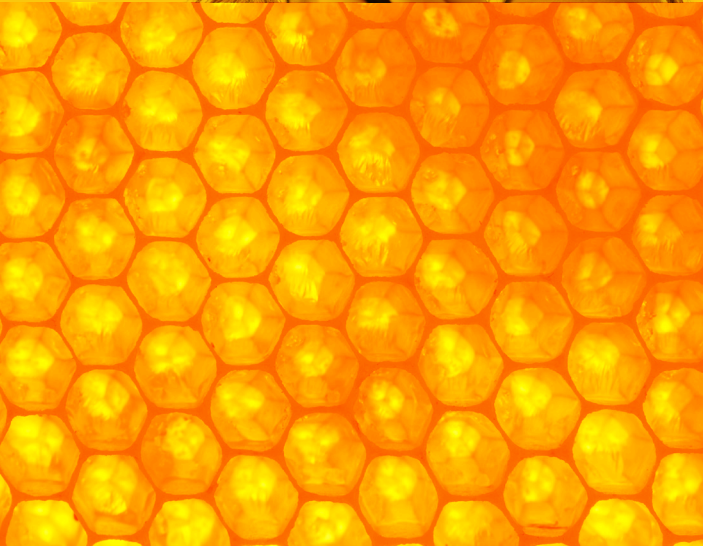




Brand  
Architecture



Scott Family  
**AMAZEUM**



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## Introduction

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Every point of contact with a customer presents an opportunity to build our brand.

This includes our physical environment, website, marketing materials, advertisements, products, customer service correspondence, and more.

This brand architecture manual provides a guide for the verbal, editorial, and visual presentation of the Amazeum brand. When these guidelines are followed, we will present a unified, consistent, and memorable brand experience to our patrons. Whether a member of the Amazeum staff or a vendor, we all share in the responsibility to uphold and propagate the messaging and identity standards contained within this manual.



# Brand Articulation



## Naming

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Combining the words “Amazing” and “Museum,” the name “Amazeum” captures the excitement, intrigue, and curiosity that embodies the Amazeum experience.

### Correct Usage

The museum may be referred to as “the Scott Family Amazeum” or “the Amazeum” in written materials and common speech.

### Positioning

The identity system will purposefully position the Amazeum as a hands-on museum and learning laboratory for the whole family. For this reason, the terminology “children’s museum” will not be commonly used in the Amazeum identity system.

