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KEEP BUILDING

BRONX
CHILDREN'S
MUSEUM

December 2015 Issue

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Summary

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1. BRAND STRATEGY



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Brooklyn



The Bronx

THE DIFFERENCE BETWEEN B AND BX

The Bronx is its own place; it has its own identity, culture, and experiences to anyone who comes. This goes right down to the bus stops. To distinguish between Brooklyn and the Bronx, Brooklyn is given "B", while the Bronx is given "Bx". Inspired by this, the Bronx Children's Museum is using "Bx" as the line between BCM and BXCM - two different museums, two different locations, two different combinations of letters.

BXCM, just like the Bronx itself, is a place where children can go to be inspired, strengthened, and overall, become a better person for their community, their environment, their family, and themselves. This is what you take away from the museum in the heart of the Bronx.

This is the message we want the children, the parents to take away. This is what we want BXCM to encompass its audience with.

Keep Building.

INSPIRING MOTIVATIONAL EDUCATIONAL

The Bronx Children's Museum's brand personality is what sets up how we are viewed by others. Brand personality is what sets apart from all other museums from BXCM. These are the values that we encompass and portray to attendees. This is what creates BXCM's look, act, and sound.

2. BRAND IDENTITY ASSETS



Each letter of "BXCM" is
in its own perfect square.

Logo lock-up:



Logotype aligned at the cap
height of the "X" and with
the baseline of the "M".

□
Logotype is 10px away
from logo icon.

THE BRANDMARK

The Bronx Children's Museum's brandmark is the embodiment of everything that BXCM stands for, and is the foundational building block for BXCM's visual identity. The logo lock-up comes in two different components - an icon, and the logotype. The tagline is optional when including the logo.

Tagline:

KEEP BUILDING.

You are allowed to use the two components of the logo lock-up separately, so long as each component is on the page / advertisement.



Knowledge and use of minimum size (1 inch)



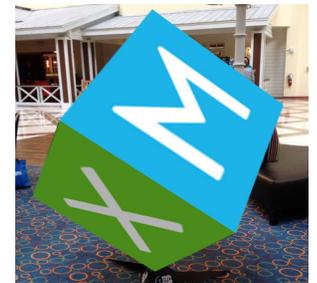
3D versions of logo are allowed when taken into space and way finding.



If logo is rotated, the rotation follows the diagonal grid used for posters.



You are allowed to use the colors as accent blocks, so long as they are perfect squares (ie: posters).



CORRECT USES OF THE BRANDMARK

The Bronx Children's Museum logo is the embodiment of its values, it is important to remain true to the design of the logo lock-up. Illustrated are the approved ways to edit the logo, as well as the incorrect uses of the logo lock-up.

Do not change the color code in any way shape or form.



Do not rotate the logo, unless it goes accordingly to the diagonal grid.



Do not make the iconography transparent when on imagery.



Do not change the orientation or alignment of logo lock-up.



Do not emboss logo.



Do not change opacity levels of logo.



Do not add a drop shadow to any elements.



Do not distort logo.



INCORRECT USES OF THE BRANDMARK

Reinforcing the importance of remaining true to the logo lock-up, illustrated are the incorrect uses of the logo lock-up.

