



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

Brand Identity Standards Guide

June 2015 | Version 2.1



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.





INTRODUCTION

The Strong Brand Identity Standards Guide should be used as a reference when creating graphic applications for The Strong.

Here you will find specifications for the proper use of wordmarks, imagery, color, and typography and other brand assets, as well as application examples for a variety of communications materials.

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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.

STONE

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

4-COLOR WORDMARK OPTIONS



1 | The Strong Wordmark

4-COLOR WORDMARK OPTIONS—REVERSED*



* These are shown on black as an example of the reversed Wordmark. It is not suggested these Wordmark be used on black.

4-COLOR REGISTERED WORDMARK OPTIONS



1 | Wordmark Options

2-COLOR WORDMARK OPTION

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

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

GRAYSCALE WORDMARK OPTIONS

the strong
NATIONAL MUSEUM OF **PLAY**

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

the strong
NATIONAL MUSEUM OF **PLAY**

GRAYSCALE REGISTERED WORDMARK OPTIONS

the strong
NATIONAL MUSEUM OF **PLAY**®

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

the strong
NATIONAL MUSEUM OF **PLAY**®

1 | Wordmark Options

GRAYSCALE WORDMARK OPTIONS—REVERSED



1 | Secondary Wordmark Options

These wordmarks are for shops and internal forms upon approval by the Marketing Team.

1-COLOR WORDMARK OPTIONS



1-COLOR WORDMARK OPTIONS—REVERSED



GRAYSCALE WORDMARK OPTIONS



1 | Secondary Wordmark Options

These wordmarks are for museum uniforms.

1-COLOR WORDMARK OPTIONS

the**strong**
Education

the**strong**
Environmental
Services

the**strong**
Facilities

the**strong**
Food Services

the**strong**
Grounds

the**strong**
Guest Services

the**strong**
Security

1 | Wordmark Specifications

CLEAR SPACE

Clear space is the minimum “breathing room” maintained around the wordmark. It should be kept free of graphics, text, and other marks. This space is equal to the height of the “s” in Strong.



MINIMUM SIZE REQUIREMENTS

Be sure the wordmark is always clearly legible. While the minimum sizes shown here should accommodate most applications and reproduction techniques, make sure The Strong wordmark is never smaller than 10% of the file size. Applications such as the web, signage, or merchandise may require larger sizes.

Please contact the marketing team for questions around size requirements.



The Strong wordmark **with** the National Museum of Play tagline (imported at 17%) shown at **minimum size** on a color or background image.

An application where the wordmark would be used this small may be on an ad.



The Strong wordmark **without** the National Museum of Play tagline (imported at 10%) shown at **minimum size** on a white background.

1 | Misuses of the Wordmark



Do not change the orientation of the wordmark.



Do not outline the wordmark.



Do not change the colors used in the wordmark.



Do not crop the wordmark.



Do not distort the wordmark.



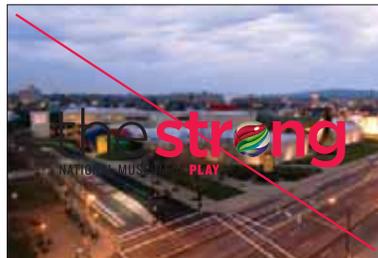
Do not violate the clear space around the wordmark.



Do not use wordmark on colors that vibrate or make it illegible.



Do not use wordmark on colors that vibrate or make it illegible.



Do not use wordmark on photo areas that vibrate or make it illegible.



Do not use wordmark smaller than the minimum size.

2 | The Strong Brand Color Palette

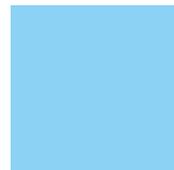
PRIMARY COLOR PALETTE

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** 100, **Y** 68, **K** 0**R** 237, **G** 24, **B** 73**Web** ED1849**PMS 144C****C** 0, **M** 48, **Y** 100, **K** 0**R** 248, **G** 151, **B** 29**Web** F8971D**PMS 382C****C** 29, **M** 0, **Y** 100, **K** 0**R** 193, **G** 216, **B** 47**Web** C1D82F**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**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** 63, **M** 6, **Y** 100, **K** 0**R** 109, **G** 179, **B** 63**Web** 6DB33F**PMS 379C****C** 9, **M** 0, **Y** 58, **K** 0**R** 237, **G** 237, **B** 138**Web** EDED8A**PMS 2905C****C** 41, **M** 2, **Y** 0, **K** 0**R** 139, **G** 210, **B** 244**Web** 8BD2F4**PMS 2995C****C** 90, **M** 11, **Y** 0, **K** 0**R** 0, **G** 164, **B** 228**Web** 00A4E4**PMS 2425C****C** 37, **M** 100, **Y** 0, **K** 26**R** 133, **G** 12, **B** 112**Web** 850C70

3 | Social Media Icons

USING SOCIAL MEDIA ICONS

The Strong uses social media icons to drive online engagement. Twitter, Facebook, and Google+ icons are used on applications such as ads, monthly fliers, newsletters, and on the website. Please see below for highlighted example applications. Please contact the Marketing Team for proper usage.



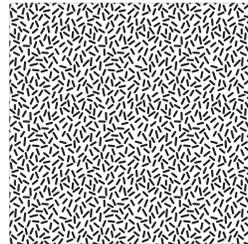
4 | Brand Patterns

A series of patterns are used throughout advertising, marketing collateral, and web applications. These patterns should be applied within shapes or used with a background. The background should have a solid color fill. The pattern may then be applied over the solid background color and multiplied at a percentage. The pattern should be cropped in so it appears large within the shape—see the examples on the next page.

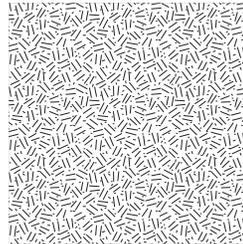
Please contact the Marketing Team for patterns and usage details.



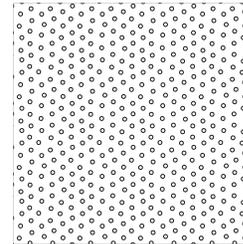
Rings



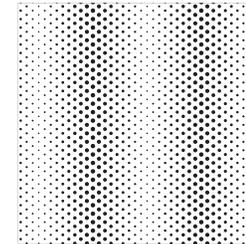
Basic Graphics_Textures:
Capsules



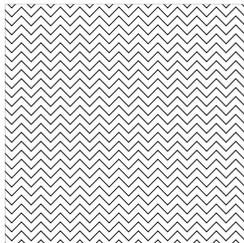
Basic Graphics_Textures:
Bird Feet



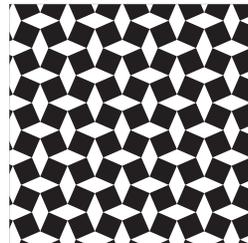
Basic Graphics_Textures:
Circles



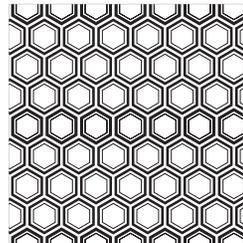
Basic Graphics_Dots:
Undulating Fine Dots



