# Brand-identity Guidelines

Kids and Tech

Date: January 2017

1.0

Introduction

Overview

The purpose of these guidelines is to explain the use of the new brand style and to reinforce consistent application of the visual elements in all communications. This includes publications, presentations, and all other marketing materials both online and offline. Guidelines on the use of the logo are included.
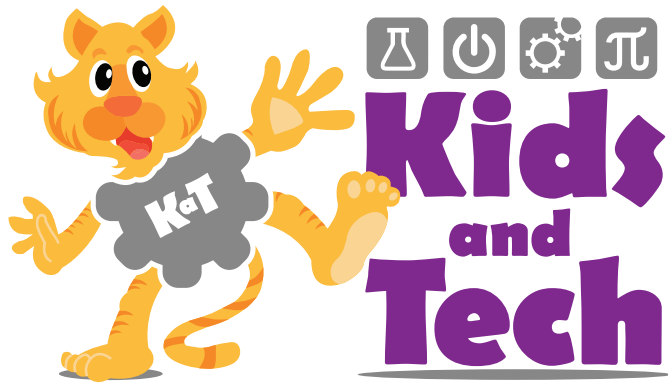
Your new "identity"

Your corporate identity is the face and personality presented to the global community. It's as important as the products and services you provide. Your identity is the total effect of your logos, products, brand names, trademarks, advertising, brochures, and presentations—everything that represents you.

Because the brand cannot be compromised, we've created this guide to provide all the pertinent specifications you need to maintain its integrity. The guidelines set in this document are not meant to inhibit, but to improve the creative process. By following these guidelines, the materials you create will represent your company cohesively to the outside world.

The conceptual background

The idea of Kids and Tech is to bring together young adults from all different skill levels and walks of life, and to unite them with a single interest of using and learning about technology. Robotics, computers, math, and science all come together here to form a fun and interactive learning environment.

Kids and Tech naturally creates the acronym of KaT. Playing on this idea, "Kat the Cat" was created as a mascot of sorts for Kids and Tech. It is a fun, playful design of a cartoon cat with a gear for a body, symbolizing the interconnectivity to technology. The four S.T.E.M. icons can be found above the typeface, furthering the viewers perceived connection to science, technology, engineering, and math.
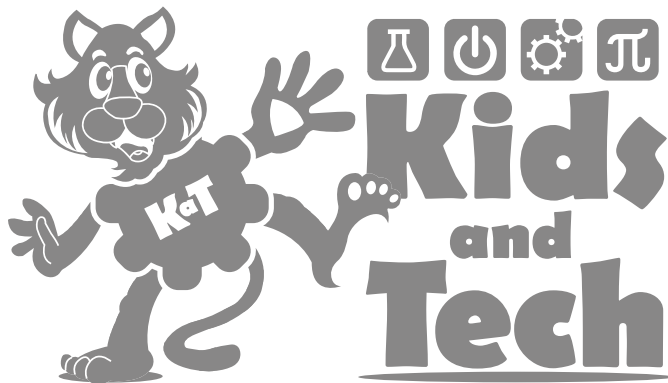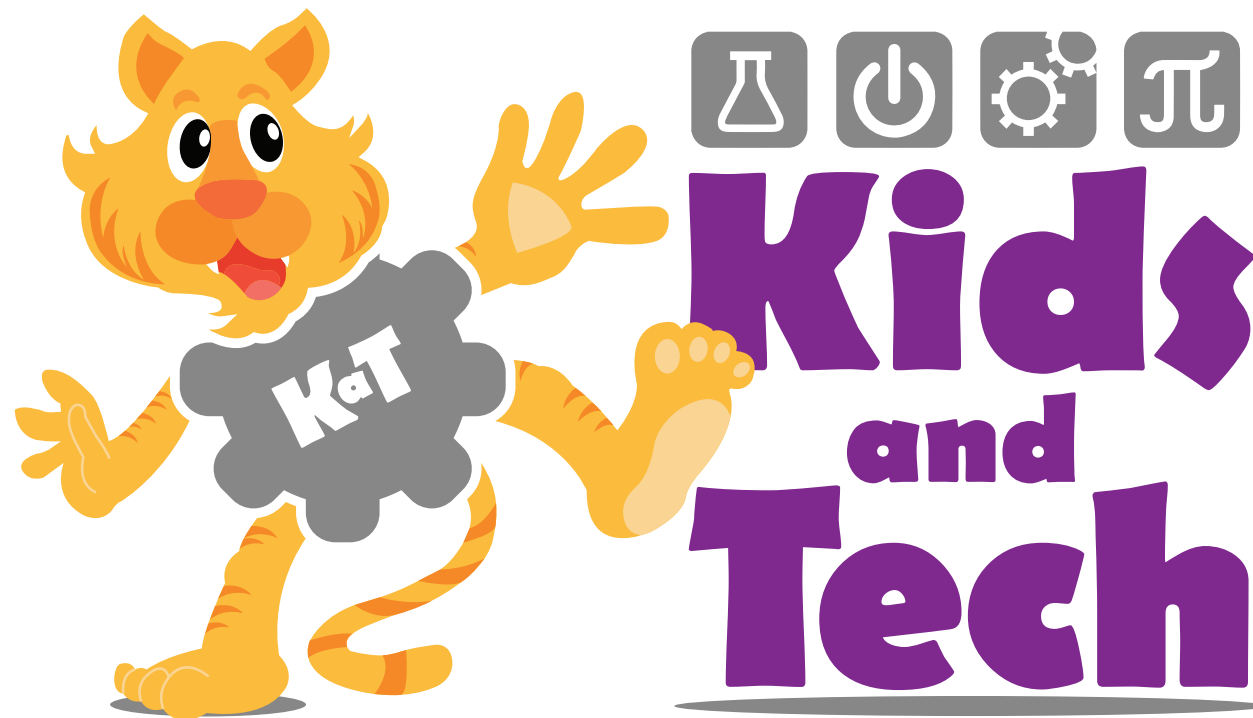
Shadows on even ground

