



KinderGym

Branding Guidelines



KinderGym Brandmark

KinderGym is Gymnastics Australia's movement-based learning experience for 0-5 year olds and their parents or caregivers. KinderGym's Brandmark demonstrates the vibrant energy, fun and playfulness. KinderGym's brandmark is a sub-brand under the Gymnastics Australia Brand and therefore its brandmark is used in conjunction with Gymnastics Australia or State/Territory logos.

KinderGym Logo



KinderGym Logo on coloured background



KinderGym Logo in greyscale



KinderGym black and white outlined Logo



KinderGym Logo reversed in greyscale on black



KinderGym black Logo



KinderGym Brandmark with State/Territory logos

The KinderGym Brandmark logo also works in conjunction with all the State/Territory logos. Please see below the examples of application for each State/Territory. Please ensure that each State/Territory is represented correctly as shown below with the correct colours and sizing. These logos should only be used in relation to accredited KinderGym Programs and initiatives as KinderGym is a nationally recognised brand.



KinderGym Colour Palette

The KinderGym brandmark is made up of mostly gradients.

C: 64.88 M: 100 Y: 0 K: 0
R: 120 G: 43 B: 144
782b90

C: 50 M: 100 Y: 0 K: 0
R: 146 G: 39 B: 143
92278f

C: 35.59 M: 98.56 Y: 5.76 K: 0
R: 171 G: 38 B: 136
ab2688

C: 0 M: 84 Y: 0 K: 0
R: 239 G: 80 B: 156
ef509c

C: 0 M: 100 Y: 27 K: 0
R: 237 G: 10 B: 113
ed0a71

C: 0 M: 80 Y: 95 K: 0
R: 241 G: 90 B: 41
f15a29

C: 0 M: 100 Y: 100 K: 0
R: 237 G: 28 B: 36
ed1c24

C: 0 M: 31.09 Y: 94.76 K: 0
R: 253 G: 183 B: 37
fdb725

C: 0 M: 80 Y: 95 K: 0
R: 241 G: 90 B: 41
f15a29

C: 0 M: 90 Y: 85 K: 0
R: 239 G: 65 B: 54
ef4136

C: 75 M: 0 Y: 100 K: 0
R: 57 G: 181 B: 74
39b54a

C: 50 M: 0 Y: 100 K: 0
R: 141 G: 198 B: 63
8dc63f

C: 100 M: 0 Y: 100 K: 0
R: 0 G: 166 B: 81
00a651

C: 100 M: 0 Y: 0 K: 0
R: 0 G: 174 B: 239
00aeef

C: 56 M: 0 Y: 0 K: 0
R: 87 G: 203 B: 245
57cbf5

C: 100 M: 0 Y: 0 K: 0
R: 0 G: 174 B: 239
00aeef

C: 85 M: 50 Y: 0 K: 0
R: 27 G: 117 B: 188
1b75bc

KinderGym Logo Incorrect usage

The KinderGym Logo must not be altered according to colours or sizes and must remain as it is in its current state. Please refer to the below incorrect usage of the Master-brand logo.



Do not crop the logo



Do not rotate or slant the logo



Do not distort or stretch the logo



Do not use outlines around the logo



Do not change or alter the colours of the logo



Do not change or alter the font of the logo

All of these examples are incorrect and must not be used throughout the branding of all Gymnastics brands.

KinderGym Identity Incorrect usage

The KinderGym has an existing logo that has been altered in 2017. This old brandmark/logo must not be used in any context or media.

An example of the old logo is evident below. One thing to notice a difference between the current logo and the previous logo is that the dot in the letter 'i' from Kinder had the Gymnastics Australia symbol from the Master-Brand logo and this has now been removed. Additionally the LaunchPad wording and green disc has also been removed with the base of the blue rounded.



Both of these logos are incorrect and must not be used under any circumstance for any media. The logo on the left is the previous design used in 2014 to 2017 and is now dated and the logo on the right although is the current logo design, is far too pixelated to be used in any context. If the logo is too small or scaled, it must not be used and if it appears to be pixelated or blurred it must not be used.

KinderGym Spacial Parameters

The KinderGym identity should always be placed with an area of white space surrounding it. This ensures that no other graphic elements will interfere with the communication of the brand. Please allow 1/4 of the size of the logo as space.

