



KultureCity®

BRAND GUIDELINES 2024



Contents

Who We Are 03

Our Logo 04

01 / Primary Logo

02 / Secondary Logo

03 / Logomark

04 / Co-Branding

05 / Logo Misuse

Color Palette 14

Typography 16

Brand Application 18

Photography 20



We've made our brand guidelines interactive!

Click on any of the sections above to be taken directly there, no scrolling required! **You're welcome, thumbs.**

Who We Are

KultureCity® is the nation's leading non-profit organization focused on Sensory Inclusion. We believe that ALL individuals, regardless of their disabilities, deserve to be accepted and included. Our programs focus on helping people with PTSD, Autism, Down Syndrome, anxiety and other sensory needs.

KultureCity® was founded in 2014 by husband and wife Dr. Julian Maha and Dr. Michele Kong to help parents of children with autism begin to fight against the exclusion and segregation of their children.

Over the last 10 years, KultureCity® has helped thousands of people with its programs such as LifeBoks, TabletKulture, TherapyKulture, KultureARTS, and Toys AUcross America to name a few. When noticing a lack of knowledge and programs at venues and in-person events, the KultureCity® Sensory Inclusive Certification Program was born.

The KultureCity® Sensory Inclusive Certification Program has grown from 20 venues to over 3,000 locations across 5 continents. It is an evolving program that continues to serve and add additional organizations along the way. The past two years have seen two new branches of the program take shape: medical and first responders. From events and venues to medical practices to calling 9-1-1, KultureCity® is helping to bring a voice to the voiceless through our programs.

KultureCity® is a group of individuals that are pursuing acceptance and inclusion for all. We welcome you to join our movement.

Our Logo

Our Logo

PRIMARY LOGO

The primary logo is the foundation of the KultureCity® brand and should be used in most instances when a logo is necessary.

The main focus of the brand is KultureCity's logo mark, which consists of the earphone logo.

[DOWNLOAD OUR LOGO PACK](#)

SAFE ZONE

Avoid other elements within the design (such as text, images or other logos) encroaching on the KultureCity® logo by ensuring a minimum clear space is always maintained.

The clear space for our logo is the dimensions of the 'K' from 'KultureCity' on all sides of the logo and logomark, when used individually.

Safe zone will be set up in provided assets. Always use the provided logo files.





Our Logo

SECONDARY LOGO

The horizontal logo is to be used when the stacked Primary logo is unsuitable and unbalanced (to sit alongside a wider logo, aligned to the left, on thinner/wider items such as pens etc.)

[DOWNLOAD OUR LOGO PACK](#)

SAFE ZONE

Avoid other elements within the design (such as text, images or other logos) encroaching on the KultureCity® logo by ensuring a minimum clear space is always maintained.

The clear space for our logo is the dimensions of the 'K' from 'KultureCity' on all sides of the logo and logomark, when used individually.

Safe zone will be set up in provided assets. Always use the provided logo files.





Our Logo

LOGOMARK

Our logomark is the main identifier of the KultureCity® brand. The logomark portrays everything that we aim to do as a company; providing love and sensory inclusion/acceptance to a wider community.