2.0

The Logo Design

The company logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.

www.KidsandTech.org

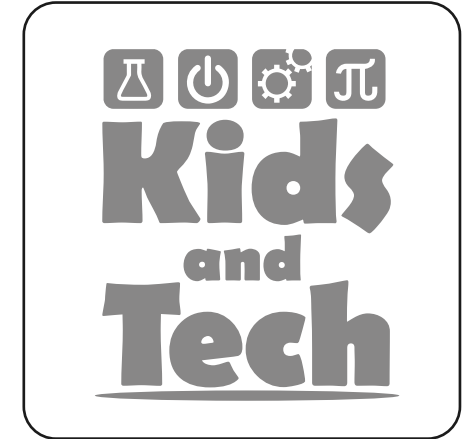Primary logo - in color

Normal Colors

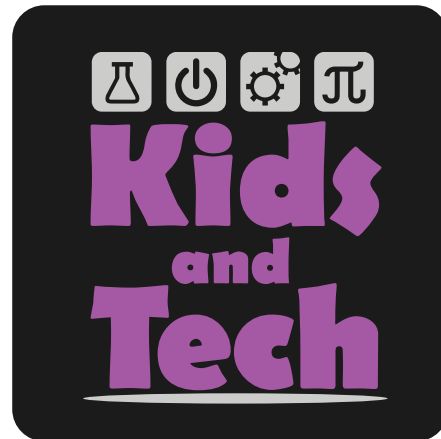Light Background - Normal Colors

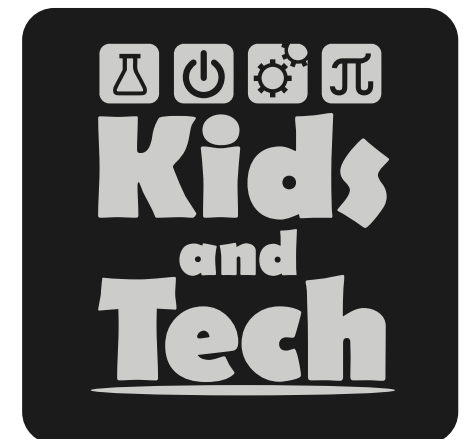

Dark Background - Lighter Colors

Grayscale

Light Background - Overlay #878787

Dark Background - Overlay #CCCCCC

Individual Elements

If the whole logo can be used then it should, but both the elements of the individual cat and the wording can be split in specific situations.

