



Logo Use



October 2022

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.



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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.

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. 22 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





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