

Brand Standards Guide



A Kid Again[®]
Giving illness a time out

Revised: 07/02/2018

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INTRODUCTION

Our brand identity system is merely a symbol for A Kid Again products, services, people, behavior, interactions and beliefs. Which is not to say that visual identifiers are not important or that they don't play an implicit role in any organization's success. Nevertheless, it is our actions and credibility that will ultimately define our brand. Successful branding programs unite employees, build loyalty with customers and establish an emotional connection beyond the typical product or service experience.



OUR BRAND

PROTECTING OUR BRAND

Proper application of our new brand identity system to both internal and marketing communications materials is central to the success of the new A Kid Again brand. Our system includes elements which have been designed to create consistent, relevant and distinctive representations of our organization, services, events, and team.

Once our new brand identity system has been launched, we must protect it from dilution as it continues to be applied, shared and reproduced. Protecting our investment in the A Kid Again identity is an important mission because it provides several significant events.

- Strengthens the consistency of messages presented to our audiences
- Creates a focal point for all marketing communications development
- Prevents mixed messages and signals from reaching audiences
- Saves money by eliminating redundancies in communication and printed matter
- Builds equity in our brands by defining our visual property

Our Brand:

Our Brand Attributes

Elements of our brand strategy are the foundation on which brand identity and almost every conceivable kind of communications material can be created. They help us clarify our long-term goals, frame our brand personality and core values, and articulate the premise that A Kid Again makes to its constituents.

OUR BRAND ATTRIBUTES

Brand Attributes are characteristics or qualities possessed by your brand that establish the grounds on which benefits are obtained. This is also called "brand personality" because the attributes used are easily equated to human traits.

Compassionate

Supportive

Inclusive

Fun-loving

Exuberant

BRAND RATIONALE

Families thrust into the situation of having to care for a child with a life-threatening illness are unprepared and usually unequipped to deal with what follows, often feeling they have lost their hold on the situation and their own lives. A Kid Again helps to restore a sense of normal for their child and themselves.

BRAND PROMISE

A Kid Again strives to make life for families caring for a child with a life-threatening illness “normal” again by helping them gain back moments of positive family shared experiences and memories.

Our Brand:

Vision, Mission, and Impact

VISION

Every child in America with a life-threatening illness can be a kid again.

MISSION

We exist to foster hope, happiness and healing for children with life threatening illnesses and their families.

IMPACT

We know from research completed by Dr. Cynthia Gerhardt at Nationwide Children's Hospital with our families that A Kid Again:

- Brings joy and happiness to the families with an experience that would not otherwise be possible.
- Provides an opportunity for parents, who may not see their child live to adulthood, be as close to a normal child as possible and be a kid again.
- Provides hope and anticipation for families racing the ongoing battle with medical care and special circumstances.
- Encourages parents to give back and help others.

WHAT WE VALUE

TEAMWORK

We are all in. We share, we support, we encourage, we inspire and we serve.

FAMILY

We are one family together creating a caring and supportive community of families, volunteers, donors and staff.

PLAY

We embrace fun. Our goal is smiles, laughter, and memories.

KINDNESS

We aspire to be gracious, empathetic and inclusive in our interactions.

INTEGRITY

We are truthful, transparent, and accountable to our mission, families and supporters in all our endeavors.

A large, stylized teal number '3' is positioned on the left side of the slide, partially overlapping the text.

OUR TONE

Our Tone:

Persona & Tone

PERSONA

A Kid Again's Persona is "**Exuberant Nurturer.**"

Exuberant = Joyful, energetic, positive

Nurturer = Caring, helpful, facilitating

- A Kid Again's communicating style is warm, easy-going, and informal.
- Use words and phrases that convey emotional warmth.
- It's okay to use contractions.
- Sentences should be relatively short (1-2 lines).
- Be sure to keep vocabulary at a level that will be understood by the general population (typically high school level).

TONE

A Kid Again's Tone is **compassionate, supportive, inclusive** and **fun-loving**. Use words and phrases that convey these characteristics.

Examples are:

Compassionate:

- We know what you're going through.
- A Kid Again kids warm our heart.
- We feel happy/excited/blessed/understood.

Supportive:

- We're here for you.
- We'll do whatever it takes.
- The families had a great time just being together.

Inclusive:

- The whole family is invited.
- Everyone deserves to be A Kid Again.
- No kid was left out.

Fun-loving:

- The kids were laughing and joking with each other.
- Mary cracked up the group.
- The whole family was smiling.

Our Tone:

What to Use

WORDS TO USE

Bonding
Family-oriented
Friendships
Happy, happiness
Impact
Inclusive
Joy, joyous
Laugh, laughing
Togetherness
Smile, smiling
Supportive, support

WORDS TO AVOID

Exclusive
Celebration
Make-A-Wish
Wish
Party
Respite
Special
Terminal
Vacation

PHRASES TO USE

- An opportunity to feel normal.
- A Kid Again families are simply normal people in abnormal situations.
- A Kid Again is a club you hope to never be a part of, but if you need it, you are deeply grateful the club is here.
- An opportunity to feel support from other families who are going through the same things.
- A Kid Again brings smiles to kids and families who are dealing with life threatening illnesses.
- Everyone is included—Kids, siblings, moms and dads.
- Illness doesn't discriminate, and neither does A Kid Again. Everyone is invited.
- An opportunity for the whole family to be together, having family-oriented adventures
- Going on an A Kid Again Adventure is a way to give illness a giant time out.

Our Tone:

Glossary, Taglines and Slogans

GLOSSARY

Adventure

The activity/outing/event that A Kid Again hosts for kids with life-threatening illnesses and their families.

Time Out

The concept that, through participating in A Kid Again Adventures, kids with life-threatening illnesses, as well as their families, enjoy a break from the day-to-day realities of dealing with their illnesses.

Stories

To tell about the journey of A Kid Again families and children, what they have been through, and how A Kid Again has supported them in their journey.

TAGLINES AND SLOGANS

“Giving illness a time out.”

“Fostering hope, happiness
and healing for families
raising kids with life-
threatening illnesses.”



AUDIENCE MESSAGING

Audience Messaging:

Families and Kids

FAMILIES AND KIDS

These are the recipients/participants of A Kid Again's programs and mission. Kids and Family Members feel like A Kid Again gives their entire family something to look forward to when much of their usual life is focused on dealing with their child's illness. The opportunity to be around other kids and families who are also dealing with a life-threatening illness, and to participate in fun-filled adventures as a community, allows each child and each family member to feel and be 'normal' for a period of time, which they find priceless. They are deeply appreciative of the non-judgmental, inclusive and supportive environment that A Kid Again provides.

PROSPECTIVE FAMILIES

Prospective families are families that may not know who A Kid Again is, or families who know about the organization but have not participated in an event. People who would spread the word about A Kid Again to families with an ill child could also fall into this category.

Needs

To be reached through shared content and introduced to the organization. To find an organization that can help give them a break from hospital visits and procedures. To feel relief and connection to other families like theirs.

A KID AGAIN FAMILIES

A Kid Again families are families that have participated in A Kid Again events in the past.

Needs

To be celebrated and supported by A Kid Again and to feel as though they are a part of a close support system.

