



KELLY CARES FOUNDATION

Brand Standards

A PLAYBOOK FOR HOPE.

Version 1.0 - 2017

KELLY CARES FOUNDATION :: BRAND STANDARDS v1

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Where Image Meets Design.

Brand Standards

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Our Mission

The Vision

Core Values

Tagline

Mission/Vision/Values

WHAT WE'RE ABOUT...

To understand Kelly Care's Foundation is to understand our Mission, Vision and Values. Everything we do and everything we are is driven by these ideals. Our tagline is what we deliver.

OUR MISSION

The Kelly Cares Foundation strengthens communities and inspires hope by investing resources to improve health and education.

THE VISION

The communities touched by our foundation are a model of educational success and wellness that provide hope and inspiration to all.

CORE VALUES

Compassion: We express compassion in all that we think, say and do

Integrity: Openness and honesty guide all of our interactions

Excellence: Everything we do is top-notch and held to the highest of standards

Passion and Purpose: We are passionate about our purpose, and it shows

Contribution (purposeful giving): We act with intentionality to ensure the resources we give have the greatest impact

TAGLINE

A playbook for hope.

our mission



These guidelines describe the visual and verbal elements that represent KELLY CARES FOUNDATION identity.

// Introduction



THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent the KELLY CARES FOUNDATION identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our organization. These guidelines reflect our commitment to quality, consistency and style.

The KELLY CARES FOUNDATION brand, including the logo, name, colors and identifying elements, are valuable foundation assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the KELLY CARES FOUNDATION name and marks.

welcome



Logo Introduction

Logo Application

Logo Elements

Clearspace & Computation

Incorrect Logo Use

Logo Introduction

LOGO INTRODUCTION

Our logo is the key building block of our identity, the primary visual element that identifies us. The logo is a combination of the mark and our name - they have a fixed relationship should be not be altered. There are approved logo variations provided to accommodate for horizontal and vertical use.

THE LOGO ELEMENTS

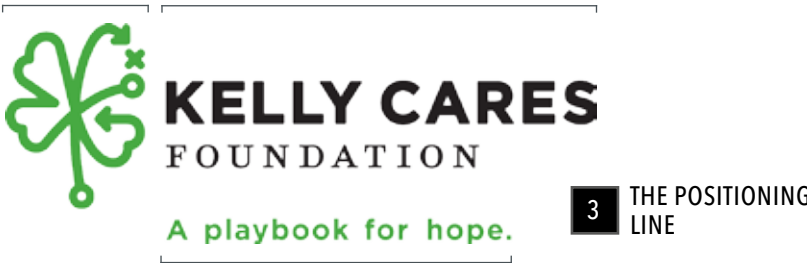
The KELLY CARES FOUNDATION logo is made of up three elements, the logo mark, logo type and tagline. The Shamrock logo mark was designed to symbolize both the purpose and need for our organization. The left side, featuring heart-shaped clovers, represents faith and love and strength of family. The right side represents God's blessings of the gifts and talents of our team and our responsibility to share those gifts with others. It has an intentional relationship to the KELLY CARES FOUNDATION name.

The "KELLY CARES" logo type has been carefully chosen for its modern and powerful, legible style, which has been further enhanced by the use of upper case letters. The word "FOUNDATION" while smaller in size, carries the strength of a strong serif and is used in upper case letters.

The corporate logo is presented through the use of color as well as shape and form. The KCF green is PMS 7738, Pantone Neutral Black is the specific black used. Additional color information can be found later in this guide.

1 THE LOGO MARK

2 THE LOGO TYPE



1) The Logo Mark
The shamrock mark features heart-shaped clovers, representing faith, love and strength of family. The right side represents God's blessings. PMS 7738 is the color used for this mark.

