play into **possibilities**

style guide

explore &more

THE RALPH C. WILSON, JR.
CHILDREN'S MUSEUM

our brand personality

playful **caring** **imaginative** **collaborative**

logos

02

Logos: Primary: Vertical

The primary logo consists of the Explore & More name along with the brand sun iconography and sponsor name lockup.

The logo is meant to work as a cohesive unit, however the full Explore & More name can be used without the sun iconography in instances where the sun is used as a hero image within a layout, and without the sponsor name lockup where space is limited.

The logo is designed to be used in a wide range of applications and can be used big or small, vertically or horizontally, depending on the circumstances.

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CHILDREN'S MUSEUM

**FILE NAME:** EM_PrimaryV_Full_PMS.ai

02

Logos: Primary:
Vertical Family Set (1/3)

From small, digital executions to reverse applications, the Explore & More logo is designed to be legible and effective at all times. Please use this page as a guideline for the primary vertical logo lockup.

Full-Color Logo

N° OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND†
6	PMS, CMYK, RGB	.ai, .jpg, .png	YES	YES	YES

USAGE/NOTES: The Primary Full-Color Logo is to be used in all full-color applications where a vertical logo is suitable, as dictated by layout.

FILE NAME: EM_PrimaryV_Full_PMS.ai

Four-Color Logo

N° OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND†
4	PMS	.ai	NO	NO	YES

USAGE/NOTES: The Primary Four-Color Logo is to be used for applications limited to only four colors.

FILE NAME: EM_PrimaryV_FourColor_PMS.ai

Three-Color Logo

N° OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND†
3	PMS	.ai	NO	NO	YES

USAGE/NOTES: The Primary Three-Color Logo is to be used for applications limited to only three colors.

FILE NAME: EM_PrimaryV_ThreeColor_PMS.ai

Two-Color Logo

N° OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND†
2	PMS	.ai	NO	NO	NO

USAGE/NOTES: The Primary Two-Color Logo is to be used for applications limited to only two colors.

FILE NAME: EM_PrimaryV_TwoColor_PMS.ai

*Files with transparencies may need to be rasterized to be produced correctly. †See page 11.

02 Logos: Primary: Vertical Family Set (1/3)   8

One-Color Logo

Nº OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND†
1	PMS, CMYK, RGB	.ai, .jpg, .png	NO	NO	NO

USAGE/NOTES: Available in E&M red, blue and gray. The Primary One-Color Logo is only to be used for applications limited to one color.

FILE NAME: EM_PrimaryV_OneColor_PMS_Blue.ai

Grayscale Logo

Nº OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND†
1	CMYK, RGB	.ai, .jpg, .png	YES	YES	NO

USAGE/NOTES: The Primary Grayscale Logo can be used when black is the only available color and use of the textured sun icon is desired.

FILE NAME: EM_PrimaryV_Grayscale_CMYK.ai

B&W Logo

Nº OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND†
1	CMYK, RGB	.ai, .jpg, .png	NO	NO	YES

USAGE/NOTES: The Primary B&W Logo can be used when black is the only color available and strong contrast is needed.

FILE NAME: EM_PrimaryV_K.ai

Knocked-Out Logo

Nº OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND†
1	CMYK, RGB	.ai, .jpg, .png	NO	NO	NO

USAGE/NOTES: The Primary Knocked-Out Logo is to be used sparingly and only on dark backgrounds when only one color is available.

FILE NAME: EM_PrimaryV_KO.ai

02
Logos: Primary:
Vertical Family Set (2/3)

From small, digital executions to reverse applications, the Explore & More logo is designed to be legible and effective at all times. Please use this page as a guideline for the primary vertical logo lockup.

*Files with transparencies may need to be rasterized to be produced correctly. †See page 11.

02 Logos: Primary: Vertical Family Set (2/3)   9

02

Logos: Primary:
Vertical Family Set (3/3)

From small, digital executions to reverse applications, the Explore & More logo is designed to be legible and effective at all times. Please use this page as a guideline for the primary vertical logo lockup.

Type Knocked-Out Logo (Five-Color)**

Nº OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND†
5	PMS, CMYK, RGB	.ai, .jpg, .png	YES	YES	YES

USAGE/NOTES: Can be used on dark backgrounds when applications call for only five colors or full-color CMYK. Ampersand color can change to other approved colors.