Audience Messaging:

Families and Kids

WORDS MOST USED BY FAMILIES & KIDS:

Accepted

Positive

Blessed

Supportive

Community

Togetherness

Grateful

Welcomed

Joyful

KEEP FAMILY-RELATED MESSAGING EMOTIONAL & SUPPORTIVE

- The families who participate in A Kid Again give back as much as they receive by connecting with each other and sharing their own stories of strength and encouragement.
- We are there for your family throughout the illness—long past any single event.
- A Kid Again was designed with the entire family in mind. Everyone is invited to experience the joy of a family outing.
- Having a child with a life-threatening illness is difficult. With A Kid Again, let the family take a day off and enjoy an adventure full of fun times and memories made.

Audience Messaging:

Volunteers

VOLUNTEERS

Volunteers donate their time and talent to support A Kid Again because they feel that what they do has a positive impact on the lives of kids and families affected by life-threatening illnesses. They derive satisfaction in seeing the kids and family members smile and have fun together. They love that, as volunteers, they actively participate in the adventures they organize.

PROSPECTIVE VOLUNTEERS

People who may not know who A Kid Again is, but are looking to volunteer for an organization. Also, people who know about A Kid Again, but aren't sure how to get started as a volunteer.

Needs

To be introduced to an organization in need of volunteers that is passionate about their cause. To see the benefit and value of volunteering for life-changing events. To be made aware of the opportunities for volunteering for A Kid Again.

CURRENT VOLUNTEERS

Volunteers who currently volunteer or have volunteered in the past for A Kid Again.

Needs

To be celebrated and thanked by A Kid Again and encouraged to continue to volunteer.

Audience Messaging:

Volunteers

WORDS MOST USED BY VOLUNTEERS:

| | | |
|--------------|-----------|------------|
| Appreciative | Grateful | Kind |
| Belonging | Helpful | Optimistic |
| Blessed | Humbled | Rewarding |
| Committed | Inclusive | Selfless |
| Enthusiastic | Joy | Supportive |
| Giving | | |

KEEP VOLUNTEER-RELATED MESSAGING APPRECIATIVE AND THANKFUL.

- At its heart, A Kid Again is a volunteer-based organization and is successful because of the people who give their time to work with our families.
- Our volunteers see the impact that their time and effort have on the entire family, which makes all of our efforts deeply satisfying.
- Having dedicated volunteers at our events allows parents time to recharge and interact with other parents, knowing their children are having fun and are taken care of.
- We could not function without the support of our volunteers. Thank you to everyone who has stepped up to help our families take a time-out from illness.

Audience Messaging:

Donors

DONORS

Donors contribute money to support the A Kid Again mission. They are moved to donate money to the organization as a direct result of participating in or viewing a video or photos of kids and families partaking in an A Kid Again Adventure. Most donors learn about A Kid Again through other donors. Donors understand and appreciate that the money they donate to A Kid Again has a meaningful and far-reaching positive impact on the lives of others.

PROSPECTIVE DONORS

People or companies who may not know who A Kid Again is, but are willing to donate to a passionate organization. People who know about A Kid Again, but aren't sure how their money would be utilized.

Needs

To be introduced to an organization that is passionate about their cause. To see the impact and necessity of donations for A Kid Again to function. To see where their money would be utilized.

CURRENT DONORS

People or companies that are current donors of A Kid Again.

Needs

To be celebrated and thanked by A Kid Again and encouraged to continue to donate. To see how their money is contributing to the organization and the kids/families.

Audience Messaging:

Donors

WORDS MOST USED BY DONORS:

| | | |
|------------|----------|-------------|
| Community | Happy | Perspective |
| Compassion | Hope | Resilience |
| Empathy | Love | Support |
| Family | Normalcy | Thankful |
| Fun | Proud | Time Out |
| Generosity | | |

KEEP DONOR-RELATED MESSAGING APPRECIATIVE AND IMPACT-DRIVEN.

- Every dollar you donate to A Kid Again is multiplied by the impact it has on each member of the family struggling to care for a child with a life-threatening illness.
- Your commitment to sponsor A Kid Again family allows us to help provide support throughout the child's illness, not just one day's events.
- 86% of each dollar donated to A Kid Again goes directly to fund the program activities and events for our families.
- Because our program is built around a year-long roster of activities and events, A Kid Again families benefit from consistent in-kind product and services.

Audience Messaging:

Staff Members

STAFF MEMBERS

Staff members are employees of A Kid Again. They love their jobs; they especially enjoy knowing that the work they do has a significant positive impact on the kids and families A Kid Again serves. They are attracted to A Kid Again by other passionate people who are already affiliated with the organization.

WORDS MOST USED BY STAFF MEMBERS:

| | | |
|------------|----------|-------------|
| Caring | Hopeful | Thankful |
| Community | Humbled | Uplifted |
| Compassion | Inspired | Friendships |
| Empathy | Joyful | Smiles |
| Friendly | Patience | |

KEEP STAFF-RELATED MESSAGING APPRECIATIVE AND ENCOURAGING.

- The positive impact you make on this organization is invaluable and irreplaceable.
- A Kid Again families depend on our staff to give them the break that they need from the difficult journey of childhood illnesses.
- Without the teamwork of our staff, A Kid Again could not thrive to be the great organization that it is today.

Audience Messaging:

Board Members

BOARD MEMBERS

Board members are community leaders who volunteer time and/or money to provide resources, guidance and governance to A Kid Again. They are inspired by the power of A Kid Again's mission to feel passionate about the success of the organization. They are particularly appreciative of the perspective they gain about their own lives and what is important, by being a part of A Kid Again.

WORDS MOST USED BY BOARD MEMBERS:

| | |
|--------------|---------------|
| Appreciation | Passion |
| Hopeful | Perspective |
| Impact | Understanding |
| Inspired | |

KEEP BOARD-RELATED MESSAGING THANKFUL AND REASSURING.

- Every minute and dollar you spend supporting A Kid Again impacts countless children and families across Ohio.
- Your commitment to A Kid Again allows us to provide support and exciting events to ill children and their families.
- A Kid Again's mission would not be possible without your support and leadership.
- Families appreciation for the support that A Kid Again provides is the reason that the organization is so successful, and we couldn't do it without you.

A large, stylized number '5' is positioned on the left side of the slide. It is composed of a dark teal shape for the top bar and a lighter teal shape for the bottom curve, with a circular cutout in the lower-left portion. The text 'OUR SIGNATURE' is overlaid on this graphic.

OUR SIGNATURE

Our Signature:

Brand Management

BRAND MANAGEMENT

Our visual identifier is A Kid Again's brand signature. Just like a personal signature, the identifier should be distinctive and consistently displayed. Our identifier is designed to reflect our brand attributes and values.

The cornerstone of the A Kid Again identity is our brand signature. Modifications have been made to the original balloon symbol and identifier to strengthen the readability and reproduction quality of the A Kid Again brand. Only through consistent, unvarying reproduction can our signature realize its potential.



APPROVAL PROCESS

It will be the responsibility of each A Kid Again staff member to ensure that all materials produced are designed in accordance with these A Kid Again Brand Guidelines.

Our Signature:

Our Signature Anatomy

OUR SIGNATURE ANATOMY

Our signature is made up of three elements: the wordmark, the symbol, and the tagline.