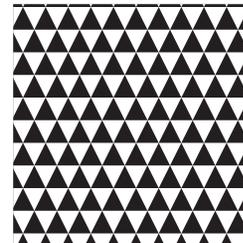
Decorative_Classic:
ZigZag



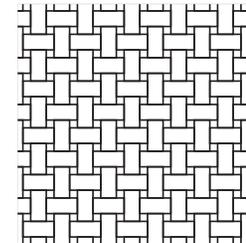
Decorative_Geometric1:
Diamond Squares



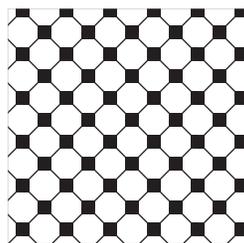
Decorative_Geometric1:
Honeycomb Double



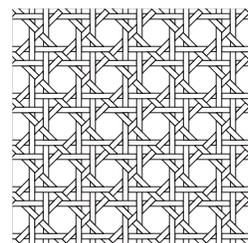
Decorative_Geometric2:
Triangles equal



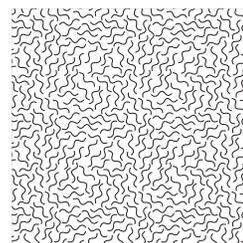
Decorative_Classic:
Lattice



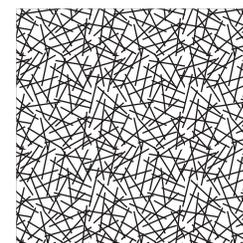
Decorative_Geometric1:
Hexagon Tile



Decorative_Classic:
Weave Cane



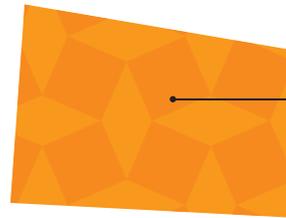
Basic Graphics_Textures:
Ripple



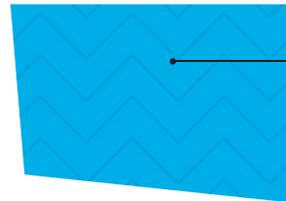
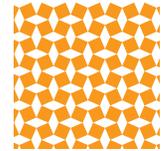
Basic Graphics_Textures:
Sticks



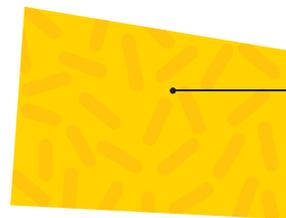
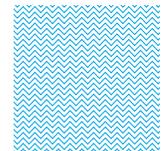
Decorative_Primitive:
Hatching Dense



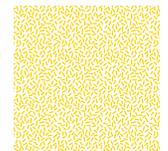
Background Color: PMS 144
Pattern: Diamond Squares
Transparency:
Multiply: 30%
File name: Diamond Squares_Orange144.ai



Background Color: PMS 2995
Pattern: Zig Zag
Transparency:
Multiply: 50%
File name: ZigZag_Blue2995.ai



Background Color: PMS 116
Pattern: Capsules
Transparency:
Multiply: 100%
Normal: 55%
File name: Capsules_Yellow116.ai



5 | The Swoosh

The swoosh was created to anchor the wordmark on ads, fliers, and other marketing approved materials. Please see a selection of approved examples below and on the next page. Some transitional ads require a straight bar due to design specifications. These uses are determined by Marketing.





The swoosh can be used anchored to the top or bottom of a page. Please reference the examples below and on the next page.



Bottom Left



Bottom Right



Top Left



Top Right

JANUARY 2014
 Museum Hours: Monday - Thursday, 10 a.m. to 5 p.m. • Friday & Saturday, 10 a.m. to 5 p.m. • Sunday, 11 a.m. to 5 p.m.

Wednesday, January 1
Museum Opens at Noon

Saturday & Sunday, January 4 & 5
Exhibit Closing
 Don't miss your last chance to visit the LEGO Builders constructed city and explore concepts of building, motion, simple machines, and more.

Next speaker: **TransitQuest with **GO****

ONSI
 Learn about the history of the Onondaga Nation and the Onondaga Reservation.

Monday, January 6 & 27
Storytime Club
 Meet the author and read with her about books.
 10:30 & 11:30 a.m.

Saturday & Sunday, January 11 & 12
Fashionistas
Weekend
 Consult with local fashion designers and see how they put their designs into practice. The Strong's fashion staff will be on hand to help you make an accessory and more.

Monday, January 13
Monday Kicks for Ages 2 to 6
 ABC's and 1, 2, 3, so enjoy songs and stories about the alphabet and counting.
 10 a.m. - 12 p.m.

Monday, January 20
Meet Lancers League
 Meet the members from the Rochester Lancers indoor soccer team.
 10-11 a.m.

Monday, January 20
Celebrating Diversity
 Enjoy stories by Alfred University's Art Ensemble. Free. Visit a poster show and celebrate the legacy of Dr. Martin Luther King Jr.

Saturday & Sunday, January 25 & 26
Paws and Claws Weekend
 Meet animals from 107 House and Nicker City Reptiles and Conifers. Learn about therapy, racing, and other working dogs, and enjoy pet-themed crafts and activities.

Sunday, January 26
America Meet and Greet
 Meet a player from the Rochester Americans hockey team, as well as mascot Puck.
 1-2:30 p.m.

Prices of services listed are not typically valid for youth and are subject to general admission admission fees.

the strong
 NATIONAL MUSEUM OF PLAY
 museumofplay.org

MONOPOLY: An American Icon at The Strong Museum

Discover the surprising story of one of America's oldest and most popular board games. View rare and historic artifacts including:

- A reproduction of the **Landlord's Game**, a Monopoly precursor created by Elizabeth Magie (1904)
- **John Heag's Monopoly**, an important piece of evidence in a Monopoly copyright dispute (1932), and
- **Charles Darrow's** hand-made, metal game (pictured above) and hand-crafted "Te-Deum" Monopoly set (1932)

The Strong also has cared for the world's most comprehensive collection of toy dolls, games, books, photographs, documents, and other historical material related to play. Please view their 10,000+ play-related objects online at museumofplay.org

The Strong Museum of Play • 101 Franklin Street • Rochester, NY 14607 • www.museumofplay.org

the strong
 NATIONAL MUSEUM OF PLAY

the strong
 NATIONAL MUSEUM OF PLAY
 museumofplay.org

Rochester, New York U.S.A.

USING THE STRONG WORDMARK WITH THE KEY PROGRAMMATIC ELEMENTS

Use these lock-ups when using The Strong wordmark with a programmatic element—International Center for the History of Electronic Games, National Toy Hall of Fame, World Video Game Hall of Fame, Brian Sutton-Smith Library and Archives of Play, Woodbury School, and *American Journal of Play*. These lock-ups are available in horizontal and vertical formats, and in 4-color or grayscale. Horizontal formats feature the National Museum of Play tagline while the vertical version does not. These lock-ups are subject to change per the Marketing Team. Please contact the Marketing Team for these assets.