2) The Logo Type
The logo type should always be shown in all upper case letters. "FOUNDATION" it also shown in all upper case letters. The color used for the logo type is Pantone Neutral Black

3) The Positioning Line
The font for the positioning line is Avenir Black, it is shown in upper and lower case letters. PMS 7738 is the color used for this statement. *The positioning line should be included whenever possible with the logo.

ATTENTION:
Use of any stylized, animated, hand drawn or other versions of the KCF logo is not permitted. This undermines the logo system and brand consistency. Please consult with Lisa Klunder or Becky Beckman, if you have any questions or need further help.

Logo Construction & Clearspace

LOGO CONSTRUCTION & CLEARSPACE

It is important to keep the logo clear of any other graphic elements. To regulate this, a clearspace zone has been established. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the logo. There are

also guidelines for use of the mark when it is used on its own, there are exceptions to the clearspace zone, please read the note regarding exceptions. As previously noted, the positioning line should be included whenever possible with the logo.

LOGO DIMENSIONS

Full Logo / Clearspace

Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



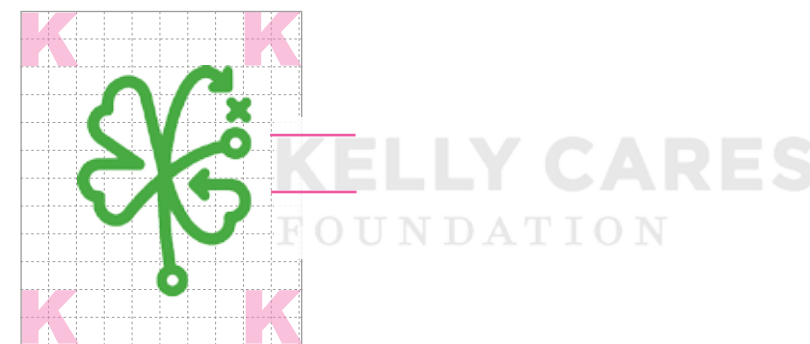
Clearspace Computation

To calculate the clearspace, take the height of the "K" for the size logo being used, that is your clearspace height.

CLEARSPACE

Logo Mark / Clearspace

To work out the clearspace for the logo mark when used alone, take the height of the "K" for the size logo being used if the full horizontal version was being used, that is your clearspace height.



*Logo Mark Exception -

When the logo mark is used as a background image (ex. back side of letterhead) or pattern, it is acceptable to disregard the clearspace rule. Please contact KCF for any questions and approval of atypical use of the logo mark.

Logo Applications & Variations



Logo Reversed Out



One Color Logo - Neutral black, logo mark and tagline are 60% opacity of neutral black. It is acceptable to use the logo in PMS 7738C, with 60% opacity for the mark and tagline.



Tagline Specifics - The tagline font is Avenir. The tagline should maintain spacing as illustrated and not be moved, or changed in any way. This rule applies to both the horizontal and vertical logo formats.



KELLY CARES FOUNDATION
A playbook for hope.
Vertical Logo - Full Color



KELLY CARES FOUNDATION
A playbook for hope.
Vertical Logo - One Color

MINIMUM LOGO SIZES

1) Full Logo / Horizontal
Minimum Size: 1.5" Wide



2) Full Logo / Vertical
Minimum Size: 1.25" High



3) Logo Mark
Minimum Size: .25" High



Incorrect Logo Applications

INCORRECT LOGO APPLICATIONS

- 1) Do not change the colors of the logo or mark
- 2) Do not skew or distort the logo
- 3) Do not alter the logo mark
- 4) Do not alter the logo type style
- 5) Do not change the size relationship between the logo mark and logo type.
- 6) Do not place the logo over a pattern or texture that may make it hard to read.



Logo - Sub-Brand

LOGO SUB-BRAND

Paqui's Playbook is a sub-brand of the Kelly Cares Foundation. Paqui's Playbook represents a series of events that run during October, breast cancer awareness month. These events raise money for breast cancer education and research.

