



Brand Guidelines

**Magical Bridge Foundation
2024**

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01

Who We Are

01. Who We Are

MISSION

Magical Bridge Foundation innovates multigenerational playgrounds, parks, and programs for more inclusive communities.

TAGLINES

Inclusion Means Everyone.

All Abilities. All Ages. All Welcome.

Where Communities Come Together.

Where Everyone Plays Together.

Kindness is Magical.

02

The Logo

02. The Logo

Primary logo - horizontal logo



LOGO The Magical Bridge Foundation logo is the key building block of Magical Bridge’s brand identity and the primary visual element that identifies the foundation. To maintain its integrity, the logo should be used consistently according to these guidelines.

REGISTERED TRADEMARK The Magical Bridge name and logo is a registered trademark and should always be shown with the ® symbol identifying the copyright.

FONT The logo font is Neutra Display Bold which is a classic mid-century modern font used in the original 1955 signage at Mitchell Park, the location of Magical Bridge’s first playground in Palo Alto, CA. It is meant to convey the deep connection to the land and community each Magical Bridge Playground shares with its location.

DESIGN + COLORS The primary logo has eight colors. The seven dots above the name represent the seven Play Zones™ featured in destination Magical Bridge public playgrounds. The arc represents a bridge — and each end of the bridge lands on the letter “I” to show connection between individuals and convey a sense of acceptance and community.

USAGE The logo should be used as shown in its primary form whenever possible, and when sized, keep its original width/height proportions. The logo can also be used in all black or all white, as necessary. In some cases for legibility, the logo text can be white and the dots in their original colors. If the logo is placed on the same color as a dot in the logo, that dot should be replaced with Sky Blue, as shown in the color section of this document and illustrated on the following pages.

02. The Logo

Secondary Logo Variations

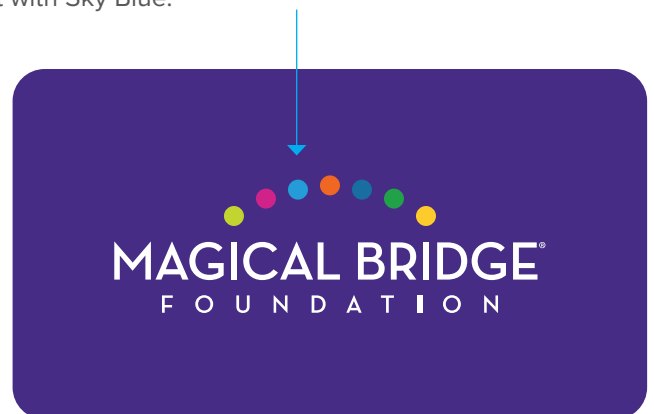
Vertical or Square Orientaton — used only when necessary given space constraints such as social media profile squares, etc.



All Black or All White — used only as necessary for print constraints



On medium to dark backgrounds, the text can appear in white for greater legibility. When placed on the same background color as one of the dots, as shown, replace that dot with Sky Blue.



02. The Logo

Clear space for print and digital media



CLEAR SPACE To preserve the visual impact and integrity of the logo, always maintain a buffer of space around it. It is important to handle the safe zone with care to retain the impact of the logo. The white or clear space around the logo should be about the same height of the logo text.

SIZING When sizing, it is important to maintain the width x height proportions — never stretch the logo in either direction.

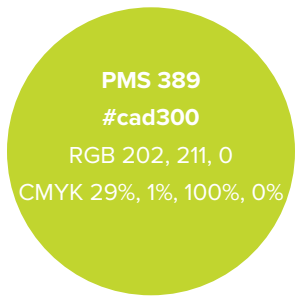
RESOLUTION Always size the logo in its vector form before outputting into JPG or PNG formats to retain clarity and resolution. Never use a pixelated image.

