KIDS FOR KIDS

BRAND
GUIDELINES

St. Jude welcomes
Kids for Kids Committee

CORPORATE IDENTITY

INTRODUCTION

01

A message from

Kids for Kids

DESIGN GUIDELINES

The purpose of the Design Guidelines document is to inform our company on the proper use of brand marks and corresponding language in order to accurately and consistently convey our core message and identity. This document highlights appropriate uses of the logo in web and print branding, presentations, and sales language.

Through consistent application of these guidelines and repetition of these messages, the image and credibility surrounding Kids for Kids will be reinforced — increasing the value of the brand, the company, and its offerings. The way we communicate both internally and externally conveys important messages about the image and identity.

The core elements of our communications — the colors we use, logo placement, typeface (font), etc. — all come together to create a singular look and clear message of quality, service, and reliability for our customers.

When all of our communications share an identity, we begin to communicate our core values before a single word is read.

APPLYING GUIDELINES

Guidelines are not meant to be a straitjacket. Rather, the strictness of their application follows a logical order, based on the type of material being developed. The most rigid standards apply to company identity, and loosen in relation to client needs and corporate situations.

Our Brand Taglines

Kids are the Root of our Community Family is the Heart

Brand Identity

We envision a time when all children struggling with health challenges can have a better future and a chance at life. And we strive to instill in our youth the importance of helping others, no matter your age.

Mission Statement

Kids For Kids Foundation is a community of friends, families and colleagues raising money for organizations that support children and families struggling with medical challenges.

