

Brand **Guidelines** *for* **M A P S**

Produced in 2023



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1.0

What
is **MAPS?**

1.1

Logo Signature

1.1 Logo Signature



Imagine a world where each letter holds infinite possibilities - That's exactly what our logo represents. Crafted with vibrant alphabet blocks, it embodies the excitement and curiosity that comes with developing literacy skills. Every block is a stepping stone, paving the way to a world of knowledge and inspiration.

Just like building blocks come together to form something extraordinary, we can help your children foster a love for reading and writing. With MAPS, each letter becomes a treasure, every word a friend.

1.2

Brand Story

1.2 Brand Story

There are many perspectives in Singapore among preschool educators, parents and the primary school system about the best way children can develop competencies in language and literacy. MAPS would like to start a movement that puts children's voices at the heart of enhancing their motivation to make sense of print. **Not through drills and rote learning.**

So, how can we do this?

With over 20-years' experience teaching children and early childhood educators, MAPS has gathered **deeper understanding about how teachers and parents can learn about the 44 speech sounds to support our children's journey into the world of print!** The 44 sounds are the building blocks of the English language and our familiarity with it will enable us to use the knowledge effectively, each time we associate a spoken word to its written form.



1.3

Vision, Mission & Values

Vision

At MAPS, we envision a world where every child's voice is heard, celebrated, and empowered. A world where literacy is a gateway to endless opportunities, sparking curiosity and igniting the flames of imagination. Together, we **strive to create a future where every child discovers the transformative power of words, unlocking their full potential and shaping a better tomorrow.**

Mission

We're all about **placing children at the heart of their own literary journey.** We're on a quest to ignite their motivation, boost their confidence, and nurture a lifelong love for reading and writing. Through our innovative programs and a community that supports them every step of the way, we empower young minds to dive headfirst into the enchanting realm of the written word. **Together, we're shaping a generation of passionate learners and critical thinkers.**

Values

Wonder-Fueled: We believe in the magic of curiosity and the endless possibilities it brings. We encourage a sense of wonder, fostering a thirst for knowledge and a joy in discovering new worlds through literacy.

Playful Learning: Learning should be an adventure, filled with joy and laughter. We embrace a playful approach, creating interactive and engaging experiences that inspire children to explore, create, and learn in a way that feels like pure fun.

Empowering Collaboration: We believe that together, we can achieve more. We foster a collaborative spirit, partnering with parents, educators, and communities to create a support network that amplifies the impact of our work and ensures the success of every child.

2.0



Creative **Instructions**



2.1

Colours

Primary Colours

Coral Charm

#FF6F61

PANTONE
16-1546

C = 0%	Y = 58%
M = 71%	K = 0%

The color of passion and energy – representing how MAPS ignites the reading journey for young minds.

Marigold Magic

#FDDDB27

PANTONE
13-0858

C = 2%	Y = 93%
M = 10%	K = 0%

Just like how yellow is a primary color, MAPS lays the foundation for children’s reading and writing journey, sparking their love for words.

Secondary Colours

Peony Pop

#E299B0

PANTONE
15-1912

C = 8% Y = 13%
M = 47% K = 0%

Our hue of blush pink unlocks a world of language enchantment, where curious minds thrive and linguistic adventures come alive!

Lovely Lagoon

#99DEDF

PANTONE
13-4810

C = 37% Y = 15%
M = 0% K = 0%

Igniting a bond of trust, Lovely Lagoon celebrates the partnership between educators and parents, fostering a love for reading and writing.

2.2

Typefaces

Headings

Adelle Font Family

Ultrathin Thin Light Regular

Semibold Bold Extrabold Heavy

The quick brown fox jumps over the lazy dog.

124567890

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

<>?:'{}|~!@#\$%^&*()_+`-=[]\;',.../

Body Text

Quicksand Font Family

Light Regular **Medium** Semibold **Bold**

The quick brown fox jumps over the lazy dog.