03

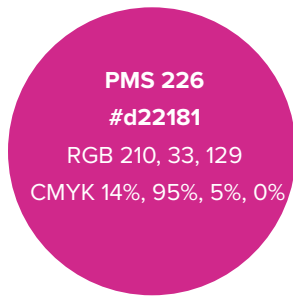
Colors

03. Colors

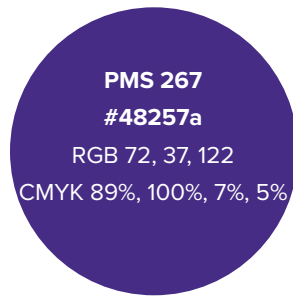
Primary colors



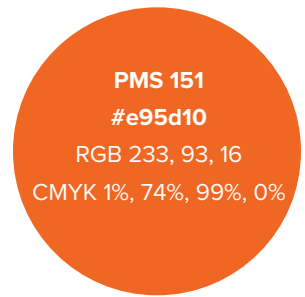
Cheerful Chartreuse



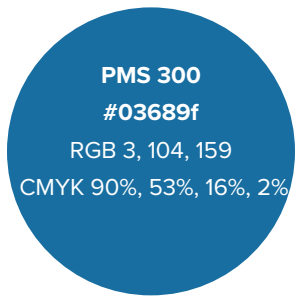
Everybody Pink



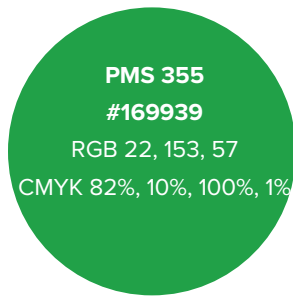
Inclusive Purple



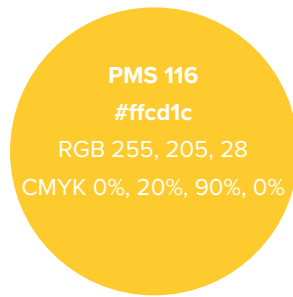
Playful Orange



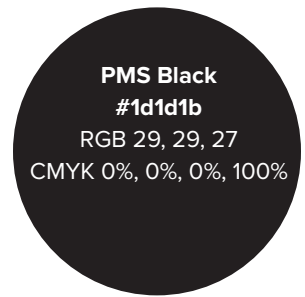
Friendly Blue



Grassy Green

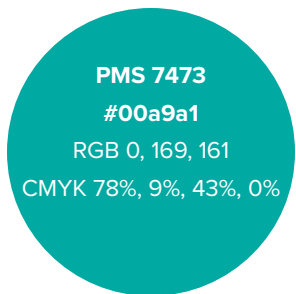


Sunshine Yellow

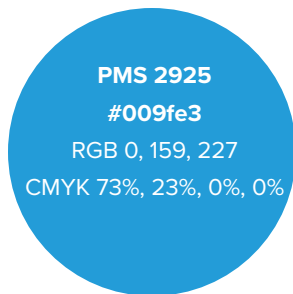


Black

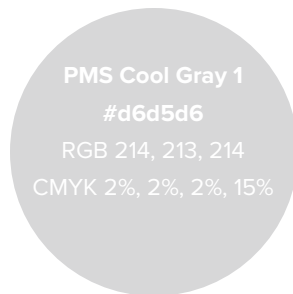
Secondary colors



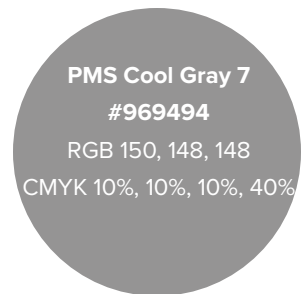
Kind Teal



Sky Blue



Cloud Gray



Storm Gray

PALETTE The primary Magical Bridge colors are those that appear in the logo — including the top seven dot colors and black. White and Gray can also be used, along with Kind Teal and Sky Blue as needed for differentiation.

TEXT All body text is set at 80% Black.

METHODOLOGY These bright and modern colors reflect the palette of the very first Magical Bridge Playground in Palo Alto, California. Each color conveys optimism, inclusion, and fun. As a group, the seven primary colors represent each of the seven Play Zones™ in the regional destination playgrounds.

04

Typography

04. Typography

Typeface for Marketing and Communications

Proxima Nova

abcdefghijklm

nopqrstuvwxyz

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

0123456789

Proxima Nova aligns with the modern, inclusive, and open philosophy of Magical Bridge. It is a flexible font family with a full range of weights and expression.

