



KIDSBURGH

STYLEGUIDE FOR THE REGIONAL COLLABORTIVE

COMPILED BY LINDA KRYNSKI / LINDA.KRYNSKI@GMAIL.COM

KIDSBURGH VISION

Kidsburgh is a growing and collaborative group—from parents to educators to anyone working with kids or on kids' issues—dedicated to making all Pittsburgh kids' lives better. The vision? Every child is safe, cared for and provided opportunities to learn and create; kids' voices are heard; resources are made available to all kids and each of us gives back however possible.

Together we are creating a better future for all kids, by raising awareness about the unique opportunities for children and youth living in our region; to better increase opportunities for parents, caregivers and kids to connect across neighborhoods and broaden participation in events, activities, programs and services.

KIDSBURGH ON THE WEB

You may reference additional information about the “Kidsburgh” Regional Collaborative by visiting: www.kidsburgh.org.

DOWNLOADS

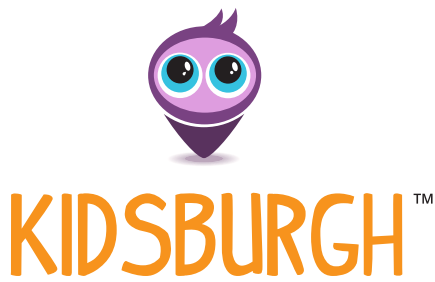
You may download “Kidsburgh” identity assets by visiting: www.kidsburgh.org/logos.

APPROVALS

Please send all designed pieces for approval more than 48 hours prior to printing, to the attention of: Linda Krynski: linda.krynski@gmail.com

KIDSBURGH LOGO: The following versions of the Kidsburgh logo will accommodate most reproduction needs. Each version is available as an .eps or a .jpg in CMYK (for use in print), RGB (for use on web) and greyscale (for use in newsprint).

MAIN LOGO:



HORIZONTAL VERSION:



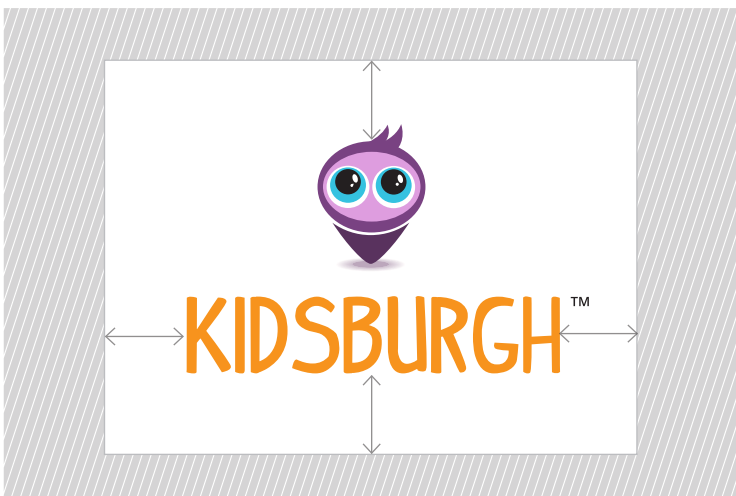
ICON: For use in social media, on location maps, etc.



MAINTAINING INTEGRITY: Many design elements affect logo appearance. The Kidsburgh logo must be treated consistently and appropriately in order to maintain its integrity. Properly applying these elements will create a consistent look among all materials and enhance logo recognition.

CLEAR SPACE: Always maintain a generous "safe" area on all sides of the logo. The space should be equal to the height of the "K" in "Kidsburgh."

MINIMUM SIZE: To ensure readability, always reproduce the logo from an original file. The "Icon" can be used for tiny applications.



EXAMPLES OF IMPROPER LOGO USAGE:



COLOR PALETTE:

The full color version of the Kidsburgh logo consists of these five colors plus black.

| | | | | |
|---|---|--|--|---|
| | | | | |
| Pantone 144 C:0; M:50; Y:100; K:0 R:247; G:148; B:30 Hex: f7941e | Pantone 637 C:61; M:2; Y:8; K:0 R:78; G:193; B:224 Hex: 4ec1e0 | Pantone 519 C:68; M:90; Y:35; K:24 R:92; G:49; B:94 Hex: 5c315e | Pantone 7662 C:59; M:88; Y:18; K:3 R:127; G:65; B:130 Hex: 7f4182 | Pantone 251 C:14; M:43; Y:0; K:0 R:213; G:158; B:200 Hex: d59ec8 |

LOGO TYPOGRAPHY:

The font "Indy Pimp Bold" is used for the main logo typeface. It may be used as a header-font in Kidsburgh related communications, but it is not recommended for body copy.

INDY PIMP

1234567890!
@#%^&*()-=+
ABCDEFGHIJKLM
NOPQRSTUVWXYZ

INDY BOLD

1234567890!
@#%^&*()-=+
ABCDEFGHIJKLM
NOPQRSTUVWXYZ

INDY BOLD

1234567890!
@#%^&*()-=+
ABCDEFGHIJKLM
NOPQRSTUVWXYZ

SECONDARY TYPOGRAPHY:

"Open Sans" is recommended for use with the Kidsburgh Logo. It is also a web-friendly font and is included in the Kidsburgh identity assets on the website. A similar sans-serif font may be substituted if Open Sans is not easily available.

OPEN SANS REGULAR

1234567890
!@£\$%^&*()-=+
ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

OPEN SANS BOLD

1234567890
!@£\$%^&*()-=+
ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

OPEN SANS ITALIC

1234567890
!@£\$%^&()-=+*
ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

OPEN SANS LIGHT

1234567890
!@£\$%^&*()-=+
ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

OPEN SANS LIGHT ITALIC

1234567890
!@£\$%^&()-=+*
ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

OPEN SANS SEMIBOLD

1234567890
!@£\$%^&*()-=+
ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

OPEN SANS EXTRABOLD

1234567890
!@£\$%^&*()-=+
ABCDEFGHIJKLM-
NOPQRSTUVWXYZ