## Taglines/Headlines

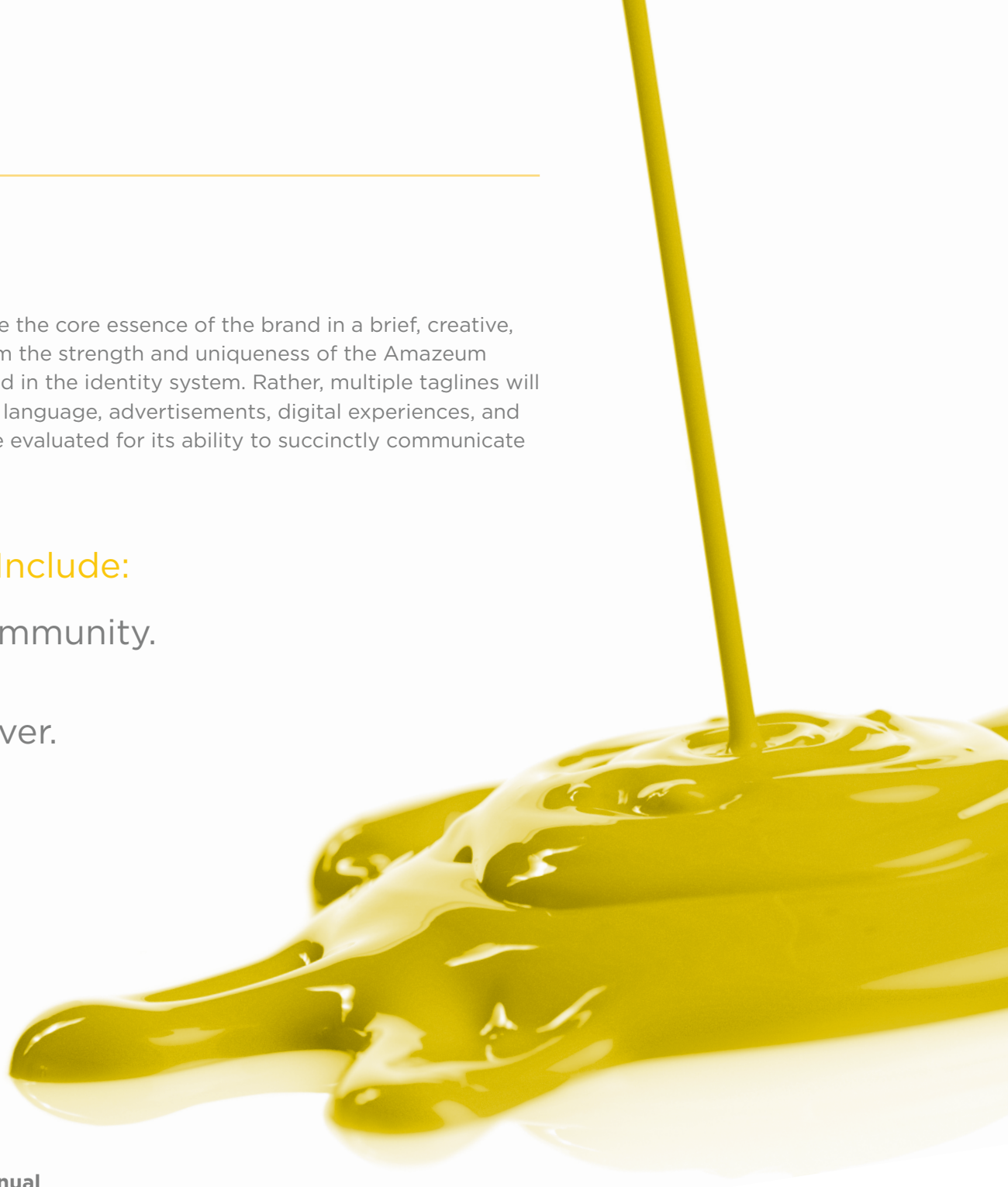
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### Taglines

The purpose of a tagline is to communicate the core essence of the brand in a brief, creative, and memorable way. As to not detract from the strength and uniqueness of the Amazeum name, there will not be a single tagline used in the identity system. Rather, multiple taglines will be used as headlines or key phrases in our language, advertisements, digital experiences, and other materials. Each key phrase should be evaluated for its ability to succinctly communicate the core essence of the Amazeum.

### Acceptable Key Phrases Include:

- Curiosity. Creativity. Community.
- Be Amazed
- Imagine. Explore. Discover.
- Serious Fun
- Create Curiosity
- Filled With Wonder
- Wonderful Wonder
- Hands On Discovery



## Brand Promise

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The brand promise sums up the Amazeum experience in a concise statement; and it's the perfect start to an elevator speech.

The Amazeum ignites the curious child in all of us!

The Amazeum invites us to investigate, explore, create, question, touch, and laugh.

We learn by **creating**.

We learn by **doing**.

We learn by **exploring**.

We learn **together**.⚡



## Key Messages

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The key messages are informational pillars on which our brand is built. They summarize the most important facts about our brand, and they help position our brand in the marketplace by focusing on our unique strengths. It is not essential to communicate the key messages word-for-word, but the essence of the key messages should be communicated as often as possible in various marketing venues and materials.

### **Learning is fun.**

At the Amazeum, curiosity leads to exploration. Exploration leads to experimentation. Experimentation leads to discovery. We are at our best when discovering the world!

### **A place for the entire family.**

Most families find themselves running in every direction to keep up with their activities. The Amazeum brings you together as a family, with something for everyone under the same roof.

