



Marketing Kit

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The Approach

Tracey the pencil dog and her crew of fun-loving friends guide visitors through a magical world in *Animationland*. Hands-on interactives reveal the secrets behind the art of animation, while big, bright environmentals create an immersive setting. Light tables for drawing and a variety of stop-motion stations allow visitors to explore how they too can use animation to tell their stories!

Creative Guidelines

Logotype: Color

For use on White or Grey Jr. colors



Wide

For use when you need the logo to pop!



Wide - Plate



Tall



Tall - Plate

Note: White, Grey Jr., and dark purple are the only approved background colors.

Note: the uppercase "I" changes color for better contrast on the purple background. Please use this version of the logo whenever using this background.

For use on White Background Only



Use this art when posting a character with the logo. This version of the logo does not have a "plate," and cannot go on any color other than white.

Logotype: B&W

For when you can't use color



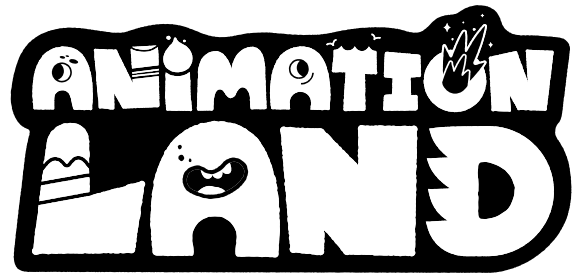
Wide



Wide - Plate



Tall



Tall - Plate

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 change the color of the characters or add additional colors.



Never make the logo all one color unless it's black and white.



Never move or rotate the characters or any other unapproved orientation.



Never change the color of the plate to a light color or any other unapproved color.

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

For minimum sized logos, please use the Tall Logotype. The minimum width for print applications is 1.25", and the minimum width for digital applications is 80px at 72 dpi.



For print, the minimum width is 1.25"



For digital, the minimum width is 80px

Color Palette

Tracy Yellow

c (cyan)	8
m (magenta)	21
y (yellow)	100
k (black)	0
r (red)	236
g (green)	194
b (blue)	24
hex #	ecc21c

Kari Orange

c (cyan)	0
m (magenta)	57
y (yellow)	100
k (black)	0
r (red)	246
g (green)	136
b (blue)	31
hex #	f6881f

Uno Red

c (cyan)	5
m (magenta)	82
y (yellow)	97
k (black)	0
r (red)	228
g (green)	84
b (blue)	41
hex #	e45429

Inky Purple

c (cyan)	65
m (magenta)	62
y (yellow)	0
k (black)	0
r (red)	108
g (green)	108
b (blue)	178
hex #	6c6cb2

Deep Blue

c (cyan)	90
m (magenta)	59
y (yellow)	45
k (black)	27
r (red)	28
g (green)	81
b (blue)	99
hex #	1c5163

Blub-Glub Blue

c (cyan)	53
m (magenta)	0
y (yellow)	9
k (black)	3
r (red)	103
g (green)	195
b (blue)	217
hex #	67c3d9

Drop Teal

c (cyan)	42
m (magenta)	2
y (yellow)	27
k (black)	0
r (red)	147
g (green)	208
b (blue)	196
hex #	93d0c4

Grey Jr.

c (cyan)	4
m (magenta)	2
y (yellow)	4
k (black)	0
r (red)	243
g (green)	243
b (blue)	239
hex #	f3f3ef

Grey Sr.

c (cyan)	0
m (magenta)	0
y (yellow)	0
k (black)	60
r (red)	128
g (green)	130
b (blue)	133
hex #	808285

Typography

Typography plays an important role in establishing and maintaining consistency within the marketing campaign. All marketing collateral utilizes two fonts: Odudo Soft Bold for primary headlines, and Gotham Rounded for secondary headlines and body text.

You can purchase Odudo Soft Bold [here](#).

You can purchase Gotham Rounded [here](#).