LOGO DESIGN
& COLORS

02

Primary Logo | COLOR

Primary Logo | BLACK

Primary Logo | WHITE

Secondary Logo | COLOR

Secondary Logo | BLACK

Secondary Logo | WHITE

Logo Tagline Lockup | HORIZONTAL
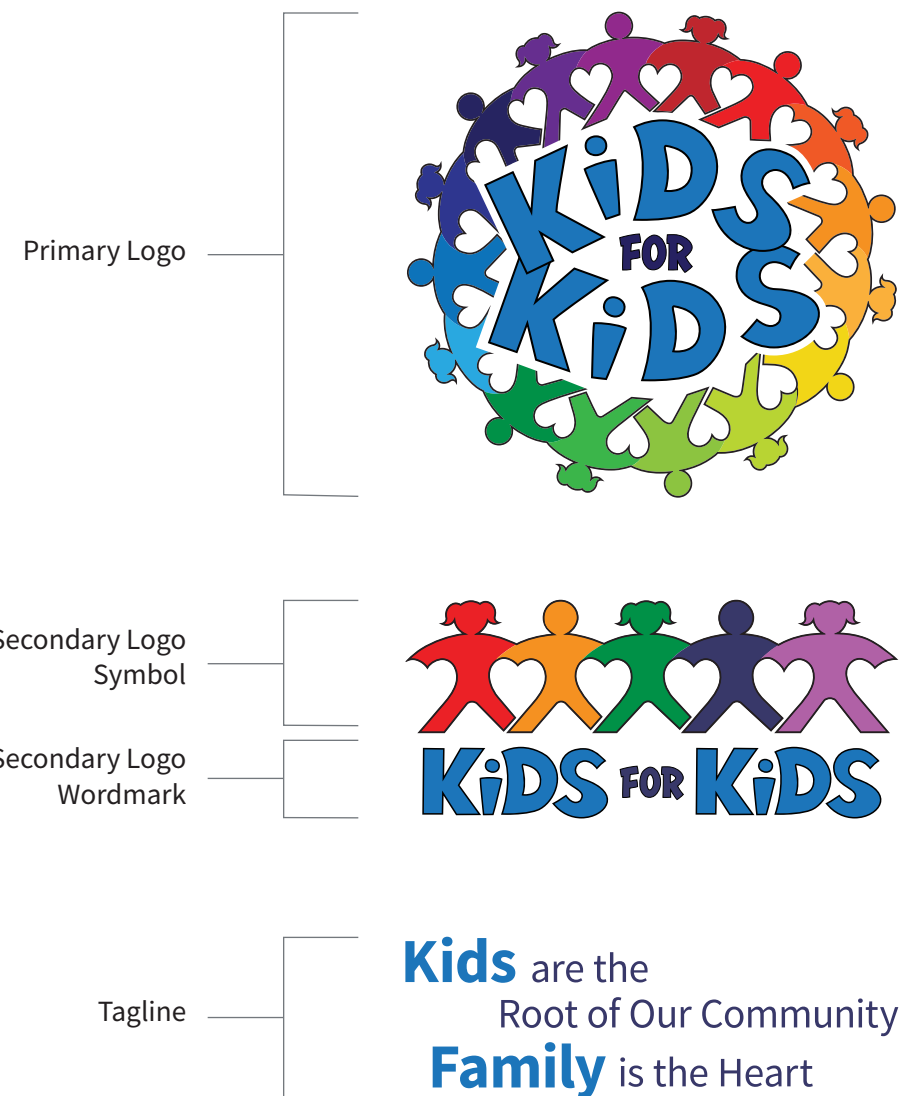

Kids are the
Root of Our Community
Family is the Heart

Logo Tagline Lockup | VERTICAL

Kids are the
Root of Our Community
Family is the Heart

Logo Components

Primary Logo

Secondary Logo Symbol

Secondary Logo Wordmark

Tagline

Kids are the Root of Our Community **Family** is the Heart

PRIMARY LOGO:

• The primary logo components can not be separated.

SECONDARY LOGO SYMBOL:

• Linear characters can be used as isolated component without Kids for Kids wording so long as the name Kids for Kids, or full primary logo is present elsewhere in the composition.

SECONDARY LOGO WORDMARK:

• Wordmark must always be shown in secondary logo format and can not appear as an isolated component.

TAGLINE:

• The tagline is rendered in Kids for Kids primary blue and purple in Source Sans Pro.
• The tagline can be used as a isolated graphic so long as the full primary logo is present elsewhere in the composition.
• Phrasing of tagline can not be altered.
• Composition of tagline can not be altered.

Logo Components

PRIMARY LOGO CONCEPT

The main component of our Kids for Kids logo has always been the ring of figures joined by hand showing unity and the teamwork needed to fulfill our mission. Now in our new logo, the figures are still linked by hand now with the heart shape void between their bodies. This was inspired by artwork donated to one of our fundraising events and adds the element of the love, care and compassion that is undoubtedly a characteristic of who we are as an organization and all of our staff, members, donors, and supporters individually as well. When it comes to the coloring, it is bright and colorful just like everything we do! It also lends to the unity component as we all can contribute to the Kids for Kids mission no matter anyone's background.

Logo Spacing & Proportions

PRIMARY LOGO AND SECONDARY LOGO

Use one silhouette icon to define the minimum space allowed around the logo.

