

# Growing a Healthy Initiative Through an Engaging Web Site

The Association of Children's Museums launched an important initiative to assist children and families in adopting and maintaining healthy lifestyles. From the start, the association, with more than 500 member organizations worldwide, realized it needed a strong brand identity and web site for the program.

The challenge came in developing solutions that would meet the needs of three different audiences—families/children, parents and the member museums. That's why Brady created a brand for the initiative—Good to Grow!—that communicated a nurturing feel.

That theme was further explored through the web site where children and their families could chart their progress by earning stickers to decorate trees that served as symbols of

healthy choices. An engaging interface, combined with fun animation, keeps kids entertained as they learn.

The result: Good to Grow! captures the vitality of choosing a lifestyle for lifetime well-being.



### A Logo for Growth

A vibrant logo complements the energy of the healthy living initiative.



### A Personalized Experience

The database-driven application allows users to create their own profiles that match each family's needs and interests.



### Branding Guidelines

The administrative section of the site highlights branding standards so that, despite being used by multiple museums, Good to Grow! will continue to have a consistent look.



### Tree-mendous

Each family creates and decorates their own tree—a symbol of healthy growth.

### Serving Multiple Audiences

The Good to Grow! site meets the needs of multiple audiences: Kids are captured by engaging animation. Parents can find facts to help them make healthy lifestyle choices for their family. And member children's museums can provide information on exhibits and programs—all on one site.



### Time Management for Kids

Because the goal of Good to Grow! is getting kids to be active rather than sitting in front of a computer screen, the site features a clock that alerts kids to the amount of time they're spending online.