These would be used on items such as smaller pieces of clothing or areas where the full logo looks cramped.

If grayscale is needed, overlay the whole element with Dark / light gray from chapter 3. If both the cat and the text are going to be present, use the original logo. Do not place the cat anywhere else around the text.

Never separate the four S.T.E.M. squares from the text.

Primary logo - individual elements

2.1 The Logo Usage

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

When reproducing any logo elements, only the original high resolution or vector graphic files shall be used - logos should not be taken from this document.

Exclusion Zone

Make sure that text or other design elements do not encroach upon the logo.

The marked space should always be given to let the logo 'breathe', free from distraction.

Minimum reproduction size

In the primary logo format a minimum size must be adhered to so that legibilty is retained.

In exceptional circumstances where space is below the recommended size, adjustments may have to be made to balance the shape and visibility.
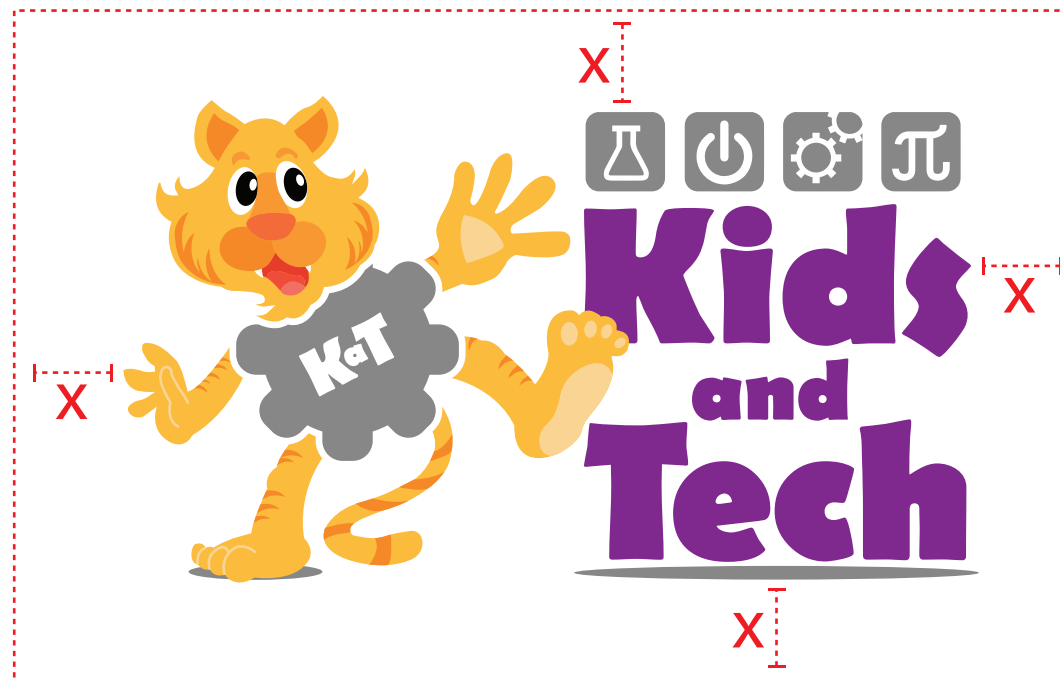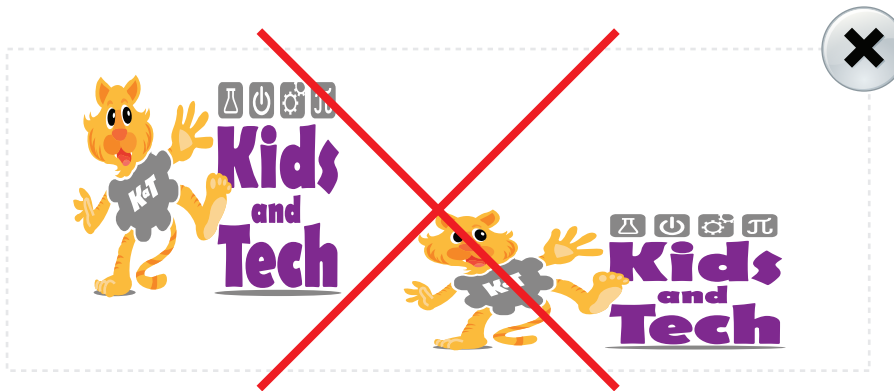
Wrong!

