



BURPEE MUSEUM
OF NATURAL HISTORY



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BURPEE MUSEUM
OF NATURAL HISTORY

Who is Burpee Museum of Natural History?

To inspire all people to engage in a lifetime of learning about the natural world.

The Burpee Brand

In order for us to develop a strong brand, each and every detail must be consistent. This means that all Burpee communications should look and feel uniform.

These guidelines provide general rules for developing communication tools that tell a consistent story.

Burpee Leadership is

REFIND STRONG LASTING CLEAN

and all communications should convey these feelings.

Our Logo

Our logo is the key component of our identity, the primary visual element that identifies us. The logo is a combination of type styles—they have a fixed relationship that should never be embellished, outlined, or altered in any way. Always use an approved electronic version.

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It is important to keep our logo clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark.

B measurement:

The letter height of the B in the Burpee logotype is used as a unit of measure. It is used to space graphic elements proportionally to the logo.

Approved Logo Colors

Three approved color variations of the Burpee logo exist to provide maximum usability across a variety of applications. Printing capability and background colors, textures, and patterns will determine which color version is appropriate.



Brown & Orange

Use this version whenever possible.



Solid Black

Use the solid black version for applications requiring one- or two-color printing.



Solid White

Use the solid-white version against a dark photo or background.

Logo Use

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Don't...

- separate parts of the logo.
- distort the proportions of the logo.
- create shapes around the logo.
- change colors of the logo.
- use special effects with the logo.
- forget parts of the logo.
- rearrange parts of the logo.
- put a party hat on the logo.

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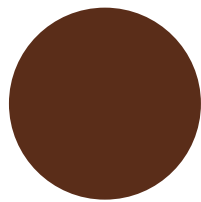
Do...

- use the Burpee logo as one complete graphic.
- use either one or two line logo options for best fit.
- use only artwork provided by Burpee.
- maintain the required clear space around the logo.
- use the appropriate file format for your specific application.

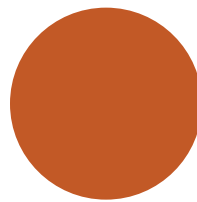
Primary Color Palette

There are two main colors of our logo for use in communications where appropriate.

BURPEE MUSEUM OF NATURAL HISTORY



Bold Brown
CMYK: 54/84/100/42
PANTONE: 4625C 97%
RGB: 91/46/27
HEX: #5b2e1b



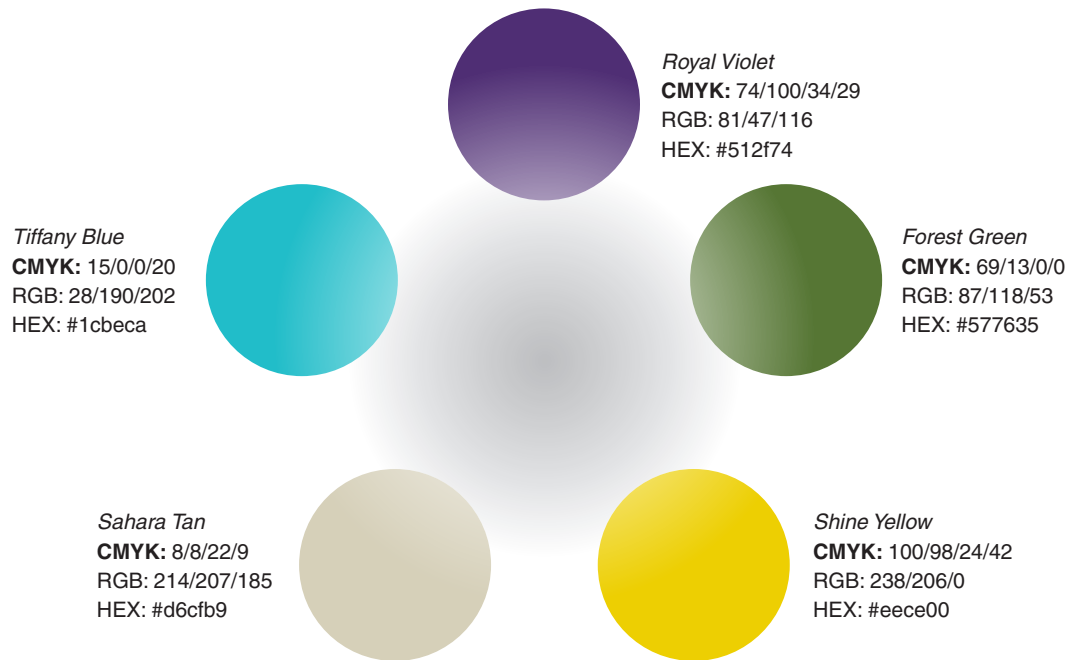
Natural Orange
CMYK: 18/76/100/7
PANTONE: 1675C 96%
RGB: 193/89/39
HEX: #c15927

Which color formulation should you use?

- For most print applications, use CMYK colors.
- For 2-color printed pieces, use approved PANTONE colors.
- Approved RGB color values can be used for on-screen use such as PowerPoint® presentations.
- Approved HEX color values can be used for web applications.

Secondary Color Palette

There are five secondary colors to be used in communications where appropriate, as well as gray. Secondary Colors may be used in varying strengths and gradients.



Which color formulation should you use?

- For most print applications, use CMYK colors.
- For 2-color printed pieces, use approved PANTONE colors.
- Approved RGB color values can be used for on-screen use such as PowerPoint® presentations.
- Approved HEX color values can be used for web applications.

Typography

Consistency in the use of typography enhances communications effectiveness, builds customer familiarity, and strengthens the Burpee identity.

ABCDEFGHIJKLMN O P Q

abcdefghijklmnopqrstu

Adobe Garamond

A B C D E F G H I J K L M N O P

a b c d e f g h i j k l m n o p q r s t

Yanone Kaffeesatz

ABCDEFGHIJKLMN O P

abcdefghijklmnopqrst

Helvetica

Headlines and feature text may be displayed in Adobe Garamond or Yanone Kaffeesatz . The preferred type font for body text is Arial for on-screen text, such as PowerPoint and email, and Helvetica for printed media.

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Contact

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www.Burpee.org

Request for logo use

External requests for placement of the Burpee logo in any form of publication, print or digital, must be approved by Burpee. Official logo files are available in vector and raster formats.