



kidrobot®
Kidrobot branding guidelines-2011

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What is Kidrobot?

The question defies a simple answer. Is it art? Is it toys? What exactly do you guys do over there?

Kidrobot can be described as an urban culture or art driven lifestyle brand, but its influences and roots go much deeper than that. Founded by Paul Budnitz in 2002, Kidrobot is a community, an exclusive club and a source of expression for a wide range of artists & consumers. We have developed a unique, vibrant, pop art aesthetic, creating toys, apparel, accessories, and other products in collaboration with many of the world's most talented artists and designers. These products, and what they represent, give us the foundations on which we build our brand (and stay true to the ideas that shaped it).

Kidrobot's limited-edition products, a cross between sculpture and conceptual art, have become the perfect medium for international fashion designers, illustrators and graffiti artists. Add to that a wide range of apparel and collaborations with some of the edgiest brands in the world, and you have, to quote the founder "...a new genre of aesthetic objects and the logical evolution of pop art and mass culture."

**"These toys are a perfect merging
of the commercial and fine arts."**

–Paul Budnitz, Founder

In a nutshell (or copy to send to the press)...

Kidrobot® is the premiere creator and retailer of limited edition, art driven toys, apparel, and life-style products. Kidrobot fuses urban street trends with creative design and fine art to produce limited edition, collectible pieces of art. Many Kidrobot products are designed by world-renowned artists with backgrounds in graffiti, fine art, design, illustration and music.

Kidrobot operates store-galleries in New York City, San Francisco, Los Angeles, Miami and London. Kidrobot can also be found online at www.ktidrobot.com.

**“(we) Make art possible.”
–Paul Budnitz, Founder**



Attitude & core values

This brand, like the people who define and build it, has a personality. Consistency in presenting this personality is key to continually evolving the brand, without losing the core principles that made it what it is today. By keeping these in mind while creating, it allows us to focus on what we are saying, not how we are trying to say it.

These core values are not words we should use to describe our company, our products or our brand. They are more a virtual gauge to measure against our communications and the products we create. As we move forward, we need to keep these in mind as we expand the core Kidrobot brand, and differentiate our other properties and sub-brands. We can't lose the vibe that got us where we are today, right?

We are...

01 Art driven. First and foremost. Yeah, we make toys....but not the type of toys you get at the mall. This brand is about art first, and the medium happens to be vinyl, which comes second. Think of them as paintings on a unique 3D canvas if it helps, but the reality is, they are a vehicle for the art or design we are selling.

02 Irreverent and Edgy. We respect no authority and we follow no set of external rules. We set our own path to get where we are now, and will continue on as we have. This may come through as a sarcastic line of text, or an off-base graphic. Sex, drugs and rock n' roll... but with an artistic twist.

03 Exclusive. Another way to say limited, but with a more sophisticated ring. The products we produce, and the lifestyle we support are not accessible, much less understandable to all. This creates demand, loyalty and responsibility...almost like entry into the neighborhood clubhouse.



We are...

04 Authentic/ Legitimate. As we branch out and expand into new and different markets, we can't forget where we came from. We created this market, and own this market. All things presented lead back to this core value. When we make a statement we have to mean it.

05 Emotive. The products we create don't get you to the top of a mountain or save the world. But they make you feel good, laugh, or want to share them with your friends. We make products that drive emotions and are evocative, and our communications must convey this as well. A little creative intuition goes a long way here...

06 Tongue-in-cheek. Since this is not brain surgery or rocket science, we can afford to use a little humor or Irony when communicating. If we can't laugh at ourselves, no one else will either.

We are...

07 Bold and Confident. Whether it is the colors we use, the subject matter we portray or the statement we make, Kidrobot is recognized for its bold, no nonsense approach to art and design. We are colorful at times, a little loud and not ashamed to make a statement. No apologies necessary.

08 Clean. The nature of our art, and the products derived from them, is often chaotic and different with every product. Because of this, we need to strive to keep our appearance clean, streamlined and tidy. Too much design, for the sake of design, takes away from the true essence of the product. Art galleries don't paint their walls camo for a reason....



We are not...

01 Cute. Maybe some of our products may evoke this type of reaction or emotion, but overall we are not a “cute” brand.

02 “Just” a Toy company. Yes, that's where we came from, and what helped us build our community. But if toys go away tomorrow, we still exist as a lifestyle brand centered around art, artists and self expression.

03 Set in our ways. Brand evolution is inevitable, both to expand and to keep ahead and away from the trends. The open minded approach, of melding art and product, is the same approach that will allow us to explore new ideas in the future.



