



BRAND GUIDELINES



MISSION

to inspire all children to wonder and explore
their world through play and innovative,
hands-on learning experiences.

OUR VALUES



MAKE MEMORIES

Deliver unforgettable experiences to families. Create a spark and find the magic, helping each guest write their unique story.



RAISE YOUR HAND

Jump in, check in, be all in. Bring your best and work together. Show the team and our guests they can depend on you.



BE AN EXPLORER

Be curious and open. Keep your gears moving. Bring childlike energy to navigating challenges and discover new possibilities.



EVERYONE COUNTS

Be kind to all. Initiate a positive impact in our community. See the potential in every child and make everyone feel like the line leader.



BE MORE THAN A MUESUM

Be a launchpad for life-long learning. Help families create connections and experience opportunities that lead to brighter futures and a stronger Milwaukee.



FEEL THE FUN

Radiate joy and delight in our purpose. Embrace the exciting unpredictability of every day.

THE LOGO



betty brinn
CHILDREN'S
museum



LOGO RULES

The branded vertical and horizontal logo is preferred in all presentations, internal and external. Layout, context and composition should take precedent when determining logo usage.

The wordmark, sans shapes, is only to be used in a secondary form or when design or space does not allow for full logo usage.

Do not release the any logos without approval of the Museum's Communications Department, request a written (email) indication of use.

Single character width spacing is required for all logo uses.

LOGO VARIATIONS



Master Logo



Horizontal Logo



One-Color Logo



One-Color Logo

LOGO USAGE



Exclusion zones

Always allow a minimum of 1 character space around the logo.



Minimum width

The logo minimum width is 60 px
There is no logo maximum width.

INCORRECT LOGO USAGE



Past versions of the logo



Color-wash



Pixelation



Incomplete language



Incomplete language



Do not distort



Any symbols indicating a partnership



Incomplete, cannot replace logo



Full alteration of the layout



929 E. Wisconsin Ave,
Milwaukee, WI 53202

Wednesday-Monday,
9 a.m.-4:30 p.m.
Closed on Tuesdays

www.bbcmkids.org
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