mastermind TOYS®

Brand guidelines

the wonder years

As adults, it's hard for us to remember a time when everything was new. We get precious few years when every day is an opportunity to discover something new and strange and wonderful - a new word, a new story, a new game, a new colour, or a new skill.

At Mastermind Toys everything we do is aimed to inspire that twinkle of wonder in a child's eyes. You'll feel it the moment you walk through our doors: the giddy desire to snoop and peek and poke and prod and shake and stack and fill your head and heart with wonder. We offer distinctive and imaginative products that you won't find in other toy stores. And, if you need a little pointing in the right direction, we are always happy to show you something you never would have imagined.

Because at Mastermind Toys, we believe that childhood happens but once and the wonder years go by fast, so every single toy counts.

Hello!

Modern, distinctive and playful, our logo greets the world with colours and lines that evoke Mastermind Toys' core values: curiosity, cheerfulness, excitement and energy.

Our primary wordmark is our brand name placed on a horizontal plane, or stacked.

Our logo should always use our brand-specific blue and yellow, or be rendered in all-white for use on coloured backgrounds.
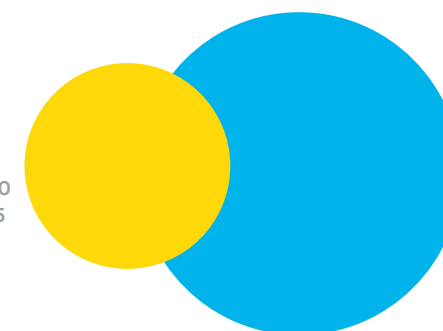
horizontal

Minimum screen width - 150px
Minimum print width - 1.5"

mastermindTOYS

stacked

Minimum screen width - 250px
Minimum print width - 2.5"

mastermind TOYS

Brand Yellow
Pantone 116 C
Pantone 115 U
CMYK — 0/12/98/0
RGB — 255/206/46

Brand Blue
Pantone 306 C
Pantone 306 U
CMYK — 90 / 0 / 3 / 0
RGB — 0 / 180 / 228

I need my space

The Mastermind Toys logo must always have visual room: an area of isolation that prevents headlines, text and other visual elements from encroaching or pulling focus.

That margin is defined – at minimum – as the height and width of the letter "d" in "Mastermind." And if some room is good, more is better: increase the area of isolation whenever possible.

POW!
Our primary colours

Mastermind Toys' brand colour palette is vivid, energetic and fun – just like us. Powerful and exciting primary colours evoke memories of the "wonder years" across generations, while the more grounded deep blue adds an authority that speaks to our expertise.

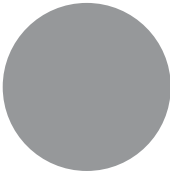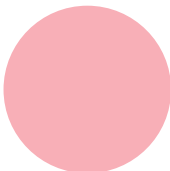These specific tones should be used in all branded collateral.

Brand Red
Pantone Red 032 C
Pantone Red 032 U
CMYK — 0/96/80/0
RGB — 246/80/88
HEX — #F65058
PAINT - Benjamin Moore
Bonfire Red 2001-20

Brand Yellow
Pantone 116 C
Pantone 115 U
CMYK — 0/12/98/0
RGB — 255/206/46
HEX — #FFCE2E
PAINT - Benjamin Moore
Yellow 2022-10

Deep Blue
Pantone 2945C
Pantone 2955 U
CMYK — 100/80/10/0
RGB — 14/78/150
HEX — #0E4E96
PAINT - Benjamin Moore
Patriot Blue 2064-20

Brand Blue
Pantone 306 C
Pantone 306 U
CMYK — 90 / 0 / 3 / 0
RGB — 0 / 180 / 228
HEX — #00B4E4
PAINT - Benjamin Moore
Toronto Blue 2060-40

Oooh!
Our secondary colours

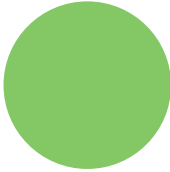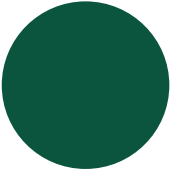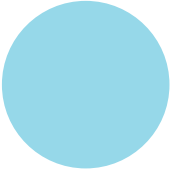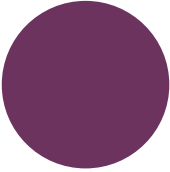Sometimes you've just got to be more colourful!
Use these juicy tones when a project calls for
additional complementary colours: in-store
signage, seasonal campaigns, presentations
and the like.