Visual brand identity

Wordmark and Icon

Lockup and orientation

Dos and donts

legal guidelines

color palette

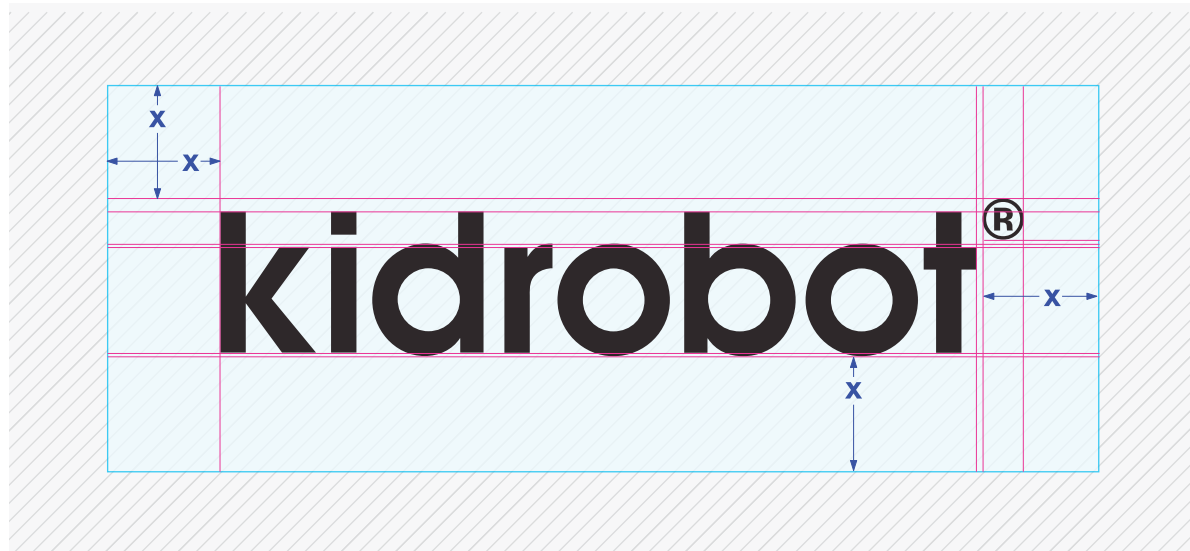
typography

additional graphic elements

Kidrobot branding

Kidrobot has both a wordmark and icon as a brand identity, both which can be used independently of each other (where applicable) or together as a lockup. Although the identity colors can be changed to suit certain layout applications, the preferable colors are black, white, cyan or magenta.

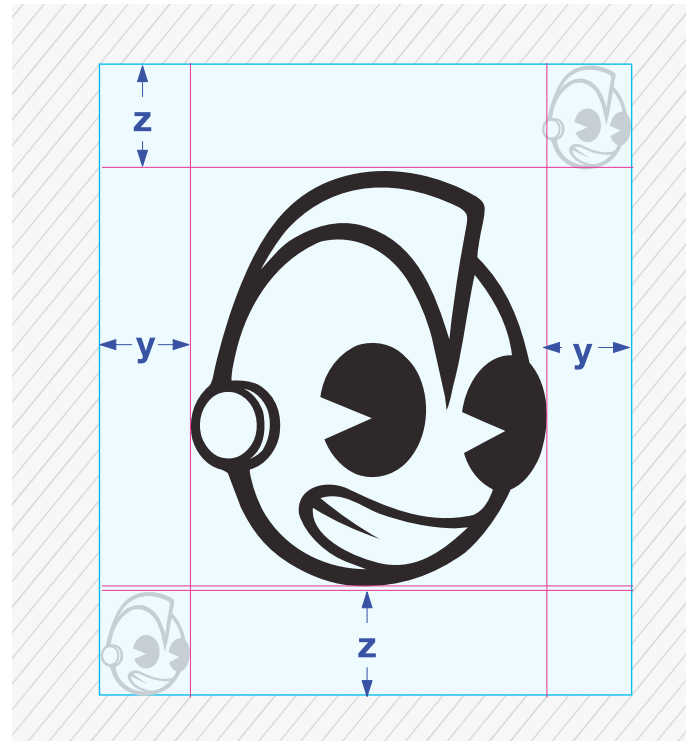
Primary branding (showing clear space)



Blue indicates Clear Space. The blue area must be kept free of all other elements or borders, with the exception of type headlines. Grey striping indicates Safe Zone.
Magenta indicates type and element alignment and boundaries. The minimum required Clear Space is defined by the measurement 'x' (equal to the height of the lowercase letters, known as the 'x-height'). The width is equal to the height.)

Kidrobot icon

Secondary branding- (showing clear space)*



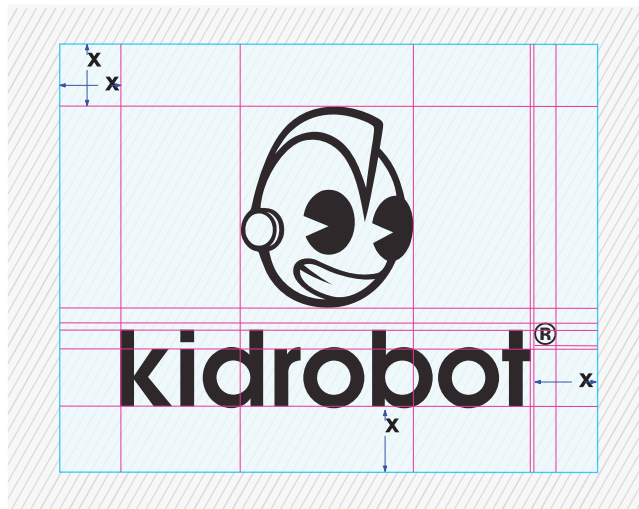
* See exceptions to usage
when applied as a graphic
element or background texture.
Reference on page 14

Blue indicates Clear Space. The blue area must be kept free of all other elements or borders. Grey striping indicates Safe Zone.
Magenta indicates type and element alignment and boundaries. The minimum required Clear Space is defined by the measurement 'y' and 'z' (equal to the height and width of the icon and 25%)

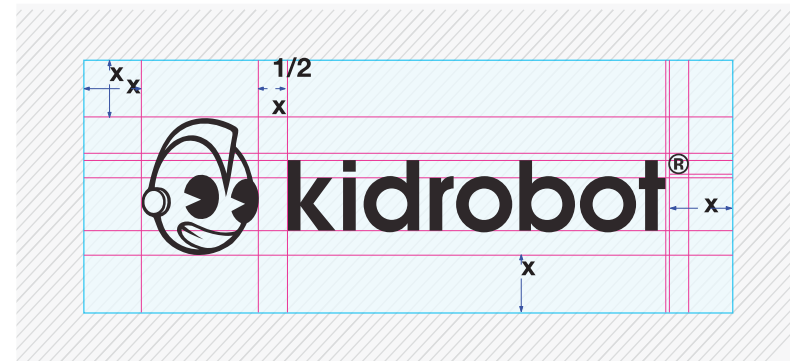
Lockup (showing clear space)

The lockups are less frequently used, but are good application logos for apparel and accessories. Like the wordmark and icon, the identity colors can be changed to suit certain layout applications, the preferable colors are black, white, cyan or magenta.

