



Marketing Kit

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The Approach

In *AlegreMENTE | Happy Brain: Celebrating Early Connections* visitors celebrate early connections together in a whimsical forest full of families of all kinds, both human and animal!

Each interactive in *AlegreMENTE | Happy Brain: Celebrating Early Connections* is designed to engage young children and their caregivers. Kids play and adults learn about how simple, everyday interactions build social-emotional, language, cognitive, and motor skills. Caregivers explore alongside their children, discovering they're equipped with everything they need to support early brain development and build healthy connections with 0-6 year-olds.

Logotype: Color

For use on White or Grey Jr. colors



Option 1 - tagline



Option 2 - tagline

Logotype: B&W

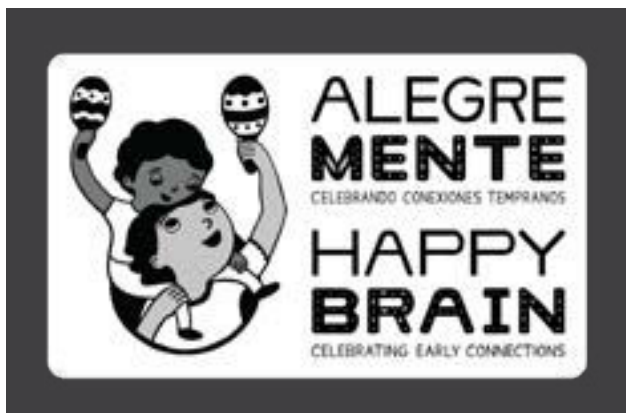
For when you can't use color



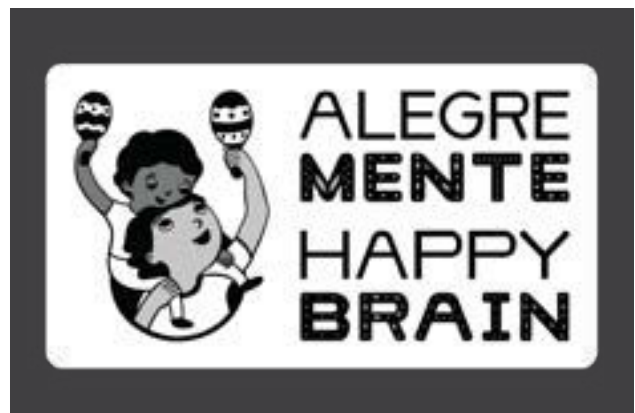
Option 1 - tagline



Option 2 - tagline



Option 3 - tagline



Please Avoid

To ensure the quality, consistency, and integrity of the logo, there are things you can and cannot do with it. Here are some examples of what **not** to do.



Never rotate elements in the logo.



Never add a box around the logo.



Never rearrange the elements.



Never stack the headline.

Clear Space

The logo needs clear space in order to maintain legibility in every application. In this case, space equal to the height of the capital "A" is indicated by a grey box. The dotted line shows the area in which any other elements must not be placed.



Minimum Size

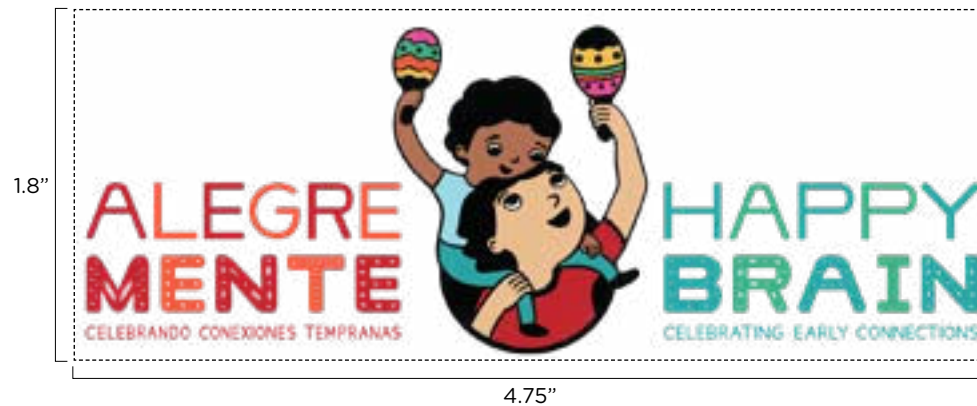
The minimum width for print applications is 2.5" without the tagline, 4.75" with the tagline.

