

# BRAND GUIDE

GLAZER CHILDREN'S MUSEUM





# BRAND VOICE

The Glazer Children's Museum's identity is centered around being **playful, inclusive, and inspirational.**

The mission is creating a space where children can learn and grow through meaningful play experiences. The brand is dedicated to providing a welcoming environment for all children, including those with special needs, ensuring that every child feels included and supported. The tone of the brand voice is warm and empathetic, offering parents opportunities to bond with their children through and reflect its mission to inspire curiosity and development in young minds



# 01 LOGO



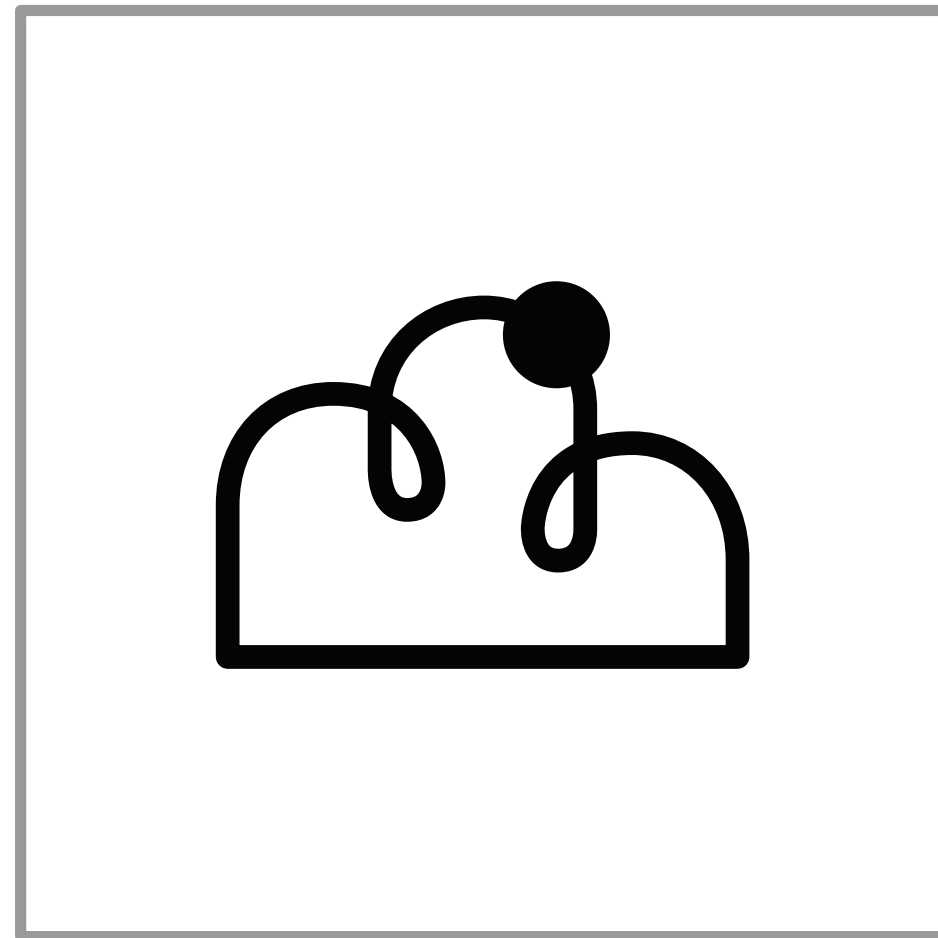
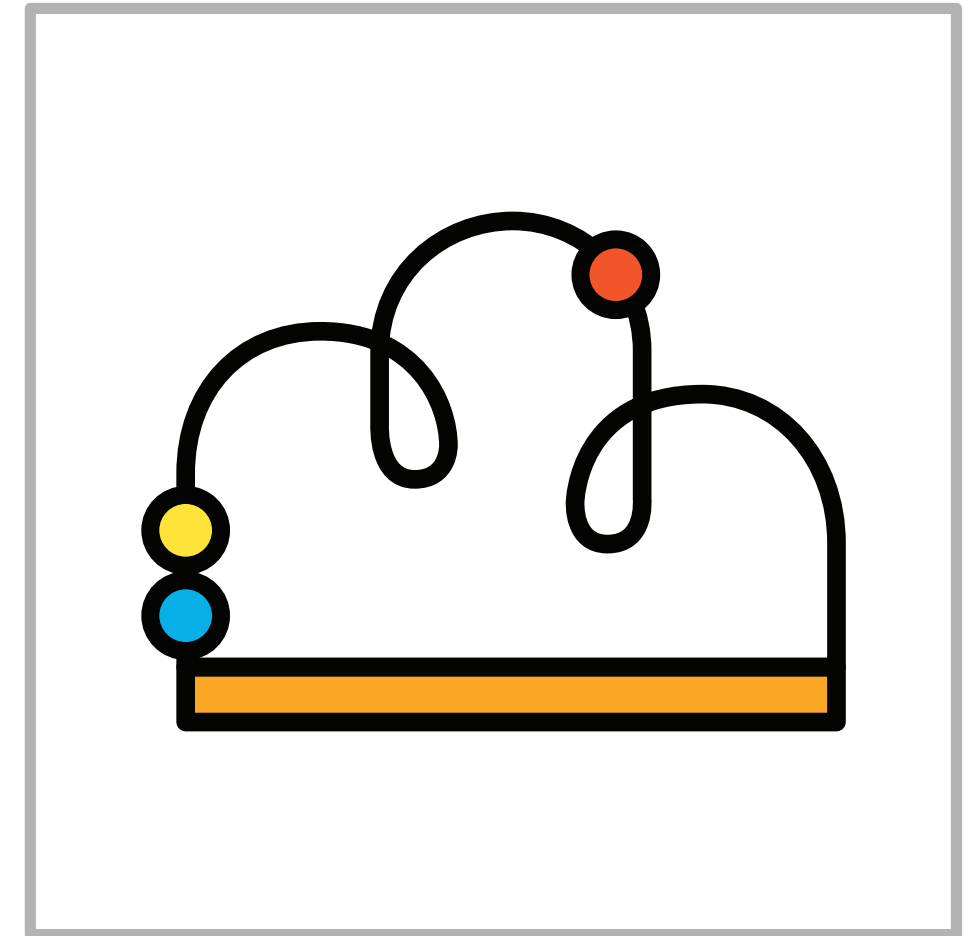
## LOGO LOCKUP

