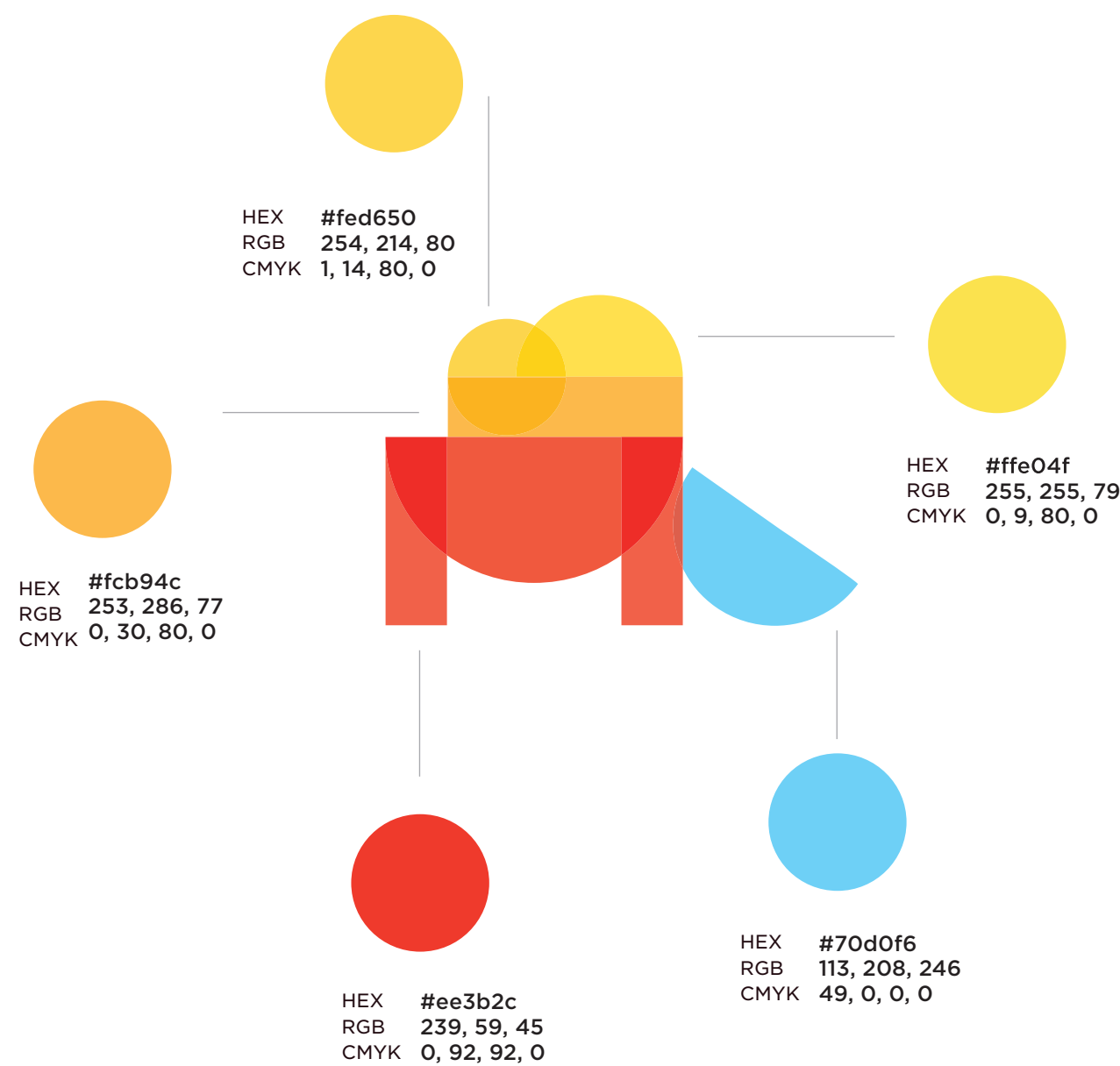


04

COLOUR PALETTE

PRIMARY COLOURS

Our primary colour palette was chosen to reflect our fun, playful identity. Red, yellow, and blue was strategically picked because it is very tangible. When combined together in varying amounts, it can create a wide range of new colours.



