Initial Style Guide

February 19, 2020

Introduction

As Marbles continues to grow, both as a Kids Museum and an organization, we are faced with three challenges: assessing and refining the Marbles brand identity, applying the identity cohesively, and ensuring it's flexible enough to grow. This initial style guide is a jumping off point for new directions that evolve and extend the Marbles brand.

Goals

Evolution

Any new Marbles brand elements should be consistent with the history and values of the brand.

Accessibility

All Marbles materials, from the logo to signage to the website, need to be easy to read and simple to comprehend.

Consistency

Marbles brand guidelines should provide a roadmap for consistent application of the brand through graphic design, messaging, and content.

Sustainability

The new Marbles branding needs to extend current efforts and provide a framework for expansion.

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Logo

To make the Marbles logo more contemporary, to maximize legibility across media, and to better connect to other brand properties and sub-brands, the new logo has been simplified. The basic concept of the logo is unchanged, ensuring that the new and the old logo can live side-by-side as gradual brand updates are implemented.

Updates

- The marbles (planets/bubbles/molecules/balls) are now dynamic, bouncing above the wordmark instead of tucking behind it
- The letters are no longer overlapping and are solid purple
- The curve of the baseline of the word Marbles has been decreased to allow for the lettering under the mark to be on a straight baseline

Marbles
KIDS MUSEUM

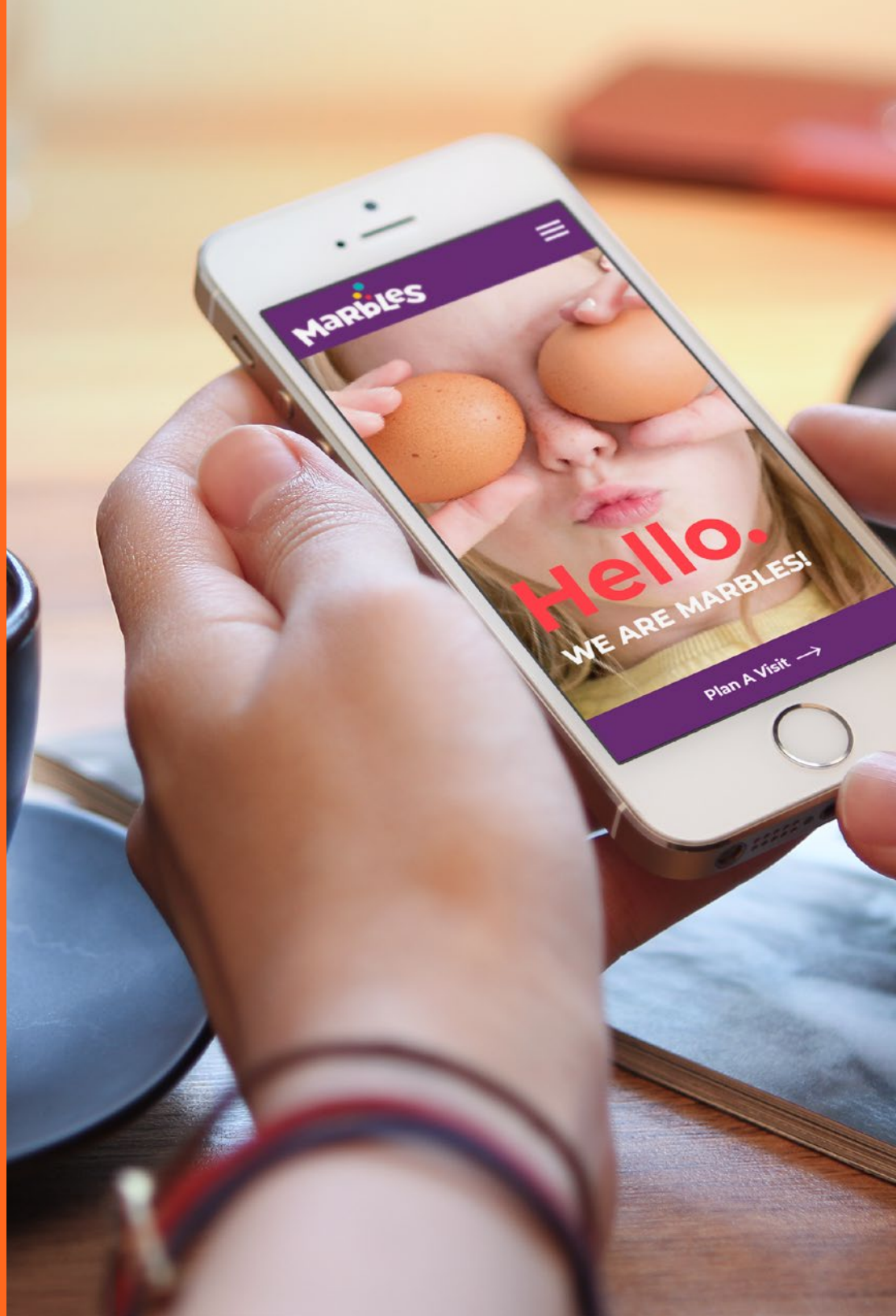
Marbles
KIDS MUSEUM

MaRbLes

KIDS MUSEUM

MARBLES
KIDS MUSEUM

Marbles
KIDS MUSEUM


Marbles
Hello.
WE ARE MARBLES!
Plan A Visit

Variations

Applications: website header

Applications: sub-brands, small digital applications, one color printing

Applications: favicon, social

Brand Properties

Sub-brands