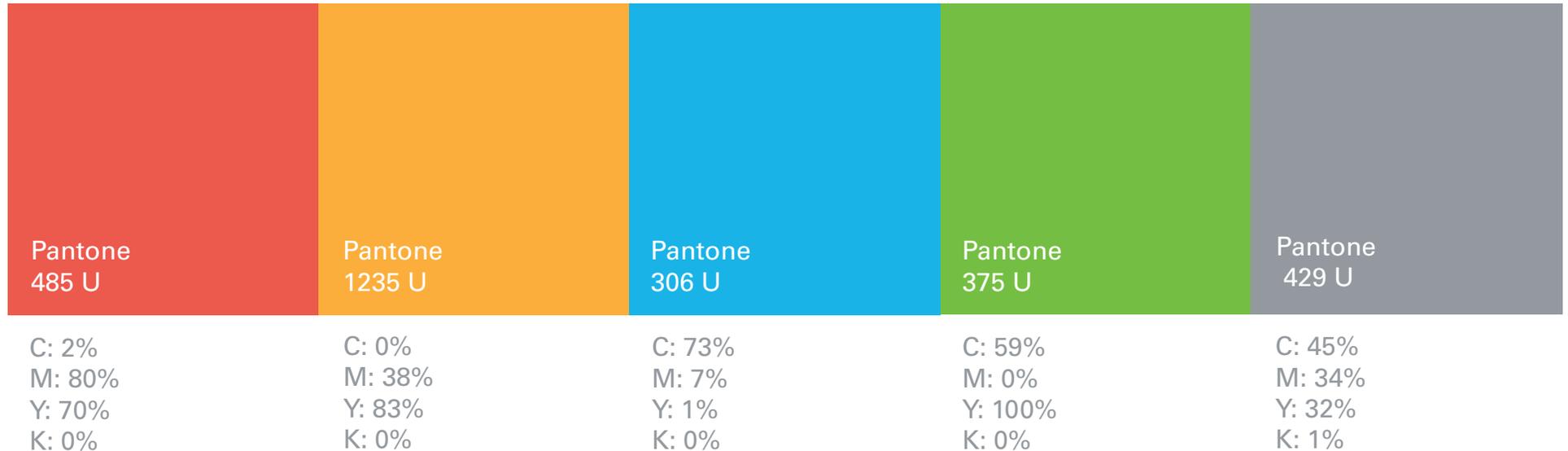


Clearspace specs:



MINIMUM SIZE AND CLEARSPACE

To maintain the look and feel of the logo, there is a minimum size that the logo has to maintain legibility. The logo lock-up should never be smaller than .09 inches. There is also a certain amount of space that should be around the logo itself, where no other elements should be close to it.



COLOR PALETTE

Color is a special way that The Bronx Children's Museum expresses moods and feelings of the brandmark. This color palette celebrate the educational, inspiring, and motivational personality that BXCM holds so proudly.

Please note that the colors of the palette are to be used as accent colors, and the color of the grey should be used for body copy.

NEOTERIC BOLD (ALTERED)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARCHER

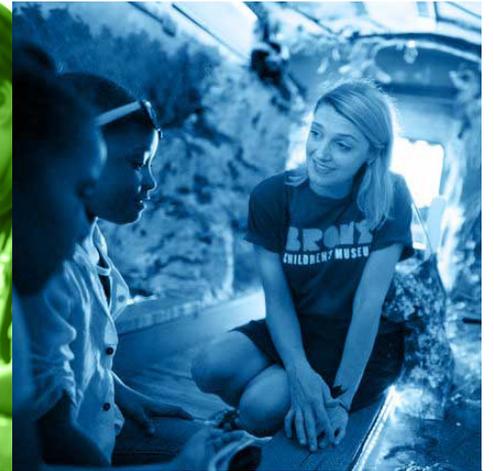
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

UNIVERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

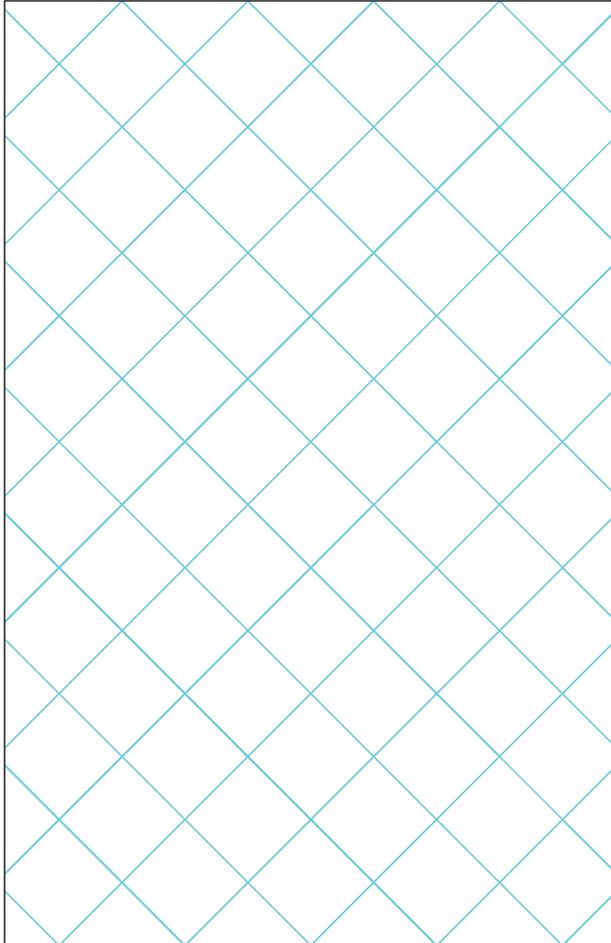
TYPOGRAPHY

Our choices in typefaces include an altered version of Neoteric Bold, Archer, and Univers. Neoteric is usually only used for the logo lock-up iconography for its playful, rounded, yet sophisticated look. Archer is used for accenting headlines or sub-headlines. Univers is used for most body copy.

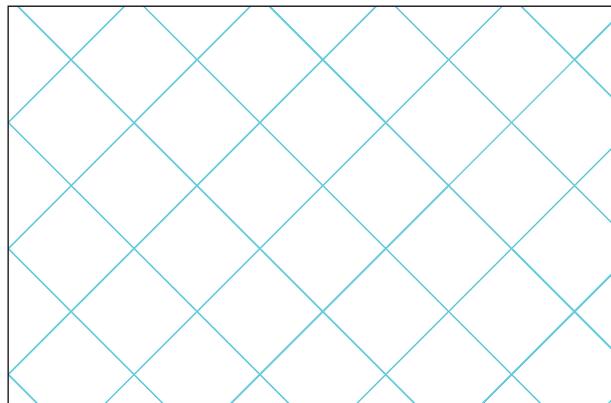
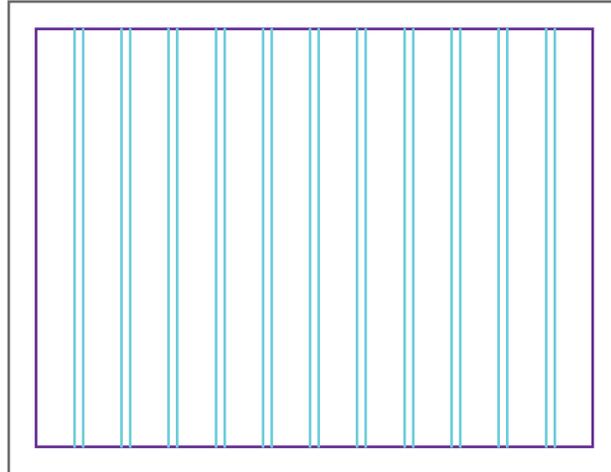


PHOTOGRAPHY

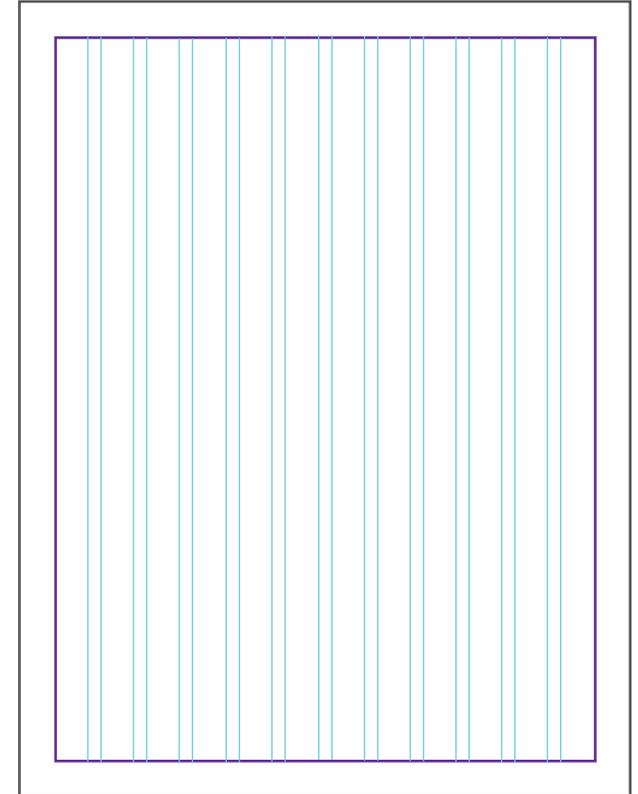
The Bronx Children's Museum's photographic library is candid, unifying, and inspiring. Photography shows off the life of BXCM and brings the museum to life through its subjects. It expresses the memorable experiences that BXCM has to offer everyone. Uses of color overlay also help in separating the programs.



