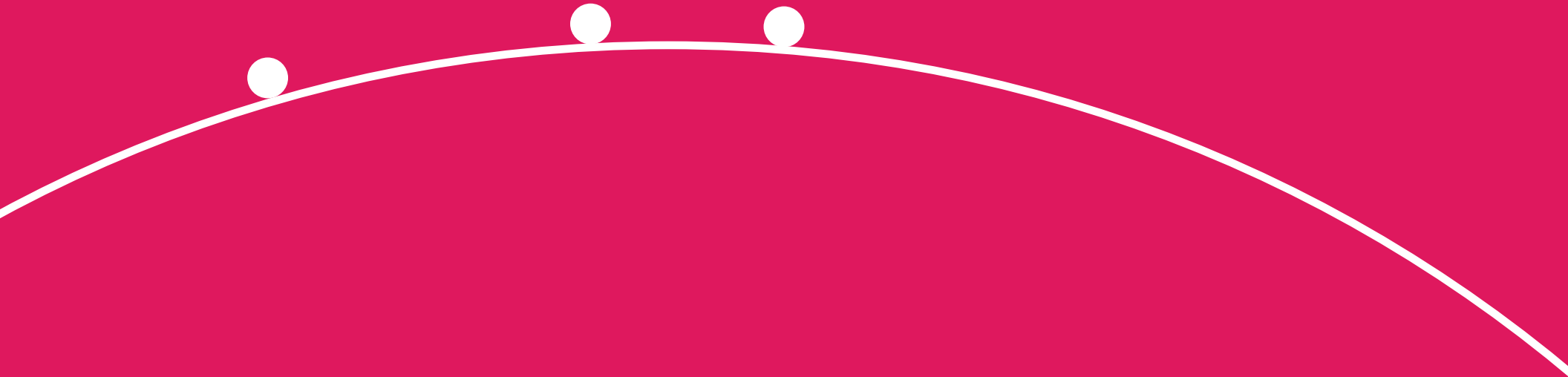


BRAND GUIDELINES

Education

Through

Communication



WELCOME ALL, SHORT AND TALL, TO THE BETTY BRINN CHILDREN MUSEUM BRAND GUIDELINES!

For the next thirty-odd pages, this guide will be your right-hand fellow in learning everything there is to know about what makes us our unique selves. They're here to walk you through how to correctly implement visual brand elements to align with the brand's archetype and set a consistent tone for the highest level of audience communication. Together, you'll accomplish wonderful feats!

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01

BRAND FOUNDATION



VALUES

FUN

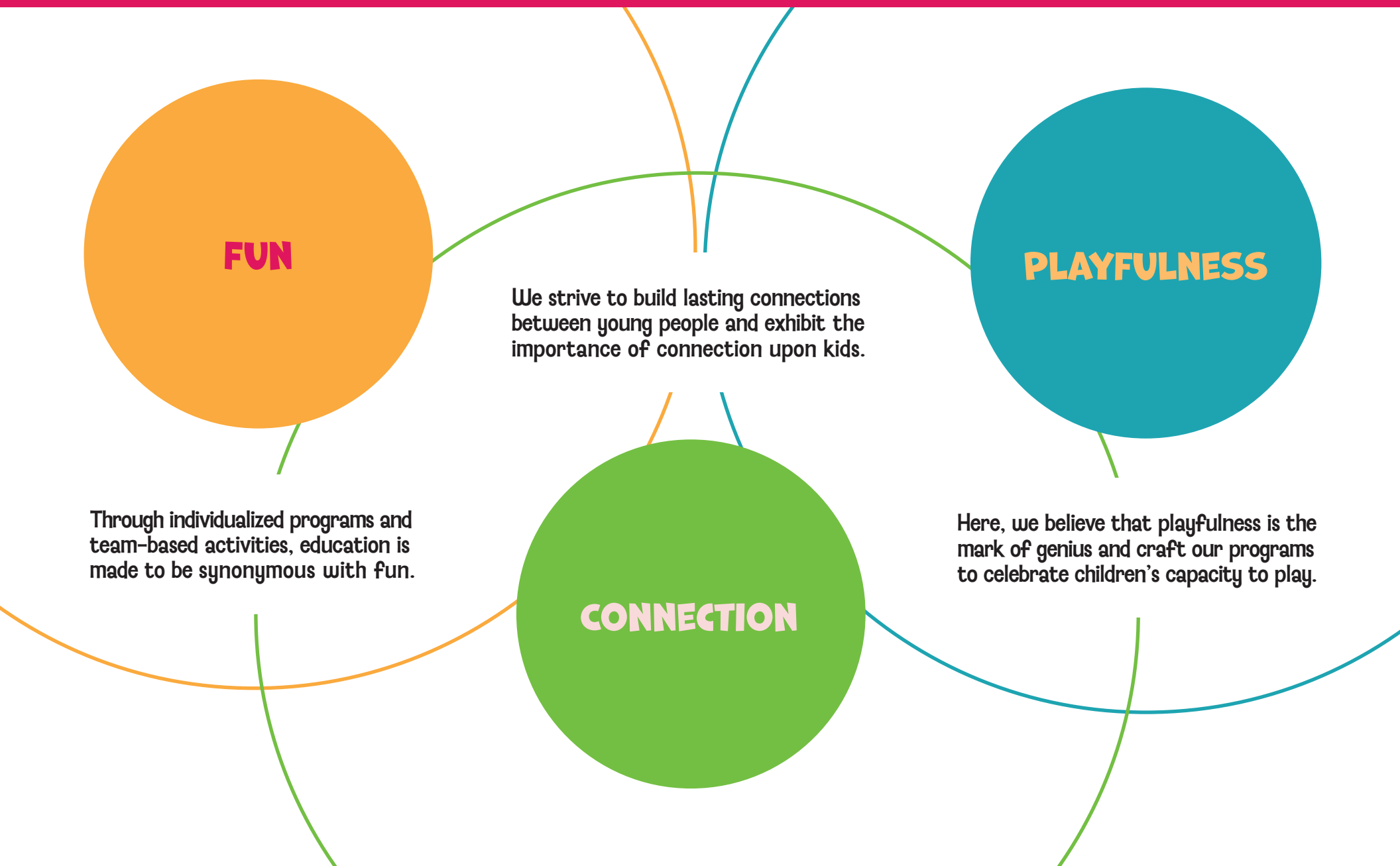
Through individualized programs and team-based activities, education is made to be synonymous with fun.