The logo has become distorted from it's designed aspect ratio, therefore stretching or squshing the shape and text.

If the space is restrictive, the scale of the logo (not the dimensions) must be adjusted to fit.
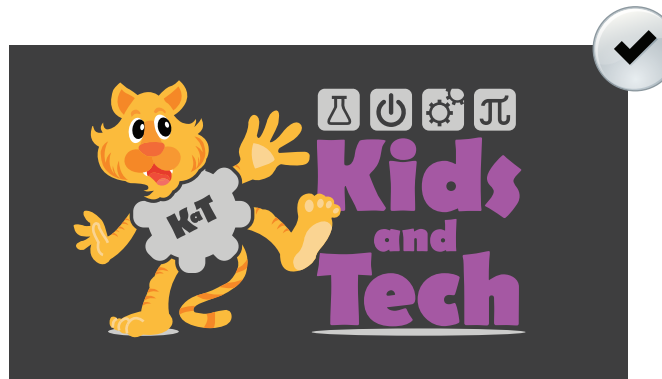

Correct!

The logo's shape is consistent with the initial design, retaining balance and legibility.

Wrong!

The backdrop for the logo's placement is too similar to the primary colors of the gray and purple - it lacks visibilty and contrast.

To fix this problem, you can either select a contrasting base color, or switch to one of the secondary colors assigned to the logo. If these colors still do not work, you can switch to a grayscale version.

Correct!

The logo is clear and visible, set in the specified alternative primary colors onto a backdrop which shows contrast.

Although the backdrop is not white, the colours have been adjusted accordingly to work with the design.
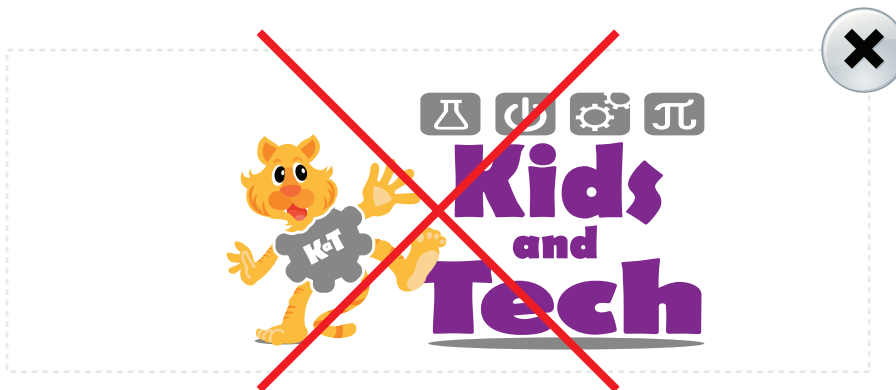
Wrong!

Important elements within the logo have been distorted, enlarged or shrunk, affecting the balance and design.

A consistent layout is essential across all media, and by changing key elements it will introduce confusion into the brand.
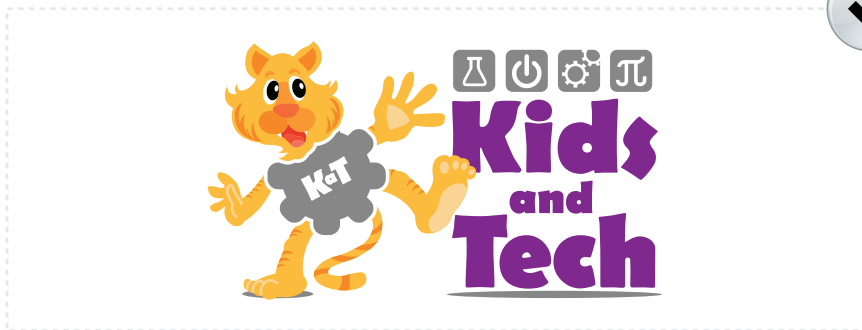

Correct!

