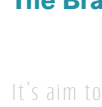


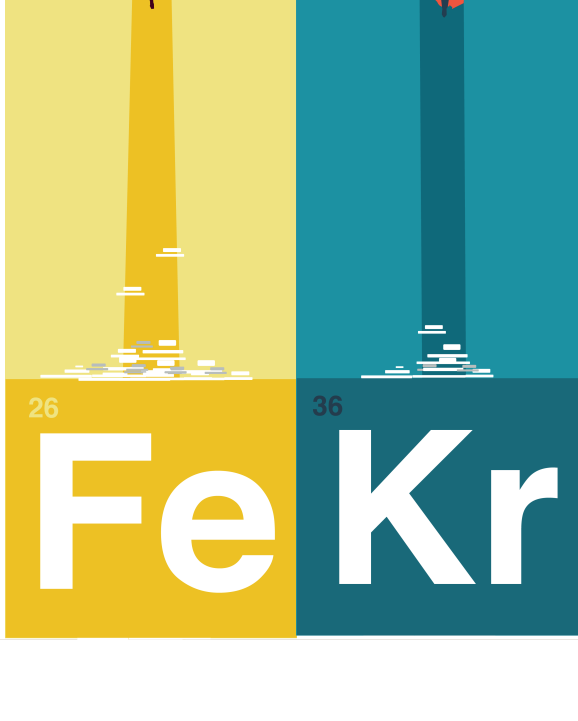
SUPER SCIENCE

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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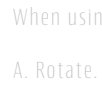


02 Alternative Logo

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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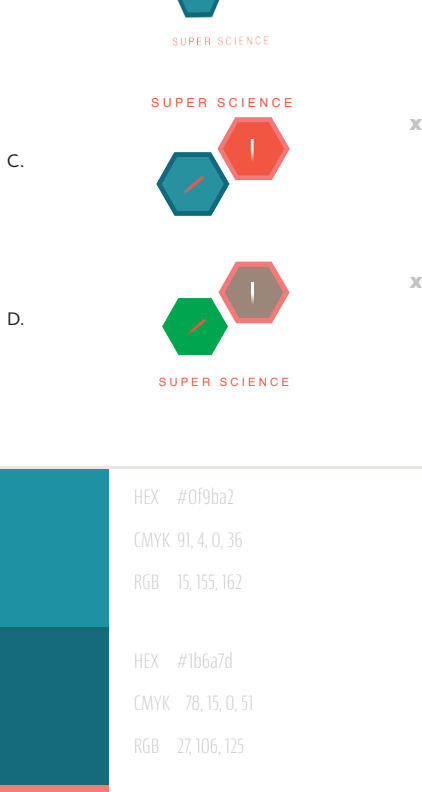
SUPER SCIENCE



03 Logo Misuse

When using the logo, do not:

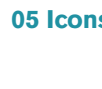
- A. Rotate.
- B. Squash or stretch.
- C. Place alternative logo above main logo.
- D. Use off brand colours.



04 Colour

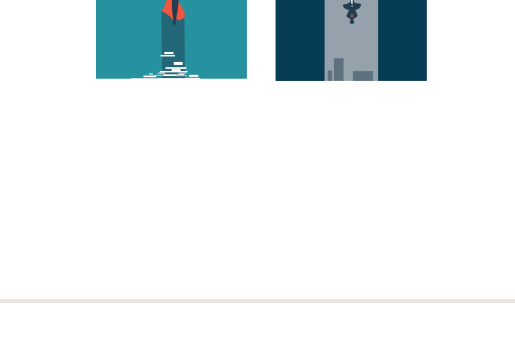
Colour is an intergral part of brand identity. Consistent use of colour will not only reinforce the cohesiveness of the brand it will also communicate a certain feeling. The Brands Colours are bright to appeal to its targetted demographic of young children between the ages of 8 and 10.

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