SECONDARY COLOURS

Our secondary colour palette was chosen to accent and support the primary colours. Black and white should be mainly used in text, while green and purple should be incorporated alongside visualizations.



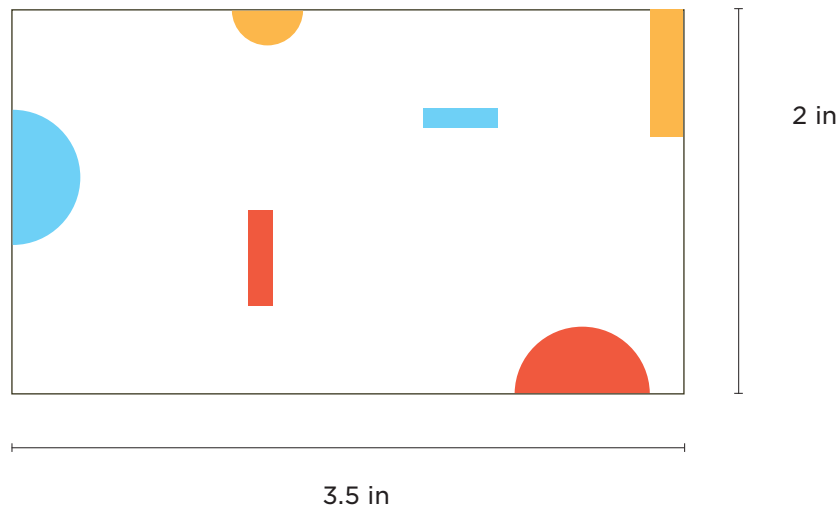
The page features a solid red background. Scattered across the left and center areas are seven yellow semi-circles, each oriented with its flat edge towards the right. On the right side, the number '05' is displayed in a large, white, sans-serif font.

05

CORPORATE
STATIONARY

BUSINESS CARDS

The front of the business card is designed using the shapes and colours derived from the logo. It can be changed in size and moved around to create a fun and playful tone. You can also combine these shapes to create patterns, objects, animals, etc. These business cards should be printed on matte 100 pound paper.




LETTERHEAD

The logo on the letterhead should be situated on the top left side of the page at all times. Content should have a 2.5-inch margin from the edge of the paper. Shapes are utilized at a minimum.



FAX SHEET

The fax sheet should have the Boston Children’s Museum logo on the top left hand corner of the page. There is limited branding elements in order to keep the page legible. The page size is standard letter size and the body text is 10pt.



FAX

Send to	Recipient Name	From	Recipient Name
Fax	Fax Number	Pages	Number of Pages
Phone	Phone Number	Date	Date
Re	Subject	CC	Name


☐ Urgent☐ For ReviewP☐ lease Comment☐ Please Reply

Comments

MEMO SHEET

The memo sheet should always have the logo on the top center, followed by the location address and website on the bottom.

