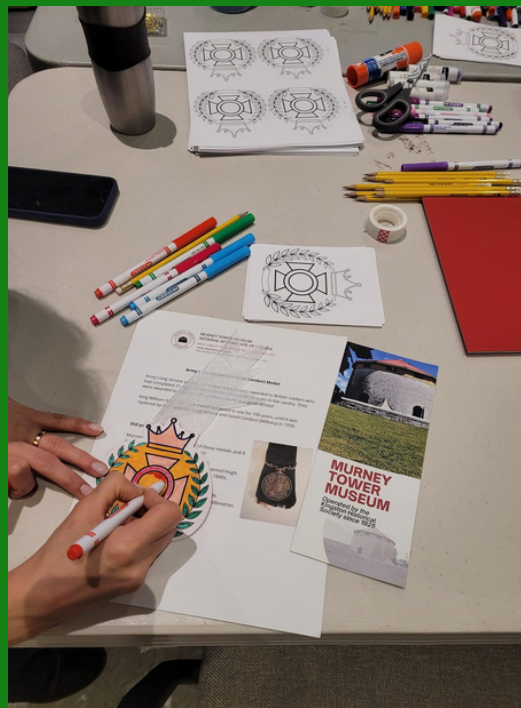
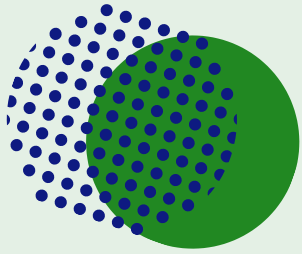


# Branding Guide for March of the Museums

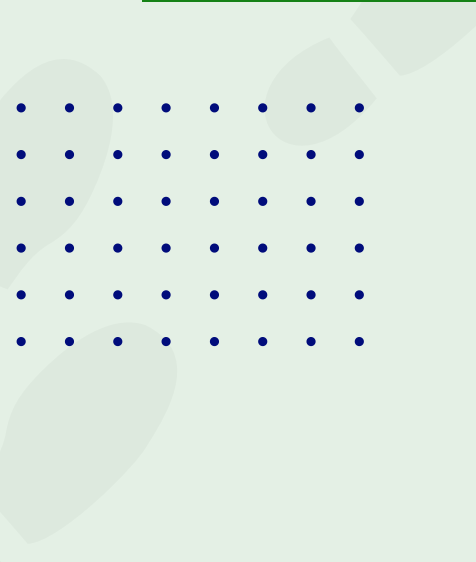


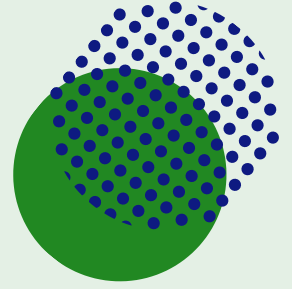
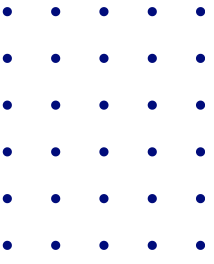
Exploring History and Heritage  
Through Imagination,  
Crafts and Play



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.

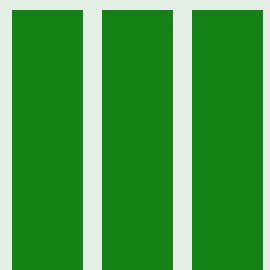
If you do not have access to Canva, or the ability to create your own promotion please reach out to KAM for content!





# Table of Contents

01	Background
02	Tag line
03	Logo
05	Colouring
06	Typography
07	Imagery
09	Accent Graphics



# March of the Museums Background

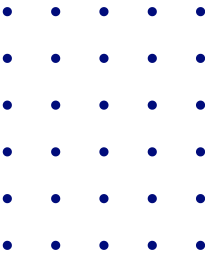
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March of the Museums is a week-long, free, and family-friendly festival of museums.


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.

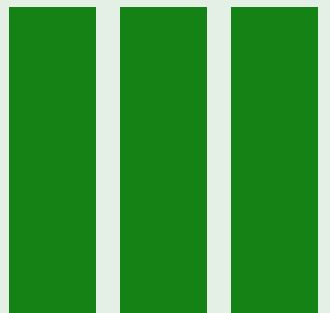
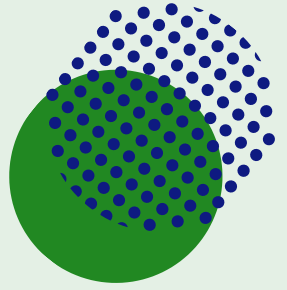





# March of the Museums Tagline



Exploring History  
and Heritage  
Through Imagination,  
Crafts and Play



# 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](mailto:communications@kingstonmuseums.ca)



March  
the **Museums**



**March** of  
the **Museums**



**March** of  
the **Museums**



March  
the **Museums**

# March of the Museums Logos

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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*

