



MORGAN'S WONDERLAND

BRANDING GUIDELINES

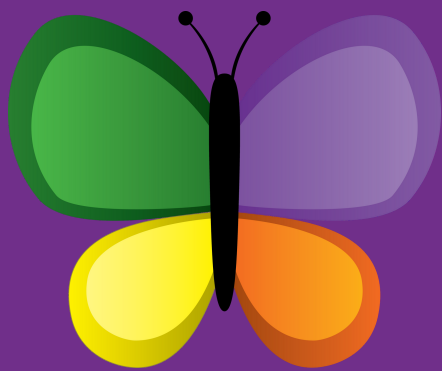
are making
^
TOGETHER, WE CAN MAKE A DIFFERENCE!



5223 David Edwards San Antonio, TX 78233
210.495.5888

www.MorgansWonderland.com
Info@MorgansWonderland.com

The Inspiration



The Inspiration

Call her a catalyst, a spark, an inspiration. While Morgan Hartman may not realize it, her ability to smile and bring joy to her parents, Gordon and Maggie Hartman, inspired them to do things never done before for people with special needs and their families. Morgan inspired not only the creation of a one-of-a-kind theme park but also other initiatives benefitting everyone of all abilities.

The tipping point occurred in 2006 when Gordon observed Morgan wanting to play with other vacationing kids at a hotel swimming pool, but the kids were leery of Morgan and didn't want to interact with her. Then and there, Gordon resolved to create opportunities and places where those with and without special needs can come together not only for fun but also for a better understanding of one another. That led to the construction of Morgan's Wonderland in an abandoned quarry in Northeast San Antonio. It's apropos that the butterfly is the symbol of this unique theme park; soaring to one success after another is now commonplace.

When it celebrated its grand opening on April 10, 2010, Morgan's Wonderland became the world's first theme park designed with individuals with special needs in mind and built for everyone's enjoyment. The completely wheelchair-accessible park features more than 25 Ultra-Accessible™ elements, including rides, playgrounds, and other colorful attractions. From the very beginning, anyone with a special need has been admitted free of charge, no questions asked.

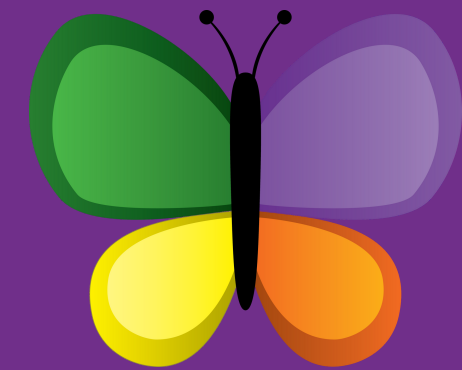
It is the fervent hope of Morgan's Wonderland that everyone regardless of age or ability will be touched extraordinarily by Morgan's Wonderland: a shrine of inclusion, an oasis of friendship, an unforgettable wonderland...Morgan's Wonderland!

The Visionary

Native San Antonian Gordon V. Hartman is a philanthropist and former homebuilder who started his own landscaping business at the age of 15 while attending a local seminary. By age 19, he had saved enough to begin his home-building business, and by age 23, he had started a land development company. Founded in 1983, Gordon Hartman Homes built housing for low- to moderate-income families. Over the next 22 years, Gordon grew his company into the largest locally owned home-building and land development enterprise in San Antonio. Since 2005, Maggie and Gordon Hartman and The Gordon Hartman Family Foundation have committed more than \$75 million to better those with special needs. In 2007, he recognized the tremendous need for fully accessible outdoor recreational facilities, so he made another dream come true – the April 2010 grand opening of Morgan’s Wonderland. Two years later, global automotive giant Toyota, a leader in mobility solutions for drivers with disabilities, opted to become the presenting sponsor of Morgan’s Wonderland under a long-term philanthropic agreement with Gordon.



