

wonder house

brand guidelines

version 1.0

# What our program represents

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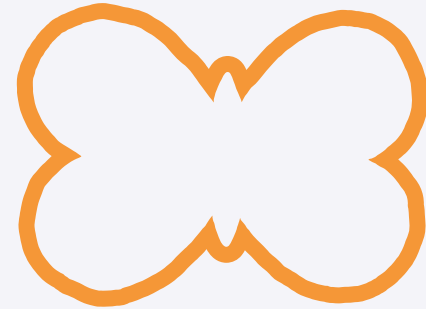


love

+



+



freedom

A consistent brand image is important for maintaining familiarity and trust with the community. Please follow the guidelines outlined here to help us achieve this goal.

# The program

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Wonder House is an adaptable program for children on the Autistic Spectrum that is easily integrated into existing museum structures—whether it have a focus on play, art, science, or music.

The program aims to achieve sensory and developmental exploration for the child in a social setting while simultaneously providing relief and a sense of community for parents who face difficulties in finding appropriate, fun, and educational outings for their child.

# Logo

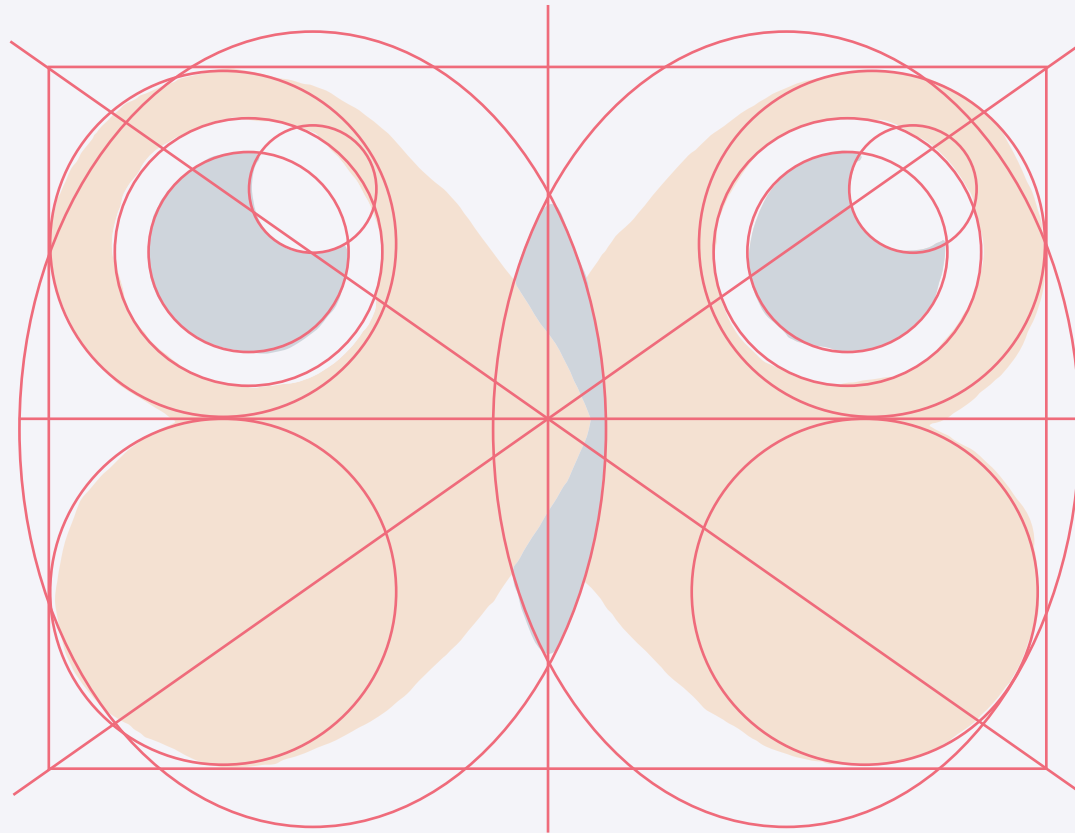
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Our main logo mark should be used whenever possible and appear as above.