The Strong wordmark will rotate with other approved versions to create various versions of this mark.



Horizontal

This is the programmatic element. Other versions of this mark are available for:

- International Center for the History of Electronic Games,
- National Toy Hall of Fame,
- World Video Game Hall of Fame,
- Brian Sutton-Smith Library and Archives of Play,
- Woodbury School, and
- *American Journal of Play*.

Below is the default lock-up used with the *American Journal of Play*:



Horizontal



Vertical

Below is the default lock-up used with the International Center for the History of Electronic Games:



Horizontal



Vertical

Below is the default lock-up used with the Brian Sutton-Smith Library and Archives of Play:



Horizontal



Vertical

Below is the default lock-up used with the National Toy Hall of Fame:



Horizontal



Vertical

Below is the default lock-up used with the Woodbury School:



Horizontal



Vertical

Below is the default lock-up used with the
World Video Game Toy Hall of Fame:



Horizontal



World Video Game
Hall of Fame

Vertical

7 | Application Examples

APPLICATION EXAMPLES

Please use pages 20–40 as a visual reference for developing applications for The Strong. Utilize the color palette, brand patterns, photography, and fonts to maintain brand recognition. All marketing materials should communicate the play authority of The Strong: best-in-class, authoritative, vibrant, big, knowledgeable, trusted, sought after, scholarly, and joyful, while maintaining a visual wow that sets The Strong apart.



Website—thestrong.org



Stationery
 The stationery system was designed to be playful, flexible, fluid and incorporate several variations of the wordmark and color palettes.



Notecards



Press Release Stationery



Fact Sheet Stationery



Pocket Folders



PowerPoint Template



the strong
NATIONAL MUSEUM OF PLAY

Welcome Members!

Get ready for a whole year of fun, with unlimited visits, discounts & more!

9/25/11

«Name1»
«Name2»
«Addr1»
«Addr2»
«City», «St» «Zip»

Get ready for hours of fun at The Strong's National Museum of Play! As a member, you can visit as often as you like for free. And with so many exciting things to do and see at The Strong, we know you will want to visit again and again!

- **Bring this membership card and your photo ID** every time you visit the museum. Both named adults must show photo ID to receive free member admission.
- **Limited free parking is available** at the museum for all guests on a first-come, first-served basis. On high visitation days, the museum lot may reach capacity early in the day. Additional parking is available at neighboring municipal garages for a fee.
- **For a schedule of upcoming events** and programs, please visit our website at museumofplay.org.

All or part of your membership contribution may be tax deductible, please consult your tax advisor.

Thank you for your membership support. We hope you will visit often!

Remove your card and present it along with photo ID at the admissions desk each time you visit the museum.

Membership Card

<<Name 1>>
<<Name 2>>

Family ID: 123456
Expires On: 9/30/2013



PHOTO ID REQUIRED

Thank you for your support!

Membership Office: 585-263-2700 x254 • membership@museumofplay.org
One Manhattan Square • Rochester, NY 14607 • museumofplay.org

Thank you for becoming members of The Strong museum!

All members receive:

- FREE general museum admission for one year
- General admission discount for guests
- Discount on butterfly garden admission
- Complimentary carousel or train punch card
- Discount in the museum shops
- FREE member newsletter and email updates

Members at the Patron level and above receive:

- FREE guest passes to bring along family and friends
- FREE butterfly garden passes
- ACM Reciprocal Network Discount: 50% off general admission for up to 6 individuals at participating museums (Visit childrensmuseums.org for a list of participating museums)

Frequently Asked Questions

How do I use my membership?

When you visit the museum, bring the membership card on the front of this letter and your photo ID. Both named adults must show photo ID to receive free member admission. For Family level memberships, up to four children age 17 and younger that reside in your home will receive free admission; For grandparent memberships, up to four grandchildren age 17 and younger will receive free admission. Adults and children that reside outside the member home or who are not your grandchildren are not covered by the membership but will receive a discount on their general admission fee.

How does the Add-a-Guest feature work?

If you purchased Add-a-Guest, it will appear printed on your membership card. This feature allows you to bring one guest free of charge when you visit the museum. Additionally, if the named member is unable to attend, an adult not named to the membership may use this feature to bring the member's children to the museum without the named member being present. The Add-a-Guest feature may only be used once per day and the membership card must be presented at the time of admission.

Why do I need to show photo ID each time I visit?

We do this to prevent your membership from being misused or abused should your membership card ever get lost or stolen. Both named adults must show photo ID each time they visit.

How do I update my contact information?

Please contact the membership office at membership@museumofplay.org, 585-263-2700 x254, or stop by the admissions desk with your new contact information. We will update your record accordingly.

What is the ACM Reciprocal Network benefit on Patron level memberships?

Members at the Patron-level and higher will receive a 50% general admission discount for up to six people at participating museums within the ACM Reciprocal Network. The membership team will affix a special sticker to your permanent membership card. You must have your membership card with the ACM sticker to receive the discount. For more information and a list of participating museums, please visit childrensmuseums.org.

Terms and Conditions

Memberships may not be shared by multiple households or used by duplicate/fake billing services. Membership is non-refundable and non-transferable. Photo ID and membership cards are required each time you visit the museum. Fees and benefits are subject to change without notice. Name changes will incur a \$5 processing fee along with proof of residency and old membership cards (sent to). This membership is a revocable license for the member and permitted guests. The member and permitted guests are subject to the rules and regulations of The Strong. The museum reserves the right to suspend or expire from the premises any guest and/or revoke the membership, without refund, of any member whose presence or conduct of the member or guest is deemed objectionable by the museum in its sole discretion, or who fails to comply with any and all security measures and applicable laws. Free parking is available at the museum on a first-come, first-served basis.

Family level memberships cover up to two named adults and up to four children age 17 and younger all residing at the same address.
Grandparent level memberships cover up to two named grandparents residing at the same address and up to four grandchildren age 17 and younger.

Thank you for your membership support!

The Strong is a 501(c)(3) not-for-profit educational organization supported in part by membership contributions. All or part of your membership contribution may be tax deductible. Please consult your tax advisor.

Membership Materials

the strong
NATIONAL MUSEUM OF PLAY

Membership Renewal

It's time to renew your membership!

Pays for itself in 3 visits!

One of the Ten Best Museums for Children
Parents Magazine

Best Museum in Rochester
Parents Magazine

The #1 Rochester Attraction
 TripAdvisor

Renew online at museumofplay.org

Please return bottom portion with your payment. If you have recently renewed, please disregard this notice.

Membership Renewal Form

Select level and additional features

Family \$119 Patron Family \$160 Benefactor \$270 Leading \$1,000
 Grandparent \$119 Patron Grandparent \$160 Sustaining \$1,000

Additional features must be received in person:

Add-a-Guest \$35 Additional Child \$35
 Nanny Card \$35 Nanny's name: _____

Your address will help determine educational levels and limited admission at the museum and to other places. Please visit www.strong.org for more information.

