



# TURNAROUND FOR CHILDREN: IDENTITY DESIGN V2

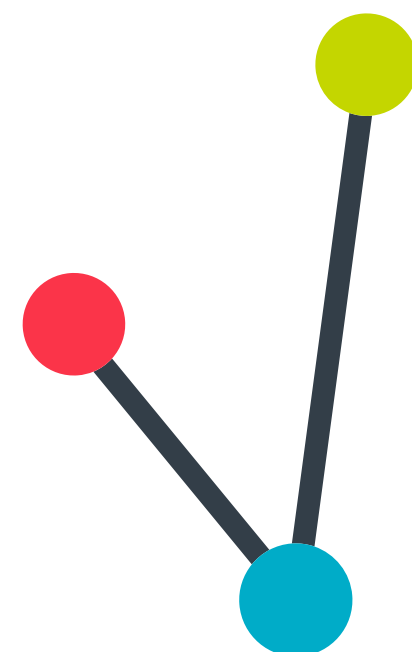
September 2015



CONNECTING THE DOTS



MUSEO SANS ROUNDED



# TURNAROUND FOR CHILDREN



# TYPEFACE OPTIONS



MUSEO SANS ROUNDED



OPEN SANS



PROXIMA NOVA SOFT



BRANDON GROTESQUE



GOTHAM



SOFIA PRO SOFT





# MUSEO SANS ROUNDED



700

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890!?.,:;\*

500

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890!?.,:;\*

300

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890!?.,:;\*



# BRANDON GROTESQUE



MEDIUM

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890!?.,:;\*

REGULAR

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890!?.,:;\*

LIGHT

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890!?.,:;\*



# OPEN SANS



## SEMIBOLD

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890!?.,:;\***

