

KidZania Customization

Main logo

Grid

Protection area

Minimum size

KidZania Colors

| Principal colors | Secondary colors |
|--|--|
| <p>KidZania Orange Pantone® 144 C CMYK: 0c 48m 100y 0k RGB: 222r 135g 3b</p> | <p>KidZania Orange Pantone® 152 C CMYK: 2c 64m 100y 0k RGB: 234r 116g 5b</p> |
| <p>KidZania Red Pantone® 207 C CMYK: 0c 100m 43y 19k RGB: 173r 3g 59b</p> | <p>KidZania Red Pantone® 202 C CMYK: 29c 94m 67y 33k RGB: 139r 35g 50b</p> |

One ink logo

B&W logo

Typography

KidZania Font

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Tag Line

Get Ready for a Better World

Color Backgrounds

Flag

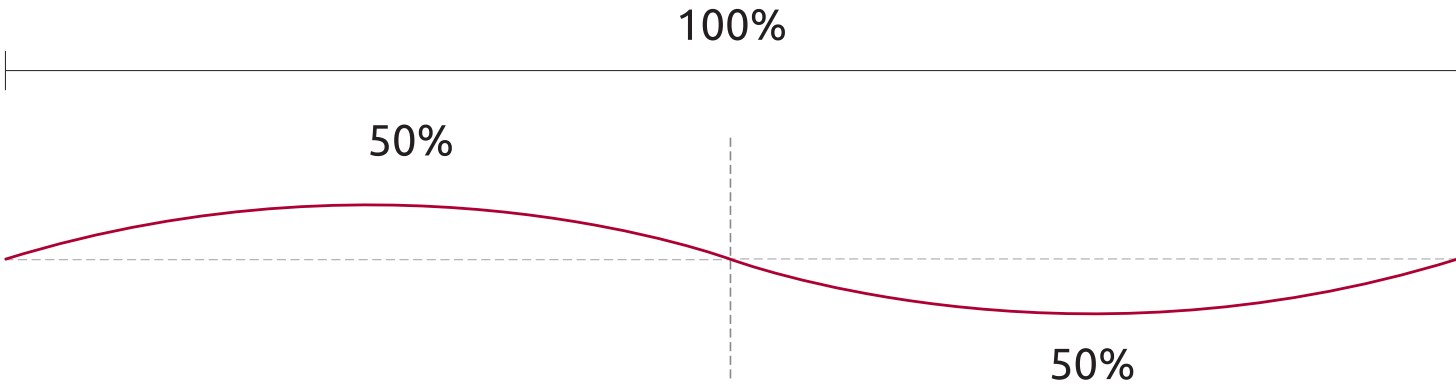
One ink flag

B&W Flag

Color Backgrounds

Aurea proportion

KidZania Curve



KidZania Facility or KidZania State aligned with de center of the “Z”

Incorrect Usages

Local Language Customization

Simplified Chinese

Traditional Chinese

Stacked Emblem Version

Mandatory Information

The stacked emblem version has a restricted use it's only for signage or labeling where the primary version doesn't have good visibility or is tight. (e.g. totems, small directional signs, Product labeling, clothing label). This version never should be used to the main facility entrance.

For advertising and social networks should be used the primary version or in the case of avatars or icons of the social network, only the flag icon must be used.

KidZania Facility or KidZania State aligned with de center

Protection area

Color Backgrounds