We strive to build lasting connections between young people and exhibit the importance of connection upon kids.

PLAYFULNESS

Here, we believe that playfulness is the mark of genius and craft our programs to celebrate children's capacity to play.

CONNECTION



BRAND ARCHETYPE

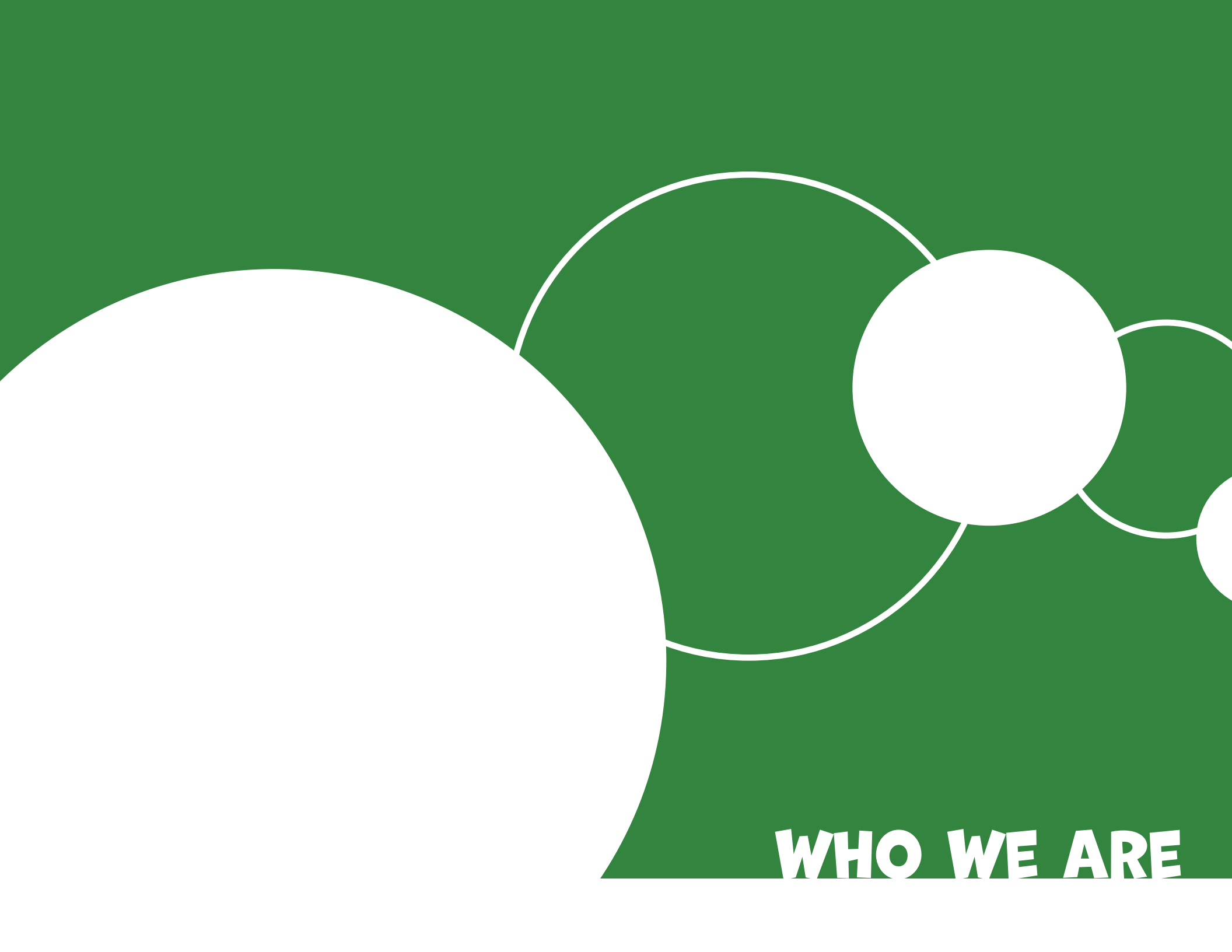
The Jester brand archetype pursues connection, more specifically, seeking to amuse an audience through playful humor and spreading joy to all.