## REGULAR

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890!?.,:;\*

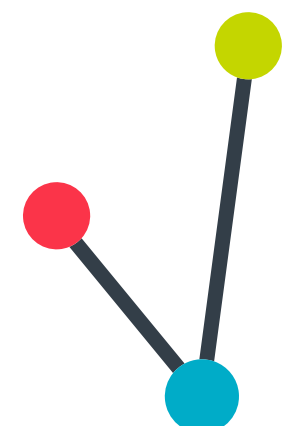
## LIGHT

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890!?.,:;\*





GOTHAM



TURNAROUND  
FOR CHILDREN

MEDIUM

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890!?.,:;\*

BOOK

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890!?.,:;\*



# PROXIMA NOVA SOFT



SEMIBOLD

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890!?.,:;\*

MEDIUM

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890!?.,:;\*

REGULAR

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890!?.,:;\*



# SOFIA PRO SOFT



MEDIUM

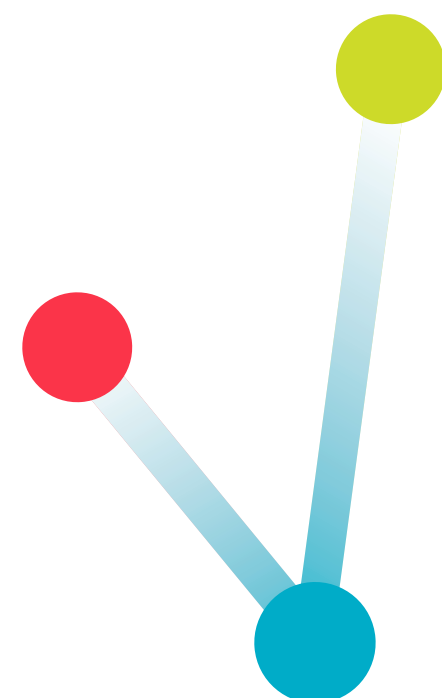
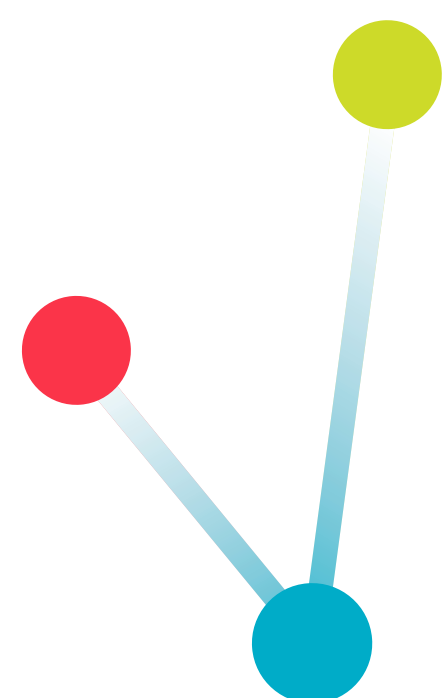
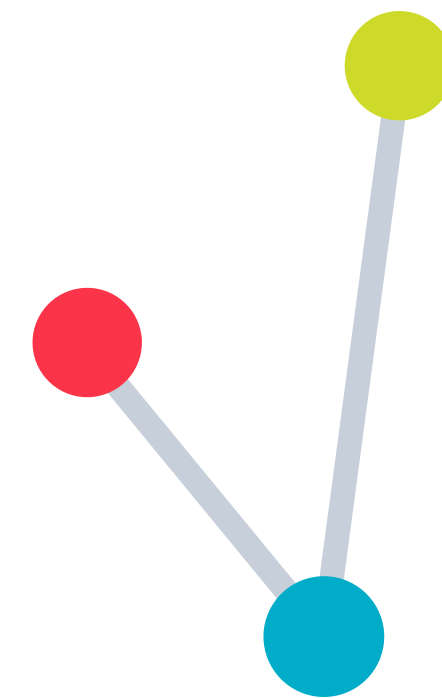
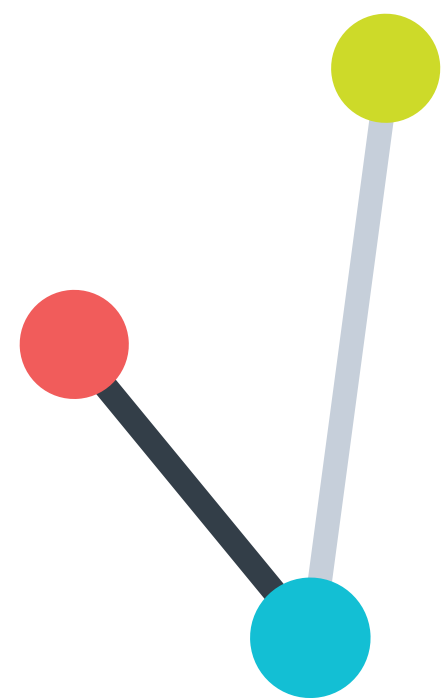
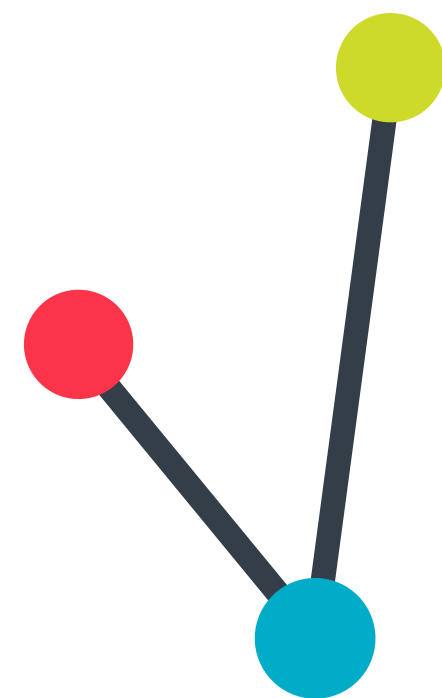
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890!?.,:;\*

