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Verbal Identity

1. Voice & Tone Voice
2. Attributes
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5. What We Do Why
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7. About Us
Voice & Tone

**Bold & Inspiring**
It’s impossible to deny - we speak confidently and passionately. It’s urgent that we close the racial equity gap in access to playspaces and we’re not afraid to be emphatic about it. Of course, this is mixed with a healthy dose of humility and an ability to listen to our audiences as well. We’ll always make a strong impression, but we’ll stop short of overwhelming anyone. Rather, our welcoming words should inspire action – we want people joining together with us, arm in arm, helping us spark playspace equity in communities. Because when everyone has equal access to playspaces, we all win.

**Energetic & Dynamic**
You can’t keep up with kids without energy, right? We’re spirited, tireless and action-oriented, and that optimistic energy is bound to come through. Motivating our audience begins with our tone of voice, which is why we can’t afford lifeless language. We’re positive, full of ideas and constantly looking for collaborative ways to bring safe playspaces to every community. Naturally, this will come across in how we talk about our work.

**Experienced**
We know what we’re doing when it comes to invigorating partner communities through playspaces – and this invaluable experience is part of what makes us so attractive to those we work with. By working with communities that have experienced disinvestment, we’ve learned that the power of play goes well beyond the space itself. Our voice should effortlessly reflect our experience, insight and collaborative nature, without making us sound tedious or over polished.

**Empathetic**
We’re responsive – we genuinely listen to people and take their perspectives and experiences into account – which is imperative when working with so many different communities. Our tone of voice should invite conversation and reflect this empathy, because we always strive to understand others, share their concerns and work together to make a difference. If we presume to know what communities need, we may never get the chance to have a meaningful conversation.

**Driven**
We have no choice but to put our hearts, souls and everything into our fight to bring equitable access and opportunity for play to every kid. Naturally, our drive and passion will come through in how we speak. At the same time, we’ll never sound too pushy or frantic. We’re collaborative by nature and we don’t want to be so driven that we step on people’s toes. Our motivation and urgency should be evident to all.

**Fresh**
All the previous voice attributes combine to form a tone of voice that’s young, inspired and optimistic, without being juvenile. So let’s have a conversation, not a lecture, about how important it is for every kid to have access to play, and how devastating it is when they don’t. But rather than bring people down, we’ll energize them with our vision of bringing playspaces to every community. Our innovative approach to helping transform communities means we won’t sound like anyone else in our space.
# Voice Attributes

These attributes help define how we speak and serve as a reference point for anyone writing in the KABOOM! voice.

<table>
<thead>
<tr>
<th>Our voice is</th>
<th>But Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bold</td>
<td>Showy</td>
</tr>
<tr>
<td>Inspiring</td>
<td>Overwhelming</td>
</tr>
<tr>
<td>Energetic</td>
<td>Zany</td>
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<tr>
<td>Dynamic</td>
<td>Rigid</td>
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<tr>
<td>Experienced</td>
<td>Arrogant</td>
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<tr>
<td>Empathetic</td>
<td>Sappy</td>
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<tr>
<td>Driven</td>
<td>Frantic</td>
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<tr>
<td>Fresh</td>
<td>Flippant</td>
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</tbody>
</table>
Mission Statement

We amplify the power of communities to build inspiring playspaces that spark unlimited opportunities for every kid, everywhere.

Our mission: End playspace inequity. For good.
Tagline

Our tagline communicates KABOOM!’s goal to build inspiring playspaces for kids that serve as a catalyst for equity across communities everywhere. It implies that what we’re doing is more than creating a space to play. It’s about equitable opportunities for all.

Spaces to Play. Sparks for Change.
What We Do

KABOOM! is a national nonprofit that works to achieve playspace equity. Kids who don’t have access to play miss out on childhood and are denied critical opportunities to build physical, social and emotional health. So we team up with communities to build incredible playspaces that help give every kid the opportunity to thrive. Our goal is to end playspace inequity. For good.
Why We Do It

Play is a fundamental human right.

When kids don’t have a space to play, something’s fundamentally wrong.

Lack of access to playspaces deprives them of a place they can just be kids. It denies their communities a place they can come together. And all too often, it affects communities of color. So let’s end it.

Let’s give every kid incredible playspaces. Let’s forge unbreakable bonds within communities everywhere.

And give every kid the chance to soar.

It’s the right thing to do.
It’s the only thing we do.

And it’s the reason we won’t stop until we put an end to playspace inequity.

For kids.
For communities.
For good.
About Us

KABOOM! works with communities to build incredible, kid-designed playspaces that help give kids in every zip code the opportunity to thrive. Kids who don’t have access to play miss out on childhood and are denied critical opportunities to build physical, social and emotional health.