4.25 in



0.2 in

1.9 in

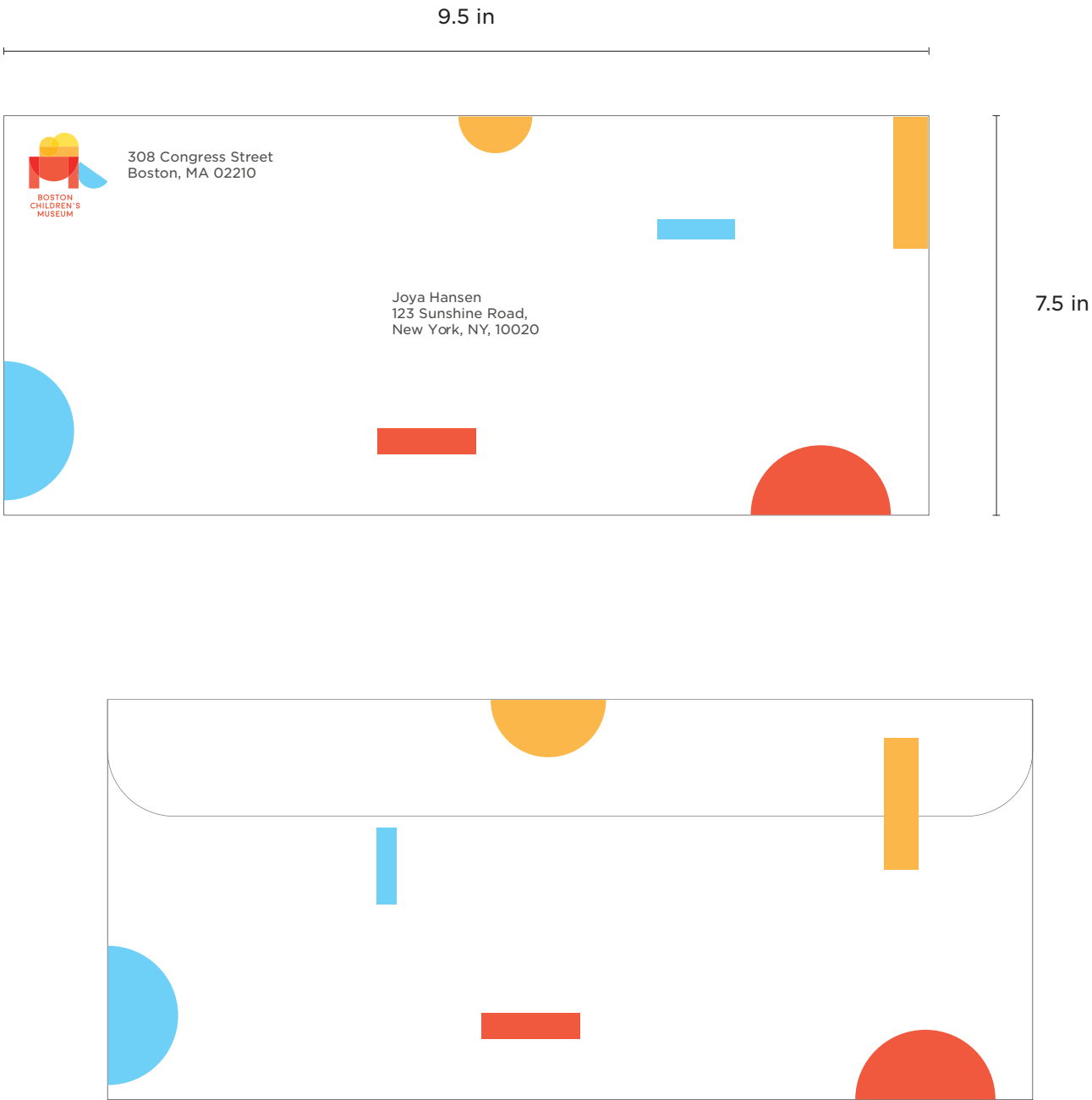
5.5 in

308 Congress Street
Boston, MA 02210
bostonchildrensmuseum.org

0.2 in

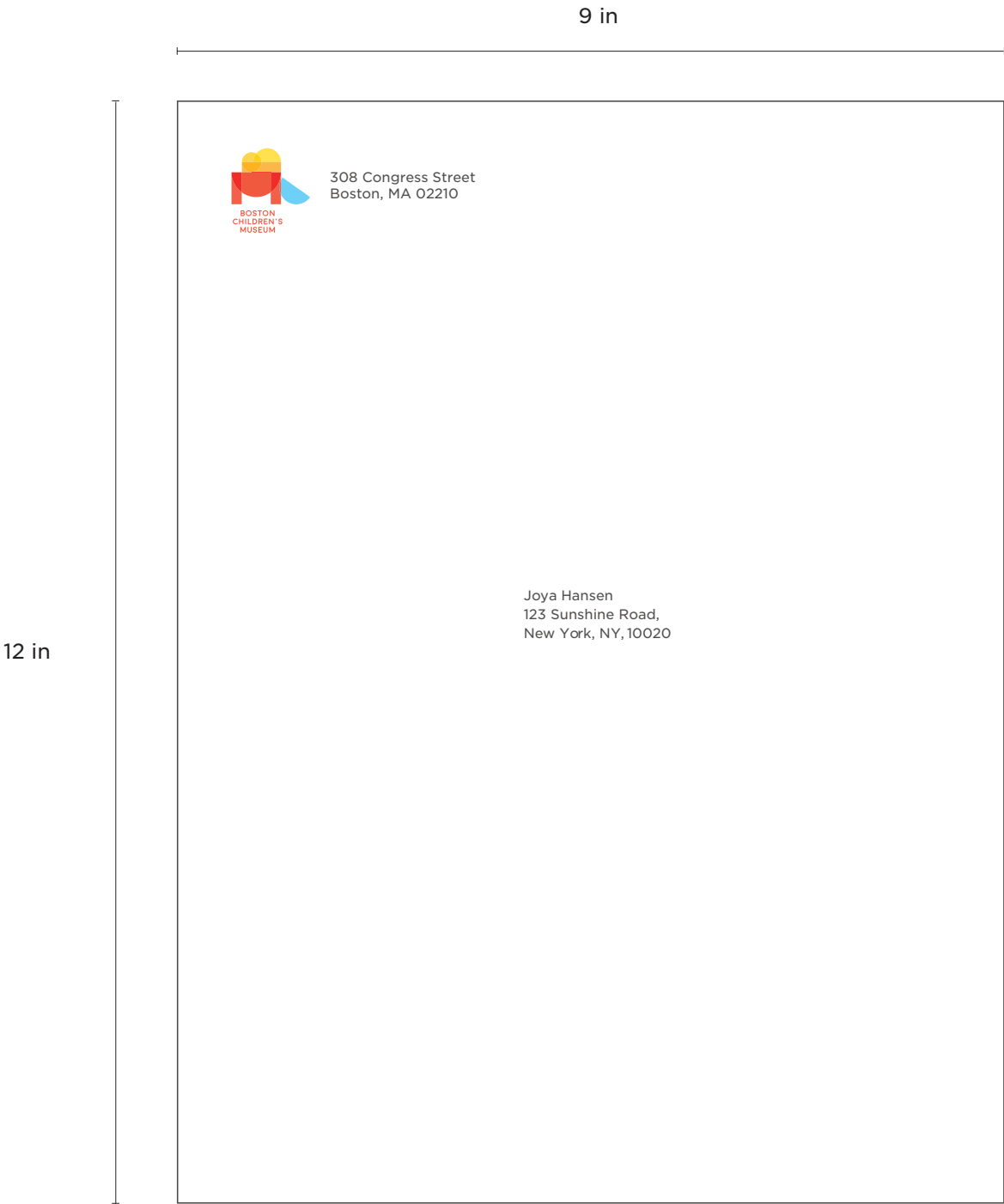
ENVELOPE

The envelope must have the logo on the top left hand corner. The brand elements such as shape and colour can be applied in different manners depending on the use case.



OVERSIZED ENVELOPE

The oversized envelope is 9x12 inches. Similar to the standard envelope, the logo must be on the top left side of the page.





06

CORPORATE
COMMUNICATIONS


TIMESHEET

The layout of the timesheet should be minimalistic and to the point. It should use one primary colour to highlight the different categories.

[illegible]

EXPENSE FORM

The layout of the expense forms should also be kept to a minimum and be functional.