Odudo Soft Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

Gotham Rounded Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

Gotham Rounded Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

Typography

If Odudo Soft Bold or Gotham Rounded are both unavailable, please use Varela Round, which is available through Google Fonts.

You can download Varela Round for free [here](#).

Varela Round

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

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

Tagline

The tagline is displayed in title case in Odudo Soft Bold.

Discover Your Story!

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

Advertising

HOST
MUSEUM LOGO

Now Open:
January 25 – March 30

Discover Your Story!



In collaboration with
OMSI

Sponsored by



Discover Your Story!

Now Open: January 25 – March 30

HOST
MUSEUM LOGO

In collaboration with
OMSI

Sponsored by

Now
Open!

ANIMATION LAND

Discover Your Story!

Join Tracey the pencil dog and her crew on a fantastically immersive journey to create stories using art and science. Channel your creativity using animation basics such as storyboarding, sketching, stop-motion movie making, and more!

January 25 – March 30

HOST
MUSEUM LOGO

In collaboration with

OMSI

Sponsored by





Discover Your Story!

Now Open:
January 25 – March 30

HOST
MUSEUM LOGO



A world of inspiration!

Join Tracey the pencil dog and her crew on a fantastically immersive journey to create stories using art and science.

Channel your creativity using animation basics such as storyboarding, sketching, stop-motion movie making, and more!



In collaboration with



Sponsored by



Invitation: 5" x 7" (option 1)



You're Invited!

Join Tracey the pencil dog and her crew on a fantastically immersive journey to create stories using art and science. Channel your creativity using animation basics such as storyboarding, sketching, stop-motion movie making, and more!

Date 00 00 19 **Time** 6:30pm - 9:30pm
RSVP firstname.lastname@museum.org

HOST
MUSEUM LOGO

In collaboration with
OMSI

Sponsored by

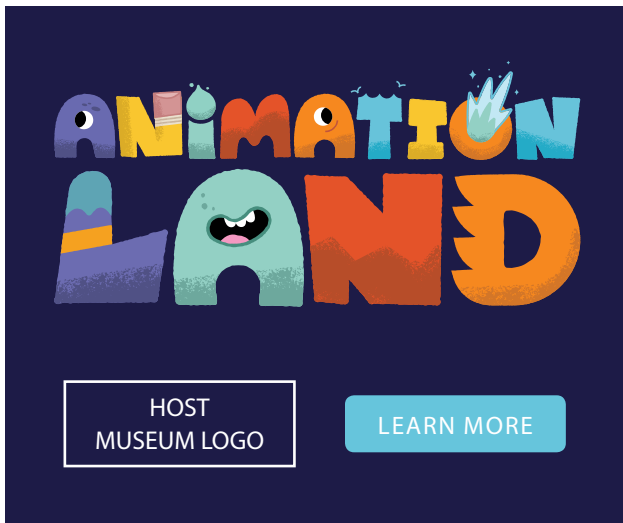

Invitation: 5" x 7" (option 2)



