

BRAND GUIDELINES

Version 2.0
Issued 1/2020

03 BRAND EVOLUTION

- 04 Where We Were
- 05 Where We Are Going
- 06 Red Thread
- 07 Brand Opportunities

08 BRAND LANGUAGE

- 09 Who We Are
- 10 How We Talk
- 11 Who We Speak To
- 12 Storytelling
- 13 Brand Words
- 14 Taglines
- 15 Keeping Our Language Fresh
- 16 Keeping Our Language Fresh
- 17 Headlines

- 18 Language Examples
- 19 Language Examples
- 20 Language Examples
- 21 Language Examples
- 22 Language Style Rules

23 LOGO SYSTEM

- 24 The Capital
- 25 Primary Logo
- 25 Size & Spacing
- 26 Logo Typography
- 26 Logo Variations: Local Agencies and Taglines
- 27 Secondary Logos

- 28 Brand Architecture & Logos
- 29 Logo Color Usage
- 30 Usage Examples
- 31 Logo Do's and Do nots

32 BRAND ELEMENTS

- 33 Typography
- 34 Typography
- 36 Type Treatments
- 37 Primary Brand Colors
- 38 Electric Green
- 39 Color Ratio
- 40 Additional Colors
- 41 Graphic Elements Overview
- 42 Corners

43 Pathways
44 Notched Tag
45 Design Elements
46 Frames
47 Pattern Lines
48 Pattern Fill

49 PHOTOGRAPHY GUIDE

50 Match Photography Direction
51 Solo Photography Direction
52 Solo Photography Direction
53 Match Photography Direction
54 Match Photography Direction
55 Solo Photography Direction
56 Match Photography Direction
57 Photo Treatments

58 DIGITAL MEDIA

59 Email & Web
60 Social Media Profile Pages
61 Social Media Language
62 Social Response Guide

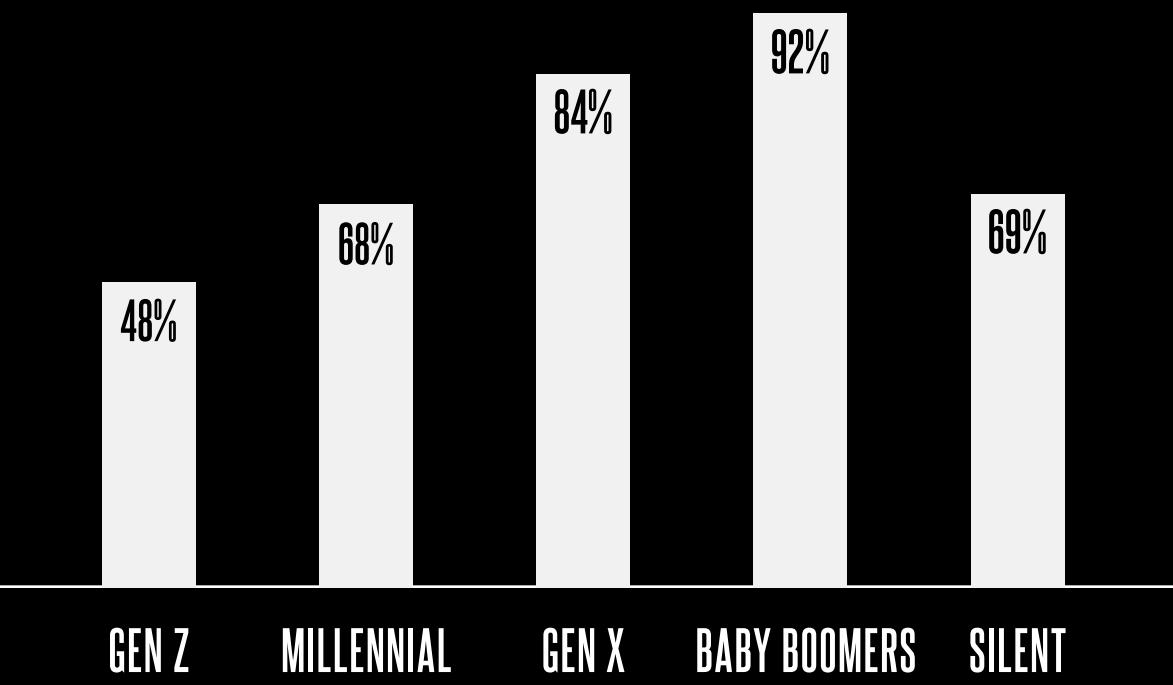


BRAND EVOLUTION

To increase relevancy, enhance our mission, and expand our network, our brand needed to evolve.