Payment information

Check enclosed payable to The Strong
 Charge my Visa MasterCard Discover American Express
 Card Number: _____
 Exp. Date: _____ Signature: _____

Total \$ _____

Renew **TODAY** for another year of fun!

Thank you for your membership support!

The Strong is a 501(c)(3) not-for-profit educational organization supported in part by membership contributions. All or part of your membership contribution may be tax deductible. Please consult your tax advisor.

Family-level memberships cover us to two named adults and up to four children age 17 and younger all residing at the same address.

Grandparent-level memberships cover up to two named grandparents residing at the same address and up to four grandchildren age 17 and younger.

Photo ID is required by both named members at each visit to the museum. Membership may not be shared between households and may not be used for daycare or babysitting services.

Levels & Benefits	Family	Grandparent	Patron Family	Patron Grandparent
Annual Fee	\$119	\$119	\$160	\$160
FREE general museum admission for one year (photo ID required at each visit)	✓	✓	✓	✓
\$1 general admission discount for guests	✓	✓	✓	✓
\$1 discount on butterfly garden admission	✓	✓	✓	✓
4 FREE carousel or train rides	✓	✓	✓	✓
10% discount in museum shops	✓	✓	✓	✓
FREE member newsletter and email updates	✓	✓	✓	✓
FREE one-time use guest passes			✓	✓
FREE one-time use butterfly garden passes			✓	✓

ACM Reciprocal PASSION off general admission for individuals at part

Additional Features

Additional Child (\$35) membership office only

Add-a-Guest (\$35) (if the membership may a member being present per membership and on)

Nanny Card (\$35) An children to the museum per membership. Nanny

Upper-Level Memberships at the museum.

Benefactor (\$250)
All Patron-level benefits, PLUS:
 • 2 additional general admission-guest passes (6 total)
 • 2 additional admissions (6 total) to Dancing Wings Butterfly Garden
 • A 25% discount coupon to the museum shop

Sustaining (\$500)
All Benefactor-level benefits, PLUS:
 • Free general admission for up to 3 guests per visit
 • 2 additional admissions (8 total) to Dancing Wings Butterfly Garden
 • A private tour for up to 10 people (must be arranged in advance)

Leading (\$1,000+)
All Sustaining-level benefits, PLUS:
 • Free general admission for up to 5 guests per visit
 • 4 additional admissions (2 total) to Dancing Wings Butterfly Garden
 • 1 complimentary Family Membership to share or donate

Terms and Conditions

Membership may not be shared by multiple households or used for daycare or babysitting services. Membership is non-refundable upon non-transferable. Photo ID requirements must be met at each museum visit. Fees and benefits are subject to change without notice. Name change will incur a \$2 processing fee along with proof of residency and one membership card (not 2). This membership is a valuable benefit for the member and permitted guests. Paying in person at the museum on a first-come, first-served basis.

Members and permitted guests are subject to the rules and regulations of The Strong. Members and guests assume all risks and release of personal injury, property damage, and other liability, whether or not caused by negligence, to the extent permitted by law, by using or participating in the activities of The Strong. The Strong reserves the right to request from the members and guests and to revoke the membership, without refund of any membership fees, if the member or guest is deemed inappropriate by The Strong in its sole discretion, or any law to comply with one and all security measures and applicable laws. The Strong reserves the right to limit access through only the grounds, and limited to the days and times terms. Photo photography is permitted and all non-allow images may not be reproduced for commercial use without written consent from The Strong.

Membership Materials

A Year Full of Family Activities
 There is something new and exciting for your family to do each and every month at The Strong. Here is just a sampling:

February—Animation exhibit opening with Society-Doo and school-busk week activities
 March—The Royal Ball and Get Animated cartoon weekend with Ben 10 and Bugs Bunny
 April—Superheroes We Week activities
 May—Boardwalk Arcade
 June—Early Hours 1914
 July and August—Bus throughout the museum
 September—Over the Top
 October—LEGO Castle
 November—Arnett celebration
 December—Hare

Fun for the
 At The Strong, there features extraordinary "Summer" and other of superhero costumes.
 • American Comic
 • The Berenstein
 • Ben's Club House
 • Can You Tell Me
 • Game Revolution
 • Reading Adventure
 • Field of Play
 • Dancing with
 • National Toy
 • Toy museum

Join at
 For just \$41 members receive a \$10 value (a \$15 value in the United States) FREE \$5

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Join The Strong TODAY and SAVE \$10

Free general museum admission for an entire year, members-only discounts, FREE \$5 museum shop gift card, and more!



An Unbeatable Value

Join The Strong NOW and your family will enjoy FREE general admission for an entire year AND SAVE \$10 off the regular membership price! There has never been a better time to visit **not NOW, the other expires March 31, 2014.**

A Strong Museum membership is the BEST entertainment VALUE for families. An average family of four spends about \$50 for just one night out. The museum. But for as little as you join now AND as a special one-time BONUS BENEFIT, you'll also receive a FREE \$5 museum shop gift card to use in either museum shop!

As the only museum in the world dedicated to play and the region's largest year-round family destination unlike anything you've experienced anywhere. And it's right here in Rochester! It's time for you and your family to join the fun!

Visit as Often as You Like

Throughout your membership year, you may visit the Museum again and again, using your FREE general admission benefit.

Basic Membership Benefits:

- FREE general museum admission (See Levels & Benefits)
- \$1 discount on general museum admission for guests
- 4 complimentary tickets to Dancing Wings Butterfly Garden*
- 10% discount on museum shop purchases (restrictions apply)
- FREE members' newsletter and special updates
- Members-only entrance during busy times



So Much That's New to See and Do

There are so many things to see and do, your family will want to visit The Strong AGAIN and AGAIN! Join now and enjoy the exciting line-up of NEW exhibits during your membership year:

Animation (February 1-April 27, 2014) Study, set, draw! Explore the science behind the art of animation and colorful, larger-than-life graphics of popular characters from Cartoon Networks. Families and children will delight in bringing their design and drawing techniques to life with product-from, stop-motion, character Animation was designed and produced by The Strong, Moving, and sound selections in conjunction with Cartoon Networks.

Boardwalk Arcade (May 24-September 7, 2014) Step right up! Celebrate iconic moments in all their keeping, dipping, and vintage glory. Strut through a scene that evokes the heyday of film- and early 20th-century resorts such as Coney Island and all indulgence games, snap a photo with beach props and cut-outs, and much more.

LEGO Castle Adventure (October 6, 2014-February 1, 2015) Hear ye, hear ye! LEGO Castle Adventure is one of the greatest building materials of all time—LEGO bricks! Explore the majestic Castle and all upon the royal throne. Admire royal heraldry, including the exhibit was created by the Children's Museum of Indianapolis in conjunction with LEGO Systems, Inc.

Make Believe! (December 6, 2014-Permanent) Explore the history of dolls, action figures, and other stuffed animals at the animal hospital. Meet up with teddy bears and other stuffed animals at the animal hospital. An original exhibit produced by The Strong.