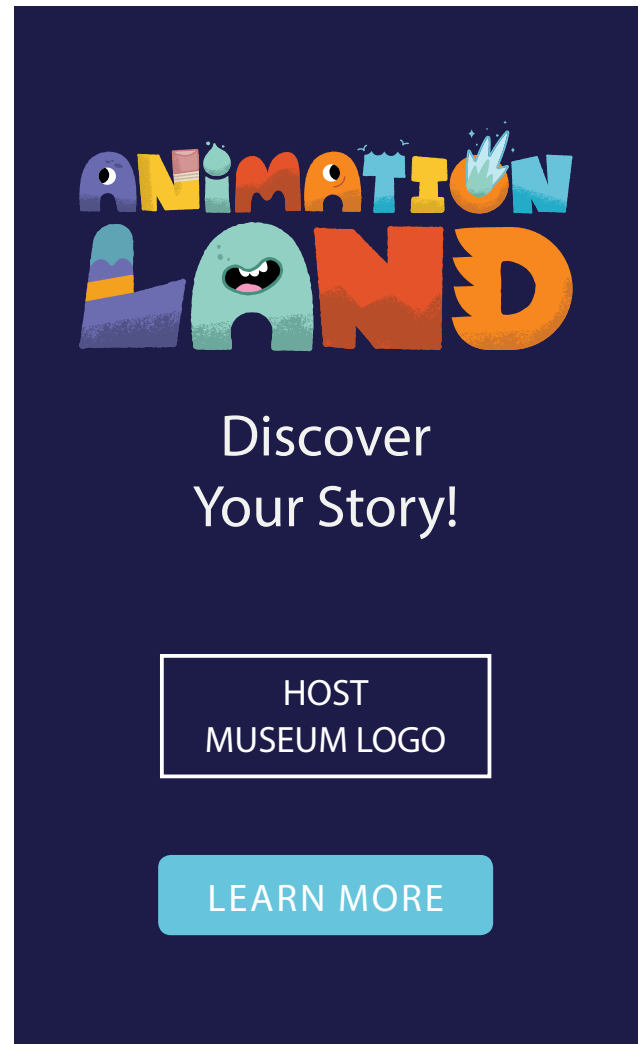
Digital Ads (Various Sizes)



320px x 50px



300px x 250px



240px x 400px

Press Materials

Sample Exhibit Descriptions

100 Words

Join Tracey the pencil dog and her crew—Rooth, Drop, Inky, Uno, and Kari—on a fantastically immersive journey to create stories using science and imagination. Dive into the world of storytelling and channel your creativity to develop your own animated production using storyboarding, sketching, stop-motion movie making, and more! The quirky cast of characters and hands-on interactives break down the process step-by-step to reveal how animated features are created. *Animationland* empowers visitors of all ages to experiment, learn, and tell their own stories through animation.

50 Words

Join Tracey the pencil dog and her crew—Rooth, Drop, Inky, Uno, and Kari—on a fantastically immersive journey to create stories using science and imagination. Channel your creativity and develop your own animated masterpiece using animation basics like storyboarding, sketching, stop-motion movie making, and more!



Breaking down the art and science of animation with *Animationland*

Tracey the pencil dog and her crew guide visitors through the basics of turning a story into an animation at [Organization Name]'s newest exhibit.

[DATELINE] — The newest addition to [Organization Name] educational repertoire is an exhibit that seeks to educate visitors about the art and science of animation. Now open to the public, *Animationland* transports visitors of all ages to a fantastical land with a quirky cast of characters where inspiration is everywhere!

The exhibit focuses on the basics of the animation process using interactive features including a sketching studio, a sound effects booth and the opportunity to plan and star in a stop-motion production.

“Animationland is a vibrant, whimsical place where kids and adults can get lost in the creative process, even if they’ve never thought of themselves as artists,” said Catherine Diaz, exhibit business development manager at OMSI. *“The exhibit provides visitors with the opportunity to experiment with animation, then walk away with the knowledge and skills to do it at home. It’s a DIY experience!”*

Developed and produced by the Oregon Museum of Science and Industry (OMSI), *Animationland* offers a fully immersive, interactive exhibit where guests learn to incorporate animation skills into the creation process. This enables guests to understand the interplay that occurs between art and science and how they can apply those skills to tell their own stories in unique and dynamic ways.

“We want everyone to feel welcome and inspired to draw and animate their own creations,” said Cecilia Nguyen, exhibit developer at OMSI. *“Animation is an extremely effective way to engage people with math and science, especially those who don’t see themselves as interested or motivated to learn in those areas.”*

Press Release



In order to create a fully immersive environment, OMSI collaborated with expert creative studio Jolby & Friends to develop original characters, illustrations, and animation.