For more than two decades, we’ve teamed up with bold, inspiring partners and community members, starting with the kids themselves, to understand each neighborhood’s unique aspirations. Then we build incredible places to play, inspired by their design, courage and leadership.

Over the last 23 years, we’ve built or improved 17,000+ playspaces, engaged more than 1.5 million community members and brought joy to over 11 million kids. As we look to the future, we’ll continue our efforts to build collective action and community opportunity, spark hope and enable kids to reach their full potential. And we promise that we won’t stop until we put an end to playspace inequity. For good.
Visual Identity

2.1 Logo
2.2 Color Palette
2.3 Typography
2.4 Photography
2.5 Graphic Elements
3.6 Equity in Visuals
Logo

Our logo is the core of our brand identity. The mark in our logo positions KABOOM! as the spark for playspace equity. With a new refined aesthetic to one that’s contemporary and established, our logo sets up KABOOM! to be known by its full, true mission to not only build playspaces but to ensure playspace equity for every kid.

Note: When referring to KABOOM! in a formal context, always use the full name in all caps.
Clearspace and minimum size are important to retain legibility and establish brand clarity.

Clearspace

X = width of “M” in the word mark

Minimum Size

Print: 0.5”
Screen: 40px
Logo Use

Examples of approved logo usage.

Primary Purple. Always use on white or other light neutral colors.

White knocked on a solid primary color.

White knocked out on a photograph or image.

White knocked on a solid secondary color.

True Black for limited use only. Should only be used when color printing is not available.

True Black for limited use only. Should only be used when color printing is not available.
Logo Misuse

To preserve the integrity of the brand identity, avoid misusing the logo in any of the ways shown here.

- Do not stretch, squeeze or distort any part of the logo. Always scale uniformly.
- Do not add any effects to the logo.
- Do not change the typeface within the wordmark.
- Do not place the logo over a congested or low contrast part of an image.
- Do not use any unspecified colors in the logo.
- Do not outline the logo or mark.
Our mark is the shorthand for our logo. It comes to life in a range of ways in our graphic system. Other uses include social media, favicon and merchandise. Additional guidance can be found in the Graphic Elements section starting on p. 31.

**Mark**

**Social Avatar**

**Favicon**

**Note:**

Our social avatar should be kept consistent across social channels. The full logo version may be used for a period of time while brand recognition is established. When switching to the mark version, all channels should be updated accordingly.
Co-Branding

At times, the KABOOM! logo will need to appear with or alongside partner logos. These usage guidelines preserve our brand integrity when we have control of the logo’s use and when it’s handed off to a third party organization or partner.

**Balance**
To emphasize partnership, both logos should appear balanced and equal in size.

**Clearspace**
Use clearspace guidance on p. 13 for each logo to retain legibility and establish brand clarity.

**Note**
Clearspace guidance is the minimum recommended amount. More space may be added in order to maintain balance depending on the situation (e.g., playground signage).
These are the colors associated with KABOOM! Violet is our primary brand color and is used in the logo. Tangerine and Lavender are our secondary colors while Sunflower, Mint and Dragonfruit may be used as accent colors.

- **Violet**: HEX: #3E1C66, RGB: R62 G28 B102, CMYK: C91 M100 Y27 K18, PANTONE: 2617
- **Lavender**: HEX: #D4A6E5, RGB: R212 G166 B229, CMYK: C18 M37 Y0 K0, PANTONE: 2567
- **Tangerine**: HEX: #FC6340, RGB: R252 G99 B64, CMYK: C0 Y76 M79 K0, PANTONE: 1645
- **Sunflower**: HEX: #FCF252, RGB: R252 G242 B82, CMYK: C4 M0 Y78 K0, PANTONE: 101
- **Mint**: HEX: #99E5D1, RGB: R153 G229 B209, CMYK: C37 M0 Y24 K0, PANTONE: 331
- **Dragonfruit**: HEX: #E846AE, RGB: R232 G70 B174, CMYK: C10 M84 Y0 K0, PANTONE: 239
**Color Distribution**

Colors should be used in the proportions demonstrated in this chart. Additional examples for specific color use are outlined below:

**Violot:**
- Logo
- Background Color
- Text (headlines, subheadings)

**Lavender:**
- Secondary use for background color
- Secondary use for headlines and subheadings
- Graphic elements on Violet background
- Minimal use for highlighting words in headlines

**Tangerine:**
- Minimal use for background color and headlines
- Graphic elements on Violet background
- Minimal use for highlighting words in headlines

**Sunflower, Mint and Dragonfruit:**
- Graphic elements on Violet background
- Minimal use for highlighting words in headlines
## Color Pairings

This chart demonstrates the range of our color palette, and highlights which color pairings are unsuccessful.