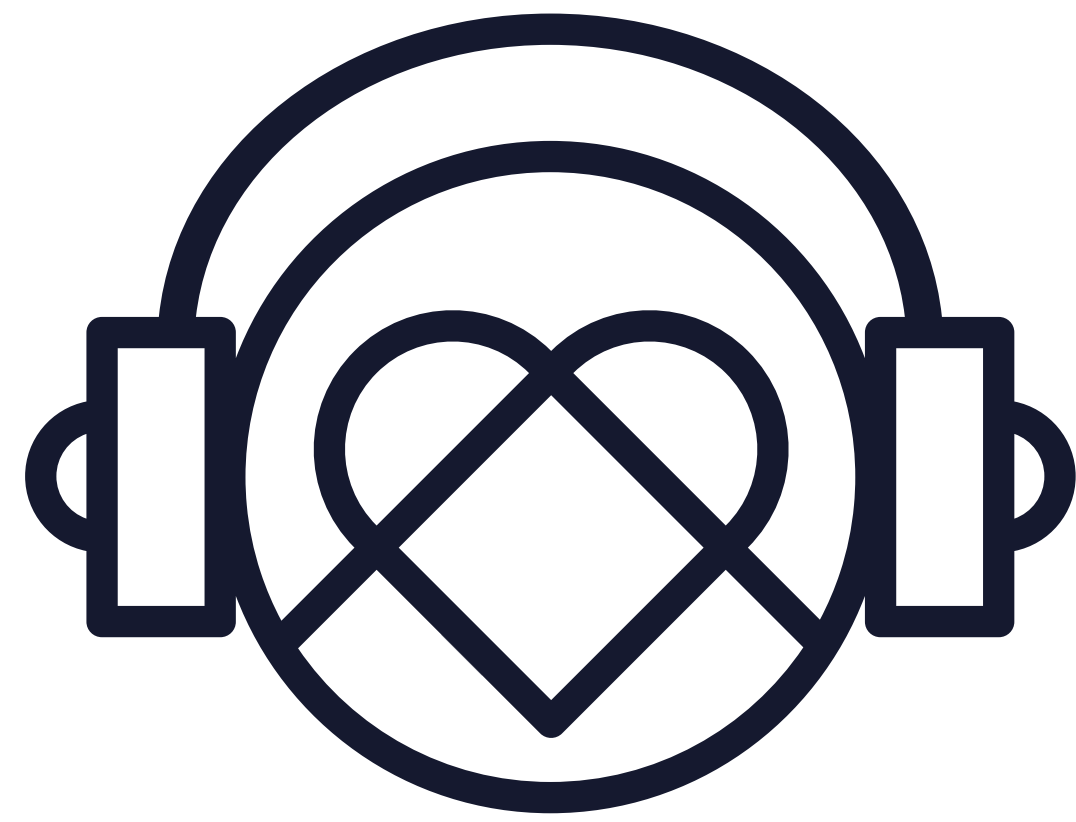
[DOWNLOAD OUR LOGO PACK](#)

SAFE ZONE

Avoid other elements within the design (such as text, images or other logos) encroaching on the KultureCity® logo by ensuring a minimum clear space is always maintained.

The clear space for our logo is the dimensions of the 'K' from 'KultureCity' on all sides of the logo and logomark, when used individually.

Safe zone will be set up in provided assets. Always use the provided logo files.





Our Logo

CO-BRANDING

Co-branding is an essential part to our business. This allows both ourselves and partners to develop a clean and cohesive dual brand when necessary.

To ensure this, make sure that any partner logos are four 'K' widths away from the edge of the KultureCity® logo. A 1 pt line the height of the KultureCity® logo should be placed an equal width between the logos.

[DOWNLOAD OUR LOGO PACK](#)

SAFE ZONE

Avoid other elements within the design (such as text, images or other logos) encroaching on the KultureCity® logo by ensuring a minimum clear space is always maintained.

The clear space for our logo is the dimensions of the 'K' from 'KultureCity' on all sides of the logo and logomark, when used individually.

Safe zone will be set up in provided assets. Always use the provided logo files.



**PARTNER
LOGO**



**PARTNER
LOGO**





Our Logo

MISUSE

A strong brand is applied consistently. It is important that a brand mark is never altered.

Detailed on this page are various ways that the logo should never be changed. This list is not exhaustive. Make sure that the logo is never altered in anyway unless approval is granted by members of the KultureCity® design team on a case by case basis.

[DOWNLOAD OUR LOGO PACK](#)

SAFE ZONE

Avoid other elements within the design (such as text, images or other logos) encroaching on the KultureCity® logo by ensuring a minimum clear space is always maintained.

The clear space for our logo is the dimensions of the 'K' from 'KultureCity' on all sides of the logo and logomark, when used individually.