stacked



linear



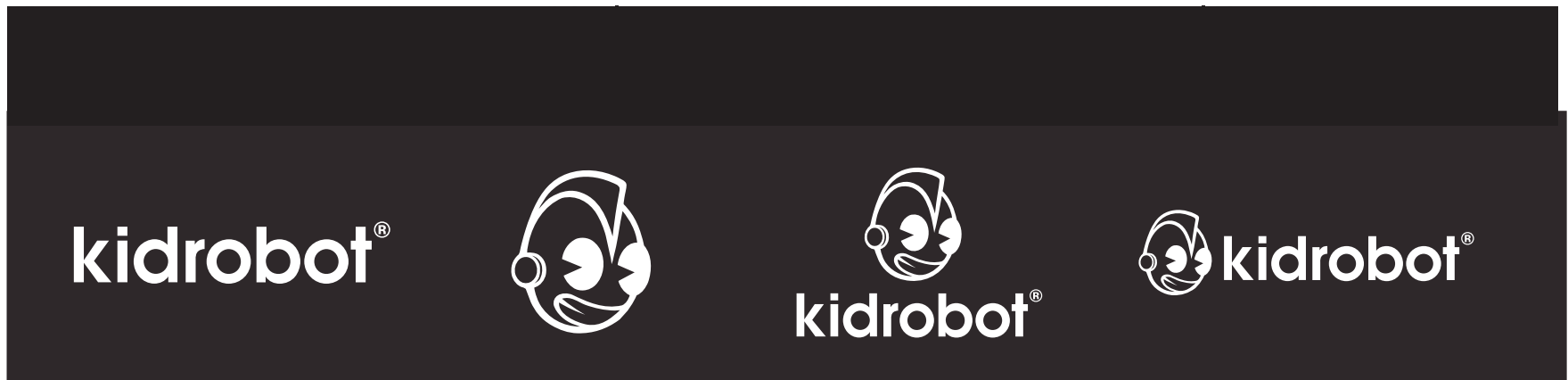
Blue indicates Clear Space. The blue area must be kept free of all other elements or borders. Grey striping indicates Safe Zone.
Magenta indicates type and element alignment and boundaries. The minimum required Clear Space is defined by the measurement 'x' (equal to the height of the lowercase letters, known as the 'x-height'). The width is equal to the height.)

Orientation

The orientation of any of the branding is primarily horizontal. Unless there is a case of extreme design inspiration, horizontal works best for communications. Accessories and apparel applications are subject to review, but can be more free with orientation.



Knockout



Collaboration logo

As Kidrobot expands its licensing and collaboration programs, care must be taken to accurately and prominently present the brand. Kidrobot will work with its licensors and collaboration partners to ensure appropriate brand representation. Some examples are shown below.

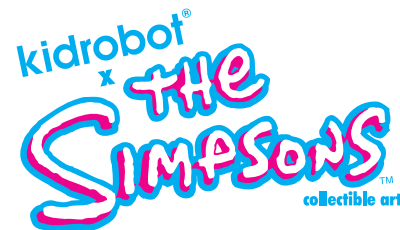
Option 1:



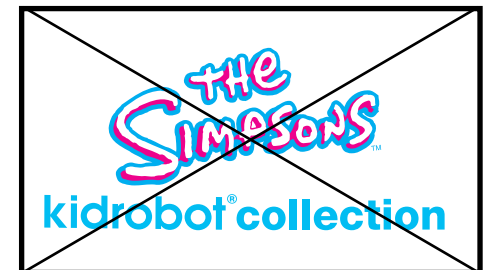
Option 2:



Do....



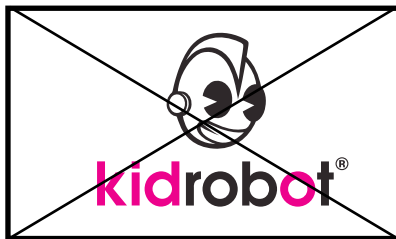
Don't....



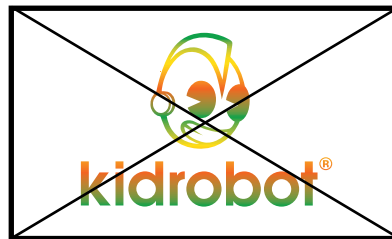
Logo usage “don’ts”

The clean nature and classic typesetting of our wordmark and icon set the stage for refined layouts and instant recognition, oftentimes in the midst of some chaotic background artwork or product shots.

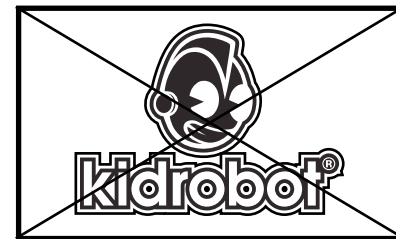
Don’t....



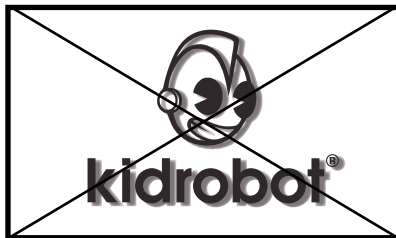
change color blocking



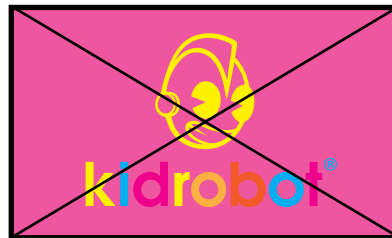
apply gradient or pattern



multiple outlines



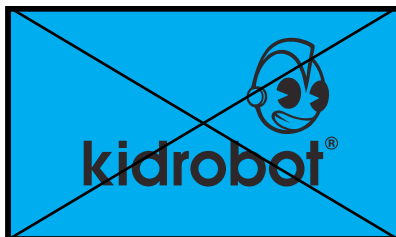
shadow (or similar effects)