The logo has been used in the fashion it was designed. A consistency has been achieved in how it is seen.

Wrong!

A color outside of the selected brand color scheme has been used. This is not recommended as it confuses the brand image.

Replacing the font is a definate no-no. The selected typeface should be used at all times with the presentation of the logo.

Correct!

The logo is presented in it's primary colors using the primary typeface that has been selected for the logotype.

Content

Content
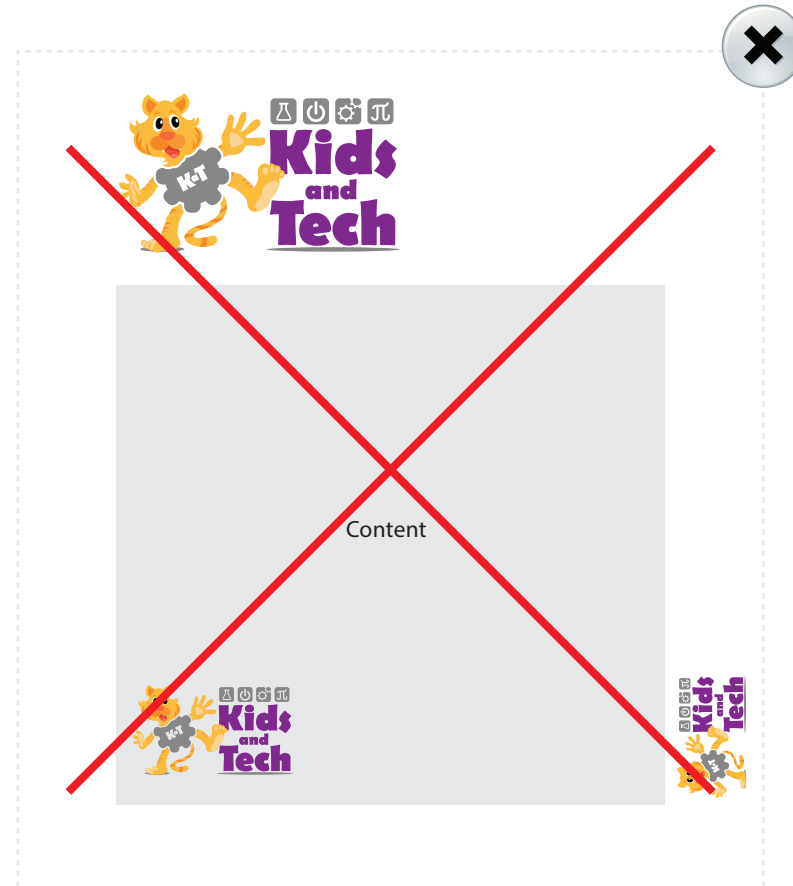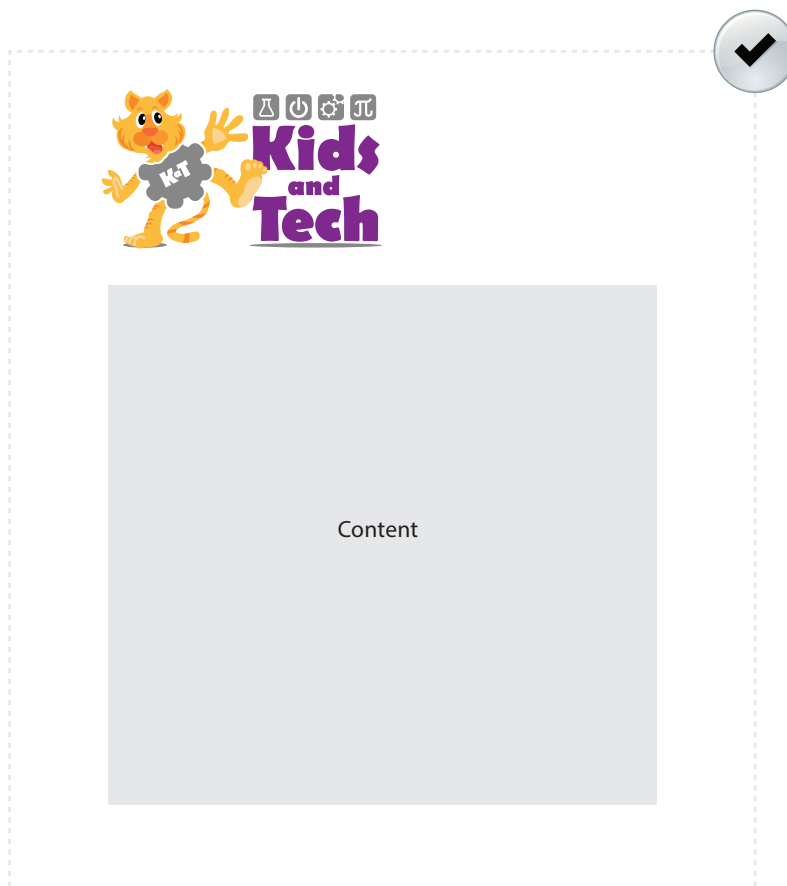
In most cases, use of one company logo is all that is required. If an advertiment is made by your company then that logo is usually all that is required for recognition by your audience and/or customers. Keep the logo upright at all times.
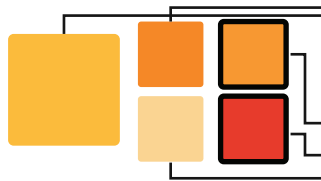
3.0