Betty Brinn
Children's Museum

As a museum for children, Betty Brinn strives to be a fun environment where children are encouraged to be playful and learn from one another. Such bright humor behind this archetype reflects these goals in mind.





WHO WE ARE

VISION

Betty Brinn Children's Museum envisions a world in which children are educated to be better connected and socially aware of those around them.



MISSION

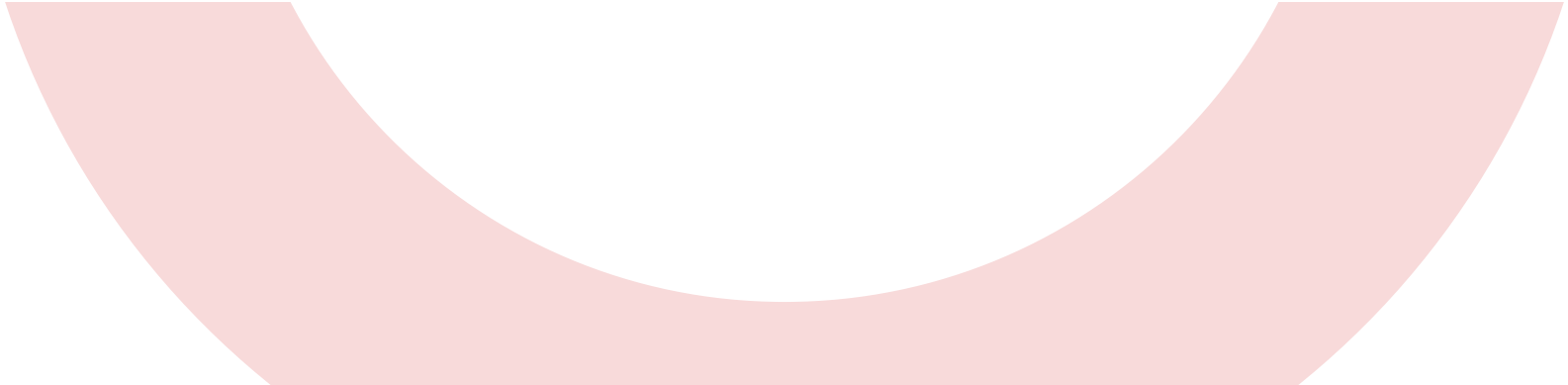
The purpose of Betty Brinn Children's Museum is to educate children about the proper way to communicate in modern times and create lasting connections between young people.



BRAND FOUNDATION STATEMENT



Betty Brinn Children's Museum is a fun and playful educational facility founded on teaching children how to communicate and created with the vision of making the next generation more socially aware.



TAGLINE

Our tagline is 'Education Through Communication', a callback to our founding archetype and teaching about communication through communication.

Education

As a museum, education is our specialty and ultimate goal through the services we provide. Betty Brinn is dedicated to ensuring our visitors leave knowing more than what they came with.

Through

Although we are a museum at heart, our brand's goal is to merge the concept of childrens' ability to communicate, collaborate and work together with learning.