The Visionary



Mission and Vision

Mission

To provide a safe, clean and beautiful environment free of physical and economic barriers that all individuals – regardless of age, special need or disability – can come to and enjoy.

Vision

Every day we work to provide a special place where smiles and laughter lead to wonderful memories with family members, friends, and caregivers. We want Morgan's Wonderland to be a place where the common element of play creates an atmosphere of inclusion for those with and without disabilities, encouraging everyone to gain a greater understanding of one another. Morgan's Wonderland is just like any other theme park except for a culture and environment that assures 100 percent enjoyment by every person who enters through the Welcome Center. Unfortunately, countless children and adults with special needs do not have access to facilities that enable them to fully enjoy outdoor recreation. Morgan's Wonderland has begun to change that.



Morgan's Wonderland Logo

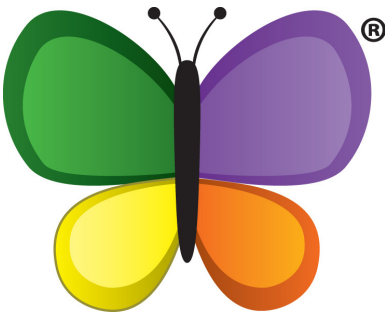
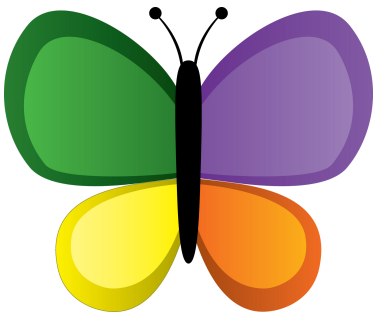


Old vs. New

Wherever the Morgan's Wonderland logo is displayed, we need to ensure the correct logo is in place. The old logo has a big background of rays coming through with the Toyota logo being in red font. 'Wonderland' is also a different font color, with a touch of gradience. The new logo is now featured with no rays in the background, one tone font color for 'Wonderland', and a new Toyota logo. Please note there are several older logos that should not be used.

Butterfly Logo

The Butterfly logo was created to represent Morgan's Wonderland. It symbolizes the life and joy you can find when visiting Morgan's Wonderland. Please do not recreate the butterfly logo or artistically interpret it in any way.



Reminders

Rules on logo use to keep in mind



DO NOT change the color.
Use colors in the palette.



DO NOT crop or
distort the logo.



DO NOT add
shadows or effects.



DO NOT rotate
the logo.



DO NOT put over
another illustration



DO NOT use tint
or opacity.

Ultra-Accessible™



Morgan's Wonderland Colors

Color Palette

Colors within the color palette should be used in any type of communications, as well as any social media designs and print/digital marketing materials.

Positive Purple

Pantone 526c
RGB112 47 138
HEX/HTML 702F8A
CMYK 66 100 0 0

Positive Purple

Pantone 526c
RGB112 47 138
HEX/HTML 702F8A
CMYK 66 100 0 0
Transparency set at 70%

Lovely Lavender

Pantone 2572c
RGB 201 139 219
HEX/HTML C98BDB
CMYK 23 49 0 0

Grateful Green

Pantone 7731c
RGB 34 136 72
HEX/HTML 228848
CMYK 78 3 84 22

Grateful Green

Pantone 7731c
RGB 34 136 72
HEX/HTML 228848
CMYK 78 3 84 22
Transparency set at 70%

Groovy Green

Pantone 7479c
RGB 38 208 124
HEX/HTML 3BCE72
CMYK 64 0 71 0

Overjoyed Orange

Pantone 165c
RGB 255 103 32
HEX/HTML FF6720
CMYK 0 68 96 0

Overjoyed Orange

Pantone 165c
RGB 255 103 32
HEX/HTML FF6720
CMYK 0 68 96 0
Transparency set at 70%