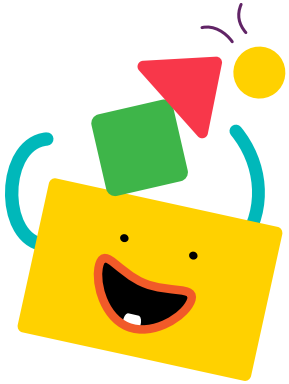
Recurring events and other sub-brands can have their own personalities, while still being on-brand. The text-only version of the Marbles logo supports the structure of the subbrand logos. Marbles characters created from the Marbles brand palette are included to help tell the story of the event.

Features

- All type treatments follow the same structure, with variations in color
- New branded characters bring each logo to life

Sub-brands

MARBLES
Heart Hop
A FAMILY DANCE!



MARBLES
Toddlers Together

MARBLES

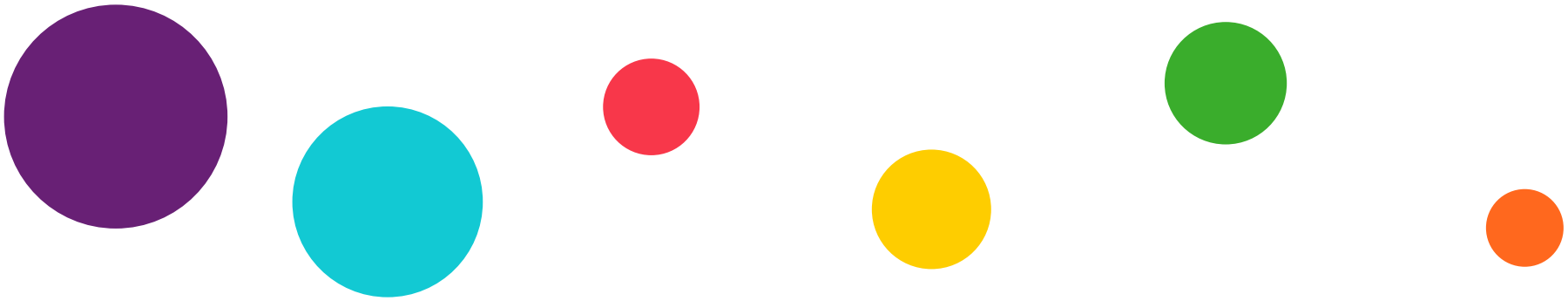
Heart Hop

A FAMILY DANCE!

Toddlers Together

MARBLES

Color Palette



#671E75
C68 M100 Y0 K8
R103 G30 B117
2613 C

#0DCCD3
C59 M0 Y22 K0
R45 G204 B211
319 C

#F4364C
C0 M82 Y53 K0
R244 G54 B76
1787 C

#2FFCD00
C0 M14 Y100 K0
R255 G205 B0
116 C

#43B02A
C77 M0 Y100 K0
R67 G176 B42
361 C

#FF671F
C0 M70 Y100 K0
R255 G103 B31
165 C

primary **secondary** **accent**

Typography

In keeping with our goals of consistency and accessibility, the new Marbles brand uses Montserrat, a free, websafe font. This will allow anyone in the Marbles organization to use brand fonts as well as providing the ability to have a seamless brand from print to web. With a full suite of weights, this geometric sans-serif typeface is modern and legible.

NOTE: Montserrat is available for free downolad here: https://fonts.google.com/specimen/Montserrat

Typography

Montserrat Thin 12345

Montserrat Extra Light 12345

Montserrat Light 12345

Montserrat Regular 12345

Montserrat Medium 12345

Montserrat Semibold 12345

Montserrat Bold 12345

Montserrat Extra Bold 12345

Montserrat Black 12345

Montserrat Thin Italic 12345

Montserrat Thin Extra Light 12345

Montserrat Thin Light 12345

Montserrat Regular Italic 12345

Montserrat Medium Italic 12345

Montserrat Semibold Italic 12345

Montserrat Bold Italic 12345

Montserrat Extra Bold Italic 12345

Montserrat Black Italic 12345

Typography Example

Montserrat Extra Bold

Hello.