Communication

Constant and quality communication is the foundation of early learning and we seek to provide our visitors with only the best opportunities train this skill.



02

STYLE GUIDE



MOODBOARD



Crayons = a child's version of individualistic expression

#FFD1DC

Pastel Pink

#54BCCA

Shakespeare



variex



Fun colors- desaturated warm hues

#FEC300

Amber

#CF537B

Mulberry



Wigwag

ABOUT THE LOGO

Our logo consists of two elements: the colorful wordmark and the secondary text. This design combines the fun and upbeat personality of the Jester archetype with the inclusive mission of the museum.

Wordmark

The negative space in the 'B's become two faces seemingly talking to one another as the two 't's in 'Betty' appear as two people holding hands, each representative of the brand's goal to connect. The bright choice of color, irregular letterforms, and inconsistent letterform orientation is intended to reflect the young audience of a children's museum.

Secondary Text

The secondary text gives context into the meaning of the Wordmark. It is composed BaileywickJFGothic, a playful and upbeat typeface inspired by the whimsical Disney art of Mary Blair. The letterforms vary in orientation to give a sense of dynamism and reinforce the childlike audience of the brand.





LOGO USAGE

PRIMARY, SECONDARY & MARKS

01 Primary

Use the Primary version whenever possible or in the case of horizontal orientations such as longer texts or websites. Subtext provides context and this version provides the clearest legibility of both the wordmark as well as the subtext.



02 Secondary

Use the Secondary version in the case of vertical orientations such as posters, signage, or mobile devices.



03 Brand Mark

Use the Brand Mark in the case of circular orientations, small sizes where legibility might be an issue, or very large sizes such as social media icons or watermarks. This helps create visual recognition within an audience.



04 Word Mark

Use the Word Mark for easy application across mediums to boost name recognition, however, only use this once the audience has an established understanding of the brand's offered services.



CLEAR SPACE

To avoid visual clutter surrounding the Betty Brinn logo, follow these steps:

External

- Step 1: Draw a box around the logo
- Step 2: Copy and paste the 'e' from 'Betty', aligning to the line
- Step 3: Duplicate and flip to match all sides
- Step 4: Avoid placing any elements in this margin of space including graphics, text, and images

Internal

- Step 1: Copy and paste the 'e' from 'Betty'
- Step 2: Place in between the 'y' and the 'B' in 'Brinn'
- Step 3: Place in between 'y' and 'dre' of 'Children's'
- Step 4: Ensure that when the elements within 'Betty Brinn' and 'Children's Museum' are grouped as shown, this amount of blank space is reserved

Clean Reference:



USE ON BACKGROUNDS

On light backgrounds such as white or light pink, use the Full Color version. However, on dark backgrounds like black or navy, use the Inverse version. In the case of black and white printing, reference the Black and White versions. The logo may be placed on top of images only if it has enough contrast for the purpose of readability.

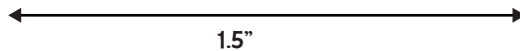


CORRECT USE



Betty Brinn

Children's Museum



Ensure the minimum width for logo usage is 1.5" wide.
Always enlarge and reduce proportional to logo size.

Betty Brinn
Children's Museum

You may rotate the logo as long as the rotation does not exceed a 30 degree angle. Use sparingly only for poster design and informal documents.



You may fill the faces of the two 'B's in 'Betty' and 'Brinn', however, reserve this for instances of design or alternative patterning.

Betty Brinn

Children's Museum

Betty Brinn

Children's Museum

Betty Brinn

Children's Museum

You may separate 'Betty Brinn' and 'Children's Museum' as long as both pairs of components are on the same page.

INCORRECT USE



Do not alter the original color order.



Do not squash or stretch the logo.



Do not align letterforms to the baseline.



Do not exaggerate the angle of letterforms.



Do not embellish with stylizations such as drop shadows.



Do not enlarge the secondary text to overpower the wordmark.



Do not change the typeface of the secondary text.



Do not change the spacing between elements within the logo.



Do not alter the shape or size of the faces in the two 'B's.

COLOR

Our core colors reflect our fun personality that provides educational services to a young target audience. To compliment this color scheme, lean heavily on Radiant Raspberry on light backgrounds and Vanilla Ice on dark or highly saturated backgrounds. Black and white may also be used to break up areas of color with heavy saturation but only in moderation.