The minimum width for digital applications is 115px at 72 dpi without the tagline, 342px at 72dpi with the tagline.



For print without tagline, the minimum width is 2.5"

For digital without tagline, the minimum width is 115px



For print with tagline, the minimum width is 2.5"
For digital with tagline, the minimum width is 342px

Color Palette

Yellow

c (cyan)	8
m (magenta)	24
y (yellow)	78
k (black)	0
r (red)	255
g (green)	198
b (blue)	82
hex #	ffc652

Purple

c (cyan)	39
m (magenta)	94
y (yellow)	7
k (black)	0
r (red)	165
g (green)	52
b (blue)	139
hex #	a5348b

Green

c (cyan)	72
m (magenta)	7
y (yellow)	62
k (black)	0
r (red)	65
g (green)	174
b (blue)	133
hex #	41ae85

Blue

c (cyan)	77
m (magenta)	14
y (yellow)	39
k (black)	0
r (red)	30
g (green)	164
b (blue)	164
hex #	1ea4a4

Red

c (cyan)	17
m (magenta)	98
y (yellow)	91
k (black)	7
r (red)	193
g (green)	39
b (blue)	46
hex #	c1272e

Orange

c (cyan)	2
m (magenta)	80
y (yellow)	82
k (black)	0
r (red)	235
g (green)	90
b (blue)	62
hex #	eb5a3e

Typography

Typography plays an important role in establishing and maintaining consistency within the marketing campaign. All marketing collateral utilizes two fonts: RooneySans Heavy for primary headlines, and Avenir Medium for secondary headlines and body text.

RooneySans Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890 !@#\$%^&*()

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890 !@#\$%^&*()?

Hero Image



Advertising Credit

All advertising must include the OMSI logo. The full exhibition title must be prominently displayed on all promotional and educational materials, advertising, signage, and websites, as well as any other exhibition-related print and electronic collateral materials not specifically mentioned herein. The full exhibition title will always precede and be the same in size or larger than any local sponsor credit line and/or logo. Any questions regarding credit lines will be resolved by OMSI.