FILE NAME: EM_PrimaryV_FiveColor_PMS_TKO.ai

Type Knocked-Out Logo (Four-Color)**

Nº OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND†
4	PMS	.ai	YES	YES	NO

USAGE/NOTES: The Primary Type Knocked-Out Logo (Four-Color) should only be used on dark backgrounds where applications call for only four colors.

FILE NAME: EM_PrimaryV_FourColor_PMS_TKO.ai

Type Knocked-Out Logo (Three-Color)**

Nº OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND†
3	PMS	.ai	NO	NO	YES

USAGE/NOTES: The Primary Type Knocked-Out Logo (Three-Color) should only be used on dark backgrounds where applications call for only three colors.

FILE NAME: EM_PrimaryV_ThreeColor_PMS_TKO.ai

Type Knocked-Out Logo (Two-Color)**

Nº OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND†
2	PMS	.ai	NO	NO	NO

USAGE/NOTES: The Primary Type Knocked-Out Logo (Two-Color) should only be used on dark backgrounds where applications call for only two colors.

FILE NAME: EM_PrimaryV_TwoColor_PMS_TKO.ai

02

Logos: Alternative Primary Vertical: Variable Ampersand Color

The Explore & More logo features a variable-color option for use in the ampersand. Color variations should be limited to those listed on this page, and be used in the ampersand *only*.

	PMS	CMYK	RGB
	298 C	65/10/1/0	62/180/228

FILE NAME: EM_PrimaryV_Full_Amp298_PMS.ai

	PMS	CMYK	RGB
	375 C	47/0/100/0	149/201/61

FILE NAME: EM_PrimaryV_Full_Amp375_PMS.ai

	PMS	CMYK	RGB
	570 C	57/0/34/0	104/198/184

FILE NAME: EM_PrimaryV_Full_Amp570_PMS.ai

	PMS	CMYK	RGB
	513 C	49/94/5/0	148/54/142

FILE NAME: EM_PrimaryV_Full_Amp513_PMS.ai

	PMS	CMYK	RGB
	715 C	0/54/94/0	247/141/42

FILE NAME: EM_PrimaryV_Full_Amp715_PMS.ai

	PMS	CMYK	RGB
	1235 C	0/32/95/0	253/181/37

FILE NAME: EM_PrimaryV_Full_Amp1235_PMS.ai

THE RALPH C. WILSON, JR. CHILDREN'S MUSEUM

02

Logos: Primary: Horizontal

The primary logo consists of the Explore & More name along with the brand sun iconography and sponsor name lockup.

The logo is meant to work as a cohesive unit, however the full Explore & More name can be used without the sun iconography in instances where the sun is used as a hero image within a layout, and without the sponsor name lockup where space is limited.

The logo is designed to be used in a wide range of applications and can be used big or small, vertically or horizontally, depending on the circumstances.

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FILE NAME: EM_PrimaryH_Full_PMS.ai

Please use this page as a guideline for the primary horizontal logo lockup.

Full-Color Logo

Nº OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND†
6	PMS, CMYK, RGB	.ai, .jpg, .png	YES	YES	YES

USAGE/NOTES: The Primary Full-Color Logo is to be used in all full-color applications where a horizontal logo is best suited.

FILE NAME: EM_PrimaryH_Full_PMS.ai

Four-Color Logo

Nº OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND†
4	PMS	.ai	NO	NO	NO

USAGE/NOTES: The Primary Four-Color Logo is only to be used for applications limited to only four colors where a horizontal logo is best suited.

FILE NAME: EM_PrimaryH_FourColor_PMS.ai

Three-Color Logo

Nº OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND†
3	PMS	.ai	NO	NO	YES

USAGE/NOTES: The Primary Three-Color Logo is only to be used for applications limited to only three colors where a horizontal logo is best suited.

FILE NAME: EEM_PrimaryH_ThreeColor_PMS.ai

Two-Color Logo

Nº OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND†
2	PMS	.ai	NO	NO	NO

USAGE/NOTES: The Primary Two-Color Logo is only to be used for applications limited to only two colors where a horizontal logo is best suited.

FILE NAME: EM_PrimaryH_TwoColor_PMS.ai

*Files with transparencies may need to be rasterized to be produced correctly. †See page 16.

