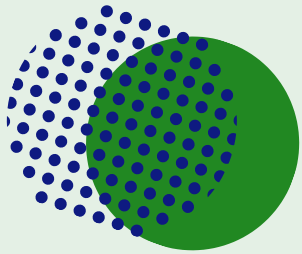


Branding Guide for March of the Museums 2023!

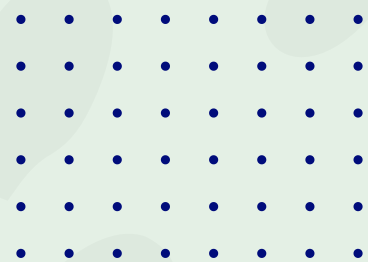


Exploring History and Heritage
Through Imagination,
Crafts and Play



If you choose to create your own promotional content for The March of the Museum, please note that logo and graphics are all created using the design platform Canva, and can be easily recreated.

If you do not have access to Canva, or the ability to create your own promotion please reach out to KAM for content!



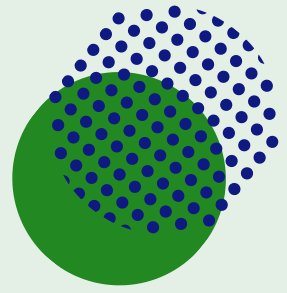
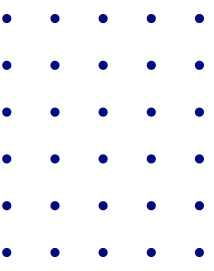


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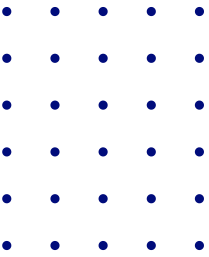
March of the Museums Background

March of the Museums is a week-long, free, and family-friendly festival of museums.


Families can visit their favourite museum or discover one of many museums in Kingston and the surrounding area to participate in museum specific activities and learn about the history and culture of the city and surrounding area.

Content for March of the Museums should be in a positive, fun and educational tone.

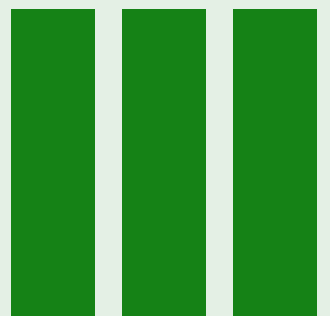
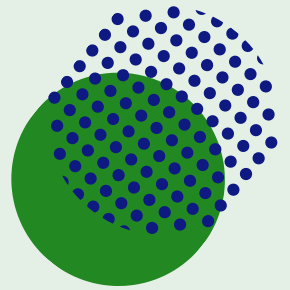





March of the Museums Tagline

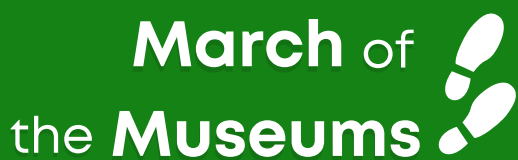


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March of the Museums Logos

Please find downloadable versions of the the March of Museums Logos at KAMs [March of the Museums Resources](#) webpage or email Sadie Babcock at communications@kingstonmuseums.ca