Optimistic Orange

Pantone 1575c
RGB 255 127 50
HEX/HTML FF8E26
CMYK 0 59 90 0

Yellin' Yellow

Pantone 101c
RGB 247 234 72
HEX/HTML F7EA48
CMYK 1 0 78 0

Yellin' Yellow

Pantone 101c
RGB 247 234 72
HEX/HTML F7EA48
CMYK 1 0 78 0
Transparency set at 70%

Bedazzled Blue

Pantone 2171c
RGB 72 159 223
HEX/HTML 40A8D6
CMYK 67 21 0 0

Fonts and Colors

Document Fonts

Tahoma

Arial

Graphics and Material Fonts

Atma Bold

Cooper Hewitt Heavy

Noontime

Open Sauce

Open Sauce Light

Open Sauce Semibold

Questrial

Satisfy

Vintage Moon

Approved Colors

Black - #000000

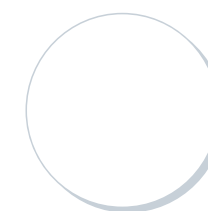
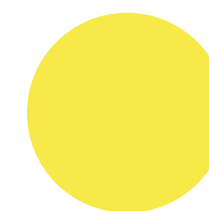
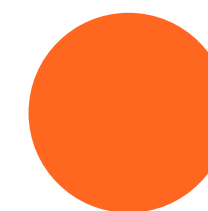
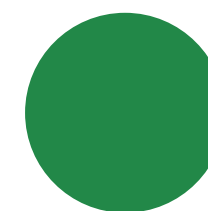
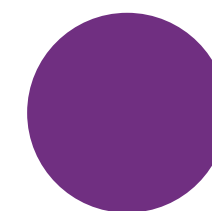
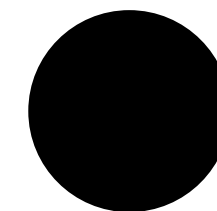
Power Purple - #702F8A

Grateful Green - #228848

Overjoyed Orange - #FF6720

Yellin' Yellow - #F7EA48

White (when on a dark background) - #FFFFFF



Morgan's Wonderland Verbiage, Tone of Voice, and Taglines

Verbiage

Ultra-Accessible™
Fully-Inclusive
Inclusive play
One-of-a-kind theme park
Edutainment
All Abilities Welcome
Inclusion Matters

Tone of Voice

Always Use Person First Language

~~Avoid:~~

Special needs people
Dwarf or midget
Blind kid
Deaf guy
Normal person
Wheelchair-bound
Handicapped or Challenged

Use:

Individual with special needs or disability
Little person
A person with vision loss or visual impairment
Individual who is deaf
Typical or nondisabled or person w/o a disability
Uses a wheelchair
Has a special need or disability

If you have any questions about tone or language, please contact Marketing@MorgansWonderland.com

Taglines

Together, We ARE Making a Difference!

Where EVERYONE can play!

are making
TOGETHER, WE CAN MAKE A DIFFERENCE!

Meet Joy!

Hi! I'm Joy, and I'm proud to be the Ambassador of Friendship for Morgan's Wonderland, where everyone can spread their wings and soar to new heights! I'm a social butterfly who loves to dance, mingle, and have my photo taken. Sometimes, you'll even catch me hosting a dance party in the park. If you see me around, come to say Hi! I love making new friends.

Joyful Fun Facts

Scientific name: SPREADAJJOY NONSTOPUS

Place of metamorphosis: San Antonio, Texas

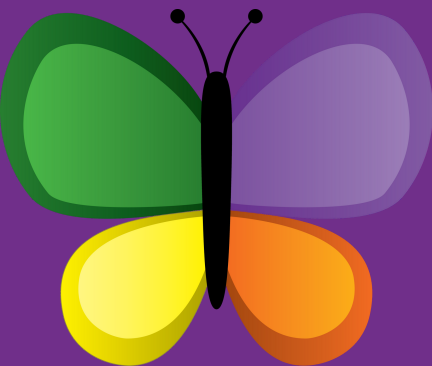
First "Flight": May 21, 2014, North Central Baptist Hospital to mix and mingle with young patients

Favorite Christmas Carol: "Joy to the World"

Favorite Place: Joy's Flutter-by Theater at Morgan's Wonderland



Joy The Butterfly



Photography

Bright
Fun
Joyful

Each photo representing Morgan's Wonderland should portray a bright, fun, and joyful experience.

