

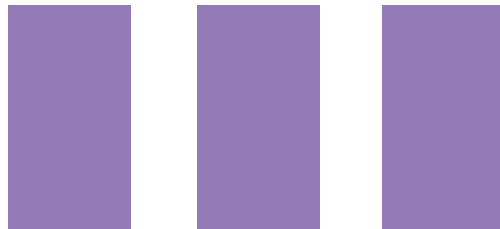


kinder



Kinder Brand Guidelines

v1.0
March 12, 2022



introduction

This document was created to help designers and the Kinder team in using Kinder's Visual Identity.

We hope that, by following this set of rules, it will be possible for each team to build consistent marketing and communication materials that strengthen the image of the project as a whole.

The visual identity is still in development, so new versions of this manual will be created. Always look for the new versions of this document and other materials at the address below:

<http://kinder.contagio.ag>

If you have any questions or suggestions, feel free to contact us at info@contagocriacao.com.br

logo

Kinder's logo is the most immediate representation of the project. It should be used consistently and in the proper forms.

The first version of the logo is the preferred version. Use this version whenever possible.

When it is necessary to use the logo on dark backgrounds or photography, place the logo on a white box or a white semi-circle. The version on the side is available for download.



single color

The single color version should be used when it is not possible to print the logo in color.



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logo: clear space and minimum size

When applying the logo ensure that there is minimal space between the logo and other design elements such as other logos, graphics, or the margin of the document.

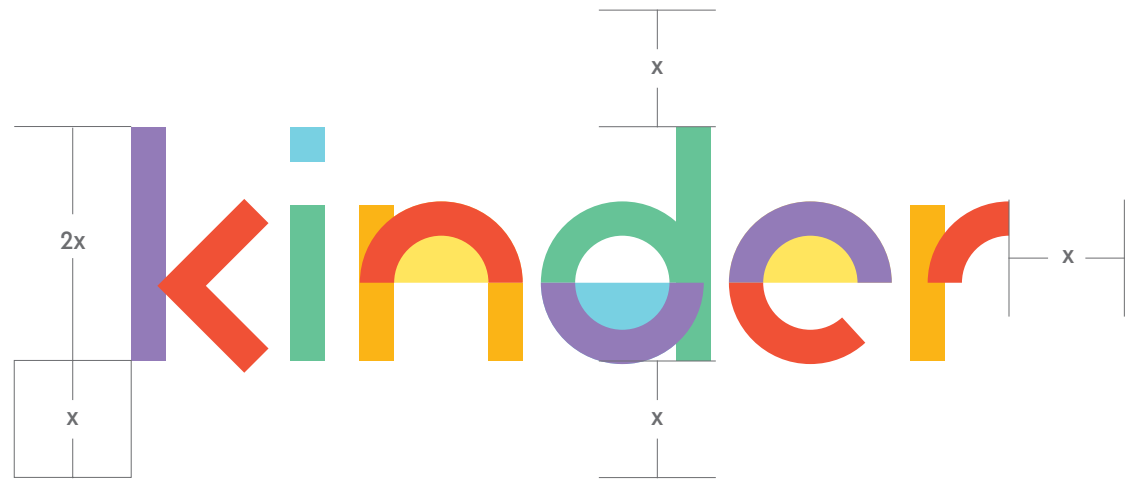
The minimum space around the logo must be equivalent to half the height of the letter K, as shown on the right.

Minimum size

To ensure legibility, the logo should not be reduced with less than 15mm in width.

EPS logo files may be scaled up to any size necessary without losing resolution.

Always maintain the logo's aspect ratio when scaling.



logo dont's

Ensure that the logo is clearly recognizable by using it properly, and do not alter it in any circumstances. Consider the logo version and the background it is placed on to provide the best legibility.

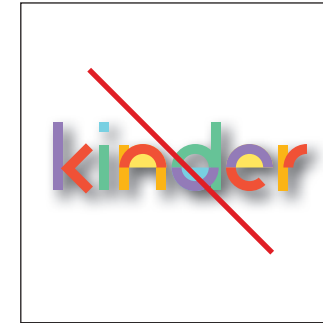
The examples show various uses to avoid.



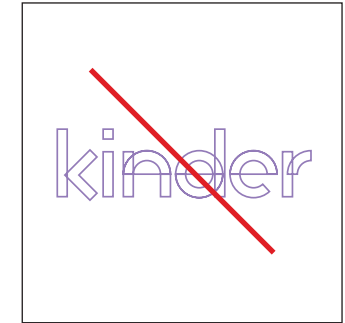
DO NOT change the logo's colors.



