

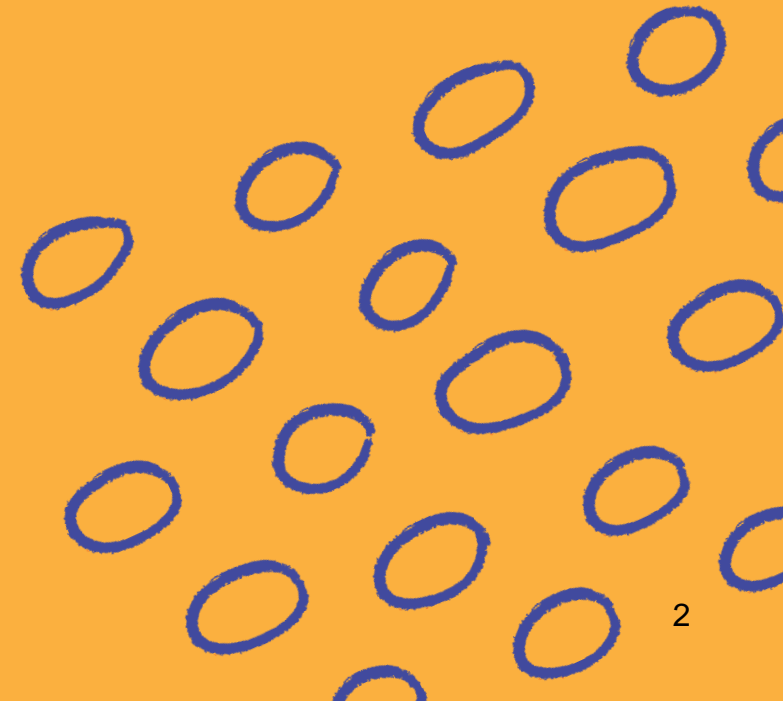


BRAND TOOLKIT FOR LOGO



KiDSTART

LOGO GUIDELINES



The Logo

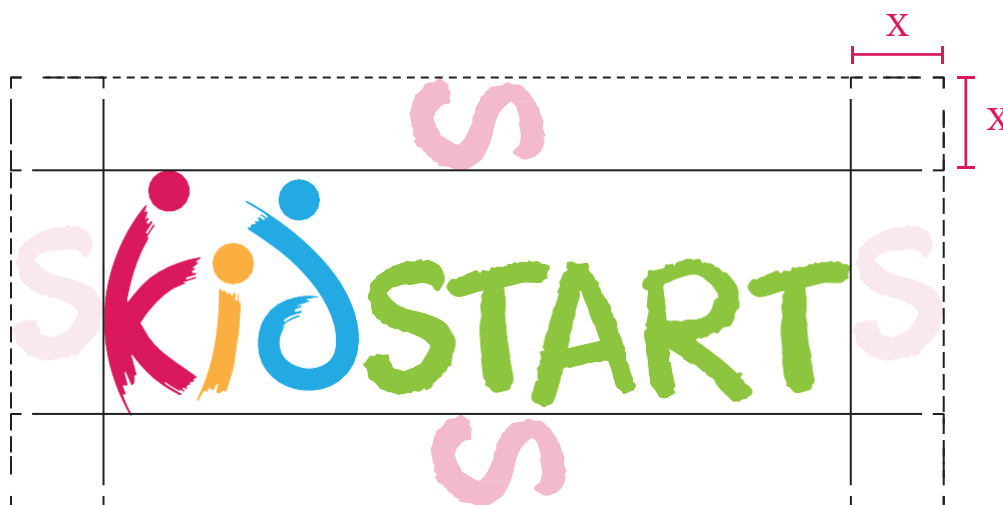
The logo should never be changed. Position, size and colour, along with the logo elements, are predetermined and should not be altered.



Logo Clear Space

Do maintain a minimum clear space surrounding the KidSTART primary logo at all times to ensure optimum staging and visibility of branding elements.

No other graphic element or type should appear within this area. The minimum clear space (indicated as “x”) is equal to the width of the letter ‘S’ in the KidSTART logo.



Minimum Size

To ensure clear legibility, the minimum sizes for the KidSTART logo should not be produced smaller than the stated widths.



Logo Violations

Please do not alter, manipulate or use the KidSTART logo in any way other than how it was designed to be used. These are some examples of logo violations that must be avoided.

1. Do not rotate
2. Do not change logo font
3. Do not invert
4. Do not flatten
5. Do not distort
6. Do not rearrange logo elements
7. Do not use non-corporate colours
8. Do not skew
9. Do not change proportions

1



2



3



4



5



6



7



8



9



Logo Variations

There are 4 logo variations for KidSTART - Colour, Greyscale, Black and White. The coloured KidSTART logo should be the primary logo used. Greyscale, Black and White are only to be used when the coloured logo blends into the surrounding background and cannot be seen clearly.

