

the**strong**
NATIONAL MUSEUM OF **PLAY**

Brand Identity Standards Guide

November 2019 | Version 2.2



Default Wordmark

ABOUT THE STRONG

The Strong® is a highly interactive, collections-based museum devoted to the history and exploration of play. It is home to the International Center for the History of Electronic Games, the National Toy Hall of Fame, the World Video Game Hall of Fame, the Brian Sutton-Smith Library and Archives of Play, the Woodbury School, and the *American Journal of Play* and houses the world's largest and most comprehensive collection of historical materials related to play.

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Best-in-class, authoritative, vibrant, big, knowledgeable, trusted, sought after, scholarly, joyful, inclusive

4-COLOR WORDMARK OPTIONS



the**strong**
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4-COLOR REGISTERED WORDMARK OPTIONS



2 | The Strong Brand Color Palette

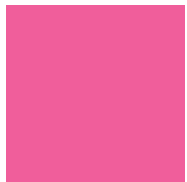
PRIMARY COLOR PALETTE

The Strong® brand color palette has been developed to provide a wide range of colors that portray the brand personality. This color palette should be used across all visual media including advertising, collateral, direct mail, and web marketing. Consistent use of the color palette helps build and reinforce brand recognition by creating a strong, recognizable look. Please reference the Application Examples on pages 20–40 to see examples of how the palette is applied.

**PMS 192C****C** 0, **M** 97, **Y** 50, **K** 0**R** 204, **G** 42, **B** 91**Web** CC2A5B**PMS 144C****C** 0, **M** 48, **Y** 100, **K** 0**R** 248, **G** 151, **B** 29**Web** F8971D**PMS 368C****C** 54, **M** 0, **Y** 95, **K** 0**R** 151, **G** 194, **B** 84**Web** 97C254**PMS 3005C****C** 100, **M** 34, **Y** 0, **K** 2**R** 0, **G** 129, **B** 199**Web** 0081C6**PMS 266C****C** 79, **M** 90, **Y** 0, **K** 0**R** 90, **G** 64, **B** 153**Web** 5A4099**PMS 661C****C** 100, **M** 75, **Y** 0, **K** 6**R** 41, **G** 80, **B** 153**Web** 295099**Black****C** 0, **M** 0, **Y** 0, **K** 100**R** 0, **G** 0, **B** 0**Web** 000000

SECONDARY COLOR PALETTE

Introducing secondary brand colors creates another level of playfulness and complements the primary brand colors shown to the right.

**Hot Orange****C** 0, **M** 81, **Y** 98, **K** 0**R** 241, **G** 86, **B** 35**Web** F15623**PMS 108C****C** 0, **M** 6, **Y** 95, **K** 0**R** 255, **G** 229, **B** 18**Web** FFE512**PMS 116C****C** 0, **M** 16, **Y** 100, **K** 0**R** 255, **G** 210, **B** 0**Web** FFD200**PMS 354C****C** 91, **M** 0, **Y** 83, **K** 0**R** 0, **G** 171, **B** 102**Web** 00AB66**PMS 369C****C** 68, **M** 0, **Y** 100, **K** 0**R** 125, **G** 184, **B** 81**Web** 7DB850**PMS 212C****C** 0, **M** 78, **Y** 6, **K** 0**R** 210, **G** 96, **B** 151**Web** D26097**PMS 1645C****C** 0, **M** 65, **Y** 80, **K** 0**R** 217, **G** 121, **B** 73**Web** D97949**PMS 379C****C** 10, **M** 0, **Y** 61, **K** 0**R** 234, **G** 235, **B** 137**Web** EAE8B9**PMS 3125C****C** 84, **M** 0, **Y** 15, **K** 0**R** 71, **G** 180, **B** 211**Web** 47B4D3**PMS 2995C****C** 81, **M** 1, **Y** 0, **K** 0**R** 66, **G** 180, **B** 237**Web** 42B4ED**Purple C****C** 53, **M** 99, **Y** 0, **K** 0**R** 121, **G** 46, **B** 140**Web** 792E8C**PMS 7543C****C** 24, **M** 9, **Y** 8, **K** 22**R** 160, **G** 172, **B** 181**Web** A0ACB5