To unleash our biggest possible future, it is important to first understand where the brand has been. Consistency, alignment, and passion for the evolution are the pillars of a powerful organization.

AWARENESS BY GENERATION



There were many reasons to reposition, refocus, and reevaluate, including a decline in children served and stagnant revenue. But the research conducted by our Affiliate Marketing Task Force uncovered the most important reason of all: if we did not work to increase brand awareness among younger generations, we would become irrelevant.

The team also confirmed our long-held assumption that while the majority of youth on our waiting lists are boys, there was an alarming lack of men volunteering.

66% OF YOUTH ON THE WAITING LIST ARE BOYS BUT ONLY 36% OF VOLUNTEERS ARE MEN



Big Brothers Big Sisters

As the brand continues to evolve, it is important to understand the reasons we have moved on. As part of the brand transformation process in 2018, we reviewed and tested the previous logo (above) with various groups to understand comprehension and relevance. Below are some statistics that led to the decision to move away from this mark:

- When polled, only 11% could identify the mark as the Big Brothers Big Sisters logo.
- 61% of respondents believed that the child depicted in the mark was 4-6 years old, which does not accurately reflect the population we serve.
- 43% of respondents believed the mark represented a child-care or adoption agency when the identifier "BBBS" was removed from the image.

PURPLE

The need for a brand evolution was sparked by a steady decline in volunteer engagement and enrollment, especially by adult men. We completed an audit of the competitive landscape and existing marketing collateral from within our own network. We learned that adherence to our brand standards was low we had an opportunity to further stand out and attract our target audience.

For additional information regarding the Big Brothers Big Sisters colors, see page 30.



Inconsistency across agencies has long been an issue for Big Brothers Big Sisters. To combat this problem, the Affiliate Marketing Task Force worked diligently to ensure the brand transformation process would ultimately foster greater cohesion across our network.

As you use this guide, please stay vigilant in recreating and preserving our brand standards. Doing so enables all Littles, Bigs, guardians, donors, employees, and potential volunteers to identify and understand our mission.

Our Brand Pivots

The Affiliate Marketing Task Force identified six pivots that the Big Brothers Big Sisters brand must make in order to increase relevance.

IMPORTANT → URGENT

Our work will always be important. To improve our engagement, our organization needs to focus more on conveying urgency, confidence, empowerment, pride, and community.

CARING → CONFIDENT

We will always be caring to those in our program. General understanding of our organization demonstrates our caring nature. Now is the time to express confidence in our expertise and proudly share our results.

POSITIVE → EMPOWERING

We will always be positive and optimistic. Now is the time to focus more on our ability to empower all of our audiences to make real impact.

INVISIBLE → BOLD

Our organization does work that is behind the scenes, connecting individuals to create bigger futures for our littles. Now is the time to tell those stories and behave like a brand activating our mission.

HUMBLE → COMMUNITY

Big Brothers Big Sisters has always been a humble group working together to quietly deliver amazing results. And because we are stronger together, we want to focus our story as a connected community of passionate agencies.

Insight

YOU DO NOT HAVE TO CREATE POTENTIAL, YOU JUST HAVE TO DEFEND IT.

Our Purpose

TO CLEAR THE PATH TO A CHILD’S BIGGEST POSSIBLE FUTURE.

Brand Positioning

IN A WORLD OF CAUSES, WE MAKE A DIFFERENCE BY CREATING PROFESSIONALLY SUPPORTED, ONE-TO-ONE MATCHES FOR KIDS WHO WANT TO REALIZE THEIR FULL POTENTIAL.

What is a Red Thread?

A Red Thread is the core belief of a brand. It drives what we say, what we do, and how we act.

Example: Nike’s Red Thread is “Everyone is an Athlete.” You may not have heard that externally, but it is what drives their decisions and actions as a brand. You are likely more familiar with “Just Do It,” which is Nike’s tagline. Some brands adopt their Red Thread as the external tagline and some do not.