USAGE Proxima Nova is used for headlines and body text in marketing materials, the website, presentations, and signage at the playgrounds and parks.

COLOR AND STYLE All body text should be set to 80% Black for a more friendly presentation. All weights and styles of the Proxima Nova typeface can be used:

Thin	<i>Thin Italic</i>	Semi-bold	<i>Semi-bold Italic</i>
Light	<i>Light Italic</i>	Bold	<i>Bold Italic</i>
Regular	<i>Regular Italic</i>	Extra Bold	<i>Extra Bold Italic</i>
Medium	<i>Medium Italic</i>	Black	<i>Black Italic</i>

04. Typography

Special Use Typography

NEUTRA DISPLAY BOLD

SIGNAGE Neutra Display Bold is used in the Magical Bridge Foundation and Magical Bridge Playground logo, but is not used for marketing and supporting materials. For playground and park entrance signage, Neutra Display Bold in all caps is used to reflect the Magical Bridge brand.



SOOKIE

FUN TYPE Sookie is used for “Kindness is Magical” messaging and as an accent font for children’s materials, including Kindness Kits.



FREUDE

PROGRAMS The playful and bold Freude font is used for programs designed for all ages and abilities, such as the Magical Day Program and the Magical Series.



Playfair

ACCENT Playfair Display (italic) is used for captions, taglines, and subtitles, when a serif font is needed for emphasis. All variations are acceptable.

Where Everyone Plays Together

05

Iconography

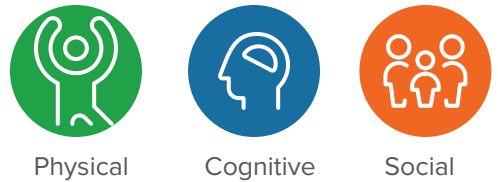
05. Iconography

Decorative Expression — Presentations, Web, Signage, etc.



The star, heart, and moon designs are the cutout shapes that appear in Barbara Butler’s custom playhouses. We use these shapes in marketing materials, signage, and presentations for brand consistency across the physical playground and messaging on and off the playground.

Illustrative Style — Infographics, Visual Communication



When conveying people, communities, and disabilities in an illustrative or icon form, the style is simple, modern, and straightforward. By using simple shapes and staying within the Magical Bridge palette, we can convey diversity and inclusion without specifically representing an array of race, size, or gender. The zone, equipment, and program icons are also symbolic of the item or action, without being detailed or specific, to allow for changing variables.

06

Business Cards

06. Business Cards

Business Card System



For Magical Bridge Foundation business cards, each team member selects a primary logo color (with the exception of yellow and chartreuse for legibility reasons) to appear on the back of the card as well as the title on the front.

FRONT

Text and Logo is centered with the Magical Bridge logo in full color at top of card.

Name — Proxima Nova Semi-Bold - 11pt
(same color as chosen background color)
Title — Proxima Nova Regular - 9pt

Contact Information — Proxima Nova Regular - 9pt

BACK

Text and Logo is centered. The background color dot is replaced with Sky Blue.

Mission — Proxima Nova Semi-Bold - 12pt
Tagline — Proxima Nova Semi-Bold - 9pt

Website — Proxima Nova Semi-Bold - 9pt

Non-Profit Statement and Tax ID —
Proxima Nova Regular - 7pt

BACKGROUND COLORS



07

Inclusive Design Criteria

07. Inclusive Design Criteria

Magically-Certified

The proprietary design of Magical Bridge Playground can be adapted for various sizes and locations, yet each playground intentionally shares the following criteria to ensure the final layout and equipment meets the standards set by Magical Bridge Foundation for innovation and inclusion:

DESIGN

- Predictable Play Zones™ (see following section 08 for details)
- Accessible Quality Equipment and Surfacing for all Ages
- Perimeter Fencing and Gates
- Shade and Comfortable Space for Gathering
- Transitional and Open Spaces
- Universal Wayfinding and Signage

PROGRAMS

- Kindness Ambassador™ and Magic Maker™ Volunteer Programs
- Events and Activities for All Ages and Abilities
- Community Outreach and Engagement