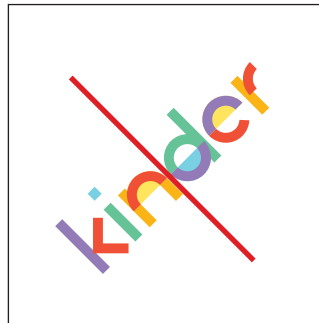
DO NOT change the logo's proportion.



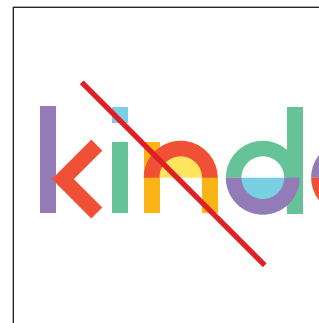
DO NOT add drop shadows or other effects to the logo.



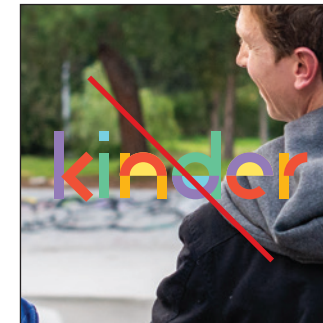
DO NOT outline the logo.



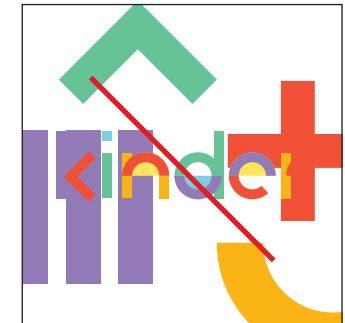
DO NOT rotate the logo.



DO NOT crop the logo.



DO NOT place the logo on a complicated background or a background that reduces its legibility.



DO NOT use the logo on backgrounds that do not provide contrast with the logo's colors.

colors

The Kinder color palette was created to give a cheerful and diverse tone to the visual identity.

The main colors are part of the logo and can also be applied to backgrounds and shapes.

Secondary colors should be used for body text and backgrounds.

MAIN COLORS



SECONDARY COLORS



color codes

The color codes below can be used to recreate the colors in graphic software and to use CMYK as reference scales.

Print:

The CMYK color codes should be used for most print documents.

Screen:

For digital documents, aimed to be viewed on screen, use the RGB color codes. For HTML documents (e-mails and websites) you can use the RGB references or the HEX color codes.



CMYK	45 / 55 / 0 / 0	0 / 83 / 85 / 0	59 / 0 / 53 / 0	48 / 0 / 10 / 0	0 / 32 / 100 / 0	2 / 6 / 76 / 0	0 / 0 / 0 / 75	0 / 0 / 0 / 25	0 / 0 / 0 / 10
RGB	147 / 124 / 185	240 / 83 / 56	104 / 195 / 152	122 / 208 / 226	253 / 181 / 21	255 / 229 / 94	99 / 100 / 102	199 / 200 / 202	230 / 231 / 232
HTML (HEX)	#937CB9	#F05338	#68C398	#7AD0E2	#FDB515	#FFE55E	#636466	#C7C8CA	#E6E7E8

typography

The **Cera Pro** font, developed by TypeMates, has been chosen as the main typography for Kinder. It should be used in its Medium and Bold variations for texts.

<https://www.typemates.com/fonts/cera-pro>

Cera Stencil Pro Black should be used for titles.

<https://www.typemates.com/fonts/cera-stencil-pro>

For longer texts, we recommend using **Nunito Medium and Regular**. Created by Vernon Adams, it can be downloaded for free at Google Fonts. <https://fonts.google.com/specimen/Nunito>

Cera Stencil Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Cera Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Nunito Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Nunito Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

typography use example

Main Title
Cera Stencil Black

**The quick brown fox jumps
over the lazy dog**

Subtitle
Cera Pro Medium

The quick brown fox jumps over the lazy dog. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Short Body Copy
Cera Pro Medium

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque eu dui eu tellus luctus luctus id sed mauris. Mauris nec accumsan quam. Etiam dapibus hendrerit arcu, id egestas massa semper ac. Quisque id metus sit amet lacus luctus ullamcorper a luctus risus. Integer vitae varius risus. Fusce venenatis, metus vel vulputate posuere, velit metus varius sapien, eu viverra justo mi vel ante. Donec efficitur nec leo vitae laoreet. In nisl est, imperdiet non efficitur in, placerat finibus elit. Ut maximus velit ullamcorper elit efficitur dignissim.