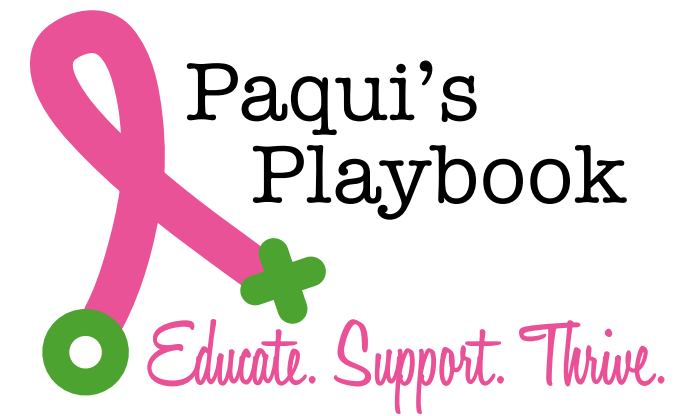
THE LOGO ELEMENTS

Paqui's Playbook logo is made of up three elements, the logo mark, logo type and tagline. The logo mark is representative of the pink ribbon symbolizing breast cancer awareness along with the "x's and o's" linking the organization to it's ND football roots.

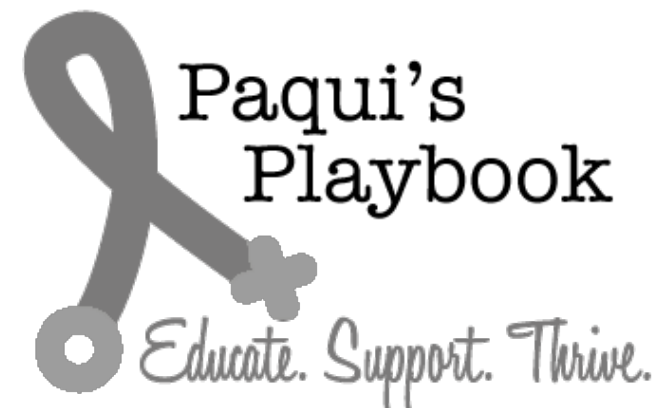
"Paqui's Playbook" logo type has been chosen for its casual, "playbook style" and is appropriately named American Typewriter. "Educate. Support. Thrive" logo type is FilmoHoney - a casual, and approachable script type.

Approved colors for this logo: Pink is PMS 212C, the green is PMS 7738C.

The one color version of this logo is 70% black for the ribbon and tagline, 50% black for the "x and o" symbols.



Full Color Logo



One Color Logo



KCF Font Primary Font Secondary Font

Typography plays an important role in communicating the overall tone of a brand, in this case trusted and hopeful. Careful use of typography reinforces our personality and ensures consistency of brand. We have selected the Avenir Next family as our primary font. Both the regular and condensed versions of this font family are utilized in our communications.

PRIMARY FONT:
AVENIR NEXT / AVENIR NEXT CONDENSED

GENERAL USE:
Body copy:
Avenir Next Regular, use Bold or Italic as needed for emphasis.

For headlines and subheads:
Avenir Next Condensed Bold or Medium. Italic versions as needed for emphasis. Avenir Next Condensed Regular and Italics can be used for smaller copy where there is a space restriction.

WEB/DIGITAL USE:
The selected font for use in digital/web is Raleway. It can be downloaded at fonts.google.com

AVENIR NEXT

Regular / Italic	A	B	C	D	E	F	G	H	I	J	K	L	M
	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
	<i>a</i>	<i>b</i>	<i>c</i>	<i>d</i>	<i>e</i>	<i>f</i>	<i>g</i>	<i>h</i>	<i>i</i>	<i>j</i>	<i>k</i>	<i>l</i>	<i>m</i>
	<i>n</i>	<i>o</i>	<i>p</i>	<i>q</i>	<i>r</i>	<i>s</i>	<i>t</i>	<i>u</i>	<i>v</i>	<i>w</i>	<i>x</i>	<i>y</i>	<i>z</i>

