



Brand Book



September 2023

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01

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Introduction

Our Values and Norms

Partnership

Build together
Give credit where credit is due
Create circles not lines*

Humility

Always listening, always learning
Seek progress not perfection

Racial Equity

Center and amplify community voices
Move at the speed of trust*
Address racial inequities

Play

It only takes a single spark
Bring play, joy, and purpose to your work

Accountability

Be accountable to communities and each other
Promise then deliver

*Adapted with appreciation from BlackSpace Manifesto

Our Approach

Racial Equity
Community
PLAYce

Mission Map

OUR APPROACH

Racial Equity

Community

PLAYce

5-YEAR STRATEGIES

Expand our national data platform and evaluation capacity to strategically prioritize playspaces while measuring our impact in the lives of kids.

Expand our policy work at the federal, state, and local levels to mobilize support for critical bills and policy that advance playspace equity.

Focus our thought leadership efforts to get cross-sector leaders to prioritize and invest in playspaces as an equity issue.

Strengthen national, regional, and community capacity to build playspaces and cultivate partnerships that advance playspace equity at scale.

PROGRAM AREAS & INITIATIVES

MAPPING PLAYSPACE INEQUITY
We partner with communities to understand where playspaces are most needed.

PUBLIC POLICY & AWARENESS
We partner with cross-sector leaders to prioritize playspace equity.

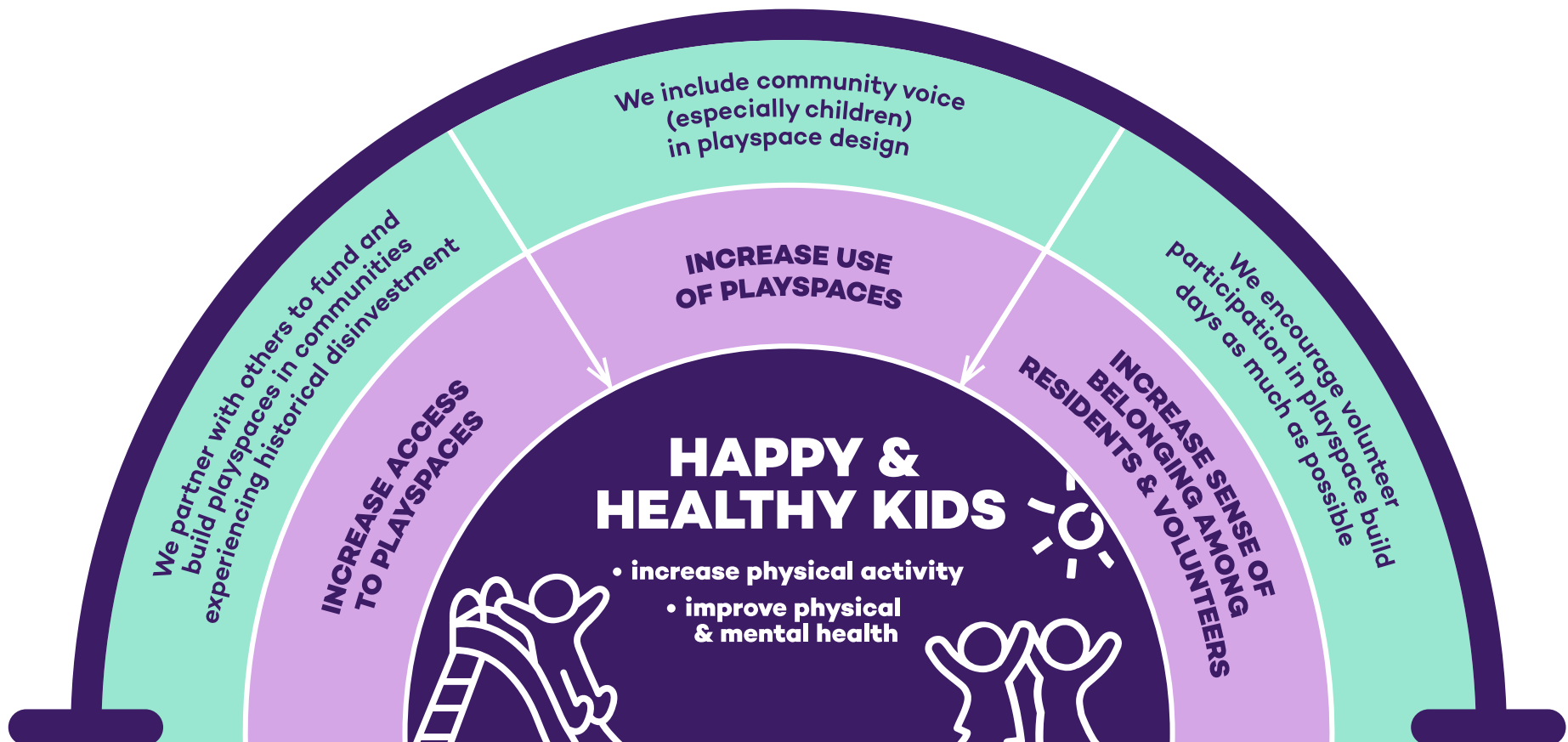
COMMUNITY PLAYSACES
We partner with kids and communities to create and transform playspaces.

