

KIDDIE  ACADEMY.®
EDUCATIONAL CHILD CARE

STYLE GUIDELINES

Supplemental to the Kiddie Academy Primary Brand Guidelines, this document serves as an informative guide for determining your vehicle graphics. The vehicles depicted below are not specific to any make or model. They give a general layout idea and are subject to variances per vehicle. Kiddie Academy provides design elements and standards to your vendor of choice, who will then finalize the artwork for production and application to your specific vehicle.

Before the installation of vehicle wrap, please forward vendor-approved designs to tcreative@kiddieacademy.com for marketing approval.

Brand Consistency

Use the approved color palette, logo, fonts, and assets provided by Kiddie Academy

Fonts

- Museo Sans or Verdana

Content

- QR codes may be utilized on the back of vehicle wrap
- Local contact information may be utilized on vehicle wrap
- While we recommend using either the website (kiddieacademy.com) or your local phone number, it is up to you if you want to use both.

Asset Placement

- Avoid placing key design elements (e.g., logos, text, faces) over creases, door seams, or uneven surfaces.
- Position human faces on flat, unobstructed surfaces to ensure they appear natural and undistorted.
- Ensure compliance with local regulations for window coverings and tint legibility. Use perforated vinyl for windows, with minimal detail to avoid clutter.

Ensure vendor adheres to high-quality, UV-resistant vinyl to withstand weather exposure and maintain vibrant colors.

Logo Mark



PMS Colors



129C



284C



285C



534C



1807C



70%
BLACK

QR Code

Produced as a solid graphic with a black background to optimize scan ability from a distance.



If local laws prohibit rear window coverage, graphics may be removed.

Student Photo

Franchises may choose to remove child photo from the side of the vehicle concepts 1 or 5.