The logo draws inspiration from the **bead maze**, a universally recognized educational toy, symbolizing the museum's dedication to play and learning. Its distinct shape also resembles a cloud, capturing the museum's role in nurturing imagination and fostering exploration in young minds

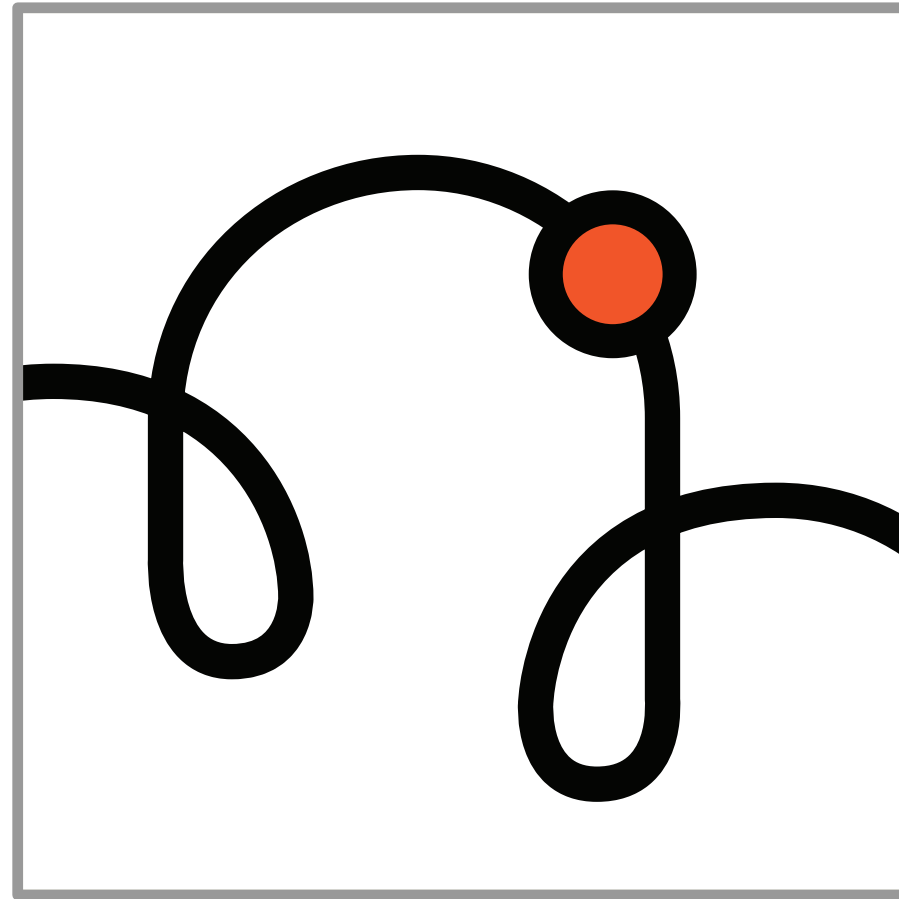


GLAZER  
CHILDREN'S MUSEUM

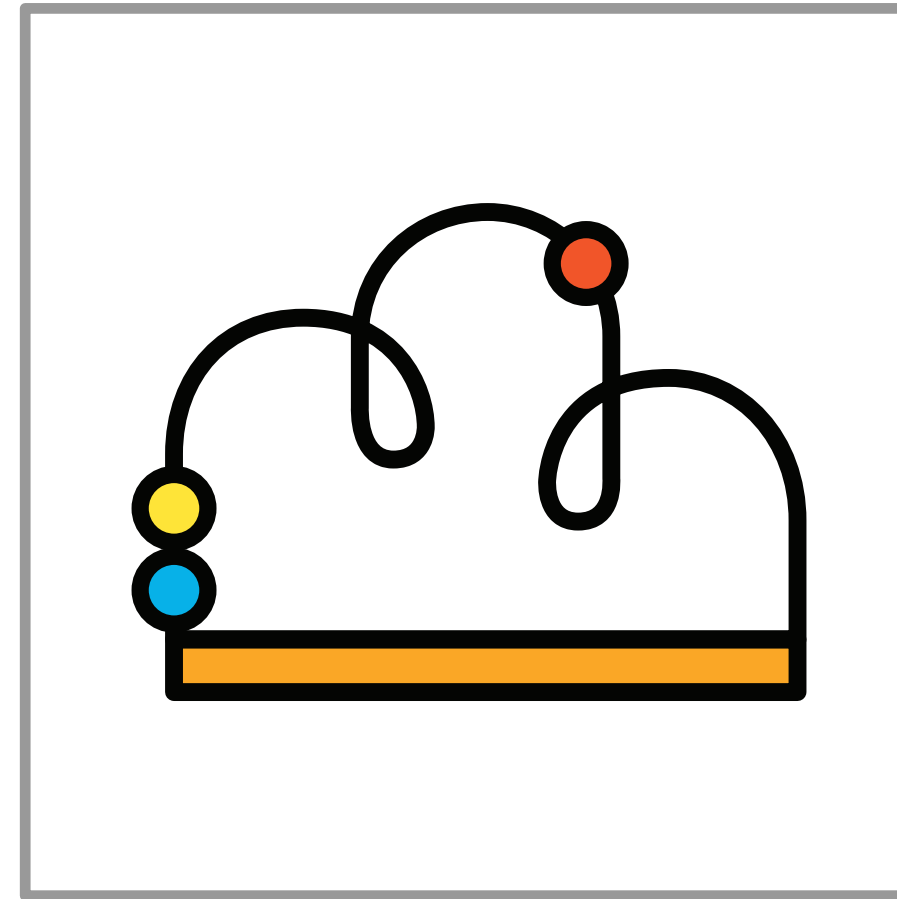
LOGO  
VARIATIONS



## DOS



1. Do keep the line weight consistent



2. Use logo mark on its own

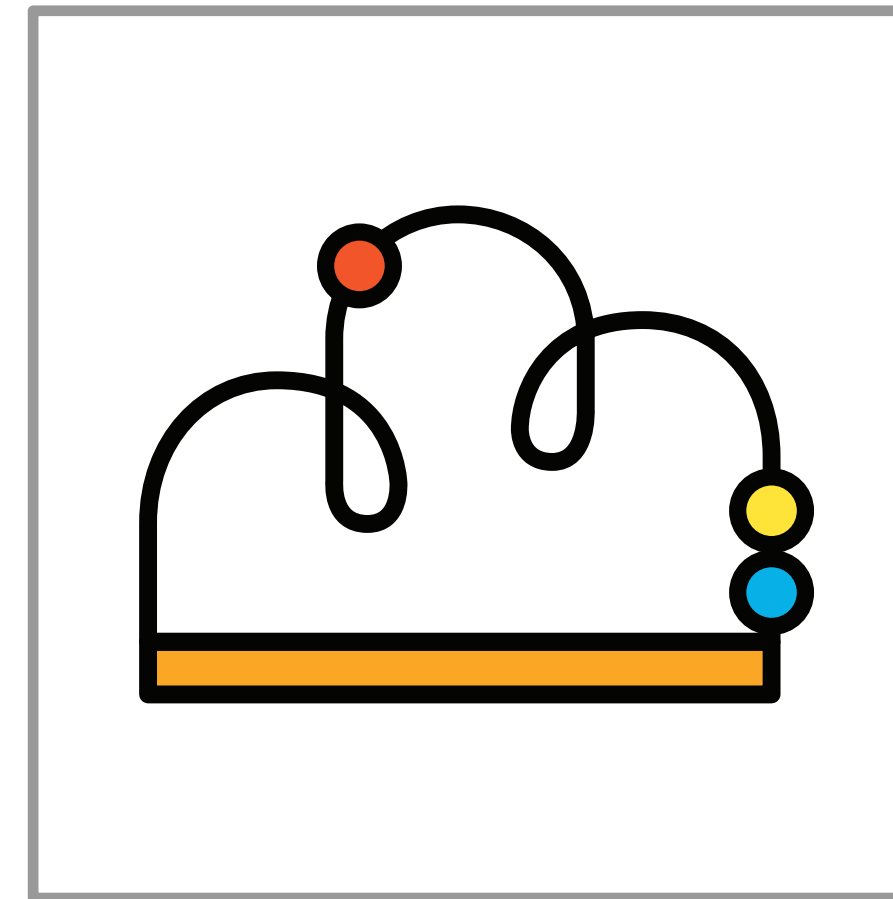


3. Use word mark on its own



4. spacing between logo and type should be wider than leading