KID & COMMUNITY IMPACT
We partner with communities to understand the positive child and community outcomes of playspaces.

25 IN 5 INITIATIVE
In the next 5 years we will achieve playspace equity in 25 places across the country.

Theory of Change

This is the visual representation and guidepost of how KABOOM! will create the change needed to achieve our mission so kids can grow up happy and healthy.



02

2.09 Mission Statement

2.10 Boilerplate

2.11 About Us

2.12 Who We Are

2.13 Speaking Equitably

2.16 Writing Guidelines

Verbal Identity

Mission Statement

We unite with communities to build amazing playspaces that foster a sense of belonging and help give every kid the opportunity to thrive.

Our mission is to end playspace inequity for good.

Boilerplate

KABOOM! is the national nonprofit committed to ending playspace inequity – the reality that quality places to play are not available to every child, especially in communities of color. Since 1996, KABOOM! has partnered with kids and communities to build or improve 17,000+ playspaces and ensure that nearly 12 million kids have equitable access to the crucial benefits and opportunities that playspaces offer. In 2022, KABOOM! launched the 25 in 5 Initiative to End Playspace Inequity to accelerate its mission in 25 high-priority locations over five years. Learn more at kaboom.org or join the conversation on Twitter, Facebook, Instagram, and LinkedIn.

About Us

KABOOM! is the national nonprofit committed to ending playspace inequity — the reality that quality places to play are not available to every child, especially in communities of color.

Since 1996, KABOOM! has partnered with kids and communities to build or improve 17,000+ playspaces and ensure that nearly 12 million kids have equitable access to the crucial benefits and opportunities that playspaces offer.

In 2022, KABOOM! launched the 25 in 5 Initiative to End Playspace Inequity, the plan to accelerate its mission in 25 high-priority locations nationwide.

Who We Are

KABOOM! is the national nonprofit committed to ending playspace inequity, ensuring that every kid, in every community, has an amazing place to play.

We envision a world where kids are able to joyfully play in their neighborhoods, at schools and everywhere in between. And our kids will be able to reach their full potential by experiencing the full physical and mental benefits of play, and have freedom to take risks, build strong relationships, grow, explore, and learn through joyful moments of play.

KABOOM! believes that vibrant and inclusive playspaces are necessary for kids to grow up happy and healthy, a key ingredient to building thriving communities. We know that the health and well-being of our kids are deeply connected to the places where they live, learn, and play.

Yet, across the nation we see widespread playspace inequity, the reality that communities of color disproportionately lack access to — and a sense of belonging in — quality places to play. KABOOM! is committed to addressing this inequity, which often stems from systemic racism and exclusionary practices, by ensuring every child has access to quality places to play.

Our organization's core values that drive our actions are equity, partnership, humility, accountability, and play. A commitment to racial equity is at the heart of everything we do.

Speaking Equitably

Language is often where individuals and organizations alike lose their footing when attempting to promote and embody racial equity. Words, phrases, and framing carry so much significance that, without intention, it's easy to say “the wrong thing.” While we can't map out every conversation — nor expect that we'll reach a point where language is stagnant and our learning is done — we can take steps to ensure that the words shared by KABOOM! reflect our commitment to living and working equitably as effectively as possible.

Speaking Equitably

We speak with empathy, which means that we not only listen well, but take our audiences' perspectives into account. Here are a few simple ways that our empathy can translate into voice equity — especially in regard to how our language can help us end playspace inequity for good.

Put people first

We never equate a person with their physical or demographic characteristics. We talk about people — “a person with disabilities,” and so on. By keeping people front and center in each story we tell, we can ensure our audiences that we truly see all of who they are.

Give others a platform

When telling our stories, we always characterize our subjects as competent, capable, and dignified. Ending playspace inequity is about dismantling unjust systems — not rescuing helpless victims. That should be unmistakable in the way that we speak.

Respect the storyteller

Whenever possible, we invite those with lived experiences to tell their own stories, in their own words and medium of choice. We never force vulnerability or transparency from our partners for our sake, but welcome them to use our platform as a way to reach others, should they so desire.

Think globally

While language is particular wherever you go, we can minimize disconnects by checking how the words and phrases we use come across in other languages and cultures. This could mean everything from verifying dictionary definitions, to reaching out to global colleagues about colloquial slang; the point is to make sure that any brand language that makes its way to other cultures has been checked for sensitivity on the ground.

Speaking Equitably

Be explicit when it makes a difference

We can and should be direct about people and communities when the situation calls for it. For example, if we're talking about children of color, we should use that term wherever it's contextually relevant. It's worth noting that being explicit and being sensitive aren't mutually exclusive, so long as the language used has been sourced from the appropriate communities and takes our other best practices into account. When done correctly, clearly, and sensitively naming people and communities is an important step in confronting playspace inequity head on.