The presentation of the Kids for Kids logo follows a set system, helping maintain a clear space around the edges of our all-important brand identity. It is imperative to adhere to these spacing guides whenever placing logos into any collateral.
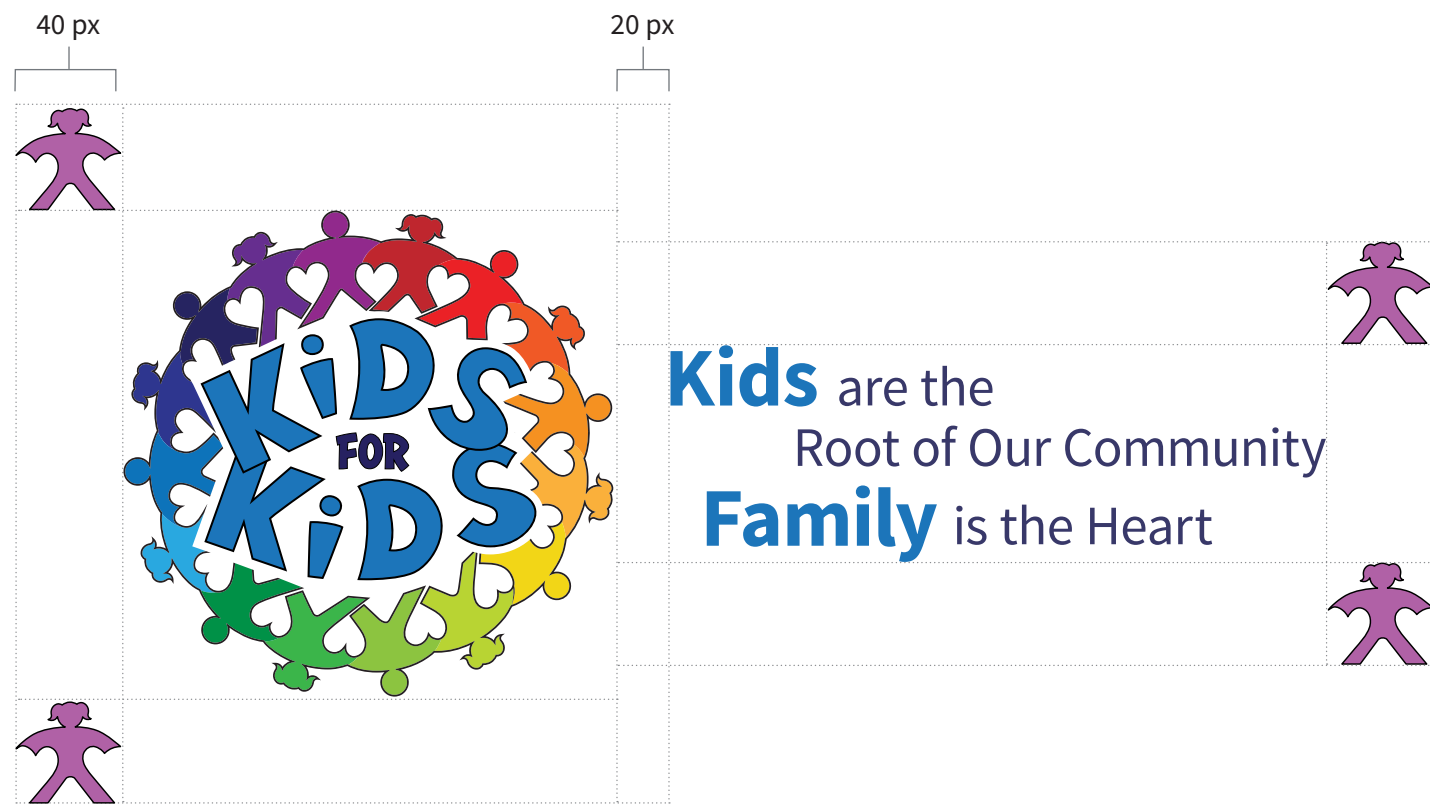