Join today, SAVE \$10, and enjoy a FULL year of FREE museum admission!

Become a member by March 31, 2014, save \$10 on the membership fee—you pay \$105 with this offer—and receive these fantastic member benefits:

- FREE general museum admission for an entire year
- \$1 general admission discount for guests
- \$1 discount on butterfly garden admission
- 4 FREE tickets to train rides

Upgrade to the Patron-level for just \$41 more and receive free passes and great travel benefits!

Patron members receive four one-time use guest passes and butterfly garden passes—a \$70 value—and the ACH reciprocal benefit of 50% off general admission for up to six individuals at participating museums.

To redeem this \$10 savings offer:

- Visit www.museumofplay.org, and use the 8-digit special offer code ending in "PTC" that is printed above your name on this postcard, or
- Bring this postcard to the museum admission desk by March 31, 2014, or
- Call 800-263-2700 and mention this postcard and discount code.

Join NOW and enjoy these exciting new exhibits during your membership year:

Animation—through April 27, 2014
 Boardwalk Arcade—May 7 through September 7, 2014
 LEGO Castle Adventure—October 6, 2014 through February 1, 2015
 Make Believe!—A new permanent exhibit opening December 14, 2014

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One Northampton Street
 Rochester, NY 14607

Membership
 Department
 100 Postcard
 #22
 Rochester, NY
 November 10, 2013

Become a Member Today and SAVE \$10!

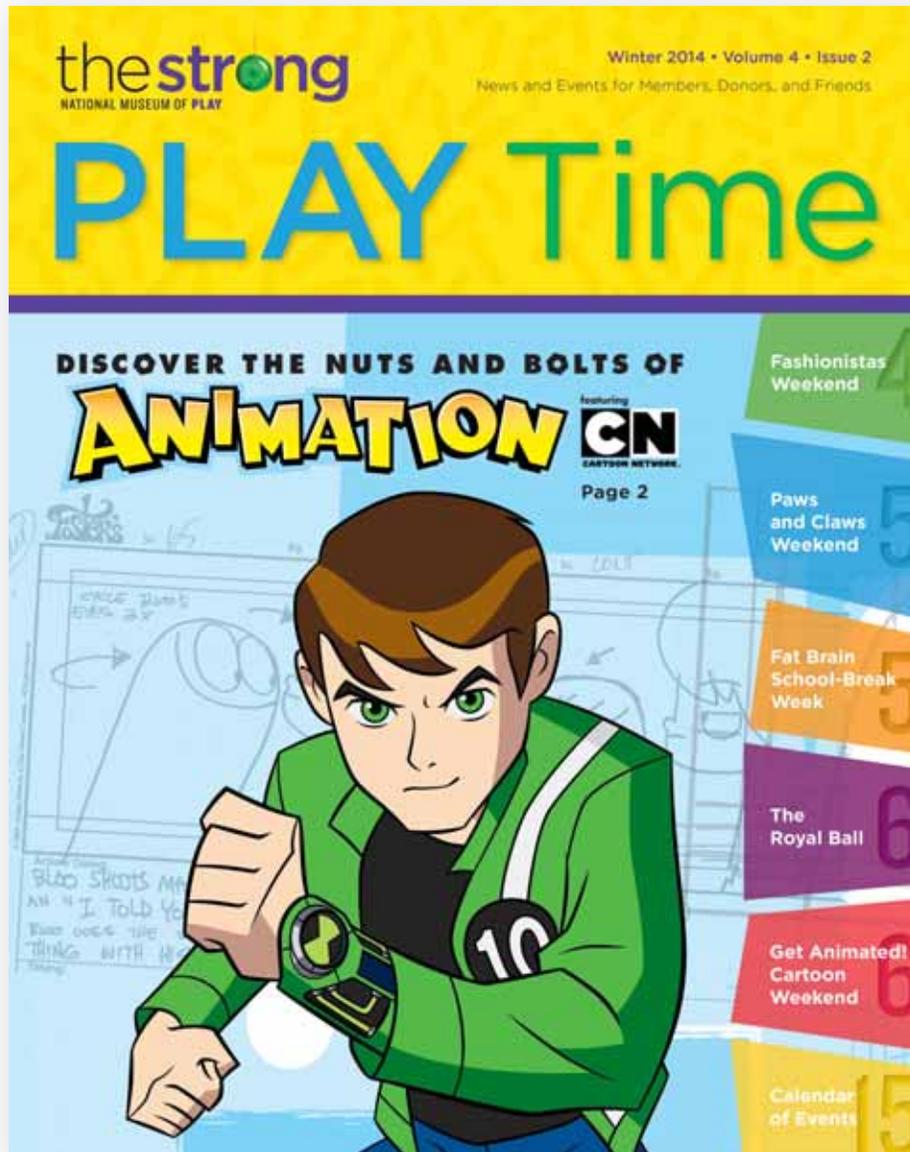
HURRY!
 Special offer expires March 31, 2014.

LEGO Castle Adventure opens October 2014. See inside for full-year exhibit calendar.

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museumofplay.org

Membership Direct Mail Campaign



Newsletter Cover and Inside Spreads



Fashionistas Weekend

Saturday, January 11
11 a.m.–4 p.m.

Sunday, January 12
1–4 p.m.



Calling all fashionistas!

- Consult with Kiki, The Strong's fashion guru
- Strut your stuff on the catwalk and pose for adoring fans
- Try on glamorous outfits
- Make your own accessories

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Claws and Paws Weekend

Saturday, January 25
11 a.m.–4 p.m.

Sunday, January 26
1–4 p.m.



Enjoy a weekend of tail-wagging fun!

- Meet unusual animals with Jeff Musial of Nickel City Reptiles and Exotics (as seen on *The Late Show with Jimmy Fallon* and *Martha Stewart*).
- Shake paws with trained therapy dogs, retired racing greyhounds, and Siren the Fire Dog.
- Enjoy pet-themed crafts and activities, and more!

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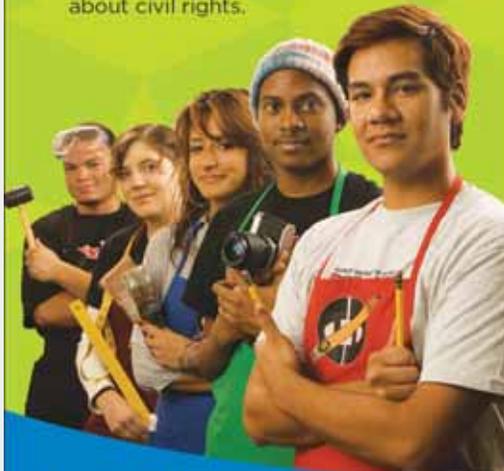
Celebrate Diversity!

In honor of Martin Luther King Jr. Day

Monday, January 20
11 a.m. to 4 p.m.

Explore equality through art!

