KIDSPARK
EDUCATION

1 South Main Street, Suite 102
Webb City, MO (USA) 64870

(858) 259-4433
contact@kidsparkeducation.org

Style Guidelines

This document is the definitive styling standard for the Kid Spark Education brand.

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Mission Statement

Our mission is to help all children prepare for a lifetime of interest in science and technology.

Kid Spark Education is a nonprofit organization working with educators to provide fun, hands-on engineering education programs that help all children, especially children from underrepresented communities, develop **STEM identity** and **technology fluency**.

STEM Identity

Seeing one's self as capable of learning and understanding science, technology, engineering, and math.

Technology Fluency

The confidence and skills to creatively author with technology to solve real-world problems and design new solutions.

Logo

Anatomy

The Kid Spark Education logo is comprised of 3 stylized gear icons working in tandem. Each gear stand for one of the 3 pillars of the Kid Spark program - curriculum, professional development, and the mobile STEM labs.

The gears are framed by a hexagonal shape that creates the illusion of a 3-dimensional cube - an allusion to the basic 2cm^3 cube that is at the heart of Kid Spark's design and engineering system.

The typographic treatment of the word "Kid" has been given an inflated, hand-drawn quality associated with bubble lettering, as well as softened edges to communicate approachability. The word "Spark" is rendered in a sharper font to communicate a sense of movement and progression.
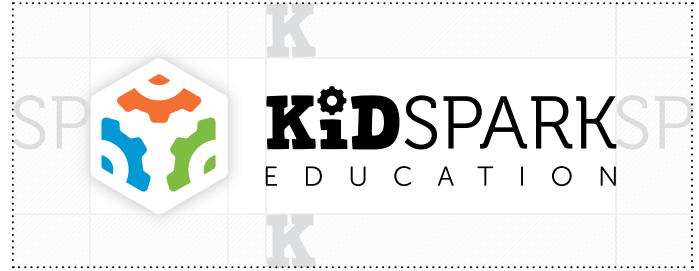
Logo (Cont.)

Clearspace

The logo needs to have a certain minimum amount of clear space around it for maximum effect.

The minimum amount of clear space on the top and bottom of the logo is dictated by the height of the capital "K" in the word "Kid", and the space on the left and right sides by the letters "SP" as they appear in the word "Spark".

Horizontal Logo

Vertical Logo

Depending on size and space restrictions, you may need a more vertically oriented logo.

Please use your discretion to identify the most appropriate version for the space.

Logo

Logo (Cont.)

Logo Color

The logo must appear in the 3-color icon with black type colorway, in Kid Spark primary orange, in black, or in white. Preference is always to have the three-color icon when possible.

Horizontal Logo

Vertical Logo

Logo (Cont.)

Size Requirements

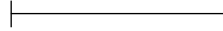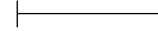**Horizontal Logo**
1.125 in. minimum for print
108 px minimum for screen

Vertical Logo
0.75 in. minimum for print
72 px minimum for screen

What Not to Do

Do not stretch
Always use proportional scaling to alter the size. Never stretch vertically or horizontally.

Do not add graphic treatments
Do not add additional graphic treatments such as drop shadows or embossing.

Color

Color Values

Primary - Orange
C:0 M:70 Y:90 K:0
R:243 G:112 B:50
#f37032

Secondary - Green
Pantone 376 C
C:55 M:3 Y:100 K:0
R:129 G:189 B:65
#81bd41

Secondary - Blue
Pantone 2925 C
C:76 M:25 Y:0 K:0
R:15 G:154 B:214
#0f9ad6

Primary & Secondary Color Use

The primary orange color is to be used for main Kid Spark branded pages and documents. The secondary colors refer to the elementary (green) and middle (blue) school programs.

Mobile STEM Lab (MSL) Color-Coding

The web page and supporting materials for the ROK Blocks MSL is color-coded in green, the Engineering Pathways MSL in blue, and all supplemental labs in orange.

Typography

Font Family

Use the **Roboto family of fonts** in all Kid Spark Education digital and printed communications. Roboto is a modern sans-serif font with a large font family and a number of different styles. Roboto is developed by Google and is available to download for free from Google Fonts.

Body copy:
Roboto Light   Example
Roboto Condensed Light   Example

Title/Heading:
Roboto Bold   **Example**
Roboto Condensed Bold   **Example**

Supplemental Copy:
Roboto Light Italic   *Example*
Roboto Condensed Light Italic   *Example*

Supplemental Copy Title:
Roboto Bold Italic   ***Example***
Roboto Condensed Bold Italic   ***Example***

Highlighted Copy:
Roboto Slab Light   Example

Highlighted Copy Title:
Roboto Slab Bold   **Example**

Typography (Cont.)