Be sensitive to stigma

When we're conscious of how we describe and categorize people, places, and things, we can avoid unintentionally reinforcing negative stereotypes.

For example:

*Undocumented — not “illegal” — immigrant communities.
Disinvested — not “poor” — communities.*

Always contribute, never co-opt

We're passionate about ending playspace inequity. So passionate that we might find ourselves getting over-eager in how we frame our role in the fight. It's important to remember — there are communities, individuals, movements, and organizations that have been fighting racial and socioeconomic injustice far longer and more deeply than KABOOM!, including directly impacted individuals and representative community members. We should never overstate our presence or legacy in an effort to express our commitment to the cause. It's important to introduce KABOOM! as just one of many actors rising up to demand an equitable future for kids and communities.

Avoid idioms

If we're unsure where a figure of speech comes from, it may be best to avoid using it. Certain phrases have negative connotations we never intended to convey.

For example:

“Sold down the river”: This idiom has its origins in the Mississippi River slave trade.

Writing Guidelines

At KABOOM!, we use AP style for our writing (and we are pro-Oxford comma!). We also have a few specific writing guidelines we follow to ensure that we are reinforcing our brand and communicating consistently about our organization and work.

KABOOM!

When writing KABOOM!, all letters should be capitalized with the exclamation mark at the end. When KABOOM! is the last word in a sentence, include the exclamation mark plus the appropriate punctuation for the sentence (i.e. *I love the mission of KABOOM!*). Wherever possible, avoid making KABOOM! possessive or modifying it in other ways.

Hyphenation

At KABOOM!, we do not hyphenate ‘nonprofit’. We do hyphenate ‘well-being’.

Capitalization

We no longer capitalize funding partner or community partner. We do capitalize Design Day, Build Day, and Build Week.

25 in 5 Initiative to End Playspace Inequity

When writing about our *25 in 5 Initiative to End Playspace Inequity*, use the full name for the first reference. If you want to abbreviate, subsequent references should be the ‘25 in 5 Initiative’. Please note, ‘25-5’ or ‘25 in 5’ should never be used in external documents as an abbreviation. For additional guidance, please reference the 25 in 5 sub-brand section beginning on p. 51.

Our Mission

When our mission is written as a sentence, we do not include punctuation and including ‘for good’ is optional depending on the context: “Our mission is to end playspace inequity.” or “Our mission is to end playspace inequity for good.” When our mission is written as a headline, we add punctuation after both “inequity” and “good.” “For” is also capitalized: “Our Mission is to end playspace inequity. For good.” or “End playspace inequity. For good.”

03

- 3.18** Logo
- 3.24** Color Palette
- 3.30** Typography

Visual Identity

Logo

Our logo is the core of our brand identity. The mark in our logo positions KABOOM! as the spark for playspace equity. With a refined aesthetic that's contemporary and established, our logo sets up KABOOM! to be known by its full, true mission to not only build playspaces but to ensure playspace equity for every kid.

Reminder: When writing KABOOM!, always use the full name in all caps, including the exclamation mark.



Clearspace & Minimum Size

Clearspace and minimum size are important to retain legibility and establish brand clarity.

Clearspace



X = width of "M" in the word mark

Minimum Size

Print: 0.5"
Screen: 40px



Logo Use

Examples of approved logo usage.



Primary Purple. Always use on white or other light neutral colors.



White knocked on a solid primary color.



White knocked out on a photograph or image.



White knocked on a solid secondary color.



True Black for limited use only. Should only be used when color printing is not available.



True Black for limited use only. Should only be used when color printing is not available.

Logo Misuse

To preserve the integrity of the brand identity, avoid misusing the logo in any of the ways shown here.



Do not stretch, squeeze or distort any part of the logo. Always scale uniformly.



Do not add any effects to the logo.



Do not change the typeface within the wordmark.



Do not place the logo over a congested or low contrast part of an image.



Do not use any unspecified colors in the logo.

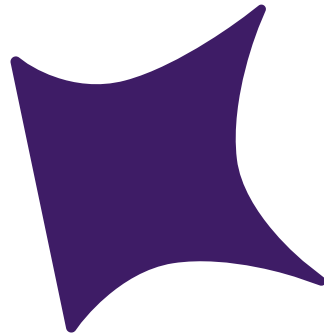


Do not outline the logo or mark.

Mark

Our mark is the shorthand for our logo. It comes to life in a range of ways in our graphic system. Other uses include social media favicon and merchandise. Additional guidance can be found in the Graphic Elements section beginning on p. 38.

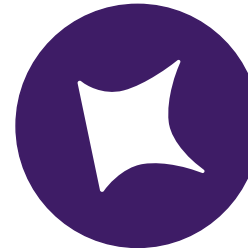
Mark



Social Avatar



Favicon



Co-Branding

At times, the KABOOM! logo will need to appear with or alongside partner logos. These usage guidelines preserve our brand integrity when we have control of the logo's use and when it's handed off to a third party organization or partner.