### **Be amazed through hands-on experiences.**

Learning is messy and engaging and boundless. It's a place to touch, explore, and discover!

### **Bringing the community together.**

The Amazeum belongs to the communities of Northwest Arkansas. It is a place to engage, collaborate, and grow together.

### **Ignite the child in you.**

The Amazeum offers fun, learning and discovery for all ages. Every curious mind will be empowered to engage, wonder, and learn.

### **The best Amazeum experience is through membership.**

The Amazeum experience is designed to be visited and revisited, with deeper and richer discoveries each time you visit.



## Secondary Messages

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The secondary messages are not as vital to the Amazeum brand as the key messages, but they represent important information to convey through targeted communication.

### **Bring your group to the Amazeum.**

From school classes to Scout troops, businesses to youth groups, the Amazeum provides fun, team building, and educational experiences.

### **Membership is a gift.**

Give the gift of an Amazeum membership to your grandkids or loved ones.

### **We're your hub for fun and engaging events.**

There is always something new coming to the Amazeum.

### **Volunteer!**

Plug in to our community by volunteering at the Amazeum.

### **Have your next party at the Amazeum.**

Fill your next birthday party or celebration with awe and wonder at the Amazeum.



## Brand Attributes

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The following adjectives and keywords set the tone and personality of the Amazeum.

Exciting, **Curiosity,**  
**Intriguing,** Amazing, ENERGIZING,  
ACTIVE, **surprising,**  
**illuminating,** CHALLENGING,  
Aha Moments, WONDER, **creativity,**  
Empower, **EXPLORE,** imagine,  
DEEP, **community.**

## Myth Busting

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The following is a summary of challenges that will require attention when communicating about the Amazeum.

These include some likely misconceptions and/or barriers to visiting.

### **The Amazeum is for families.**

Amazeum is for all of our residents to enjoy, to explore and to learn.

### **The Amazeum is an independent nonprofit organization dedicated to all of Northwest Arkansas.**

It is a resource for the entire Northwest Arkansas community to enjoy.

### **Amazeum is a self-sustaining resource.**

As a community resource, we are also funded by the community. Amazeum staff are committed stewards of those funds and work hard to provide as much value for your investment as possible.

### **The Amazeum is a safe environment.**

We are all concerned about physical safety and health. The Amazeum is clean, family friendly, and safe. We grow through taking risks and we encourage safe risk-taking.

### **Customize your experience.**

There are many ways to experience the Amazeum, including popping in for an hour or two while you are in town. You can purchase a family membership that allows you to visit as many times as you'd like. The exhibits and experiences at the Amazeum grow deeper each time you return.

## Target Guest

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While our customers will vary, our target guest is a 25-45 year old mom, looking for activities for her family. She is the key decision maker, therefore we must speak to her values and concerns to remove any barriers for participation.

She values an affordable and fun family time, where her children are experiencing, learning, and playing in a safe, clean, and enjoyable facility. As a bonus, she values social opportunities to interact with other adults.

### Factors That Will Influence Her Buying Decision:

- **Cost:** It must be affordable
- **Ease of use:** The experience can't be a hassle
- **Return on investment:** It has to be worth the price
- **Community:** The experience is a way to engage and support the community
- **Charter membership:** Early adopters will become loyal customers and brand advocates