Font Weight

When setting type for **print**, generally keep body copy at 9 pt. to 11 pt.

When setting type for **screens**, generally keep body copy at 14pt.

Justification

Use **left justification** for all body paragraphs when producing Kid Spark Education communications and on all titles and headings that are followed by a left-justified text block.

Use **center justification** on website page headers and titles/callouts that seem appropriate and fit the space well. Do not use center-justified titles or headers when they are closely followed by left-justified text.

Do not use **right justification** in most cases.

Terminology

Branded Terms

Refer to the list below to accurately spell branded terms used by Kid Spark Education. When used in writing, these words and terms must be written exactly as they appear below.

Glossary

- Applied Mathematics
- Compound Machines
- Engineering Basics
- Exploring Sensors
- Foundational Fluencies
- Foundational Fluencies
  STEM Lab
- I am an Engineer
- Integrated Engineering
  Challenges
- It's All About the Blocks
- Kid Spark
- Kid Spark Basics
- Kid Spark Education
- Loops & Variables
- MakeCode
- Making Things Move
- Making Things Strong
- Mechanisms & Movement

- Rapid Prototyping & 3D
  Printing
- Robotics & Coding 101
- Simple Machines
- Spark:bit
- STEM Lab
- STEM Pathways Lab

Terminology (Cont.)

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Glossary (Cont.)

Photography

Lifestyle Photography

Kid Spark Education lifestyle photography should reflect and reinforce the company's mission of delivering fun, accessible, and engaging engineering education to all children with a focus on underserved communities.

Subjects should be portrayed as having fun with the activity portrayed. Always look for engaged, happy faces but avoid obviously forced smiles or cheesy grins. Thoughtful, deep engagement is preferred Subjects portrayed need to represent the communities we are serving, so keep diversity in mind.

Avoid depicting clothing with type or copyrighted materials.

Product Photography

Kid Spark Education's design and engineering system is photographed on a seamless white, well-lit background that is turned transparent during editing.

Punctuation Rules

Ampersand Vs. "And"

Use the fully written-out word "and" instead of the ampersand symbol in all Kid Spark Education communications unless a good reason (such as space management or a previously branded term) calls for it.

Phone Number Listing

Use periods as punctuation when listing phone numbers instead of dashes or parentheses.

Example: 858.259.4433

Oxford Comma

Make use of the Oxford comma (serial comma) in Kid Spark Education communications. An Oxford comma is a comma used after the penultimate item in a list of three or more items, before 'and' or 'or'.

Example: France, Italy, and Spain.

Capitalization

Titles

Use **title case** in all top-level titles and headlines, capitalizing each individual word except for prepositions and articles. Do not end with a period.

Example: The Quick Brown Fox Jumps Over the Lazy Dog

Subtitles

Subtitles should be set in **sentence case**, only capitalizing the 1st letter. Do not end with a period.

Example: The quick brown fox jumps over the lazy dog

Contact Info

Phone Number

The main Kid Spark Education phone number is **858.259.4433** Make sure to use periods instead of parentheses and dashes.

Email Address

The main email address to contact Kid Spark Education is **contact@kidsparkeducation.org**

Office Address

1 South Main Street, Suite 102
Webb City, MO 64870
United States

Asset
Location

Logos

Kid Spark Education Logo

- Working files saved in .ai format.

- JPGs at 300ppi in CMYK. Use these for print purposes only.

- PNGs at 300ppi in RGB with transparent background. Use these for screen and in print when a transparent background is essential.

Photography / Video

STEM Lab Product Photography

Lifestyle photography library is hosted on **Flickr**. Refer to the open access password list for the URL, username and password.

Video library can be found on the **Videos Drive**.

All original, unprocessed photography and video can be found here: **usbshare1 > DiskStation Archive**.

Staff and board member headshots and signatures can be found here: **Images Drive > Headshots & Signatures**.

Tone of Voice

**Professional,
accessible,
and supportive**

The tone of voice in any communication should be professional but accessible. While we are experts in STEM for children, we should never talk down to our audience or demean them. Our voice is collaborative, supportive, and encouraging. Avoid use of jargon or, if impossible to avoid, provide a short explanation. For example, most people can infer what a lesson plan is but will likely not know what foundational fluencies are.

Always remember that we are positioning ourselves as partners with K-12 educators in the effort to improve STEM learning outcomes.