Bold / Italic	A	B	C	D	E	F	G	H	I	J	K	L	M
	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
	<i>a</i>	<i>b</i>	<i>c</i>	<i>d</i>	<i>e</i>	<i>f</i>	<i>g</i>	<i>h</i>	<i>i</i>	<i>j</i>	<i>k</i>	<i>l</i>	<i>m</i>
	<i>n</i>	<i>o</i>	<i>p</i>	<i>q</i>	<i>r</i>	<i>s</i>	<i>t</i>	<i>u</i>	<i>v</i>	<i>w</i>	<i>x</i>	<i>y</i>	<i>z</i>

Numbers	0	1	2	3	4	5	6	7	8	9	0
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AVENIR NEXT CONDENSED

Regular / Italic	A	B	C	D	E	F	G	H	I	J	K	L	M
	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
	<i>a</i>	<i>b</i>	<i>c</i>	<i>d</i>	<i>e</i>	<i>f</i>	<i>g</i>	<i>h</i>	<i>i</i>	<i>j</i>	<i>k</i>	<i>l</i>	<i>m</i>
	<i>n</i>	<i>o</i>	<i>p</i>	<i>q</i>	<i>r</i>	<i>s</i>	<i>t</i>	<i>u</i>	<i>v</i>	<i>w</i>	<i>x</i>	<i>y</i>	<i>z</i>

Bold / Italic	A	B	C	D	E	F	G	H	I	J	K	L	M
	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
	<i>a</i>	<i>b</i>	<i>c</i>	<i>d</i>	<i>e</i>	<i>f</i>	<i>g</i>	<i>h</i>	<i>i</i>	<i>j</i>	<i>k</i>	<i>l</i>	<i>m</i>
	<i>n</i>	<i>o</i>	<i>p</i>	<i>q</i>	<i>r</i>	<i>s</i>	<i>t</i>	<i>u</i>	<i>v</i>	<i>w</i>	<i>x</i>	<i>y</i>	<i>z</i>

Numbers	0	1	2	3	4	5	6	7	8	9	0
---------	---	---	---	---	---	---	---	---	---	---	---

Avenir Next

The Secondary Font

The script, Callie Hand is a secondary font for use with invitations, or other times when a softer brand presence is needed. It should be used sparingly and best when used in a larger font size for legibility. Do not use this font in all upper case.

SECONDARY FONT: CALLIE HAND

Callie Hand

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Typography and Hierarchy

PRIMARY DIGITAL FONT: RALEWAY FAMILY

GENERAL USE:

Body copy:

Raleway Regular, Italic, Medium, Medium Italic. Italic and Medium faces used as needed for emphasis.

For headlines and subheads:

Raleway Medium or Semibold. Raleway Bold should generally be avoided, as the feel of messaging needs to be light, hopefully and inspiring.

Raleway can be downloaded at fonts.google.com

RALEWAY

Regular/Italic

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Medium / Italic

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Numbers

0 1 2 3 4 5 6 7 8 9 0

Callie Hand Raleway



The Kelly Cares Foundation Colors Primary Color System Secondary Color System

Color
system

The Primary Color System

PRIMARY COLOR SYSTEM

Color plays a critical role in the KCF identity, subtly conveying the ties to the University of Notre Dame and, within the secondary palette, an opportunity to focus on breast cancer awareness. The colors below show the "recipes" needed for use in various media (Pantone colors for print, hex colors for use with digital). A palette of primary and secondary colors has been developed.

Consistent use of these colors will contribute to the cohesive and harmonious look of the Kelly Cares Foundation brand identity.

