

# ***Blessings in a Backpack***

*Brand Design Guide*



## ***What you will find in this document***

Brand Foundation

Brand Policy

Primary Colors

Typography

Logo

General Application Guidelines

Unacceptable Mark Usage

Color Palette

Photography Guidelines

Motion Graphics

PowerPoint

Business Cards

Letterhead and Envelopes

Web Colors

Additional opportunities for brand expression to come to life.

## **Blessings in a Backpack** *brand foundation elements*

### **Brand positioning**

*What differentiates a brand from competitors and delivers relevance to consumers.*

### **Brand character**

*The tone of all brand communication and distinct personality.*

### **Brand promise**

*The succinct encapsulation of the most powerful and motivating idea behind the brand.*

## **Blessings in a Backpack** *brand foundation elements*

### **Brand positioning**

*Our volunteers feed kids in your hometown on the weekends.*

### **Brand character**

*Caring, purposeful, energetic, and local.*

### **Brand promise**

*A better life starts with a backpack.*

## ***Why Is the Brand Graphics Policy Important?***

Brand graphics involves the use of logos, typefaces, and colors to create a clearly recognizable image for an institution. A brand graphics policy is necessary for organizations as large and diverse as Blessings in a Backpack to build and communicate a clear institutional brand identity for its many target audiences.

A successful brand graphics program helps the organization develop strong name recognition by defining a “look” for all organization materials that audiences instantly identify with Blessings in a Backpack. This does not mean that all materials must look exactly alike. It does mean that they must all clearly belong to the same family, with logos, typefaces, and colors used consistently.

Through a consistent brand graphics program, Blessings in a Backpack can project a strong, unified, and professional image to all audiences even though communications are coming from hundreds of separate units across our organization.

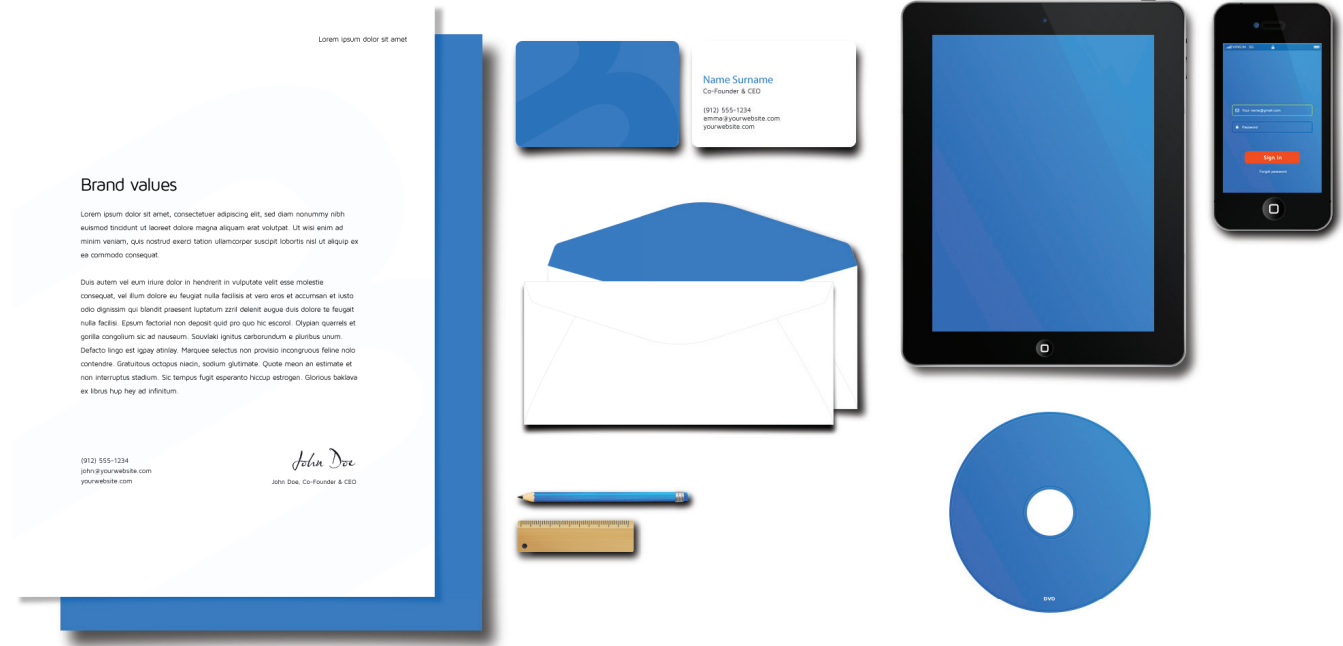
Following this policy officially identifies your chapter as part of the organization, increasing brand identity with your audience and making it more likely that your message will be received.