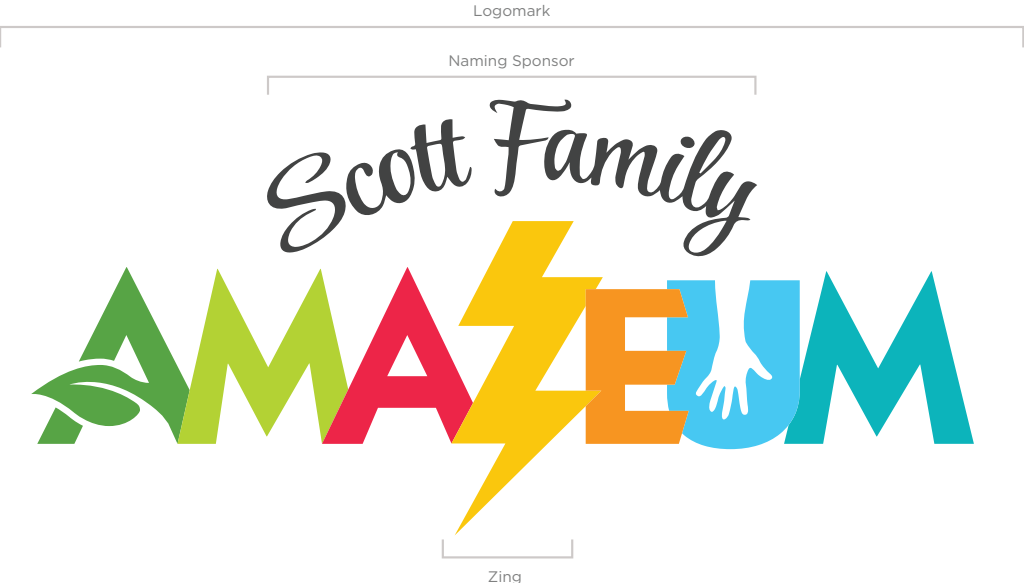


# Brand Visualization



# Logo: Primary Logo

The Amazeum logo is simple, yet full of purpose. The bright alternating colors connect with children and convey a sense of excitement. A flexible array of full color, two-color, and one-color options allow the Amazeum logo to work well in any application.



### Anatomy: Logomark

There are three iconic images designed into the letters of the word AMAZEUM: a leaf, lightning bolt (Zing), and hand. The leaf represents growth and nature, the Zing represents the many “aha” moments at the museum, and the hand represents the hands-on nature of the exhibits for children and families.

### Anatomy: Zing

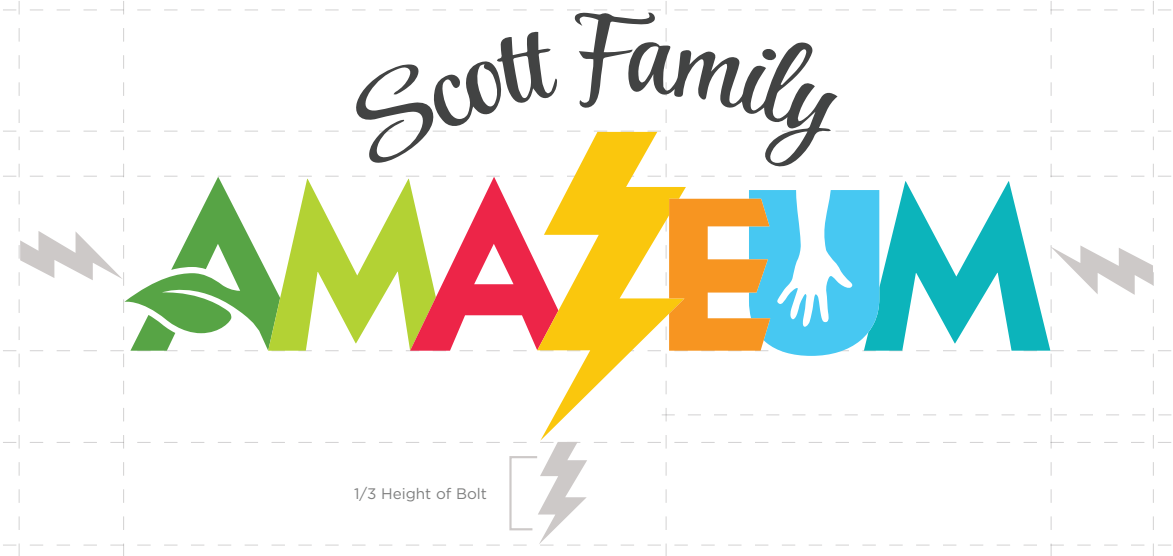
Anchored in the center of the logo, the Zing serves as the visual gateway to other elements of the Amazeum’s identity system. In some cases, the Zing will be filled with images from nature and science. In other instances, the Zing will stand alone as a symbolic mark for the Amazeum.

