

# BLUE SKIES FOR CHILDREN

## Branding Guide



# WELCOME

The purpose of Blue Skies for Children branding guide is to help create a clear and consistent image of who we are and what we do.

Our mission is to raise hope and self-esteem by sponsoring enrichment programs and other essentials for homeless, low-income, and foster children in Whatcom and Skagit counties.

To help us reach our goal we understand the importance of having a recognizable brand in our community. We hope that this document will serve current and future staff, volunteers, and team members with the guidelines to accomplish brand consistency and our mission.

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# BRAND POSITION

Our mission is to help close achievement gaps in homeless, low-income, and foster youths.

We do this by providing funding for enrichment programs for children ages 6-18.

Our goal is to increase the capacity of our Little Wishes programs and Sponsor-A-Child program.

Tagline: "Raising hope and self-esteem in young hearts and minds."

Vision: To help families with basic essentials and provide growth opportunities they cannot otherwise afford for their children that allows each child to feel equal to their peers.

# BRAND PERSONALITY

Our personality is fun and childlike.

We care about helping kids have fun, but we also want them to succeed and take away lessons from their activities to help them later on in life.

## Celebrity Comparison

### Traits

- Caring
- Enthusiastic
- Supportive
- Fun
- Educated
- Youthful
- Compassionate



Zoey Deschanel is an actress, activist, mom, and musician. She lives her life very similarly to the character she played on *New Girl*, Jessica Day. She is silly, caring, and well educated about multiple causes like environmentalism.

# BRAND VOICE

Our voice is enthusiastic, compassionate, and educated while staying youthful.

We want to show the importance of enrichment programs for at-risk children.

We do this by educating our donors, and community members. We also want to show our excitement and gratefulness for our donors.

We want to avoid becoming too formal, as this is a nonprofit focused on providing happiness in children's lives.

# BRAND ASSETS

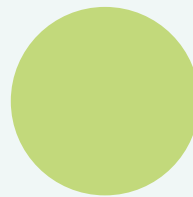
## Logo's



## Color Palette



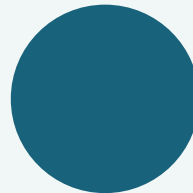
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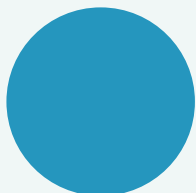
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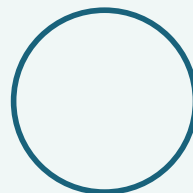
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Hex: #196276  
Pantone 3155 C



Hex: #2696be  
Pantone 7689 C



Hex: #f0f7f6  
Pantone 656 C

# BRAND ASSETS

## Fonts

### FIFTH GRADER REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

This serif font should be used just as headers. It maintains our personality of youthful and enthusiasm. It does not have a lowercase option

### Caroni Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

This sans serif font should be used for subheadings or bodies of text. While still being kid-friendly it conveys some seriousness. We only use the bolded version as the regular version is difficult to read.

### Comfortaa Bold + Comfortaa Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

This sans serif font should be used for internal documents, media relations, and government relations. Use Comfortaa Bold for headings and Comfortaa Light for subheadings and bodies of text.



# BRAND GUIDELINES

## Logo's Do's and Dont's

### Do

- Use the circle logo when appropriate
- Include logo on social media post
- OK to use a greyscale logo if needed
- See page 9 for examples of appropriate usage of logo's in social media posts



### Don't

- Change logo colors under any circumstances (i.e changing "Blue Skies for Children to white)
- Use logo in vertical, sideways, or diagonal, format.



# BRAND GUIDELINES

## Social Media Do's and Dont's

### Do

- Stay simple, youthful, and fun in both captions and pictures
- Have consistent posts across platforms
- Use #BSFC on social media post



### Don't

- Overload social media posts with information
- Use long hashtags
- Forget to include important information in captions



## Language Do's and Dont's

### Do

- Lean into youthful yet educated wordage
- Reiterate mission often

### Don't

- Use any other form of abbreviation besides BSFC
- Change tagline to "Raising Hope"
- Capitalize the F in Blue Skies for Children

# BRAND GUIDELINES

## Social Media Post Examples



Instead of fitting lots of information into a single picture break up information into two pictures. Include important information about location, times, etc in the caption.

EX: Today we would like to thank our sponsors for our annual charity auction, Mt Baker Roofing, @bellinghamherald, and @cpi\_plumbing. The auction will be held online, from October 21-23, 2021. The link to bid on items is in our bio and on our website.

Support from this auction will go to increase our mission of raising hope and self-esteem in local homeless, low-income, and foster youth. Together we make a difference!  
#BSFC #raisinghopeandselfesteem #weareblueskies #charity #auction

\*\*Instagram does not support links in captions or comments! Post the actual link on other social media platforms.

# ACKNOWLEDGMENTS

Henry Burns, Public Relations

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