OMSI Logos



Color

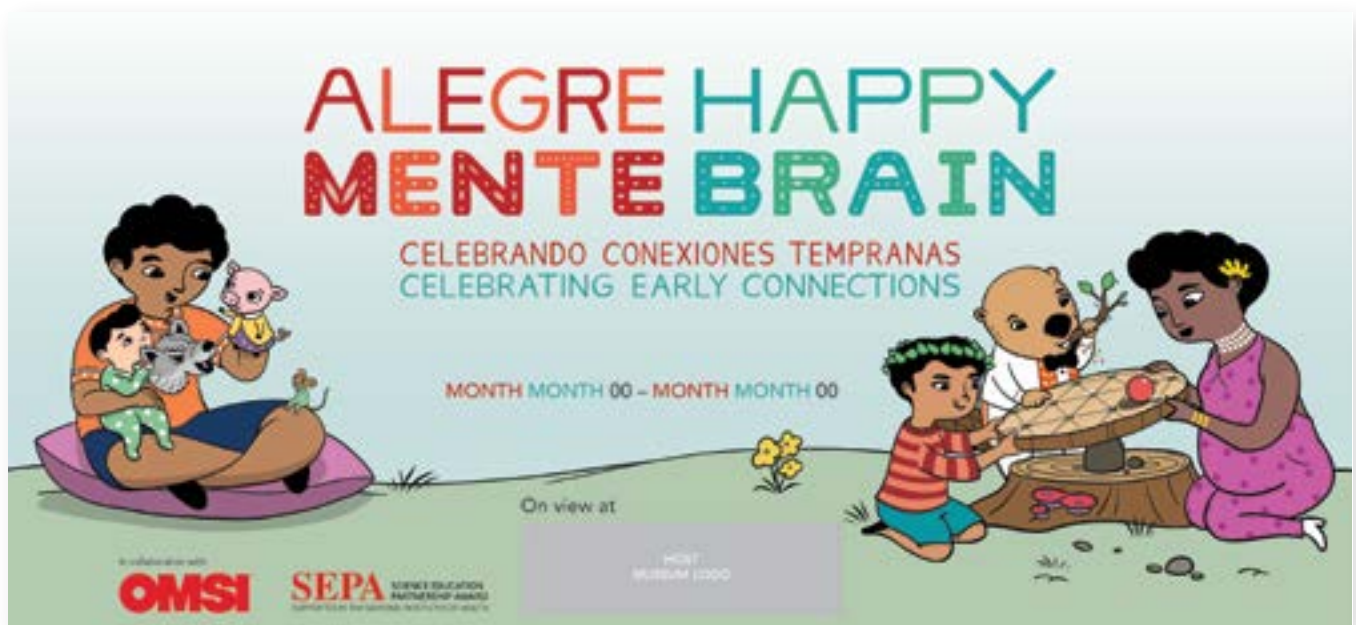


Black


Billboards



Option 1



Option 2



ALEGRE MENTE HAPPY BRAIN

HOST MUSEUM LOGO

MONTH MONTH 00 – MONTH MONTH 00

CELEBRANDO CONEXIONES TEMPRANAS
¡Únete a nosotros en un bosque mágico para jugar y aprender cómo las interacciones simples y cariñosas construyen un cerebro saludable para toda la vida!

CELEBRATING EARLY CONNECTIONS
Join us in a whimsical forest to play and learn about how simple, loving interactions build brain health for a lifetime!

In collaboration with
OMSI **SEPA** SEPA

Option 1



ALEGRE MENTE HAPPY BRAIN

CELEBRANDO CONEXIONES TEMPRANAS | **CELEBRATING EARLY CONNECTIONS**


¡Únete a nosotros en un bosque mágico para jugar y aprender cómo las interacciones simples y cariñosas construyen un cerebro saludable para toda la vida!

Join us in a whimsical forest to play and learn about how simple, loving interactions build brain health for a lifetime!

MONTH MONTH 00 – MONTH MONTH 00

HOST
MUSEUM LOGO

In collaboration with
OMSI **SEPA** OF THE UNIVERSITY OF CALIFORNIA, SAN DIEGO



Option 2

Rack Cards: 4" x 9"



Front



Back Option 1

Rack Cards: 4" x 9"



CELEBRANDO CONEXIONES TEMPRANAS

¡Únete a nosotros en un bosque mágico para jugar y aprender cómo las interacciones simples y cariñosas construyen un cerebro saludable para toda la vida!

CELEBRATING EARLY CONNECTIONS

Join us in a whimsical forest to play and learn about how simple, loving interactions build brain health for a lifetime!



Back Option 2



CELEBRANDO CONEXIONES TEMPRANAS

¡Únete a nosotros en un bosque mágico para jugar y aprender cómo las interacciones simples y cariñosas construyen un cerebro saludable para toda la vida!

CELEBRATING EARLY CONNECTIONS

Join us in a whimsical forest to play and learn about how simple, loving interactions build brain health for a lifetime!



Back Option 3

Invitation: 5" x 7"

ALEGRE HAPPY MENTE BRAIN

SPANISH YOU'RE INVITED! YOU'RE INVITED!

CELEBRANDO CONEXIONES TEMPRANAS CELEBRATING EARLY CONNECTIONS

Spanish Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed do eiusmod
tempor incididunt ut labore et dolore.

English Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed do eiusmod
tempor incididunt ut labore et dolore.

DATE DATE 00 00 00 TIME TIME 0:00pm-0:00pm

RSVP RSVP firstname.lastname@museum.org

HOST
MUSEUM LOGO



In collaboration with
OMSI

SEPA SCIENCE EDUCATION
PARTNERSHIP AWARD
AWARDED BY THE NATIONAL ACADEMY OF SCIENCES



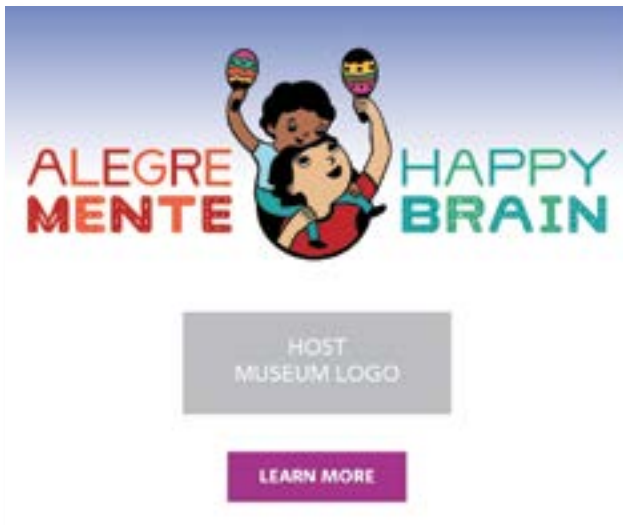
Digital Ads (Various Sizes)



