

# Brand Guidelines

by Kelly Patricia

## Contents

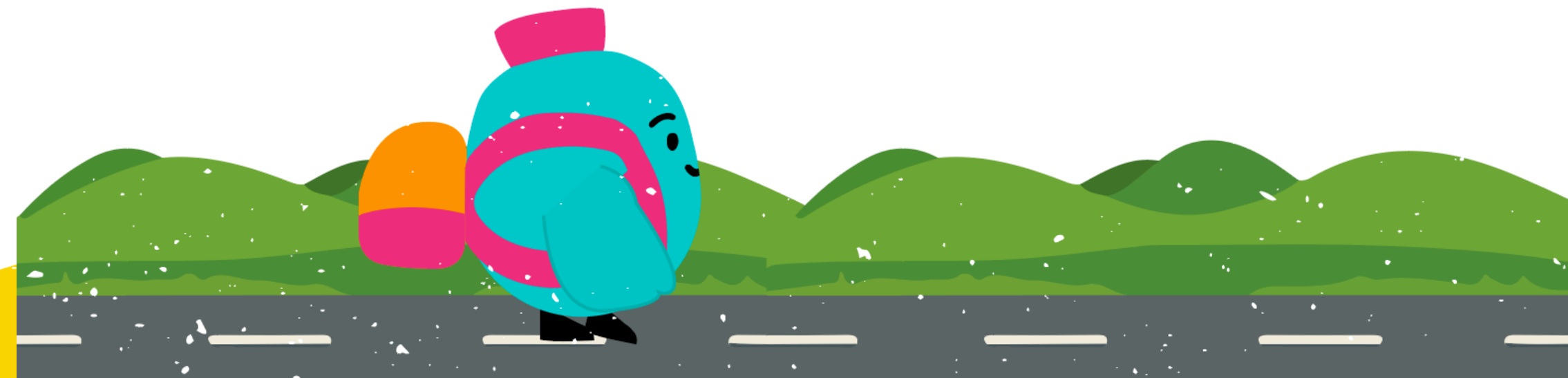
01 - Our Brand Story  
02 - Brand Personality  
03 - Brand Vision  
04 - Brand Logo  
05 - Logo Versions  
06 - Logo Positioning  
07 - Logo Usage

08 - Logo Minimum Size  
09 - Logo Incorrect Use  
10 - Typeface  
11 - Color Palette  
12 - Brand Elements  
14 - Imagery  
15 - Brand Assets

## our Brand Story

Treasure Funt is an event created specially for kids to learn about history in Fort Canning which was packed in an immersive and exciting treasure hunt experience.

**Where there's a hunt, there's fun!**





# BraNd PersoNality

## **FUN**

We want to change the mindset that history is boring and bring it in fun and interactive ways.

## **DOWN TO EARTH**

We like to keep things real and sincere. We also love the connection between one and another.

## **EXCITING**

We would like to educate in an exciting ways.

2



# BraNd vision

3

## **We are breaking stereotypes about history**

which is draggy, heavy, boring, or old.

## **We are making it as an icon**

more than just an event.

## **We love stories**

and we love to connect with people. We believe that storytelling is an effective ways for kids to learn about history.

## Brand Logo

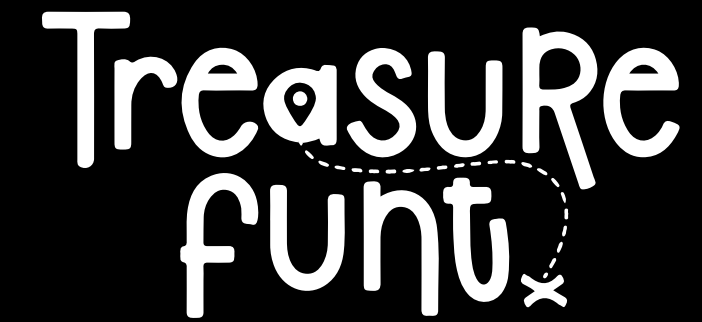


## Logo versions

We developed a black and white version of our logo, for special use where no other version will work. However, we prefer to use a color version of the logo wherever possible, so we only use the black or white version on top of images where a color version would not stand out enough.



