Primary Logo - *always try to use*

![Primary Logo](image1.png)

Secondary Logos

![Secondary Logos](image2.png)

**Color**

**Core**

- ![Core Color 1](image3.png)
- ![Core Color 2](image4.png)
- ![Core Color 3](image5.png)
- ![Core Color 4](image6.png)
- ![Core Color 5](image7.png)

**Accent**

- ![Accent Color 1](image8.png)
- ![Accent Color 2](image9.png)
- ![Accent Color 3](image10.png)
- ![Accent Color 4](image11.png)

1-color and BW logos

Only use brand colors on logos. Only use when usage of the primary logo is cost-prohibitive.

![1-color and BW logos](image12.png)

**Typefaces**

- **Open Sans Extrabold**
  - Use for number emphasis in infographics and social media

- **Open Sans Bold**
  - Use for headings and titles

- **Open Sans Regular**
  - Use for body copy

- **Open Sans Italic**
  - Use for quotes and emphasis

- **Open Sans Light**
  - Use sparingly for emphasis and short headlines
#1 Brand Photography

The best photos are action shots that capture the happiness experienced through our Adventures.

#3 Add space around logo

Ensure there is open space around the logo. The minimum amount of space is the size of the letter A used in the logo.

#4 Left align text

Left-aligned text is easier to read than centered text for paragraphs. When you center text, the starting place of each line changes and is harder to read.

#2 Capitalize Adventure

We host Adventures
(Event Name) Adventure
Adventure Guides
Adventures In A Box

#5 Apply rule of thirds

The rule of thirds is a composition guideline in photography in which you split a scene into thirds and place a subject at an intersection. It creates more visual interest.

#6 Communicate in our brand voice

**Voice**

Warm, easy-going, and informal
• Use active voice
• Use contractions
• Keep sentences short (1-2 lines)
• Write at an 8th-grade reading level

**Use Words**

• Family-oriented
• Friendships
• Happy
• Inclusive
• Joy, joyous
• Laugh, laughing
• Smile, smiling
• Supportive
• Togetherness
• Medically fragile

**Avoid Words**

• Celebration
• Critical
• Illness
• Make-A-Wish
• Party
• Respite
• Sick
• Special
• Terminal

#7 Use subheads

People generally “scan” when they view communications. Use subheads to communicate key information and help the reader find details.

**REGISTRATION**
Registration opens at 6:00 p.m. at the ASP Gate (St. Marked with an orange star on the map above)

**FOOD VOUCHERS**
Each person will receive a $10 food voucher for use inside the stadium

**SEATING**
Please note that seating is in the sun for at least a few hours.

#8 Use text sparingly in social media images

Use text on images to convey a simple idea. Use post text to provide more details. Too much text can be visually overwhelming.

Research Highlights

A study conducted by the *Research Institute at Nationwide Children’s Hospital* found that the anticipation of and attendance at A Kid Again Adventures led to higher emotional well-being, stronger social connectedness, and better health-related outcomes.