- Join interactive shows by the Art Force Five: Draw to Diversity's superheroes (pictured below).
- See a peace-themed dance by Arc of Monroe County's modern dance troupe.
- Enjoy a special comic book display about civil rights.



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Print Advertising

Let's Go! Let's Play!

Discover The Strong, unforgettable fun for the entire family!

- Explore *Sesame Street*, *Berenstain Bears*, and other playful learning environments.
- Enjoy family-friendly amenities including a food court and circulating library, and outstanding guest services.
- Enroll your 3- to 5-year-old in Woodbury School—where the museum is their classroom.

Become a Museum Member!
Join today and enjoy a year of free admission to The Strong, recognized as one of the nation's top museums for families!

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DISCOVER THE NUTS AND BOLTS OF
ANIMATION **CN**

Bring animated creations to life at a new interactive exhibit

Meet Scooby-Doo Opening Weekend
February 1, 11 a.m.–4 p.m.
February 2, 1–4 p.m.

- Shake paws with Cartoon Network's Scooby-Doo.
- Explore the animation studio, cartoon museum, and screening room.
- Use animation tools and techniques to create scenes and characters.

And so much more!

Local media sponsors
Democrat-Chronicle media group
Time Warner Cable

Exhibit sponsor
OMSI
THE PAUL G. ALLEN FAMILY Foundation

ANIMATION was created and is controlled by the Oregon Museum of Science and Industry, Portland, Oregon, TN and © 2014 Cartoon Network. All rights reserved.

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Print Advertising



Discover the nation's museum of play.
Hands-on fun for every age.



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Enroll today in Woodbury School.
Where the entire museum is your child's classroom.



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An amazing family value!
Become a museum member today.



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Print Advertising

An Unparalleled Resource for Play Research

Housed at The Strong, the Brian Sutton-Smith Library and Archives of Play holds materials that illustrate and document the role of play in learning and human development and the ways in which play illuminates cultural history. The holdings complement The Strong's world-renowned collection of toys, dolls, board games, video games, and other electronic games and its *American Journal of Play*.

Key library and archival holdings:

- Books, manuscripts, papers, and other materials of notable play scholars and educators such as **Joseph L. Frost**, **Vivian Gussin Paley**, and **Brian Sutton-Smith**, and personal papers of prominent game designers and inventors, such as **Sir Isaac Newton** and **Ralph Baer**.
- Scholarly popular and industry-related **journals and periodicals**, including the only complete run anywhere of *Playthings* magazine, spanning 107 years.
- The largest collection of **toy catalogs** in the United States, with more than 10,000 individual catalogs.
- More than 21,000 vintage **comic books**, representing the full range of comic's evolution, such as **Raggedy Ann** creator **Johnny Gruelle** and **Stan and Jan Berenstain**, and other historical materials are on view in museum.
- **Library and archival collections** related to The Strong's **International Center for the History of Electronic Games**, including papers of pioneering designers, **Stan Diegel**, **Will Wright**, and others.

Researchers and research inquiries are welcome.

the strong | Brian Sutton-Smith Library and Archives of Play
NATIONAL MUSEUM OF PLAY
One Manhattan Square • Rochester, NY • 585-263-2700 • museumofplay.org

The Strong explores play and the ways in which it encourages learning, creativity, and discovery and illuminates cultural history.

The Strong is a highly interactive museum devoted to the history and exploration of play. It is the National Toy Hall of Fame and Archives of Play and *American Journal of Play*.

The Strong collects other items that illustrate the hundreds of toys, dolls, board games, and other historical materials are on view in museum are accessible on

Learn more at museumofplay.org

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The Strong Research Fellowships

Available to eligible academic professionals, independent scholars, museum scholars, and advanced graduate students at the masters or PhD level.

Fellowships provide financial support for scholarly play research conducted on site at The Strong in Rochester, New York, home to the world's most comprehensive collection of toys, dolls, board games, video games, and historical archives, including 100 years of *Playthings* magazine.

Applications are accepted twice each year for periods of up to three months. Recipients must be affiliated with The Strong and eligible research areas to collections held by

Application deadlines and stipends.

Interactive museum devoted to the history of play is home to the International Center for the History of Electronic Games, the National Toy Hall of Fame, and Archives of Play. The Brian Sutton-Smith Library and Archives of Play.

One Manhattan Square • Rochester, NY • 585-263-2700 • museumofplay.org

You Knew Them Before They Were Famous

The National Toy Hall of Fame at The Strong museum in Rochester, New York, recognizes toys that have engaged and delighted multiple generations, inspiring them to learn, create, and discover through play.



Each year, two or more classic toys are inducted into the hall. To date, the following have been honored:

Alphabet Blocks	Dollhouse	Jump Rope	Rocking Horse
Atari 2600 Game System	Dominos	Kite	Roller Skates
Baby Doll	Duncan Yo-Yo	LEGO	Rubber Duck
Ball	Easy-Bake Oven	Lincoln Logs	SCRABBLE
Barbie	Erector Set	Lionel Trains	Silly Putty
Blindfold	Etch A Sketch	Marbles	Skateboard
Bicycle	Frisbee	Monopoly	Star Wars
Big Wheel	G. I. Joe	Mr. Potato Head	Action Figures
Candy Land	Game of Life	Nintendo Game Boy	Slinky
Cardboard Box	Hot Wheels	Play-Doh	Stick
Checkers	Hula Hoop	Playing Cards	Teddy Bear
Chest	Jack-in-the-Box	Radio Flyer Wagon	Tranterby
Crayola Crayons	Jacks	Raggedy Ann and Andy	Tonka Trucks
	Jigsaw Puzzle	Andy	View-Master

To learn more about the National Toy Hall of Fame, or to nominate a toy for induction, visit toyhalloffame.org.

the strong | National Toy Hall of Fame
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One Manhattan Square • Rochester, NY • 585-263-2700 • museumofplay.org

Explore the Cultural History of Electronic Games

Housed at The Strong, the **International Center for the History of Electronic Games (ICHEG)** collects, studies, and interprets video games, other electronic games, and related materials and the ways in which electronic games are changing how people play, learn, and connect with each other, including across boundaries of culture and geography.

ICHEG cares for one of the largest and most comprehensive public collections of electronic games and game-related historical materials in the world:

- Games and game platforms
- Packaging and advertising
- Publications
- Electronic game inspired consumer products
- Historical records and personal and business papers

Learn more at icheg.org.



the strong | International Center for the History of Electronic Games
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Preserving the History of Electronic Games

Housed at The Strong, the International Center for the History of Electronic Games (ICHEG) collects, studies, and interprets video games, other electronic games, and related materials and the ways in which electronic games are changing how people play, learn, and connect with each other, including across boundaries of culture and geography.

At 50,000 objects and growing, ICHEG cares for one of the largest and most comprehensive public collections of video games, other electronic games, and game-related historical materials in the world.

ICHEG's *eGameRevolution* is the world's first and largest permanent museum exhibit on the history of video games. See it at The Strong museum.

Read the CHEGheads blog and go inside the ICHEG collections to explore the past, present, and future of electronic games.

