

Kohl Children's Museum of Greater Chicago

**KOHL CHILDREN'S  
MUSEUM™**

**THE PLACE WHERE AWESOME LIVES**

# **BRANDING GUIDELINES**





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## ELEMENTS

- COLORS
- FONTS
- LOGO
- STRIPES
- SWOOP
- LETTERHEAD
- RETURN ADDRESS

Branding elements used most frequently for Museum use are available in the Share drive > Redesign to Share folder. Items can be requested to be added or updated here. Files you will find here include:

### Logo:

- A folder containing a variety of sizes and formats of the approved logo

### Word documents:

- Birthday Card
- KCM Awesome Nametag inserts
- KCM Awesome Letterhead
- KCM Logo colors

### PDF documents:

- KCM Awesome Letterhead blank w/board list
- KCM Awesome Return Address (in color and b/w)
- KCM Awesome Swoop reverse (in standard and widescreen formats)
- Mailing labels

### Powerpoint Documents:

- KCM Awesome PPT template (in standard and widescreen formats)

### Handouts:

- A folder containing current branded pdf documents for a variety of needs

## COLORS

The Museum's primary institutional color is "KCM GREEN" / PMS: 355

Approved accent colors  
18 colors listed at right >



**PMS: 355**  
C 100  
M 0  
Y 100  
K 5



**PMS: 259**  
C 55  
M 100  
Y 0  
K 15



**PMS: 7417**  
C 0  
M 75  
Y 75  
K 0



**PMS: 144**  
C 0  
M 48  
Y 100  
K 0



**PMS: 287**  
C 100  
M 68  
Y 0  
K 12



**PMS: 221**  
C 0  
M 100  
Y 15  
K 30



**PMS: 354**  
C 100  
M 0  
Y 79  
K 20



**PMS: 266**  
C 79  
M 90  
Y 0  
K 0



**PMS: 185**  
C 0  
M 91  
Y 76  
K 0



**PMS: 130**  
C 0  
M 30  
Y 100  
K 0



**PMS: 640**  
C 100  
M 0  
Y 0  
K 22



**PMS: Rubine Red**  
C 0  
M 100  
Y 15  
K 4



**PMS: 343C**  
C 100  
M 0  
Y 60  
K 4



**PMS: 430**  
C 5  
M 0  
Y 0  
K 45



**PMS: 221**  
C 0  
M 100  
Y 15  
K 30



**PMS: 3725**  
C 95  
M 0  
Y 47  
K 0



**PMS: 279**  
C 68  
M 34  
Y 0  
K 0



**PMS: 240**  
C 18  
M 94  
Y 0  
K 0

## FONTS

**Myriad** - Main Museum font

**Arial** - PowerPoint main text

**Calibri** - Email text

**Times Roman** - Alternative  
to using Myriad for letters

## MYRIAD PRO BOLD

Myriad Pro Regular and *Italic* are used within body copy. **Key words** can be emphasized in bold within the text. It is best to limit this use of bolding to one or two words, and only once per paragraph. *Italic text should also be used on a limited basis.*

- If a bullet is used, it is best to align the run-over text under the first letter of the sentence
- For a series of bullets, be consistent with punctuation
- Most bulleted lists do not need a period at the end



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# LOGO

## COMPONENTS:

- 1\_ Full museum name in **KCM Green**, Myriad Bold
- 2\_ Wordmark in **KCM Green**
- 3\_ "Awesome" tag line, Myriad Bold reversed out of **KCM Purple** stripe

When used large, the branding should include all three elements.

This is best used for the opening page of pdfs, PowerPoint presentation, and stand-alone features such as posters, website, promotional items, etc.

The purple stripe may bleed left or right.



### KCM GREEN

RGB: G158, B77

PMS: 355

CMYK: C100, Y100, K5

### KCM PURPLE

RGB: R120, G29, B126

PMS: 259

CMYK: C55, M100, K15



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## LOGO

### PROPORTION:

- The Wordmark is always used larger than the tag line and Museum name in all situations
- The full museum name above the Wordmark, is the width of the word, "Museum" in the Wordmark
- The purple stripe should be at least as wide as the Wordmark, but can extend wider to bleed left or right, as needed
- The reverse type is about 1/8" of the height of the Wordmark including the space between the two components.

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Please use one of the approved logos from the shared folder or request specific size as needed.

# STRIPE

The full Museum name (Component #1) should not be included in small applications of the logo.

Logo components #2 & 3 can be used centered or flush left, depending on the use. The purple stripe can bleed left or right as the design dictates.

