



Branding Guidelines: Keyboarding Strategy for Kindergarten

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Introduction

In cooperation with Herman Wood, Cobb County Technology Integration Specialist, an interactive learning tool and support materials will be developed to introduce the concepts of keyboarding and initial strategies for kindergarten and first graders. The basic premise: as children are learning their letters, they can also learn recognition of those letters on the keyboard and learn what hand is used to input those letters. The curriculum would include print materials for parents and educators for additional activities to reinforce the learning skills necessary for keyboarding. The goal of the curriculum is to teach children to use the appropriate hand for the left and right hand side of the keyboard.

The Key Seeker logo represents the basic premise of keyboarding for kindergarten children.

With Border



Without Border



The Name:

Key Seeker – each child will be seeking keys that correspond with images and letters. The name gives the child an identity and identifies the task.

The Graphics:

Keys: Each letter of the name is enclosed with graphics that represent keys on a keyboard. The colors of the keys are significant as explained below. Arial is used for the font to reflect the familiar font used on QWERTY keyboards.

Hands: The hands that will be used to seek and touch the keys are represented in different colors. Left hand: Purple – all letters on the left side of the keyboard will be represented in purple. Right hand: Green – all letters on the right side of the keyboard will be represented in green.

Key seeker is an easy name for children to remember. It is hopeful that once they have used the software; they will identify themselves as Key Seekers and recognize additional materials in the classroom as Key Seeker supportive tools. Branding in this manner will help the children to think of the keyboard while learning other language skills as well.

Conditional Usage

To ensure the integrity of the Key Seeker logo it is necessary to understand certain conditions when using the logo.

Minimum Size

To maximize legibility and impact, the height in all uses should not be any smaller than 1 inches as shown: This smaller size logo could be used with additional supportive materials being developed for the curriculum as well.



1 3/4 " x 1"







Minimum Clear Area - 1/4 inch

In order to protect the integrity and impact of our identity, a minimum clear area has been created around the logo. This area should always be kept free of any graphic elements and/or messages. 1/4 inch.

Logo Colors


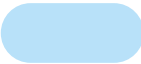

It is important to keep children active and interested in learning. The colors used in the logo are bright and energetic. They are familiar colors to children and colors they will recognize. The contrast of the purple and greens allow for energy and activity but are not visually offensive when used together.

NEVER reproduce logo in any colors other than the approved color examples in this document. Never use a tint or screen. All other colors will be not acceptable.

Sample	Screen Source		Print Materials	Web Design
	HSB	RGB	CMYK	Hexi decimal
	252 68 93	111 75 238	56 65 0 0	6F4BEE
	241 13 83	186 185 214	27 19 14 1	BAB9D6
	247 14 95	213 208 244	16 13 1 0	D5D0F4
	124 87 58	19 149 29	95 1 100 0	139519
	77 63 93	171 214 77	33 2 73 0	A8D64D
	84 77 99	168 253 57	34 0 85 0	A8FD39

Example of Background Colors that may be used with logo

Here are approved colors for using as a background with the logo

Sample	Screen Source		Print Materials	Web Design
	HSB	RGB	CMYK	Hexadecimal
	59 96 100	255 255 9	3 2 91 0	FFFF09
	201 25 97	184 255 249	27 4 2 0	B8E1F9
	29 100 100	255 127 0	2 50 93 0	FF7F00

The recommended color backgrounds shown are simulated using four color process. (CMYK)



Unacceptable Use of Logo

The logo may not be rotated



Do not use any other background colors other than those specified in this document.



Do not use any other font than is specified in this document.(Arial font to represent sans serif font used on keyboards.)



Use ONLY colors specified in this document.

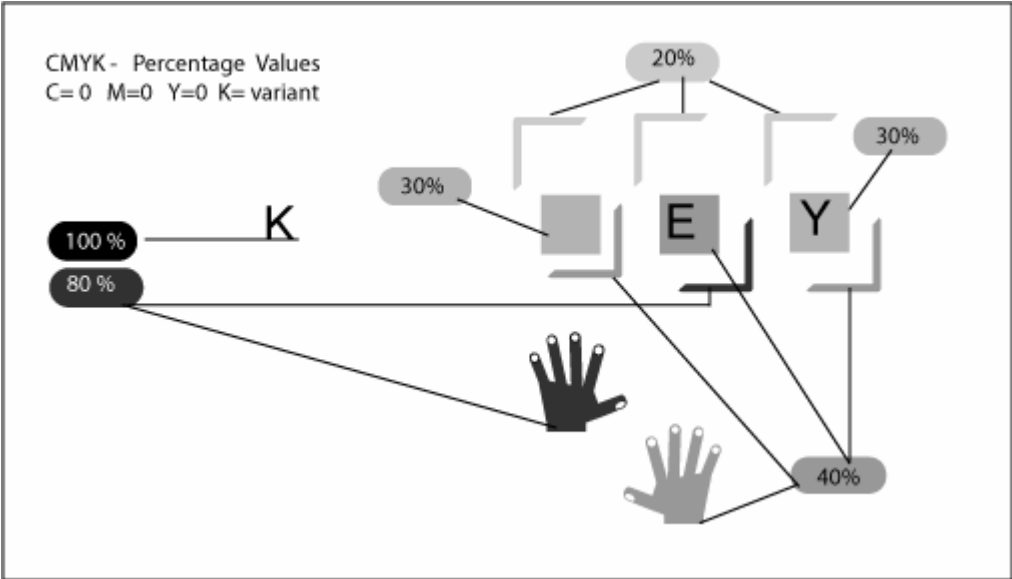


Gray and White Usage of Logo

Gray and white logo to be used with print materials only, and printed only on white stock.



When using black and white version of the logo it is imperative that these percentage values be used for proper contrast. This version should never be printed on color stock.



Recommended Font Usage

These are acceptable fonts that can be used with the logo. Those are sans serif fonts, which support the simple font used logo. Arial font is the font used for QWERTY keyboards.

Arial

Verdana

Myriad Roman

Examples of Logo Sizes

The logo may be resized proportionally, as needed, but may never be cropped.

Business Card or letterhead – 1.75" x 1" or on CD



Sized for header on Web Site or Screen Display or CD cover 2" x 4"



On Documentation Cover Pages 4" x 7"