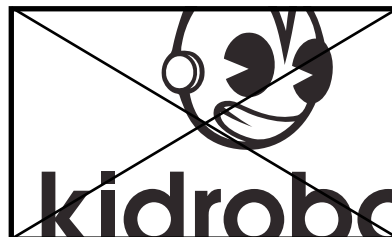
change color orientation



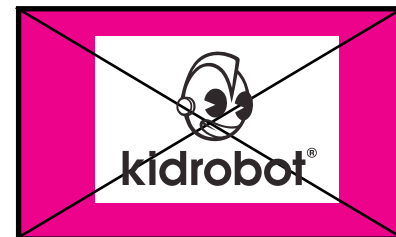
stretch or squeeze



re-arrange elements



crop logo mark



white box

Color palette

The core color palette is shown below, and is a good starting point for overall vibe when creating communication materials or packaging for the Kidrobot brand. Other internal properties will have their own color schemes as well, but this CMYK based color system speaks to the pop-art nature of the brand. Internal communications, branded product packaging, non-artist based product packaging and external communication devices should strive to utilize this system whenever possible.

Black and white are the most favorable first choices, especially for the logo, as they support the clean gallery mentality of our communications. **BUT**, as we are not just a brand of white walls, the primary, secondary and greyscale colors are there as compliments and pop colors to be used at the designer's discretion.

primary colors:



Pantone Process Blue c
C100 M10 Y0 K10
R0 G147 B208



Pantone Process Magenta c
C0 M100 Y0 K0
R236 G0 B140



Black
C60 M50 Y50 K100
R0 G0 B0



White
C0 M0 Y0 K0
R255 G255 B255

secondary colors:



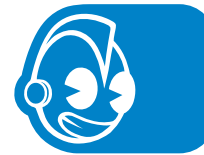
Pantone 107C / 107U
C0 M4 Y79 K0
R255 G234 B83



Pantone 485C / 485U
C0 M96 Y98 K0
R238 G47 B38



Pantone 298C / 298U
C69 M7 Y0 K0
R19 G181 B234



Pantone 3005C / 3005U
C100 M34 Y0 K2
R0 G129 B198



Pantone 647C / 647U
C100 M56 Y0 K23
R0 G86 B149



Pantone 2597C / 2597U
C85 M100 Y0 K0
R82 G46 B145

greyscale:



Pantone 420C
C2 M0 Y0 K15
R35 G31 B32



Pantone 423C
C2 M44 Y0 K0
R159 G161 B164



Pantone 425C
C2 M0 Y0 K77
R95 G96 B98

Typography

As a brand, we need to use bold typography to create stronger hierarchies and drama across all of our corporate communications. By paring it down to just a few legible, modern and versatile fonts, we can create a sense of unity across all aspects of the Kidrobot brand. We're moving away from multiple fonts to Helvetica Neue (Arial for PC) as Kidrobot's default font/ web font for both headers and body copy. Additionally, VAG rounded will be used as an alternate display font, as its curves work well with, and balance out, some of the complex images we use.

Use heavier weights for headings/ display, and regular/ light for body copy and text. Underlining and italics are ok to use on any of the Helvetica Neue typeface weights.



Typeface-primary

helvetica Neue Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+

helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+

helvetica Neue Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+

helvetica Neue light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+



Typeface-secondary

VAG rounded Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+

VAG rounded Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+

VAG rounded Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+

VAG rounded thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+

Additional heavy weight rounded typeface to compliment VAG rounded:

FRANKFURTER BOLD (CAPS ONLY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+

important note regarding typeface usage

Although we will be paring down our typeface array for better brand unity, by no means does this mean we cannot use any other fonts for display text, product tie-ins, application logos or any situations that demand font matching. This effort is to streamline things like web text (not homepage banners), corporate communications (business cards, presentations) and product packaging. As an example, while you might use a brand new font to create the Kidrobot “Mini series” logo, Helvetica Neue or VAG rounded should be used for all body text, call outs or collateral info. The dynamic nature of our products calls for constantly changing font usage to keep up with the product vibe, so in that case don’t be handcuffed to the fonts above.

Type sizing

Large bold type should be used to establish a clear information hierarchy. These are the recommended type sizes, but feel free to experiment, keeping consistency in mind.

Helvetica Neue Bold 32pt

32pt Leading / -30 Kerning

Helvetica Neue Bold 28pt

28pt Leading / -30 Kerning

Helvetica Neue Bold 24pt

24pt Leading / -30 Kerning

Helvetica Neue Bold 20pt

20pt Leading / -30 Kerning

Helvetica Neue Bold 16pt

18pt Leading / 0 Kerning

Helvetica Neue Bold 14pt

18pt Leading / 0 Kerning

Helvetica Neue Bold 13pt

16pt Leading / 0 Kerning

Helvetica Neue Bold 12pt

13.5pt Leading / 0 Kerning

Helvetica Neue Bold 10pt

12pt Leading / 0 Kerning

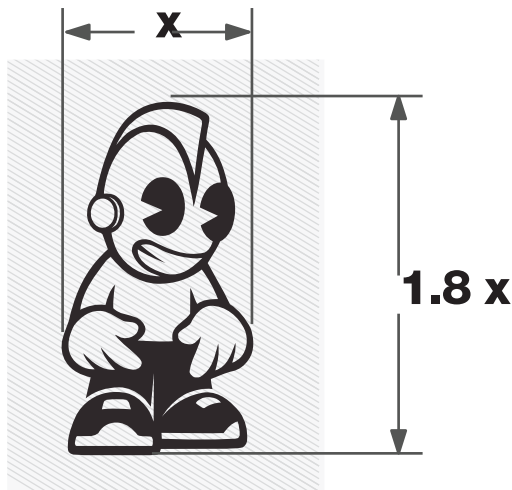


Additional graphic elements

Based on the dynamic, graphic nature of the products we produce and the art we create, we need to strive for a very clean design sense overall. But oftentimes, clean walks the line of sterile or bland, if not handled correctly. Because of this, we need to work in subtle detailing, background elements (if art is not used) and the expanded version of the Kidrobot icon.