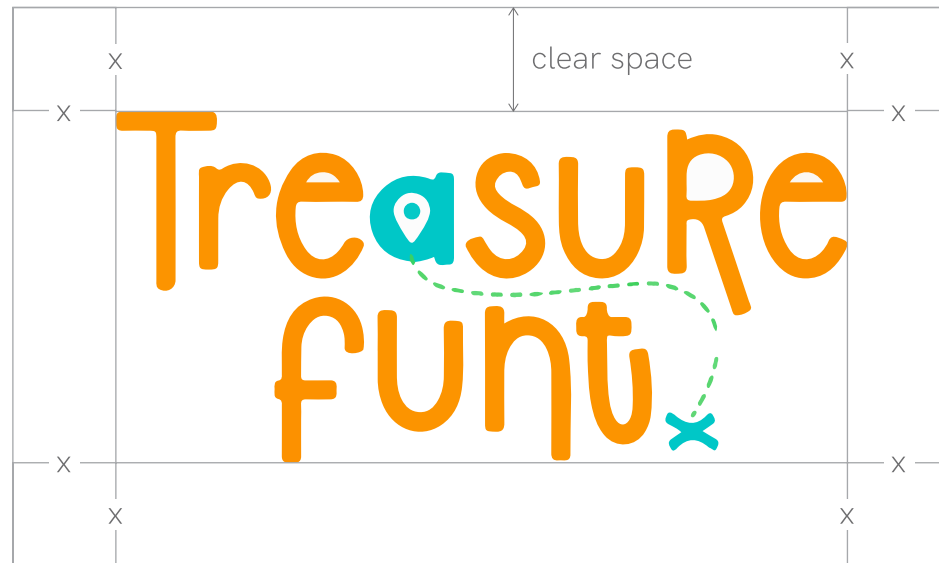
Treasure  
funt



Treasure  
funt

# logo positioniNg

## CLEAR SPACE



To ensure the logo is free of any visually distracting elements, a minimum clear space has been defined. To measure minimum space, use 'x' as a fixed variable for clarity.

## MINIMUM SIZE



When the logo is reduced in the size below the standards shown here, it becomes difficult to read.

# incorrect use

Keep our logo consistent throughout communications. Here are some examples of what should not be done.

These rules apply to all variants of our marks. The examples on the opposite are just for visual representation.



Don't tilt, distort, skew, or stretch the logo in anyway



Don't change the color of the logo



Don't re-type the logo in any other font



Don't encroach the minimum clear space



Don't add unnecessary embellishments



Don't alter the relationship in between logo

PRIMARY FONT

The Childrow

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

SECONDARY FONT

HK Grotesk

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz



SUNNY SIDE

HEX #F9D300

C	4
M	13
Y	100
K	0

R	249
G	211
B	0



BLUE SKY

HEX #00C8C8

C	70
M	0
Y	28
K	0

R	0
G	200
B	200



SHOCKING PINK

HEX #EB327E

C	0
M	94
Y	18
K	0

R	235
G	50
B	126



GREEN GRASS

HEX #3CD15B

C	68
M	0
Y	92
K	0

R	60
G	209
B	91



FRESH ORANGE

HEX #FE9300

C	0
M	50
Y	100
K	0

R	254
G	147
B	0

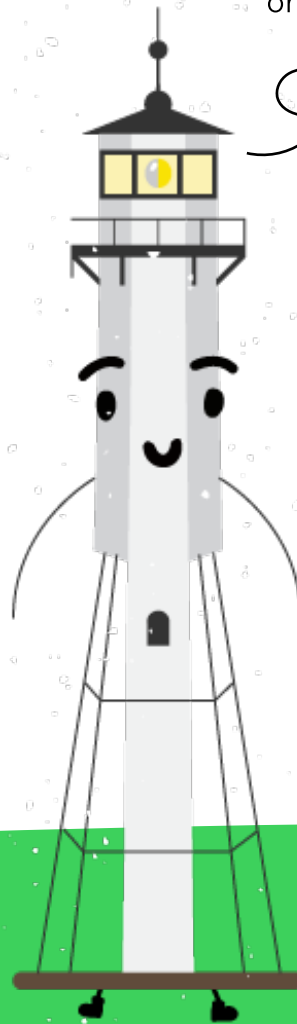
# Brand elements

These are the mascots of Treasure Funt. Each character is inspired by famous landmark that can be found at Fort Canning. They have their own story and personality.