02 Logos: Primary: Horizontal Family Set (1/3)

13

One-Color Logo

Nº OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND†
1	PMS, CMYK, RGB	.ai, .jpg, .png	NO	NO	NO

USAGE/NOTES: Available in E&M red, blue and gray. The Primary One-Color Logo is only to be used for applications limited to one color.

FILE NAME: EM_PrimaryH_OneColor_PMS_Blue.ai

Grayscale Logo

Nº OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND†
1	CMYK, RGB	.ai, .jpg, .png	YES	YES	NO

USAGE/NOTES: The Primary Grayscale Logo can be used when black is the only available color and use of the textured sun is wanted.

FILE NAME: EM_PrimaryH_Grayscale_CMYK.ai

B&W Logo

Nº OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND†
1	CMYK, RGB	.ai, .jpg, .png	NO	NO	YES

USAGE/NOTES: The Primary B&W Logo can be used when black is the only color available and strong contrast is needed.

FILE NAME: EM_PrimaryH_K.ai

Knocked-Out Logo

Nº OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND†
1	CMYK, RGB	.ai, .jpg, .png	NO	NO	NO

USAGE/NOTES: The Primary Knocked-Out Logo is to be used sparingly and only on dark backgrounds when only one color is available.

FILE NAME: EM_PrimaryH_KO.ai

02

Logos: Primary:
Horizontal Family Set (2/3)

Please use this page as a guideline for the primary horizontal logo lockup.

Files with transparencies may need to be rasterized to be produced correctly. †See page 16.

Type Knocked-Out Logo (Five-Color)**

Nº OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND†
5	PMS, CMYK, RGB	.ai, .jpg, .png	YES	YES	YES

USAGE/NOTES: Can be used on dark backgrounds when applications call for only five colors or full-color CMYK. Ampersand color can change to other approved colors.

FILE NAME: EM_PrimaryH_FiveColor_PMS_TKO.ai

Type Knocked-Out Logo (Four-Color)**

Nº OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND†
4	PMS	.ai	YES	YES	NO

USAGE/NOTES: The Primary Type Knocked-Out Logo (Four-Color) should only be used on dark backgrounds where applications call for only four colors.

FILE NAME: EM_PrimaryH_FourColor_PMS_TKO.ai

Type Knocked-Out Logo (Three-Color)**

Nº OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND†
3	PMS	.ai	NO	NO	YES

USAGE/NOTES: The Primary Type Knocked-Out Logo (Three-Color) should only be used on dark backgrounds where applications call for only three colors.

FILE NAME: EM_PrimaryH_ThreeColor_PMS_TKO.ai

Type Knocked-Out Logo (Two-Color)**

Nº OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND†
2	PMS	.ai	NO	NO	NO

USAGE/NOTES: The Primary Type Knocked-Out Logo (Two-Color) should only be used on dark backgrounds where applications call for only two colors.

FILE NAME: EM_PrimaryH_TwoColor_PMS_TKO.ai

02
Logos: Primary
Horizontal Family Set (3/3)

Please use this page as a guideline for the primary horizontal logo lockup.

02

Logos: Alternative Primary Horizontal: Variable Ampersand Color

The Explore & More logo features a variable-color option for use in the ampersand. Color variations should be limited to those listed on this page, and be used in the ampersand *only*.

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THE RALPH C. WILSON, JR. CHILDREN'S MUSEUM

	PMS	CMYK	RGB
	298 C	65/10/1/0	62/180/228

FILE NAME: EM_PrimaryH_Full_Amp298_PMS.ai

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THE RALPH C. WILSON, JR. CHILDREN'S MUSEUM

	PMS	CMYK	RGB
	375 C	47/0/100/0	149/201/61

FILE NAME: EM_PrimaryH_Full_Amp375_PMS.ai

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THE RALPH C. WILSON, JR. CHILDREN'S MUSEUM

	PMS	CMYK	RGB
	570 C	57/0/34/0	104/198/184

FILE NAME: EM_PrimaryH_Full_Amp570_PMS.ai

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THE RALPH C. WILSON, JR. CHILDREN'S MUSEUM

	PMS	CMYK	RGB
	513 C	49/94/5/0	148/54/142

FILE NAME: EM_PrimaryH_Full_Amp513_PMS.ai

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THE RALPH C. WILSON, JR. CHILDREN'S MUSEUM

	PMS	CMYK	RGB
	715 C	0/54/94/0	247/141/42

FILE NAME: EM_PrimaryH_Full_Amp715_PMS.ai

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THE RALPH C. WILSON, JR. CHILDREN'S MUSEUM

	PMS	CMYK	RGB
	1235 C	0/32/95/0	253/181/37

FILE NAME: EM_PrimaryH_Full_Amp1235_PMS.ai

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02

Logos: Secondary:
Vertical

The secondary logo is designed to allow for consistent brand identity in a wide range of applications, both with and without the sun iconography and sponsor name lockup.