Character (showing clear space)

We are in an interesting place, branding wise, because our icon is also a character we build products from. Because of this, we should use the Kidrobot “head” icon for all primary branding usage, in place of or in addition to the Kidrobot wordmark. The Robot can be used as a design element, a background texture or an application logo, but **NEVER** is to be used in place of the head icon in any communication materials. Because we have many different variations of this character, it is possible to give a lot of personality to a design. Use at will, but always accompany with the wordmark or lockup (somewhere on the product) for legal protection.



Unlike the ® logos, the Robot may be used in anyway necessary, as long as it doesn't compromise the integrity of the design. Crop, scale, color or change orientation to fit the design, but just always retain the proper proportions.



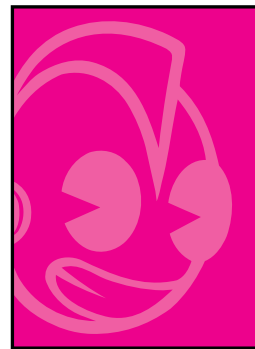
The stylized characters are less frequently used, but are good application logos for apparel or seasonal design themes. See some examples above.

Head Icon (when used as a design element)

As a design element, the head icon works well for giving background texture, breaking up space and providing a generally more interesting canvas in which to showcase our product. But it is also the Brand icon, so it must be used in a way that it does not compete with the other logos on the page or overcomplicate the visual impact. Therefore crop it, scale it, fade it & color it to allow for it to be an effective background element as necessary.



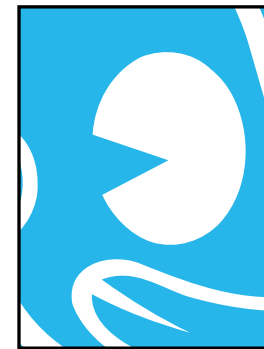
Do....



crop or cut off

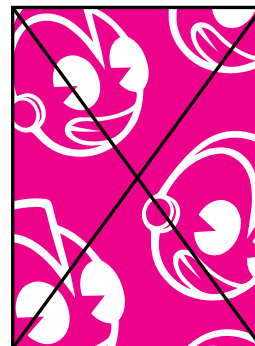


rotate

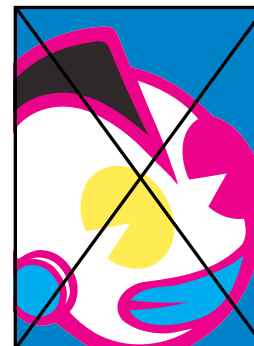


enlarge beyond
recognition

Don't...



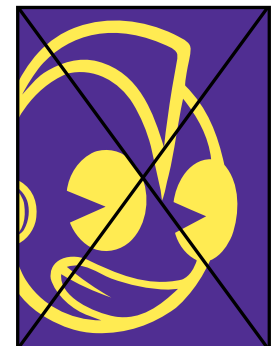
use as a pattern



change colors



change proportions

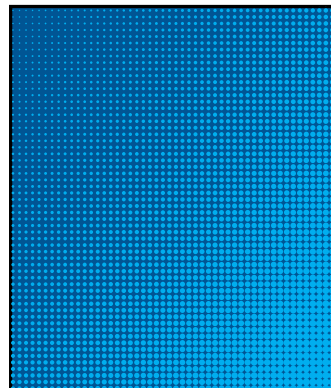
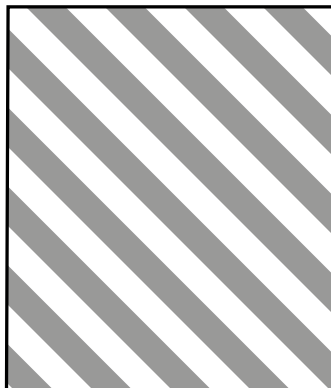
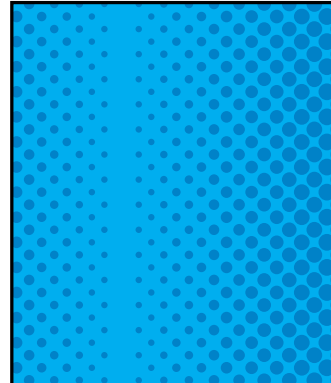
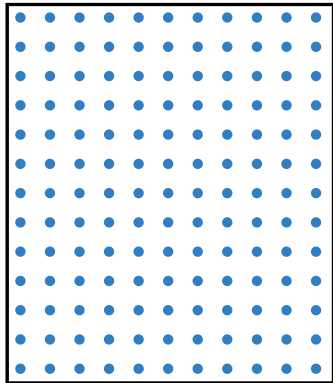


use overly
contrasting colors

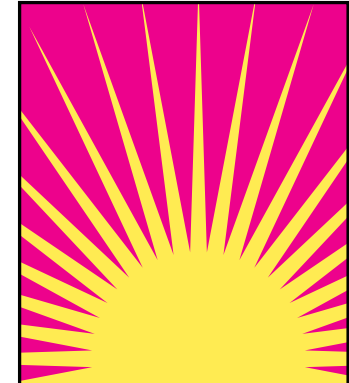
Graphic elements

As an area that is most open to development, additional graphic elements and patterns will enhance our message by providing more visual interest in certain situations. Whether it be packaging, communication designs, signage or POP, we can play off the Pop art nature of the brand and develop a strong visual language. Best to stick with tonal colors when using these colors...contrasting brights will just give you a headache.

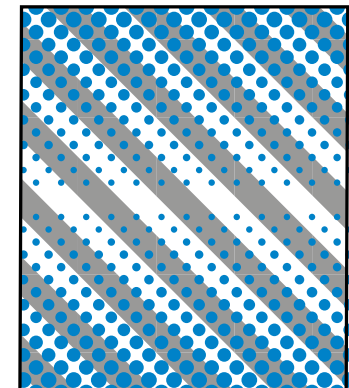
some pattern examples.



