Using a unified brand voice at all times is essential. Everything we do should stem from our brand position and highlight our key value propositions (attributes that make us unique). Our voice is always friendly, engaging and trustworthy. It’s genuine and approachable, and promises STEM educational benefits. We don’t oversell because we’re confident that our exhibitions, programs and events offer real value in science-education for kids and adults. Simply put, the words we use will define us as much as our actions.

If you have any questions please contact Michael Cullen at m.cullen@dcidaho.org or 208.287.4232.
The Discovery Center of Idaho logo has been carefully designed to make it a unique and identifiable trademark. The logo consists of two elements; icon and word mark.

The logo must not be altered or changed in any way. The logo must never be typeset or re-drawn. Use only the approved reproduction art from Discovery Center of Idaho.

Either the stacked or horizontal logo can be used in all instances, selecting the appropriate variation for the design.
Use stacked logo no smaller than 1 inch wide.

Use horizontal logo no smaller than 1.5 inches wide.
LOGO | Color

Full Color

PMS 3255 C
C: 68 M: 0 Y: 41 K: 0
R: 40 G: 198 B: 176

PMS 396 C
C: 11 M: 0 Y: 94 K: 0
R: 228 G: 231 B: 38

Grayscale

PMS 445 C
C: 68 M: 54 Y: 55 K: 30
R: 78 G: 87 B: 88

Reverse One Color

PMS 3285 C
C: 100 M: 14 Y: 61 K: 1
R: 0 G: 147 B: 130
Consistent and correct use of the logo is essential. The logo must be used as provided by Discovery Center of Idaho with no changes, including but not limited to changes in the color, proportion, or design. It is also imperative to maintain a proper visual contrast between the logo and design. Inconsistent application of the logo dilutes perceived brand quality, degrades brand awareness and is therefore unacceptable.
In order to maintain visual integrity, a minimum clear space equal to the indicated area must be maintained around the logo. The clear space should be larger whenever possible. The logo should never feel crowded or obscure.
COLOR | Approved Palette

PMS 3255 C
C: 100 M: 0 Y: 50 K: 7
R: 40 G: 198 B: 176

PMS 396 C
C: 16 M: 1 Y: 100 K: 0
R: 225 G: 224 B: 0

PMS 445 C
C: 68 M: 54 Y: 55 K: 30
R: 255 G: 67 B: 55

PMS 3285 C
C: 100 M: 14 Y: 61 K: 1
R: 0 G: 147 B: 130

PMS Warm Red C
C: 0 M: 87 Y: 80 K: 0
R: 255 G: 67 B: 55

PMS 2597 C
C: 75 M: 100 Y: 0 K: 0
R: 102 G: 45 B: 145
TYPOGRAPHY | Approved Fonts

Primary Font

Museo Sans 300
Museo Sans 300 Italic
Museo Sans 500
Museo Sans 500 Italic
Museo Sans 700
Museo Sans 700 Italic

Accent Font

Museo 300
Museo 700
**TYPOGRAPHY | Hierarchy**

**HEADLINE MUSEO SANS 700 18PT.**

Subheadline Museo 300 16pt.
Body copy Museo Sans 300 11pt. Itatem quibusdam aliqui denis ad eaqui ad essum quatemquae velitis ab isquamus doles nobit et porae.

**HEADLINE MUSEO SANS 700 18PT.**

Subheadline Museo 300 16pt.
Body copy Museo Sans 300 11pt. Itatem quibusdam aliqui denis ad eaqui ad essum quatemquae velitis ab isquamus doles nobit et porae.
Subheadline
Lessum fuga. Ut aut hicil ea pero
te cupitur susciendel il ipsa
non pelenim usciand aestruptas
eveliquia dem res et, velliscid mil
il mi, sinumquaesti digene nobis
dolore volorecumque conet am
dolorem fugit lant la nonsecae
nobis voloreptas sit officitatis
enditae vollat volor maxim.

HEADLINE
Lessum fuga. Ut aut hicil ea pero
te cupitur susciendel il ipsa
non pelenim usciand aestruptas
eveliquia dem res et, velliscid mil
il mi, sinumquaesti digene nobis
dolore volorecumque conet am
dolorem fugit lant la nonsecae
nobis voloreptas sit officitatis
enditae vollat volor maxim.
The naming convention of all events and programs should be typeset using Museo Sans 700, all caps and 50% of PMS 445 C.

As brand recognition develops over time, the “DC” symbol may also be used singularly for event and program naming.
Contact Information

John Doe  
Manager  
Discovery Center of Idaho  
131 Myrtle St., Boise, ID  
208.343.9895 | dcidaho.org