PRIMARY COLORS

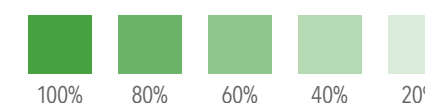
"KELLY" GREEN COLOR CODES

CMYK : C076 M012 Y100 K001
Pantone : 7738C
RGB : R069 G161 B066
Web : #45a142



Pantone 7738
coated

COLOR TONES



THE GRADIENT



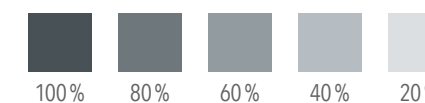
NEUTRAL BLACK COLOR CODES

CMYK : C072 M066 Y064 K072
Pantone : Neutral Black
RGB : R034 G034 B034
Web : #222222



Pantone Neutral
Black

COLOR TONES



THE GRADIENT





Colors are a critical element in conveying the brand to its audience.

Color system

SECONDARY COLOR SYSTEM

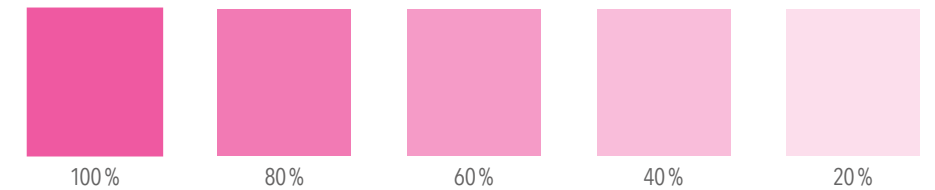
Explanation:

The Secondary colors are available to complement our primary colors. The one exception is PMS 212C, this color is specifically used for Paqui's Playbook event series held each October. It is paired with PMS 7738C from the primary color palette.

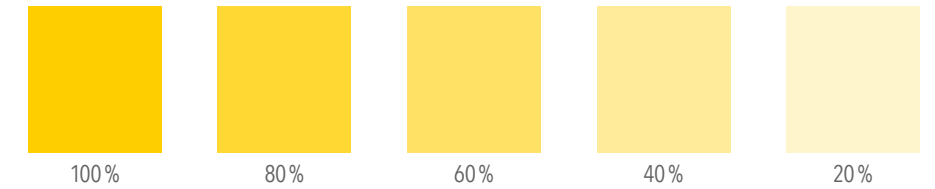
Usage:

Use them to accent and support the primary color palette, for special events/promotions.

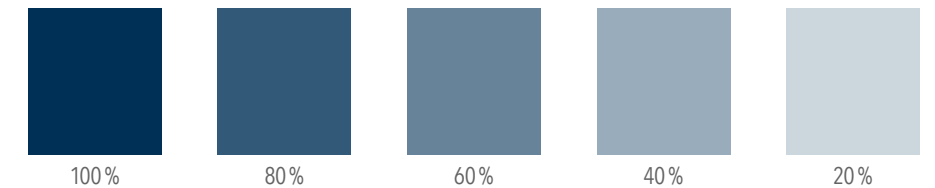
CMYK : C000 M083 Y005 K000
Pantone : 212C
RGB : R245 G081 B151
Web : #f55197



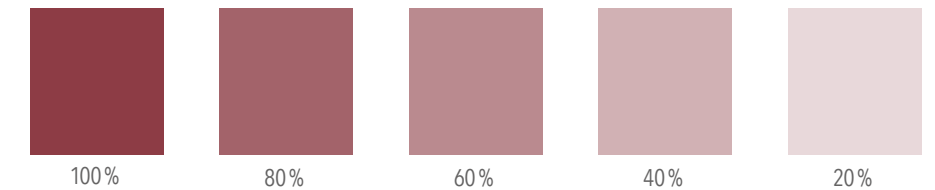
CMYK : C000 M018 Y100 K000
Pantone : 116C
RGB : R255 G206 B000
Web : #ffce00



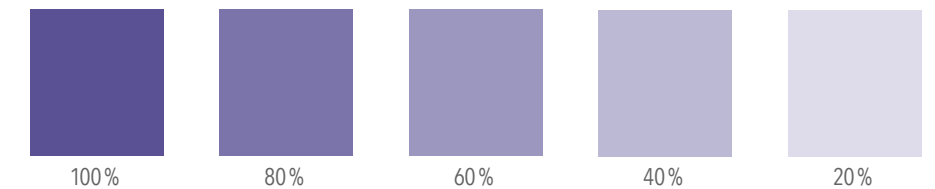
CMYK : C100 M080 Y038 K037
Pantone : 540C
RGB : R000 G048 B087
Web : #003057