## DON'TS



1. Do not flip the logo



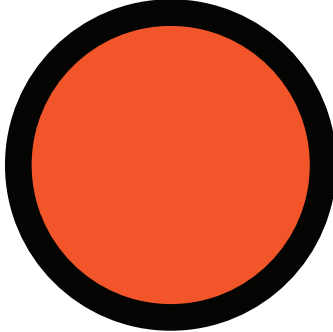
2. Do not have logo bigger or same size as word mark in square format, word mark should always be bigger



# 02 COLOR



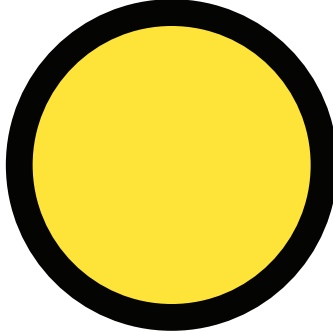
# COLOR PALETTE



## ENERGY

Represents energy, enthusiasm, and creativity, reflecting the museum's vibrant and playful atmosphere where children can actively engage and learn

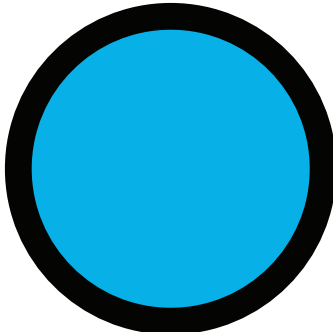
#F0572A



## JOY

Evokes happiness, optimism, and curiosity, inspiring a sense of wonder and joy as children discover new things and embrace learning.

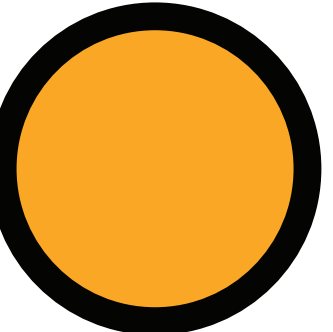
#FFE43A



## OPENNESS

Symbolizes trust, calmness, and openness, creating a welcoming environment that encourages children and families to explore and feel at ease

#00B1E8



## WARMTH

Offers a softer, warm tone that complements the vibrant orange, conveying a sense of approachability, inviting all children to explore and grow at their own pace.

#FAA724



# 03 TYPOGRAPHY



# SUBURBAN OT



Heading typeface, used in logo and big titles. Individual letter that have sharp corners must be rounded to create a friendlier tone.