## To what types of materials do the brand graphics policy apply?

The policy applies to all brochures, publications, periodicals, websites, and any other type of marketing materials produced by the organization or partner agencies for external audiences.

Materials governed by the policy include, but are not limited to, the following:

- Recruitment brochures
- Viewbooks or annual reports
- Publications for volunteers and donors
- Official organization websites
- Social Media Outlets
- Departmental program information
- Periodical magazines or newsletters
- Promotional videos and CDs
- Stationery and business cards
- Banners and posters
- Promotional items and merchandise
- Events
- Signage
- Apparel



## ***The purpose of the Brand Graphics Policy.***

The purpose of the Brand Graphics Policy is to provide rules for coherent communication of the Blessings in a Backpack brand. This document outlines an identity standards and applications system in three parts.

The first part contains a group of identity elements specifically designed to identify the Blessings in a Backpack brand.

The second part contains regulations and examples specifying acceptable employment of the graphical elements.

The third part defines the look and feel of the brand and presents sample applications for use in brand communications.

The coordination of the Blessings in a Backpack brand to consumers plays a significant role in their impression of the brand. Consistency is paramount to the success of the identity system. Consistent use of the logo and supporting elements will build brand equity and resonance. The end result will be an increased understanding of the Blessings in a Backpack brand by the public.

Use only original vector artwork for reproduction of these logos. Elements may not be altered electronically or manually, nor can they be stretched, outlined, given drop-shadows, or enclosed in shapes that appear to be an organic part of the element.

## ***Primary Colors***

Color chips are presented in Pantone®, CMYK, RGB and hexadecimal values (web). These are all the primary colors for use with relevant Blessings in a Backpack applications.

Regardless of color, it is important that all marks and text are legible.

To the right is a general suggestion for the distribution of colors within the Blessings in a Backpack palettes for any given design. Emphasis is placed on white space, followed by our primary brand colors. Secondary colors should be used as accents and not dominate a design.

The full color palette with RGB, CMYK and HEX color codes can be found on page 20 of this document.



# Typography

## CUBANO

Cubano's personality is defined by its rounded corners, wide strokes, and semi-condensed letterforms. Featuring 167 glyphs, Cubano is available in all caps with numerals, punctuation, symbols, and most accent marks. And with webfonts included, you can easily solidify your next site with Cubano.

This typeface is the original basis of the Blessings in a Backpack primary logo.

## Lato

Lato which means Summer in Polish, is a sans serif typeface family designed in the summer of 2010. The Lato family was published under the Open Font License with support from Google.

The semi-rounded details of the letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness. "Male and female, serious but friendly. With the feeling of the summer," says Warsaw-based designer Łukasz Dziedzic .

**ABCDEFGHIJK  
LMNOPQRSTU  
VWXYZ  
1234567890  
!@#%&(){}?**

ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmno pqrstuvwxyz  
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!@#%&(){}?

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## Logo

The Backpack logo visually represents what the organization actually does.

The intense warm red color of the backpack is highlighted with a stylized heart to symbolize the caring nature of the organization.

The backpack is stuffed with cheerful and colorful food items that reinforce the impact the organization has on children.

The Cubano font is bold yet friendly. The rounded letterforms are more organic than most fonts this bold.



## Logo

Why red? Red can actually raise people's pulse rates when they look at it. It is a powerful color that is warm, exciting, and urgent. It stimulates the appetite. Think of McDonald's and their red fry box.

Retailers like Target also use red; red's sense of urgency may compel people to buy, especially when a sale is in its last hours.

Coca-Cola takes advantage of red's welcoming allure. The brand's logo, coupled with the company's advertising, make the drink into something that calls to mind positivity and affection.

It attracts attention more than any other color, at times signifying danger.



# BLESSINGS IN A BACKPACK



## General application guidelines

To maintain a high level of quality and consistency in a variety of applications, the following guidelines must be followed when applying the logo:

### Quality

The logo should be reproduced from an original vector-based electronic file. You can find the logo and tagline online at [www.blessingsinabackpack.com](http://www.blessingsinabackpack.com)

### Size

To maintain readability, the logo should not be reproduced any smaller than 1 1/8 inches (1.125) in length.