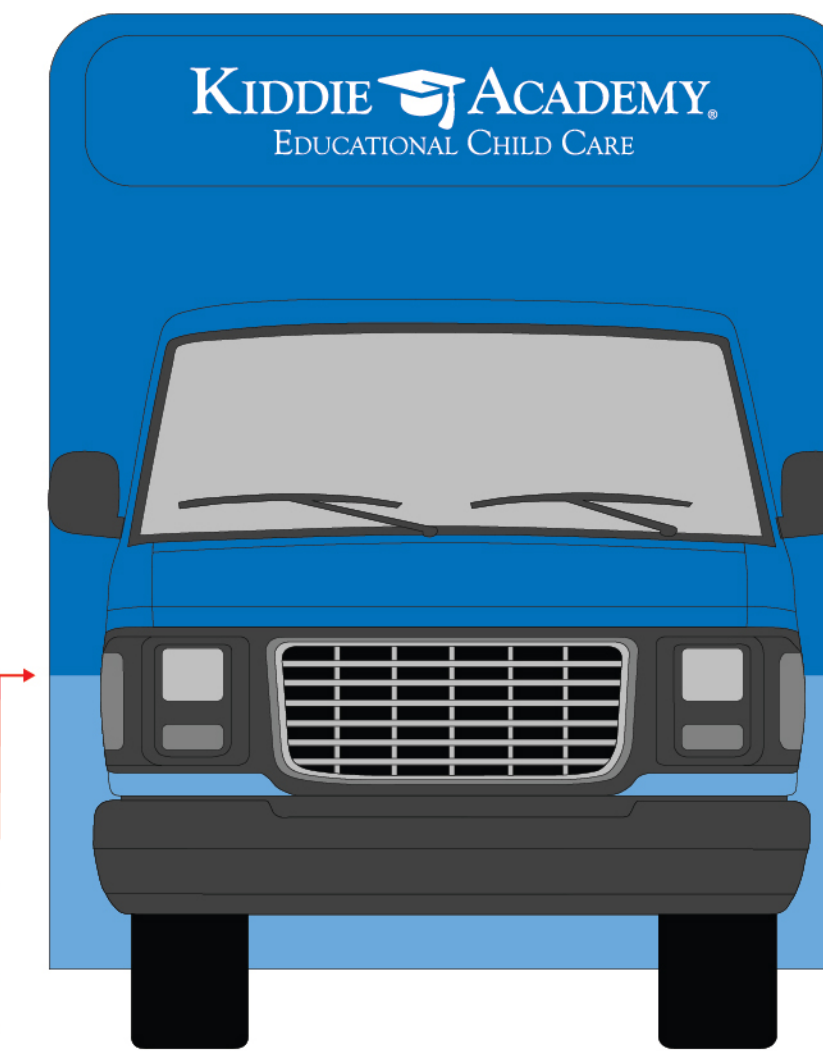
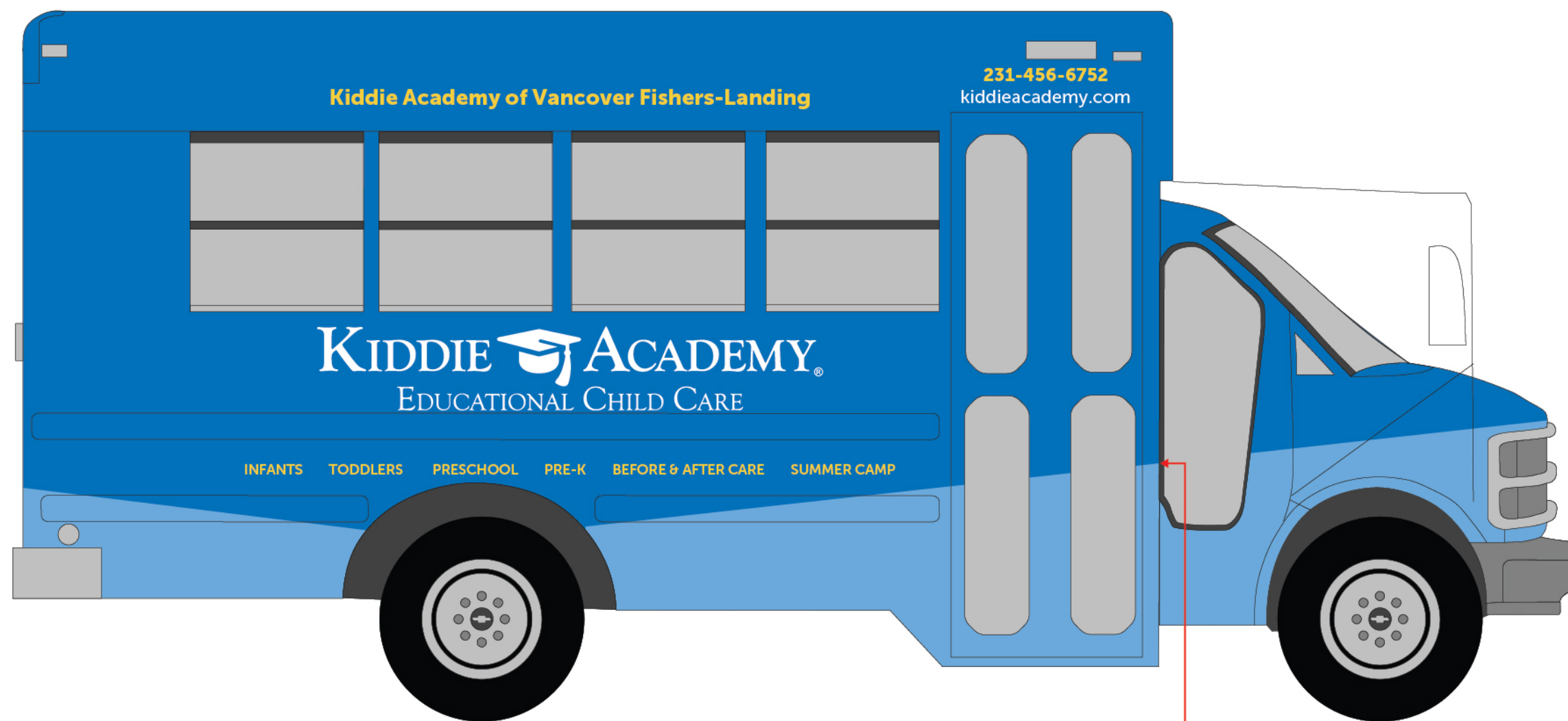
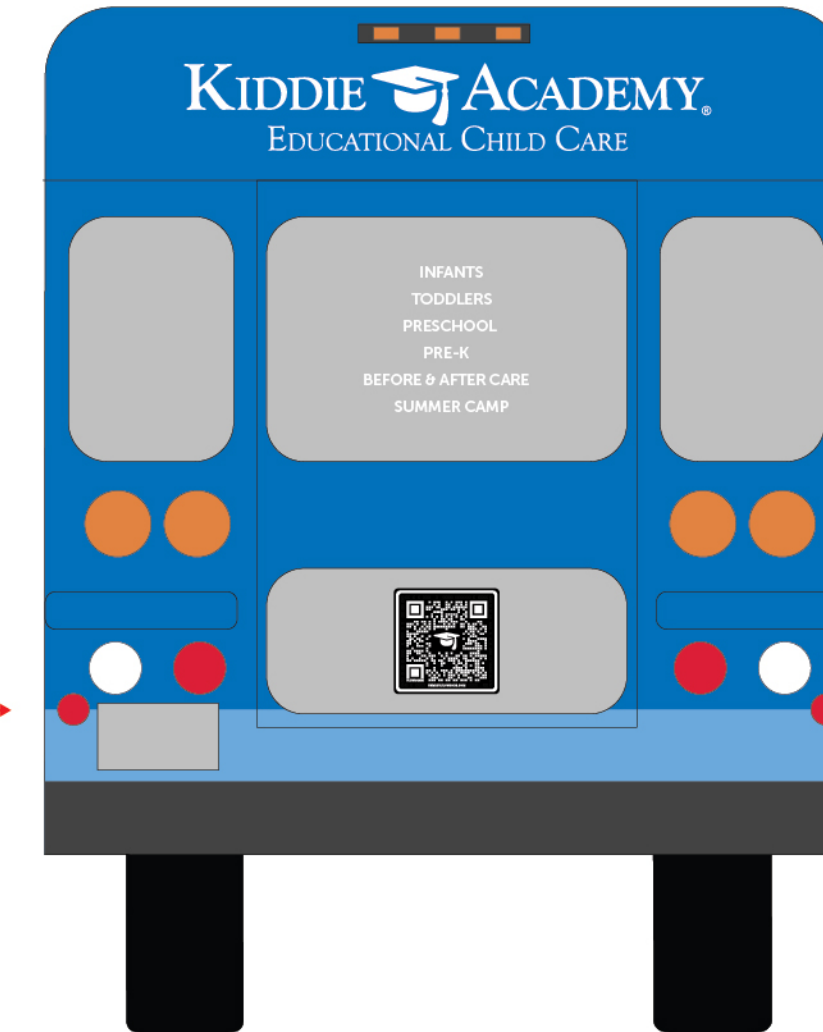
If vehicle model does not work with cad cut yellow lines of concept 1, they may be removed.