320px x 50px Option 1



320px x 50px Option 2



320px x 250px Option 1

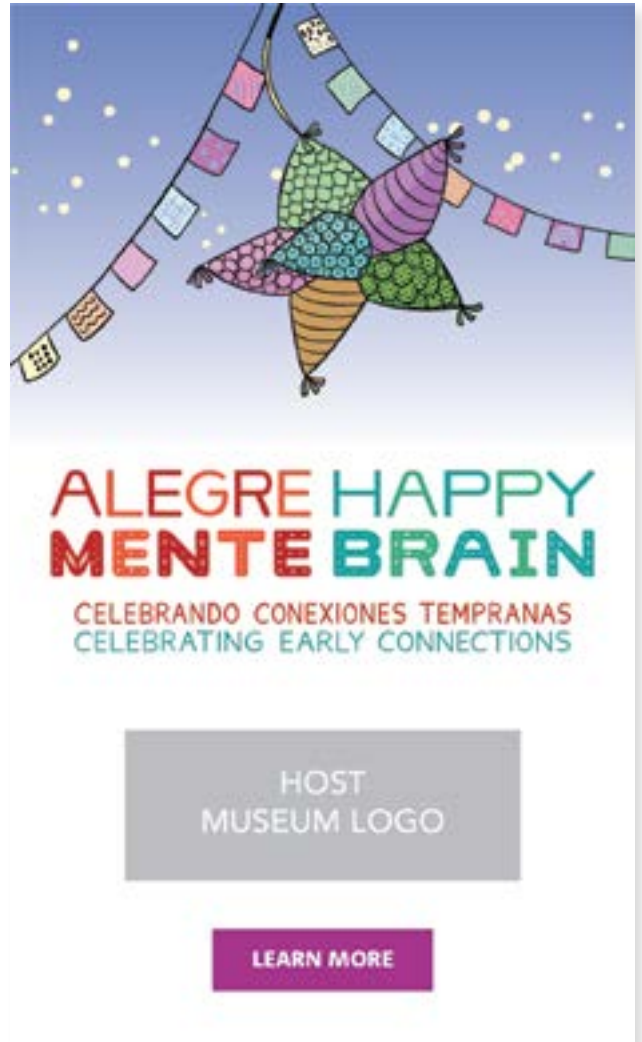


320px x 250px Option 2

Digital Ads (Various Sizes)



240px x 400px Option 1



240px x 400px Option 2

Sample Exhibit Descriptions

100 Words

En *AlegreMENTE | Happy Brain: Celebrando las conexiones tempranas* ¡Los visitantes celebran las conexiones cariñosas y divertidas juntos en un bosque mágico lleno de familias de todo tipo, tanto humanas como animales! Cada exhibición interactiva en *AlegreMENTE | Happy Brain: Celebrando las conexiones tempranas* está diseñada para involucrar a los niños pequeños y sus cuidadores. Los niños juegan y los adultos aprenden cómo sus interacciones simples y diarias apoyan sus habilidades socioemocionales, lingüísticas, cognitivas y motoras. Los cuidadores exploran junto a sus hijos a través del baile, cuentos y más, y descubren que están preparados con todo lo que necesitan para apoyar el desarrollo temprano del cerebro y establecer conexiones saludables con niñas y niños de 0 a 6 años.

In *AlegreMENTE | Happy Brain: Celebrating Early Connections* visitors celebrate loving, playful connections together in a whimsical forest full of families of all kinds, both human and animal! Each interactive in *AlegreMENTE | Happy Brain: Celebrating Early Connections* is designed to engage young children and their caregivers. Kids play and adults learn about how simple, everyday interactions build social-emotional, language, cognitive, and motor skills. Caregivers explore alongside their children through dance, storytelling, and more, discovering they're equipped with everything they need to support early brain development and build healthy connections with 0-6 year-olds.