**timbal**

Inspired from Timeball at southern slope of Fort Canning hill



**Lit Hau**

Inspired from The lighthouse on Fort Canning Hill

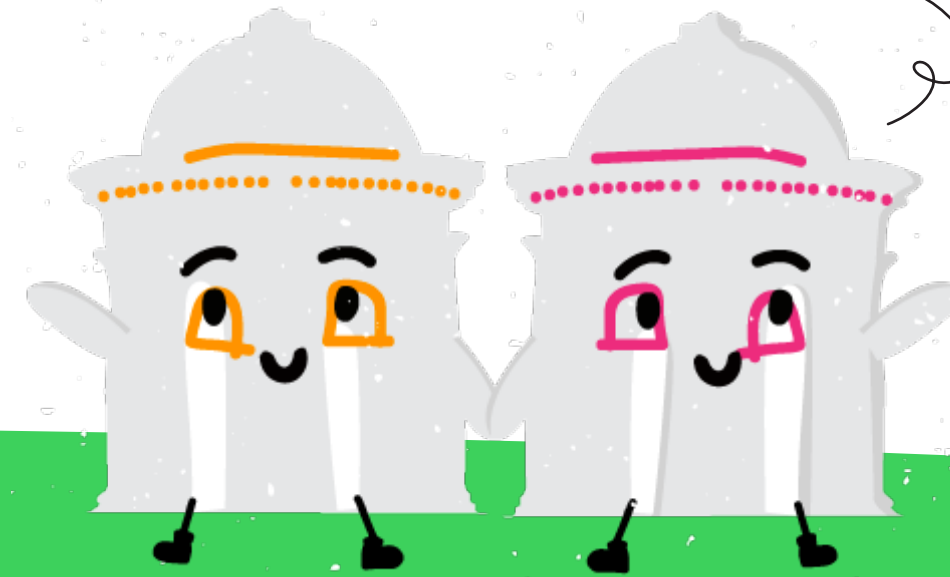


**NUT NUT**

Inspired from Nutmeg at Fort Canning Spice Garden

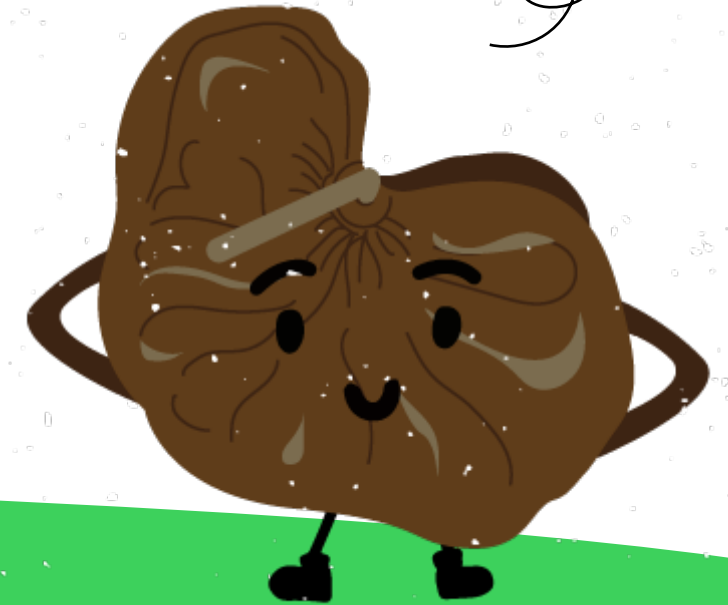
# Brand elements

These are the mascots of Treasure Funt. Each character is inspired by famous landmark that can be found at Fort Canning. They have their own story and personality.



