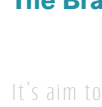




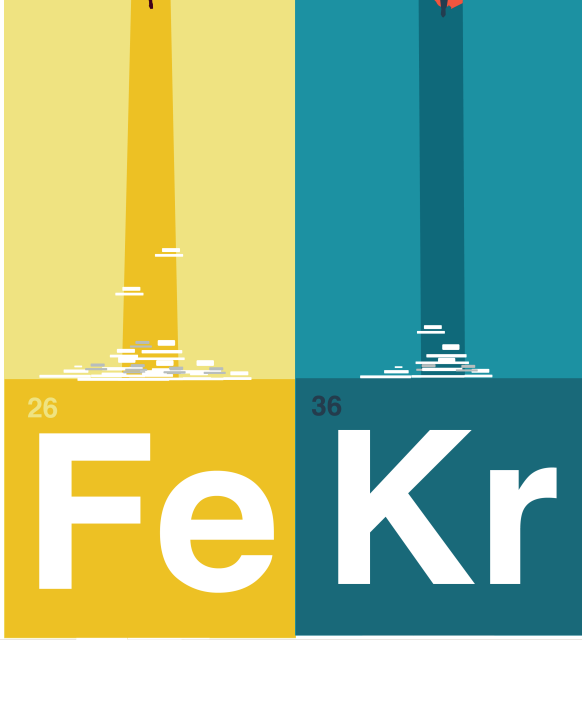
SUPER SCIENCE

## Style Guide



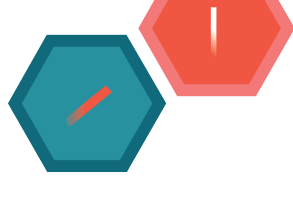
### The Brand

It's aim to make learning science for children fun through interactive elements a bright colour palette and of course Superheroes. Each element is related one way or another to a superhero to created a fun brand.



### 01 Logo

Another version of the logo is based on the symbol for molecules which make up elements and a line with a faded gradient to symbolise a superhero flying, the blue version is symbolic of superman and the red iron man.



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### 02 Alternative Logo

The wordmark can also be used as an alternative logo. It's colour can be changed between those within the main logos colour palette.

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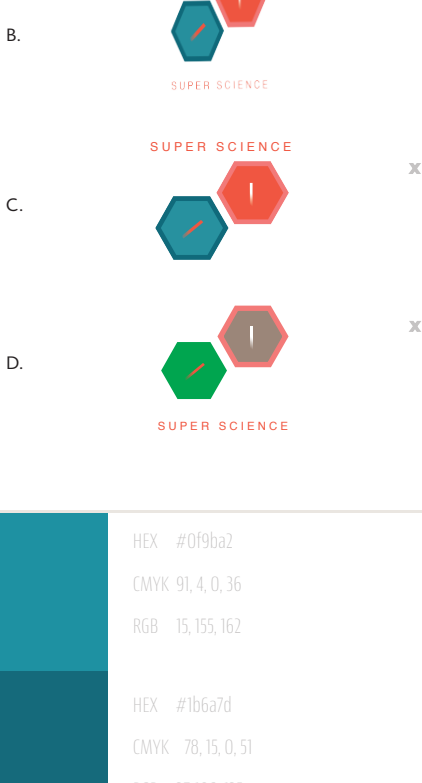
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### 03 Logo Misuse

When using the logo, do not:

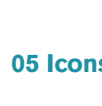
- A. Rotate.
- B. Squash or stretch.
- C. Place alternative logo above main logo.
- D. Use off brand colours.



### 04 Colour

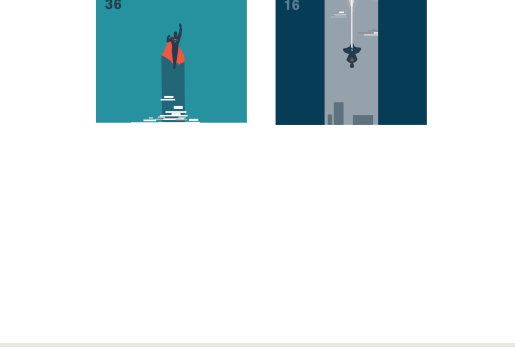
Colour is an intergral part of brand identity. Consistent use of colour will not only reinforce the cohesiveness of the brand it will also communicate a certain feeling. The Brands Colours are bright to appeal to its targetted demographic of young children between the ages of 8 and 10.

	HEX #0f9ba2 CMYK 91, 4, 0, 36 RGB 15, 155, 162
	HEX #1b6a7d CMYK 78, 15, 0, 51 RGB 27, 106, 125
	HEX #ef7878 CMYK 0, 50, 50, 6 RGB 239, 120, 120
	HEX #e94a37 CMYK 0, 68, 76, 9 RGB 233, 74, 55
	HEX #ffffff CMYK 0, 0, 0, 0 RGB 255, 255, 255



### 05 Icons

The Elements conveyed in the icons are Hydrogen, Sulphur, Iron, Krypton and Barium. These icons can be used individually or together.



### 06 Typography

Typography is a key tool when used consitently. This set of typefaces convey the scientific feel of the brand and should be used across both print and web applications.

#### Berthold Akzidenz Grotesk

Used for headlines.

**BOLD**

UPPERCASE **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**

#### Newbery Sans Pro

Used for bodycopy

EXTRA LIGHT

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