The wordmark is a custom version of our brand typeface Century Gothic Bold. Our symbol is three balloons that form the shape of the heart. The tagline supports the A Kid Again mission and helps to communicate the brand rationale.

Both the wordmark and symbol are in a fixed relationship which must never be modified or repositioned in any way.

Artwork Reference

AKA_Primary_FC_C.eps

Wordmark

**A Kid
Again®**

Symbol



Tagline

Giving illness a time out

Signature

**A Kid
Again®** 
Giving illness a time out

Our Signature:

Secondary Signatures

SECONDARY SIGNATURES

There are two versions of our signature other than the primary stacked version.

The horizontal signature should be used when a stacked (vertical) is not applicable.

The square signature should primarily be used for profile avatars or when a square logo is absolutely the only option.



A Kid Again.[®]
Giving illness a time out



A Kid Again.[®]
Giving illness a time out

Artwork Reference

AKA_Secondary_FC_C.eps

AKA_Secondary_Square_FC_C.eps

Our Signature:

Our Symbol

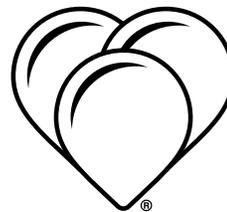
OUR SYMBOL

The symbol for A Kid Again is made up of three different colored balloons that form the shape of a heart. When using the symbol in reverse, it is important to use the appropriate file. The balloons may be used as a graphic element separate from the A Kid Again identity, but the following must be considered:

- **Do not** partner the balloons with any type other than the A Kid Again wordmark in its official lockup.
- **Do not** use any color other than the approved orange, teal and green, white, or black.
- **Do not** fill the balloons with an image.
- **Do** keep the registered mark with the balloons at all times.



Black



Reversed



Artwork Reference

AKA_Symbol_FC_C.eps

AKA_Symbol_1C_BLACK.eps

AKA_Symbol_1C_WHITE.eps

Our Signature:

Clear Space

CLEAR SPACE

For the greatest impact and recognition, our signature should not be crowded by other visual elements. Ample clear space should be reserved around the identifier so that its prominence is not compromised.

A logically proportioned minimum safety zone is specified to provide a scalable clear space around the signature. Adhering to the clear space requirements shown here helps ensure that the visibility of the signature is maintained.

A modular grid is used to define the size, position and spacing of the safety zone. The value of "A" is relative and is determined by the cap height of our wordmark, A Kid Again.



Artwork Reference

AKA_Primary_FC_C.eps

Our Signature:

Minimum Sizes

MINIMUM SIZES

The legibility of the wordmark determines the minimum size of the signature. Being able to easily discern the image or read the text, especially the tagline, is critical to the success of our visual identity.

It is important to use this version of the logo as often as possible. Limit the use of different logo versions on one item to 2. Using too many different versions of the logo creates confusion and inconsistency.

Shown here are the minimum sizes for each signature version. In each one, the largest text should be no smaller than .25". If the primary logo must be smaller than 2" x 1", the primary logo with the adjusted tagline size is appropriate. If the secondary logo must be smaller than 2.8" x .6", the secondary logo with the adjusted tagline size is appropriate. See next page for logos with adjusted taglines.



Artwork Reference

AKA_Primary_FC_C.eps

AKA_Secondary_FC_C.eps

Our Signature:

Minimum Sizes (continued)

MINIMUM SIZES (CONTINUED)

Shown here are the minimum sizes for the logos with an adjusted tagline and for the logos with no tagline.

Shown here are the minimum sizes for each signature with an adjusted tagline. If the primary logo must be smaller than 1.25" x .7", the primary logo with no tagline is appropriate. If the secondary logo must be smaller than 1.8" x .45", the secondary logo with no tagline is appropriate.

The tagline should accompany the logo at all times unless the tagline becomes too small to be legible and the mission of A Kid Again is supported by additional context (e.g. copy, photography). Only exceptionally small applications of the logo (e.g. lanyards, flash drives, etc.) may use the logo without a tagline, but incorporating the tagline elsewhere is encouraged.

Artwork Reference

AKA_Primary_Small_FC_C.eps

AKA_Secondary_Small_FC_C.eps

AKA_Primary_No-Tag_FC_C.eps

AKA_Secondary_No-Tag_FC_C.eps



Our Signature:

Correct Use

CORRECT USE

The signature must always be used correctly and consistently. Deviation from proper usage diminishes the strength of the brand.

Three Color

This is the full trade dress version of the signature.

The A Kid Again logo can ONLY be used on Primary Orange and Bold Teal colors.

Bold Teal is preferred.

One Color

When color is available but the three-color version is not appropriate, the one-color signature can be applied.

High Contrast Black and White

The high contrast versions are the best signatures to be sent "out of house" when we are not able to proof or approve the final art.

Artwork Reference

AKA_Primary_FC_C.eps

AKA_Primary_FC_C_One-color.eps

AKA_Primary_1C.eps

AKA_Primary_1C_WHITE.eps

AKA_Primary_BLACK.eps

Three Color



One color



High Contrast Black and White



Our Signature:

Incorrect Use

INCORRECT USE

Consistent presentation of our signature is essential to building and preserving brand equity. On this page are just a few examples of incorrect uses of our signature.

APPROVAL AND QUESTIONS

The signature should be used only in approved configurations and should not be recreated or distributed without written permission from the Brand Standards Manager.

Furthermore, no typography or other elements should be added to the signature to create secondary brands or associated taglines.



Do not distort the forms.



Do not distort the forms.



Do not apply 3-D effects.



Do not use alternate fonts.



Do not apply incorrect colors.



Do not apply incorrect colors.



Do not apply color treatments.



Do not apply to active backgrounds.



Do not use inadequate quality artwork.