CONCEPT 1

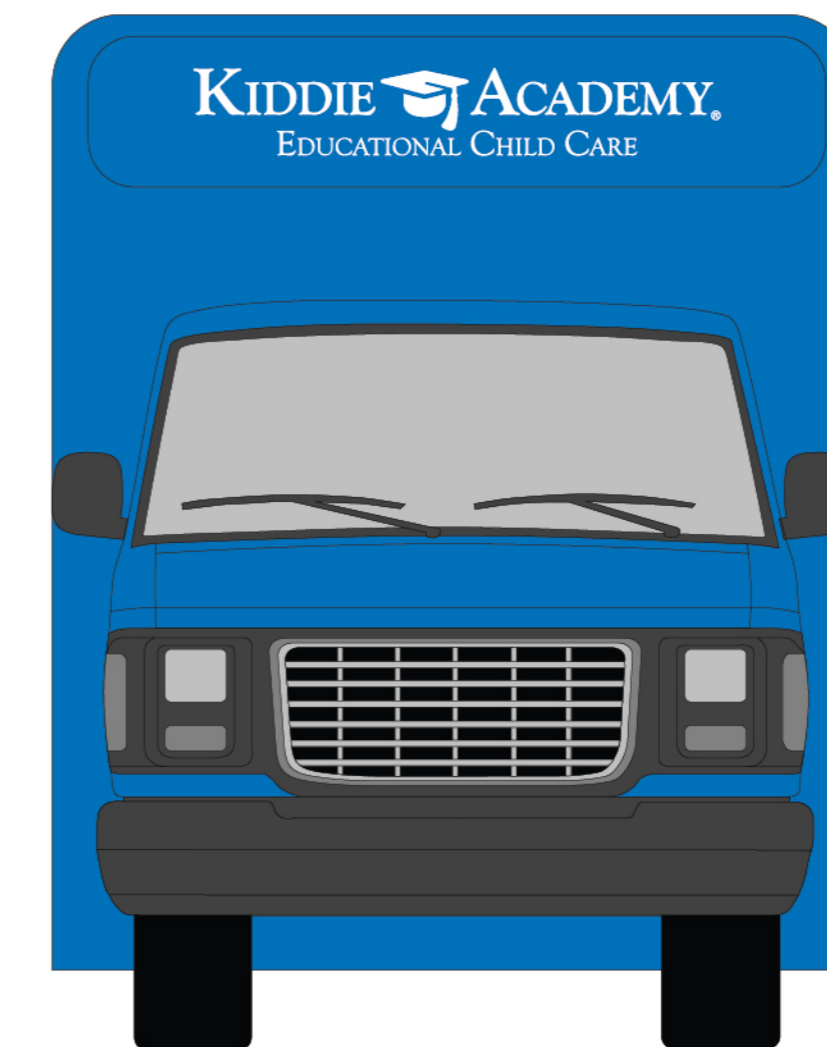
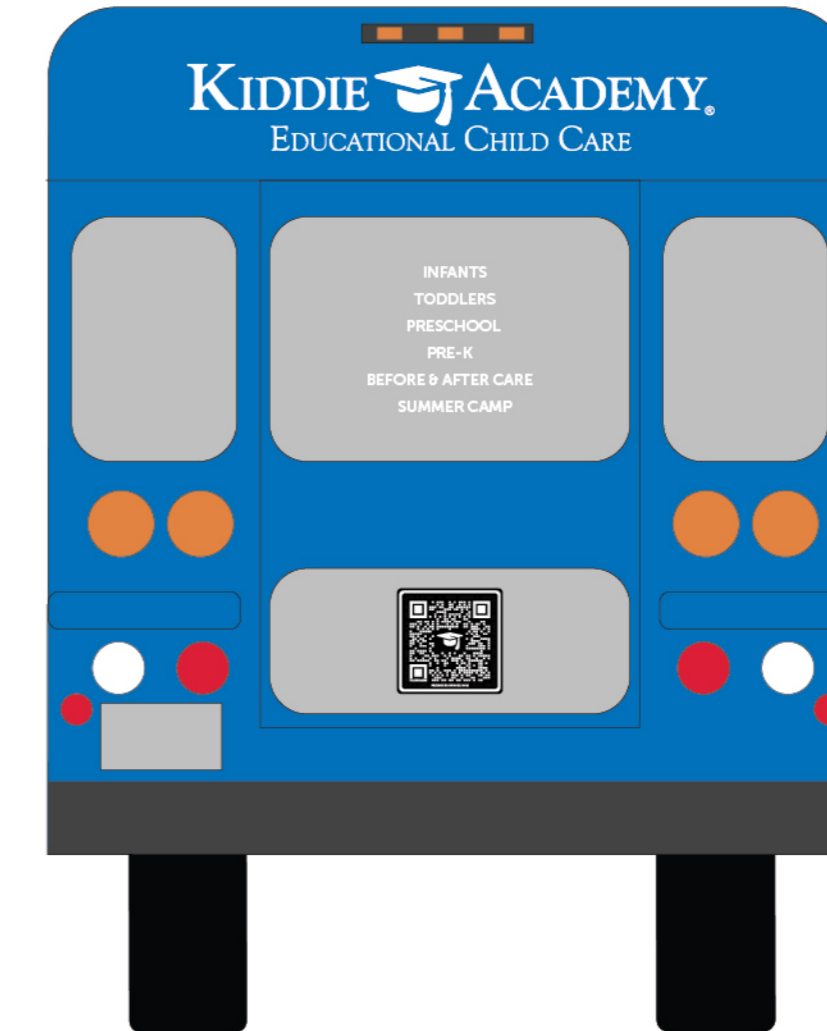
Full Wrap