### Anatomy: Naming Sponsor

Except for rare cases where small reproduction size is prohibitive, the naming sponsor will always be used as part of the Amazeum logo.

# Logo: Clear Space & Minimum Size

To ensure optimum legibility of the Amazeum logo, a minimum space surrounding the logo should remain clear of type, photos, patterns, folds or other elements that would affect the legibility. The clear space is proportional and based on 1/3 the height of the bolt.



To ensure legibility, the Amazeum logo should never be used smaller than 1.5 inches wide.



# Logo: Acceptable Variations / Color Formats

A flexible array of full color, two-color, and one-color options allow the Amazeum logo to work well in any application.



Primary Full Color Logo



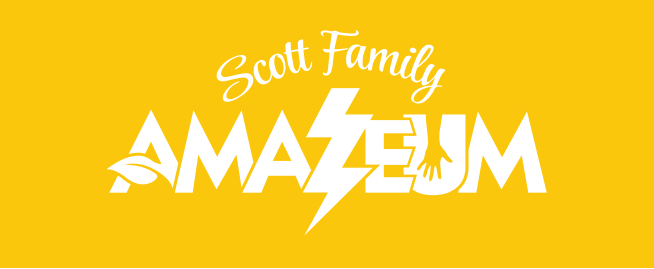
2-Color Logo Example



Logo with Playful Bolt



1 Color B/W Logo for Screenprint & Embossing



Reversed Logo

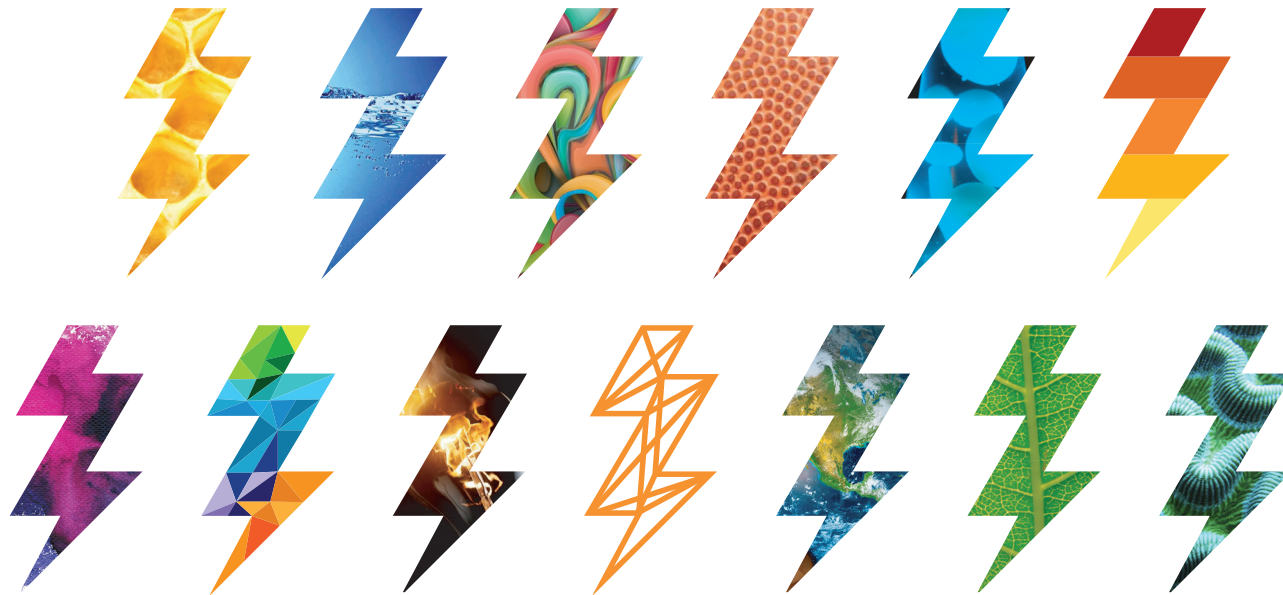


Reversed Logo with Playful Bolt



## Logo: Zing

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In addition to the scientific connotations associated with a lightning bolt, the Amazeum Zing represents the “aha moments” that are born of curiosity and discovery at the Amazeum.

