



A Kid Again

# BRAND GUIDE: QUICK REFERENCE

## Primary Logo - *always try to use*



## 1-color and BW logos

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



## Secondary Logos



*This logo has a white border around the balloons.*



## Color

### Core



#024279  
C98 M45 Y0 K53



#F47E4D  
C0 M63 Y75 K0



#5BC6CC  
C59 M0 Y22 K0



#D3DF4E  
C21 M0 Y85 K0

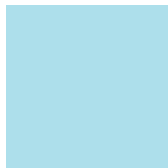


#333333  
C69 M63 Y62 K58

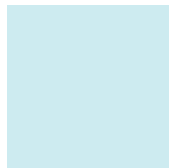
### Accent



#F8A88B  
C0 M41 Y42 K0



#AEE0EA  
C30 M0 Y7 K0



#CEE8F0  
C18 M0 Y5 K0



#E3E985  
C13 M0 Y61 K0

## 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



# A Kid Again BRAND GUIDE: TIPS

## #1 Brand Photography



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

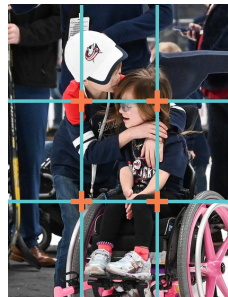
## #3 Add space around logo

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



## #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.



## #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 6:30 p.m. at the AEP Gate (Sc  
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  
Please plan accordingly. A Kid Again will distribute  
registration.

## #2 Capitalize Adventure

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

## #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.

## 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.

## #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

## #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.