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March of the Museums

March of the Museums

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March of the Museums

MARCH OF THE MUSEUMS

March of the Museums

March of the Museums

March of the Museums Colouring

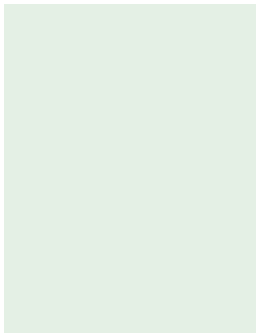


Kelley Green

CMYK ~ C= 85.63 M= 23.96 Y= 100 K= 11.95

RGB ~ R= 21 G= 130 B= 22

Hex # 158216



Light Green

CMYK ~ C= 0.19 M= 0.69 Y= 10.8 K= 0

RGB ~ R= 228 G= 240 B= 229

Hex # E4F0E5



Deep Blue

CMYK ~ C= 100 M= 90 Y=0 K=52

RGB ~ R=8 G=24 B=90

Hex # 000C7B



Black

CMYK ~ C= 0 M= 0 Y=0 K=0

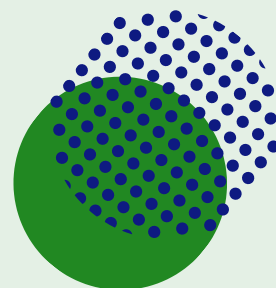
RGB ~ R=0 G=0 B=0

Hex # 000000

March of the Museums Typography



March of
the **Museums**



HEADER

Aa

Mont 34-68pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

TUVWXYZ

1234567890

BODY

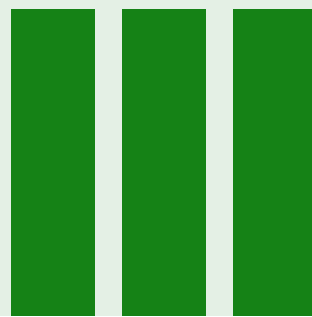
Aa

Montserrat 12-20pt

abcdefghijklmnopqrstuv

wxyz

1234567890



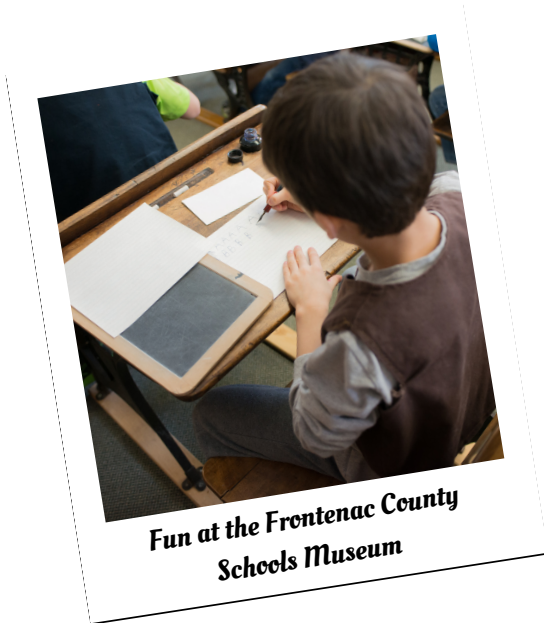
March of the Museums Imagery

Participating sites should use images that promote learning and fun. Examples include, families enjoying the site, children learning or participating in an activity, or something specific to the the member site, like a related item.

Images should not be cluttered or over used and may be placed on a white or the March of the Museums Light Green background, with Kelly Green and Deep Blue accents.

You can find examples on the following page. If you do not have images to use, please reach out to KAM.

March of the Museums Imagery Examples



Example: Child participating in a museum activity on a white background.

Example: Family visiting and learning at a museum, no background.

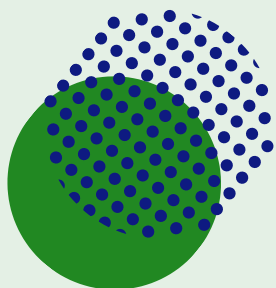


Example: An item featured in a museum, on the Light Green background.

March of the Museums Accent Graphics



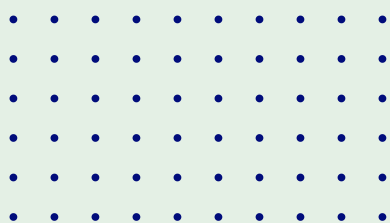
Logo Foot Prints



Deep Blue Dot Grid
Circle, Eclipsing a
Solid Kelly Green
Circle



Three Solid
Kelly Green Lines



Deep Blue Dot Grid



HAVE QUESTIONS?

Contact our Marketing
Communications Coordinator at

communications@kingstonmuseums.ca
[@kingstonmuseums](https://www.instagram.com/kingstonmuseums)

www.kingstonmuseums.ca