Sample Exhibit Descriptions

50 Words

En *AlegreMENTE* | *Happy Brain: Celebrando las conexiones tempranas*, los visitantes celebran las conexiones cariñosas y divertidas juntos en un bosque mágico lleno de familias de todo tipo, itanto humanos como animales! Los cuidadores exploran junto a sus hijos a través del baile, los cuentos y más, y descubren que están preparados con todo lo que necesitan para apoyar el desarrollo temprano del cerebro y establecer conexiones saludables en niñas y niños de 0 a 6 años.

In *AlegreMENTE* | *Happy Brain: Celebrating Early Connections* visitors celebrate loving, playful connections together in a whimsical forest full of families of all kinds, both human and animal! Caregivers explore alongside their children through dance, storytelling, and more, discovering they're equipped with everything they need to support early brain development and build healthy connections with 0-6 year-olds.

Press Release



La última incorporación al programa educativo de [Nombre de la organización] es una exhibición bilingüe en español e inglés que busca educar a los visitantes sobre el desarrollo temprano del cerebro en los niños pequeños. Ahora abierto al público, *AlegreMENTE | Happy Brain: Celebrando conexiones tempranas* transporta a visitantes de todas las edades a un bosque mágico con familias de todo tipo, itanto humanas como animales! La exhibición se centra en los conceptos básicos del desarrollo temprano del cerebro utilizando características interactivas que incluyen una mesa ajustable iluminada, una pista de baile, un juego para contar historias creativas y un área divertida para bebés.

Desarrollado y producido por el Oregon Museum of Science and Industry (OMSI), *AlegreMENTE | Happy Brain* ofrece una exhibición interactiva y totalmente inmersiva en la que las niñas y los niños juegan y los adultos aprenden cómo las interacciones diarias y simples desarrollan las habilidades socioemocionales, lingüísticas, cognitivas y motoras para toda la vida. Esto permite a las y los cuidadores explorar junto con sus niñas y niños, descubriendo que ya están equipados con todo lo que necesitan para apoyar el desarrollo temprano del cerebro y construir conexiones saludables.

“Dado que las relaciones e interacciones sólidas y positivas con las y los cuidadores son la parte más importante del desarrollo temprano del cerebro, estábamos realmente concentradas en cómo hacer que la exhibición fuera atractiva para todas las edades”, dijo Cecilia Nguyen, desarrolladora de exhibiciones en OMSI. “En particular, queríamos brindar muchas oportunidades para que los adultos interactúen con sus pequeñas y pequeños”. Con el fin de crear un entorno totalmente inmersivo, OMSI colaboró con la ilustradora Johanna Kim para desarrollar personajes, escenarios e ilustraciones originales.

“Cuando era joven, me encantaba escuchar las historias de mi madre. Sus palabras cobraron vida en mi mente, provocando imágenes, sonidos e incluso olores que alimentaron mi imaginación.

Press Release



Espero que las y los visitantes de *AlegreMENTE* tengan una experiencia similar”, dijo Kim. “En última instancia, los personajes son, como las palabras de mi madre, un trampolín para que las niñas y niños y sus cuidadores jueguen, exploren e inventen sus narrativas propias y únicas”.

AlegreMENTE | Happy Brain está a la vista [duración de la exhibición].

Acerca de OMSI

Fundado en 1944, el Oregon Museum of Science and Industry (OMSI) es uno de los principales museos de ciencia del país, una atracción turística de clase mundial y un recurso educativo galardonado para la niña o el niño que llevamos dentro. OMSI opera el programa de museos más grande del país de educación científica al aire libre y ofrece programas de viajes y alcance comunitario que brindan oportunidades de aprendizaje de las ciencias a las escuelas y organizaciones comunitarias en casi todos los condados de Oregón. OMSI está ubicado en 1945 SE Water Avenue, Portland, OR 97214. Para obtener información general, llame al 503.797.4000 o visite omsi.edu. Conéctese con el museo por Facebook, Twitter e Instagram.

Press Release



The newest addition to [Organization Name's] educational repertoire is a bilingual Spanish/English exhibition that seeks to educate visitors about early brain development in young children. Now open to the public, *AlegreMENTE | Happy Brain: Celebrating Early Connections* transports visitors of all ages to a whimsical forest filled with families of all kinds, both human and animal! The exhibit focuses on the basics of early brain development using interactive features including a light-up tilt table, a dance studio, a creative storytelling game, and a fun infant area.