Color Scheme

Accurate reproduction of the brand color scheme is essential in communicating a clear and consistent message about the company image.

The Hex colors should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process.

Black and white are acceptable as accent colors, in addition to the colors within the assigned scheme.

Default Colors

	Pantone colour ref.	CMYK	RGB	HEX
Primary Brand Color Main Cat Color / Accent Colors *Colors outlined in black are able to be altered slightly to create variation in the nose and mouth areas	Pantone 142 C	0 / 26 / 76 / 2	250 / 186 / 60	#FABA3C
	Pantone 715 C	0 / 44 / 84 / 4	246 / 137 / 39	#F68927
	Pantone 7402 C	0 / 15 / 41 / 2	250 / 212 / 147	#FAD493
	Pantone 2011 C	0 / 39/ 79 / 3	248 / 152 / 51	#F89833
	Pantone 179 C	0 / 73 / 80 / 10	230 / 62 / 46	#E63E2E
Secondary Brand Color S.T.E.M. Logos and Shadow Color / Gear Body	Pantone 8 C	0 / 0 / 0 / 47	135/ 135 / 135	#878787
Third Brand Color Primary Text	Pantone 2612 C	8 / 70 / 0 / 45	128 / 42 / 139	#802A8B

Altered Colors
For Dark Backgrounds

	Pantone colour ref.	CMYK	RGB	HEX
Secondary Brand Color S.T.E.M. Logos and Shadow Color / Gear Body	Pantone 3 C	0 / 0 / 0 / 20	204 / 204 / 204	#CCCCCC
Third Brand Color Primary Text	Pantone 7655 C	0 / 47 / 2 / 35	166 / 88 / 162	#A658A2

