

imaginarium

GRAPHICS STANDARDS GUIDE

imaginarium

DENVER PUBLIC SCHOOLS INNOVATION LAB

imaginarium graphic elements (a brief overview)



The forthcoming brand elements set the foundation for the imaginarium visual identity system. The combination of elements – including logo, color, typography, imagery and organizational signature – helps imaginarium to powerfully and uniquely express the imaginarium brand.

These elements must be used consistently to help differentiate imaginarium’s brand and to help create preference in the hearts and minds of your audiences.

Imagery note:

Audiences of the imaginarium brand feel passion for public education and a belief that innovation is key to closing opportunity gaps and ensuring every student graduates prepared to succeed in college and their career. Imagery should connote these sentiments and or reflect a forward thinking process.

Logo with signature (always locked together)

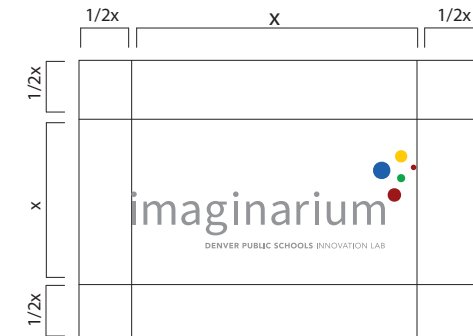


2 color version

B&W version

Reverse B&W version

Logo clearspace



Color (approved DPS colors)



Pantone 2935



Green
C: 85 M: 7 Y: 100 K: 0



Yellow
C: 0 M: 20 Y: 100 K: 0



Maroon
C: 18 M: 100 Y: 100 K: 28



Gray
C: 0 M: 0 Y: 0 K: 50

Typography

Source Sans Pro (TT) (Primary Font Choice)
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Avenir (TT) (Primary Font Choice)
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ



minimum size: 1.5"

Imagery



Incorrect logo usage (Applies to all logos)

The integrity of the imaginarium logo must be respected at all times. Please do not stretch, squeeze or otherwise morph or manipulate it. These are just a few of the ways one could alter the logo configuration. Any modification of logo confuses its meaning and diminishes its impact.

You should never link other elements, including names, logos or symbols, to any of the imaginarium logos.

Marketing and Design professionals may access logo art in EPS format.



Do not stretch or alter logo(s) in any way



Do not reverse the design order or tilt logo



Do not use graphic effects (e.g. drop shadows) or outlines on any of the logos

imaginarium Collateral Components



Preferred logo and lockup placement for stationary components

Print Communications

The preferred placement of the imaginarium logo on print communications is on the left, or in the center (if possible)

The minimum space for margins must always be observed when placing the logo.

Please observe design intent for collateral items:

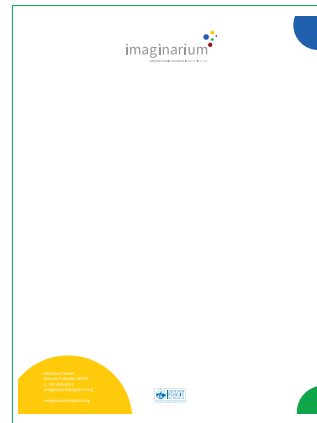
1. vertical banner
2. flyer
3. letterhead
4. #10 envelope
5. outside of brochure
6. inside of brochure
7. business card
8. web banner ad



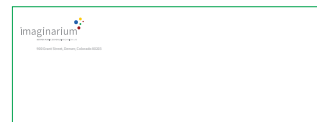
1.



2.



3.



4.



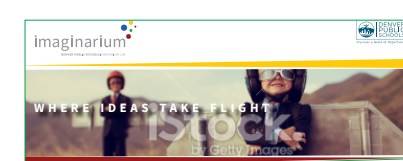
5.



6.



7.



8.

Flyer template



PRESENTS
The 2014 Design Thinking Series



WHERE IDEAS TAKE FLIGHT
by Getty Images

The mission of the **imaginarium** is to stimulate and support innovation across Denver to transform learning and public education systems. The **imaginarium** exists to serve anyone in the Denver community who has a passion for public education and a belief that innovation is key to closing opportunity gaps and ensuring every student graduates prepared to succeed in college and their career. The **imaginarium** works tirelessly to enable these passionate people – our customers – to become successful innovators in public education. To do this, the **imaginarium** deploys an intentional approach to designing and launching new programs and services, and scaling those that hold the greatest promise of transforming public education.

You Have An Idea!
Simillacum earum quiaes audiassit, aut untiam, omnima cum si inverov itatissum cullenihil magnis ab int. Oreicimpero cone pro dignis saped ma sintenditam, quibusandis dis ium fugit, sam dis earunti sequas porio consequae earupta quiduntiae omniministio ius?

We Help You Design It!
Simillacum earum quiaes audiassit, aut untiam, omnima cum si inverov itatissum cullenihil magnis ab int. Oreicimpero cone pro dignis saped ma sintenditam, quibusandis dis ium fugit, sam dis earunti sequas porio consequae earupta quiduntiae omniministio ius?

We Help You Prototype It!
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If It's a Success for Kids, We Pilot Your Idea!
Simillacum earum quiaes audiassit, aut untiam, omnima cum si inverov itatissum cullenihil magnis ab int. Oreicimpero cone pro dignis saped ma sintenditam, quibusandis dis ium fugit, sam dis earunti sequas porio consequae earupta quiduntiae omniministio ius?

School Design

For Who:
School Teams Interested in Applying to Redesign their School Models (Emphasis on blended learning, individualized learning plans and competency based models)

What:
A 6 month program with monthly sessions and planning work

When:
November 2014 - April 2014

Apply:

Design Challenge(s)

For Who:
All Staff, Students or Parents of DPS who want to explore new ideas!
What: A challenge to develop and pitch a new idea!

When:
Friday, November 14 5:30p.m. to 7:30p.m.
Part One: Pitch Night: Pitch Your Idea Friday Night!
Saturday, November 15 8:00p.m. to 8:00p.m.
Part Two: Design Day: Top Pitch Teams will Design and Present to Judges!

Where:
Evie Dennis Campus



900 Grant Street
Denver, Colorado 80203
(720) 940-8321

info@imaginarium.org
www.iamginarium.org





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title area

main graphic area

content area

value prop. area

footer area

How we can help

While we have made every effort to offer some detail and explanations throughout this guide, we realize that adopting new standards is not always easy. If you need further clarification of your core brand standards, contact [imaginarius Management](#).

Production Note:

All items were produced using the Adobe Creative Suite CC software for print and web on a Mac Platform. Therefore all of the native files are available in the Adobe Creative Suite CC (InDesign, Illustrator, Photoshop, Dreamweaver and Fireworks).

Thank you.