Balance

To emphasize partnership, both logos should appear balanced and equal in size.

Clearspace

Use clearspace guidance on p. 24 for each logo to retain legibility and establish brand clarity.

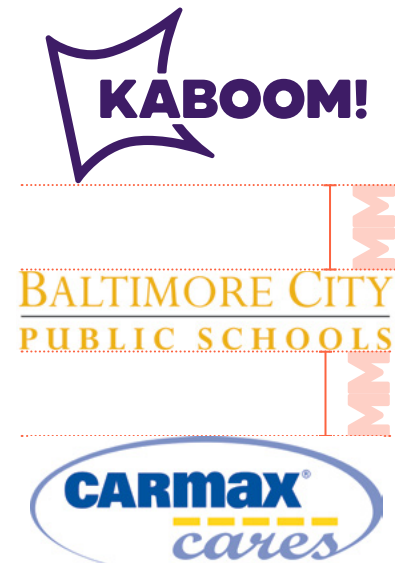
Note

Clearspace guidance is the minimum recommended amount. More space may be added in order to maintain balance depending on the situation (i.e. playground signage).

Horizontal



Vertical



Color Palette

These are the colors associated with KABOOM!. Violet is our primary brand color and is used in the logo. Lavender and Mint are our secondary colors while Sunflower, Dragonfruit, and Tangerine, may be used as accent colors.

Violet

HEX: #3E1C66
RGB: R62 G28 B102
CMYK: C91 M100 Y27 K18
PANTONE: 2617

Lavender

HEX: #D4A6E5
RGB: R212 G166B 229
CMYK: C18 M37 Y0 KO
PANTONE: 2567

Mint

HEX: #99E5D1
RGB: R153 G229 B209
CMYK: C37 M0 Y24 KO
PANTONE: 331

Sunflower

HEX: #FCF252
RGB: R252 G242 B82
CMYK: C4 M0 Y78 KO
PANTONE: 101

Dragonfruit

HEX: #E846AE
RGB: R232 G70 B174
CMYK: C10 M84 Y0 KO
PANTONE: 239

Tangerine

HEX: #FC6340
RGB: R252 G99 B64
CMYK: C0 Y76 M79 KO
PANTONE: 1645

Color Distribution

Colors should be used in the proportions demonstrated in this wheel. Additional examples for specific color use are outlined below:

Violet:

- Logo
- Background color
- Text (headlines, subheadings)

Lavender:

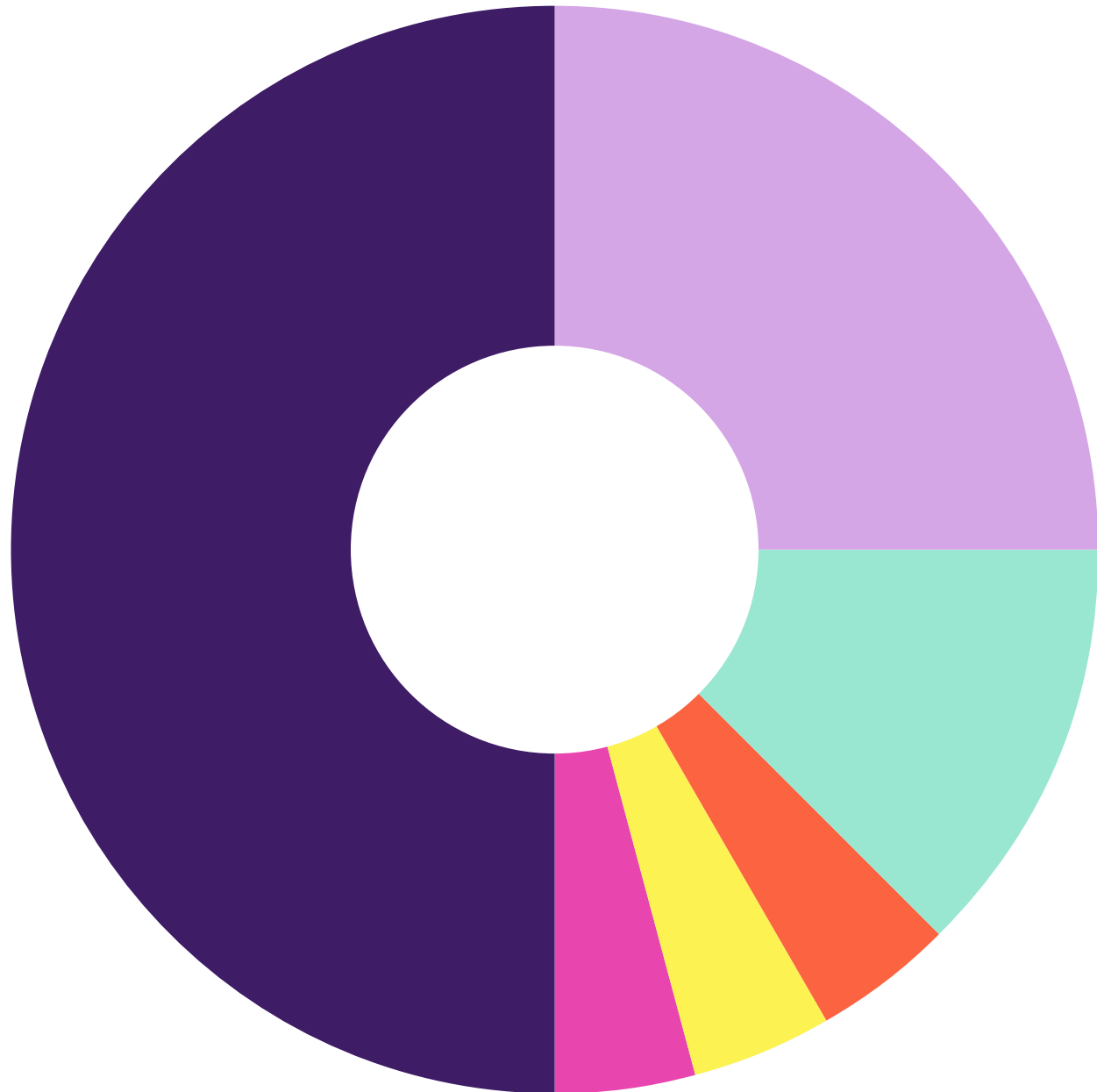
- Secondary use for background color
- Secondary use for headlines and subheadings
- Graphic elements on Violet background
- Minimal use for highlighting words in headlines