Full-Color Logo

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Nº OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND†
3	PMS, CMYK, RGB	.ai, .jpg, .png	NO	N/A	YES

USAGE/NOTES: The Secondary Full-Color Logo should be used with discretion in all full-color or three-color applications where the Primary Logo is not well-suited.

FILE NAME: EM_SecondaryV_Full_PMS.ai

Two-Color Logo

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Nº OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND†
2	PMS	.ai	NO	N/A	YES

USAGE/NOTES: The Secondary Two-Color Logo should be used with discretion in all two-color applications where the Primary Logo is not well-suited.

FILE NAME: EM_SecondaryV_TwoColor_PMS.ai

One-Color Logo

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THE RALPH C. WILSON, JR. CHILDREN'S MUSEUM

Nº OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND†
1	PMS	.ai	NO	N/A	NO

USAGE/NOTES: Available in E&M red, blue and gray. The logo should be used with discretion in all one-color applications where the Primary Logo is not well-suited.

FILE NAME: EM_SecondaryV_OneColor_PMS_Blue.ai

Grayscale Logo

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THE RALPH C. WILSON, JR. CHILDREN'S MUSEUM

Nº OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND†
1	CMYK, RGB	.ai, .jpg, .png	NO	N/A	NO

USAGE/NOTES: The Secondary Grayscale Logo should be used with discretion when black is the only available color where the Primary Logo is not well-suited.

FILE NAME: EM_SecondaryV_Grayscale_CMYK.ai

02
Logos: Secondary:
Vertical Family Set (1/2)

Please use this page as a guideline for the secondary vertical logo lockup.

*Files with transparencies may need to be rasterized to be produced correctly. †See page 20.

B&W Logo

Nº OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND[†]
1	CMYK, RGB	.ai, .jpg, .png	NO	N/A	NO

USAGE/NOTES: The Secondary B&W Logo should be used with discretion when black is the only available color where the Primary Logo is not well-suited.

FILE NAME: EM_SecondaryV_K.ai

Knocked-Out Logo

Nº OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND[†]
1	CMYK, RGB	.ai, .jpg, .png	NO	N/A	NO

USAGE/NOTES: The Secondary Knocked-Out Logo should be used sparingly and with discretion only on dark backgrounds when only one color is available.

FILE NAME: EM_SecondaryV_KO.ai

Type Knocked-Out Logo (Two-Color)**

Nº OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND[†]
2	PMS	.ai	NO	N/A	YES

USAGE/NOTES: Should only be used on dark backgrounds where applications call for only two colors. Ampersand color can change to other approved colors.

FILE NAME: EM_SecondaryV_TwoColor_PMS_TKO.ai

02

Logos: Secondary:
Vertical Family Set (2/2)

Please use this page as a guideline for the secondary vertical logo lockup.

02

Logos: Alternative Secondary Vertical: Variable Ampersand Color

The Explore & More logo features a variable-color option for use in the ampersand. Color variations should be limited to those listed on this page, and be used in the ampersand *only*.

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	PMS	CMYK	RGB
	298 C	65/10/1/0	62/180/228

FILE NAME: EM_SecondaryV_Full_Amp298_PMS.ai

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	PMS	CMYK	RGB
	375 C	47/0/100/0	149/201/61

FILE NAME: EM_SecondaryV_Full_Amp375_PMS.ai

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	PMS	CMYK	RGB
	570 C	57/0/34/0	104/198/184

FILE NAME: EM_SecondaryV_Full_Amp570_PMS.ai

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	PMS	CMYK	RGB
	513 C	49/94/5/0	148/54/142

FILE NAME: EM_SecondaryV_Full_Amp513_PMS.ai

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THE RALPH C. WILSON, JR. CHILDREN'S MUSEUM

	PMS	CMYK	RGB
	715 C	0/54/94/0	247/141/42

FILE NAME: EM_SecondaryV_Full_Amp715_PMS.ai

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	PMS	CMYK	RGB
	1235 C	0/32/95/0	253/181/37

FILE NAME: EM_SecondaryV_Full_Amp1235_PMS.ai

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02

Logos: Secondary:
Horizontal

The secondary logo is designed to allow for consistent brand identity in a wide range of applications, both with and without the sun iconography and sponsor name lockup.