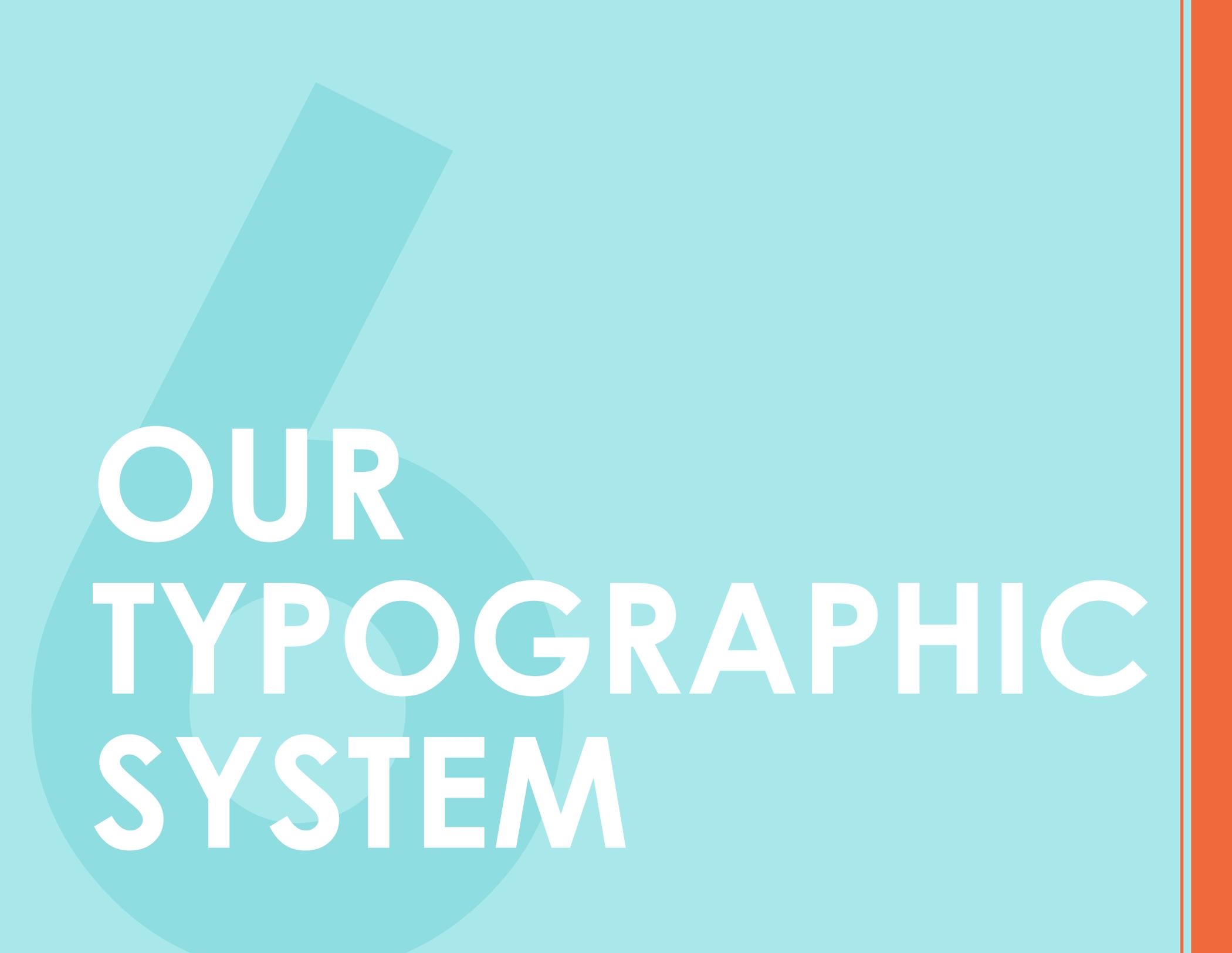
Do not add typography.



Do not add graphic elements of any kind.



Do not add, subtract, or rearrange any elements in any way.



**OUR
TYPOGRAPHIC
SYSTEM**

Our Typographic System:

Primary Font

PRIMARY FONT

Our primary typographic family is the serif font **Century Gothic**. While Century Gothic is available in several weights, our primary weights are Regular and Bold. Century Gothic's preferred use is for headline and titles.

Century Gothic is a Web Safe font. This font can be used for headlines and titles in both print and web.

WHAT IS A WEB SAFE FONT?

Some older web browsers and email clients can only display the fonts installed in each individual computer, so every visitor of your web page needs to have all of the fonts you use installed on his or her own. As different people have different fonts installed, there is a standard set of fonts known as "web safe" that are available on every computer.

Century Gothic Regular

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Century Gothic Bold

**Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

Our Typographic System:

Secondary Font

SECONDARY FONT

Our secondary typographic family is the serif typeface **Clarendon**. While Clarendon is available in several weights, our primary weights are Bold. While Century Gothic is preferred for headlines and body copy, Clarendon's preferred use is for numbers and some subheadings.

Clarendon is a Web Safe font.

This font can be used for subheadings and numbers in both print and web.

Clarendon Bold

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

WHAT IS A WEB SAFE FONT?

Some older web browsers and email clients can only display the fonts installed in each individual computer, so every visitor of your web page needs to have all of the fonts you use installed on his or her own. As different people have different fonts installed, there is a standard set of fonts known as "web safe" that are available on every computer.

Our Typographic System:

Suggested Type Sizes

SUGGESTED TYPE SIZES

Some basic principles for using A Kid Again's typography are listed as a general rule. However, suitability of these guides must be confirmed for each new type of communication. It is not advised to use all four fonts on one page. Try to limit to two or three.

Sample Text Sizing

We exist to foster hope, happiness and healing for children with life threatening illnesses and their families.

11pt

We exist to foster hope, happiness and healing for children with life threatening illnesses and their families.

10pt

We exist to foster hope, happiness and healing for children with life threatening illnesses and their families.

9pt

Suggested Typography Sizing

TITLE HEADING

Century Gothic Bold, 12pt, 16pt leading, All caps, Primary Orange

This font should only be used for section headings.

Sub Heading

Clarendon Bold, 8pt to 10pt in size, 16pt leading, Title Case, 75% black

This font should be used sparingly, mainly to call out numbers.

It can only be used as a subheading if it is used in conjunction with the title heading.

Callout

Century Gothic Regular, 17pt, 27pt leading, Title Case, 75% black

This font should only be used to highlight tidbits of important information, or pull quotes.

Body Copy

Century Gothic Regular, 8pt to 11pt in size, 17pt leading, Title Case, 75% black

This is the standard font to use for body copy.

It is acceptable to bold this font to use as subheadings within a section.

A large, stylized teal number '7' is positioned on the left side of the slide, extending from the top to the bottom. The text 'OUR COLORS' is centered horizontally across the middle of the slide.

OUR COLORS

Our Colors:

Full Color Palette

OUR PALETTE

The A Kid Again color palette is defined by a series of numbers:

Pantone: The Pantone matching system, or PMS, is for offset printing, and the value is determined by the material you are printing on (coated or uncoated, C or U).

Process: Four color printing is based upon the CMYK values of a color, or Cyan, Magenta, Yellow & Key (black).

Screen: For screen applications, colors are based upon their RGB values, or Red, Green & Blue.

HTML: The web has its own color value system. For web applications, use the HTML color value.

CORE COLORS

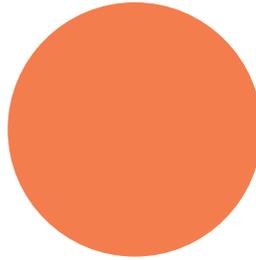


ACCENT COLORS



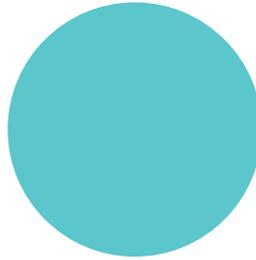
CORE COLORS

Our core colors were selected to support and ground the colors in our brand color palette. Our core colors should not be used as feature or accent colors. Our core colors were created with enough contrast to function behind our secondary colors as a background or as text or a duotone image on top of the other tones in our color system.