How can I use it?

You can use it to:

- Make decisions on programming (ex., “does this program fit within our ultimate Red Thread of 'Together, We Are Defenders of Potential'?”)
- Guide marketing campaigns (ex., showing agencies how they can talk about BBBS externally)
- Garner new support through donors/sponsors (ex., “does this illustrate how our work protects the future of children?”)
- Recruit new volunteers (i.e., showing them exactly how they can impact a life by just being themselves).

Red Thread Anatomy

Our collaborative and engaged network of agencies.

TOGETHER, WE ARE
DEFENDERS OF POTENTIAL

Our proud stance as powerful advocates for our organization, relationships, and mission.

The ever-expanding futures of our matches.

- 01

ALL BIGS ARE LIFE-QUALIFIED:

Every potential Big has what it takes to help our kids.
- 02

WE ARE THE MOST HUMAN BRAND IN THE WORLD:

We are literally an organization of humans that help humans connect with other humans.
- 03

CELEBRATE VICTORIES BIG AND SMALL:

Every interaction is a step toward a child’s biggest possible future.

- 04

WE ARE FOR SOMETHING, NOT AGAINST:

We stay focused on those we serve.
- 05

ACTIONS SPEAK LOUDER THAN WORDS:

We do not sit on the sidelines because each individual can make a difference today.
- 06

BIGS ARE BIGGER TOGETHER:

We are bonded together by our actions and we understand the power of being present.



BRAND LANGUAGE

Uniting around one consistent brand voice is essential for ensuring cohesion throughout the organization. In the following pages, you will find guidelines for how we talk, helpful tips for crafting your own headlines, rules for using words like “potential” and “defenders,” and much more. These guidelines will help you create your own on-brand pieces, from social content to updated brochures and collateral.

Every piece of communication should reflect who we are as an organization.

These guidelines are here to help you check your work. They are not intended as external facing language. As you’re writing, ask yourself questions like:

- Does this sound too pushy? Not on brand.
- Is there optimism and hope in my message? On brand.
- Could my words be construed as overly defensive? Not on brand.
- Am I empowering and raising individuals up? On brand.

We are...

PRINCIPLED

EMPOWERING

WONDER-FILLED

DEFENDERS

REALISTS

HOPEFUL

STRAIGHTFORWARD

SUPPORTIVE

RESPECTFUL

Without being...

~~PREACHY~~

~~PUSHY~~

~~JUVENILE~~

~~DEFENSIVE~~

~~PESSIMISTS~~

~~NAIVE~~

~~INSENSITIVE~~

~~OVERBEARING~~

~~INVISIBLE~~

We are deliberate and direct. We understand that our mission is urgent and essential, and we do not apologize for our passion.

We are inviting and inclusive. We work to ensure that every child, volunteer, employee, and guardian feels part of our mission.

We are powerful and positive. We know our work is changing lives and we are confident that we are bettering our communities and our country.

We are genuine and honest. We talk like real people because lives are changed in interactions, not on a conference call.

Key National Messages

Highlight the scale and history of the organization:

- More than 250 agencies across the country
- Nearly 2 million children served over the past 10 years
- Nearly 400,000 volunteer mentors and families currently engaged
- Changing lives and shaping communities through mentorship since 1904

Key Local Messages

Highlight local impact in addition to national

- Use stories of real Bigs and Littles in your area, with permission and releases
- Use impact statistics of your local agency
- Use regional references and identifiers ("The Quad," "The 405," etc.)

DIFFERENT AUDIENCES = DIFFERENT VOICES

It is important to consider who you are talking to for every piece of communication. While our brand voice will always stay consistent, the way you bring your message to life should shift based on the priorities and traits of that audience.

PROSPECTIVE BIGS

Bigs are essential to the success of our organization, which makes recruitment one of our most important tasks.

WHEN TALKING TO PROSPECTIVE BIGS:

- urgently communicate the necessity of our mission
- encourage involvement not by motivating not by selling
- highlight the incredible impact that one person can make
- positively focus on the achievement of our mission
- champion the power of action

DONORS

Without our donors, there would be no infrastructure to support the incredible work of our Bigs and our staff.