REGULAR

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890!?.,:;\*



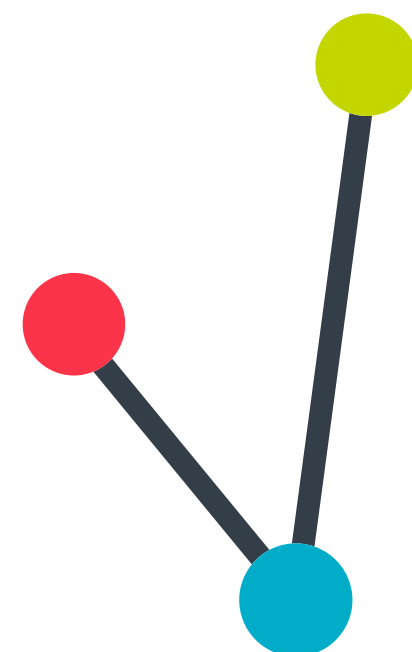
EXPLORATIONS





ORIGINAL 'CONNECT THE DOTS' VERSION

MUSEO SANS ROUNDED

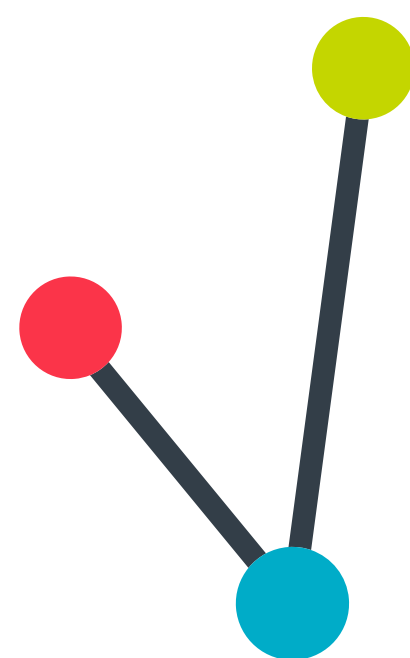


# TURNAROUND FOR CHILDREN



# ORIGINAL VERSION

ICON



COLOR OPTION

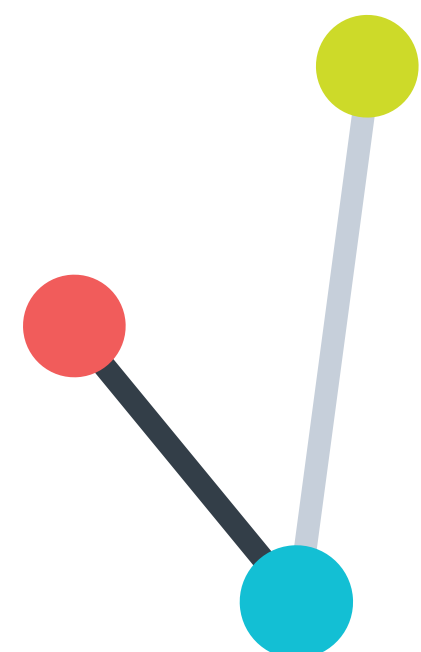


GREYSCALE OPTION





DUOTONE LINES  
MUSEO SANS ROUNDED



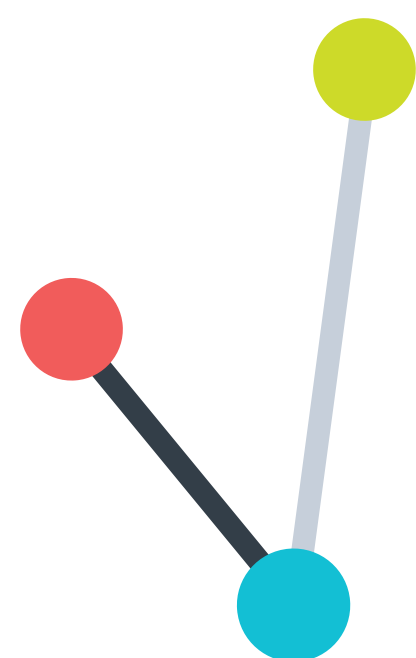