Note to installer: ensure graphic alignment from sides to front or back is correct.



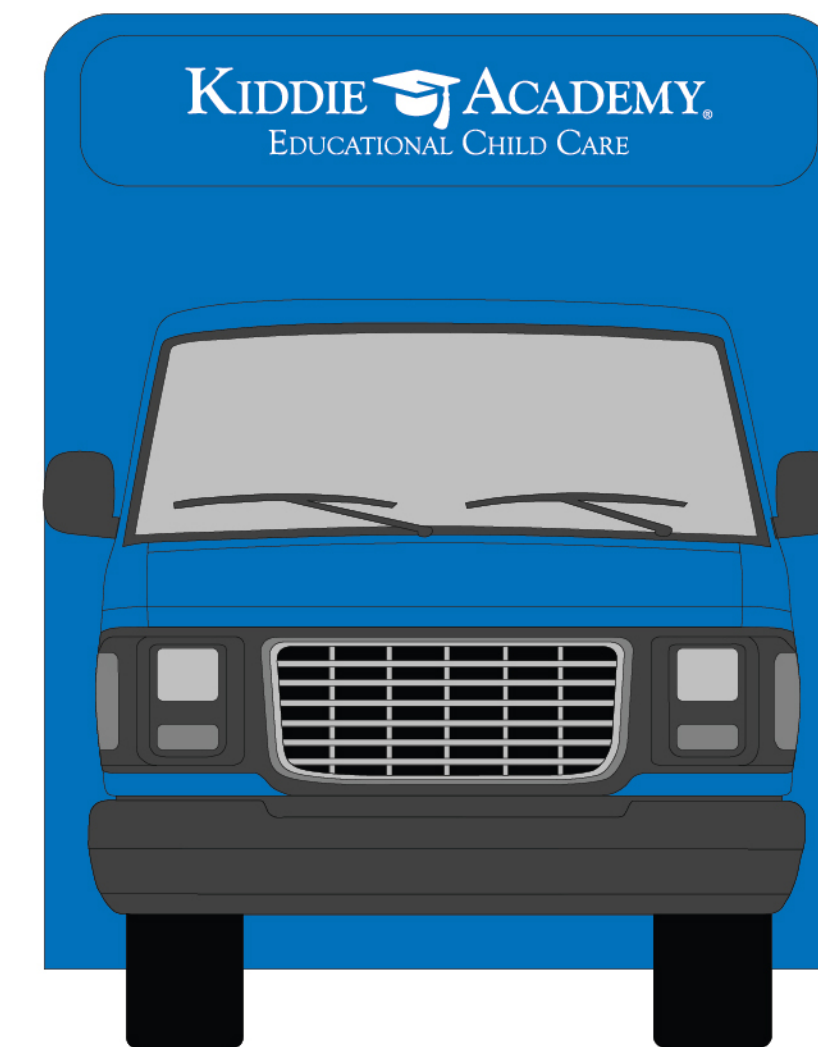
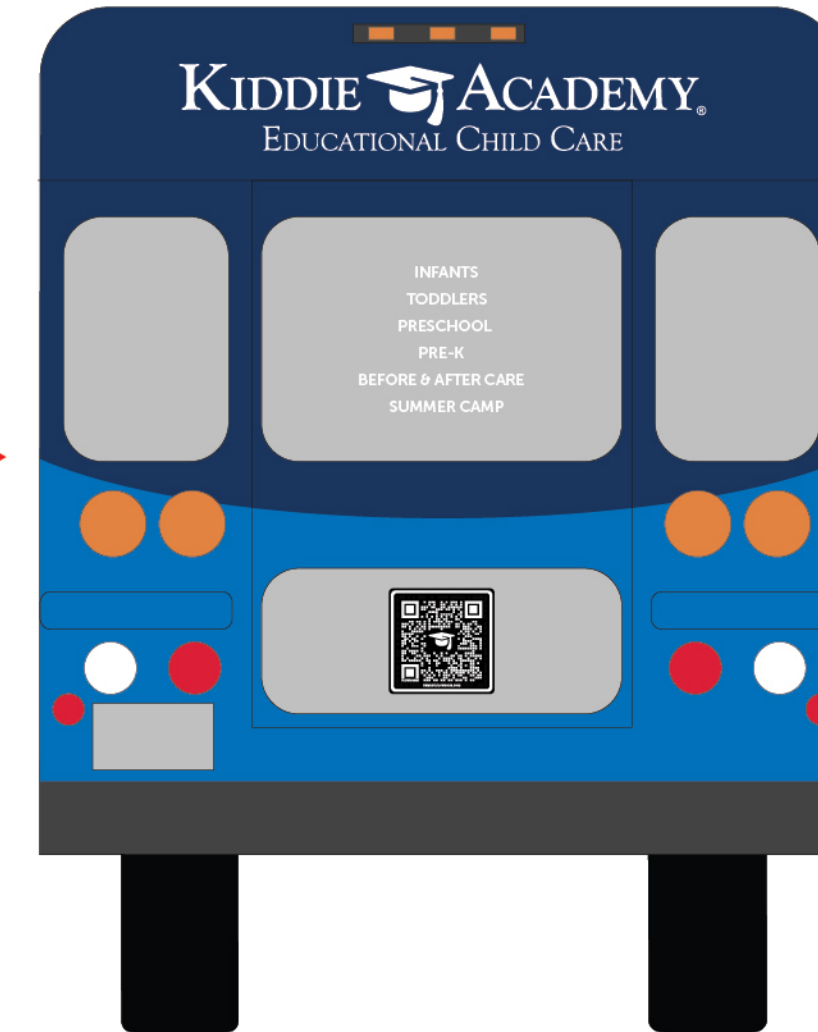
Note to installer: ensure graphic alignment from sides to front or back is correct.