WHEN TALKING TO DONORS:

- positively communicate the necessity of our mission
- motivate them to get involved and contribute
- highlight the real, meaningful changes that happen thanks to support like theirs
- share the urgency of our work and their involvement

OUR COMMUNITY

We are in big cities and small towns on the coasts and in the heartland.

WHEN TALKING TO OUR COMMUNITIES:

- authentically communicate the urgency of our mission
- focus on the positive change that we bring
- highlight the meaningful ways to support and engage with your agency
- share our success stories
- be true, honest and present

WE HAVE INCREDIBLE STORIES. WE MUST TELL THEM.

Organization

Powerful. Driven. Urgent.

When we speak as an organization, we have the ability to harness the power of our collective passion and commitment.

How to do it:

Use our numbers.

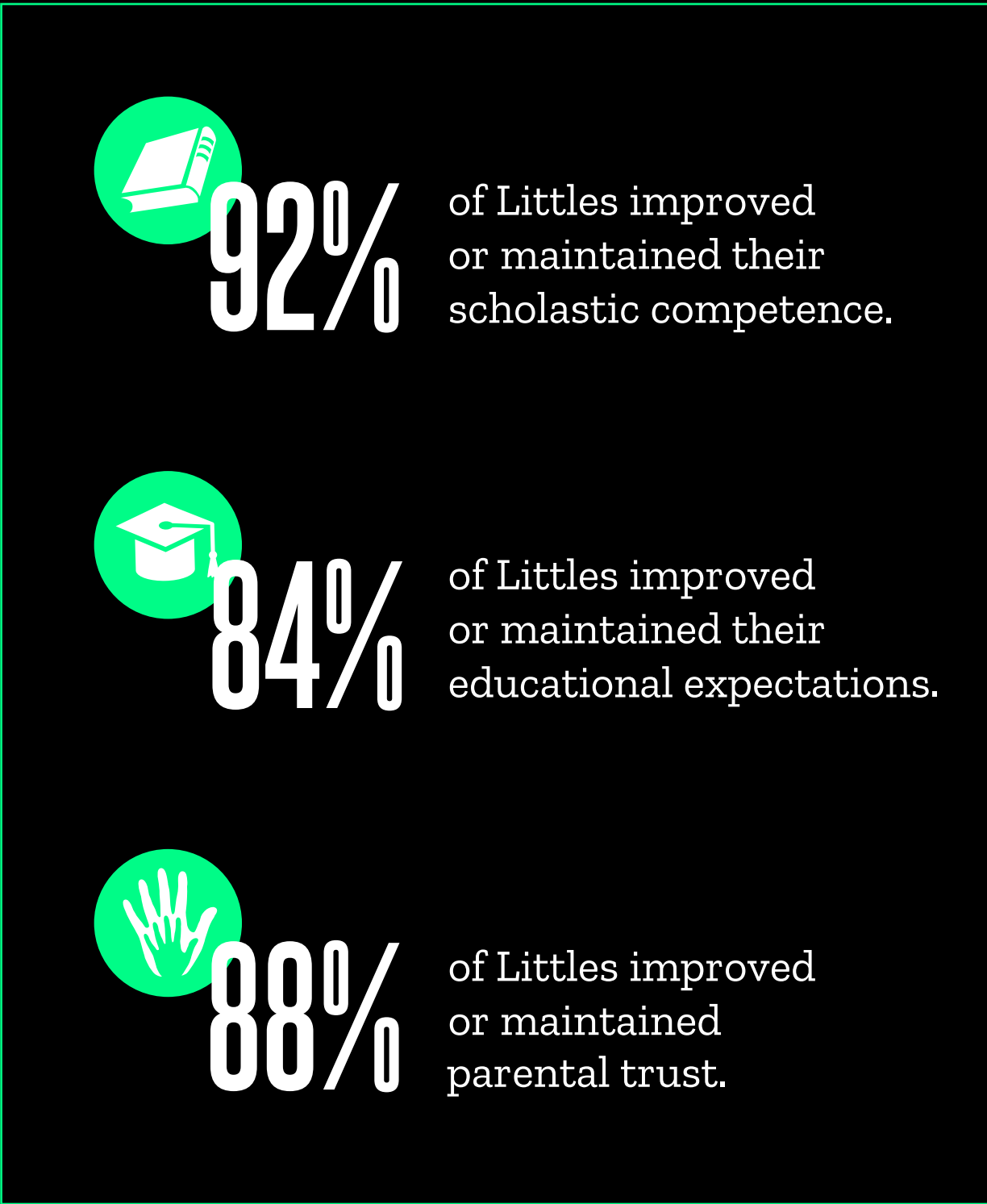
Emphasize the incredible impact of our work in individual lives and across the country. Talk about how each and every interaction we have fuels our limitless potential to shape the future of our world.