Montserrat Black

WE ARE MARBLES!

Montserrat Light

Um ellupti bearchic te cone volenit molorunturem comnihilite pratatio. Et et quianditae soluptiorepe nos suntius endant aditi.

Montserrat Bold

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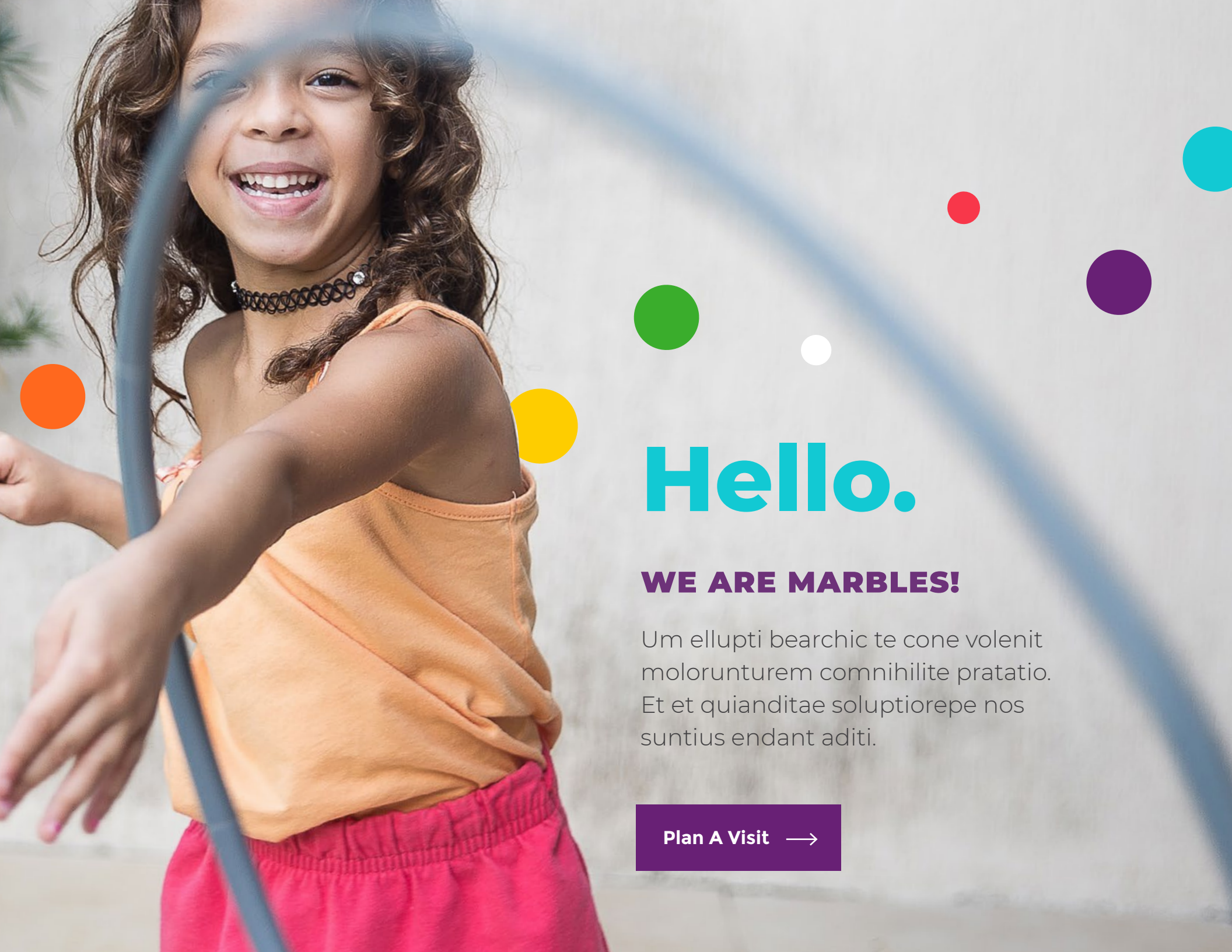
NOTE: Headlines are always in sentence case. Subheads and /or section headings can appear in all capitals.



Hello.

WE ARE MARBLES!

Um ellupti bearchic te cone volenit molorunturem comnihilite pratatio. Et et quianditae soluptiorepe nos suntius endant aditi.

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Thank you!