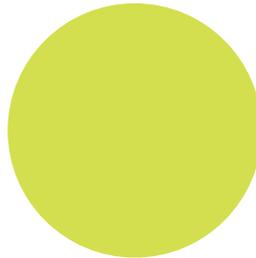
PRIMARY ORANGE

| | | | | | |
|----------------|----------|----|----------|-----|----------|
| Pantone | C | 0 | R | 244 | # F47E4D |
| 1645 C | M | 63 | G | 126 | |
| 1655 U | Y | 75 | B | 77 | |
| | K | 0 | | | |



BOLD TEAL

| | | | | | |
|----------------|----------|----|----------|-----|----------|
| Pantone | C | 59 | R | 91 | # 5BC6CC |
| 319 C | M | 0 | G | 198 | |
| 638 U | Y | 22 | B | 204 | |
| | K | 0 | | | |

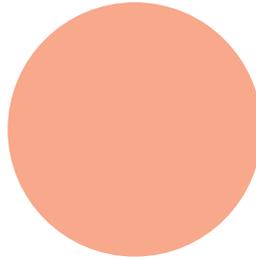


BRIGHT GREEN

| | | | | | |
|----------------|----------|----|----------|-----|----------|
| Pantone | C | 21 | R | 211 | # D3DF4E |
| 389 C | M | 0 | G | 223 | |
| 381 U | Y | 85 | B | 78 | |
| | K | 0 | | | |

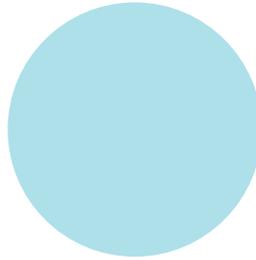
ACCENT COLORS

Our accent colors should be applied in conjunction with the core colors but never as a dominant color. They should rather highlight information and be used as a subtle accent or sometimes as a background.



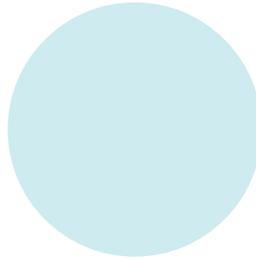
SOFT ORANGE

| | | | | | |
|----------------|----------|----|----------|-----|----------|
| Pantone | C | 0 | R | 248 | # F8A88B |
| 1625 C | M | 41 | G | 168 | |
| 713 U | Y | 42 | B | 139 | |
| | K | 0 | | | |



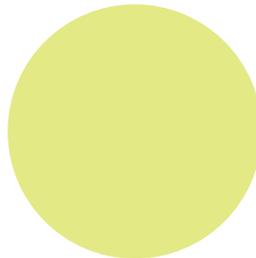
SKY BLUE

| | | | | | |
|----------------|----------|----|----------|-----|----------|
| Pantone | C | 30 | R | 174 | # AEE0EA |
| 635 C | M | 0 | G | 224 | |
| 635 U | Y | 7 | B | 234 | |
| | K | 0 | | | |



SEAFOAM GREEN

| | | | | | |
|----------------|----------|----|----------|-----|----------|
| Pantone | C | 18 | R | 206 | # CEEBFO |
| 7457 C | M | 0 | G | 235 | |
| 7457 U | Y | 5 | B | 240 | |
| | K | 0 | | | |



LIGHT GREEN

| | | | | | |
|----------------|----------|----|----------|-----|----------|
| Pantone | C | 13 | R | 227 | # E3E985 |
| 379 C | M | 0 | G | 233 | |
| 4655 U | Y | 61 | B | 133 | |
| | K | 0 | | | |



**OUR
STATIONERY
SYSTEM**

Our Stationery System:

Primary Elements

The A Kid Again stationery system works together as a unit to consistently present the brand and preserve equity. The elements have been carefully constructed using related proportions to visually connect individual pieces.

PRIMARY ELEMENTS

Letterhead

1-sided, recommended paper stock (8.5" x 11")

Business Envelope

1-sided No. 10 envelope (4.125" x 9.5")

Business Card

2-sided standard card (2" x 3.5")

Envelope



Business Card (front & back)

Letterhead



Our Stationery System:

Letterhead

LETTERHEAD

The A Kid Again stationery system works together as a unit to consistently present the brand and preserve equity. The elements have been carefully constructed using related proportions to visually connect individual pieces.

1-sided 8.5" x 11" sheet

Shown at 55%

The body text on an A Kid Again letter should be in our typeface, Century Gothic.

Specifically:

Century Gothic Regular, 10pt, 17pt of leading

The A Kid Again identity is locked into the header and must not be moved or modified. The contact info is locked into the footer and should not be moved or modified.



Fold top third backwards to meet backside of letter.

Our Stationery System:

Envelope

ENVELOPE

1-sided No.10 envelope (4.125" x 9.5")

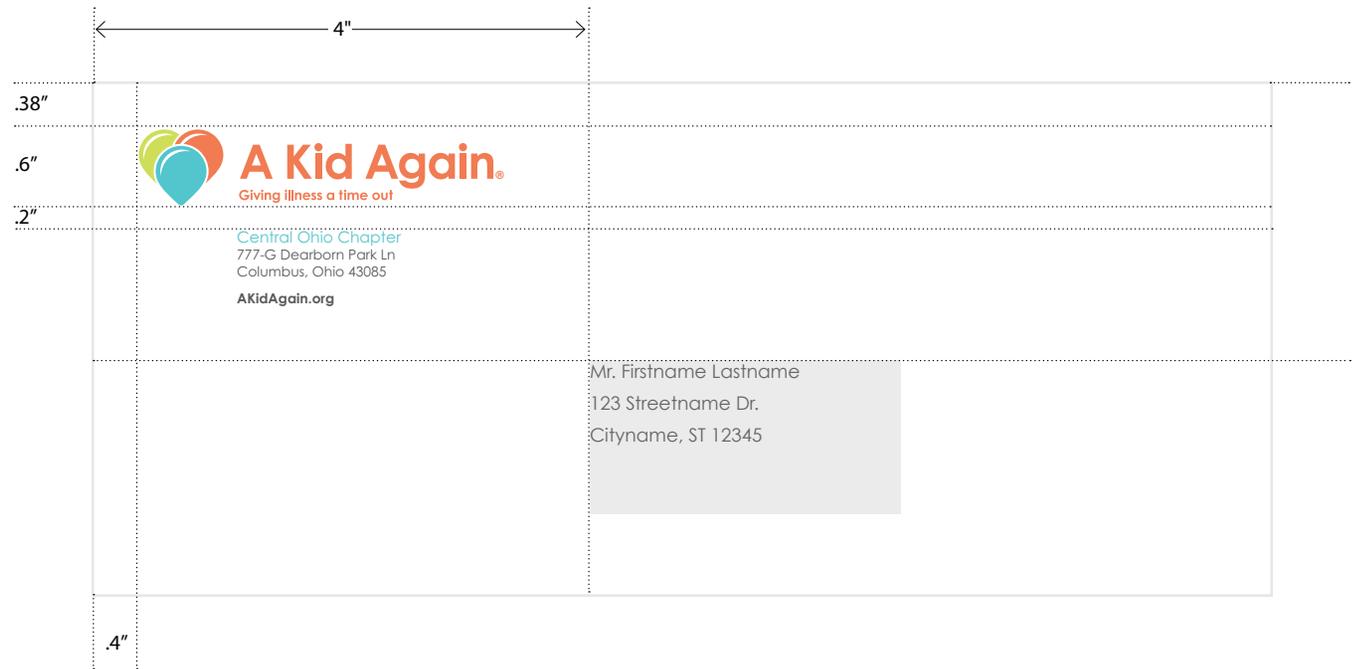
Shown at 65%

Text to the addressee should be in our typeface, Century Gothic Regular.

Specifically:

Century Gothic Regular, 8pt,
10pt leading

The text should not be wider than 2.5"
and should not be longer than 6 lines.