“When we started to sketch our ideas for the cast of characters, we knew we wanted them to be simple enough for anyone to draw. Each character has a defining visual characteristic and an attitude that gives them meaning in *Animationland*,” said Colby Nichols, creative director and partner at Jolby & Friends. “When we were kids, we wanted to become artists and animators, so we put ourselves in that mindset and created a world in which we knew kids would want to play.”

Animationland is on view [duration of exhibit].

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.

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Radio Scripts

15 Seconds:

Channel your creativity with art and science at [organization]! [Organization]'s newest exhibit, *Animationland*, takes you behind the scenes of animation and even lets you star in your own movie! Open [start date - end date]!

30 seconds:

Now open at [organization], *Animationland* takes you on a fantastically immersive journey where you can create anything you dream up! Discover how art and science collide on a behind-the-scenes look at the animation process and star in your own movie! Open [start date - end date].

Photography & Captions



Animationland is an exciting hands-on exhibit that immerses guests in a cartoon world that explores the art & science of animation.



Step through a magical doorway into Tracey's Studio, where you can learn about the art & science of animation!



Sketch the lovable characters that live in Animationland or create original characters to tell your own story through animation.



Sketch the lovable characters that live in Animationland or create original characters to tell your own story through animation.



Learn the basics of storyboarding in Animationland, an interactive exhibit that explores the fascinating world of animation art & science!!



Visitors pose with Tracey the pencil dog in Animationland, an interactive exhibit that explores the fascinating world of animation art & science!

Photography & Captions



Sketch the lovable characters that live in Animationland or create original characters to tell your own story with animation.



Sketch the lovable characters that live in Animationland or create original characters to tell your own story with animation.



Visitors share their character creations in Animationland, an interactive exhibit that explores the fascinating world of animation art & science!



Visitors share their character creations in Animationland, an interactive exhibit that explores the fascinating world of animation art & science!



In Animationland the Picture after Picture interactive lets visitors experiment with different animation frame rates in real time!



Visitors pose in the Prickle Desert in Animationland, an interactive exhibit that explores the fascinating world of animation art & science!

Photography & Captions



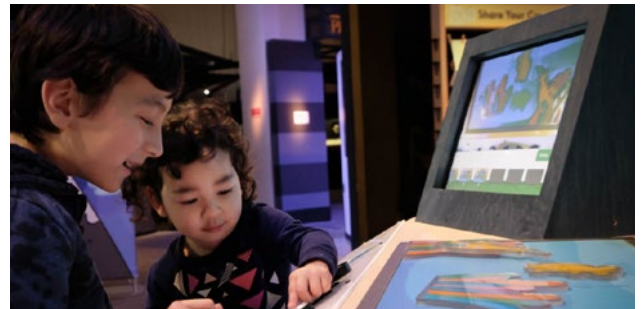
In Animationland, Prickle Desert introduces visitors the early animation and the basics of the craft.



In Animationland visitors can play with a replica of an early animation tool - the mutoscope - and watch as a seemingly static story comes to life!



In Animationland a variety of stop-motion stations allow visitors to explore how they too can use animation to tell their own stories.



In Animationland stop-motion stations allow visitors to explore how they too can use animation to tell their own stories.



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In Animationland a variety of stop-motion stations allow visitors to explore how they too can use animation to tell their own stories.

Photography & Captions



Visitors get the chance to star in their own stop-motion animation in Animationland's Plan and Pose interactive!



In Animationland's Foley Studio visitors use a variety of noise-making tools to add sound effects to an original animation!



In Animationland's Foley Studio visitors use a variety of noise-making tools to add sound effects to an original animation!



In Animationland's Foley Studio visitors use a variety of noise-making tools to add sound effects to an original animation!



Visitors can pose at the Comfort Peaks photo op in Animationland, an interactive exhibit that explores the fascinating world of animation art & science!



Visitors pose at the Comfort Peaks photo op in Animationland, an interactive exhibit that explores the fascinating world of animation art & science!