

Children's Museum Says "hi!" to Online Identity Management

Children's Museum of Pittsburgh provides hands-on exhibits, crafts, live performances, classes and creative experiences for children. When the museum embarked on a major expansion project, they also took the opportunity to update their brand.

To help employees and partners learn the new guidelines and use them consistently, the museum chose to create an *IdentityGuide* site. *IdentityGuide* provided clear standards for all visual elements, including appropriate colors and how to use the new logo and supporting artwork.

The new brand included many creative color and style options to convey the playful attitude of Children's Museum, so it was

important that users could easily understand how to implement the new assets. *IdentityGuide* provided this much-needed organization, helping stakeholders apply the new look to everything from stationery to merchandising materials and advertisements.



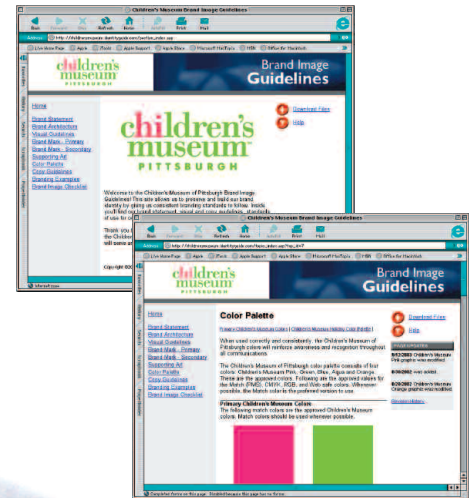
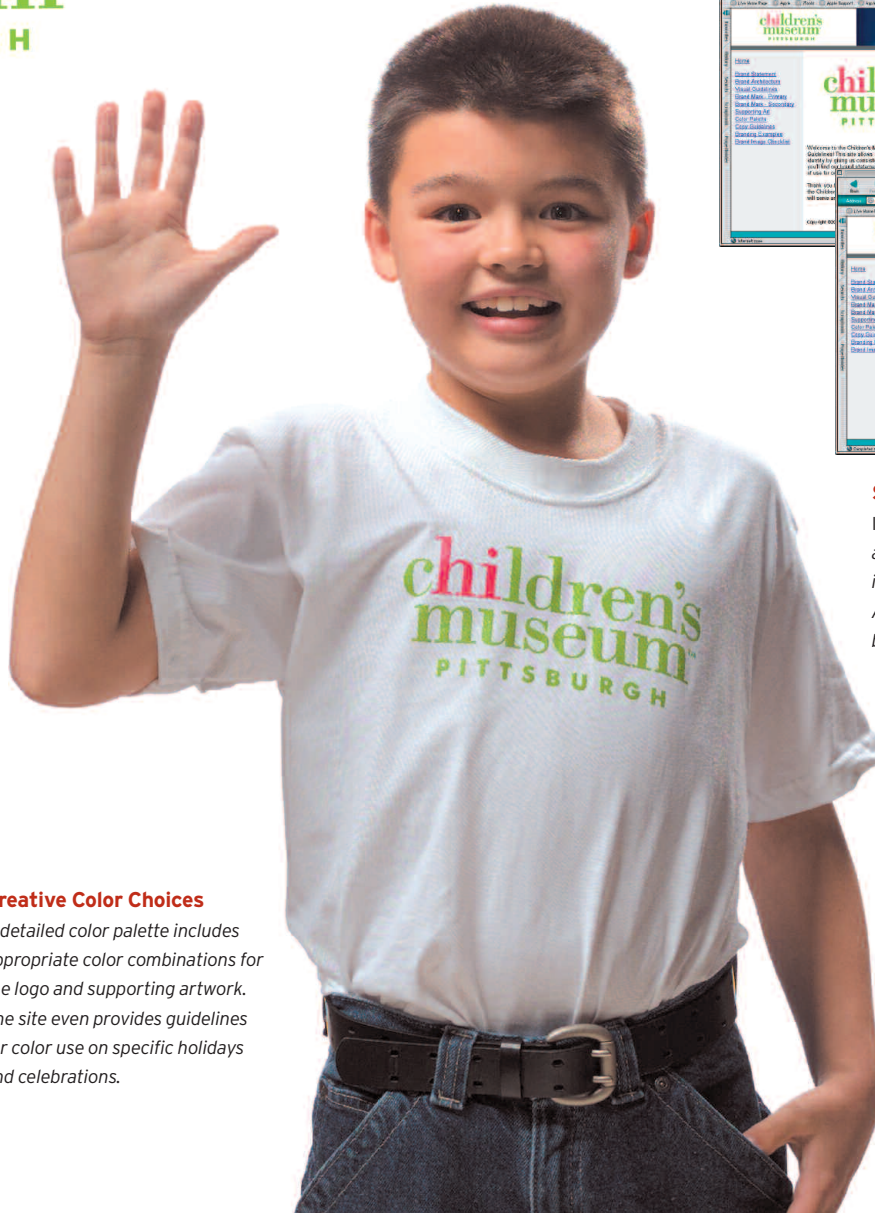
hi!

Extending the Brand

The word "hi" embedded in the logo could be used alone to extend the brand expression. *IdentityGuide* provided application examples in every appropriate color.

Ensuring Consistency

There were a number of variations for the redesigned logo, so the *IdentityGuide* site displayed primary and secondary versions to provide a standard for any situation. With all the necessary information in one easy-to-access location, all marketing collateral is consistently on brand.



Creative Color Choices

A detailed color palette includes appropriate color combinations for the logo and supporting artwork. The site even provides guidelines for color use on specific holidays and celebrations.

Setting the Standards

IdentityGuide helped the museum and its partners apply the new identity consistently for the launch. Any future changes to the brand can be easily implemented online.