Full-Color Logo

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THE RALPH C. WILSON, JR. CHILDREN'S MUSEUM

Nº OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND†
3	PMS, CMYK, RGB	.ai, .jpg, .png	NO	N/A	YES
USAGE/NOTES: The Secondary Full-Color Logo should be used with discretion in all full-color or three-color applications where the Primary Logo is not well-suited.					
FILE NAME: EM_SecondaryH_Full_PMS.ai					

Two-Color Logo

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Nº OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND†
2	PMS	.ai	NO	N/A	YES
USAGE/NOTES: The Secondary Two-Color Logo should be used with discretion in all two-color applications where the Primary Logo is not well-suited.					
FILE NAME: EM_SecondaryH_TwoColor_PMS.ai					

One-Color Logo

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THE RALPH C. WILSON, JR. CHILDREN'S MUSEUM

Nº OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND†
1	PMS	.ai	NO	N/A	NO
USAGE/NOTES: Available in E&M red, blue and gray. The logo should be used with discretion in all one-color applications where the Primary Logo is not well-suited.					
FILE NAME: EM_SecondaryH_OneColor_PMS_Blue.ai					

Grayscale Logo

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THE RALPH C. WILSON, JR. CHILDREN'S MUSEUM

Nº OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND†
1	CMYK, RGB	.ai, .jpg, .png	NO	N/A	NO
USAGE/NOTES: The Secondary Grayscale Logo should be used with discretion when black is the only available color where the Primary Logo is not well-suited.					
FILE NAME: EM_SecondaryH_Grayscale_CMYK.ai					

02

Logos: Secondary:
Horizontal Family Set (1/2)

Please use this page as a guideline for the secondary horizontal logo lockup.

*Files with transparencies may need to be rasterized to be produced correctly. †See page 24.

02 Logos: Secondary: Horizontal Family Set (1/2)

22

B&W Logo

Nº OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND[†]
1	CMYK, RGB	.ai, .jpg, .png	NO	N/A	NO

USAGE/NOTES: The Secondary B&W Logo should be used with discretion when black is the only available color where the Primary Logo is not well-suited.

FILE NAME: EM_SecondaryH_K.ai

Knocked-Out Logo

Nº OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND[†]
1	CMYK, RGB	.ai, .jpg, .png	NO	N/A	NO

USAGE/NOTES: The Secondary Knocked-Out Logo should be used sparingly and with discretion only on dark backgrounds when only one color is available.

FILE NAME: EM_SecondaryH_KO.ai

Type Knocked-Out Logo (Two-Color)**

Nº OF COLORS	COLOR FORMATS	FILE FORMATS	USES TRANSPARENCY*	SUN WITH TEXTURE	VARIABLE AMPERSAND[†]
2	PMS	.ai	NO	N/A	YES

USAGE/NOTES: Should only be used on dark backgrounds where applications call for only two colors. Ampersand color can change to other approved colors.

FILE NAME: EM_SecondaryH_TwoColor_PMS_TKO.ai

02
Logos: Secondary:
Horizontal Family Set (2/2)

Please use this page as a guideline for the secondary horizontal logo lockup.

02

Logos: Alternative Secondary Horizontal: Variable Ampersand Color

The Explore & More logo features a variable color option for use in the ampersand. Color variations should be limited to those listed on this page, and be used in the ampersand *only*.