Letter Placement

The z-folded letter should be placed into the envelope with the A Kid Again logo and heading facing up and out. This ensures that the identity will be the first thing that the recipient sees when opening correspondence.



Our Stationery System:

Business Card

BUSINESS CARD

2- sided standard card
(2" x 3.5")
Shown at 100%

Type Specifications

Name

Century Gothic Bold, All caps, 13pt,
Pantone 1645 C

Title & Chapter

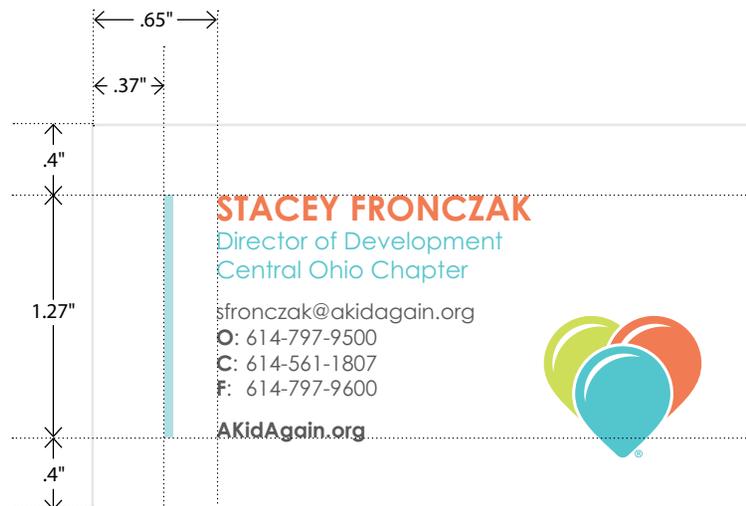
Century Gothic Regular, 9pt, 11pt leading,
Pantone 319 C

Email/Address/Phone Numbers

Century Gothic Regular, 8pt, 9pt leading,
Pantone 417 C

Web Address

Century Gothic Bold, 8pt
Pantone 417 C



Our Stationery System:

Email Signature

EMAIL SIGNATURE

Representation of the A Kid Again identity is key in all print or electronic communications, including email signatures. Information may only be added or deleted after obtaining approval from the Brand Manager within the organization. Standards are based on Gmail terms. Standards include:

Name

Verdana Bold, 'Large'

Dark Grey

Title/Chapter Address/Email/Phone Numbers

Verdana Regular, 'Small'

Light Grey

Chapter Name

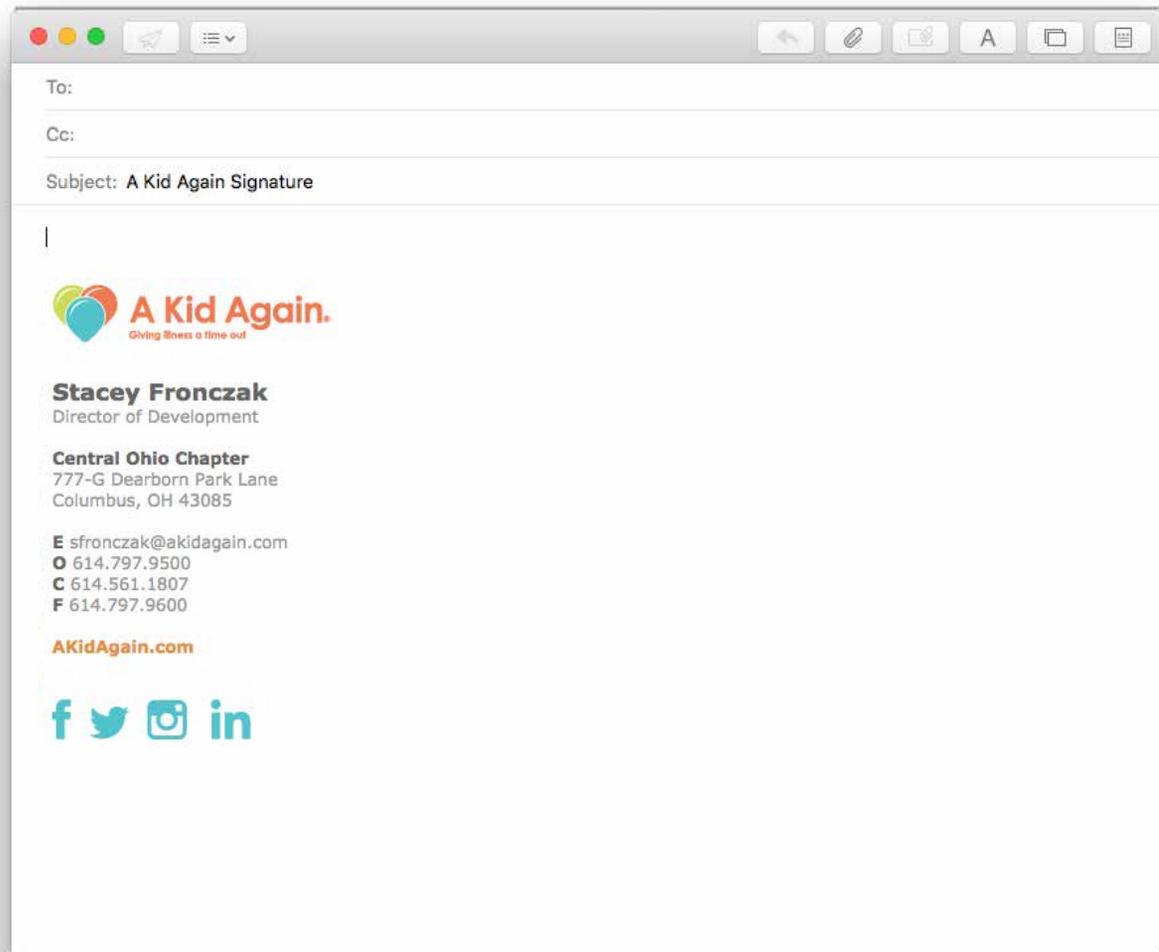
Verdana Bold, 'Small'

Dark Grey

Web Address

Verdana Bold, 'Small'

Orange





OUR IMAGE SYSTEM

PHOTOGRAPHIC STYLE

Branded photography is essential to building consistency and equity for the A Kid Again Brand. By utilizing a specific photographic style, the images become our own, and truly represent A Kid Again.

It is important that our photography style is consistent. To achieve this, please provide any A Kid Again photographers this style guide with enough time before the event that they are photographing so that they can learn and follow our guidelines.

GUIDELINES FOR PHOTOGRAPHY STYLE INCLUDE:

- Primary photos should be of happy children with an illness to avoid looking like stock photography and capture the heart of A Kid Again.
- Images must capture context of where the event is taking place in the background (Kings Island sign, rides, Zoombezi Bay sign, water slides, etc.)
- Images must be used in full color or in duotone or monotone with the approved colors.
- Full color images must be moderate in their saturation.
- Photography should emphasize creative cropping.
- Photography should have a specific focal point.
- Photography should emphasize an impactful point of view (Portrait closeup, interesting family photos, etc.).
- When typography or a logo is to be overlaid, images must have a clear, even space for legibility.