**CUPOLAS TWINS**

Twin dome-shaped building located on Fort Canning Green



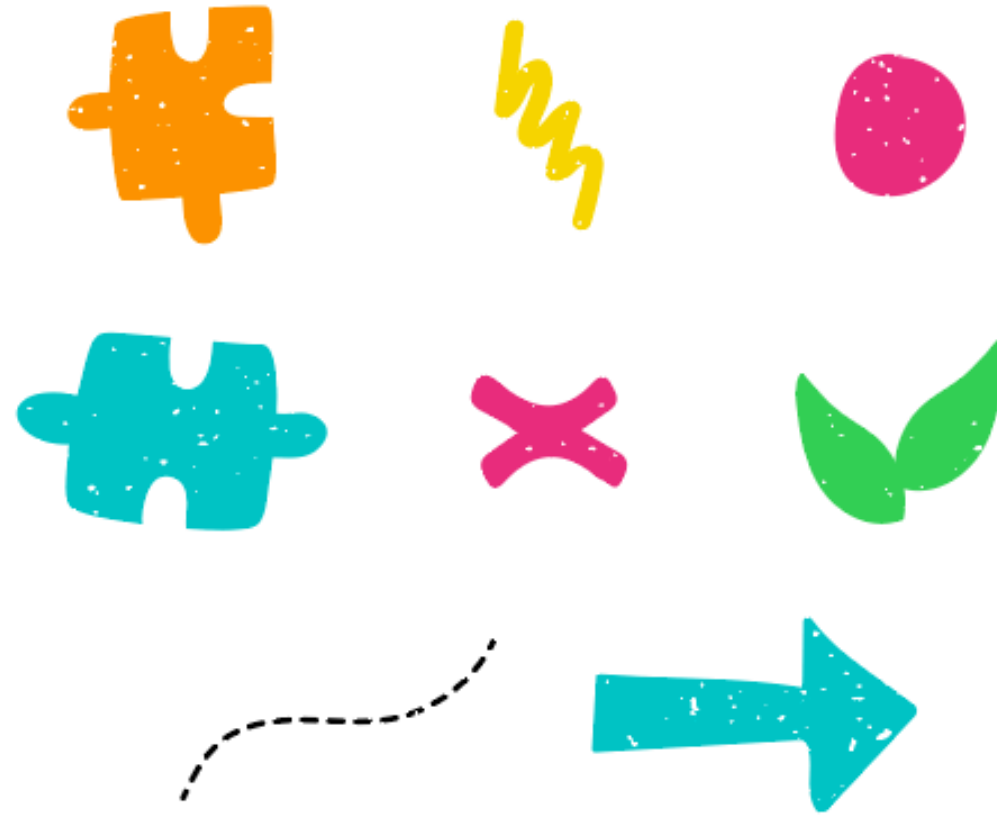
**epo**

Inspired from Heritage Tree (Ear-pod Tree)



# Brand elements

These are the decorative elements that can be used as secondary elements in the brand deliverables.



# Imagery

Treasure Funt's imagery should be a reflection of the brand story and tone.

The imagery to be used should be bright and not dull. It should be portrayed fun, colorful and casual.

The following images are examples only and are not owned by us.



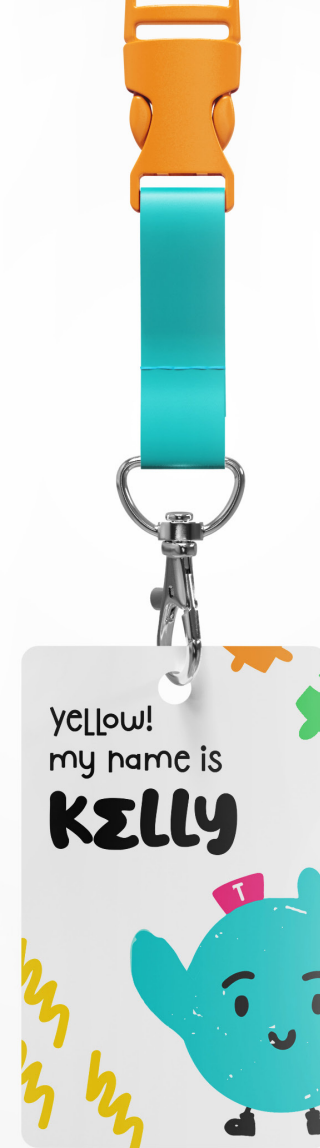






## Staff lanyard

To establish the brand identity and to make it easier for people to distinguish the staff, they will be wearing a lanyard as identification.