# TURNAROUND FOR CHILDREN





# DUOTONE LINES

ICON



COLOR OPTION

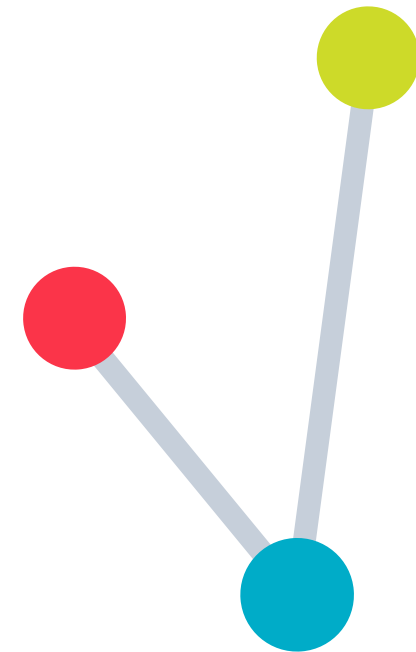


GREYSCALE OPTION





LIGHT GRAY LINES  
MUSEO SANS ROUNDED

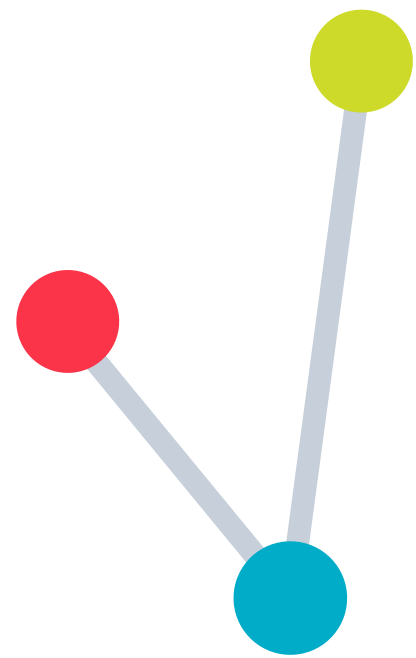


# TURNAROUND FOR CHILDREN



# LIGHT GRAY LINES

ICON



COLOR OPTION

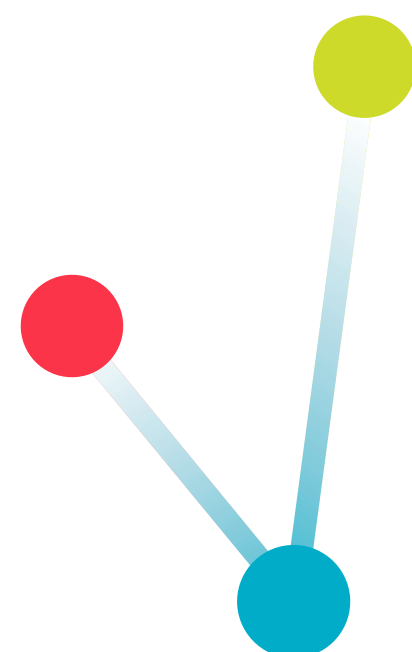


GREYSCALE OPTION





GRADIENT | THIN LINES  
MUSEO SANS ROUNDED

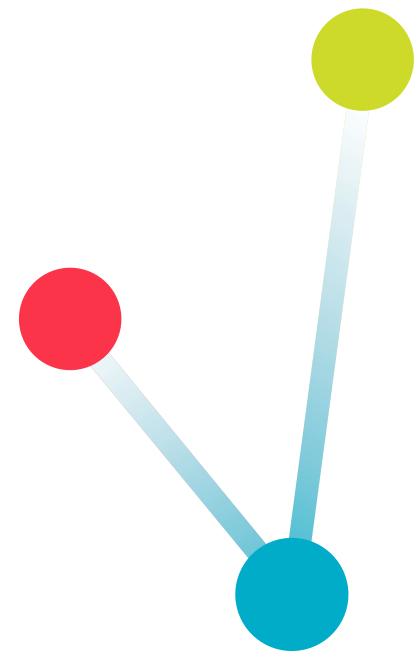


# TURNAROUND FOR CHILDREN



# GRADIENT THIN LINES

ICON