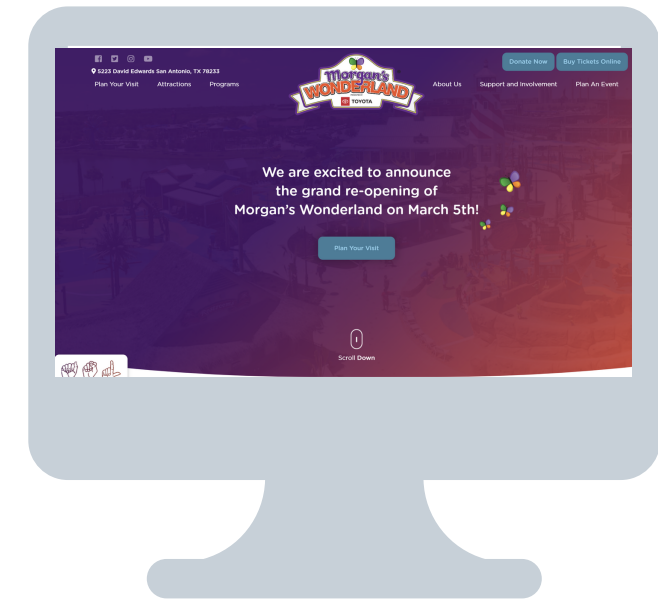
All approved photos and logo can be found at:
<http://bit.ly/MWphotos2020>



Website and Social Media

WEBSITE

www.MorgansWonderland.com



SOCIAL MEDIA



www.facebook.com/MorgansWonderland



[@MorgansWonderlandTexas](https://www.instagram.com/MorgansWonderlandTexas)



[@MorgansWndrLnd](https://twitter.com/MorgansWndrLnd)



www.youtube.com/user/MorgansWonderland



www.linkedin.com/company/MorgansWonderland

MORGAN'S WONDERLAND

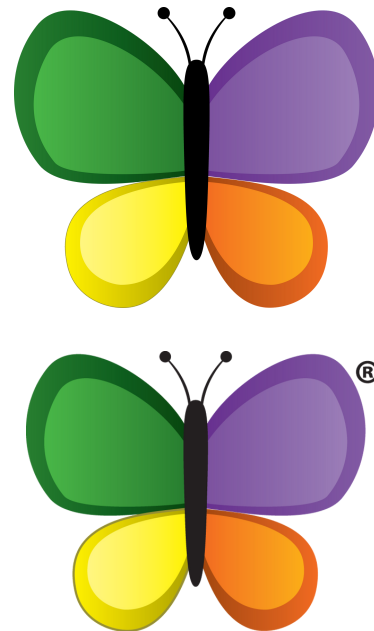
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LOGOS



BUTTERFLY LOGO



APPROVED PHOTOS



All approved photos and logo can be found at:
<http://bit.ly/MWphotos2020>

MISSION

To provide a safe, clean and beautiful environment free of physical and economic barriers that all individuals - regardless of age, special needs or disability - can come to and enjoy.

VISION

Every day we work to provide a special place where smiles and laughter lead to wonderful memories with family members, friends, and caregivers. We want Morgan's Wonderland to be a place where the common element of play creates an atmosphere of inclusion for those with and without disabilities, encouraging everyone to gain a greater understanding of one another.