16

## kids name sticker

As there will be many kids joining, we need an identification for the kids.

We are using sticker label that will be stick on their T-shirt. It will also be easier for the staff to identify them.

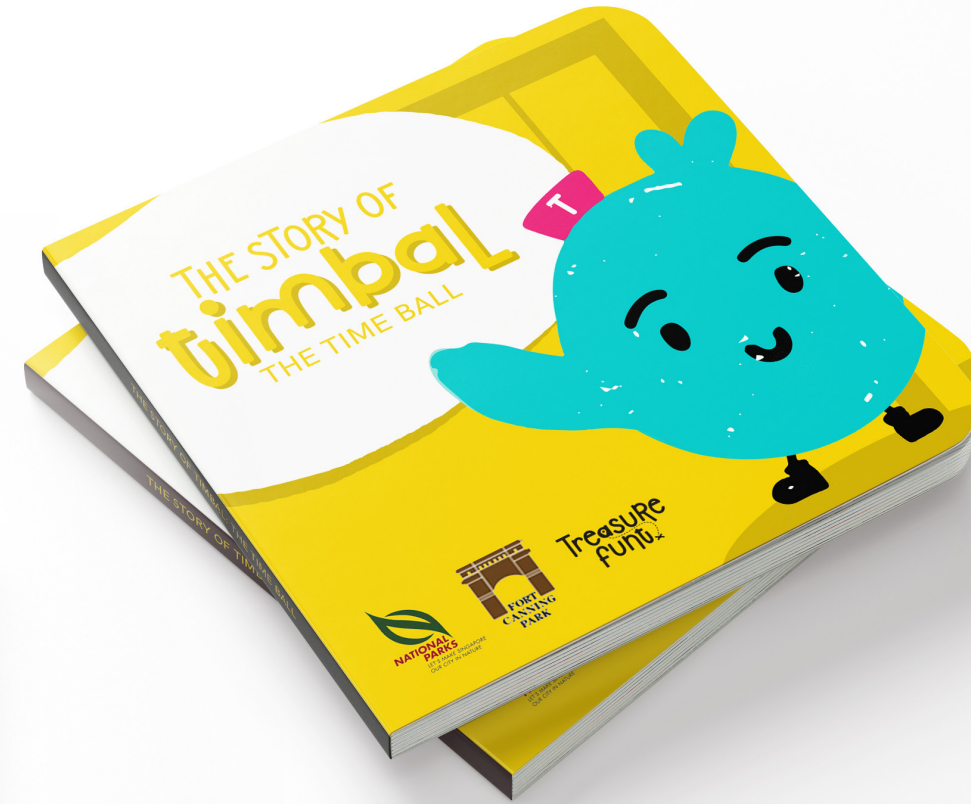
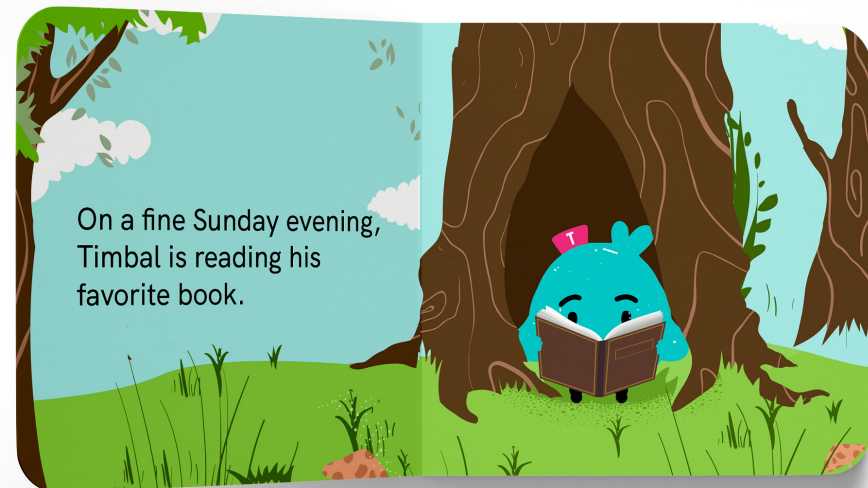


17



# Children Book

Creating storybook about the mascots to tell more about the history at Fort Canning. This book can also be a bed time story for the kids.