CONCEPT 2



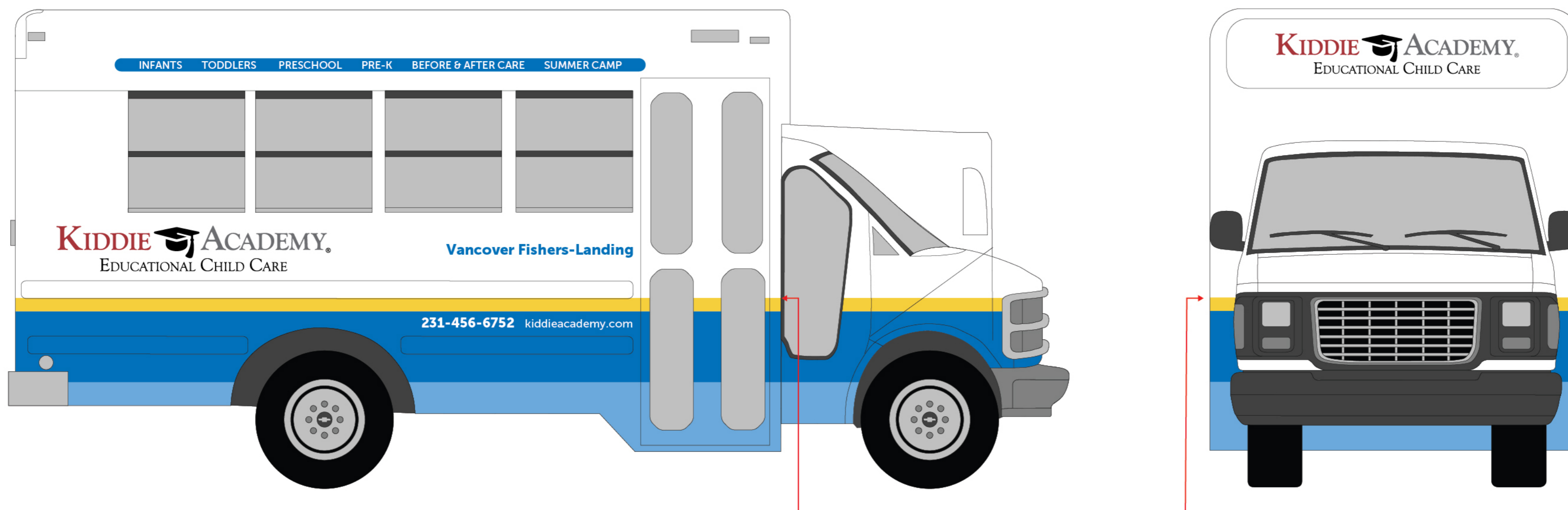
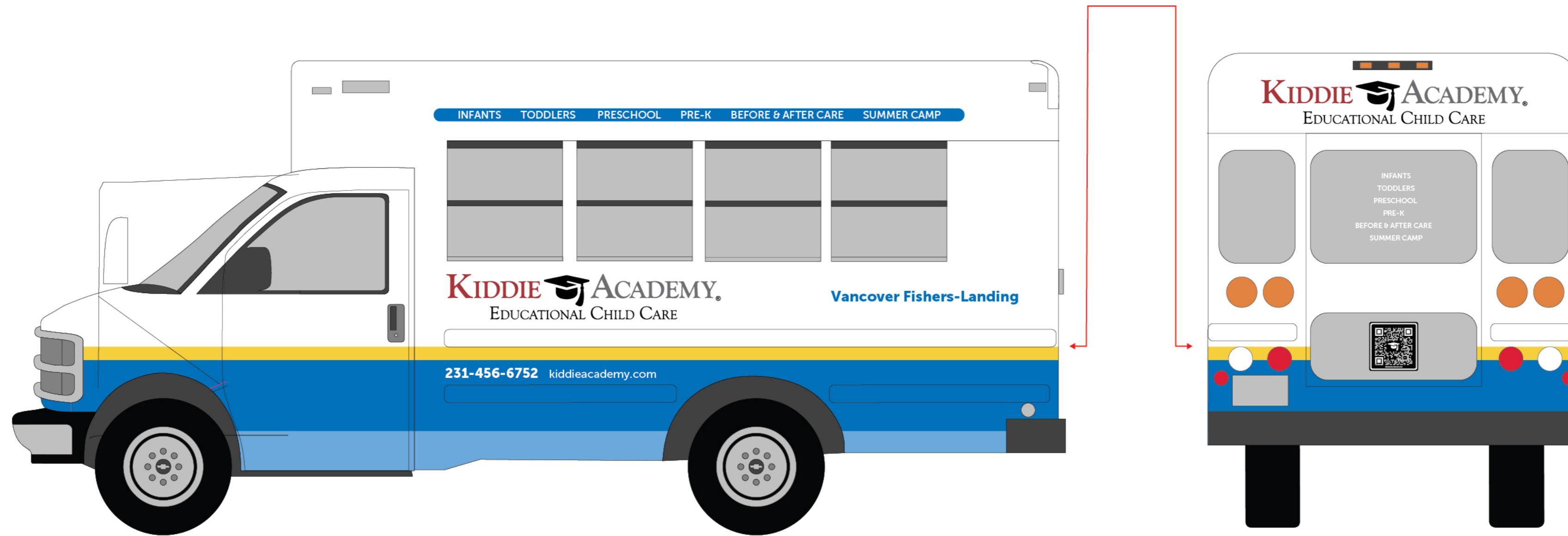
CONCEPT 3

Note to installer: ensure graphic alignment from sides to front or back is correct.