A B C D E F G H I J K L M N O  
V Q R S T U V W X Y Z 1 2 3 4 5 6 7

# AGENDA



Paragraphs typeface

A B C D E F G H I J K L M N O V Q  
R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0



# 04 BRAND IN USE











# 05 ANIMATION



# ANIMATION

This bead eases in at the top



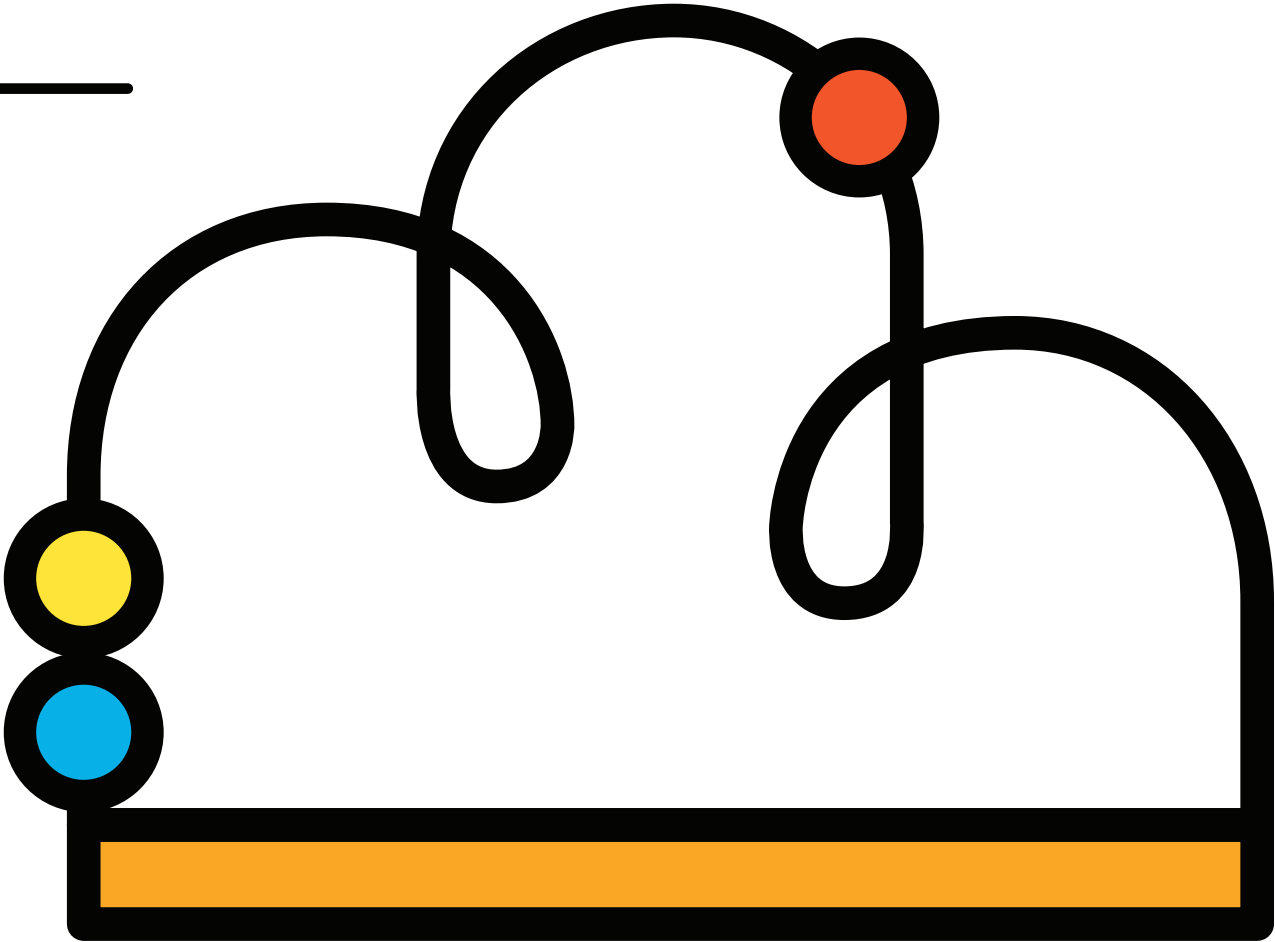
These two beads make a little bounce as it hits the bar



wire and bar start trim path appearing at the same time



Type overshoots before settles



**GLAZER**  
**CHILDREN'S MUSEUM**



**END.**

