

| BRAND GUIDE

2015



DISCOVERY
Center of Idaho



DISCOVERY
Center of Idaho

DISCOVERY CENTER OF IDAHO

| BRAND GUIDE

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.

LOGO | Minimum Size



Use stacked logo no smaller than 1 inch wide.

Use horizontal logo no smaller than 1.5 inches wide.



LOGO | Color

Full Color



Grayscale



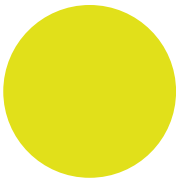
Reverse One Color



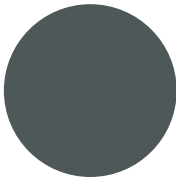
Logo Color Palette



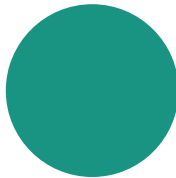
PMS 3255 C
C: 68 M: 0 Y: 41 K: 0
R: 40 G: 198 B: 176



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



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



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

LOGO | Usage



DO NOT distort logo.



DO NOT place over a pattern, or texture of any kind in which the logo is unreadable.



DO NOT move logo elements.



DO NOT change logo color.



DO NOT typeset logo.



DO NOT apply shadow to logo.



DO NOT position logo at an angle

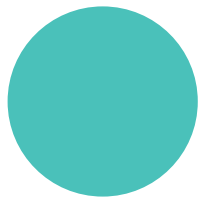
Consistent and correct use of the logo is essential. The logo must be used as provided by Discovery Center of Idaho with no changes, including but not limited to changes in the color, proportion, or design. It is also imperative to maintain a proper visual contrast between the logo and design. Inconsistent application of the logo dilutes perceived brand quality, degrades brand awareness and is therefore unacceptable.

LOGO | Clearspace

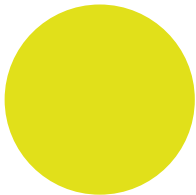


In order to maintain visual integrity, a minimum clear space equal to the indicated area must be maintained around the logo. The clear space should be larger whenever possible. The logo should never feel crowded or obscure.

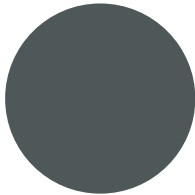
COLOR | Approved Palette



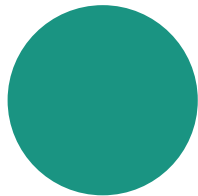
PMS 3255 C
C: 100 M: 0 Y: 50 K: 7
R: 40 G: 198 B: 176



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



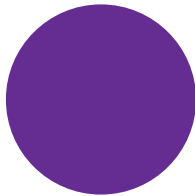
PMS 445 C
C: 68 M: 54 Y: 55 K: 30
R: 78 G: 87 B: 88



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

Ag

Museo Sans

Museo Sans 300

Museo Sans 300 Italic

Museo Sans 500

Museo Sans 500 Italic

Museo Sans 700

Museo Sans 700 Italic

Accent Font

Ag

Museo

Museo 300

Museo 700

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.


TYPOGRAPHY | Examples



HEADLINE

Subheadline

Lessum fuga. Ut aut hicil ea pero
te cuptatur susciendel il ipsa
non pelenim usciand aestruptas
eveliquia dem res et, vellescid mil
il mi, sinumquaesti digene nobis
dolore volorecumque conet am
dolorem fugit lant la nonsecae
nobis voloreptas sit offictatis
enditae vollat volor maxim.




| 131 MYRTLE ST., BOISE M-S 9:30AM - 5PM SUN 12PM-5PM 208.343.9895 DCIDAHO.ORG

HEADLINE

Subheadline

Lessum fuga. Ut aut hicil ea pero
te cuptatur susciendel il ipsa
non pelenim usciand aestruptas
eveliquia dem res et, vellescid mil
il mi, sinumquaesti digene nobis
dolore volorecumque conet am
dolorem fugit lant la nonsecae
nobis voloreptas sit offictatis
enditae vollat volor maxim.



131 Myrtle St. Boise
M-S 9:30am-5pm SUN 12pm-5pm
208.343.9895 dcidaho.org

TYPOGRAPHY | Events and Programs



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.



TYPOGRAPHY | Contact Information



| 131 MYRTLE ST., BOISE M-S 9:30AM -5PM SUN 12PM-5PM 208.343.9895 DCIDAHO.ORG

John Doe *Manager*



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