



# Glazer Children's Museum

## **BRAND GUIDELINES**

Glazer Children's Museum | **2022**

# LOGO

## Logo Usage

It is important to use the GCM Logo in a consistent manner across all applications to establish and reinforce immediate recognition of our branding. The provided logo artwork must be used in its exact format at all times.

### DO

- Scale our logo proportionally to maintain its design properties.
- Use **GCM\_Purple.eps** or **GCM\_Purple.png** on a solid white background.
- Use **GCM\_White.eps** or **GCM\_White.png** on a solid, contrasting color background.



# Glazer Children's Museum

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# CLEAR SPACE

## Clear Space

To ensure the legibility of our logo, it must be surrounded with a minimum amount of clear space. This isolates the logo from competing elements such as photos, text, or background patterns that may distract attention and lessen the overall impact.

Our logo's minimum amount of clear space is the exact height of the G in Glazer.

## Multiple Logo Usage

When co-branding with other organizations, all logos should appear with equal prominence while maintaining proper clear space between logos.





# DO NOT

## Logo Usage

It is important to use the GCM Logo in a consistent manner across all applications to establish and reinforce immediate recognition of our branding. The provided logo artwork must be used in its exact format at all times.

## DO NOT

- Do not distort or stretch our logo.
- Do not remove any elements of our logo.
- Do not add any elements to our logo including stokes or drop shadows.
- Do not use our logo on a photo or pattern background.



✗ Glazer  
Children's  
Museum

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# COLOR

The GCM color palette is bright and playful. Our primary color choice for our logo is **purple 87499c** though we welcome the use of other brand colors. Our logo is typically not permitted in 100% black.

## Type & Color Usage

- GCM uses black text on a white background with limited use of brand colors to highlight details.
- White text on a color background is mandatory.

## Tone On Tone Usage

Colors of the same family can be used next to or on one another for variation in design elements. Tone on tone text is not permitted because it affects the readability for those with low vision.



Hex **87499c**  
C55 • M85 • Y0 • K0  
R135 • G73 • B56



Hex **9e76b4**  
C46 • M60 • Y0 • K0  
R158 • G118 • B180



Hex **2584c6**  
C80 • M40 • Y0 • K0  
R36 • G132 • B198



Hex **6dcff6**  
C50 • M0 • Y0 • K0  
R109 • G207 • B246



Hex **41ad49**  
C35 • M1 • Y100 • K0  
R65 • G173 • B73



Hex **b2d235**  
C35 • M0 • Y100 • K0  
R178 • G210 • B53



Hex **f37021**  
C0 • M70 • Y100 • K0  
R243 • G112 • B33



Hex **f99d1c**  
C0 • M45 • Y100 • K0  
R249 • G157 • B28



Hex **c73d85**  
C20 • M90 • Y15 • K0  
R199 • G61 • B133



Hex **ebbcc6**  
C5 • M30 • Y10 • K0  
R235 • G188 • B198



# TYPE

An adaptation of the iconic Gotham typeface, **Gotham Rounded** celebrates the visual language of engineering, evoking the machined lettering of diagrams, precision instruments, blueprints, and stencils with a **touch of playfulness**.

Our Gotham Rounded family contains weights Light, Medium, and Bold, in roman and *italic* form.

## Type Usage

Gotham Rounded can be used in all caps, upper & lower case, or a combination of both to differentiate text. GCM typically reserves **Bold** for display copy such as headlines, subheadlines, or keywords and **Light** for body copy.



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## Gotham Rounded

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LIGHT | **MEDIUM** | **BOLD**

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Aa

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890-~!@#\$%^&\*()\_+

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