Safe zone will be set up in provided assets. Always use the provided logo files.



DO NOT:
Apply outlines



DO NOT:
Apply effects



DO NOT:
Apply any color effects



DO NOT:
Skew or stretch



DO NOT:
Change orientation



DO NOT:
Adapt the logo



DO NOT:
Display the icon or word-mark in non-brand colors.



DO NOT:
Apply any color within the bounding box.



DO NOT:
Apply the logo in a busy area of the page.

Color Palette

Our Brand Colors

Our primary color is shown here and is designed to effectively communicate and establish the brand across all platforms.

Our secondary colors should be used in addition to the primary color, to bring a burst of brightness and contrast to designs.

Tints of the colors can be used when the 100% of each color is too dark.



Primary

CMYK
C100 M91 Y47 K64

HEX
#0C1630

RGB
R21 G25 B47

80%

60%

40%

20%



Secondary

CMYK
C0 M75 Y71 K0

HEX
#EB5D46

RGB
R235 G93 B70

80%

60%

40%

20%

CMYK
C60 M40 Y40 K100

HEX
#000000

RGB
R0 G0 B0

CMYK
C37 M26 Y27 K6

HEX
#A8ABAD

RGB
R168 G171 B173

CMYK
C0 M0 Y0 K0

HEX
#FFFFFF

RGB
R255 G255 B255

Typography

Our Font

Futura PT is our brand font and should be used at all times. This helps make sure the KultureCity® brand is kept as a modern, clean and easily legible brand, something that is imperative to our ethos.

Heavy is to be used for titles and Book should be used as the base body copy in designs.

Our Language

When using the word 'KultureCity®' in copy, the **registered trademark should always be placed after the 'Y'**. Ideally in a superscript style. Exceptions to this are when speaking in plurals, ie: KultureCity's.

Similar rules apply when speaking about our Sensory Inclusive™ program. Each word must **always be capitalised and the Trademark added** after 'Inclusive', ideally in a superscript style.

Futura PT

Light
+ *Light Oblique*

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()

Book
+ *Book Oblique*

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()

Demi
+ *Demi Oblique*

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()

Bold
+ *Bold Oblique*

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()

Extra Bold
+ *Extra Bold Oblique*

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()

Title
(Futura PT Bold)

Title Here

Lead
(Futura PT Medium)

Danto et aut et officienihil idebiste et
ipis exeriorpor andelessum audae
comnis dusci bearchita volut?

Paragraph
(Futura PT Book)

Emporit arunt, con et quod quiaspit et am
doles ut molore, od earum volupta tenduciis
magnissi site prat fuga. Millab id que expliti
orestru ptatendantem rehenimi, quam con.

Text Highlight
(Futura PT Demi)

I porrorectur, quiam quam, seque lacia venim
quam et am **animusa ducitinciet is dipsam
dolupta dolores** tibusame doloreptatur am
quis non et re omniet quiantion estium dolutem
rereperatet volor sum etur recitassi volor aute
net aut labori conserero dolo quaestisquo
mi, alia simaio dolorem non nimpore ero
eiumNon niatis con pedis rest, to quat.

Button
(Futura PT Bold)

Example Button

Brand Application

Application

Here are examples of how the KultureCity® brand can be applied across certain pieces of stationery and digital platforms.



Make the
Nevers
Possible

sensoryteam@kulturecity.org | www.kulturecity.org



Programs

Partners

News and Events

About Us

Donate Today

The nation's leading nonprofit on
sensory accessibility and acceptance.

Learn More



The nation's
leading nonprofit
on sensory
accessibility and
acceptance.