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	PMS	CMYK	RGB
	298 C	65/10/1/0	62/180/228

FILE NAME: EM_SecondaryH_Full_Amp298_PMS.ai

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THE RALPH C. WILSON, JR. CHILDREN'S MUSEUM

	PMS	CMYK	RGB
	375 C	47/0/100/0	149/201/61

FILE NAME: EM_SecondaryH_Full_Amp375_PMS.ai

explore&more
THE RALPH C. WILSON, JR. CHILDREN'S MUSEUM

	PMS	CMYK	RGB
	570 C	57/0/34/0	104/198/184

FILE NAME: EM_SecondaryH_Full_Amp570_PMS.ai

explore&more
THE RALPH C. WILSON, JR. CHILDREN'S MUSEUM

	PMS	CMYK	RGB
	513 C	49/94/5/0	148/54/142

FILE NAME: EM_SecondaryH_Full_Amp513_PMS.ai

explore&more
THE RALPH C. WILSON, JR. CHILDREN'S MUSEUM

	PMS	CMYK	RGB
	715 C	0/54/94/0	247/141/42

FILE NAME: EM_SecondaryH_Full_Amp715_PMS.ai

explore&more
THE RALPH C. WILSON, JR. CHILDREN'S MUSEUM

	PMS	CMYK	RGB
	1235 C	0/32/95/0	253/181/37

FILE NAME: EM_SecondaryH_Full_Amp1235_PMS.ai

Vertical Full Logo Minimum Size
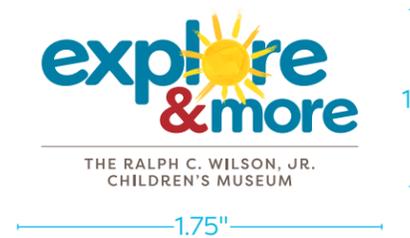
1"

1.75"

USAGE/NOTES: At this size "The Ralph C. Wilson, Jr. Children's Museum" copy is at 6 pt. The logo should never be used with this copy smaller than this.

Horizontal Full Logo Minimum Size
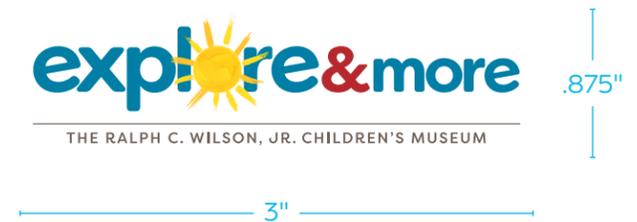
.875"

3"

USAGE/NOTES: At this size "The Ralph C. Wilson, Jr. Children's Museum" copy is at 6 pt. The logo should never be used with this copy smaller than this.

Vertical Partial Logo Minimum Size

.5"

1"

USAGE/NOTES: At this size "The Ralph C. Wilson, Jr. Children's Museum" copy is removed and the secondary sun icon without texture is used. This is the smallest size that the logo should be used at.

Horizontal Partial Logo Minimum Size

.3"

1.5"

USAGE/NOTES: At this size "The Ralph C. Wilson, Jr. Children's Museum" copy is removed and the secondary sun icon without texture is used. This is the smallest size that the logo should be used at.

Vertical Logo Minimum Space

USAGE/NOTES: There should always be, at minimum, one ampersand of clearance on all sides of the logo.

Horizontal Logo Minimum Space

USAGE/NOTES: There should always be, at minimum, one ampersand of clearance on all sides of the logo.

02

Logos: Size Requirements:
Minimum Size,
Minimum Space

In order to maintain its legibility and visual integrity the Explore & More logo should always adhere to the minimum size and spatial relationships as outlined on this page.

02

Logos: Key Use Restrictions:
Do Not Do

It is imperative that the Explore & More logo maintains its original form, ratio, treatment and intent. To ensure the visual integrity of the brand identity, the logo should not be altered with intrusive design elements such as shadows, outlines or effects. Nor should the logo be stretched, tilted, rotated or reversed in any way. Please use this page as reference on key use restrictions for both the primary and secondary Explore & More logos.

Drop Shadows

USAGE/NOTES: Never add a drop shadow to the logo or the sun icon. If legibility is an issue try a different background, different image or darkening the area beneath.

Outline

USAGE/NOTES: Never outline any part of the logo (wordmark, sun icon) with a color stroke, including white.

Changing Colors

USAGE/NOTES: Never alter the colors of the wordmark other than in the ways shown in this style guide.

Scale

USAGE/NOTES: Never alter the scale other than uniformly. Never stretch, squish, pull, distort, etc. the logo in any way

Alter Logo

USAGE/NOTES: Never alter the design or elements of the logo in any way other than as shown in this style guide.

Rotate

USAGE/NOTES: Never rotate the logo.

color palette

03

Color Palette:
Primary Color Palette,
Secondary Color Palette

The Explore & More color palette includes both primary and secondary colors that can be used in approved combinations to convey various color stories.