Learn more at icheg.org.

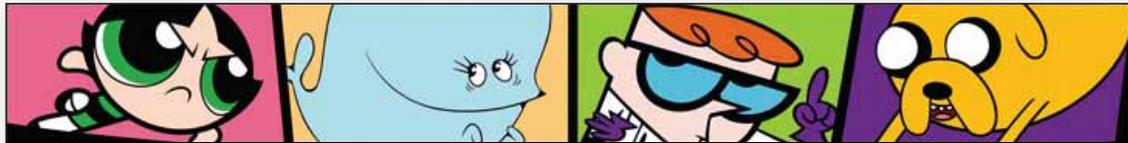


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International Center for the
History of Electronic Games

One Manhattan Square • Rochester, NY 14607 U.S.A.
+1 585-263-2700 • [facebook.com/icheg](https://www.facebook.com/icheg) • icheg.org

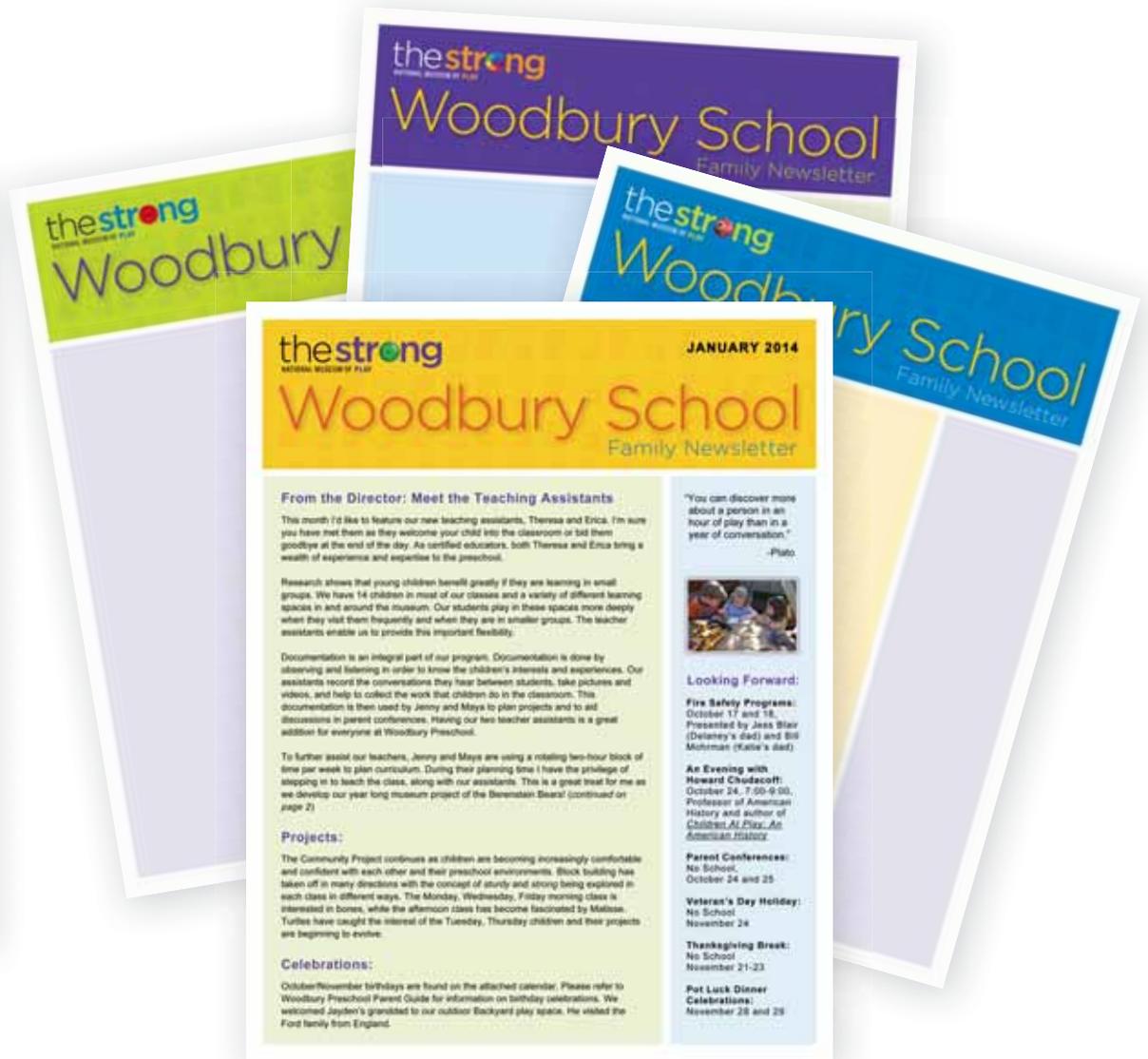
Print Advertising



Web Banner Ads



Woodbury School Brochure



Woodbury School Newsletter Templates



Passes



Archive Labels



JANUARY 2014

Museum Hours: Monday–Thursday, 10 a.m. to 5 p.m. • Friday & Saturday, 10 a.m. to 8 p.m. • Sunday, noon to 5 p.m.

Wednesday, January 1
Museum Opens at Noon

Saturday & Sunday, January 4 & 5
Exhibit Closing

Don't miss your last chance to visit the *Little Builders* construction site and explore concepts of building, motion, simple machines, and more.



Media sponsors: Democrat-Crescent media group, The Oregon Museum of Science and Industry

OMSI Little Builders was created and is loaned by the Oregon Museum of Science and Industry.

Mondays, January 6 & 27
Storytime Club

Bear Buddies: Cuddle up with tales about bears.

10:30 & 11:30 a.m.



Saturday & Sunday
January 11 & 12
Fashionistas Weekend

Consult with Kiki, The Strong's fashion guru; strut your stuff on the catwalk; make an accessory; and more.

Monday, January 13
Monday Kicks for Ages 2 to 6

ABCs and 1, 2, 3s; enjoy songs and stories about the alphabet and counting.

10 a.m.–2 p.m.

Monday, January 20
Meet Lancer Louie

Meet the mascot from the Rochester Lancers indoor soccer team.

10–11 a.m.

Monday, January 20
Celebrating Diversity

Enjoy shows by Alfred University's Art Force Five, craft a peace dove, and celebrate the legacy of Dr. Martin Luther King Jr.



Saturday & Sunday, January 25 & 26

Paws and Claws Weekend

Meet animals from Jeff Musial and Nickel City Reptiles and Exotics; learn about therapy, racing, and other working dogs; and enjoy pet-themed crafts and activities.



Sunday, January 26

Amerks Meet and Greet

Meet a player from the Rochester Americans hockey team, as well as mascot Moose.

1–2:30 p.m.

Unless otherwise noted, events typically end by 4 p.m. and are included with general museum admission fees.

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FEBRUARY 2014

Museum Hours: Monday–Thursday, 10 a.m. to 5 p.m. • Friday & Saturday, 10 a.m. to 8 p.m. • Sunday, noon to 5 p.m.