Grayscale Colors

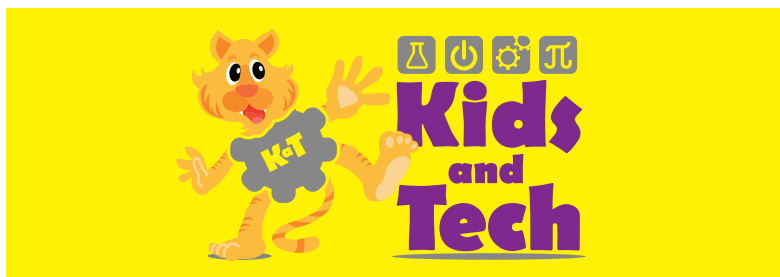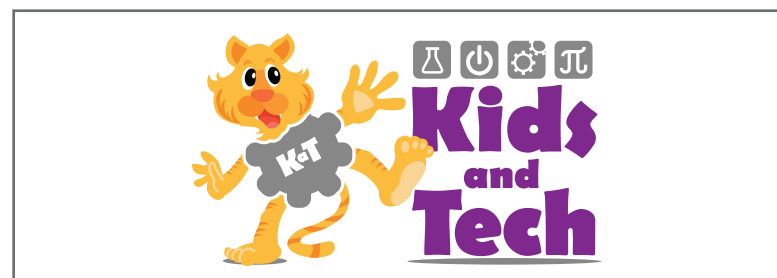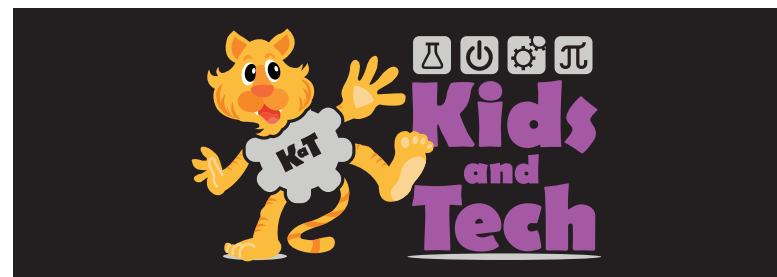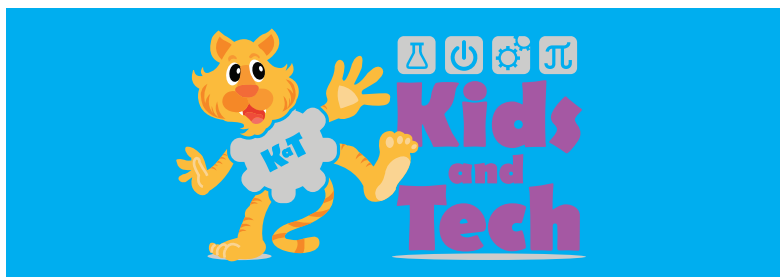|	Pantone colour ref.	CMYK	RGB	HEX
Light Background Grayscale	Pantone 8 C	0 / 0 / 0 / 47	135/ 135 / 135	#878787
Dark Background Grayscale	Pantone 3 C	0 / 0 / 0 / 20	204 / 204 / 204	#CCCCCC

*Pure black and white
are also acceptable
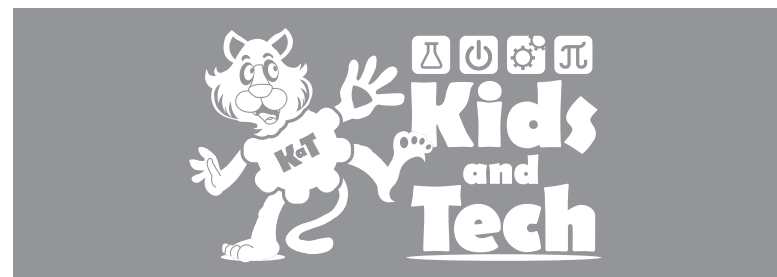
Examples of how the primary logo deals with the alternative color backgrounds from the suggested scheme.

The only 'rules' are that the colors do not clash and that there is a level of contrast (or difference) between logo, typography and it's specified backdrop. Use your best judgement when using various backgrounds and different colors. There is no set value for what constitutes a "light" background versus a "dark" background", so use what looks best.

Try to avoid using the full colored logo on background colors similar to purple or orange. In these cases use one of the grayscale options.

This also applies to the logo's placement over a photographic background, pattern, visual graphics or other media. Pure black and white overlays are also acceptable.

4.0 Typography

Typography

The primary typeface is Berlin Sans FB. It has been carefully selected to best represent the brand image, and must be used to retain consistency - especially within the logo.

Replacing fonts with alternatives should not be done under any circumstances.

Primary Typeface

Berlin Sans FB (Bold) Main logotype text / Content

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£$%^&*()¡€#¢⋈§ℊ●ªº‑‒_=+{}[];:/\,.~
å∫ç∂´ƒ©˚^∆°¬µ~øπœ®ß†¨√∑≈¥Ω

Secondary Typeface

Roboto (Regular) Supporting Text

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£$%^&*()¡€#¢∞§¶•ªº-–_=+{}[];:/\,.~
å∫ç∂´ƒ©˙^∆˚¬µ~øπœ®ß†¨√∑≈¥Ω

5.0 Contact Details

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