Mint:

- Minimal use for background color and headlines
- Graphic elements on Violet background
- Minimal use for highlighting words in headlines

Tangerine, Sunflower, and Dragonfruit:

- Graphic elements on Violet background
- Minimal use for highlighting words in headlines



Soft Black / Grayscale

A special grayscale palette has been created for the brand. Soft Black and its tints are primarily used for body copy and to add flexibility for both editorial and digital collateral.

Soft Black

HEX: #242428
RGB: R36 G36 B40
CMYK: C74 M68 Y61 K69
PANTONE: 419

60% Soft Black

HEX: #7A7A80
RGB: R122 G122 B128
CMYK: C54 M46 Y42 K9
PANTONE: 419 60%

30% Soft Black

HEX: #BDBDBF
RGB: R189 G189 B191
CMYK: C26 M21 Y20 K0
PANTONE: 419 30%

10% Soft Black

HEX: #E8E8EB
RGB: R232 G232 B235
CMYK: C7 M6 Y4 K0
PANTONE: 419 10%

5% Soft Black

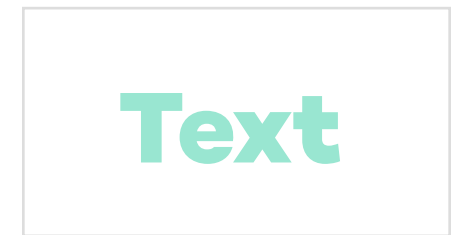
HEX: #F5F5F5
RGB: R245 G245 B245
CMYK: C3 M2 Y2 K0
PANTONE: 419 5%

White

HEX: #FFFFFF
RGB: R255, G255, B255
CMYK: C0 Y0 M0 K0
PANTONE: N/A

Color Use

Here are examples of approved color usage.



Color Misuse

Please refrain from using the colors in these ways.

✘



✘



✘



✘



✘



✘



✘



✘



✘



Brand Typeface

Campton is our brand typeface. These are the weights that may be used across collateral.

CAMPTON

ExtraBold

ExtraBold Italic

Bold

Bold Italic

SemiBold

SemiBold Italic

Medium

Medium Italic

Book

Book Italic

Rules & Hierarchy

Fonts should be used according to the rules outlined here.

Headlines

Typeface: Campton ExtraBold
Leading: Type size x 1.2
 (e.g. 38pt type = 45.6pt leading)
Kerning: Optical
Tracking: 0
Case: Title Case
Color: Violet

Sub-Headline One

Typeface: Campton Bold
Leading: Type size x 1.35
 (e.g. 20pt type = 27pt leading)
Kerning: Optical
Tracking: 0
Case: Sentence Case
Color: Lavender

Sub-Headline Two

Typeface: Campton ExtraBold
Leading: Type size x 1.3
 (e.g. 10pt type = 13pt leading)
Kerning: Optical
Tracking: 0
Case: Uppercase
Color: Violet

Body Copy

Typeface: Campton Book
Leading: Type size x 1.4
 (e.g. 9pt type = 12.6pt leading)
Kerning: Optical
Tracking: 0
Case: Sentence Case
Color: Black 60%