Maintain proportional height and width constraints. To maintain proportional height and width constraints, always hold down 'Shift' when sizing our logo up or down. Alternatively, select the 'constrain proportions' option if you are manually changing the height or width of the logo or icon.
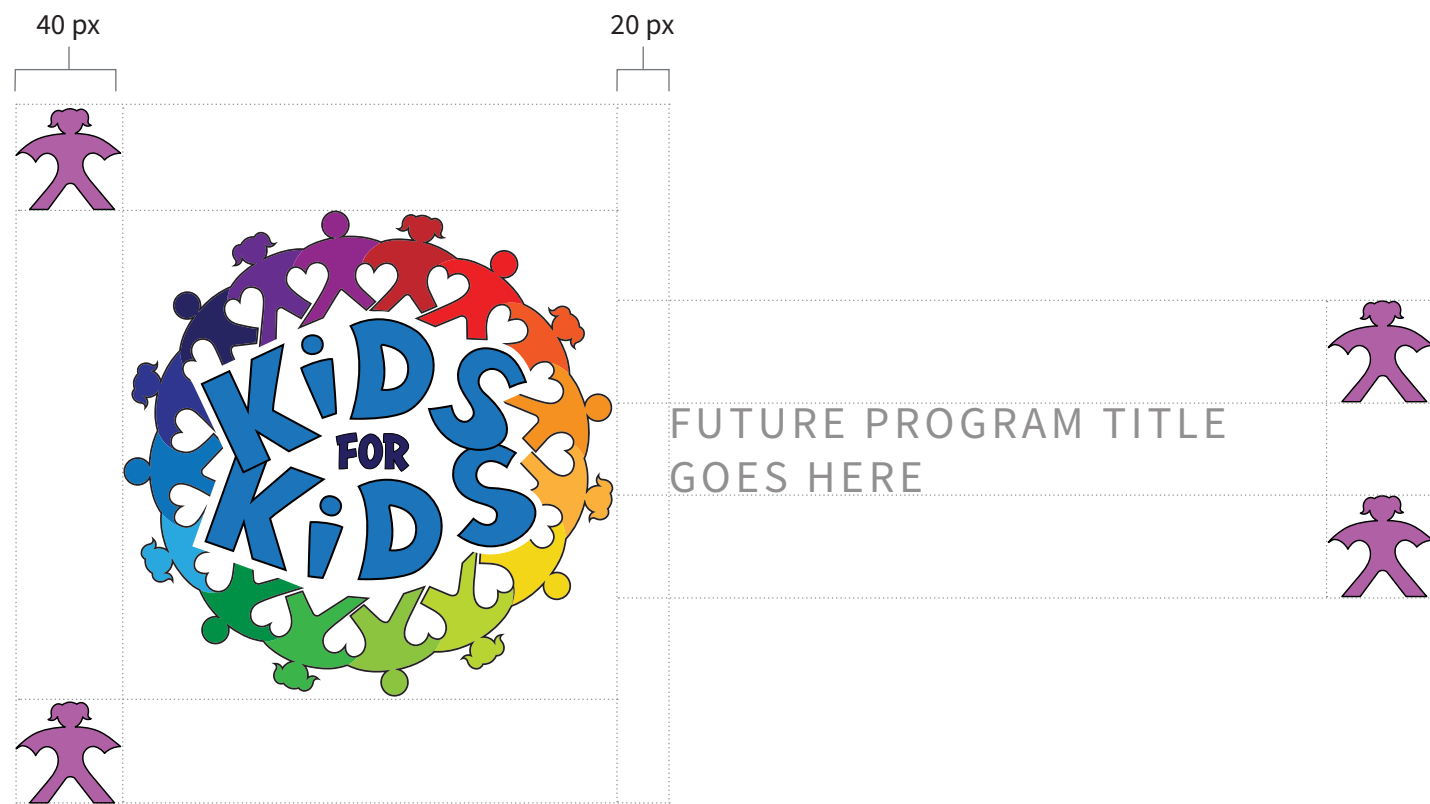
Logo Spacing & Proportions

