

2017 BRAND GUIDELINES

Developing the next generation of
leaders to be unstoppable.



LOGO

The hand drawn logo is to be used whenever possible. The computer version is only to be used when the hand drawn is not large enough for printing or digital purposes.

The logo should always include an ® since it is a registered name and mark.

PRIMARY LOGO



SSG_Logo_Drawn_Primary

This is our main logo, and to be used whenever possible.

SECONDARY LOGOS



SSG_Logo_4c_Comp

This version only to be used when the primary, drawn version is not large enough for printing/digital use.



SSG_logo_Black

One color logo to be used for shirt printing and only when a 4-color logo is not an option.

FIVE YEAR CELEBRATION LOGO



To be used on all materials promoting and celebrating our 5 year anniversary.

LOGO TAG-LINE USE

Kids celebrating kids is at our core. It is also a registered mark requiring the use of the ® when being used.

The tag-line can be used in conjunction with the primary logo or on its own as a supporting element.



SSG_Logo_Drawn_Primary_tagline



SSG_Logo_4c_Comp_tagline



KCK_Logo

HIGH FIVE FOR SUPPLIES LOGO

To be used when marketing for High Five for Supplies. The hand drawn logo is to be used whenever possible. The computer version is only to be used when the hand drawn is not large enough for printing or digital purposes.

The logo should always include an ® since it is a registered name and mark.

When posting on social media the hashtag #H5FS20XX (with the coordinating year) should be used.

PRIMARY LOGO FOR HIGH FIVE FOR SUPPLIES



H5FS_Logo_Primary

This is our main High Five for supplies logo, and to be used whenever possible.

SECONDARY LOGOS



H5FS_logo_comp

This version only to be used when the primary, drawn version is not large enough for printing/digital use.



H5FS_logo_Black

One color logo to be used for shirt printing and only when a 4-color logo is not an option.

CHAPTER LOGOS

Each chapter will use their own, location dedicated logo for marketing materials.

The primary logo for each chapter will be the white logo on a chapter dedicated color background. The color background will be a secondary chapter signifier beyond the location lock up.

In instances when the logo can not be used on the specified background the drawn logo with location lock up may be used.

The Simon Says Give logo always requires the ®.

PRIMARY CHAPTER LOGOS



SSG_SD_logo

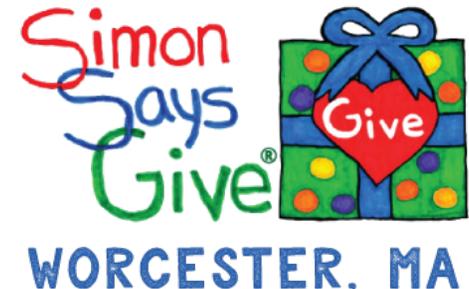


SSG_MA_Logo

SECONDARY CHAPTER LOGOS



SSG_SD_Logo_Drawn



SSG_MA_Logo_Drawn

BRAND FONTS

Open Sans is our primary font for copy use.

BluBerry Grunge is to be used for headlines and call outs, in all caps.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.?!@#%&

Open Sans Regular
To be used for body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.?!@#%&

Open Sans Bold
To be used to call out Simon Says Give, URL, Kids Celebrating Kids, Kids in Action, and High Five for Supplies within body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.?!@#%&

BLUBERRY GRUNGE
To be used for headlines in all caps.

BRAND COLORS

These are the primary brand colors to be used.

Each chapter will have a dedicated, primary color to use to help signify which chapter they are beyond the location lock up.

PRIMARY BRAND COLORS

C: 0 R: 237
M: 97 G: 39
Y: 93 B: 44
K: 0

C: 3 R: 248
M: 15 G: 210
Y: 100 B: 8
K: 0

C: 60 R: 127
M: 90 G: 63
Y: 0 B: 152
K: 0

C: 80 R: 53
M: 53 G: 115
Y: 0 B: 185
K: 0

C: 0 R: 245
M: 62 G: 127
Y: 100 B: 32
K: 0

C: 73 R: 65
M: 0 G: 182
Y: 100 B: 73
K: 0

C: 0 R: 0
M: 0 G: 0
Y: 0 B: 0
K: 100

C: 0 R: 58
M: 0 G: 58
Y: 0 B: 60
K: 70

C: 0 R: 255
M: 0 G: 255
Y: 0 B: 255
K: 0

DEDICATED CHAPTER COLORS

C: 73 R: 65
M: 0 G: 182
Y: 100 B: 73
K: 0

Primary **South Dakota**
chapter color

C: 80 R: 53
M: 53 G: 115
Y: 0 B: 185
K: 0

Primary **Worcester, MA**
chapter color

BRAND ELEMENTS

The following are icons and elements to be used to enhance the design and visuals of Simon Says Give marketing materials, both in print and online.

DOTTED LINE

A 3pt. dotted line can be used to add dimension or as a divider in marketing materials to separate different pieces of a document.



SOCIAL MEDIA ICONS



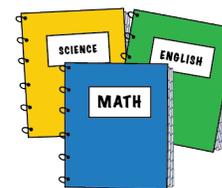
BIRTHDAY ICONS

Additional gift box icons can be found in the brand folder.



HIGH FIVE FOR SUPPLY ICONS

Additional school supply icons can be found in the brand folder.



KIDS ICONS FOR BOTTOM BORDERS

Additional kid icons can be found in the brand folder.



QUESTIONS?

Please contact:

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SimonSaysGive.org



[Linkedin.com/company/simon-says-give](https://www.linkedin.com/company/simon-says-give)



[/SimonSaysGive](https://www.facebook.com/SimonSaysGive)



[@simonsaysgive](https://www.instagram.com/simonsaysgive)



[@simonsaysgive](https://twitter.com/simonsaysgive)



[/simonsaysgivecharity](https://www.youtube.com/simonsaysgivecharity)

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