Pull Quote

Typeface: Campton Semibold
Leading: Type size x 1.2
 (e.g. 48pt type = 57.6pt leading)
Kerning: Optical
Tracking: 0
Case: Sentence Case
Color: Violet & Lavender

Kids Only Get One Childhood

A sentence case sub-heading with leading information

SECOND SUBHEADING

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in lectus vitae turpis fringilla pretium. Donec auctor ipsum dolor, quis auctor neque interdum non. Integer molestie vestibulum nulla, eu dignissim ante pulvinar in. Suspendisse malesuada feugiat porttitor. Nulla facilisi. Phasellus consectetur molestie ante id dapibus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris lectus vitae turpis fringilla pretium. Donec auctor ipsum dolor, quis auctor neque interdum non. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in lectus vitae turpis fringilla pretium.

“ This difficult work requires humility and resilience because our mission is urgent. Kids only get one childhood and it must be filled with playful experiences that help them thrive. ”

— LYSA RATLIFF, CEO OF KABOOM!

System Fonts

For special use where the main brand typefaces cannot be accessed (such as a third-party screen presentation), use these universally accessible typefaces in substitution.

KABOOM! default email settings, for example, should always be set to 10pt Arial Regular in black.

ARIAL

Black

Black Italic

Bold

Bold Italic

Regular

Regular Italic

04

- 4.34** Photography
- 4.38** Graphic Elements
- 4.46** Equity in Visuals

Visual Elements

Lifestyle Portraits

These are examples of lifestyle portraiture that fit within our brand's look and feel. Images should possess the following qualities:

- Full color, natural light
- Bright and well-exposed
- Kids-eye view
- Positive facial expression
- High resolution
- Close cropping
- No overstyled clothing, hair, or makeup
- Visible play equipment in good condition

Equity

Please also see equity guidelines beginning on p. 46.



Build Day: In Action

These are examples of successful photos of our Build Days in action. Images should possess the following qualities:

- Full color, natural light
- Bright and well-exposed
- High resolution
- In-the-field vantage points
- More candid than posed

Equity

Please also see equity guidelines beginning on p. 46.



Kids at Play

These are examples of successful photos of kids and the community coming together and interacting with playspaces after a build. Images should possess the following qualities:

- Full color, natural light
- Bright and well-exposed
- High resolution
- Pairs or groups of kids
- Joyful, harmonious moments

Equity

Please also see equity guidelines beginning on p. 46.



Photo provided courtesy of Landscape Structures

Cutout Imagery

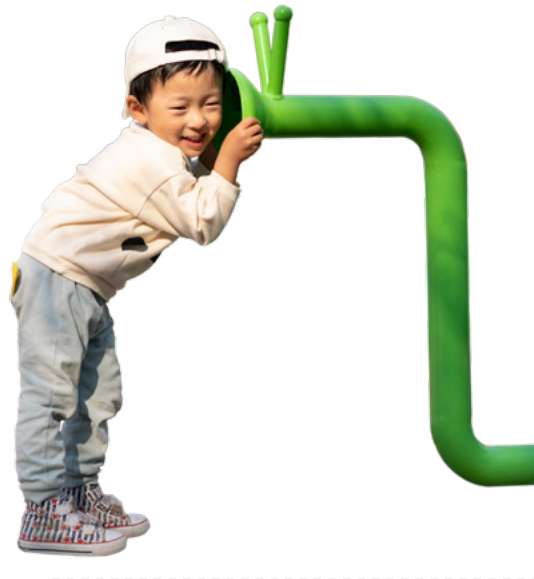
These are examples of studio imagery that fit within our brand's look and feel. Images should possess the following qualities:

- Kid(s) at play
- Bright and well-exposed
- Visible play equipment in good condition
- Positive facial expression
- High resolution
- No overstyled clothing, hair or makeup
- Engaged volunteers



Equity

Please also see equity guidelines beginning on p. 46.



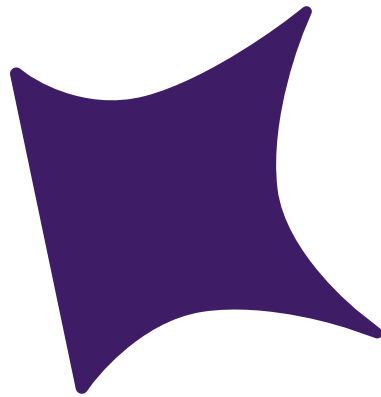
Orientation

Incomplete images should be aligned with the edges of the page/artboard.

The dotted lines represent page/artboard edges.

Graphic Elements

The graphic system for our brand is inspired by and connects directly with our logo.



The filled version of our mark is utilized as a graphic element in our brand system. Guidance around using the mark as a graphic element is demonstrated on p. 39 and p. 42.



Hand-drawn elements in our brand system follow the style and form in our logomark. Guidance around implementing the style and weights of these elements are demonstrated on p. 40-45.