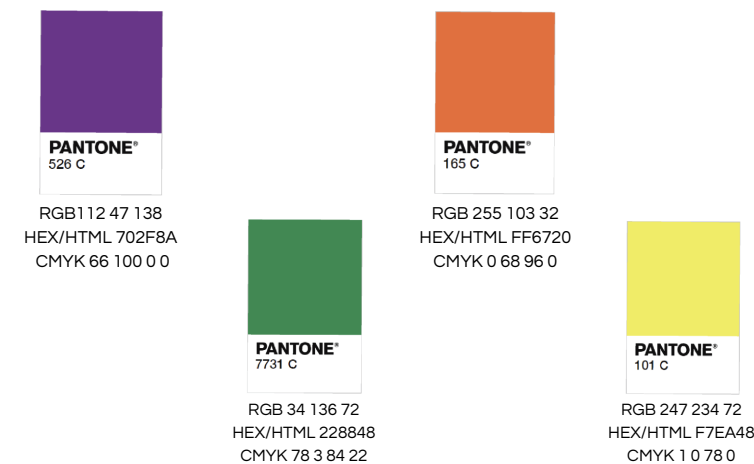
Morgan's Wonderland is just like any other theme park except for a culture and environment that assures 100 percent enjoyment by every person who enters through the Welcome Center. Unfortunately, countless of children and adults with special needs do not have access to facilities that enable them to fully enjoy outdoor recreation. Morgan's Wonderland has begun to change that.

TAG LINES

Together, We ARE Making a Difference!

Where Everyone Can Play!

BRAND COLORS



VERBIAGE

Ultra-Accessible™

Fully-Inclusive

Inclusive-Play

One-of-a-Kind Theme Park

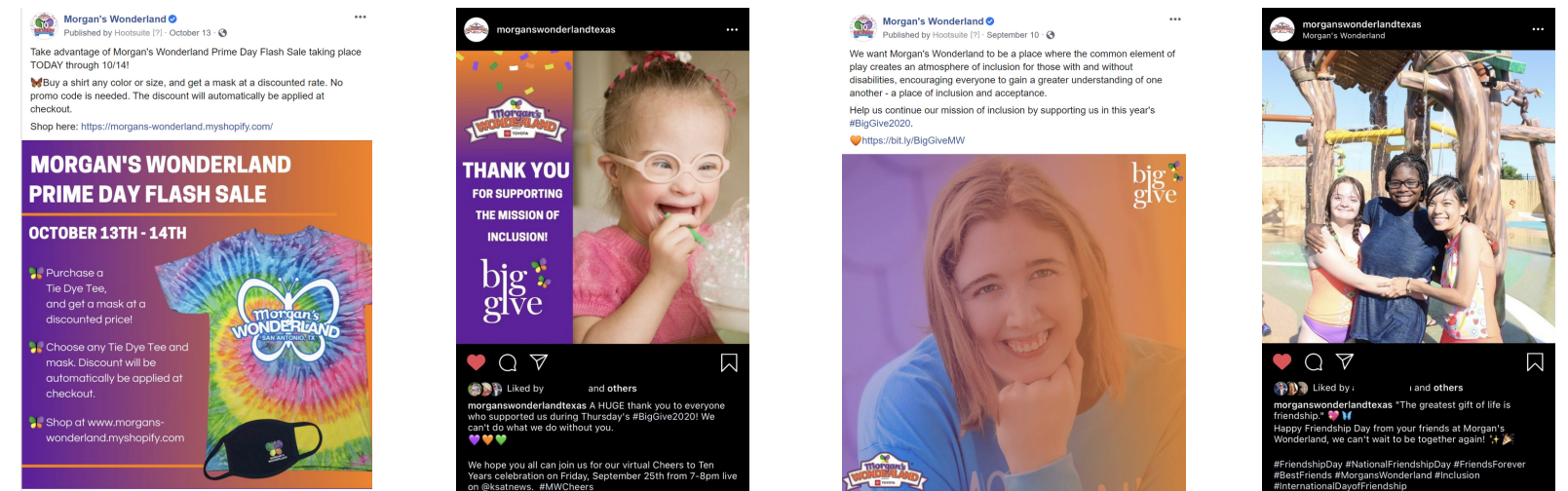
Eduainment

All Abilities Welcome

Inclusion Matters

Fully-Inclusive

EXAMPLES OF MORGAN'S WONDERLAND SOCIAL MEDIA POSTS



SOCIAL MEDIA



www.facebook.com/MorgansWonderland



[@morganswonderlandtexas](https://www.instagram.com/morganswonderlandtexas)