Please do not "build" your own logo from the components.





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## STRIPE

When additional stripes are used in the design, they should follow the same proportion, font and guidelines as the purple stripe, but enlarged proportionately.



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**BE OUR  
PARTNER  
IN PRETEND**



**BECOME  
A MEMBER!**



## SWOOP

Either the white or green swoop can be used at the bottom of presentations, brochures, ads, business cards and other designs.

The tree and hand logo is reversed out of the green swoop. The green logo can be placed within the swoop, or overlap slightly to increase size as needed for overall impact and balance.



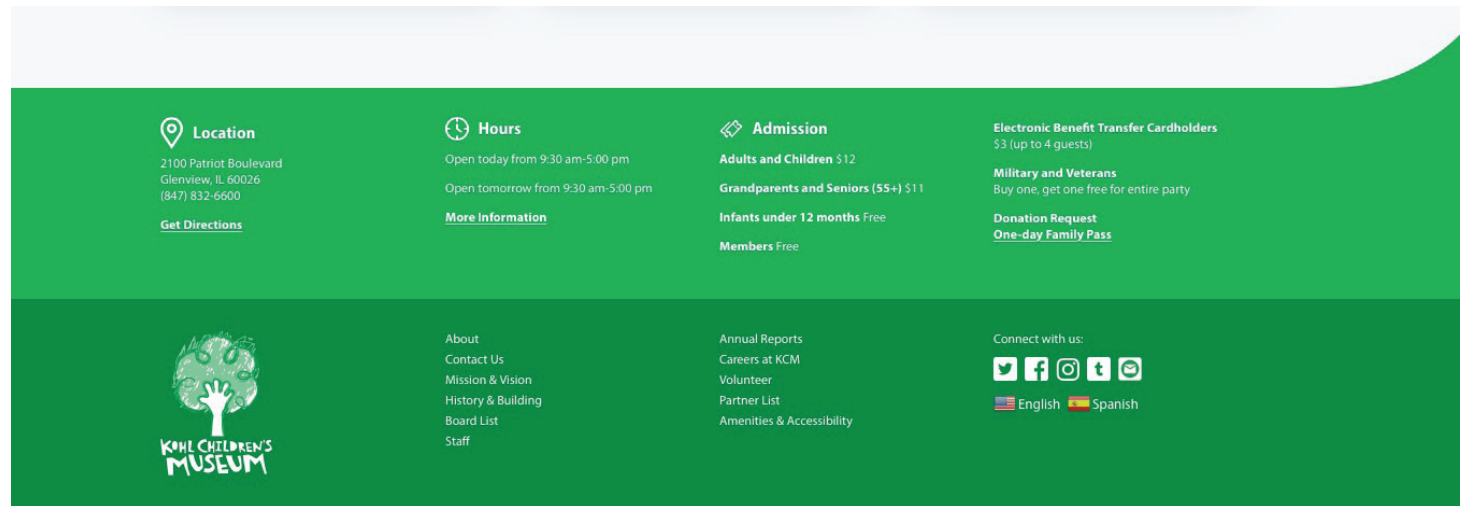
## SWOOP

### WEBSITE:

For the Website, and most design situations, the Wordmark and Awesome purple stripe logo are given the top left priority.

The swoop is a repeated design element in photo frames and button designs.

The hand and tree logo with the Wordmark below, is used as second branding in the footer. This is the only situation where the hand and tree logo is used on the left-hand side of the bottom swoop





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## SWOOP

### POSITIONING:

The full Wordmark and Awesome stripe logo can be used in combination with the swoop and tree logo, anchored at the bottom of any design.

A thin **KCM Green** “box” may be used to group logo components, if they are not designed to bleed off the page.





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## LETTERHEAD

For letterheads, brochures, second page presentations, and smaller situations, it is best to use the logo positioned to the left. The full name of the museum can be eliminated from above the Wordmark.

When possible, position the purple stripe to bleed off the left side of the page.

The full Museum name and contact information is anchored at the bottom of the letterhead.



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Kohl Children's Museum of Greater Chicago • 2100 Patriot Blvd • Glenview, IL 60026 • (847) 832-6600 • Fax: (847) 724-6469 • [kcmgc.org](http://kcmgc.org)



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## ENVELOPES

For envelopes, use the left version of the logo that has the return address below the purple stripe.



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2100 Patriot Boulevard • Glenview, IL 60026



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## LOGO

### ADDITIONAL USES:

The logo can be used as a black-and-white version, either centered, or flush left.



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