LOGO TAGLINE LOCK-UP

40 px
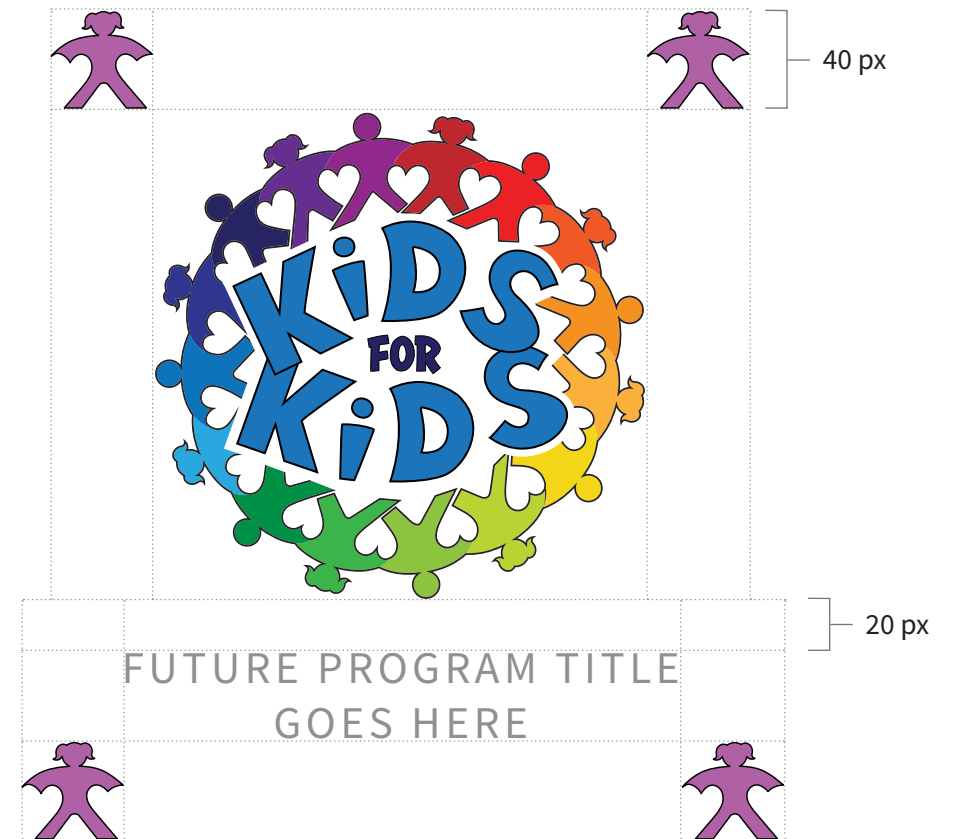
20 px

Kids are the
Root of Our Community
Family is the Heart

40 px

20 px

Kids are the
Root of Our Community
Family is the Heart

HORIZONTAL

VERTICAL

Logo Spacing & Proportions

FUTURE PROGRAM TITLE LOCK-UP

40 px

20 px

FUTURE PROGRAM TITLE
GOES HERE

40 px

20 px

FUTURE PROGRAM TITLE
GOES HERE

HORIZONTAL

VERTICAL

Inappropriate Usage

Not all applications are created equal. Please be careful to avoid all uses outlined below, in addition to anything similar to those below.

These rules are to be applied to all logos — both primary and secondary iterations.

Do not put the logo on any colored background the same as one of the silhouettes.

Do not tilt the logo.

Do not change color of logo outline.

Do not include a border around the logo.

Do not place a drop shadow behind the logo.

Do not distort the logo in any way.

Do not place the logo over a gradient.

Do not change silhouette colors to be all the same.

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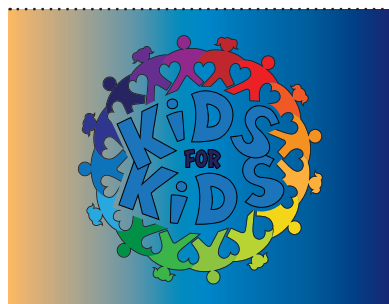
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Do not change silhouette colors to be all the same.

Color System │ PRIMARY

#393769	RGB: 57,55,105 CMYK: 89,88,31,19 PANTONE: 5265 C
#1B75BB	RGB: 176,96,165 CMYK: 32,74,0,0 PANTONE: 2383 C
#221F1F	RGB: 34, 31, 31 CMYK: 70, 67, 65, 74 PANTONE NEUTRAL BLACK C
#FFFFFF	RGB: 255,255,255 CMYK: 0,0,0,0 PANTONE: 000 C
#9C9BB4	RGB: 156,155, 180 CMYK: 41,35,16,0 PANTONE: 7444 C

Color System │ SECONDARY

#EB2027	RGB: 235,32,39 CMYK: 1,99,95,0 PANTONE: 1788 C
#019147	RGB: 1,145,71 CMYK: 86,18,100,4 PANTONE 347 C
#F69220	RGB: 246,146,32 CMYK: 0,51,99,0 PANTONE: 1495 C
#B060A5	RGB: 176,96,165 CMYK: 32,74,0,0 PANTONE: 2352 C
#3591FF	DIGITAL USE RGB: 65,165,255

ORGANIZATION NAME: DOS

- **Kids for Kids Foundation, Inc.** – Legal name

- **Kids for Kids Foundation** – Primary title used when referencing the organization.