[@MorgansWndrLnd](https://twitter.com/MorgansWndrLnd)



www.youtube.com/user/MorgansWonderland



www.linkedin.com/company/morganswonderland

MORGAN'S INCLUSION INITIATIVE

5223 David Edwards San Antonio, TX 78233 | 210.495.5888 | www.InclusionStartsHere.com | Inclusion@MorgansWonderland.com



Mission:

To improve the quality of life for individuals of all ages and all abilities through initiatives that produce fully-inclusive, Ultra-Accessible™ experiences.

Vision:

To spark cultural change in order to create a more inclusive world.

Values:

Empower · Include · Educate · Innovate

WHO WE ARE:

Ten years ago, we opened Morgan’s Wonderland, a first-class theme park the likes of which exist nowhere else in the world. We really didn’t know what to expect, but the popularity and acceptance of the park spurred us to do even more. We went on to build a splash park, a sports complex, and a summer camp-type facility. Meanwhile, other ambitious projects are on the drawing board. We’ve got a lot going on, and there’s so much more we want to accomplish. So, to centralize communication and achievement of our mission, we created Morgan’s Inclusion Initiative to manage and coordinate our ‘family’ members. Morgan’s Inclusion Initiative is a 501c3 organization, and all donations will directly benefit Morgan’s Wonderland-related endeavors. Morgan’s Inclusion Initiative will look to the community – caring individuals, organizations, and foundations – for continued financial support to expand the Morgan’s Wonderland mission of inclusion. Such generosity will help defray administrative and other costs incurred by Morgan’s Wonderland-related ventures. This will go a long way toward ensuring long-term success for these facilities as they serve those with and without special needs for years to come. Morgan’s Inclusion Initiative’s stated mission is “to improve the quality of life for individuals of all ages and all abilities through initiatives that produce fully-inclusive, Ultra-Accessible™ experiences.” The vision is to spark cultural change to create a more inclusive world with values that empower, include, educate and innovate.

MORGAN'S ADVOCATES



- Monthly donation to Morgan's Inclusion Initiative (any amount makes a difference)
- Commit to living an inclusive lifestyle
- Share/promote our mission of inclusion

Fonts

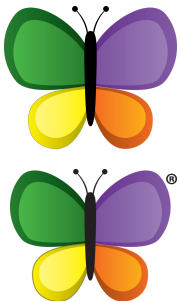
Tahoma
Arial

CANVA FONTS

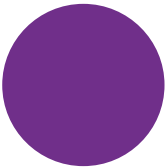
Atma Bold
Cooper Hewitt Heavy

Open Sauce
Open Sauce Light
Open Sauce Semibold
Questrial


BUTTERFLY LOGO



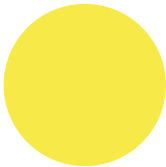
BRAND COLORS



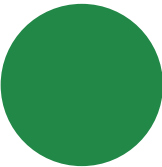
RGB 112 47 138
HEX/HTML 702F8A
CMYK 66 100 0 0



RGB 255 103 32
HEX/HTML FF6720
CMYK 0 68 96 0



RGB 247 234 72
HEX/HTML F7EA48
CMYK 1 0 78 0



RGB 34 136 72
HEX/HTML 228848
CMYK 78 3 84 22

CONTACT INFORMATION:

For more information regarding Morgan’s Inclusion Initiative, please contact the Marketing Department Marketing@MorgansWonderland.com