Mark & Imagery

The mark can be paired with photography in two primary ways. The color-filled mark can be paired with cutout imagery (ex. a), or filled with studio imagery (ex. b, c).



a



b



c

Subject & Mark:

Cutout and studio imagery should include subject(s) engaging in joyful play. The color-filled mark can be any brand color or white, adhering to color pairing guidelines on p. 26.

Rotation:

When the mark is paired with studio photography, the angle should not be manipulated.

Placement:

The subject(s) should appear optically centered within the mark.

Hand-Drawn: Playground Elements

Hand-drawn elements of playground equipment are also utilized in our brand system. When using or expanding upon these types of hand-drawn elements, the imagery should be easily recognizable and related to playground setting.

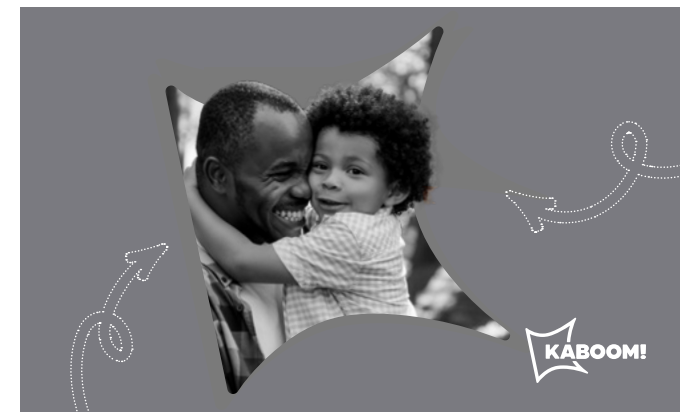
The line weight, curves, and rounded angles should match the examples here when expanded upon. Elements can have a mixture of open or closed strokes when completing a form.

Additional guidance on how to use the hand-drawn elements to emphasize can be found on p. 42-45.



Graphic Elements & Solid Color

This page demonstrates how hand-drawn elements can be paired with the mark or studio imagery on a solid color background.



Hand-drawn elements paired with the logo as the primary graphic should use the same line weight of the spark in the logomark.

When pairing hand-drawn elements with the filled mark and studio imagery, match the scale of the spark in the logo mark to ensure the same line weight.

Emphasis Elements & Lifestyle Imagery

This page demonstrates how hand-drawn elements can be added to lifestyle photography.

Use hand-drawn elements to emphasize motion, play, and the subject of the photo.

White hand-drawn elements help to retain clarity and contrast.



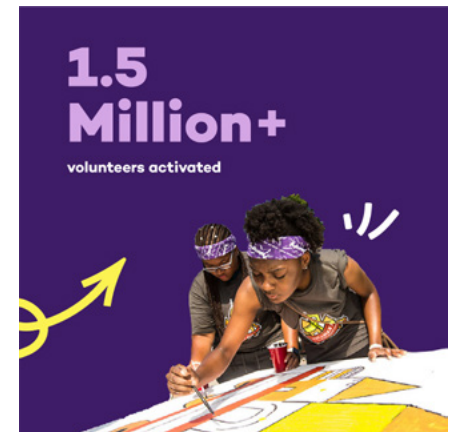
Playground Elements: Usage

This page demonstrates how hand-drawn playground elements can be used in the identity system.

Always use playground elements on solid background colors rather than placing on photography.

Playground elements should be used in appropriate contexts that focus on the physical space or equipment that help make up the work that KABOOM! does.

Playground elements should always be shown in accent colors unless the background color is Lavender or Mint, where they may be displayed in white.



Graphic Elements: Misuse

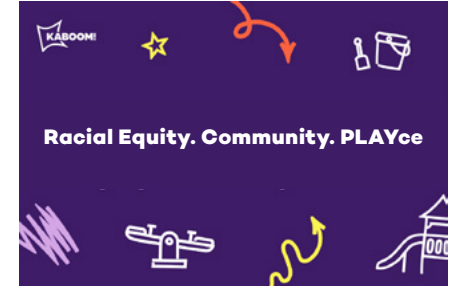
Please refrain from using graphic elements in these ways.



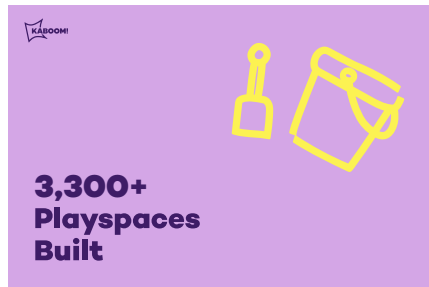
Do not use emphasis elements in any color other than white on photography.



Do not use playground elements on photography.



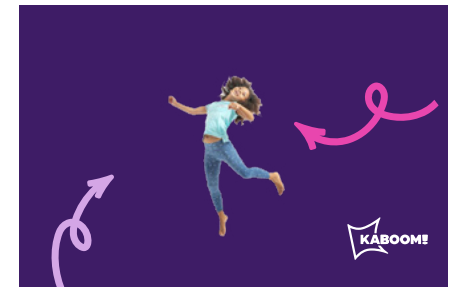
Do not use white playground elements on any background color other than Lavender.