Saturday & Sunday, February 1 & 2
Exhibit Opening

ANIMATION CN

Meet and pose for pictures with Scooby Doo, Cartoon Network's canine celebrity. Explore the new Animation exhibit and discover how cartoons are created.



Exhibit sponsors:

OMSI
THE PAUL G. ALLEN
FAMILY Foundation

Local media sponsors:

Democrat-Crescent media group, The Oregon Museum of Science and Industry

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Mondays
February 3 & 24

Storytime Club
Love Is in the Air:
Enjoy warm and fuzzy
stories about love.

10:30 & 11:30 a.m.

Monday, February 10
Monday Kicks for
Ages 2 to 6

Celebrating Friendship:
Learn to share with
crafts and books about
friends and family.

10 a.m.–2 p.m.



Saturday, February 15–
Sunday, February 23

Fat Brain School-Break Week
Fatten up your brain through play!
Challenge yourself with Fat Brain toys.



Monday & Tuesday
February 17 & 18

Meet Thunder
Meet the mascot for the
Knighthawks, Rochester's
indoor lacrosse team.

10–11 a.m.

Unless otherwise noted, events typically end by 4 p.m. and are included with general museum admission fees.

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Monthly Fliers
See pages 14–15 for approved swoosh color palettes.

MARCH 2014

Museum Hours: Monday–Thursday, 10 a.m. to 5 p.m. • Friday & Saturday, 10 a.m. to 8 p.m. • Sunday, noon to 5 p.m.

**Saturday & Sunday
March 1 & 2**

The Royal Ball
Come in regal costume and be enchanted by live theater, music, pageantry, courtly dancing, and more.



Monday, March 3

Monday Kicks for Ages 2 to 6

Fairy-tale Fun: be whisked away to faraway places through fairy-tale-themed song and dance.

10 a.m.–2 p.m.

Sponsored by Parent



**Fridays, March 7 & 28
Eastman School of Music
Performance**

Delight in a 20-minute performance followed by Q&A.

6 p.m.

Mondays, March 10, 17, 24 & 31

Storytime Club

Silly Seuss Stories: enjoy whimsical classics by beloved author Dr. Seuss.

10:30 & 11:30 a.m.

Sponsored by Parent



**Saturday & Sunday, March 15 & 16
Get Animated! Cartoon Weekend**

ANIMATION CN

Meet Cartoon Network's Ben 10 and Bugs Bunny! Explore the Animation exhibit and get tips from professionals from Animatus Studio.

Media sponsors

OmniCast media group



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Saturday, March 15

Rochester Premiere of *El Americano*

Be among the first to see the new animated film *El Americano: The Movie* featuring the voices of Lisa Kudrow and Rico Rodriguez. The film is presented in Spanish at 11 a.m. and English at 3 p.m.

Meet the movie's director and learn about movie-making. Seating for *El Americano: The Movie* is limited.



Unless otherwise noted, events typically end by 4 p.m. and are included with general museum admission fees.

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APRIL 2014

Museum Hours: Monday–Thursday, 10 a.m. to 5 p.m. • Friday & Saturday, 10 a.m. to 8 p.m. • Sunday, noon to 5 p.m.

**Saturday & Sunday, April 5 & 6
Superheroes Weekend**

Meet Marvel's Thor on Saturday and Iron Man on Sunday. And all weekend long, meet professional comic book artists, pose for pictures with PBS's Word Girl and Wonder Red, and enjoy hero-themed crafts and activities.



Monday, April 7

Monday Kicks for Ages 2 to 6

Animal Pals: Enjoy songs and stories about furry friends.

10 a.m.–2 p.m.

Sponsored by Parent

**Saturday, April 12–Sunday, April 20
Animation School-Break Week**

Explore the Animation exhibit, see a display of Disney movie cels from The Strong's collections, and enjoy animation-themed crafts.



**Mondays, April 21 & 28
Storytime Club**

Celebrating Heroes: hear stories about firefighters, police officers, and other amazing first responders.

10:30 & 11:30 a.m.

Sponsored by Parent



**Saturday & Sunday, April 26 & 27
Exhibit Closing**

ANIMATION CN

Last chance to create superheroes, virtual worlds, and spectacular special effects in the Animation exhibit.

Media sponsors

OmniCast media group



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Unless otherwise noted, events typically end by 4 p.m. and are included with general museum admission fees.

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General Museum Brochure

PRIMARY TYPEFACE FOR PRINTED COLLATERAL

The Gotham family font is the primary typeface for The Strong and its key programmatic elements. These fonts should be used whenever possible on all printed materials. Gotham is strong yet friendly, it communicates ideas in a straight forward, confident manner. Its openness and geometry make it highly legible. And it's available in several weights, allowing maximum flexibility.

There are alternate typefaces specified for internal documents, Microsoft applications, and the web on page 42 and 43.

PRIMARY SAN SERIF FONT-GOTHAM

Gotham Light (Regular and *Italic*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&*?
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Gotham Book (Regular and *Italic*)

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Gotham Medium (Regular and *Italic*)

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Gotham Bold (Regular and *Italic*)

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Gotham Black (Regular and *Italic*)

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The above examples are the preferred weights to be used, however, should an instance occur for a condensed those versions are available.

Gotham Narrow Light (Regular and *Italic*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&*?
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&?*

Gotham Narrow Book (Regular and *Italic*)

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Gotham Narrow Medium (Regular and *Italic*)

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ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&*?

Gotham Narrow Bold (Regular and *Italic*)

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ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&*?

Gotham Narrow Black (Regular and *Italic*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&*?
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&*?

8 | Typography—Alternate Typefaces

ALTERNATE TYPEFACE FOR EMAIL

Alternate typeface for email is Calibri.

ALTERNATE SAN SERIF FONT-CALIBRI (11 pt for email)

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&*?

Calibri Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&?*

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&*?

Calibri Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&*?

ALTERNATE TYPEFACE FOR INTERNAL MATERIALS MICROSOFT APPLICATIONS, AND CORRESPONDENCES

Alternate typeface for internal materials, Microsoft Office applications such as Word, PowerPoint, Excel, etc., and correspondences is Times New Roman. Times New Roman is an easy-to-read typeface that can be used for body copy in letters, memos, and faxes. Letters should be printed in Times New Roman 12 pt.

ALTERNATE SERIF FONT-TIMES NEW ROMAN (12 pt for printed correspondences)

Times New Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&*?

Times New Roman Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&?*

Times New Roman Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&*?

Times New Roman Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&*?

ALTERNATE TYPEFACE FOR WEBSITE

Alternate typeface for the web is Source Sans Pro. This should be the default font used for all the web pages.

ALTERNATE SAN SERIF FONT—SOURCE SANS PRO

Source Sans Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890”:!@#%\$&*?

Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890”:!@#%\$&*?

Source Sans Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890”:!@#%\$&?*

Source Sans Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890”:!@#%\$&*?

Source Sans Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890”:!@#%\$&*?

9 | Contacts & Resources

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