Share our history.

Talk about our organization’s inspiring, motivating, and impressive heritage. It galvanizes our relentless commitment to fighting for the biggest possible futures of children across the country. Which is why we will continue to work together with Bigs, Littles, guardians and volunteers to defend potential.

Champion our mission.

Our purpose is powerful. Clearing the path to a child’s biggest possible future is powerful. Lean on the language you find in this guide to tell your stories and inform your communications.



**Examples only. Do not use or modify. Visit the Research section of BBBS Connect for more information on using YOS data in marketing materials.*

Matches

Honest. Relatable. Inclusive.

When we tell stories of matches, we can highlight the one-to-one nature of our work and our impact.

How to do it:

Feature real matches.

Whenever possible, focus on real moments from real Bigs and Littles. These moments are the most authentic and meaningful ways to inject humor, joy, and emotion into our stories.

Share a specific moment.

Whether it is the goofy advice a Little gave a Big to up their social media game, or an honest moment that could tear through the coldest heart, it is these individual interactions that bring our mission to life.

Share the journey.

Often, it is not a single occurrence that best captures the truth of a match. Sometimes it is the awkward beginning that slowly transforms into a deep bond. It is the showing up for weeks without knowing where the relationship will go, building trust and forming respect along the way.

BIG

There is no denying the word “big” is at the core of our organization. From our name, to our logo, to the title we bestow upon our mentors, it is sure to be present in messaging. Here are some guidelines to ensure it is used intentionally and with impact.

Mentors

Bigs are an essential audience for all of our communications. Whether recruits or existing mentors, we need both prospective and existing Bigs to understand that their involvement is crucial, impactful, and appreciated. When using as a mentor’s title, capitalize “Big.” For example: Big Sister Lisa.

Scale

Our cause is big. Our successes are big. And our future is undeniably big. When using as a term of scale, do not capitalize “big.” Variations of “big” (“bigger,” “biggest”) should be used sparingly.

DO SOMETHING **BIG**
SHOWING UP IS A **BIG** DEAL

DEFENDERS

Who are Defenders?

We believe that each and every individual who interacts with our organization has the responsibility and power to act as a defender. When we talk about defenders of potential, we are talking about Bigs, Littles, guardians, staff, donors, and volunteers.

What does defending look like?

Defending can take many forms, including:

- Standing up for your own future and opportunities
- Enrolling a child in the program and encouraging ongoing participation
- Matching a Little with a Big
- Showing up, being present, and caring
- Funding the infrastructure for change and the future
- Working to recruit and organize volunteers

Each form of defending is critically important, and none is more important than the other. It is essential that when talking about defenders, all parties are included — especially Littles.

UNITED AS **DEFENDERS**
BECOME A **DEFENDER** OF POTENTIAL

POTENTIAL

“Potential” is the most powerful word in our new brand. It is the heart of our tagline and can be used in headlines. Potential can also stand alone as a headline on collateral and swag.

Always remember: We are not uncovering or granting potential. We are not saviors or heroes. Instead, we invest in meaningful interactions with youth to help them ignite and harness their own potential — the potential that they have had all along.

Bigs

DEFEND THEIR **POTENTIAL**
EMPOWER THEIR **POTENTIAL**
IGNITE THEIR **POTENTIAL**

Littles

DEFEND THEIR **POTENTIAL**
REALIZE THEIR **POTENTIAL**
OWN THEIR **POTENTIAL**

WITH SUPPORT FROM HER BIG, LESLIE BEGAN
TO OWN HER **POTENTIAL**, WITH INCREASED
SELF- CONFIDENCE AND INSPIRING DETERMINATION.

While developing our new brand, we tested taglines with our core audiences. The three shown here all tested positively, with various audiences preferring each.