EXPENSE FORM

308 Congress Street
Boston, MA 02210

Employee Name

Employee ID

Manager

Date	Description	Amount
Total		0

Employee Signature _____

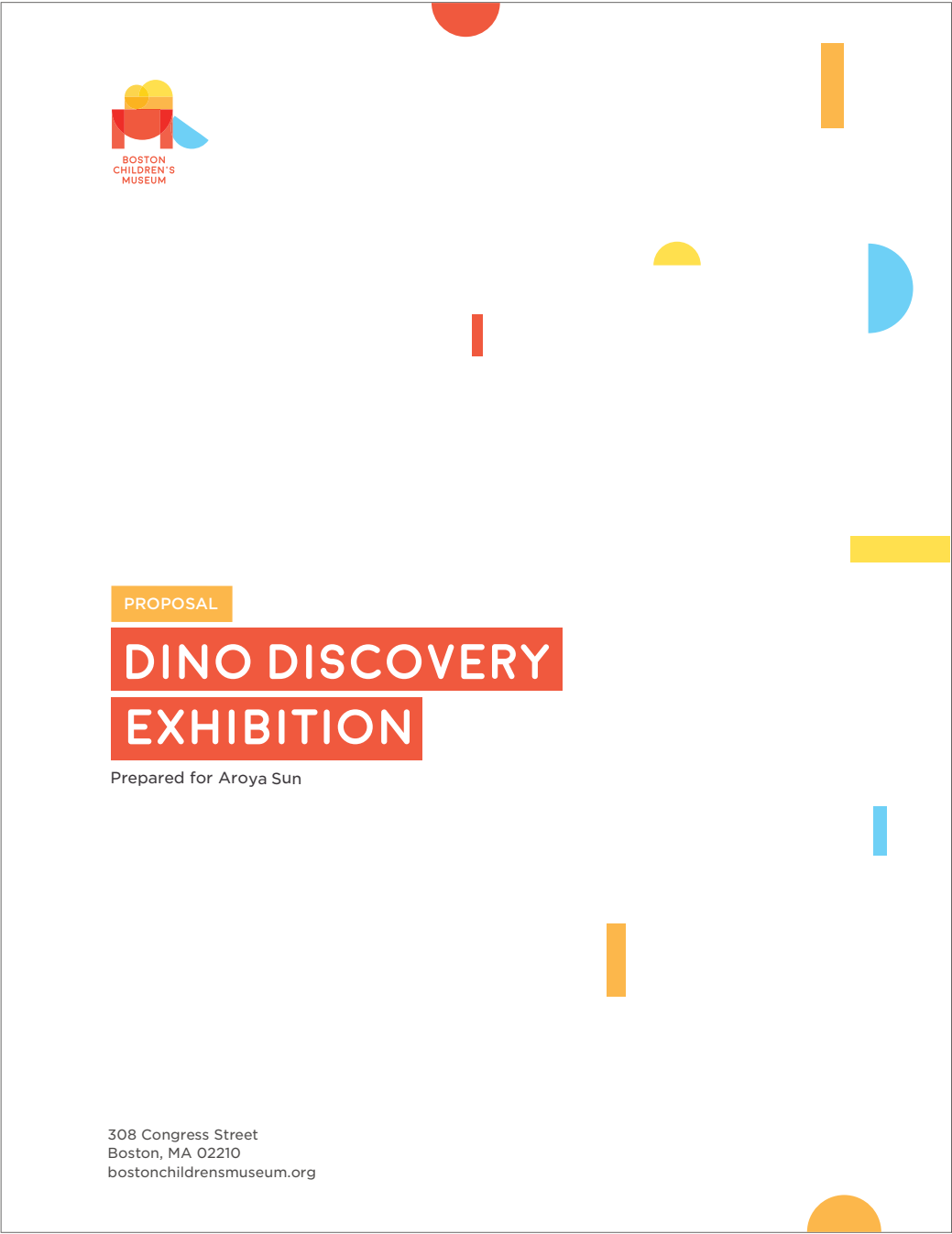
Manager Signature _____

Date _____

Date _____