- **Kids for Kids** – Accepted abbreviation for the organization's name when referencing sectors like Kids for Kids Family, Kids for Kids Events, etc.

- **KFK** – Accepted acronym used for social media hashtags.

ORGANIZATION NAME: DONTS

- **KiDS FOR KiDS** – The logo wordmark appears in uppercase with lowercase i's, but plain text should never appear this way.

- **Kids For Kids** – For should never be capitalized.

- **Kids 4 Kids** – Never replace the word "for" with the number 4.

- **K4K** – Never replace the letter "F" in the acronym with the number 4.
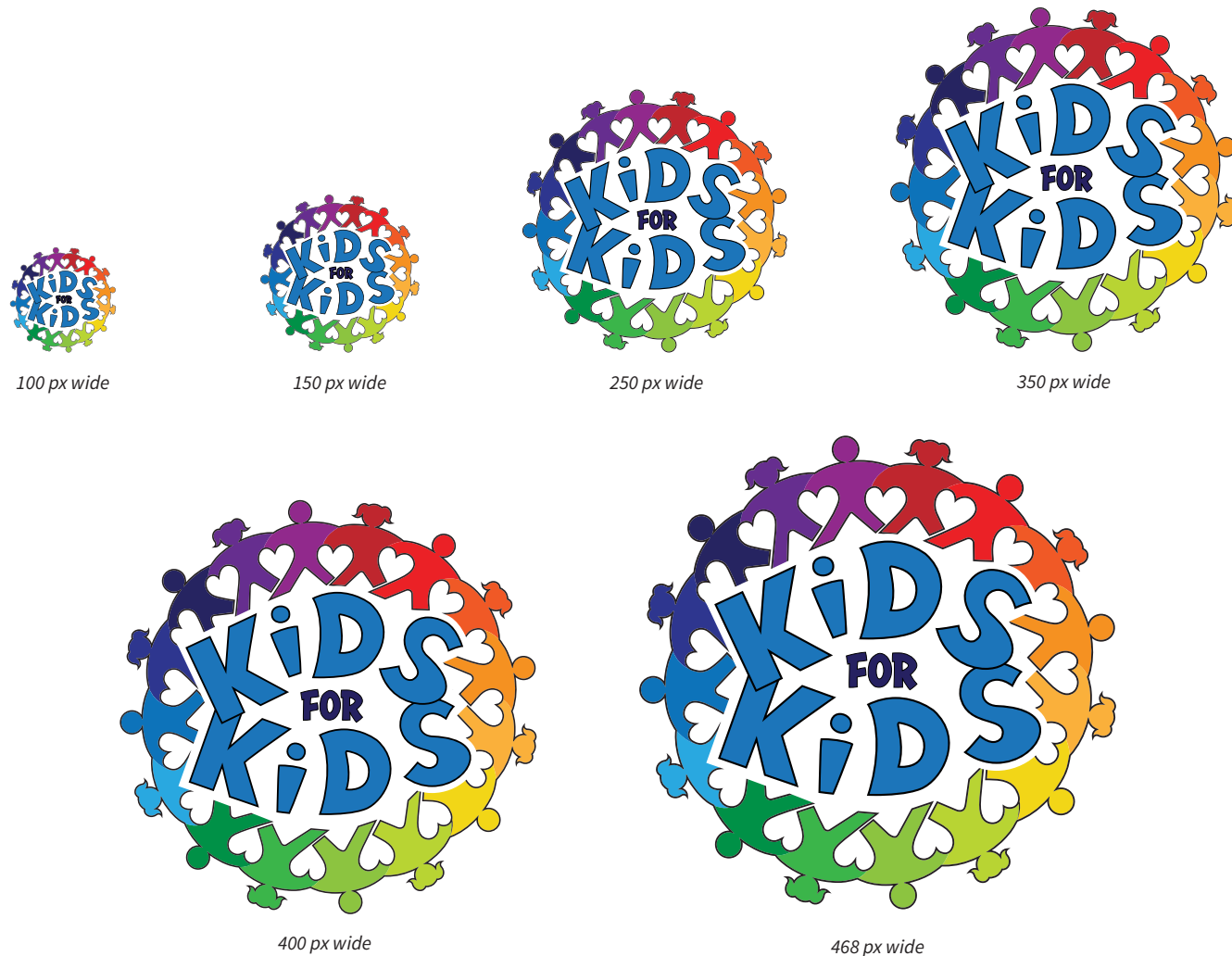
WEB & PRINT FORMATTING