*March of the Museums*

**March of the Museums**

March of the Museums

March of the Museums

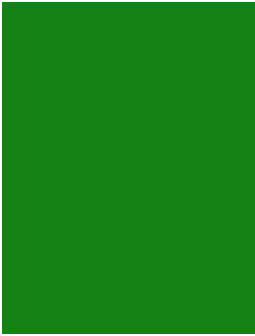
March of the Museums

MARCH OF THE MUSEUMS

March of the Museums

**March of the Museums**

# March of the Museums Colouring

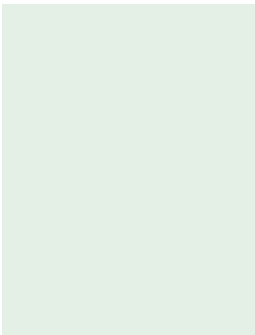


**Kelley Green**

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

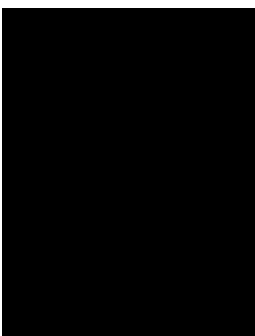


**Deep Blue**

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

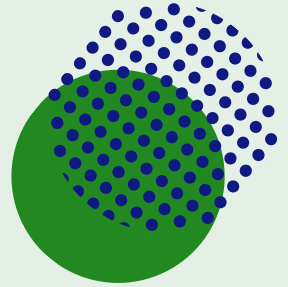
Hex # 000000



# March of the Museums Typography



**March** of  
the **Museums**

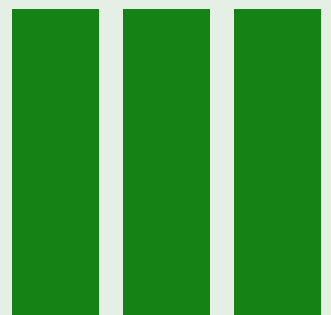


## HEADER

**Aa** **Mont 34-68pt**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
TUVWXYZ  
1234567890

## BODY

**Aa** Montserrat 12-20pt  
abcdefghijklmnopqrstuv  
wxyz  
1234567890



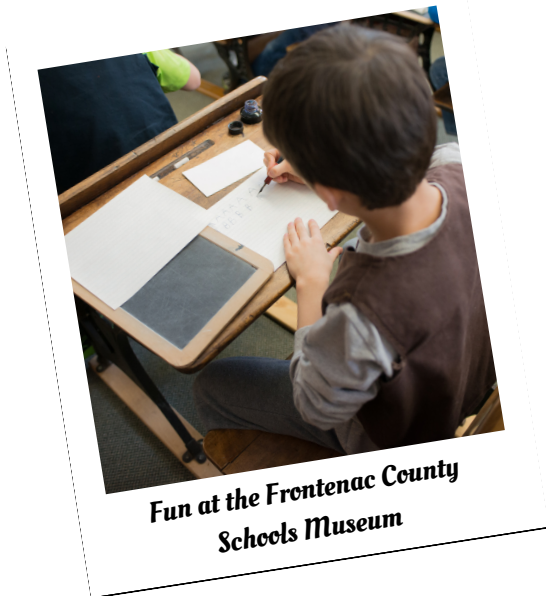
# March of the Museums Imagery

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.

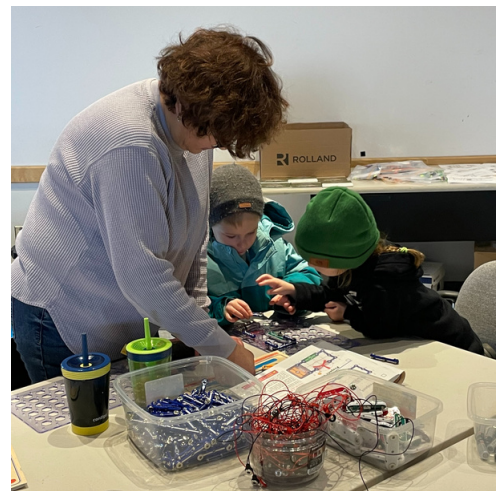
You can find examples on the following page. If you do not have images to use, please reach out to KAM.

# 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.

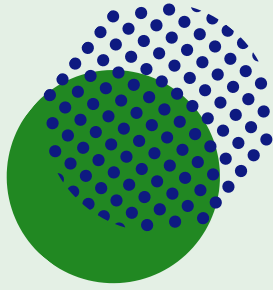


Example: An item featured in a museum, on the Light Green background.

# March of the Museums Accent Graphics



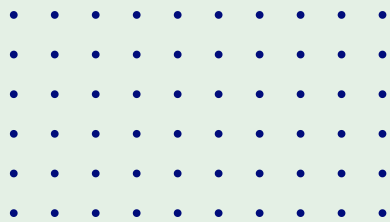
Logo Foot Prints



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

[www.kingstonmuseums.ca](http://www.kingstonmuseums.ca)