DEFENDING POTENTIAL

“Defending Potential” is our primary tagline and should be your default for broader communications. It performs especially well with prospective Bigs.

Audience: Prospective Bigs and Community

For directions on how to use the tagline with the logo, please refer to page 21.

Secondary Taglines

If you are creating a targeted communication piece, you may choose to use an alternate tagline that speaks directly to your audience. Think of the following taglines as support for the greater vision of "Defending Potential."

Have questions about when and where to use the appropriate tagline? Contact the National Office at defendersofpotential@bbbsa.org

IGNITING POTENTIAL

Events that focus on driving Littles to realize their potential, Bigs to join our efforts, or an agency platform that encourages education about our goals and mission, are great examples of when to use Igniting Potential.

Igniting Potential is how we signal the beginning of a relationship with Big Brothers Big Sisters.

Audience: Current Bigs and Guardians

EMPOWERING POTENTIAL

Events or dispatches that outline early processes for matches, relationship training, one-to-one and guardian-focused communications should utilize Empowering Potential.

Empowering Potential should be used for relationship development.

Audience: Donors.

It’s hard to resist putting our tagline on everything. We love it! It’s awesome! Unfortunately, if we overuse our strongest brand words they begin to lose power.

So how do we talk like Defenders, without saying “defending potential” over and over?

THINK ABOUT YOUR COMMUNICATION PRIORITIES.

MASS COMMUNICATIONS

For communications to a broader public—like general awareness or mass recruitment campaigns—you’ll likely use standard “defender” language. Because these pieces are about our brand and our work, they should most closely reflect core brand language.

STANDING TOGETHER FOR A BIG FUTURE.

THEIR POTENTIAL IS BIG. HELP IGNITE IT.

EMPOWERING POTENTIAL AT CENTRAL HIGH SCHOOL.

EMPOWERED POTENTIAL. BIG FUTURES.

BECOME A DEFENDER TODAY.

TARGETED COMMUNICATIONS

For more focused communications—like thanking donors, individual recruitment or updating guardians—it’s best to lead with a more intentional, direct message. Don’t let the desire to use signature brand words prevent you from speaking clearly and thoughtfully.

WE’RE FINDING A BIG FOR YOUR LITTLE.

THANK YOU FOR IGNITING POTENTIAL!

YOU’VE TAKEN THE FIRST STEP TO BECOMING A DEFENDER!

YOU’D BE AN AMAZING BIG. LET’S TALK.

WE’RE JUST \$500 SHORT OF OUR IGNITING POTENTIAL GOAL.
CAN YOU CHIP IN?

THINK ABOUT HOW DEFENDERS ACT.

They're passionate about the cause and want to share it with the world. They don't act in half measures, but instead with their whole heart.

They're principled and act with a strong sense of integrity and justice. They respect the dignity of all individuals and communities, and they're committed to adding good to the world.

They're active and energetic, never waiting on the sidelines for someone else to act. Instead, they seize opportunities to contribute, fueled by infectious optimism.

They're inclusive, welcoming and greeting the world with open arms.

Channel this mentality into every piece of communication. Acting (and writing) like a defender is even more powerful than calling yourself one.



Visually, our brand is energetic, powerful, and vibrant. To balance and support this energy, try to keep headlines short and sweet. Our audience is bombarded by messages all day. Our messages need to cut through quickly and meaningfully, so the shorter the better.

And remember, the goal of our communications is to inspire action. Make sure your message is powerful and engaging, inspiring people to join because they feel moved to be a part of what we do. Stay away from copy that feels like a hard sell, desperate, or pushy.

Copy Notes

- Avoid using clever metaphors or rhetorical questions when a strong statement will do.
- Cut unneeded adverbs and adjectives in exchange for crisp clarity.
- Think about how the line will pair with your visual, and allow the image to tell part of your story.
- Be careful that your headlines do not turn into shouting.

Styling Notes

- Do not include periods at the ends of headlines.
- Headlines should be typeset in all caps, with subheads and body copy in sentence case.

Not On-Brand 

WHAT WILL YOU DO TO MAKE THE WORLD A BETTER PLACE?

WE ARE COMMITTED TO DEFENDING THEIR POTENTIAL.