Don't...



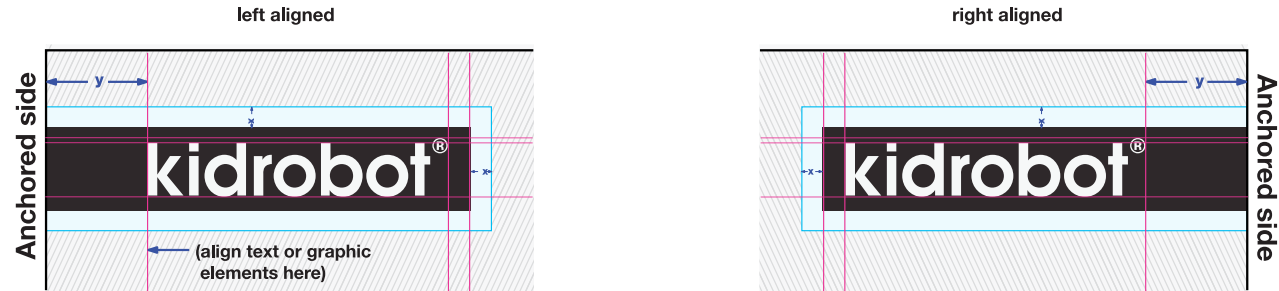
use overly
contrasting colors



combine patterns

Wordmark with enclosure bar (when used as a design element)

Just a subtle enclosure bar, but a way to add a little more color and visual weight. The bar always protrudes from the side to which it is anchored, finishing with the enclosed logo. If anchored to the left margin, align text or graphics accordingly. See examples below.



Blue indicates Clear Space. The blue area must be kept free of all other elements or borders, with the **exception of type headlines**. Grey striping indicates Safe Zone

Magenta indicates type and element alignment and boundaries. The minimum required Clear Space is defined by the measurement 'x' (equal to the width of the lowercase letter "t") except on the anchored side, which is defined by the letter 'y'.

Do....



anchor to BEST side of layout

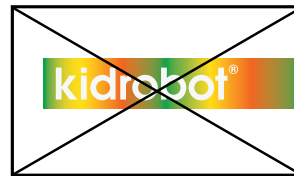


use colors from the palette



use as a rule to anchor text

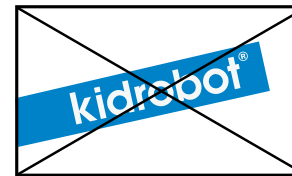
Don't....



apply gradient or pattern



float in the middle of a layout



skew direction



Additional communication guidelines

- photography**
- illustration**
- copy writing**
- packaging**
- external communication templates**
- in-store collateral**
- internal communications**
- product creation DNA**

Photography

Based on the dynamic, graphic nature of the products we produce, we need to create drama around these through photography and proper presentation. Below is a small part of the overall photographic guideline document, but an important one for accurately capturing the different nature of each toy.

Feature shots

01 Think art, not toy (clean aesthetic, minimal narrative posing. Let the irony of a toy speak for itself).

02 Use shadow, light, pose and angle to create drama.

03 Shoot Features with the layout in mind. We will often need to add text to an image.

04 Where possible, shoot images that we can crop in post, as opposed to tightly shot images, which can be limiting.

05 We often use very close crops and close ups of the toys. For this reason, clear focus and good lighting is a priority.

06 Many of our images will be clipped, although we do use unclipped images when they have dramatic shadow. Please keep this in mind when shooting.



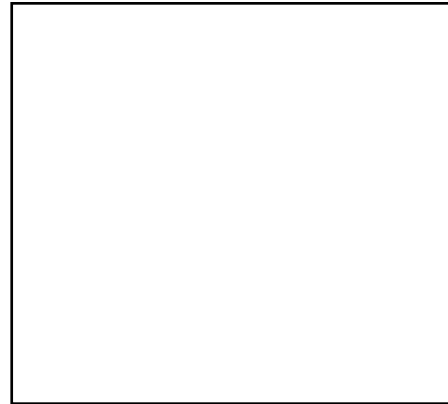
Illustration

We use illustration to support the sales and presentation of our products, and as an art based brand have a wealth of work available from all of our artists to use. But, we cannot use or alter any of this without the permission of the artist that created it. Also, we must keep in mind that at this point there may be additional usage fees incurred, unless the art was created for packaging or advertisement of a particular product.

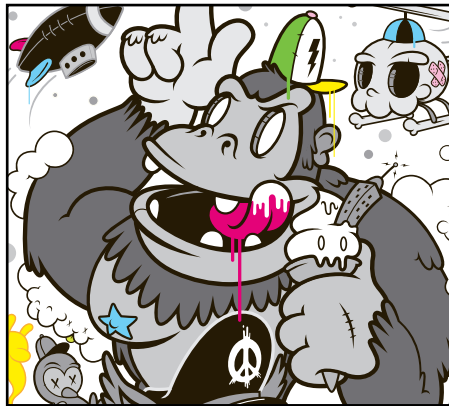
No copyright information or signature is necessary unless included in the artwork by the artist.



© Huck Gee 2011



© Frank Kozik 2011



© Kronk 2011



© Saner 2011

Copy writing

To be sure we properly represent the brand, the products and the artists who design them, we must be mindful of how we develop our brand copy. A few small rules apply to maintain consistency across all forms of communication. Rules as follows...