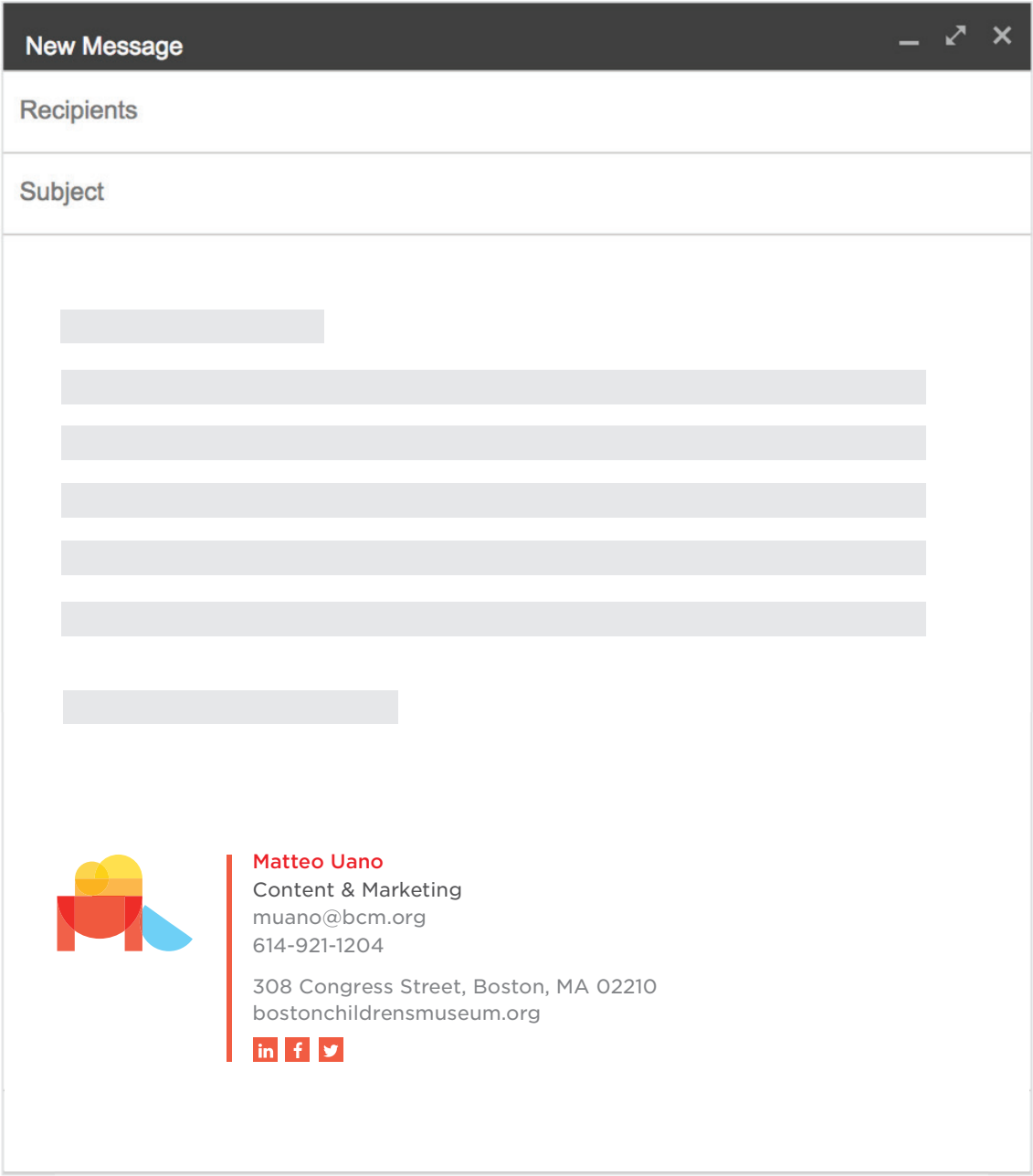
PROPOSAL COVER PAGE

Any proposal cover page should convey the whimsical nature of the brand.



EMAIL SIGNATURE

This is the standard email signature that all employees must use. The symbol or the logo can be used in the signature.