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</tbody>
</table>

### Notes
- Green (✓) indicates successful pairings.
- Red (✗) indicates unsuccessful pairings.
- Background colors are used to distinguish between successful and unsuccessful pairings.
### Soft Black / Grayscale

A special grayscale palette has been created for the brand. Soft Black and its tints are primarily used for body copy and to add flexibility for both editorial and digital collateral.

<table>
<thead>
<tr>
<th>Soft Black</th>
<th>HEX: #242428</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>RGB: R36 G36 B40</td>
</tr>
<tr>
<td></td>
<td>CMYK: C74 M68 Y61 K69</td>
</tr>
<tr>
<td></td>
<td>PANTONE: 419</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>60% Soft Black</th>
<th>HEX: #7A7A80</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>RGB: R122 G122 B128</td>
</tr>
<tr>
<td></td>
<td>CMYK: C54 M46 Y42 K9</td>
</tr>
<tr>
<td></td>
<td>PANTONE: 419 60%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>30% Soft Black</th>
<th>HEX: #BDBDBF</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>RGB: R189 G189 B191</td>
</tr>
<tr>
<td></td>
<td>CMYK: C26 M21 Y20 K0</td>
</tr>
<tr>
<td></td>
<td>PANTONE: 419 30%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>10% Soft Black</th>
<th>HEX: #EBEBEB</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>RGB: R232 G232 B235</td>
</tr>
<tr>
<td></td>
<td>CMYK: C7 M6 Y4 K0</td>
</tr>
<tr>
<td></td>
<td>PANTONE: 419 10%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>5% Soft Black</th>
<th>HEX: #F5F5F5</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>RGB: R245 G245 B245</td>
</tr>
<tr>
<td></td>
<td>CMYK: C3 M2 Y2 K0</td>
</tr>
<tr>
<td></td>
<td>PANTONE: 419 5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>White</th>
<th>HEX: #FFFFFF</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>RGB: R255 G255 B255</td>
</tr>
<tr>
<td></td>
<td>CMYK: C0 Y0 M0 K0</td>
</tr>
<tr>
<td></td>
<td>PANTONE: N/A</td>
</tr>
</tbody>
</table>
Here are examples of approved color usage.
Color Misuse

Please refrain from using the colors in these ways.
# Brand Typeface

Campton is our brand typeface. These are the weights that may be used across collateral.

<table>
<thead>
<tr>
<th>Campton</th>
<th>ExtraBold</th>
<th>ExtraBold Italic</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Bold</td>
<td>Bold Italic</td>
</tr>
<tr>
<td></td>
<td>SemiBold</td>
<td>SemiBold Italic</td>
</tr>
<tr>
<td></td>
<td>Medium</td>
<td>Medium Italic</td>
</tr>
<tr>
<td></td>
<td>Book</td>
<td>Book Italic</td>
</tr>
</tbody>
</table>
Rules + Hierarchy

Fonts should be used according to the rules outlined here.

**Headlines**

**Typeface:** Campton ExtraBold  
**Leading:** Type size x 1.2  
(e.g. 48pt type = 57.6pt leading)  
**Kerning:** Optical  
**Tracking:** 0  
**Case:** Title Case  
**Color:** Violet

**Sub-Headline One**

**Typeface:** Campton Bold  
**Leading:** Type size x 1.35  
(e.g. 20pt type = 27pt leading)  
**Kerning:** Optical  
**Tracking:** 0  
**Case:** Sentence Case  
**Color:** Lavender

**Sub-Headline Two**

**Typeface:** Campton ExtraBold  
**Leading:** Type size x 1.3  
(e.g. 10pt type = 13pt leading)  
**Kerning:** Optical  
**Tracking:** 0  
**Case:** Uppercase  
**Color:** Violet

**Body Copy**

**Typeface:** Campton Book  
**Leading:** Type size x 1.4  
(e.g. 9pt type = 12.6pt leading)  
**Kerning:** Optical  
**Tracking:** 0  
**Case:** Sentence Case  
**Color:** Black 60%

**Pull Quote**

**Typeface:** Campton Semibold  
**Leading:** Type size x 1.2  
(e.g. 48pt type = 57.6pt leading)  
**Kerning:** Optical  
**Tracking:** 0  
**Case:** Sentence Case  
**Color:** Violet + Lavender

---

**Spaces to Play. Sparks For Change.**

A sentence case sub-heading with leading information

**SECOND SUBHEADING**


"When given the choice, most kids would rather play outside. It’s a choice parents would endorse—87% of parents try to encourage outdoor play, second only to reading."

— JAMES SIEGAL, CEO OF KABOOM!
## System Fonts

For cases where the main brand typefaces cannot be accessed (such as a third-party screen presentation), use these universally accessible typefaces in substitution.