124567890

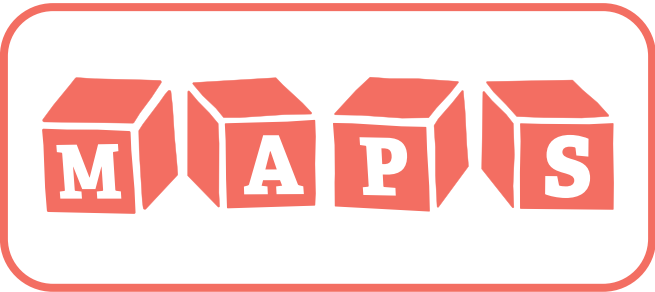
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

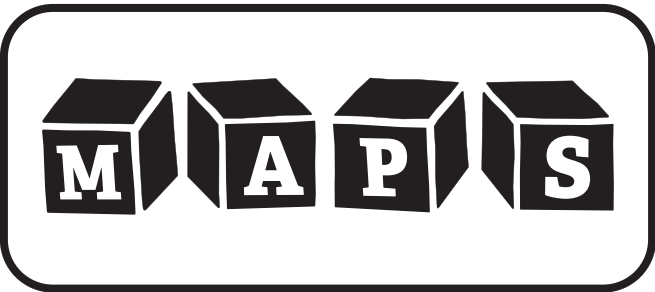
<>?,"{}|~!@#\$%^&*()_+`-=[]\';,/

2.3

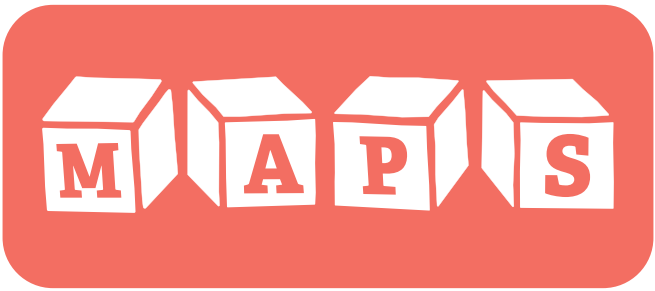
Logo Variations



Coral Charm



Black



White



2.4

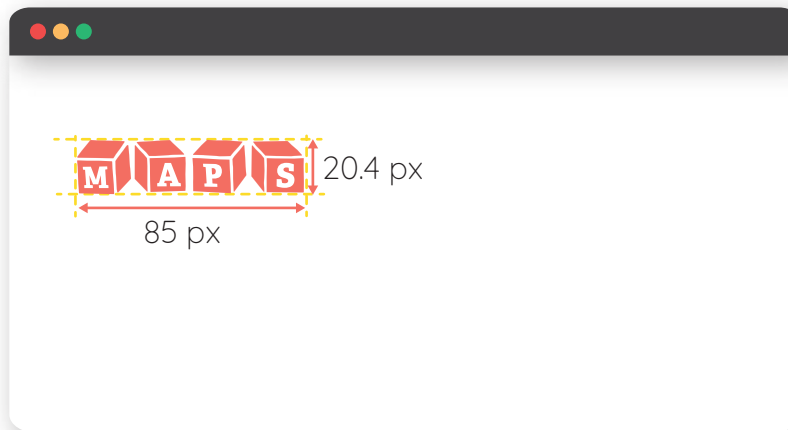
Logo

Minimum Size

Minimum Size For Print



Minimum Size For Digital



2.5

Logo Usage

2.5 Logo Usage

Keep it clean - Ensure that you maintain contrast and avoid placing the logo on a busy background.