ADDITIONAL FEATURES FOUND AT EVERY MAGICAL BRIDGE PLAYGROUND



HIDEAWAY HUTS

Quiet retreats for observation and a break from play, especially important for those with autism



BUDDY BENCHES

Friendship is encouraged with special seating that signals someone wants to play or talk with others



AVA'S BRIDGE

Named after Ava Villarreal, the inspiration behind Magical Bridge, this custom bridge links all Magical Bridge Playgrounds



SENSORY EXPERIENCES

Interesting tactile and colorplay experiences that calm or facilitate non-verbal expression

07. Inclusive Design Criteria

These core tenants drive the design principles behind every Magical Bridge Playground.

ALL ABILITIES

In America, 25% of adults — and 15% of children — are living with a disability. Only 10% of disabilities are apparent; the remaining 90% are “invisible,” including sensory challenges and autism. Magical Bridge Playground considers all ages and abilities so everyone can play together.



ALL AGES

Magical Bridge is designed for toddlers to grandparents and everyone in between to play together.

- Multi-generational Interactions
- Variable Challenge Levels
- Comfort and Shade
- Quiet Zones — Hideaway Huts™
- Seating Throughout
- Community Gathering Space
- Trees and Nature
- Clear Lines of Sight
- Security Gates and Fencing
- Active and Imaginative Play Experiences

ALL WELCOME

Magical Bridge Playgrounds are vital community gathering spaces that foster social cohesion and a strong sense of community.

- Civic Engagement Opportunities
- Proximity to Other Amenities
- Transportation and Parking
- Community Gathering Space
- Features by Local Artists and Craftsmen
- Volunteer Programs
- School and Club Tours and Involvement
- Outreach with Senior Groups
- Companion Programming — Art and STEM Activities, Inclusive Design / Educational Materials, Concerts, and Performances

08

Play Zones™

07. Play Zones™

Distinct Play Areas

Carefully identified and customizable Play Zones™ are the foundation of Magical Bridge Playgrounds. Each zone offers a variety of play equipment, multiple challenge levels, and unique benefits for all ages and abilities. Best of all, the spaces and equipment are intentionally designed to provide maximum accessibility so everyone can play together.



Slide and Climb Zone



Swing and Sway Zone



Spin Zone



Tot Zone



Kindness Corner



Innovation/Music Zone

07. Play Zones™

Features and Benefits of Play Zones™



IMAGINATION ZONE: PLAYHOUSE AND STAGE

BENEFITS: Encourages imaginative play with a full range of senses and feelings; motivates social collaboration.

EQUIPMENT: Custom-designed playhouse with whimsical touches and a stage for concerts, plays, storytime, and impromptu creative fun. An adjacent treehouse further connects visitors with nature.

FEATURES: A colorful and thematic centerpiece of the playground with natural amphitheater seating offers a gathering space for school or community field trips, presentations and performances.



SLIDE AND CLIMB ZONE

BENEFITS: Strengthens and develops muscle tone, skills, coordination, and sense of balance.

EQUIPMENT: Roller slide, group slides in multiple grades, climbing loops, rails, ropes, and nets.

FEATURES: Ramps and bridges lead to the top of a mound or berm. Slides feature Slide and Sit Landings™ that provide a safe place for those needing extra time for their mobility device or help from a friend.

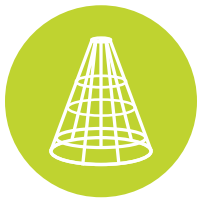


SWING AND SWAY ZONE

BENEFITS: Develops and restores balance, increases concentration, soothes and relaxes.

EQUIPMENT: Bucket swings for all sizes, disc swings, dual swings, sway boat, and bench swings.

FEATURES: Selected for all ages and abilities, bucket swings accommodate all body sizes and disc swings enable multiple people to swing together or in different positions, such as laying down.



SPIN ZONE

BENEFITS: Helps develop both sides of the brain, improves attention span and focus.

EQUIPMENT: Disc spinner, net spinner, nest spinner, and wheelchair accessible ground carousel.

FEATURES: Each spinning experience is chosen for maximum play benefit and accessibility including coordinated group play at multiple challenge levels and individual therapeutic spinning in various positions.