Learn More



IMPACT
REPORT
2023



BRITTANY PAGE
Chief Development Officer

✉ Brittany@kulturecity.org

☎ 678.447.6316



kulturecity.org

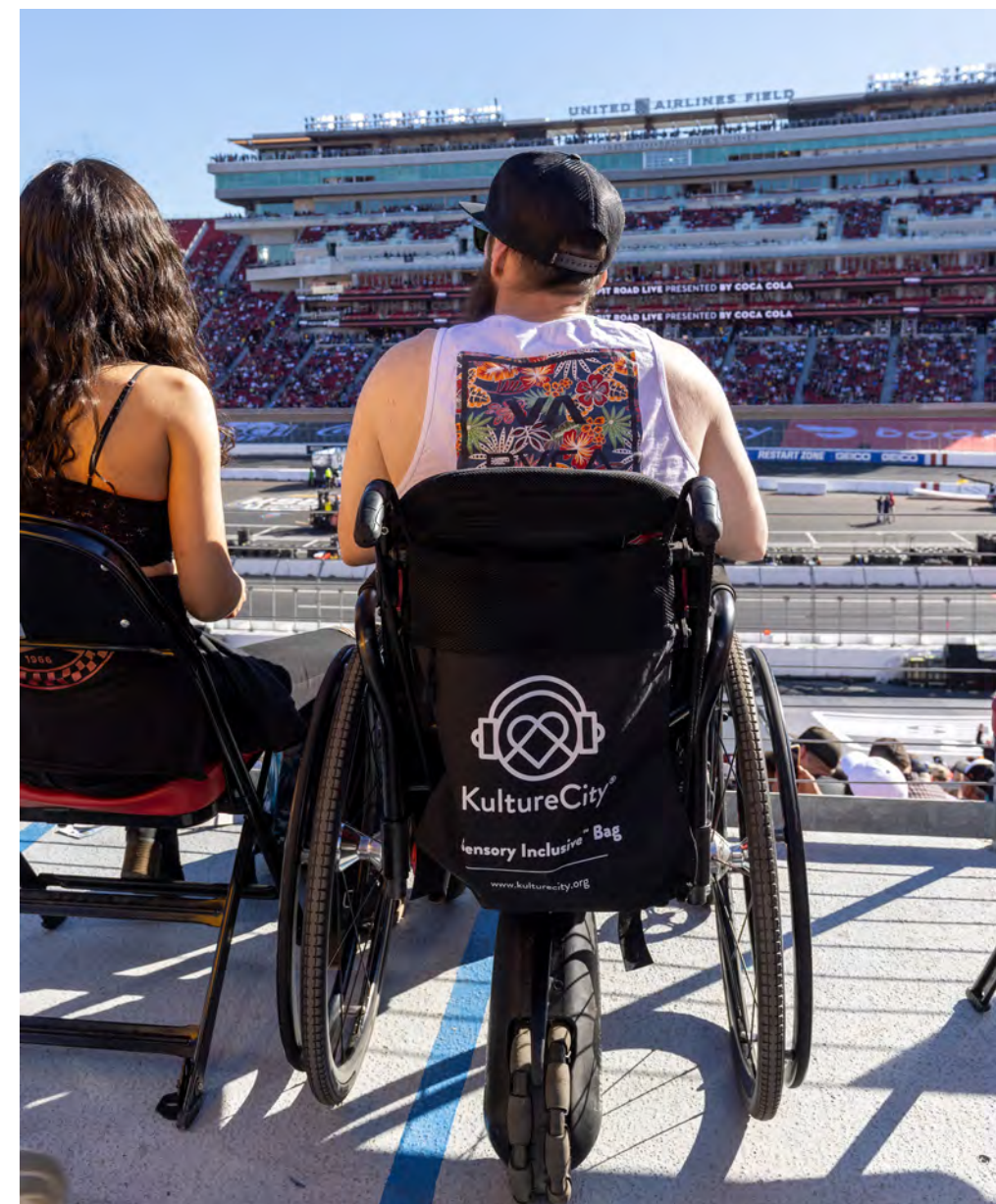
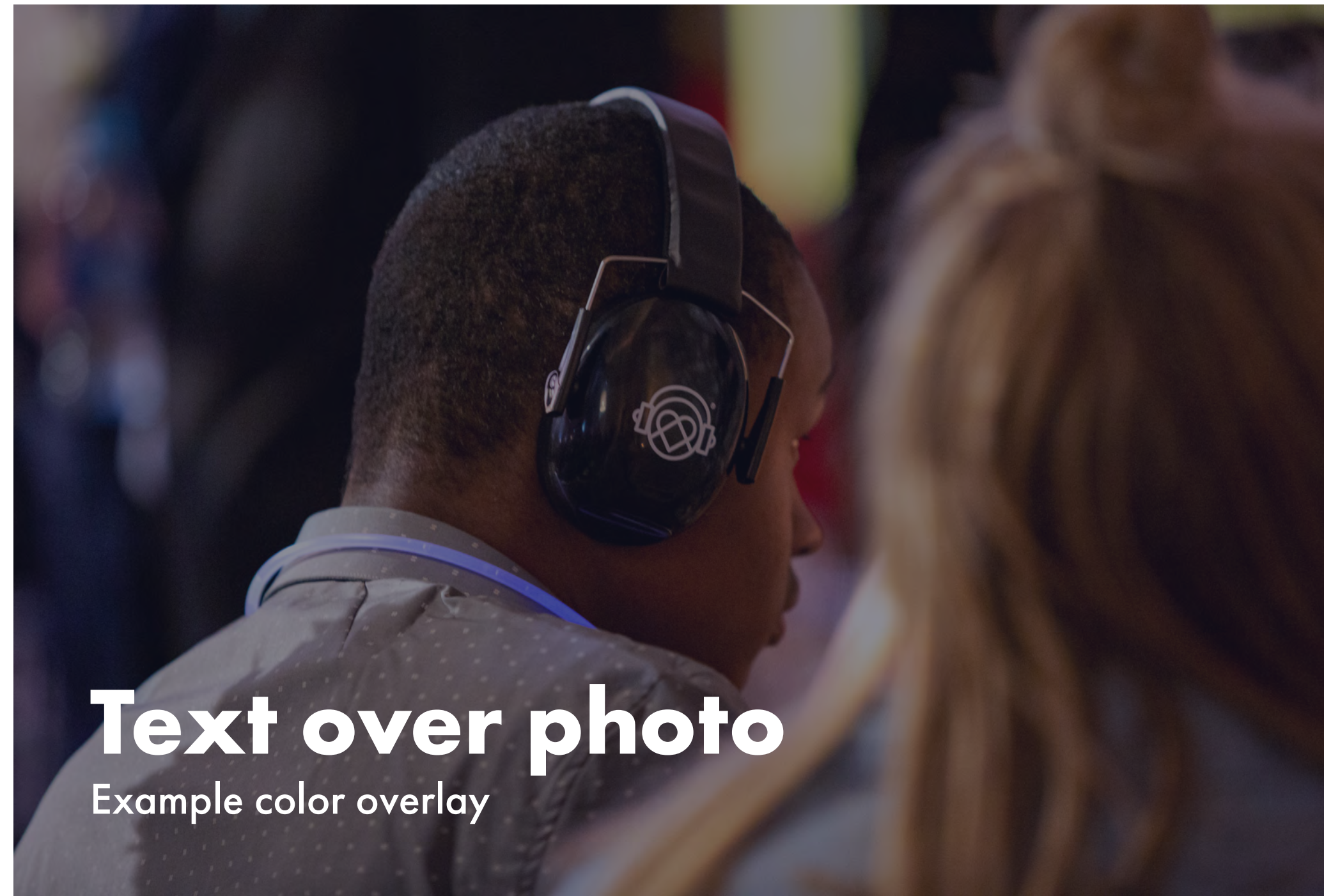
Photography

Style

Photography style should be focused on people and the high quality services that we provide.

People are our main focus in all that we do and this is something that needs to be seen and portrayed via our photography choices.

When overlaying text on photos, use white text and the primary color listed in our color section with a transparency suitable for seeing both the text and image.



Further Information

If you require any further assistance with our brand, or would like more information on what we do, then please contact us on:

support@kulturecity.org