<table>
<thead>
<tr>
<th>Font Style</th>
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<tbody>
<tr>
<td>Black</td>
<td>Black Italic</td>
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<tr>
<td>Bold</td>
<td>Bold Italic</td>
</tr>
<tr>
<td>Regular</td>
<td>Regular Italic</td>
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</tbody>
</table>
Lifestyle Imagery

These are examples of lifestyle portraiture that fit within our brand’s look and feel. Images should possess the following qualities:

- Full color, natural light
- Bright and well-exposed
- Kids-eye view
- Positive facial expression
- High resolution
- Close cropping
- No overstyled clothing, hair or makeup
Studio Imagery

These are examples of studio imagery that fit within our brand's look and feel. Images should possess the following qualities:

- Bright and well-exposed
- Kid in motion, mid-air shot
- Positive facial expression
- High resolution
- No overstyled clothing, hair or makeup
Build-Day In Action

These are examples of successful photos of our Build-Days in action. Images should possess the following qualities:

- Full color, natural light
- Bright and well-exposed
- High resolution
- In-the-field vantage points
- More candid than posed

* We recognize that many of these photos include our old logo and brand elements and that’s OK. Those elements are relatively small within the images, and are also a nod to our long, proud history. As we acquire photos with the new branding elements, we will start swapping those in.
Kids at Play

These are examples of successful photos of kids and the community coming together and interacting with playspaces after a build. Images should possess the following qualities:

- Full color, natural light
- Bright and well-exposed
- High resolution
- Pairs or groups of kids
- Joyful, harmonious moments
Graphic Elements

The graphic system for our brand is inspired by and connects directly with our logo.

The filled version of our mark is utilized as a graphic element in our brand system. Guidance around using the mark as a graphic element is demonstrated on p. 16.

Hand-drawn elements in our brand system follow the style and form in our logomark.
Mark + Studio Imagery

The filled version of our mark can be paired with studio imagery according to the rules outlined here.

**Subject:**
Child in motion.

**Rotation:**
When the filled mark is paired with studio photography, the angle should not be manipulated.

**Placement:**
The subject should appear optically centered within the mark.

Studio subjects work best when the bottom-half begins below the mark.
Equity in Visuals
Lifestyle & Studio Imagery

Show all shades of skin.
When showing a cross-section of children, make sure to depict a range of skin tones, from fair to dark-skinned.

Be balanced.
Depict children of all genders at play and don't reinforce stereotypes about “boy” versus “girl” games and types of play.

Represent thoughtfully.
Don't under- or over-represent any one cultural group in a given community setting, especially where it's inaccurate, inauthentic, or could veer into stereotype.
Equity in Visuals: Build Days

Keep communities central.
When showing Boomers and build day volunteers in a neighborhood setting, make sure visual storytelling depicts community members and local partners at least as much as it showcases the visiting volunteers.

Depict humility.
Use photo framing and camera angles that depict community members and volunteers as equals, never in a way that centers a white perspective or glorifies the role of Boomers and volunteers.

Showcase meaningful roles and moments.
Seek to depict community members actively sharing in the build process alongside Boomers and volunteers, and / or enjoying community with one another. Minimize moments that depict community members solely as ‘recipients’ of KABOOM! playspaces.

Show community faces.
To show respect and recognition of each community member, depict every photo subject facing the camera, rather than from behind.

Seek to include, but never exploit.
KABOOM! brand storytelling should uplift real perspectives, but not take advantage of systemic vulnerability by over-relying on depicting individuals as issue space case studies or brand success stories. In addition, always ensure that the end product of any piece of brand creative depicting communities and individuals is dignified, uplifting, and respectful.

Ask permission to publish.
Respect every community member’s agency by explicitly seeking consent to capture their image on-site at events, and to incorporate community likenesses into KABOOM! brand collateral.

Exercise equity continuity.
Adhere to the other principles outlined in the Lifestyle & Studio Imagery section of the brand guide (p. 27) wherever relevant.
Equity in Visuals: Kids at Play

Show kids connecting cross-racially.
Where possible, showcase children of different races and ethnicities interacting as playmates. Don’t use imagery that depicts play groups as segregated by race, gender, or other qualities.

Exercise equity continuity.
Adhere to the other principles outlined in the Lifestyle & Studio Imagery and Build Day: In-Action sections of the brand guide (p. 27 - 28) wherever relevant.
3.1 Business Cards
3.2 Design Day Sketch Pad
3.3 Build-Day Banner
3.4 Playground Sign
Business Cards
Design Day
Sketch Pads

My Dream Playspace

Designed by: __________________________  Age: ________

KABOOM!
kaboom.org
Build Day Banner
Playground Sign

Welcome to Your Playspace!

This kid-inspired playspace was made possible through the generous support and volunteer power of Rebuild Texas Fund, the Town of Fulton, KABOOM! and this community.
Email: creativeservices@kaboom.org
Phone: 202.659.0215
Address: 4301 Connecticut Ave NW, Ste ML-1 • Washington, DC 20008