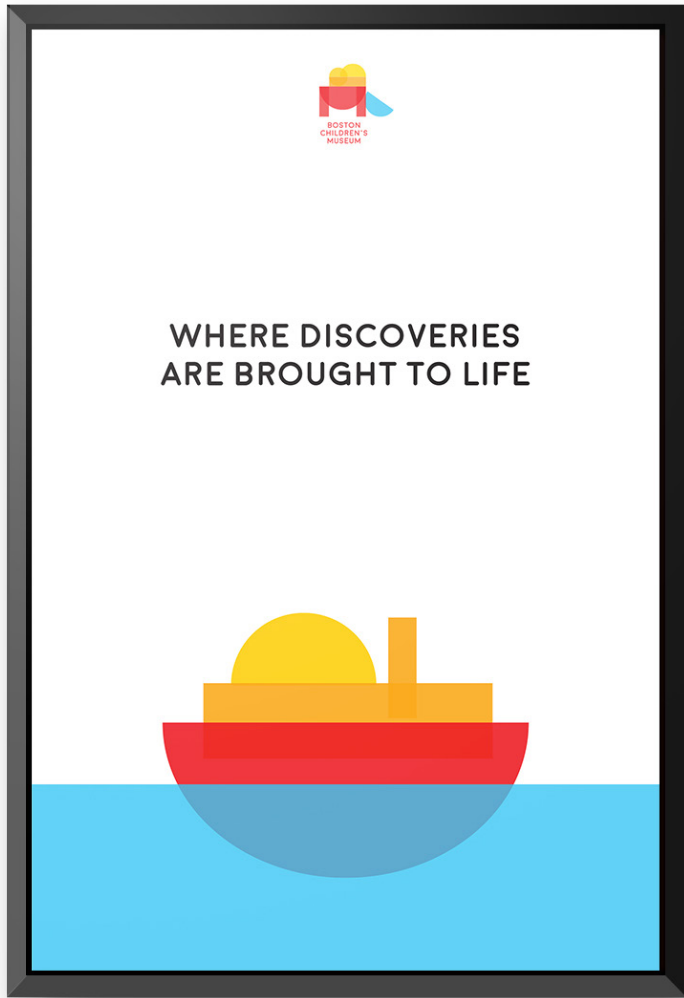


07

COLLATERAL
APPLICATIONS

POSTERS

The poster below uses different brand elements as visual cues to create a dynamic poster.



BROCHURE

The total size of the brochure in the image below is 10.5x15 inches and is folded twice. The format and size of it can be changed, however the brochure must always display the logo or symbol on the page somewhere. Feel free to play with the brand colours and shapes to bring it to life.



TICKETS

The tickets are printed on 80 pound matte paper. The edges of printed tickets can be either curved or angular.



STREET BANNERS

The street banners are 10 x 20 inches. The brand elements should work in conjunction with the tagline.



T-SHIRTS

To convey the personality of the brand, t-shirt designs should be playful and fun.



NAME TAGS

The name tags are for employees, educators and students. They can be customizable based on the fluid identity. Utilize the shapes and primary brand colours found in the logo to convey the values of the Boston Children’s Museum.



PAPER BAGS

Paper bags can be designed using any of the brand elements to create fun and quirky shapes.



TOTE BAGS

Tote bags are a great way to become more creative with our brand and bring your ideas to life. Explore shapes and colours to your desire.



MUGS

Mugs can be personalized and brought to life with varying colours and shapes based on the brand elements.



NOTEBOOKS

Notebooks should convey the personality and tone of the Boston Children's Museum.



BILLBOARDS

Billboards should contain simple, but quirky tropes that conveys growth, learning, play, and discovery.



BUS SHELTER POSTERS

Bus shelter posters can be a lively and easy way to engage the public while bringing brand awareness to the museum.