Primary Color Palette

**PANTONE®
314 C**

CMYK 100/33/27/2
RGB 0/129/163

**PANTONE®
1805 C**

CMYK 21/97/90/12
RGB 178/40/46

**PANTONE®
Warm Gray 11 C**

CMYK 53/53/59/24
RGB 110/98/89

USAGE/NOTES: Explore & More swatch libraries exist in PMS, CMYK and RGB as .ase files easily loaded into the Adobe Creative Suite.

Secondary Color Palette

**PANTONE®
298 C**

CMYK 65/10/1/0
RGB 62/180/228
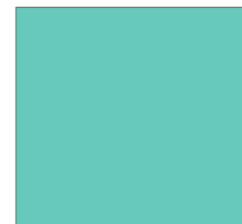
**PANTONE®
570 C**

CMYK 57/0/34/0
RGB 104/198/184
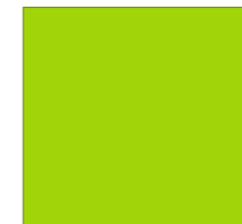
**PANTONE®
375 C**

CMYK 47/0/100/0
RGB 149/201/61

**PANTONE®
513 C**

CMYK 49/94/5/0
RGB 148/54/142
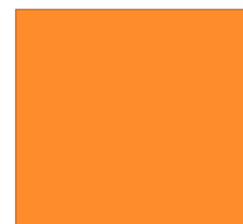
**PANTONE®
715 C**

CMYK 0/54/94/0
RGB 247/141/42
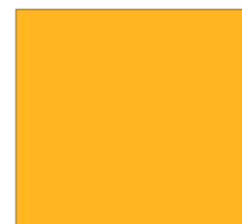
**PANTONE®
1235 C**

CMYK 0/32/95/0
RGB 253/181/37
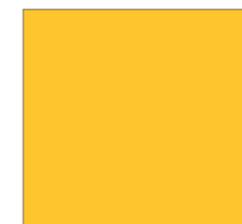
**PANTONE®
123 C**

CMYK 0/23/91/0
RGB 255/198/47
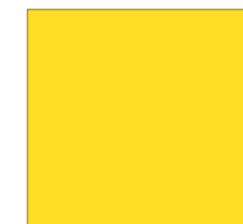
**PANTONE®
107 C**

CMYK 3/7/95/0
RGB 251/224/29

typography

04

Typography:
Primary Typefaces

The Explore & More font family for the logo and brand identity is Filson Soft.

Filson Soft is a geometric, rounded, sans-serif typeface, available in the OpenType format and as a webfont. Filson Soft Bold should be used for all headlines. Filson Soft Regular or Book should be used for subheadlines and body copy, respectively.

If you or your company does not currently own this font family, you will need to purchase a license at: www.myfonts.com/fonts/mostardesign/filson-soft

Headlines (Filson Soft Bold)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#$%^&*()

USAGE/NOTES: Headlines should be set in all lowercase with punctuation set to "optical" at -25. Leading for headlines should be in a 15/18 ratio.

Subheadlines (Filson Soft Regular)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#$%^&*()

USAGE/NOTES: Subheadlines should be set in sentence case with punctuation set to "optical" at -25. Leading for subheadlines should be in a 12/15 ratio.

Body Copy (Filson Soft Book)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#$%^&*()

USAGE/NOTES: Body Copy should be set in sentence case with punctuation set to "optical" at -10. Leading for body copy should be in a 10/12 ratio.

04
Typography:
Secondary Typefaces

The Filson Pro font family can be used to create deeper hierarchy within the campaign. Filson Pro Bold, Regular and Book are all approved for secondary use to support the primary Filson Soft typefaces.

If you or your company does not currently own this font family, you will need to purchase a license at: www.myfonts.com/fonts/mostardesign/filson-pro

Headlines (Filson Pro Bold)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#$%^&*()

USAGE/NOTES: Headlines should be set in all lowercase with punctuation set to "optical" at -25. Leading for headlines should be in a 15/18 ratio.

Subheadlines (Filson Pro Regular)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#$%^&*()

USAGE/NOTES: Subheadlines should be set in sentence case with punctuation set to "optical" at -25. Leading for subheadlines should be in a 12/15 ratio.

Body Copy (Filson Pro Book)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#$%^&*()

USAGE/NOTES: Body Copy should be set in sentence case with punctuation set to "optical" at -10. Leading for body copy should be in a 10/12 ratio.