



**WONDER
SEEKERS**
EXPANDING
MINDS

BRAND GUIDELINES

2022



wonderseekers.com



Northern Periphery and
Arctic Programme
2014–2020



EUROPEAN UNION

Investing in your future
European Regional Development Fund

1.0 Brand Architecture

2.0 Brand Identity

3.0 Brand Colours

4.0 Brand Font

5.0 Brand Details

6.0 Brand Collateral

2.0 Brand Identity

Our visual identity is more than just a logo. It is composed of a number of core elements that come together to create a distinctive look and feel to make our brand instantly recognisable.

Our brand identity is made up of two elements; our circular marque and typographic brand name and strapline.

The circular marque can be used as an independent graphic and the shapes as additional design features.

Brand Identity Full Colour



Brand Identity Full Colour Reversed



Brand Identity Mono



Brand Identity Mono Reversed



Our Strapline

Our strapline helps position our identity and should be used on all materials. It can be a stand alone line and doesn't need to sit next to the logo. Use it as a headline, a sign off, or pull out quote.

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3.0 Brand Colours

There are four core brand colours for Wonder Seekers. The colours combined create a strong identity that is clearly identifiable.

Black

C0 M0 Y0 K100
R0 G0 B0
#000000

Saffron

C0 M31 Y91 K22
R47 G98 B77
#c59904

Green

C45 M0 Y100 K33
R86 G112 B40
#567028

Blue

C100 M0 Y10 K32
R0 G121 B161
#0079a1

4.0 Brand Font

Our brand font is 'Proxima Nova Bold'. Its modern san-serif structure provides maximum legibility and a confident, yet friendly and welcoming visual appeal.

Proxima Nova Bold

The quick brown fox
jumps over the lazy dog

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
012345567890

A number of Proxima Nova weights are available, allowing a full range of creative expression. This can be downloaded from www.adobe.com For in-house produced items, the support font, Arial, can be used.

Light
Regular
Bold
Black

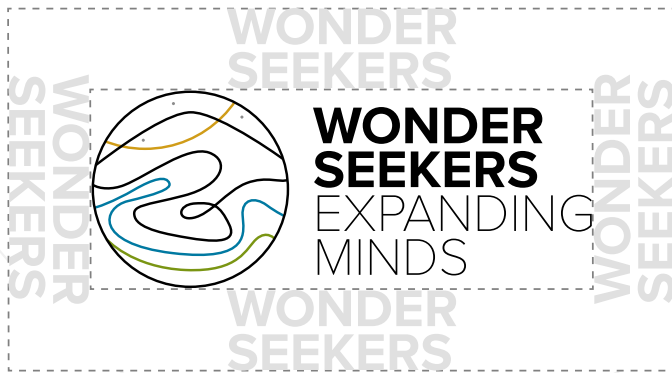
5.0 Brand Details

Our logo has been created
for maximum standout on all
applications; online and offline.

Brand Sizing & Clearance

To protect the clarity and visual integrity of the logo, it has clear space around it. The height of the Wonder Seekers typography has been used to denote the minimum clear space required. For commercial printing applications, the logo should never be reproduced at sizes where the width of the logotype would become less than 30mm wide.

Clearance Space

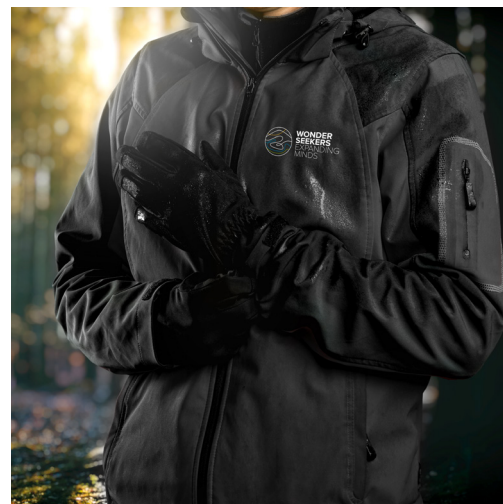
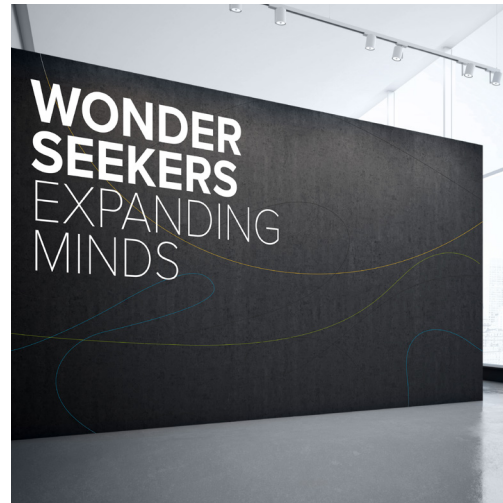


Minimum Size 30mm



6.0 Brand Collateral

Our brand comes to life through its application on a range of materials. This section showcases some brand collateral and how the visual identity, imagery, key messages and tone of voice combined, create the Wonder Seekers brand and marketing materials.





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