- 01 Kidrobot should always be capitalized even though the wordmark is lower case.**
- 02 Always give artist credit when referencing art driven products in copy.**
- 03 Kidrobot is ONE WORD. No space necessary.**
- 04 Numbers-Use only the numeral for dates, i.e. July 3, February 28, September 12, 5, 28**
- 05 Kidrobot properties are to be written as follows-**

- Dunny (Dunnys)
- MUNNY (MUNNYs)
 - mini MUNNY (mini KRACKA, mini FOOMI, etc.)
 - MEGA MUNNY
 - MUNNYWORLD
- KRonikle
- kidrobot.com (never include www. Always keep the k lowercase in kidrobot.com).
- KR (Kidrobot short form/initials. Never separate with periods. Can be used to describe something as Kidrobot's, i.e. KR hoodie, etc.)

Example:

"You may be asking, "What the #!*@ is a blind box?"

Allow us to explain: A blind box is a type of packaging that completely hides its contents. Blind boxes are identical in every way and nobody-including us-knows which toy is inside. Peel through the foil to see which figure you got. Score! You've just added another kick-ass piece to your collection."...



Tone of voice

Speaking directly to our audience is the ultimate goal of our copy guidelines, as well as using language they can relate to. Getting the balance correct is the main goal, as well as consistent messaging across all areas. Just like our visual presentation, our copy should be clean and simple, because everything else is so rich. Copy needs to support the image, and create balance between the two. In this case, less is more.

Use the Core Values (outlined on pages 3-4) as a measuring device, and these simple suggestions as well:

- 01 Use an active voice rather than a passive voice.**
- 02 A message is better read when it's simple to understand, so tell it like it is.**
- 03 Speak to emotions, needs and desires. This is art, not science.**
- 04 Write as if you are speaking TO someone, rather than AT someone.**
- 05 A conversational tone is important here, so don't be too formal.**
- 06 Don't be afraid of a little slang, but don't reach for it as a crutch.**
- 07 Avoid being too obvious, heavy handed, cheeky or cute.**

Packaging

To create visual consistency across all Kidrobot branded product, we need to have a set of guides and templates for the creation of any packaging we create in house. Additionally, we need to provide these same templates for artists and licensors who are creating packaging as well. This can be simple but effective, and leave no openings to compromise the corporate branding.

As these are developed, see FTP site for all templates and please use for all projects moving forward.

licensed box template (4x5)

General Instructions

- 1. Please keep all Kidrobot logos (head icon + wordmark) in designated spots, but add licensee logo as shown in examples (not).
- 2. Extend artwork to the blue line/bleed line.
- 3. Specify pantone or CMYK (boxes are printed CMYK except for special inks or colors).
- 4. All instances of black, use Rich Black C:60 M:50 Y:50 K:100
- 5. Please specify matte or glossy paper

Instructions for Blind Box

- 1. Use either template 1 or template 2, depending on amount of figures in the series. If there are more figures, the 2nd template allows more space for the figure line-up.

Specify special inks, pantone colors & effects when necessary

- Rich Black C:60 M:50 Y:50 K:100
- Fluor (Choose One)
- None
- Other

All instances of black, use Rich Black

Logos for use

Icon

Wordmark

kidrobot®

Licensed Product Blind Box
78 mm (w) x 67.5 mm (d) x 87 mm (h)
400 gsm CCNB with matte PP lamination

Template 1:
Figures on back

Color logos and icon as necessary to match box design, but do not alter position or scale

Kidrobot x License Logo must not exceed size shown by dotted line

top

side

front

side

back

Which one will you get?