COLOR OPTION



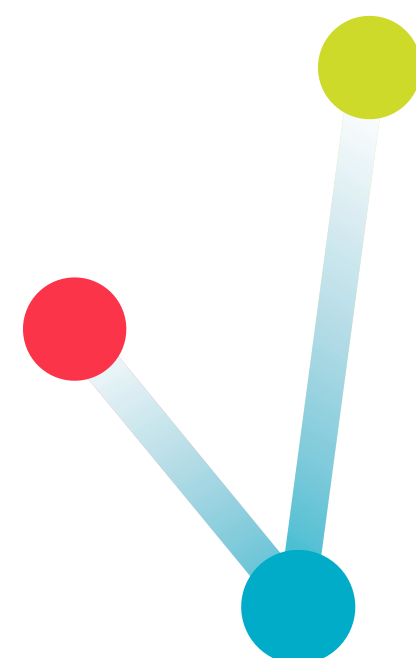
GREYSCALE OPTION





GRADIENT | MEDIUM LINES

MUSEO SANS ROUNDED

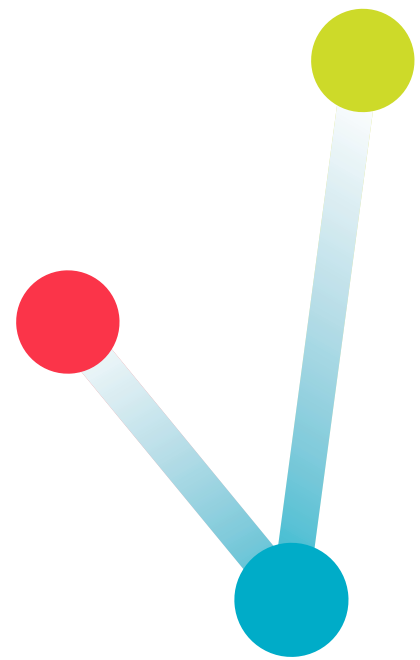


# TURNAROUND FOR CHILDREN



# GRADIENT MEDIUM LINES

ICON



COLOR OPTION



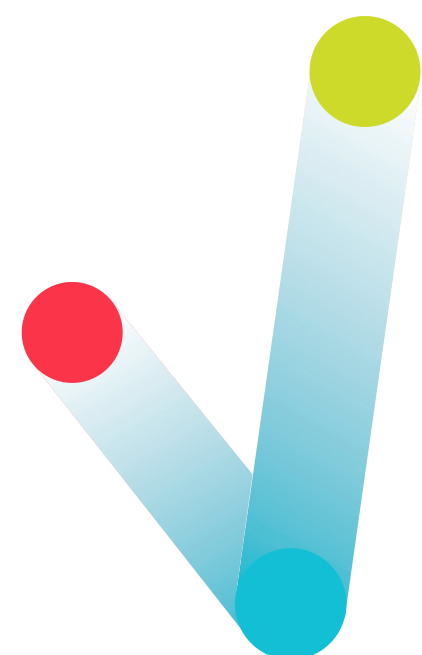
GREYSCALE OPTION





GRADIENT | BOLD LINES

MUSEO SANS ROUNDED



# TURNAROUND FOR CHILDREN





# GRADIENT BOLD LINES

ICON



COLOR OPTION



TURNAROUND  
FOR CHILDREN

GREYSCALE OPTION



