



KIDSPACE

Brand Identity Book



Research

Introduction

Kidspace is an interactive children's museum with a goal of inspiring youth to find the joy in learning. With the core belief that education is limitless, Kidspace embraces curious explorers and grand thinkers. Since its launch in Pasadena, California in 1979, the mission of Kidspace has stayed a constant—to nurture the potential of all children through kid-driven experiences, inspiring them to become joyful, active learners.

There's always space for learning.

Brand Pillars

Our Promise

Kidspace is devoted to inspiring future leaders to seek knowledge through an educational space that nourishes the joys of learning.

Learning

Kidspace cherishes experiential learning through all ages. They believe that play is a fundamental avenue of learning, fostering an environment that creates an enjoyable learning process.

Children

Kidspace is dedicated to creating a positive space for all children. They believe that children have unlimited potential to learn and will do their best to provide them with the tool that they need to unlock new knowledge.

Community

They understand that children are multi-faceted and come from all backgrounds. Kidspace embraces diversity on all levels and delivers exceptional service to guests and the community.

Tagline

"There's always space for learning."

**There's always space for
learning.**

SWOT Analysis

Strength

The company's strong dedication to their mission is among one of their strengths. The variety of events that can appeal to a wide audience also plays in their favor.

Weakness

One of the weaknesses of the company includes the size and funding of the museum compared to its competitors.

Opportunities

The smaller location of the museum allows for opportunities of creating a more personable brand and gives room for expansion.

Threats

Kidspace is threatened by its larger competitors in the California area. These competitors may have larger facilities and more amenities.

ZAG Analysis

1. Who are you?

Kidspace is an interactive children's museum.

2. What do you do?

Kidspace inspires learning through fun, experiential learning opportunities.

3. What's your vision?

The vision is to expand the brand in size.

4. What wave are you riding?

The focus is set on younger generations and their future as the world's next leaders.

5. Who shares the brandscape?

Kidspace competes with larger museums.

6. What makes you the "only"?

They are the only children's museum that makes every part of the learning process interactive.

7. What should you add/subtract?

Take away unnecessary details/wording that make the goal of Kidspace blurry.

8. Who loves you?

Those who value learning, such as parents and schools identify Kidspace as a valuable resource.

9. Who is the enemy?

Individuals who don't respect different kinds of learning processes.



10. What do they call you?

Kidspace is known for being unique learning space.

11. How do you explain yourself?

Kidspace is a innovative environment that values accessibility to knowledge and fun.

13. How do people engage with you?

Visitors come into the museum to experience fun, interactive learning opportunities.

14. What do they experience?

Kidspace provides an enjoyable, experience that is full of knowledge and resources to spark growth in children.

15. How do you earn their loyalty?

Ensuring accesibility and making sure every experience is memorable will earn loyalty.

16. How do you extend your success?

Kidspace extends their success through building enough loyalty to fuel a remodeling and upgrade.

17. How do you protect your portfolio?

Integretating the values of joy, inclusivity, and education within every aspect and branch of the brand will protect their portfolio and make their voice stronger.

Competitor Audit

local



Competitor Audit

national