This iconic symbol may be used apart from the full logo as a standalone mark. Over time, the Zing will become recognized and associated with the Amazeum brand. Such uses may include stationery, merchandise, signage, and more. See the Brand Application section at the end of this manual for suggested Zing usage.

When used as a standalone element, the preferred use is not the solid yellow Zing. Rather, it may be used in a wide variety of colors, with a wide variety of fillings (photos, patterns, or textures), or redrawn in a variety of styles.

## Logo: Unacceptable Use

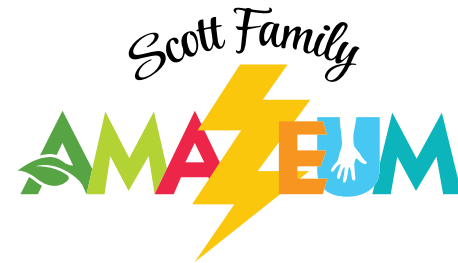
In order to maintain a consistent and accurate representation of the Amazeum identity, application of the Amazeum logo should use the approved artwork files. Many times, a well-intentioned treatment of the logo can be qualified as an unacceptable use. Below are just a few examples of common misuse.



Do not convert the primary logo to black and white; this causes the letters to blend together and be lost. A separate black and white version of the logo is available.



Do not place the Amazeum logo on top of colors that appear in the logo itself.



Do not scale or resize elements of the logo.



Do not recreate the Amazeum logo using non-approved fonts.



Do not add a drop shadow to the logo.



Do not convert the full color logo to a single color; this causes the letters to blend together and be lost. A separate 1-color version of the logo is available.

# Logo: Unacceptable Use, Continued

In order to maintain a consistent and accurate representation of the Amazeum identity, application of the Amazeum logo should use the approved artwork files. Many times, a well-intentioned treatment of the logo can be qualified as an unacceptable use. Below are just a few examples of common misuse.



Do not add a stroke or outline to the logo.



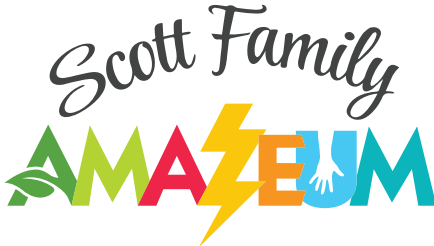
Do not adjust the spacing between letters.



Do not add textures/images to any part of the logo other than the Zing.



Do not use low-resolution logo files or artwork that was created by scanning from another source.



Do not adjust the sizing or the placement of the naming sponsor.



Do not distort the logo by horizontally or vertically stretching it to fit an area. Always scale the logo proportionately.

# Color

Color plays a vital role in the Amazeum identity system.

The Amazeum color palette is bright and vibrant, without using pure primary colors. The colors in the Amazeum palette work together to form a suite of color that is fresh and modern.

Amazeum materials should be bright and full of life, drawing from the following color palette.

## PMS 369

RGB 89 164 69  
CMYK 70 13 100 1  
HEX 5CA34A

## PMS 583

RGB 178 210 53  
CMYK 35 0 100 0  
HEX B2D234

## PMS 185

RGB 238 44 73  
CMYK 0 96 69 0  
HEX EE2749

## PMS 7406

RGB 249 198 12  
CMYK 0 20 99 2  
HEX FAC80E

## PMS 144

RGB 247 150 34  
CMYK 0 49 98 0  
HEX F79622

## PMS 298

RGB 75 199 241  
CMYK 59 0 1 0  
HEX 47C8F2

## PMS 3268

RGB 13 180 188  
CMYK 75 4 29 0  
HEX ODB4BC

# Type

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Typography can be used to promote visual consistency and a familiarity among the Amazeum’s brand. Using the approved typefaces will bring a more focused approach to type to ensure that it becomes a recognizable brand identity element.

