



# BRAND BOOK







# TABLE OF CONTENTS

- 1 HISTORY
- 2 PHILOSOPHY
- 3 LOGO
- 4 LOGO USAGE & RULES
- 5 COLOR
- 6 TYPOGRAPHY
- 7 SOCIAL MEDIA
- 8 FAQ



# 1

## HISTORY



- 1988** Cliff and Diane Clark open the first Discovery Point, located in Snellville, GA.
- 1990** Discovery Point Franchising Inc. is founded.
- 1993** The first franchised location is opened, located in Duluth, GA.
- 2003** Discovery Point expands into Florida.
- 2005** Discovery Point expands into Tennessee.
- 2013** Diane's Devotion is founded in honor of the late Diane Clark.
- 2014** Discovery Point expands into its 4th state, North Carolina.
- 2018** Discovery Point celebrates 30 years in business.



## The Discovery Point Philosophy

Since 1988, Discovery Point has been committed to a single idea: children thrive if they are guided in an environment of love and nurturing. That simple but profound notion compelled founders Cliff and Diane Clark to create a place where children ages 6 weeks to 12 years old could develop and play emotionally, intellectually, physically, and socially with courage.

At Discovery Point, we focus on each child's individual interests and learning styles so that they gain confidence with each new success. We do this by developing strong partnerships with our families and allowing each child to grow and flourish in their own unique way.

The earlier a child understands love, self-worth, and care, the healthier and better off he or she will be. Talents, skills, and knowledge can be developed at any age. Emotional and social health, however, begins as soon as a child becomes self-aware—that education is what Discovery Point offers to our children and their families.

**MISSION STATEMENT:** To build a child care brand committed to providing each child with a nurturing, supportive environment for growth and learning.

## The Discovery Point Logos

The Discovery Point logo is playful and colorful in order to relate to the child care industry. The handprint conveys a sense of creativity and independence. The colors are fun and bright. Whenever possible is it best to use the full color version of the logo.



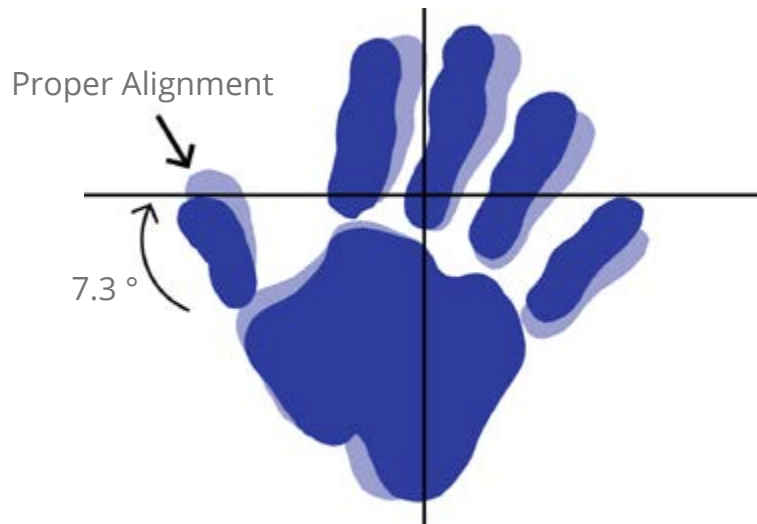
### PRIMARY LOGO

The primary Discovery Point logo includes the hand-print, name, and “Child Development Centers.” Always use the registered (® ) version. The logo can also be used without the tagline in special circumstances. Please reference page 8 of this document for additional guidance.



## The Discovery Point Handprint

Nothing captures the essence of the Discovery Point brand like the youthful depiction of a child's handprint in action — painting, drawing, playing — leaving their child-like impression on the Discovery Point staff, family, and community. It's a comforting element of our brand.



The handprint design orientation's appropriate alignment is at 7.3° offset from the position in which the tips of the thumb and pinkie finger are even.

## Special Case Logos

The Diane's Devotion logo and commemorative logos (like the 30th Anniversary Logo) are for special case use only. These logos are well-suited for use when the materials or content is specifically speaking to that theme. Refer to the Discovery Point Marketing Department for any additional information.

### DIANE'S DEVOTION LOGO



### 30TH ANNIVERSARY LOGO





## Special Case Logos

The Discovery Point handprint, horizontal logo, and single color logo are for special case use only. The handprint should only be used within the four walls of a Discovery Point center or next to another logo. The horizontal logo should only be used in specific horizontal executions where the space does not accommodate the traditional Discovery Point logo. The single color logo (violet, green, or orange) can be used for merchandise, collateral, advertisements, and other special cases. The “no byline” logo does not include the “Child Development Centers” or the violet line above it and can be used when space or readability requires it. Refer to the Discovery Point Marketing Department for additional information.

### HANDPRINT



### HORIZONTAL LOGO



### SINGLE COLOR LOGO



### NO BYLINE LOGO





## Black and White Logos

The full color Discovery Point logo is always preferred, but occasionally the use of a black or white logo is permitted. This could be in cases where printing is limited to black and white or when specific artwork requires these logos.



# 4

## LOGO USAGE & RULES

### Clearspace

The logo works best when content is placed outside of the established clearspace.

The clearspace for the logo is the height of the “D” in “Discovery Point” at each corner of the mark.

Using this spacing rule will maintain the integrity of the logo and further ensure legibility when laying out content.



# 4

## LOGO USAGE & RULES

### Logo Misuse

To ensure the identity's strongest impact, do not modify or distort the logo. The uses shown below are all *unacceptable* treatments to the logo. Most questions about logo usage will be answered by reviewing the improper examples below.