Developed and produced by the Oregon Museum of Science and Industry (OMSI), *AlegreMENTE | Happy Brain* offers a fully immersive, interactive exhibit where kids play and adults learn about how simple, everyday interactions build social-emotional, language, cognitive, and motor skills for a lifetime. This enables caregivers to explore alongside their children, discovering they're equipped with everything they need to support early brain development and build healthy connections.

"Since strong, positive relationships and interactions with caregivers and parents are the most important part of early brain building, we were really focused on how to make the exhibition inviting for all ages," said Cecilia Nguyen, exhibit developer at OMSI. "In particular, we wanted to provide a lot of opportunities for grownups to interact with their young children." In order to create a fully immersive environment, OMSI collaborated with illustrator Johanna Kim to develop original characters, settings, and illustrations.

"When I was young, I loved listening to my mom's stories. Her words came to life in my mind, sparking images, sounds, and even smells that fueled my imagination. I hope that visitors to *AlegreMENTE* have a similar sort of experience," said Kim. "Ultimately, the characters are, like my mom's words, a springboard for kids and their caregivers to play, explore, and invent their own unique narratives."

AlegreMENTE | Happy Brain is on view [duration of exhibit].

Press Release



About OMSI

Founded in 1944, the Oregon Museum of Science and Industry (OMSI) is one of the nation's leading science museums, a world class tourist attraction, and an award-winning educational resource for the kid in each of us. OMSI operates the largest museum-based outdoor science education program in the country and provides traveling and community outreach programs that bring science learning opportunities to schools and community organizations in nearly every county in Oregon. OMSI is located at 1945 SE Water Avenue, Portland, OR 97214. For general information, call 503.797.4000 or visit omsi.edu. Connect with the museum on Facebook, Twitter, and Instagram.

Radio Scripts

15 Seconds:

¡Descubre cómo las interacciones cariñosas y divertidas fortalecen la salud del cerebro en [organización]! La exhibición más reciente, *AlegreMENTE | Happy Brain*, te lleva a un bosque mágico que celebra las conexiones simples y diarias a través del baile, los cuentos y más. ¡Del [fecha de inicio] al [fecha de finalización]! "

Discover how loving, playful interactions build brain health at [organization]! [Organization]’s newest exhibit, *AlegreMENTE | Happy Brain*, takes you into a whimsical forest celebrating simple, everyday connections through dance, storytelling, and more! Open [start date - end date]!

30 seconds:

"¡Ahora abierto en [organización], *AlegreMENTE | Happy Brain*, te lleva a viajar a través de un bosque mágico que celebra las conexiones de la primera infancia, donde los niños juegan y los adultos aprenden! ¡Descubre cómo las interacciones simples y diarias apoyan el desarrollo del cerebro para toda la vida a través del baile, los cuentos y más en [organización]! Del [fecha de inicio] al [fecha de finalización] "

Now open at [organization], *AlegreMENTE | Happy Brain* takes you on a journey through a whimsical forest celebrating early childhood connections where kids play and adults learn! Discover how simple, everyday interactions build brain health for a lifetime through dance, storytelling, and more at [organization]! Open [start date - end date].

Photography & Captions



Uno encima de otro | Stack It up



Piscina infantil | Infant Pool



Iluminado el cerebro | Lighting Up the Brain



Cuenteme un cuento | Tell Me a Tale



Fiesta alegre | Happy Dance



Piscina infantil | Infant Pool

Photography & Captions



Rinconcito de historias | Story Nook



Piscina infantil | Infant Pool



Reflexiones | Reflections



Reflexiones | Reflections



Fiesta alegre | Happy Dance



Recursos de Vroom | Vroom Resources

Photography & Captions



Cuenteme un cuento | Tell Me a Tale



Rinconcito de historias | Story Nook



Uno encima de otro | Stack It up



Rinconcito de historias | Story Nook



Reflexiones | Reflections



Uno encima de otro | Stack It up

Photography & Captions



Fiesta alegre | Happy Dance



Recursos de Vroom | Vroom Resources



Piscina infantil | Infant Pool



Piscina infantil | Infant Pool - Shoe bin



Uno encima de otro | Stack It up



Un espacio para compartir | A Space to Share