Vine

R= 49 G= 132 B= 63
C= 82 M= 25 Y= 100 K= 11
Hex= 31843F

Blue Chill

R= 10 G= 127 B= 139
C= 86 M= 34 Y= 41 K= 6
Hex= 0A7F8B

Radiant Raspberry

R= 222 G= 25 B= 93
C= 7 M= 100 Y= 48 K= 0
Hex= DF1A5E

Piper

R= 214 G= 96 B= 39
C= 12 M= 75 Y= 100 K= 2
Hex= DF1A5E

Vanilla Ice

R= 255 G= 91 B= 46
C= 0 M= 79 Y= 87 K= 0
Hex= F8DADA

Limeade

R= 68 G= 167 B= 2
C= 75 M= 8 Y= 100 K= 1
Hex= 44A702

Pacific Blue

R= 0 G= 164 B= 179
C= 78 M= 14 Y= 29 K= 0
Hex= 00A4B3

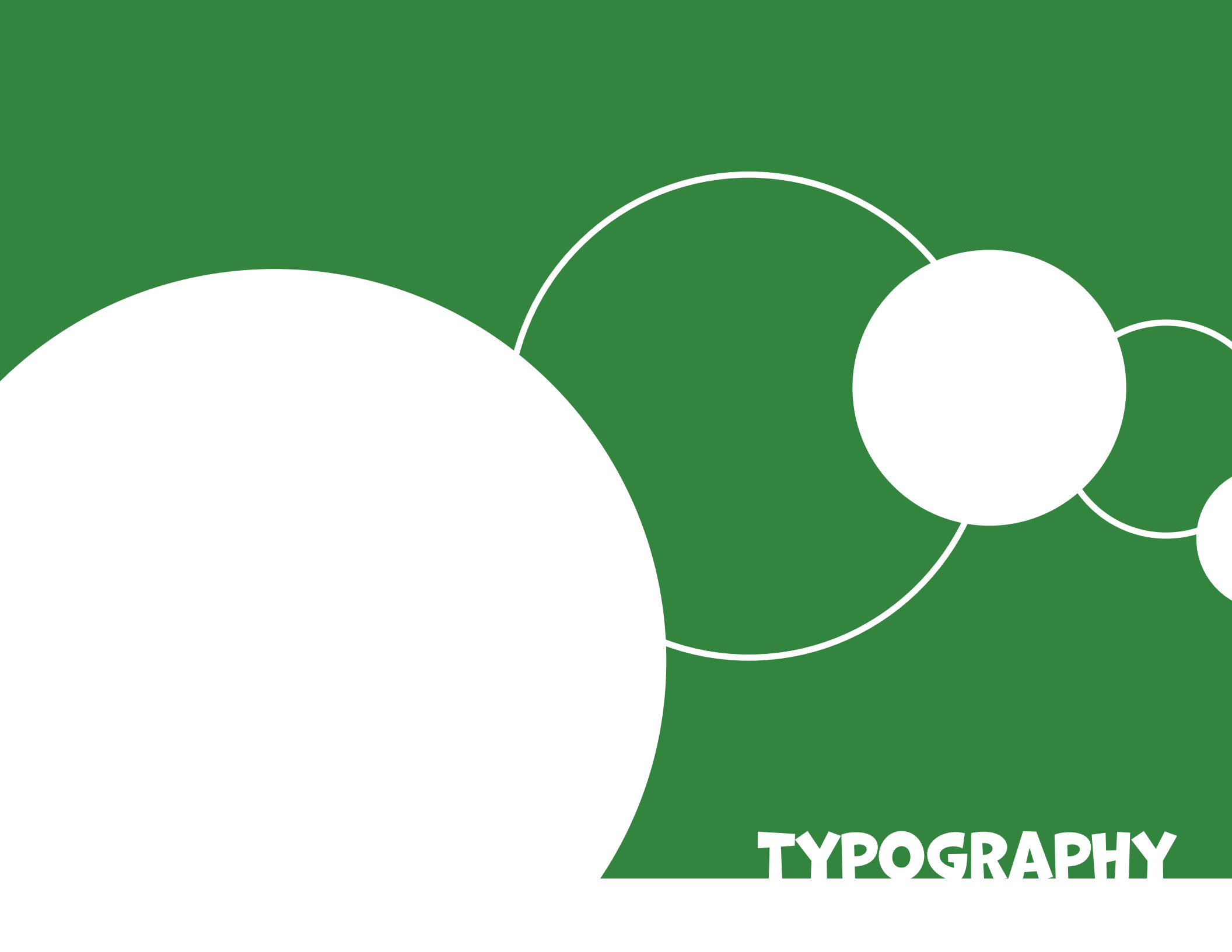
Medium Pink

R= 239 G= 93 B= 144
C= 0 M= 79 Y= 14 K= 0
Hex= EF5D90

Outrageous Orange

R= 255 G= 91 B= 46
C= 0 M= 79 Y= 87 K= 0
Hex= FF5B2E





TYPOGRAPHY

PRIMARY TYPEFACE

Our primary typeface was selected because of its fun personality catering towards cartoony, more lighthearted subject matter. Its heavy yet constantly-changing line weight feels dynamic, proudly calls attention, and celebrates the imperfections in the way that children write. Reserve this typeface for large headings and titles only. Do not stylize, add effects, or underline. Use the Shadow and Round versions sparingly and tastefully.