kidrobot®

Licensee Logo

www.kidrobot.com

Designed with Love

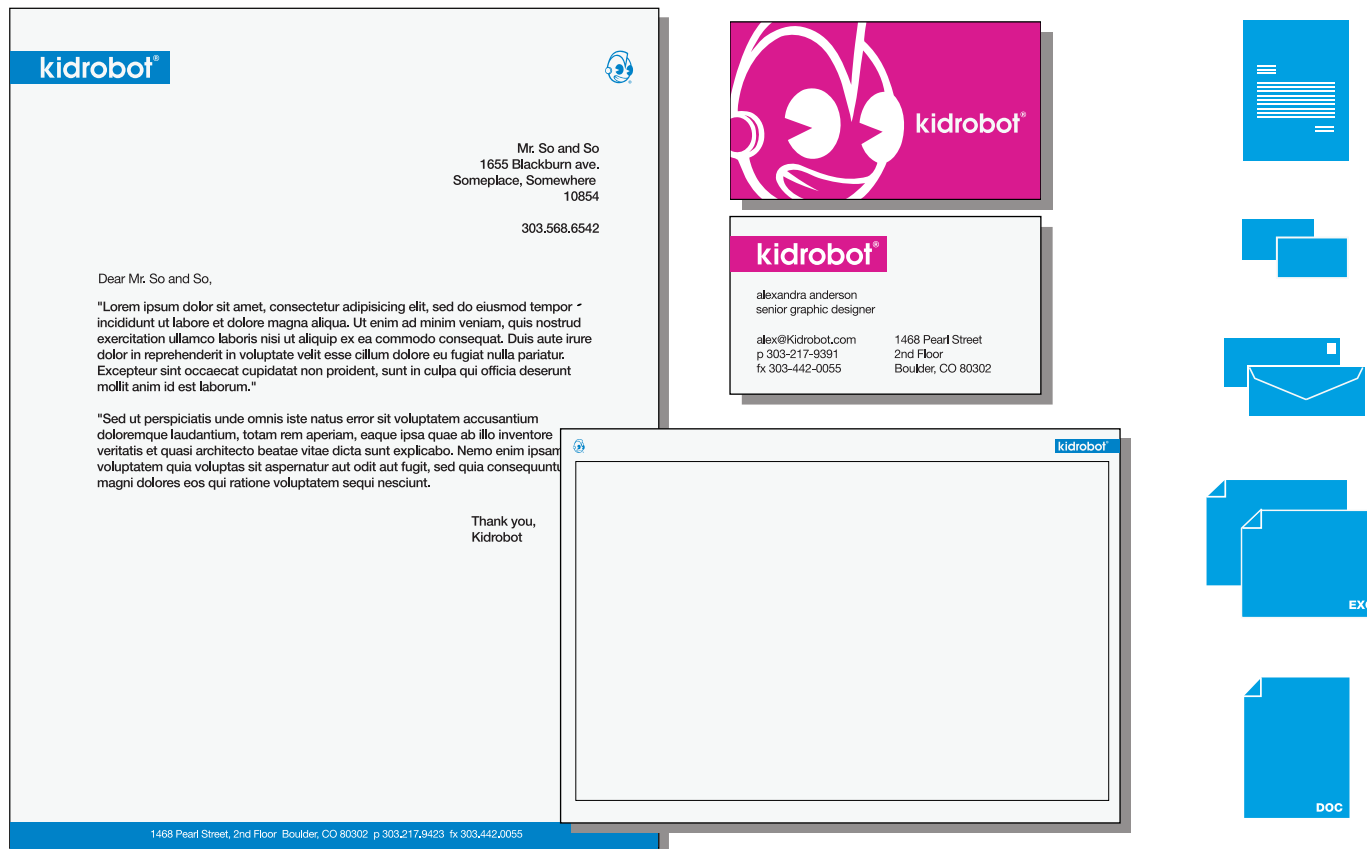
Die Line

Bleed (extend art to here)

Internal communication and business systems

To create visual consistency across all Kidrobot internal communications, as well as external sales and communication tools, we have a revised collection of files and templates to work with. From letterheads and business cards, to email signatures and powerpoint files we have visual consistency. These are simple but effective, and leave no openings to compromise the corporate branding.

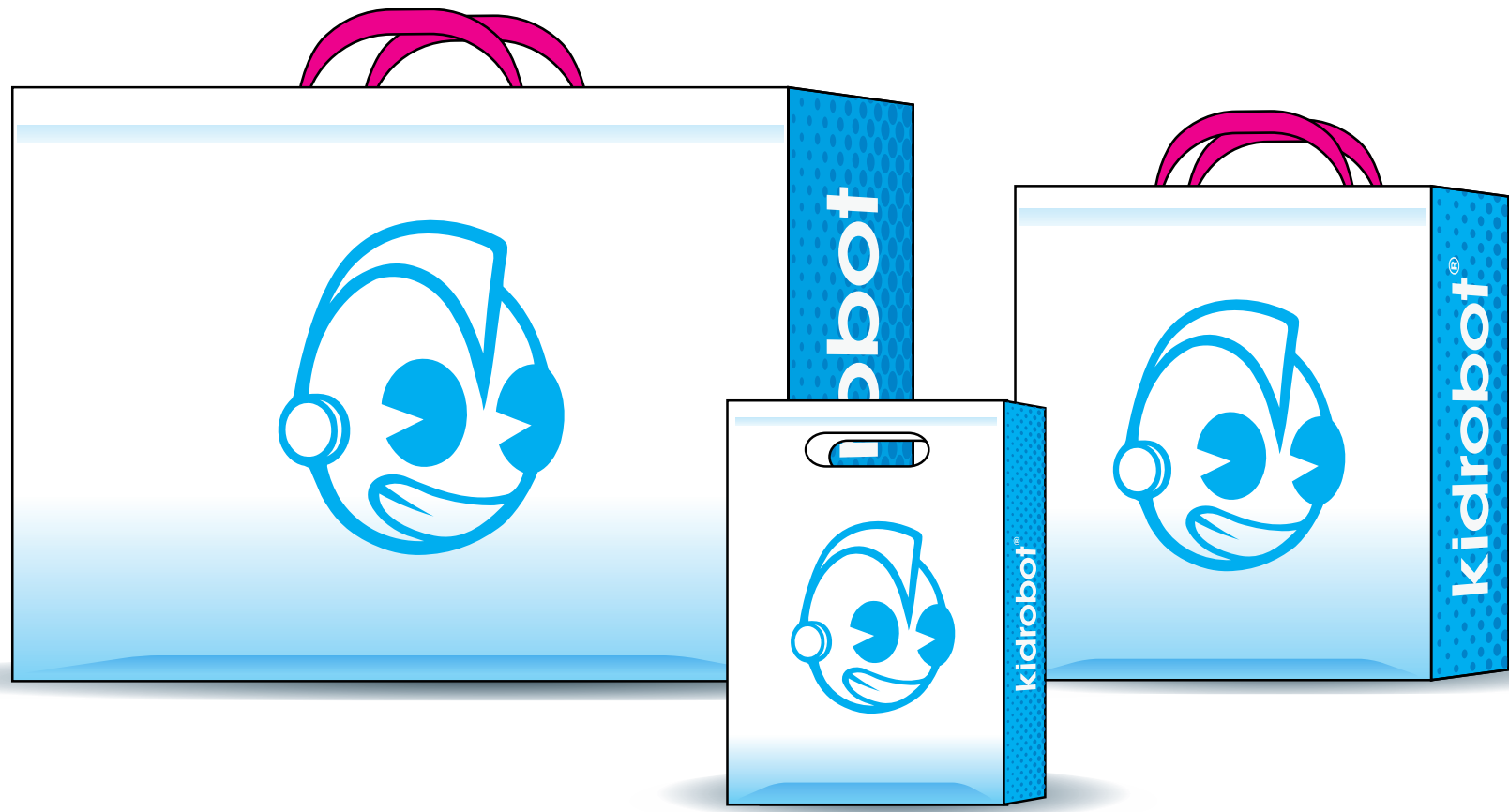
As these are developed, see FTP site for all templates and please use for all projects moving forward.



In store collateral (bags, graphics, etc)

To create visual consistency across all Kidrobot internal communications, as well as external materials and store graphics, we will implement new designs moving forward as the need arises. In certain cases, this will bring some of these things up to speed with our streamlined branding appearance. In other cases, it will instill some new flavor while being more cost efficient at the same time (shopping bags).

See FTP site for all applicable artwork.



Additional styleguides available soon...



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