CMYK : C033 M083 Y063 K025
Pantone : 697C
RGB : R138 G061 B070
Web : #8a3d45



CMYK : C081 M78 Y003 K001
Pantone : 7670C
RGB : R079 G083 B156
Web : #575393





KCF Stationery Our Letterhead Business Cards Envelope

THE COMPANY LETTERHEAD

Explanation:
This shows the approved layouts for the front- and backside of the letterhead.

Usage:
The letterhead will be used for all official communication from KCF.

PARAMETER

Dimensions
8.5" x 11"



KCF Business Cards

BUSINESS CARDS

Explanation:
This shows the approved layouts for Kelly Cares Foundation business cards.

Frontside



Backside



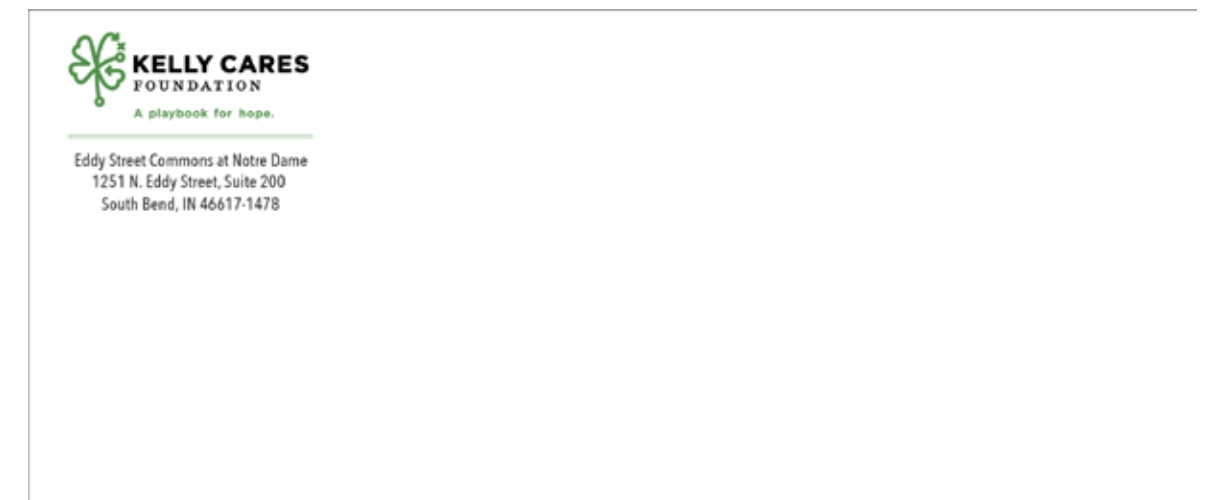
KCF Envelopes

PARAMETER

Standard #10 Envelope

DIMENSIONS

9.5 in. x 4.125 in.





KCF Voice Brand Imagery

What we say is important, *how* we say it is critical. That is the definition of “voice” – our style of communicating with our audiences – those we help, those who volunteer and our donors. It is important that our words support of Core Values: Compassion, integrity, excellence, passion and purpose, contribution. The primary trait is **Compassion** and should come through in all of our communication. **Compassion** = Hope, Inspiration, Kindness.

OUR IMAGERY

The images we use, in our collateral, on the website, any place we use photography, should reflect the HOPE we bring to others through our mission.