MARVIN

**AA BB CC DD EE FF GG HH II JJ KK
LL MM NN OO PP QQ RR SS TT UU
VV WW XX YY ZZ 0123456789**

REGULAR

ROUND

SHADOW

SECONDARY TYPEFACE

Our secondary typeface was selected because of its non-uniformity, hooked stems, and deviations from the meanline that create a sense of juvenility and liveliness. Because of this, never set this typeface in all uppercase. Use BaileywickJFGothic in all instances of secondary text and most instances of body copy unless the project will be distributed virtually. Avoid 3D effects and stylizations such as drop shadows as these will appear distracting.

BaileywickJFGothic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 0123456789

Regular

SECONDARY TYPEFACE CONT.

Our other secondary typeface was selected because of its easy legibility, width variety, and straightforward shapes making it a perfect contrast to Marvin. When considering UX/ UI design, BaileywickJFGothic may be swapped for the Light, Regular, and Bold versions of Source Sans Variable. It may also serve as a less busy alternative to more formal documents. Use effects, stylizations, and Italics sparingly and tastefully.

Source Sans Variable

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Extra Light
Light
Regular

Semibold
Bold
Black

Extralight
Light Italic
Italic

Semibold Italic
Bold Italic
Black Italic

ALTERNATE TYPEFACE

The logo's alternate typeface is a mix of various altered letterforms including Wigwag. This typeface was selected because of its playfulness, friendly approachability, and boldness which capture our Jester personality. Use this typeface only for select purposes outside of the logo to accentuate particular words, numbers, or phrases. If Marvin is overused or unavailable for use, Wigwag may be substituted in its place. Refrain from adding any 3D effects or stylizations on this typeface.

Wigwag

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0123456789**

**Bold
Deluxe**

ICONOGRAPHY



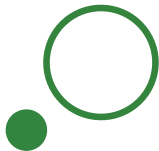
Balloons embody the fun spin that we put on education.



Two hi-fiving hands represent comradery and teamwork.



The Earth illustrate our vision of a more happy, unified world.



Circles symbolize unity, connection, and communication.



Toy bricks signify the joy of childhood and connection.



Clouds express cheer, freedom, and fluffy softness.



PHOTOGRAPHY

Photography should always aim to make the viewer feel like they are welcome to take part in the fun activities occurring within the pictures which reinforces our vision to educate young people through collaboration. It should avoid pictures of individuals, kids who appear to be unengaged, and over-saturation which may look tacky.

Collaboration



Warm-Toned



Dynamic



Positive



Candid



People-Centric



03

BRAND ACTIVATION



LETTERHEAD & BUSINESS CARD



University of Wisconsin-Milwaukee

Betty Brinn Children's Museum
929 E Wisconsin Ave
Milwaukee, WI 53202

December 10, 2024

Dear University of Wisconsin-Milwaukee,

On behalf of the entire team at Betty Brinn Children's Museum, I would like to extend our deepest appreciation for your ongoing support of our mission to provide innovative, hands-on learning experiences for children and families. Your commitment to our cause is invaluable, and we are grateful for your continued partnership.

We are excited to share with you an upcoming opportunity to engage further with the Museum and explore the impact of our programs. Team Field Day, scheduled for January 19th, 2024, promises to be an enriching experience for all who attend, providing a unique platform for children and adults alike to engage with one another, explore, and have fun. The event will feature fun group activities that Early Childhood Education students will have the opportunity to lead and children will get to compete with, ensuring a memorable experience that fosters both healthy competition and fun.

As a valued partner, we would be honored to have you join us for this special occasion. Your presence would not only support our mission but also showcase your ongoing dedication to the development of young minds in our community.

Please let us know if you would like more information about the event or how you can participate. We would be happy to discuss any questions or ideas you may have.

Thank you again for your generosity and commitment. We look forward to the opportunity to celebrate with you soon.