Do not use playground elements in an accent color on unapproved background colors.



Do not use cutouts that are not aligned with the edges.



Do not use cutout imagery of kids without play equipment, or play-related items.

Equity in Visuals

Lifestyle & Studio Imagery

Show all shades of skin

When showing a multicultural cross-section of children, make sure to depict a range of skin tones, from fair to dark-skinned.

Be balanced

Depict children of all genders at play and disregard stereotypes about “boy” versus “girl” games and types of play.

Represent thoughtfully

Don't under- or over-represent any one cultural group in a given community setting, especially where it's inaccurate, inauthentic, or could veer into stereotype.



Equity in Visuals: Build Day Volunteers

Keep communities central

When showing Boomers and Build Day volunteers in a neighborhood setting, make sure visual storytelling depicts community members and local partners at least as much as it showcases the visiting volunteers.

Depict humility

Use photo framing and camera angles that depict community members and volunteers as equals, never in a way that centers a white perspective or glorifies the role of Boomers and volunteers.

Showcase meaningful roles and moments

Seek to depict community members actively sharing in the build process alongside Boomers and volunteers, and/or enjoying community with one another. Minimize moments that depict community members solely as 'recipients' of KABOOM! playspaces.

Show faces

To show respect and recognition of each community member, depict every photo subject facing the camera, rather than from behind.

Seek to include, but never exploit

KABOOM! brand storytelling should uplift real perspectives, but not take advantage of systemic vulnerability by over-relying on depicting individuals as issue space case studies or brand success stories. In addition, always ensure that the end product of any piece of brand creative depicting communities and individuals is dignified, uplifting, and respectful.

Ask permission to publish

Respect every community member's agency by explicitly seeking consent to capture their image on-site at events, and to incorporate community likenesses into KABOOM! brand collateral.

Exercise equity continuity

Adhere to the other principles outlined in the Visual Elements section of the brand guide, beginning on p. 34, wherever relevant.



Equity in Visuals: Kids at Play

Show kids connecting cross-racially

Where possible, showcase children of different races and ethnicities interacting as playmates. Don't use imagery that depicts play groups as segregated by race, gender, or other qualities.

Exercise equity continuity

Adhere to the other principles outlined in the Photography section of the brand guide, beginning on p. 34, wherever relevant.



Equity in Visuals Neighborhoods & Communities

Showcase neighborhoods' good sides

In an effort to uphold community dignity, neighborhood imagery should be positive and avoid highlighting worn down or neglected spaces (outside of disaster relief proposals and reporting).



How it Comes Together



OUR MISSION:

End playspace inequality for good.

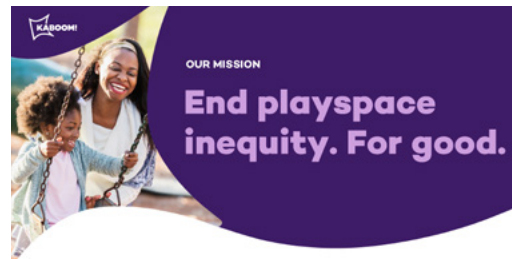
KABOOM! is a national nonprofit with a long history of addressing playspace inequality head on. For more than 25 years, we have been committed to working alongside rural and urban communities to address the inequities stemming from historical discriminatory practices by building responsive, high-quality spaces for play designed primarily by the communities unified by our mission. Our deep community engagement and design process involves the voices of kids and their caregivers as the experts they are. Every playspace we build reflects the unique needs, desires, cultures, and strengths of a community.



To end playspace inequality at scale, we need to be bolder in how we unite across sectors and partner in more innovative ways than ever before.

And we can't do it alone.

LEARN MORE:
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Every kid deserves an amazing place to play.

Play is more than just fun for kids. It's a developmental necessity that supports important social, emotional, and physical growth. Every kid in every community should have access to high-quality places to play, learn, and thrive that help them unlock their greatest potential.

Millions of kids are missing out on this critical need.

When kids don't have a place to play, something is fundamentally wrong. Systemic racism, disinvestment, and exclusion have denied many children—especially children of color—the essential benefits and simple joys of play for generations. Playspace inequality is an issue with deep roots, but it is solvable.

Together, we can end playspace inequality.

KABOOM! is the national nonprofit committed to ensuring that every kid in every community has access to an amazing place to play. Our work is prioritized around a commitment to racial equity. We work to identify where places to play are needed most and partner with kids, community members and a diverse range of partners to build kid-designed playspaces that spark joy and foster a sense of belonging. Our community-centered approach ensures that all KABOOM! playspaces reflect the needs and wants of the community, feel safe and welcoming, and create positive impact for years to come.

17,000+
playspaces built or improved

1.5M
volunteers engaged

11.5M
kids with new opportunities to play

kaboom.org





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