Light Grey
Cool Gray 1 C
Cool Gray 1 U
CMYK — 4/3/6/7
RGB — 218/217/214
HEX — #DAD9D6

Warm White
Warm Gray 2 C
Warm Gray 2 U
CMYK — 5/5/9/10
RGB — 207 / 199 / 192
HEX — #CFC7C0

Metal
Cool Gray 7 C
Cool Gray 7 U
CMYK — 20/11/12/30
RGB — 155/158/160
HEX — #9B9EA0

Lemon
Pantone 101 C
Pantone 101 U
CMYK — 5/1/93/0
RGB — 250/235/55
HEX — #FAEB37

BubbleGum
Pantone 176 C
Pantone 176 U
CMYK — 0/29/15/0
RGB — 255/177/186
HEX — #FFB1BA

Pink
Pantone 191 C
Pantone 1925 U
CMYK — 0/90/54/0
RGB — 233/80/110
HEX — #E9506E

Orange
Pantone 1585 C
Pantone 2018 U
CMYK — 0/44/78/0
RGB — 255/128/56
HEX — #FF8038

Light Green
Pantone 351 C
Pantone 2254 U
CMYK — 37/0/31/0
RGB — 147/230/180
HEX — #93E6B4

Apple
Pantone 2268 C
Pantone 2268 U
CMYK — 4/0/48/0
RGB — 118/221/132
HEX — #76DD84

Green
Pantone Green C
Pantone Green U
CMYK — 80/0/51/0
RGB — 0/172/140
HEX — #00AC8C

Forest
Pantone 7484 C
Pantone 7484 U
CMYK — 89/11/84/39
RGB — 69/110/96
HEX — #456E60

Light Blue
Pantone 304 C
Pantone 2975 U
CMYK — 54/0/10/0
RGB — 139/213/238
HEX — #8BD5EE

Blue
Pantone 3005 C
Pantone Pro Blue U
CMYK — 100/4/0/9
RGB — 0/131/195
HEX — #0083C3

Grape
Pantone 2597 C
Pantone 2597 U
CMYK — 56 /66 /0/0
RGB — 130/90/164
HEX — #825AA4

Plum
Pantone 7658 C
Pantone 2356 U
CMYK — 49/88/0/0
RGB — 124/64/112
HEX — #7C4070

Location, location, location

How to place the Mastermind Toys logo? Depends on your background.

On a coloured background, the colour logo must appear in a box or circle enclosure that meets the spacing guidelines: see "I need my space" on page six for a refresher. But if you're using the white logo, do not use a box or enclosure or any kind – let the logo breathe free!

On a white background, use only the colour logo because…duh. No boxes or enclosure, please.

(See examples on the opposite page.)

On a coloured background

Full colour logo

Horizontal or stacked, as shown in either a box or circle enclosure.

All white logo

Horizontal or stacked, as shown.
Do not use a box, circle or enclosure.

On a white background

Always use the colour logo on a white background – horizontal or stacked, as shown.

Do not use a box, circle or enclosure.

Circular Pro

First you take the peanuts and you squish 'em. Peanut, peanut butter, jelly!

Word up:
our primary typeface

Mastermind Toys' primary font of choice – Circular Pro – is a playful, geometric sans-serif typeface. The circular aspect shouts out loud and mimics wide-open eyes and mouths agape in wonder. It's bold and versatile for use in both print and digital applications.

Circular Pro - Book

AaBbCcDd
123456789
0!?#$&¢()

Aa

Circular Pro - Medium

AaBbCcDd
123456789
0!?#$&¢()

Aa

Circular Pro - Bold

AaBbCcDd
123456789
0!?#$&¢()

Aa

Circular Pro - Black

AaBbCcDd
123456789
0!?#$&¢()

Aa

Circe Rounded

I like to eat, eat, eat apples and bananas I like to ate, ate, ate ay-ples and ba-nay-nays

Screen time: our secondary typeface

Say hello to Circe Rounded – a fun, casual sans-serif font that's easy on the eyes, and pleasant to read in digital applications. It's our go-to typeface on mastermindtoys.com.

Circe Rounded - Light

AaBbCcDd
123456789
0!?#$&¢()

Aa

Circe Rounded - Regular

AaBbCcDd
123456789
0!?#$&¢()

Aa

Circe Rounded - Bold

AaBbCcDd
123456789
0!?#$&¢()

Aa

Circe Rounded - Extra Bold

AaBbCcDd
123456789
0!?#$&¢()

Aa

It's the things we play with
and the people who help
us play that make a great
difference in our lives.

- Fred Rogers