18

# poster Collaterals

As a part of marketing strategy, Treasure Funt will place a poster in several school areas as well as social media and website.

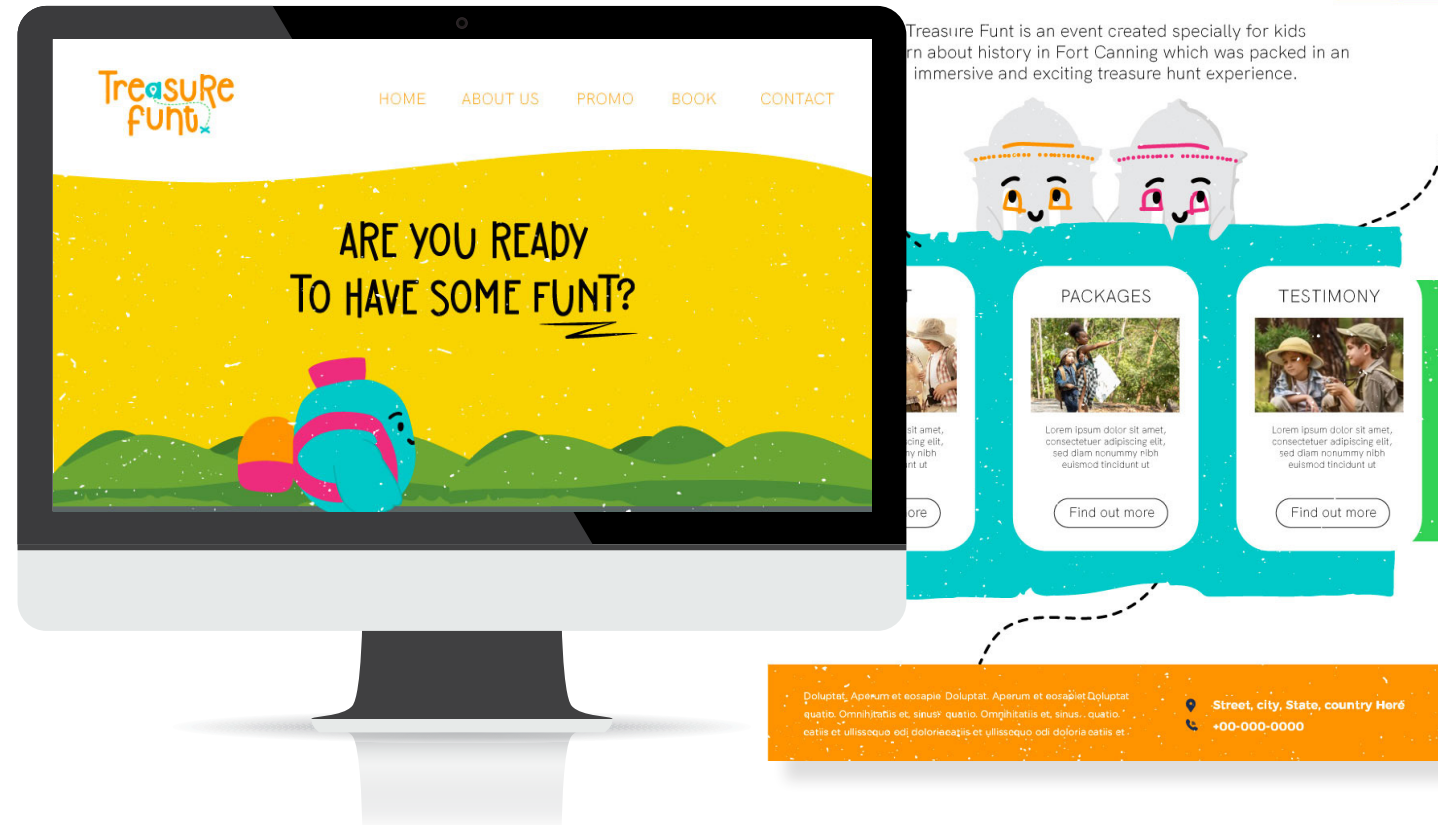


19



# website

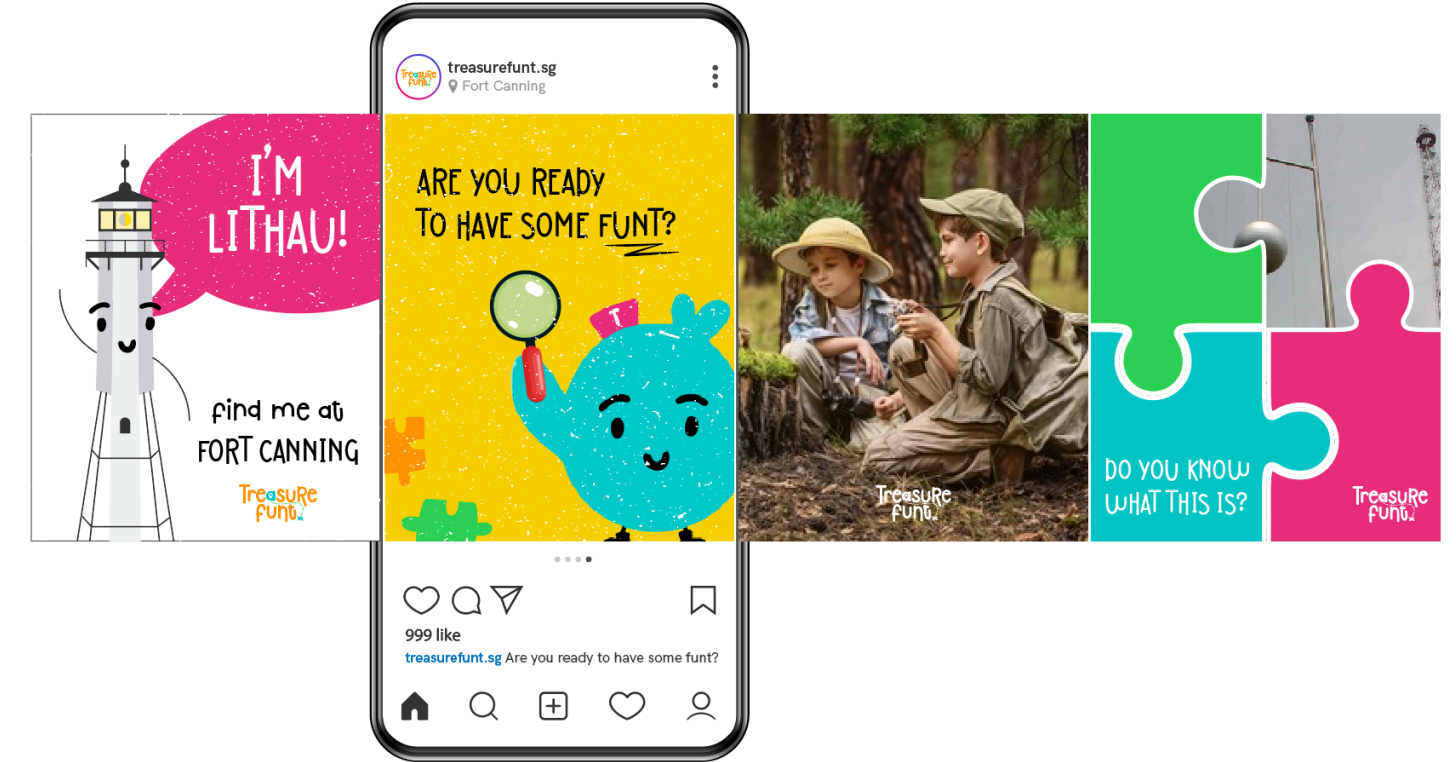
Main website where the customer can book their tickets in advance and can find the latest promotion.



20

# social media

Using instagram as our official page to create brand awareness and interact with the community. It also the place to promote the brand using Instagram Ads feature.



21

## goodie bag

Gift for kids who win the challenges.  
This goodie bag will also distributed  
during big events.  
Inside of the goodie bag will include  
some snacks and items from our  
vendors.



thank you  
let's Have some funt!