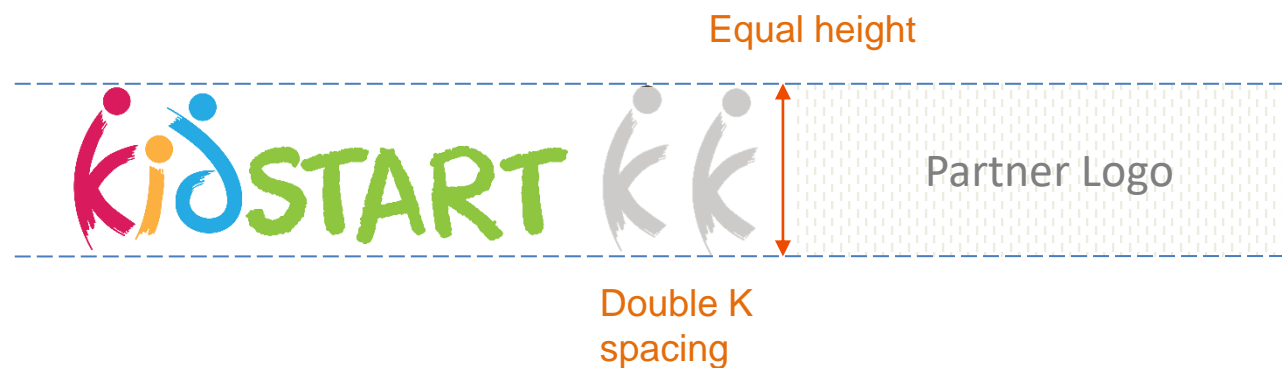


**White logo, with black background just for reference*

Logo Usage with Partners

The KidSTART logo will be provided upon written approval with a description of the event/activity and logo usage.

The application of the logo, whether on Collateral, products, presentations, letters must be reviewed by KidSTART Singapore Limited before release to the public. Please submit requests at least a week before release date.



Kindly note: KidSTART Logo to placed before Partner logos. Partner logos should be scaled proportionately to the height of the KidSTART logo optically, to achieve a balance of visual weight among logos.

Example:



COLOURS



Colour Palette

PRIMARY

RGB 218 26 93
CMYK 9 100 48 0
HEX #DA1A5D

PRIMARY

RGB 251 176 63
CMYK 0 35 85 0
HEX #FBB03F

PRIMARY

RGB 66 76 160
CMYK 87 82 0 0
HEX #424CA0

PRIMARY

RGB 58 181 88
CMYK 74 0 90 0
HEX #3AB558

SECONDARY

RGB 244 163 160
CMYK 1 44 27 0
HEX #F4A3A0

SECONDARY

RGB 230 210 76
CMYK 12 11 84 0
HEX #E6D24C

SECONDARY

RGB 114 20 70
CMYK 44 100 45 34
HEX #721446

SECONDARY

RGB 16 84 56
CMYK 88 40 84 40
HEX #105438

SECONDARY

RGB 107 76 67
CMYK 46 64 66 36
HEX #6B4C43

SECONDARY

RGB 116 93 168
CMYK 63 72 0 0
HEX #745DA8

SECONDARY

RGB 209 189 220
CMYK 16 26 0 0
HEX #D1BDDC

SECONDARY

RGB 240 73 56
CMYK 0 87 84 0
HEX #F04938

NEUTRALS

RGB 212 187 157
CMYK 17 24 39 0
HEX #D4BB9D

NEUTRALS

RGB 192 191 191
CMYK 25 20 20 0
HEX #C0BFBF

NEUTRALS

RGB 241 240 234
CMYK 4 3 6 0
HEX #F1F0EA

NEUTRALS

RGB 219 237 211
CMYK 14 0 21 0
HEX #DBEDD3

Colour Application

It is essential to maintain sufficient contrast between the logo and background for brand clarity. The examples on the right shows the correct colour combinations to use.



TYPOGRAPHY

Primary Typeface

All brand materials should use the following corporate fonts only.

Use of other typefaces is strictly prohibited.

Aa

Regular
Narrow
Black

**Arial is the primary
typeface of
KidSTART.
It is used for headers
and sub-headers.**

Secondary Typeface

All brand materials should use the following corporate fonts only.

Use of other typefaces is strictly prohibited.

Aa

Light

Regular

Bold

Calibri is the secondary typeface of KidSTART. It is used for body copy.

Third Typeface

This font should be used when presenting KidSTART's mission statement in any artwork.

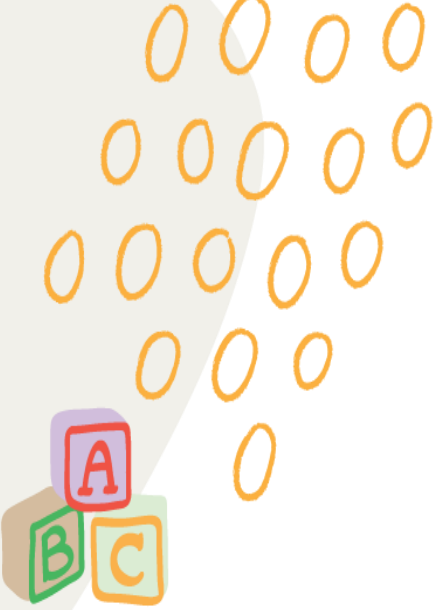
Use of other typefaces is strictly prohibited.

Aa

Regular

**Chelsea Market is
the third typeface
of KidSTART. It is
used in KidSTART's
mission statement.**

A Good Start in Life for Children.



@kidstartsingapore



facebook.com/kidstartsingapore



www.KidSTART.sg



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