**DO NOT** use unapproved layouts or alter elements



**DO NOT** use the handprint without another logo or outside the four walls



**DO NOT** use unapproved colors



**DO NOT** use the formal crest or lettermark on a busy background



**DO NOT** stretch or condense



**DO NOT** add an overbearing drop shadow to the lettermark

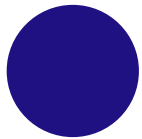


# 5

## COLOR

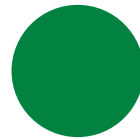
Beyond our logo, color is the most recognizable aspect the Discovery Point brand identity. Our four primary colors are violet, orange, green, and black.

Our brand colors reflect our fun, playful spirit. Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive Discovery Point brand. These colors are for print and digital display and should be used on all collateral, advertisements, merchandise, signage, and any other consumer-facing materials.



**VIOLET**

CMYK : C100 M100 Y13 K10  
RGB : R32 G17 B131  
WEB : #201183  
PANTONE : 2105 C



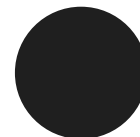
**GREEN**

CMYK : C88 M24 Y100 K11  
RGB : R1 G130 B64  
WEB : #018240  
PANTONE : 7726 C



**ORANGE**

CMYK : C0 M63 Y99 K00  
RGB : R254 G125 B26  
WEB : #FE7D1A  
PANTONE : 151 C



**BLACK**

CMYK : C72 M66 Y65 K75  
RGB : R31 G31 B31  
WEB : #1F1F1F  
PANTONE : 440 C



## DESIGN PROJECTS

### MONTSERRAT

The primary typeface for headings, callouts, and quotes is Montserrat. This sans serif font is professional yet fun and versatile.

### Poppins

Poppins is used as a special-use accent font for quotes, callouts, and unique headlines.

### Open Sans

Open Sans serves as the bodyfont for both print and web executions. If Open Sans is not available use Helvetica.

## IN-CENTER POSTINGS, FORM, & LETTERS

**For day-to-day usage in a Discovery Point center, the following fonts are recommended :**

Arial   Helvetica   Calibri

Clean, streamlined fonts that are clearly visible and achieve maximum readability and convey a non-dated look and feel.

**For correspondence with parents, the following fonts are recommended:**

Arial   Helvetica   Times New Roman

Basic, legible fonts that make for ease of reading and communicate an official quality.

# 7

## SOCIAL MEDIA

- Lighthearted & Authentic
- Experienced & Qualified
- Comforting & Affectionate
- Active & Engaging

In order to maintain brand consistency across all platforms when creating graphics for social media be sure to use only approved fonts and colors.

### Social Media Image System

- Smiling Children
- Candid Photography
- Vibrant Colors
- Sharp Images
- Bright Lighting
- Positive, Uplifting Mood





## *Rules of Engagement*

### FACEBOOK

- Share original corporate-generated content informative and celebratory of Discovery Point news and events.
- Share center-generated content with corporate-generated captions.
- Share relevant posts from other FB accounts and links to web articles that reinforce Discovery Point's stature as a leader in child development and education.
- Brand voice is personable and fun, intelligent and engaging, slightly reserved.

# 8

## FAQ - FREQUENTLY ASKED QUESTIONS

### What is branding?

*"A brand is a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers." (American Marketing Association).*

Our brand is how we impact our customers in a practical and emotional way. It is how a customer thinks and feels about Discovery Point. Our brand is the combination of mental, physical, and emotional responses that occur when a customer engages with our name, our logo, our visual identity, our communicated messages, and even with Discovery Point employees.

### What does the term "brand standards" mean?

Brand standards are a set of guidelines for the colors, logo specs, fonts, visual and graphic elements, and overall messaging that comprise a brand. They are the glue that holds a brand together and they provide a reference point for how to help to create, maintain, and protect a brand's identity.

### Why is this important?

Branding is absolutely critical to our business because of the overall impact it has on both the Discovery Point franchise, as a whole, and on each individual center. Branding can affect how people perceive us as a viable childcare option, it can help drive new business, and it can increase overall awareness in the marketplace.

Branding is important for several reasons:

- It is how a company gets and maintains recognition with consumers.
- It increases business value as a brand becomes more firmly established in the marketplace.
- It generates new customers by establishing a positive initial impression by communicating trust, dependability, and familiarity. With a well-established brand, word of mouth can be a company's most effective advertising method.
- It can improve the pride and satisfaction for employees who believe in and trust in the brand and hold their employer in high regard.
- It supports advertising and makes for more effective and efficient messaging strategy across all media.



**Why now? Why didn't we have all of this before?**

These brand standards and guidelines have always existed, in some form or another, since Discovery Point was first founded. However, they were never expressly stated in full written form. The goal of this document is to collect and organize in one location the principles and directions that have always been in place. As Discovery Point moves forward into the future, we continue to evolve and elevate to new standards — and we want this growth to be reflected in our brand.

**Where can I find the logos listed in the Brand Book?**

They can be found in the [FRS \(Franchise Resource Site\)](#) in the “Logos” folder.

**Do I have to comply with these brand standards?**

The goal of each and every Discovery Point franchisee should be to be in full compliance with the brand standards put forth in this Brand Book. We ask that you review all of your existing imagery, marketing collateral, signage, logo usage, and overall look and feel. If you find anything that is not in compliance with the brand standards, please make the effort to update it. Going forward, brand standards compliance will be monitored and reviewed by both our Quality Assurance Consultants and our Marketing Department, effective January 1, 2020. If you have any questions or concerns, please contact the Discovery Point Marketing Department. We can assist you with any brand standards matter you may have as we work together to put your center's branding and marketing in the best position possible for you to be successful.