TOT ZONE

BENEFITS: Develops fine and gross motor skills, offers challenges for risk-taking, encourages imagination.

EQUIPMENT: Fun characters for moving and climbing, mini Slide Mound, tactile mural, and infant swings.

FEATURES: Designed for younger visitors, the Tot Zone mimics the other play areas in a scaled down version so smaller bodies can challenge themselves appropriately.



INNOVATION ZONE: MUSIC

BENEFITS: Motivates interaction, stimulates brain activity, encourages creativity and collaboration.

EQUIPMENT: Utilizing technology and music, the Magical Bridge Laser Harp creates orchestral sounds as you move beneath its arch while drum pads provide percussion as you walk or roll through the space.

FEATURES: Technology, touch, symbols, and sound facilitates non-verbal expression. Magical Bridge continues to innovate in this area with more options to come, including an AI-driven Musical Bridge that creates original music.



KINDNESS CORNER™

BENEFITS: Inspires conversations and reflection about kindness, acceptance, friendship, and diversity.

EQUIPMENT: Kindness messaging on walls or kiosks, seating, gaming tables, artwork, and natural shade.

FEATURES: This gathering space encourages multi-generational connections and activities.

09

Programs

08. Programs

Kindness Ambassadors™ and Magic Makers™

As the hallmark of Magical Bridge community engagement, the Kindness Ambassador™ volunteer program fosters a sense of belonging, both on and off the playground. Magic Makers™ comprise volunteers that run programs along with school and community awareness initiatives.

Teens, adults, and senior are welcome to volunteer to support Magical Bridge programs on and off the playground. Ready with a friendly hello or an invitation to create a colorful craft, Kindness Ambassadors™ are a welcoming presence on the playground. Magic Makers™ host events, activities, and friendly open play for all ages and abilities. Becoming a Kindness Ambassador or Magic Maker is a great opportunity for teens to find purpose in community involvement and for seniors to get outside and socialize with people of all ages.



MAGICAL BRIDGE PROGRAMS:

ON THE PLAYGROUND

Magical Bridge community programs ensure the playground is active all year long. Activities and events, hosted by Kindness Ambassadors, City organizations, and community groups, include:

- Live music on the playstage including a Summer Concert Series
- Entertainment featuring local artists, magicians, and jugglers
- Storytime and sing-a-longs for all ages
- Hands-on STEM activities, arts and crafts
- Senior movement classes
- “Send Kindness” postcard activities
- Resource exhibitions, such as Canine Companions™
- Fundraising events for local charities and organizations
- School field trips for playtime and educational tours



OFF THE PLAYGROUND

Magical Bridge Foundation partners with local organizations to host complementary programs and events that welcome all ages and abilities (sometimes for the first time). With Kindness Ambassadors on-hand as well as other helpful resources and accommodations, programs include:

- Sensory-friendly musical theater and dance performances
- Stanford University innovation workshops on universal design
- Kindness Kits™ activity guides for classrooms and at-home education
- Tennis and movement classes
- Activity tables at city-sponsored events, parades, fairs, and more
- School presentations to educate students about inclusion
- Conferences and speaking engagements focused on inclusive design



10

Trademarks, IP and Patents

09. Trademarks, IP and Patents

REGISTERED TRADEMARKS



Magical Bridge, Magical Bridge Playground, and Magical Bridge Foundation are registered trademarks.

All rights reserved.

TRADEMARKS

Kindness is Magical™

Kindness Ambassadors™

Magic Makers™

Play Zones™

All Abilities. All Ages. All Welcome.™

Inclusion Means Everyone™

Sit and Slide Landings™

PATENTS

The bench extensions at the end of slides (as installed in Magical Bridge Playgrounds), referred to as Dignity Landings or Slide and Sit Landings™, are patented by Olenka Villarreal and Magical Bridge Foundation.



MAGICAL BRIDGE FOUNDATION
959A Addison Avenue, Palo Alto, California 94301
magicalbridge.org • @magicalbridge

Magical Bridge Foundation is a registered 501(c)(3) non-profit organization. Tax ID: #81-2377796