2.6

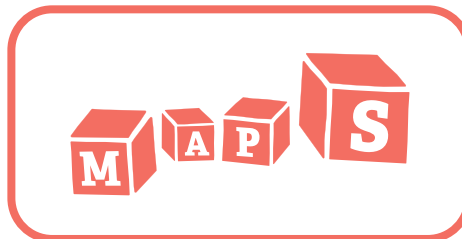
Logo Modifications

2.6 Logo Modifications

- ✗ Do not rearrange the logo



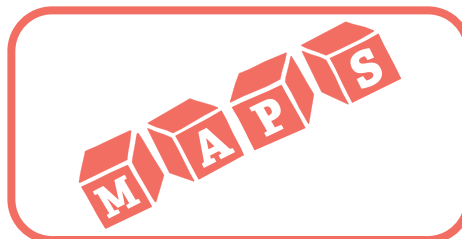
- ✗ Do not change the proportions of the logo



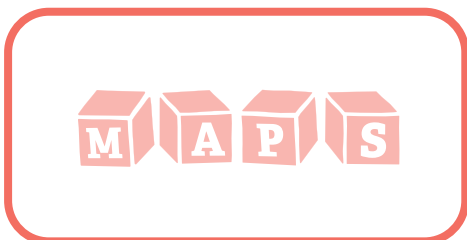
- ✗ Do not distort the logo



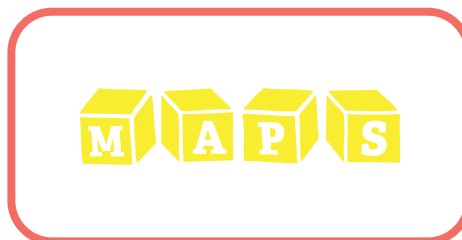
- ✗ Do not rotate the logo



- ✗ Do not lower the opacity of the logo



- ✗ Do not change the colour of the logo*



*refer to 2.3 for appropriate colours





3.0

Mascot

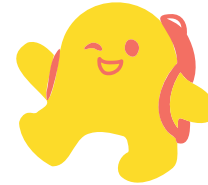
Sunny Scout



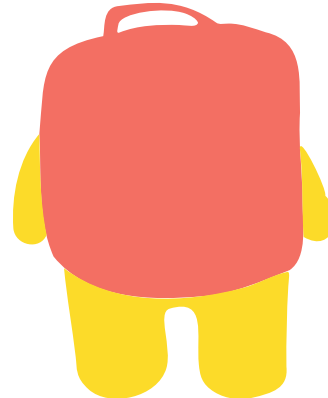
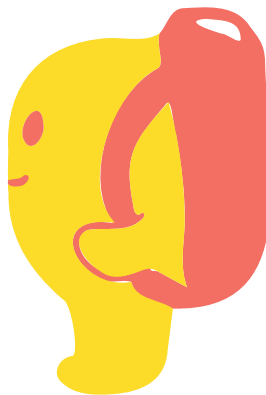
3.1

Basic Character Design

Introducing... Sunny Scout, the radiant explorer of literacy!



With a playful spirit and boundless curiosity, Sunny Scout is the ultimate companion on the thrilling journey towards reading and knowledge.



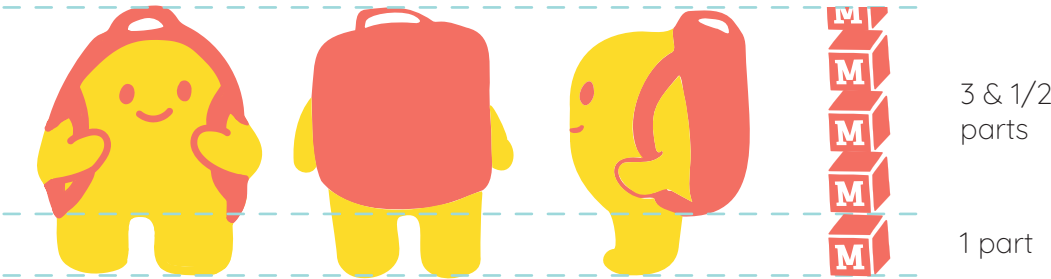
3.2

Mascot Modifications

Acceptable modifications

Sunny Scout can be modified to fit the theme of MAPS whenever required. It must be ensured that our little radiant explorer maintains his cheerful expression, red backpack and proportions.