Tabloid sized Diagnol grid



Horizontal letter sized grid



Vertical letter sized 12 column

GRID USAGE

BXCM utilizes a 12 column grid to express the different dynamics that the square, blocky design can take on. The diagonal grid is used in posters to add a sense of motion to the viewer.

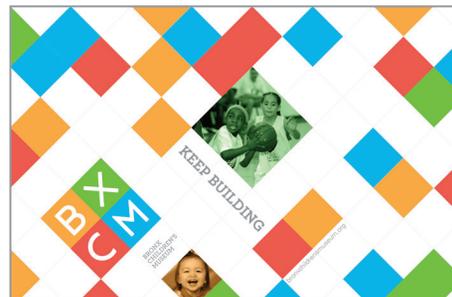
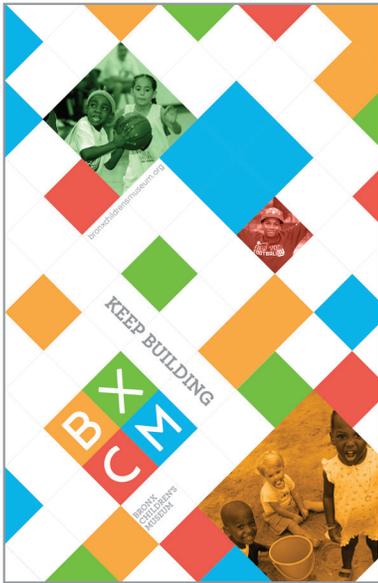
3. CAMPAIGN IDENTITY





CAMPAIGN: BROCHURE

A brochure is to inform the reader, but it should also interest the reader throughout the entire piece. A brand's brochure let's the consumer know what the brand stands for, and what the brand has to offer. The Bronx Children's Museum offers a brochure that not only informs, but entertains the reader - no matter what age. With the ability to build blocks out of the material, the brochure remains true to strategy.



CAMPAIGN: PRINT POSTERS

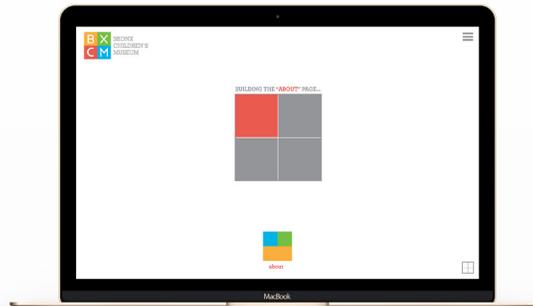
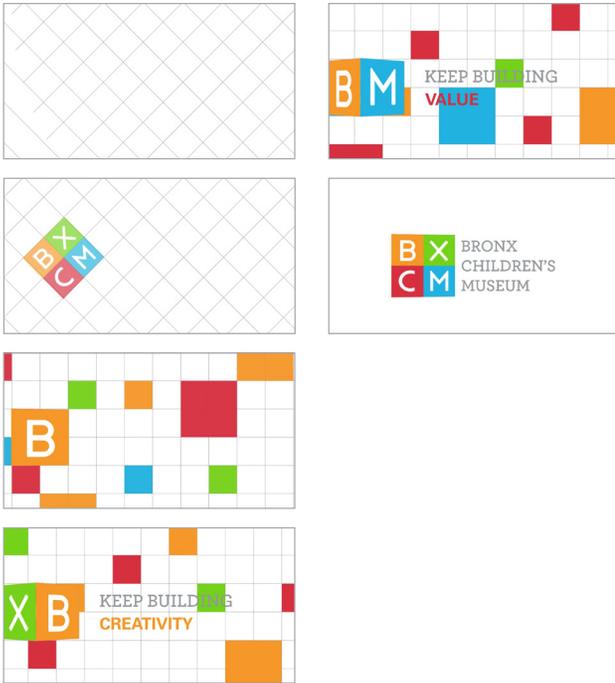
Posters advertising The Bronx Children's Museum utilizes the diagonal grid, as well as all other brand identity assets - typography, colors, and other rules of composition. The posters show the dynamic between BXCM and all the programs to all consumers, and will be placed in the same space together.



