

**//UNCLASSIFIED//**



## **2018 BRANDING GUIDE**

**//FOR OFFICIAL USE//**

## WHO WE ARE

Agents of Discovery™ is an educational platform and mobile game that uses the latest innovations in augmented reality (AR) to get youth outdoors, active, and learning about the world around them. Youth download the game for free and become a Secret Agent on a Mission as they complete geo-triggered Challenges about their surroundings. Challenge content is created by educators, who can instantly publish their own fun AR games and turn the entire world into a classroom.



## COMPANY VALUES

Connect with  
Nature and Culture

As youth learn more about the world around them, they connect with nature and learn to love the outdoors.

Get Kids Active

Agents of Discovery gets youth moving! To play the game, kids are required to get off the couch and explore.

Inspire Learning

Agents of Discovery gives educators the tools they need to make learning fun, active, and engaging.

Maximize Technology

By utilizing the latest technology in innovative ways, Agents of Discovery is a leader in the gaming world.

## OUR AUDIENCE

### GRADES K-12

Agents of Discovery empowers youth from kindergarten to grade 12 to engage in the curriculum by providing a gaming environment that requires them to Move to Play & Learn.

### AGENCY PARTNERS

Agents of Discovery is the perfect tool to enable parks, cities, museums, and resource centres to increase their visitation and provide optimal visitor experiences.

### EDUCATORS

Agents of Discovery is an educational technology platform that enables educators to create their own augmented reality mobile games.

# LOGOS



Crest  
(Primary)

**AGENTS OF DISCOVERY**

Wordmark one line

**AGENTS OF  
DISCOVERY**

Wordmark stacked



For use with partners associated with water sites  
(e.g. Cabrillo Museum, Echo Park Lake and aquariums)



For use with partners associated with nature sites  
(e.g. forest centres or parks)



For use with partners associated with cultural sites  
(e.g. museums, galleries and heritage sites)

# TYPOGRAPHY

## H1 Headline Days One Regular

### Subhead Titillium Web Bold

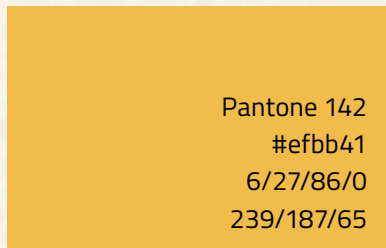
Body Text Titillium Regular ■ Agents of Discovery™ is an educational platform and mobile game that uses the latest innovations in augmented reality to get youth outdoors, active, and learning about the world around them.

TAG LINE TRASH HAND (USE SPARINGLY)

## WORDMARK IMPACT REGULAR CAPPED & OUTLINE

Only use for wordmark and location site names

Colour Palette



MOVE TO PLAY & LEARN

Informal education tagline one line

MOVE TO PLAY  
& LEARN

Informal education tagline stacked  
(Leading = Type Size + 2 pts)

TURN THE WORLD  
INTO YOUR CLASSROOM

Formal education tagline stacked  
(Leading = Type Size + 2 pts)

## LOGO & TAGLINE VARIATIONS



MOVE TO PLAY & LEARN



TURN THE WORLD  
INTO YOUR CLASSROOM



MOVE TO PLAY  
& LEARN



TURN THE WORLD  
INTO YOUR CLASSROOM

**AGENTS OF  
DISCOVERY**

MOVE TO PLAY & LEARN



MOVE TO PLAY & LEARN

**AGENTS OF DISCOVERY**

MOVE TO PLAY & LEARN

**AGENTS OF DISCOVERY**

TURN THE WORLD  
INTO YOUR CLASSROOM

**AGENTS OF  
DISCOVERY**

TURN THE WORLD  
INTO YOUR CLASSROOM

“Agents of Discovery” is a registered trademark in the United States and Canada.

Please properly mark the “Agents of Discovery” trademark to protect it. Use ™ for other countries, worldwide.

Use “Agents of Discovery” consistently. Avoid using “Agent of Discovery” or “AoD” in external facing documents.

Best practice is to distinguish “Agents of Discovery” from other text by placing in a different font or italics.

Avoid using “Agents of Discovery” as its own noun. Trademark protection is stronger when it is used as an adjective. For example: say “Play the Agents of Discovery mobile game!” instead of “Play Agents of Discovery”.

Keep in mind that it is just the phrase “Agents of Discovery” that is trademarked- not the logo.

### **Use in the United States Only**

When creating materials that will only be seen in the United States, you should mark “Agents of Discovery” with a registered copyright symbol, which looks like ®. The ® symbol should be used in superscript in the upper right hand corner of the “Agents of Discovery” phrase.

You only need to mark the first instance of use of the phrase “Agents of Discovery”. You do not need to mark each use of “Agents of Discovery”.

### **Use Everywhere Else**

When creating materials that will be seen in the U.S. and in other countries (like our website), or when creating materials for audiences other than the U.S., you should mark “Agents of Discovery” with a trademark symbol, which looks like ™. The ™ symbol should be used in superscript in the upper right hand corner of the “Agents of Discovery” phrase.

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