Our Image System:
Photographic Style



Our Image System:

Image Content

IMAGE CONTENT

Use candid shots whenever possible.

They are much more powerful and interesting.

Try to avoid using too many posed photos. It is important to capture the location of an event in the background of the photo so that it is obvious where the event is taking place.

Images should relate to the content of the document as much as possible. For example, if you're posting on social media about finding volunteers, include images of volunteering.

Preferred



Not preferred



Example image for volunteering



Example image for Time Out event



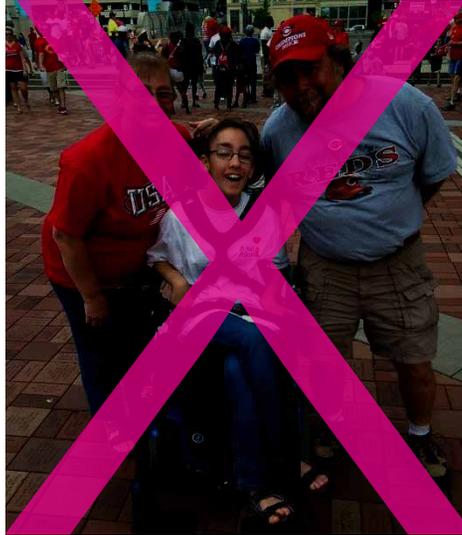
Our Image System:

Lighting

LIGHTING

Lighting should be bright, even, and color balanced. Images that are under exposed (too dark) or overexposed (too light) should be corrected before use.

Under exposed



Properly exposed



Over exposed



Our Image System:

Resolution

RESOLUTION

Images should be the proper resolution for the medium. Web and mobile images should be 72 points per inch (PPI). Print images should be 300 PPI.

For example, if you are trying to print an image at 4"x6", your image file must be 1200x1800 pixels (4"x300 PPI, 6"x300 PPI). Increasing the size of a photo from the original size will make it appear fuzzy and pixelated.

REMEMBER: You can always decrease image resolution, so start with the highest resolution possible.

It is important that our photography style is consistent. To achieve this, please provide any A Kid Again photographers this style guide with enough time before the event that they are photographing so that they can learn and follow our guidelines.

High resolution and crisp



Poor resolution and fuzzy



Our Image System:

Saturation Levels | Duotone Images

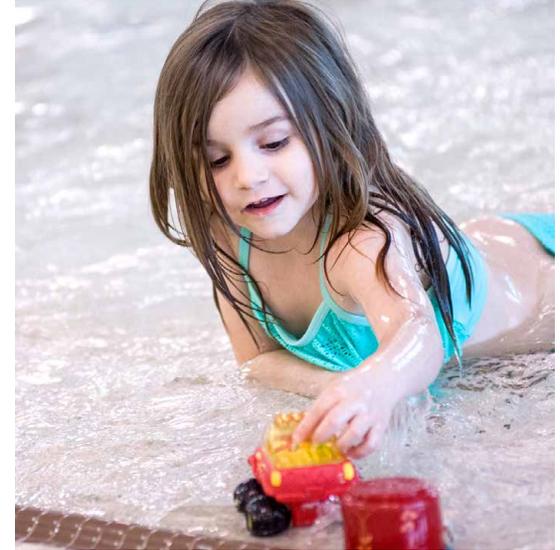
SATURATION LEVELS

Color correcting photos consist of four steps: contrast, exposure, saturation, and warming. Our photos have moderate contrast, slight overexposure and oversaturation. Images should be used at full color saturation for all applications (except when limited by printing, then use black & white).

Underexposed and desaturated



Bright and evenly saturated



DUOTONE IMAGES

If needed, select colors can be used as a duotone over some photography. Do not use duotone images in colors that are not from the A Kid Again brand or with gradients.

For this color interaction, you may use Bold Teal and Bright Green. These are the only brand colors that may be used in duotone. Make sure that monotone images have sufficient contrast and simple backgrounds without a lot of activity.

Bold Teal



Color 1: #51c4cd

Color 2: #aacacd

Bright Green



Color 1: #cedf57

Color 2: #d0d5af

Our Image System:

Color Overlays

COLOR OVERLAYS

Color overlays are a great way to add a pop of color and break up photo with a busy background to point focus towards the subject of the photo. Color overlays are also great for creating clear space typography. Photos can be overlaid with the four core brand colors and should be toned back to between 80% and 90%, depending on the business of the photo. Bold Teal and Light Green is preferred for color overlays.

Color Overlay Example | Color opacity at 90%



Our Image System:

Creative Cropping

CREATIVE CROPPING

Do not stretch or squeeze photos out of natural proportion. Images should be resized proportionally.

Be mindful of the composition of the document and the photo frame. Do not crop off any of the main elements of an image so that they are difficult to understand.

Cropping an image helps focus on the subject and communicate the message more effectively.



Stretched too wide



Squeezed too narrow



Our Image System:

Focal Point | Point of View

FOCAL POINT

Use a mixture of focal points in each document. An easy way to think about this is to use the rule of thirds by aligning the subject with gridlines.

You can also use a mixture of close-ups, portrait, and full body images.

Rule of Thirds



Close up



POINT OF VIEW

Use a mixture of point of views in each document. A birds eye view is great for settings while a straight-on image is fantastic for creating a relatable image.

High angle images are great for settings and providing context



Straight-on images create an intimacy with the subject



Our Image System:

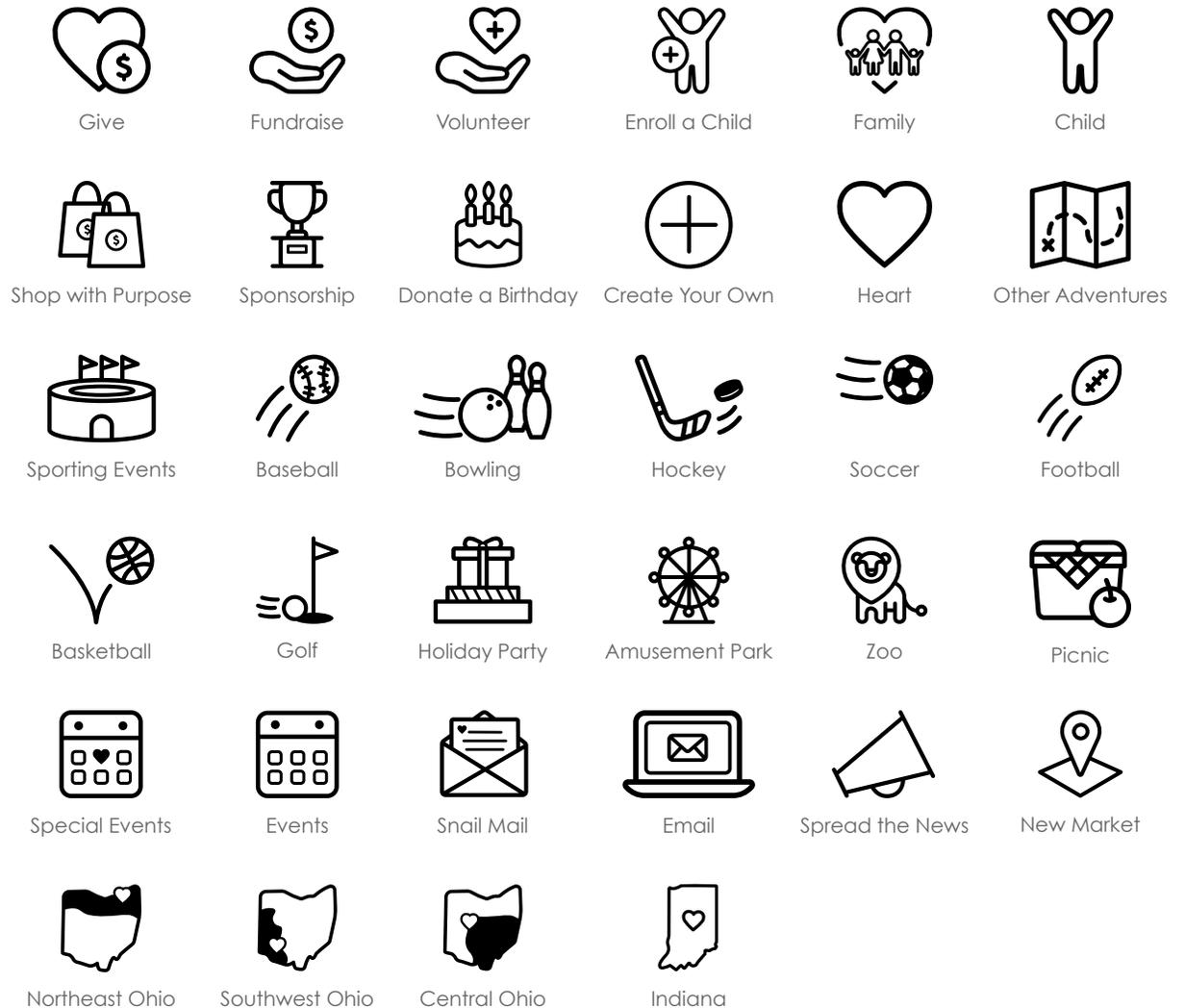
Iconography

ICONOGRAPHY

Icons are important visual aids that help people quickly navigate through A Kid Again's media. Users can easily look for the icon that's important to them. Additionally, icons work across language barriers and provide an international reference guide.

The A Kid Again icons are lined and smooth with rounded edges. Icons will typically be used in one color, but also have a multicolor option. Icons should relate to the context of the photo or document.

Photography should be used as the dominant element in every design, but documents can be enhanced with the use of the A Kid Again icons to supplement the main content.



**RACE TO
RAISE**

**DONATE
\$35**

**THANK
YOU**

Our Image System:

Iconography—Proper Usage

DO NOT SCALE DISPROPORTIONATELY

When using the icons, always make sure to scale them proportionally to maintain consistency and avoid skewing. Proportional scaling can be ensured by holding down the "shift" key on your keyboard while shrinking or expanding the icon.



DO NOT ALTER

Do not alter the shape of the icon itself or change the fills, stroke weights, or orientation.



CORRECT COLOR USAGE

Dark Background



Orange Background



Blue Background



Green Background



White Background



A large, light blue number '10' is centered in the background. The '1' is a simple vertical bar with a small notch at the top. The '0' is a thick, rounded ring. The text 'EVENT BRANDING' is overlaid on the '0' in white, bold, sans-serif font.

EVENT BRANDING

Event Branding:

A Kid Again Representation

A KID AGAIN REPRESENTATION

Well-executed, integrated event materials and communications create a memorable experience and contribute to the overall engagement by our families, donors and volunteers.

On all official A Kid Again event materials, it is essential to make sure the A Kid Again logo is properly and prominently displayed on all promotion materials and during the event. Participants should walk away from the event associating all the new information, contacts and the overall feel of the event with A Kid Again.

Be sure to take some time to become familiar with the organization's brand standards and feel confident that the event, whether it be big or small, reflects the proper messaging and look-and-feel of A Kid Again. This can be achieved by correctly displaying the event logo in conjunction with the A Kid Again logo, using the approved brand colors and typefaces, and aligning the branding with the A Kid Again style.

Event Branding:

Event Logos

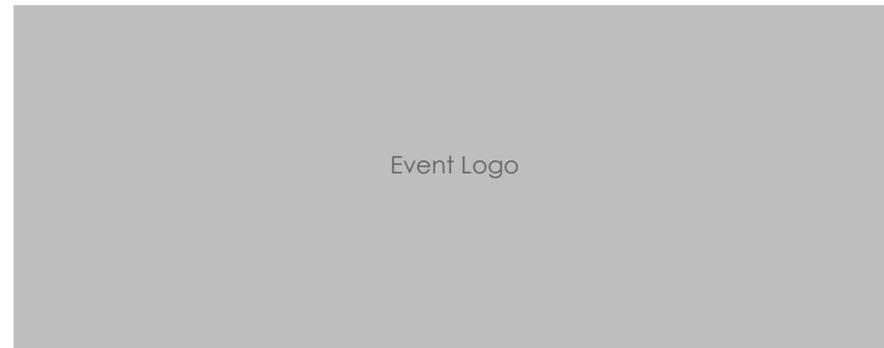
EVENT LOGOS

Event logos must be cohesive with the A Kid Again brand. This can be achieved by using the approved color palette, typefaces, and/or icon style.

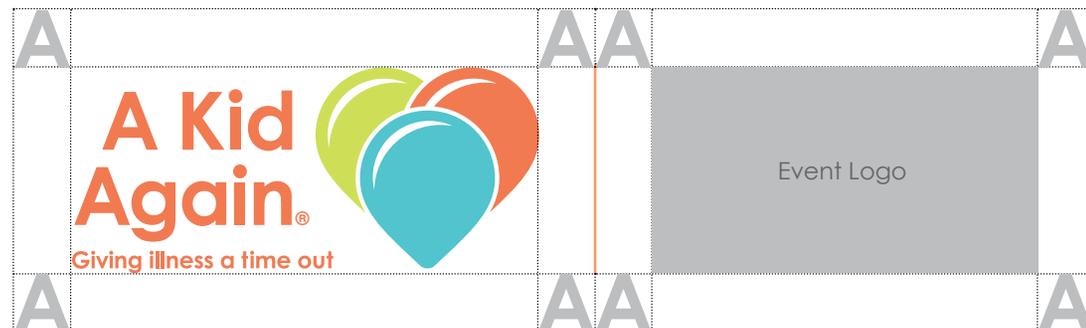
When creating an event logo, primarily use our approved core colors, with Primary Orange and Bold Teal being the primary colors and Bold Green being used as an accent. For typefaces, Century Gothic should be the primary font used in the logo, with Clarendon being a possible secondary typeface.

The A Kid Again logo must either precede the event logo to 'present' the event, or it must be used in the approved lockup. It is important that the A Kid Again logo is featured somewhere on all event materials. It is important to keep consistent clear space around the entire lockup.

'A Kid Again Presents' arrangement



Approved Lockup



CONTACT

The strength and power of the A Kid Again brand relies on our ability to work together as one team. Any application of the identity system must be reviewed and approved by the individual acting as the Brand Standards Manager.

For ordering stationery items, please contact Lacey Picazo at ZoCo Design at **419.346.4648** or by email at **lacey@zocodesign.com**.

BRANDING AGENCY

 **zocodesign**

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