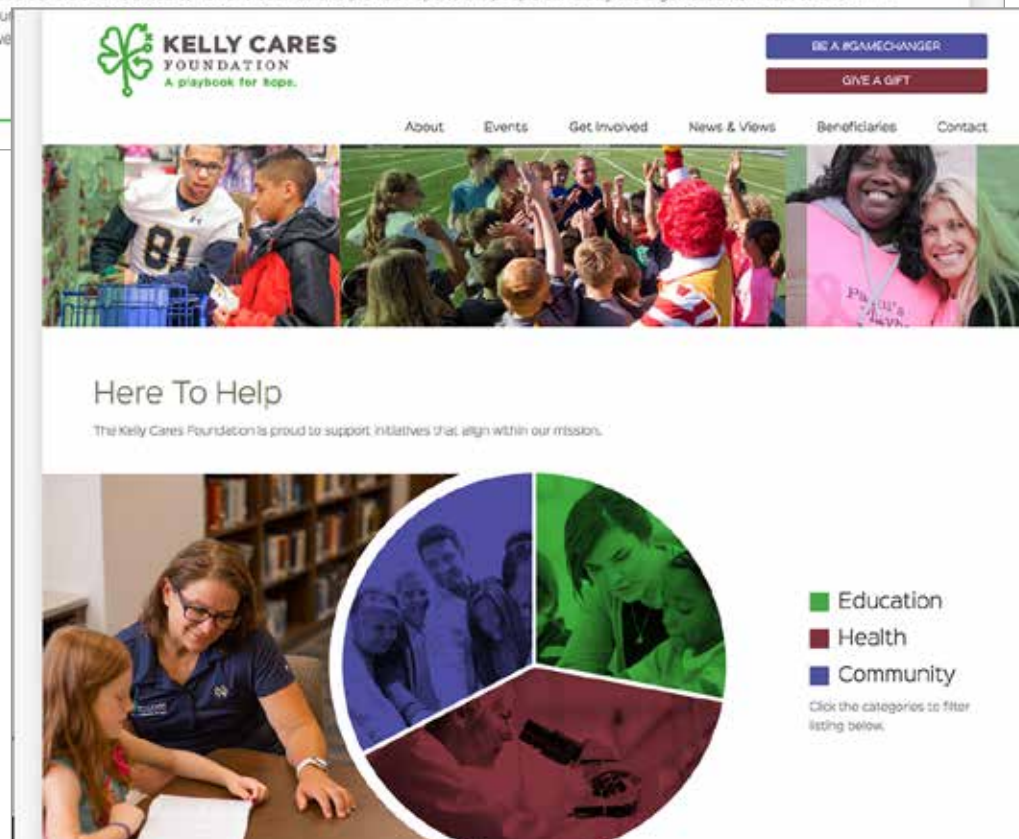
Smiling, happy faces, generally the focus of the photo and cropped in closely. Photos of groups should convey energy, be powerful, positive and inspiring.

It is important that KCF reflects the diversity of the people involved in our mission. We are an inclusive and unifying organization.

When using abstract imagery, the cropping should be close, the message positive.



Kelly Cares Foundation Sample Creative



Kelly Cares Foundation Sample Creative



POWERPOINT TEMPLATES - SAMPLES

Sample home page template, the background photo could be changed based on the audience being presented to, the same is true for the photos in the lower right corner.

Sample secondary template page, small logo, clean layout, vibrant photos.





Summary and Contact

A SHORT SUMMARY

Our brand is how we convey our distinction, our promise to the community and the personality of our organization. It should be carefully tended, always considering the words and visuals being used. As we continue to grow and bring hope to our community, a consistent brand becomes even more important.

Contact

DO YOU HAVE QUESTIONS? CONTACT US.

For further information please contact:

Lisa Klunder
Executive Director
E: Lisa.Klunder@KellyCaresFoundation.org
P: 574.208.9166
C: 574.993.0702

Becky Beckman
Director of Communications
E: Becky.Beckman@KellyCaresFoundation.org
P: 574.307.9139
C: 419.265.1717

thanks



Thank you.

KELLY CARES FOUNDATION BRAND STANDARDS