EVERY CHILD HAS THE POTENTIAL TO DO SOMETHING GREAT.

On-Brand 

WE CAN CHANGE THE WORLD

while both statements communicate a similar message, using an affirmative statement is more powerful and assured, and the collective “we” connects the message to the strength of our combined passion and commitment.

WE ARE DEFENDERS OF POTENTIAL

Cut out the extra words to get straight to the point. This quick-hitting, confident statement champions the urgency of our mission.

OTHER OPTIONS:

WE IGNITE POTENTIAL.
WE EMPOWER POTENTIAL.

POTENTIAL

Paired with a powerful image of a child (*see page 37*), all that is needed to communicate your message is one forceful word: Potential.

DISCLAIMER: These are examples and include placeholder copy. Please update facts and figures where needed.

While we cannot provide examples for every communication need, here are a few we have encountered frequently. This copy does not need to be used verbatim, but instead should be inspiration as you infuse your own stories and local needs.

CALL TO ACTION

Not On-Brand 

LEARN HOW YOU CAN MAKE A DIFFERENCE!


Why it does not work: passive, lacks urgency, singular

On Brand 

STAND WITH US TODAY

Why it works: confident, active, collective

RECRUITMENT MESSAGE

Not On-Brand 

Headline:
ALL HE NEEDS IS SOMEONE TO SUPPORT HIM.

Subhead:
Bring out the potential in a child.
Become a Big.

Why it does not work: minimizes, singular, timid

On Brand 

Headline:
THEY HAVE THE POTENTIAL TO CHANGE THE WORLD.

Subhead:
And we are standing together to defend it.
Join us.

Why it works: ambitious, powerful, empowering

DISCLAIMER: These are examples and include placeholder copy. Please update facts and figures where needed.

DONOR EMAIL COPY:

Not On-Brand 

Subject Line:

Want to make a difference this holiday season?

Headline:

Give the gift of friendship and support

Body Copy:

Consistency is so important for our matches. It helps them open up and trust each other, so that, ultimately, lives can be changed. And when Bigs and Littles are matched for a full year, the benefits are even greater. Littles report more confidence, no alcohol or drug abuse, and they even do better in school.

So, if you are looking for a way to truly make a difference this holiday season, consider contributing to Big Brothers Big Sisters. A \$<insert amount> contribution supports a match for an entire year!

Every bit counts, so please consider a holiday contribution today.

Why it does not work: generalized proof points, passive, less immediate

On Brand 

Subject Line:

Give the Gift of Mentorship

Headline:

When you help fund a match, you empower potential.

Body Copy:

When matches last a year or longer, our Littles experience the greatest impact. 96% reported good self esteem, 96% reported unfavorable attitudes toward risky behaviors, and 71% report doing well in school.

When you contribute \$<insert amount>, you are supporting <insert number> months of a match. An entire year of relationship building, thoughtful mentoring, and empowering potential.

Stand with us today by gifting unimaginable support, understanding, and growth this holiday season.

Why it works: Fact-based proof points, empowering, achievable

DISCLAIMER: These are examples and include placeholder copy. Please update facts and figures where needed.

Elevator Pitch

What do you do for a living? Where do you work? What’s that logo? Here’s a great, on-brand way to answer those classic icebreaker questions.

Hi, I’m <NAME> and I work with Big Brothers Big Sisters, America’s largest youth mentoring network. We believe that every child has incredible potential, we just need to defend it.

We do that through professionally supported mentoring relationships between an adult volunteer, who we call a “Big”, and a “Little”—a child age 5 through young adulthood. In fact, we support more than <LOCAL ENROLLMENT NUMBER> Littles right here in <TOWN OR CITY>.

Through our long-lasting mentoring relationships, we’re strengthening our community by helping the youngest among us reach their biggest possible futures.

Donor Thank You

*We’re so appreciative of each of our donors. Here’s how to thank them.**

Thank you! Your donation is essential to the ongoing success of our life-changing mentoring programs right here in <TOWN OR CITY>.

Donors like you make it possible to recruit volunteers for our growing list of boys and girls who are waiting for a Big.

Donors like you fund our staff who support these matches every step of the way.

And it’s donors like you help youth in our community reach their biggest possible futures.

Thank you for empowering potential. We couldn’t do it without you.