CAMPAIGN: STATIONARY

Stationary separates the brands who pay attention to small details from the ones who overlook them. Branded stationary is one aspect of marketing that many business owners forget to include in their plans. But any place your name or logo can be seen means another potential consumer. For BXCM, the goal of the stationary is for the consumer to recognize the name, and to not forget it.

Introduction Video stills:



DIGITAL:
WEBSITE

A website for any company is necessary for identity. This is the digital home of the brand itself where consumers can experience the brand in a unique, interactive way. The Bronx Children's Museum website holds true to the idea of "building" the moment the user lands onto the landing page after watching the introduction video, making it necessary to build the page that the user needs to go to.



SIGNAGES AND DELIVERABLES

Signages and deliverables consist of a number of visual, verbal, and sensory brand identity assets. Combining these assets onto one platform creates a definition for the brand that makes it memorable and unique. Signages include way-finding objects, posters, billboards, and other collaborative advertisement material. Deliverables consist of merchandise that peak consumer interest, like t-shirts.

4. SUMMARY

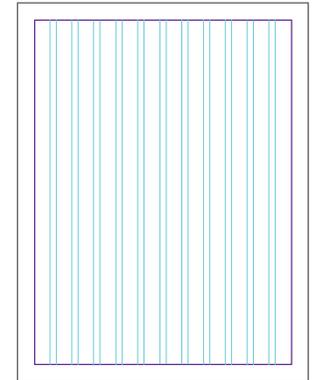
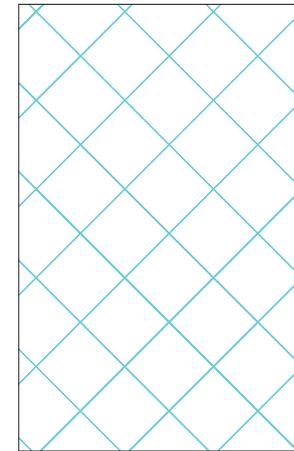
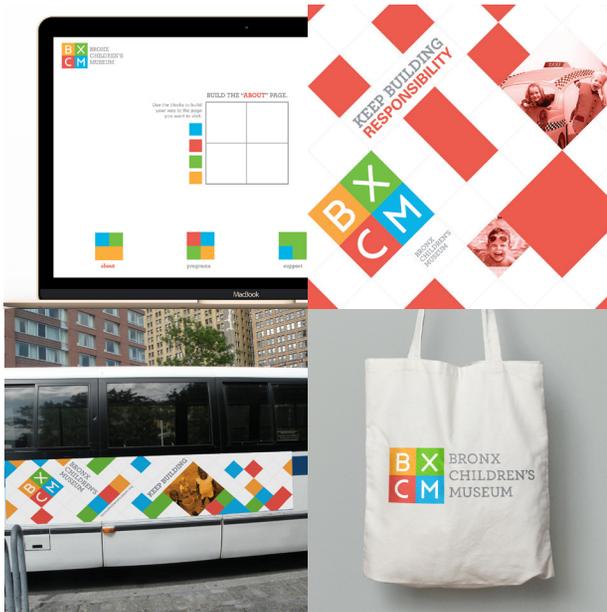


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4.1 - SUMMARY



KEEP BUILDING.

For a child, it starts at The Bronx Children's Museum. To keep building is to maintain and strive to improve the character, integrity, unique and creative characteristics of the Bronx. To hold the meaning of "Keep Building" within a child is to build the ultimate sort of self for the betterment of community and those around it.

This page is a quick reference summarizing the entirety of the brand and the use of each asset; it refers to how to maintain the look, the design, the voice, and the idea entirely that BxCM holds.

For more information or questions, please contact us.

Aaron Cheng | aaroncheuknam_chengz@fitnyc.edu
Jeffrey Yam | jeffrey_yam@fitnyc.edu
Faith Eloriaga | faithalexis_eloriaga@fitnyc.edu