CONCEPT 4

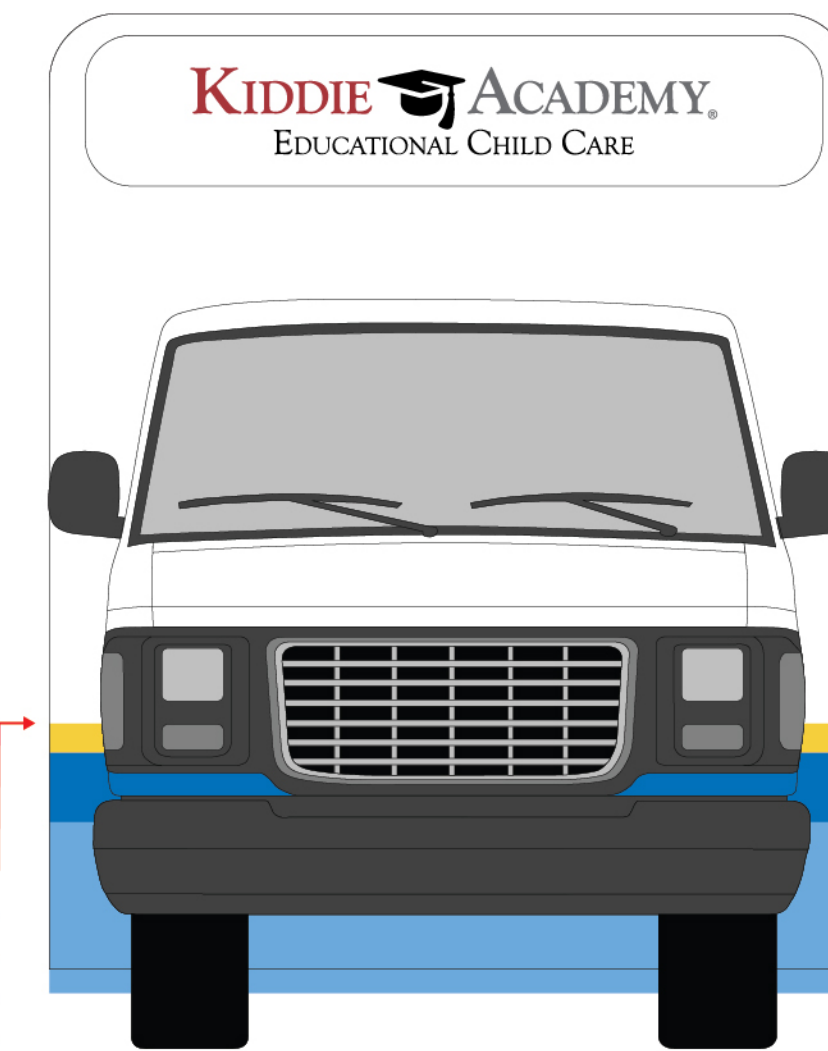
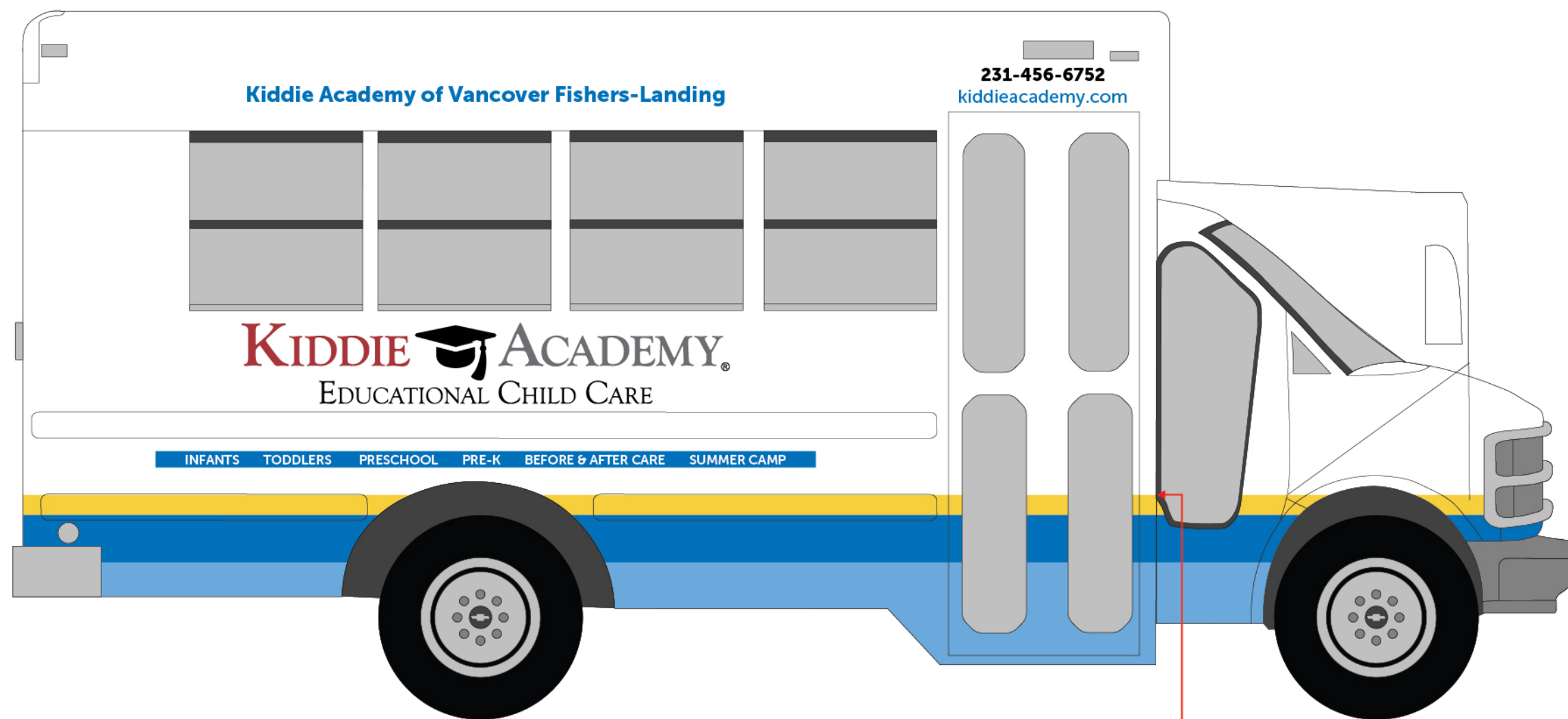
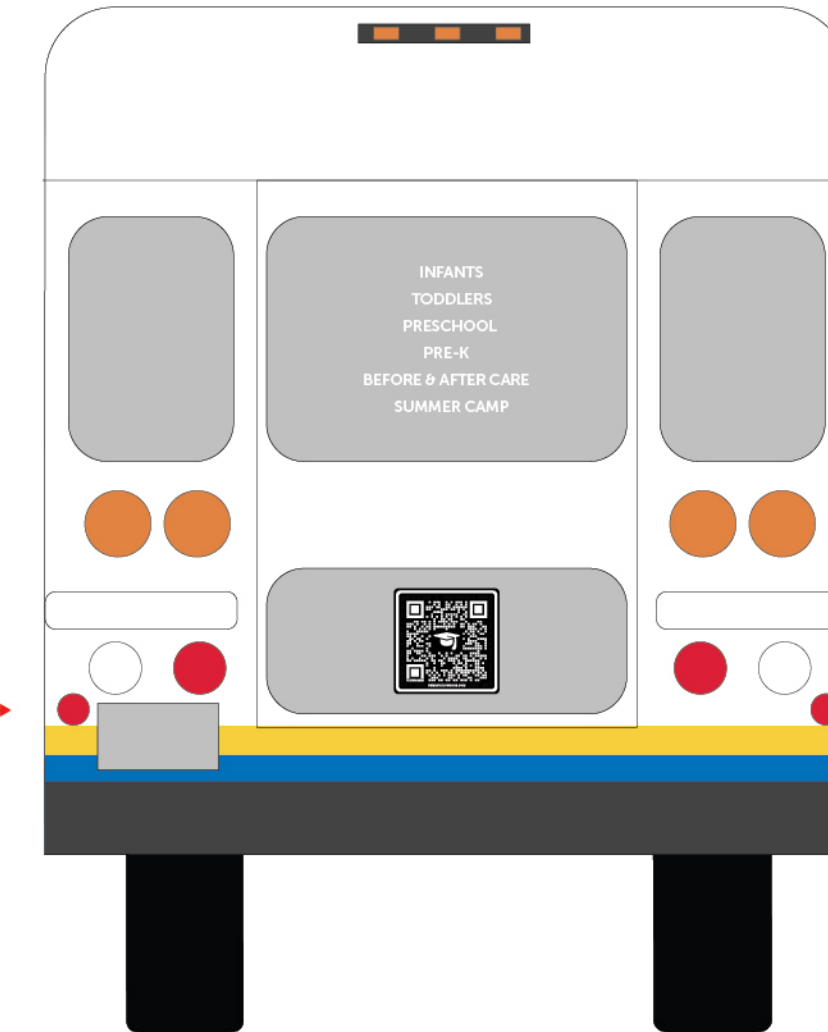
Note to installer: ensure graphic alignment from sides to front or back is correct.



Note to installer: ensure graphic alignment from sides to front or back is correct.

CONCEPT 5

Note to installer: ensure graphic alignment from sides to front or back is correct.



Note to installer: ensure graphic alignment from sides to front or back is correct.