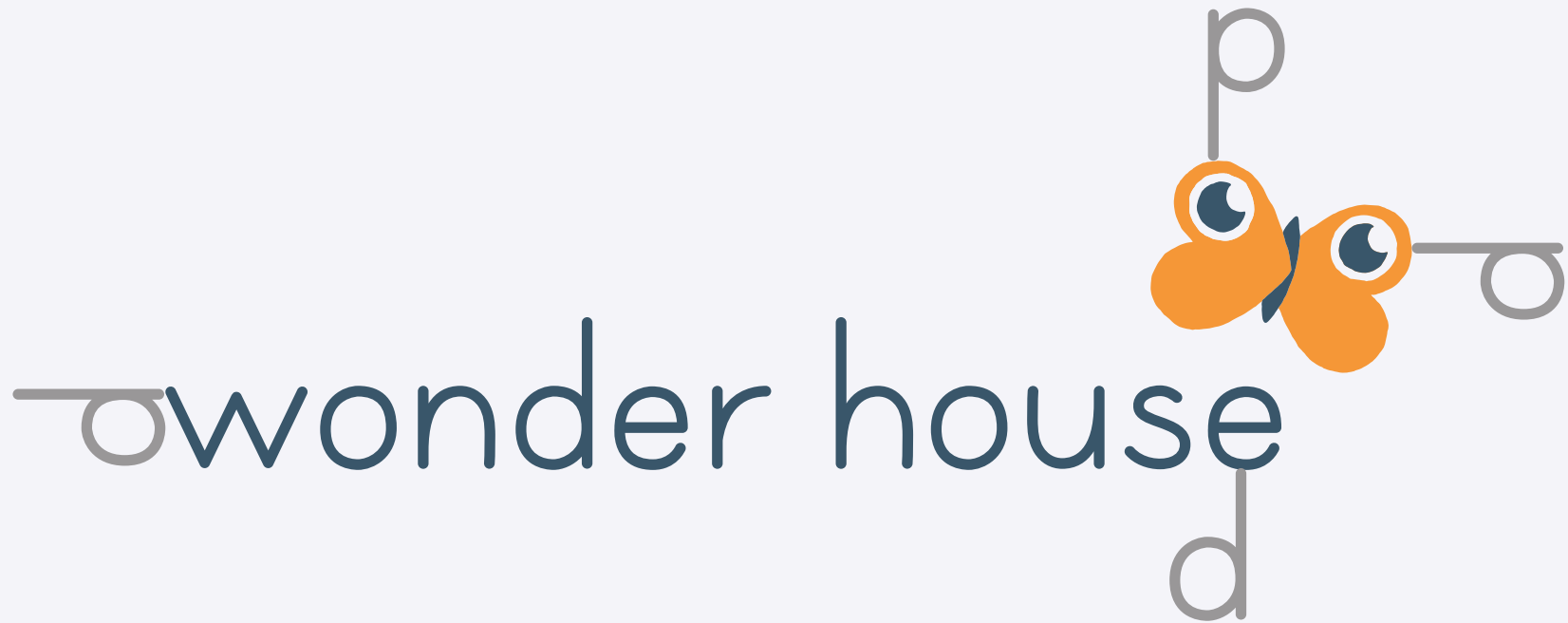
# Logo symbol

geometry



# Logo

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The logo must always maintain a clear space defined by the height of the 'd' in the logotype.


# Logo

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web

wonder house 

print

wonder house 

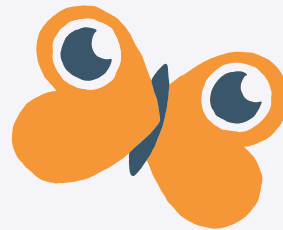
Minimum web size of the logo is a width of 90 pixels.  
Minimum print size of the logo is a width of 2 inches.

# Logo alternatives

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the logotype and symbol can be used independently

wonder house





# Logo alternatives

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background colors shown for context



Gray, and black and white versions of the logo are provided for use where the primary two-color version is not applicable due to printing restrictions. They are not to be used when color printing is available or on the web.

# Logo rules

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please don't



rotate



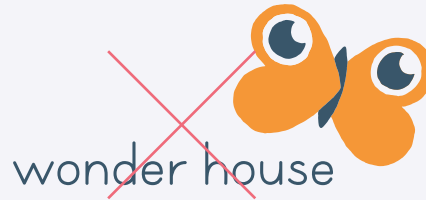
change color or silhouette



stack



move elements



scale elements



stretch or squish



create low contrast



add effects



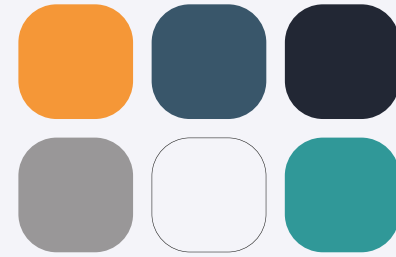
change or alter type

# Color

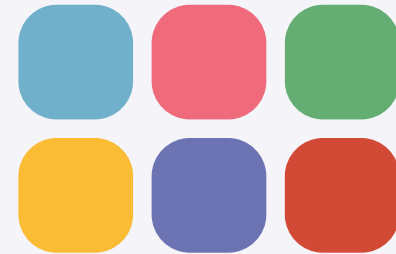
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primary



secondary



tertiary



# Typography

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## Kreon Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! ? & % # ( )

headings set in initial caps with leading +6 of point size in use



## Futura Book

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

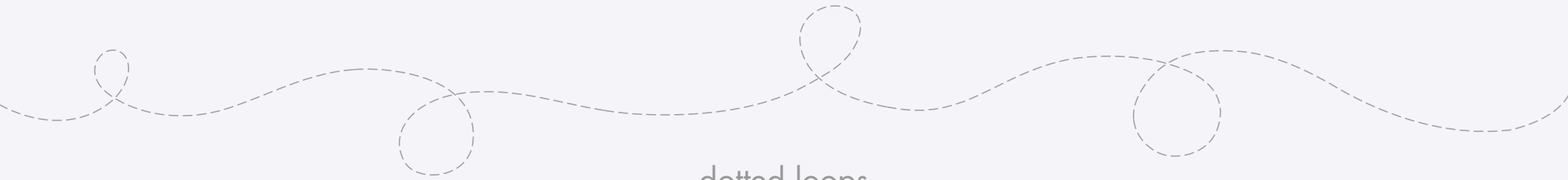
a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! ? & % # ( )

subheads set in lowercase with leading +5 of point size in use  
body copy set in initial caps with leading +10 of point size in use



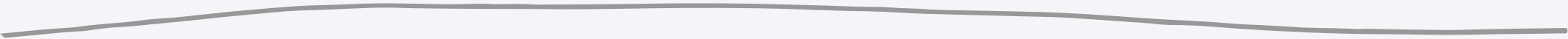
# Design elements



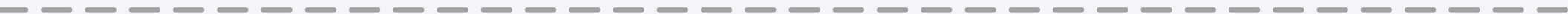
dotted loops



triangle shape



freehanded edges



dashed rule

# word list

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social

space

sensory

engage

curiosity

mindful

wonder

different

discovery

sense

shared

develop

create

community

grow

play

imagine

whimsy

children

learning

experience

fun

peaceful

unique

compassion

family

friendly

safe

comfort

freedom

active

accessible

smart

Use these words as inspiration for vivid copy writing to grasp our readers' attention. These words represent the ideals of our program and our mission.