Character Proportions



Character Expressions



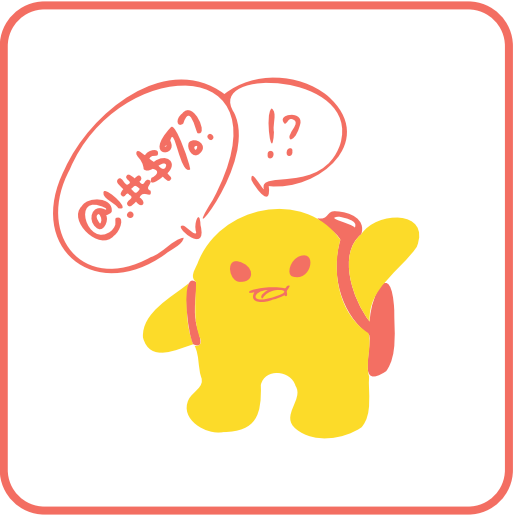
Example Actions



Unacceptable modifications

Sunny Scout is a playful spirit with a childlike heart and wholesome look. Please do not modify the little guy otherwise. That means:

 No inappropriate modifications

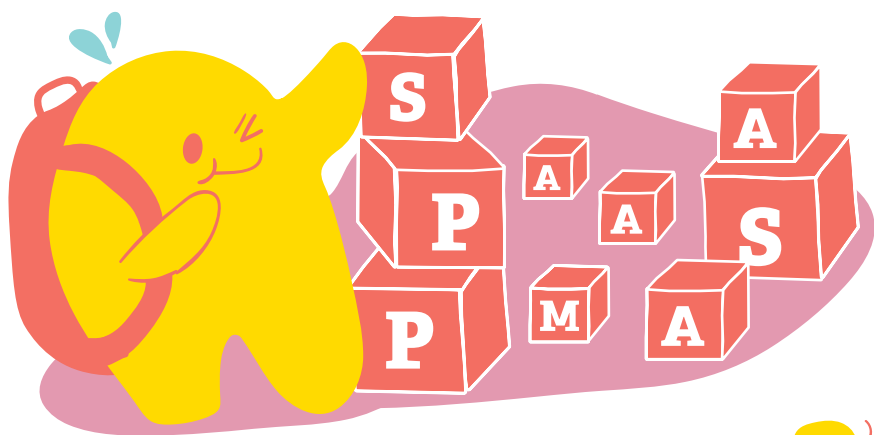


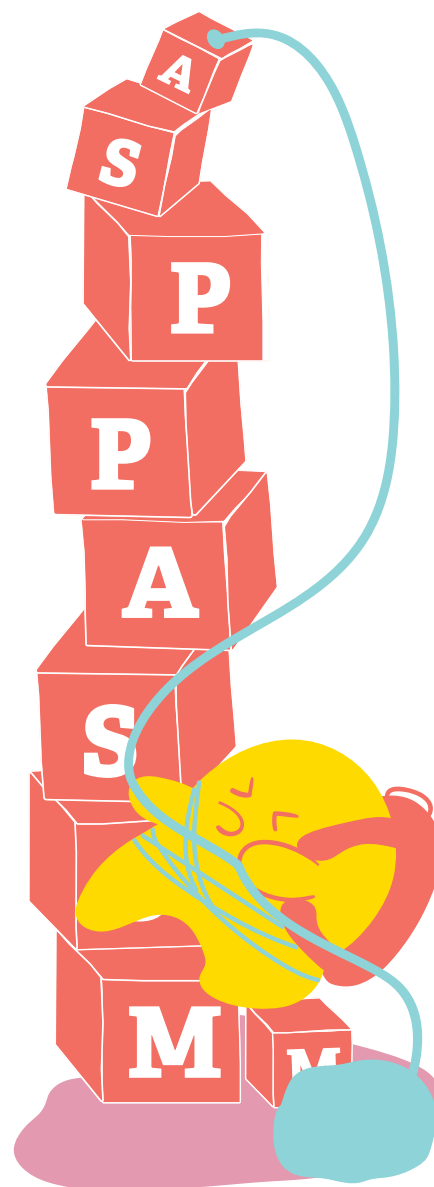
 No changing of proportions



3.3

More Examples







That's it for
the brand guide.

**Thanks
for reading!**