Warm regards,

Danielle Jacobs
Chief Executive Officer
Betty Brinn Children's Museum



(414) 390-5437

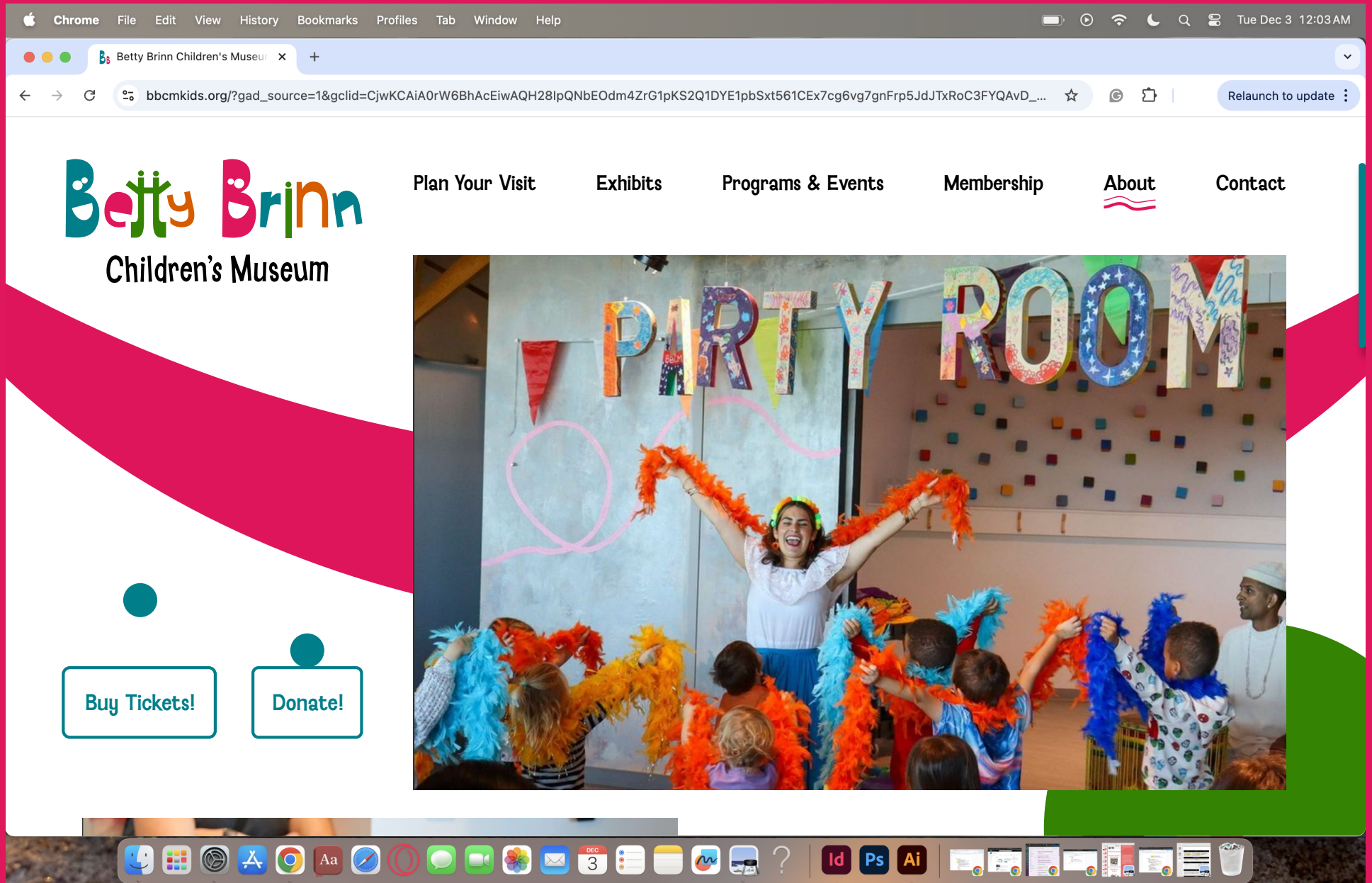


questions@bbcmkids.org

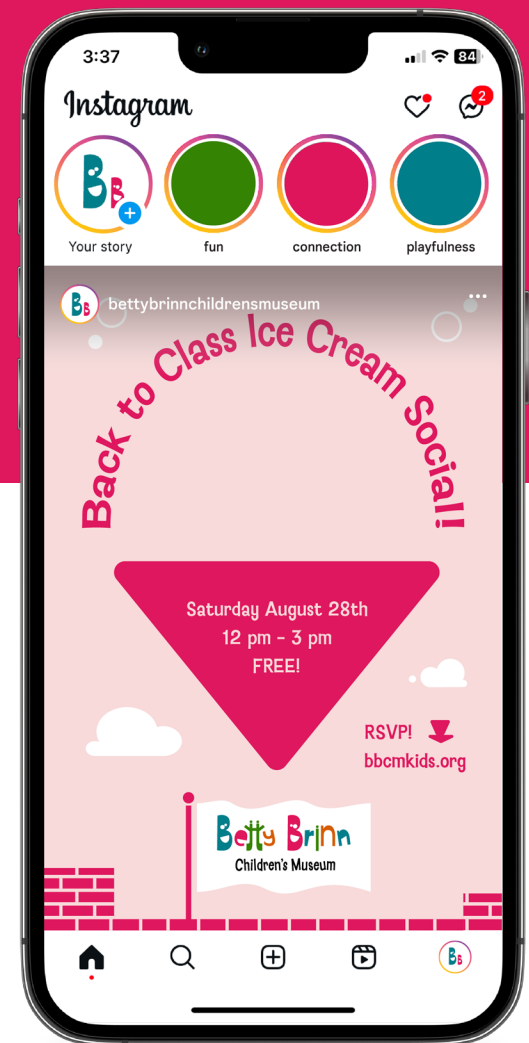


929 E Wisconsin Ave, Milwaukee, WI 53202

WEBSITE SAMPLE