Long Body Copy
Nunito Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque eu dui eu tellus luctus luctus id sed mauris. Mauris nec accumsan quam. Etiam dapibus hendrerit arcu, id egestas massa semper ac. Quisque id metus sit amet lacus luctus ullamcorper a luctus risus. Integer vitae varius risus. Fusce venenatis, metus vel vulputate posuere, velit metus varius sapien, eu viverra justo mi vel ante. Donec efficitur nec leo vitae laoreet. In nisl est, imperdiet non efficitur in, placerat finibus elit. Ut maximus velit ullamcorper elit efficitur dignissim. Etiam condimentum vehicula volutpat. Sed molestie ultrices porta. Nulla quis urna arcu. Mauris in elit sodales, imperdiet neque vel, molestie libero.

alternative typography

In instances where Cera or Nunito are not available, such as email communications, Word docs, Powerpoint, and other digital media that use system fonts, Calibri can be used.

Main Title
Calibri Bold

The quick brown fox jumps
over the lazy dog

Subtitle
Calibri Regular

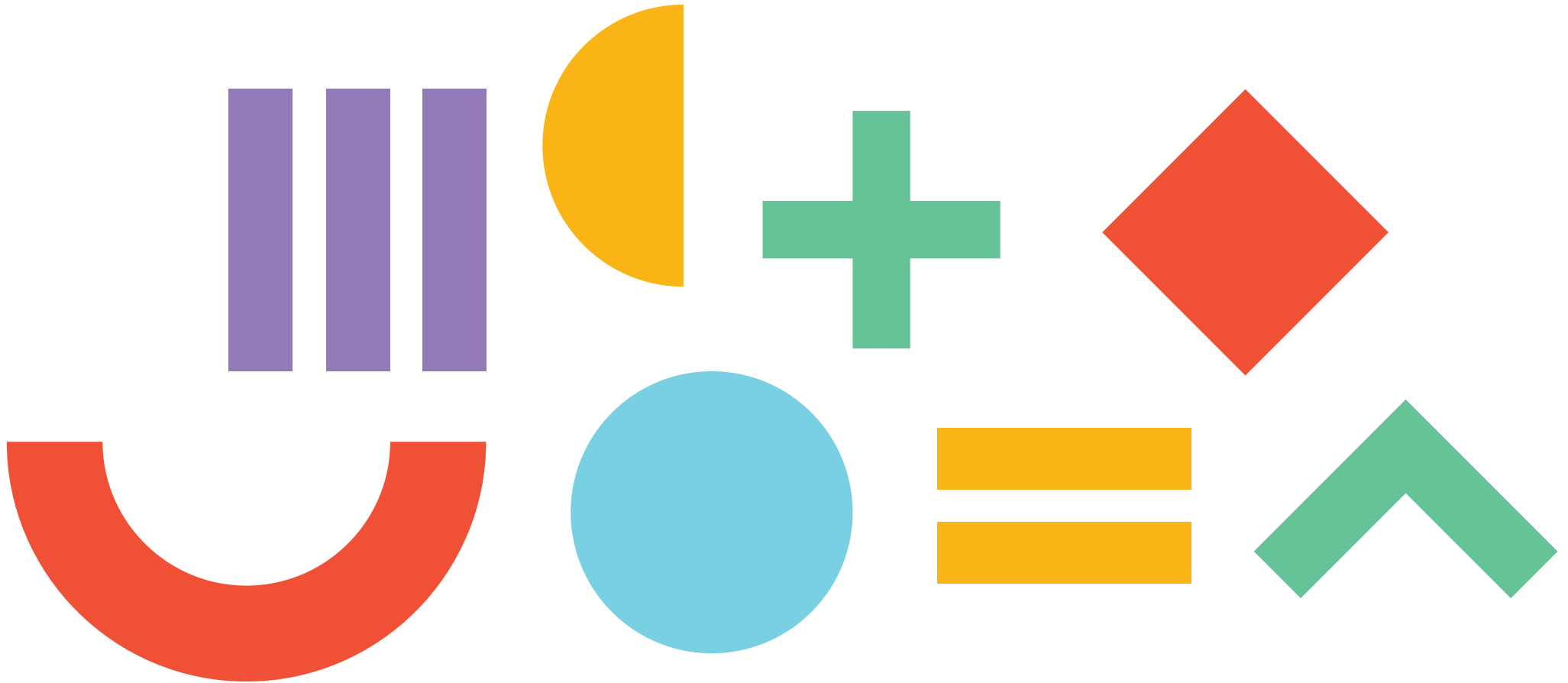
The quick brown fox jumps over the lazy dog. The quick
brown fox jumps over the lazy dog.