### Color

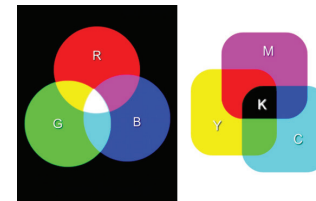
Printed applications should use the CMYK color space version of the logo, while web or screen-based applications (video, presentations, mobile, etc.) should use the RGB color space with hexadecimal values.

### Placement

No version of the logo may be used to replace the words Blessings in a Backpack in a sentence or headline. They may only be used as stand-alone design elements. For specifications on the application of specific versions of the logo, please refer to any of the following pages for more details.



Do not use low resolution



Welcome to **BLESSINGS IN A BACKPACK** fundraiser.

## Clear Space

Observe the clear space around the logo to maximize visual effectiveness.  
Nothing should intrude into this specified clear space.

The radius of the Clear Zone for the logo must equal the size of a box represented in the blue box (equaling the height of the letters in “Blessings”). This is then used to measure the space surrounding the mark: above, below, and to the side of two parallel lines.



## Full Color

The Blessings in a Backpack Primary Logo in fullcolor is for applications where full color is desired. The logo is available with and without the tagline.



The logo on a white background and a black background.  
Please note that the background shape is not part of the logo.



## ***Gray Scale***

The Blessings in a Backpack Primary Logo in grayscale is for applications where full color is not available.



## ***Single Color***

The Blessings in a Backpack Primary Logo in black and white is for applications where full color, grayscale is not available or desired.



## ***Unacceptable mark usage***

The success of the Blessings in a Backpack brand identity relies on the clarity and consistency with which it is implemented. Distorting or changing it reduces its legal protection and diminishes its impact. The following examples illustrate some potential mistakes that must be avoided, including reproducing the logo on a textured or patterned background that reduces clarity, replacing any letter in the logo with a symbol or other graphic element, and adding graphic devices such as rules or boxes around the logo.

Do not use a Blessings in Backpack logo or mark as a basis for any new or derivative logo or mark. Adding graphic elements behind or around an official organization mark is not permitted. Please note that the following examples apply to all organization logos and should be avoided at all times.



## Unacceptable mark usage

1. Do not alter colors



2. Do not alter proportions



3. Do not remove elements



4. Do not rotate the logo



5. Do not invade clear space



6. Do not add drop shadows



7. Do not blur the logo



8. Do not skew the logo



9. Do not alter fonts



10. Do not alter layout



11. Do not crop the logo



12. Do not add elements



## ***Adding your program to the logo***

Blessings in a Backpack is excited to have so many wonderful programs and we have made allowances for each program to add its name to the logo.

To request a logo your program, visit  
[www.blessingsinabackpack.com/program-logo-request](http://www.blessingsinabackpack.com/program-logo-request)  
and complete the form.



## ***Stacking the logo***

Variations of the logo are available for challenging design projects, such as in digital and mobile advertising that may require a vertical, horizontal, or extreme logo variation.

In the rare instance that a horizontal logo isn't practical, the stacked logo can be used.



## Color Palette

The proper usage of our color palettes is an important aspect of reinforcing a consistent brand image in all of our visual communications, including promotional and educational materials to be distributed internally and/or externally in print or through digital or social media.



### Primary Palette

The logo color palette reinforces our brand messaging of cultivating excellence, being smart and protective.



PMS 186  
CMYK  
0-92-77-22  
RGB  
200-16-46  
HEX  
#c8102e



PMS 2172  
CMYK  
88-57-2-0  
RGB  
172-30-45  
HEX  
#ab1e2c



PMS 2421  
CMYK  
72-14-100-1  
RGB  
85-160-69  
HEX  
#55a045



PMS 2011  
CMYK  
8-38-78-0  
RGB  
231-166-82  
HEX  
#e7a652



PMS 2035  
CMYK  
5-100-98-0  
RGB  
225-31-38  
HEX  
#e11f26



PMS 7406  
CMYK  
3-25-100-0  
RGB  
247-191-20  
HEX  
#f7fb14



PMS 2413  
CMYK  
79-18-48-1  
RGB  
33-155-145  
HEX  
#219b91



PMS 7478  
CMYK  
39-0-25-0  
RGB  
153-214-202  
HEX  
#99d6ca



PMS 7506  
CMYK  
3-16-34-0  
RGB  
245-213-172  
HEX  
#f5d5ac

### Accent Palette

The Accent palette provides depth while maintaining the professional integrity of the signature palette.

## ***Our name***

In effort to standardize all external communications, we ask you to please refrain from using BIB. BIB is fine for internal communications like emails or informal notes. However, our brand awareness depends on us being consistent so please use our full name, Blessings in a Backpack.