03

Web Size

This simple guide provides common logo web sizes. When using the logo on our website, Facebook, Twitter, or any other form of social media or advertising, keep it simple. There's no need to scale the logo up so that it takes up half the page. The pixel widths shown are industry standards. Using these suggested sizes or anything close is acceptable.

STANDARD LOGO SIZES FOR WEB

100 px wide

150 px wide

250 px wide

350 px wide

400 px wide

468 px wide

ACCEPTABLE FILE FORMATS FOR WEB

It's about knowing what to use and where. There are many file formats out there, most of which aren't even displayed here.

THESE ARE THE MOST COMMON FILE FORMATS YOU WILL NEED FOR WEB:

JPG   PNG   GIF   PSD

THE MOST COMMON PLACEMENTS:

PC   EMAIL   WEB BANNER

728 px wide

Logos are not shown at actual size

Print Size

This simple guide provides common logo print sizes. When using the logo on printed collateral, keep it simple. There's no need to scale the logo up so that it takes up half the page unless is the cover.

The pixel widths shown are industry standards. Using these suggested sizes or anything close is acceptable.

STANDARD LOGO SIZES FOR PRINT

120 px wide

150 px wide

180 px wide

ACCEPTABLE FILE FORMATS FOR PRINT

THESE ARE THE MOST COMMON FILE FORMATS YOU WILL NEED FOR PRINT:

EPS   AI   TIFF   PDF HIGH RES   PSD   JPG HIGH RES   PNG HIGH RES

THE MOST COMMON PLACEMENTS:

STATIONERY   POSTER   BILLBOARD

Branded Apparel | POLO

A simple and elegant way to present the brand on apparel utilizing the deep purple pantone with the full white primary logo on the chest.

Branded Apparel | TSHIRT & HATS

Here Kids for Kids can show off their colors on white tshirts and hats. The white logo can also be applied to any primary color background.

TYPOGRAPHY

04

ABOUT THE TYPOGRAPHY

Crete Round is a warm slab serif providing a hint of softness to texts. The tall x-height, low contrast and sturdy slabs prove to be surprisingly efficient for web use.

Source® Sans Pro, Adobe's first open source typeface family, was designed by Paul D. Hunt. It is a sans serif typeface intended to work well in user interfaces, but performs well for printed as well.

Regular
Italic

Light
Regular
Italic
Semibold
Bold

FOR PRINT & WEB

CRETE ROUND
Regular

CRETE ROUND
Regular

Aa

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz12345678
90!@#$%^&*()

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz12345678
90!@#$%^&()*

SOURCE SANS PRO
Light

SOURCE SANS PRO
Regular

SOURCE SANS PRO
Italic

SOURCE SANS PRO
Semibold

SOURCE SANS PRO
Bold

Aa

Aa

Aa

Aa

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz12345678
90!@#$%^&*()

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz12345678
90!@#$%^&*()

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz12345678
90!@#$%^&()*

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz12345678
90!@#$%^&*()

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz12345678
90!@#$%^&*()

ICONOGRAPHY

05

FONT AWESOME

In a single collection, **Font Awesome** gives
you scalable vector icons that can instantly be
customized — size, color, and anything that can
be done with the power of CSS.

STYLE
Kids for Kids uses a solid and minimal iconography
style to further push legibility and messaging.
Be sure to use FontAwesome Pro Solid for all web
designs and any similar solid icons with slightly
rounded edges for all digital and print needs.

#221F1F

#1B75BB

#393769

#FFFFFF