Body Copy
Calibri Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque eu dui eu tellus luctus luctus id sed mauris. Mauris nec accumsan quam. Etiam dapibus hendrerit arcu, id egestas massa semper ac. Quisque id metus sit amet lacus luctus ullamcorper a luctus risus. Integer vitae varius risus. Fusce venenatis, metus vel vulputate posuere, velit metus varius sapien, eu viverra justo mi vel ante. Donec efficitur nec leo vitae laoreet. In nisl est, imperdiet non efficitur in, placerat finibus elit. Ut maximus velit ullamcorper elit efficitur dignissim.

graphic elements

Kinder graphic elements are 8 geometric shapes that can be used in the design of communication materials.



graphic elements

There are no strict rules for the application of geometric shapes

- Can be rotated and applied in any of the main Kinder Colours
- Can be resized as long as proportionately without distorting them
- Can be used cut and bleeding on document margins.
- They can also be used as masks for photos.

The shapes area available in EPS and SVG files formats for download and use.



use examples / posters



use examples / posters



use examples / website

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Nemo enim ipsam voluptatem, quia sit, aspernatur aut odit aut fugit

KINDER aims to tackle the urgency of developing an effective and innovative program and training curricula for professionals working with children at preschool (aged 3-6) and from the first cycles of basic compulsory education (7-12 years old). The project will be implemented in 3 European countries – PT, ES – HR.

KINDER will provide teachers, educators and other staff with gender-responsive and transformative tools, allowing them to respond to the specific needs of girls and boys in the teaching and learning processes from a gender equality perspective. At the same time, it will engage families in a participatory process that aims to promote diversity within and outside schools. Our strategy will equip teachers with knowledge, skills, and attitudes for a gender-responsive pedagogy (while promoting a behavioural change of the still prevailing transmission of gender stereotypes by these professionals). KINDER will thus support school management and national public authorities to mainstream gender issues at early age levels.

agenda

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about us

KINDER is a Gender-Responsive Pedagogy in Children Education (GRP-CE), targeting the educational professionals working with children between the ages of 3 to 12 years old. It builds on the assumption that learning processes play a determinant role in the socialization of boys and girls and has a major impact on children's future life options, including career choices. The GRP-CE of KINDER will provide teachers, educators and other staff with gender-responsive and transformative tools, allowing them to respond to the specific needs of girls and boys in the teaching and learning processes from a gender equality perspective. At the same time, it will engage families in a participatory process that aims to promote diversity within and outside schools. Our strategy will equip teachers with knowledge, skills, and attitudes for a gender-responsive pedagogy (while promoting a behavioural change of the sometimes unconscious transmission of gender stereotypes by these professionals). KINDER will thus support school management and national public authorities to mainstream gender issues at early age levels.

objectives **methodology** **partners** **funding**

objectives:

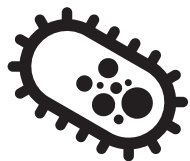
1. Raise awareness on the need for an EU approach to tackling the persistence of gender stereotypes from early ages in the education systems;
2. Target professional's potential reproduction and transmission of gender stereotypes in kindergarten and basic schools at national levels;
3. Promote attitude changes regarding gender stereotypes and sexism from an early age in and outside schools;
4. Develop Educational Material for teachers and school staff on gender-responsive pedagogy to promote gender equality and combat gender stereotypes;
5. Foster public authorities in mainstreaming gender-neutral and inclusive education at national and EU levels.

expected outputs:

- 3 country-map analysis (PT, ES, HR) and 1 EU map-analysis of the recent trends and state of implementations of gender mainstream in early education;
- 3 national adapted Program K for educational professionals, with two distinct curricula targeting children between 3 to 6 years old and another targeting child from 7 to 12 years old);
- 1 EU Program K (online and paper);

use examples / folder





Contágio Criação

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