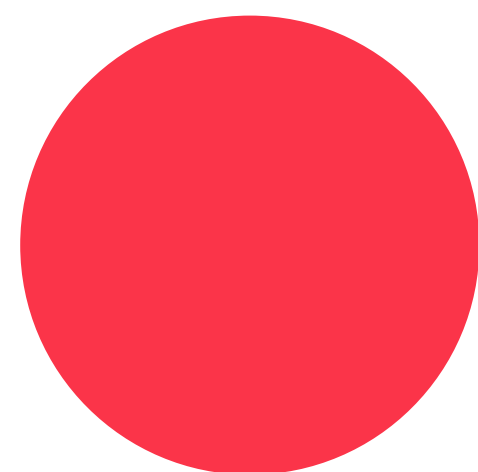
TURNAROUND  
FOR CHILDREN



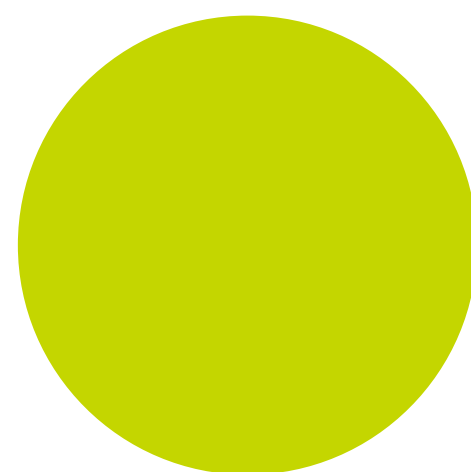
# COLOR PALETTE

# SELECTED COLOR PALETTE

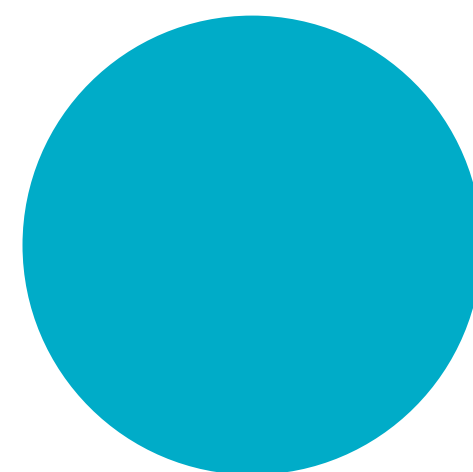
## PRIMARY



PANTONE 1787 C  
#F4364C

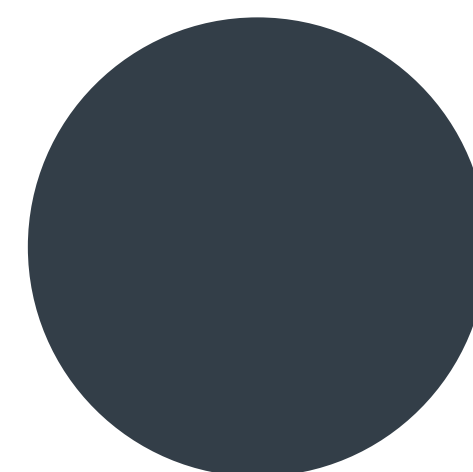


PANTONE 382 C  
#C4D600

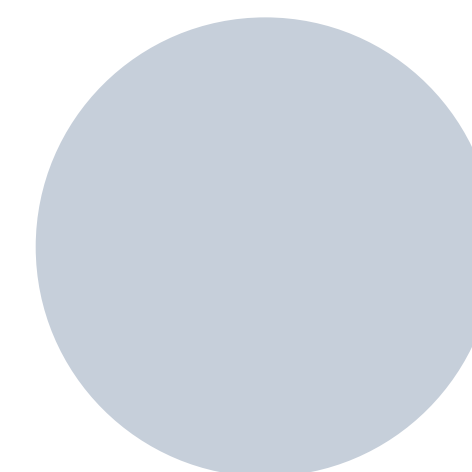


PANTONE 3125 C  
#00AEC7

## SECONDARY



PANTONE 432C  
#333F48



PANTONE 538 C  
#C5CFDA



COMPARISON





THANK YOU!