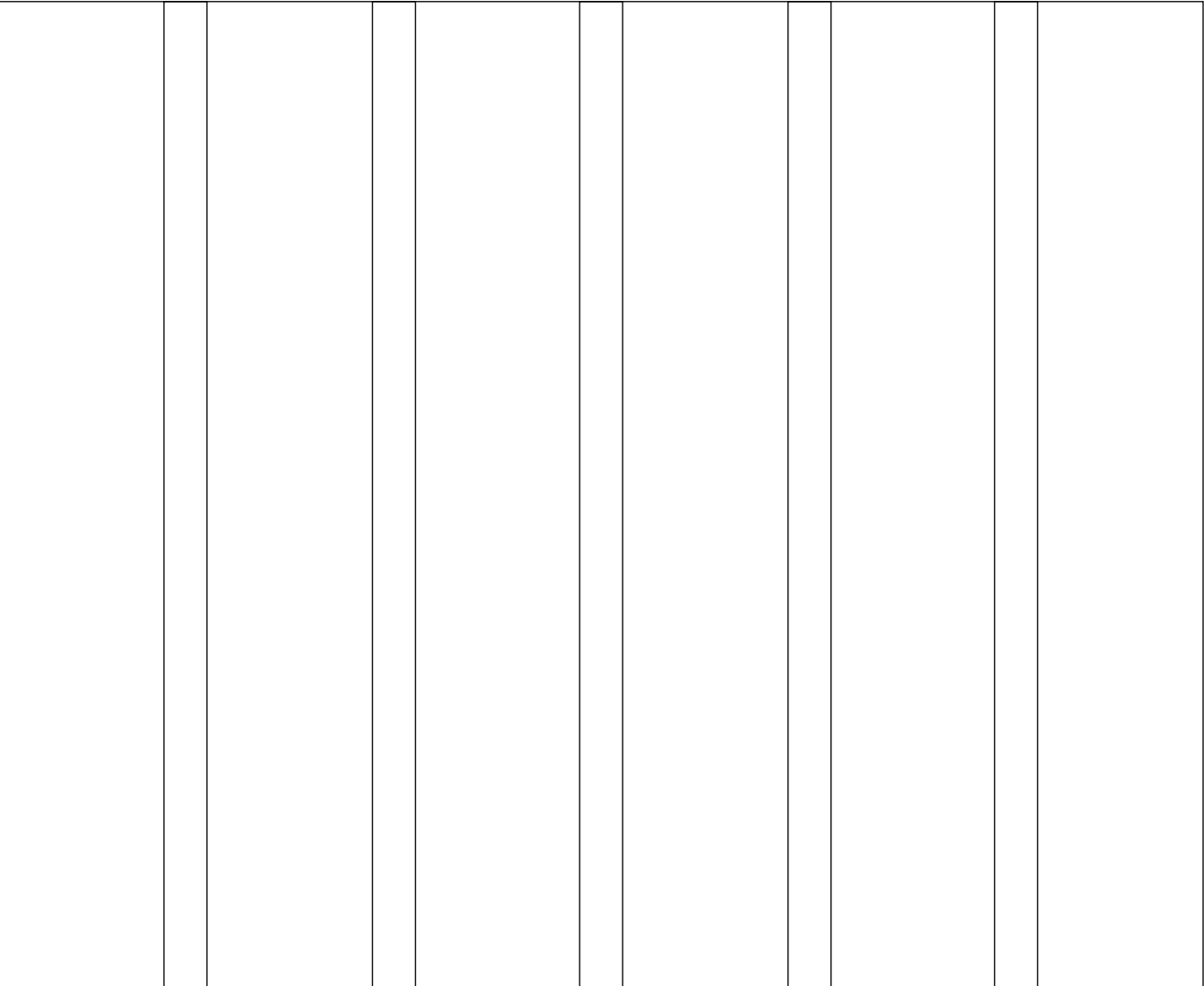
A series of approximately 15 short, parallel orange diagonal lines scattered across the red background, primarily on the left side.

08

GRID SYSTEMS

6-COLUMN

The grid system mainly uses 6 or 3 columns on an 8.5x11 inch paper. The column width for a 6-column grid is 0.995 inches, while the gutter is 0.25 inches.



3-COLUMN

The column width for a 3-column grid is 2.16 inches, while the gutter is 0.25 inches.