## Main Typeface

### Gotham

Gotham Thin  
*Gotham Thin Italic*

Gotham Book  
*Gotham Book Italic*

**Gotham Bold**  
***Gotham Bold Italic***

**Gotham Black**  
***Gotham Black Italic***

Gotham is considered the primary Amazeum typeface, approved for all design applications. A flush left, ragged right alignment and upper and lower case typesetting style should be used to reinforce a modern and approachable appearance. Avoid using an all caps typesetting style.

## Serif Typeface (limited Use)

### Adobe Garamond

Adobe Garamond Regular  
*Adobe Garamond Regular Italic*

**Adobe Garamond Bold**  
***Adobe Garamond Bold Italic***

The serif font for the Amazeum is Adobe Garamond Pro. Use of this font should be restricted to specialty print applications that require a more traditional typographic appearance.

## System Typeface

### Arial

Arial Regular  
*Arial Italic*

**Arial Bold**  
***Arial Bold Italic***

For non-design applications such as word processing programs, PowerPoint, etc., where Gotham is not available, Arial may be used as a substitute typeface.

# Photography

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Photography is a powerful element in the Amazeum identity system. Every image must be carefully selected to ensure an authentic representation of the Amazeum brand and experience. The images chosen should depict real happenings that have, or could, take place at the Amazeum. The subject matter should be of children of all ages and adults with children.

Just as it is with the color palette, vibrancy is key to our photographic style. Vibrancy in photographs may be captured in composition, subject matter, color, movement, depth and texture. Amazeum photos should inspire excitement and curiosity.

There are 2 primary categories of photos in the Amazeum identity system:

## Environmental

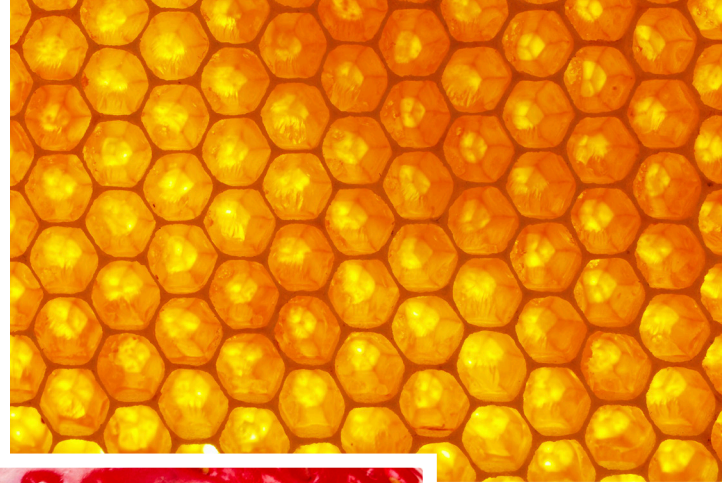
Environmental photos are taken in real places that represent the Amazeum facility and/or experience. Environmental photos may include photos of kids or other people looking at the camera in an informal portrait or participating in an Amazeum experience. Other environmental images may include elements of the Amazeum experience such as nature, science, and texture.

## Solid Background

In order to support clean design, the Amazeum identity system will use portrait-style photos of kids and other people looking into the camera against a solid background. Background colors may include white, black, dark gray, or any of the colors from the Amazeum color palette.









# Brand Application



# Brand Application: Stationery Package



# Brand Application: Separated Logo and Credit Line

There are some instances where the logo and credit line appear on the same application, but cannot be used together for the sake of legibility (i.e. embroidery), in these cases the credit line should be used as its own element apart from the logo. The credit line can appear either as a stacked version or in a single line. Credit line should appear in all capital letters whenever it used.



# Brand Application