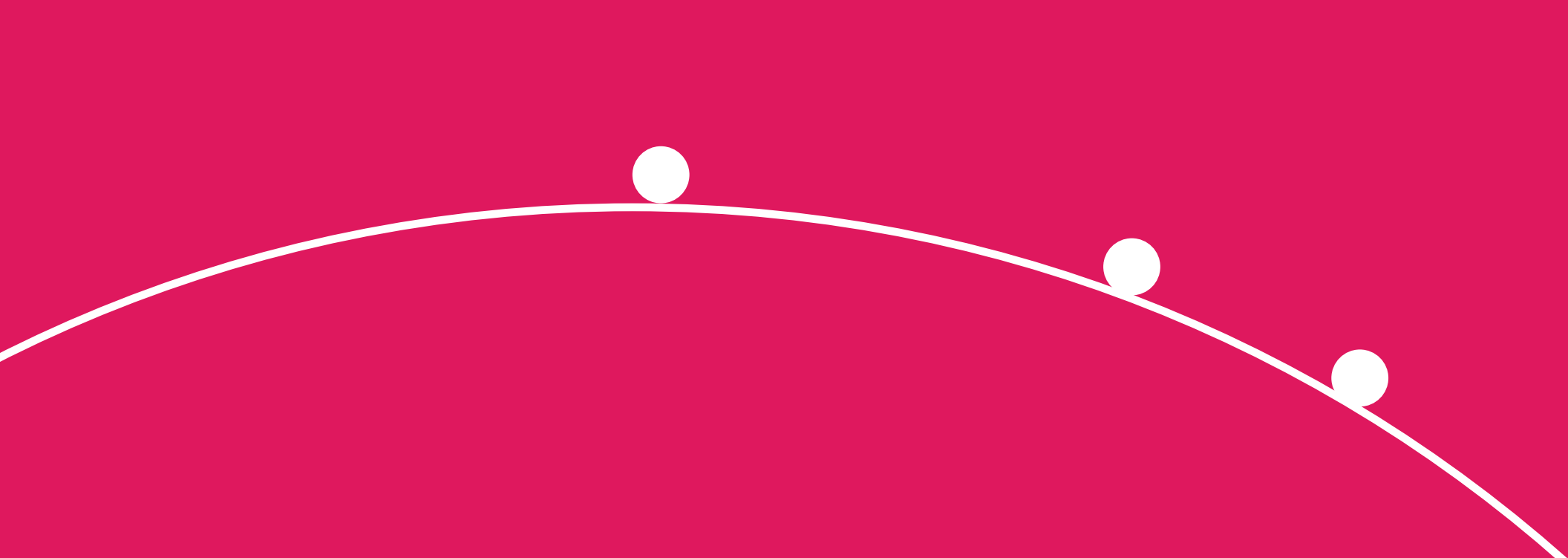


SOCIAL MEDIA SAMPLES



INDUSTRY ACTIVATIONS





THANKS FOR STOPPING BY!

For any further questions regarding brand guidelines, please contact one of our Betty Brinn Children's Museum design team members at:

brand@bbcmkids.org

Betty Brinn

Children's Museum