**Shorten for handwritten notes.*

DISCLAIMER: These are examples and include placeholder copy. Please update facts and figures where needed.

Waitlist Communication for Bigs

*Sometimes it takes a time to match a Big.
Communication is key during these periods to keep
recruits excited and invested.*

Hi <NAME>!
Thanks so much for attending our information
session last week. You’ve taken the first step to
helping a child in our community reach their biggest
possible future. Congrats!

We’re currently working to match you with the
perfect Little. This process can take <TIME FRAME -
SET REALISTIC EXPECTATIONS>, but we’ll keep you
updated throughout. As you anxiously await meeting
your Little, check out our Instagram and Facebook
pages to see what we’re up to. < LINK TO PAGES>

We’re so excited for you to embark on this life-
changing mentoring relationship. If you have any
questions in the meantime, please don’t hesitate to
reach out.

On behalf of the <NUMBER> Littles on our waiting
list, thank you!

Waitlist Communication for Guardians

*Waiting for a Big can be a long process. It’s important
that we acknowledge this reality with our guardians and
ensure they never feel forgotten.*

Hello <GUARDIAN’S NAME>,
We’re so excited that you’ve enrolled <CHILD’S NAME>
as a Little! We can’t wait for them to meet their new
Big and for this life-changing relationship to begin.

We currently have a waitlist for Bigs as we continue to
ramp up recruitment efforts in our community. We’re
doing our best to ensure that every child on our list is
matched with the right Big so they can have the best
possible mentoring experience. This recruiting and
vetting process takes time, but we’ll keep you up to
date on our progress every step of the way. Currently,
we’re anticipating a <REALISTIC TIME FRAME> wait
for <CHILD’S NAME>’s Big.

If you have any questions along the way, please feel
free to reach out. Thank you again for joining the Big
Brothers Big Sisters family, and we can’t wait to see
what the future holds.

The Basics

Write like you talk. Use contractions (isn’t vs. is not) and start a sentence with “and” when it feels right.

Check that your language is **powerful and active**.

We are not a passive brand.

Be cognizant of inclusivity and default to gender neutrality. When possible, use the non-gendered pronoun “they” instead of “he” or “she” for more generalized communications. When speaking about a specific individual, use their personal pronouns.

When in doubt about grammar or punctuation, adhere to AP Style.

Our Terms

Here are some terms we use a lot, including guidelines for how to use them correctly.

agency/agencies

Term local offices call themselves; do not capitalize.

Bigs

Title for mentors, always capitalized.

Big Brothers Big Sisters

Always written out on first usage, then BBBS <agency Name>. Other approved usage of 'BBBS' is when listing multiple agencies.

Never “Big Brothers,” “Big Sisters”, individually, Big Brothers/Big Sisters; Big Brothers and Big Sisters; Big Brothers & Big Sisters; Big Brothers, Big Sisters

Defenders

Characterization of every person involved with our organization: Bigs, Littles, guardians, volunteers, donors and staff. Capitalize.

Littles

Title for mentees, always capitalized. “Littles” can feel too young for older age groups, so use cautiously.

Mentorship

We view mentors and mentorship differently than other organizations. For us, it is more than offering advice. It is building meaningful connections for a bigger future.

Potential

The strongest word in our arsenal. Can be used in headlines, body copy, and calls to action.



LOGO SYSTEM

As part of our brand, we needed a new mark to represent the shift in our mission and extension of our vision. The following pages detail the process, conceptual insights, and rules for the logo system.

It is important to remember that consistency and adherence to our guidelines across our network enables our mission to be bold, recognizable, and understood.



THIS IS THE CAPITAL

Our name has given us a gift. It begins with the letter B, a letter form that tells our story: The story of an organization that creates connections that matter.

When the “B” is used alone, we call it the Capital. It is a powerful symbol of the real-life match that creates a whole greater than the sum of its parts.



Lowercase b
This idea represents the story of a *Little* and their *guardian(s)* aligning with our *organization* to help the child reach their full potential. The elements of the lowercase b stand as a powerful symbol but do not tell the complete story.



Complete the B
With the addition of *Bigs*, the equal parts connect and create a meaningful intersection. As the upper piece of the B is added, the relationship balances and becomes stronger.

Note: These two elements should never be separated.

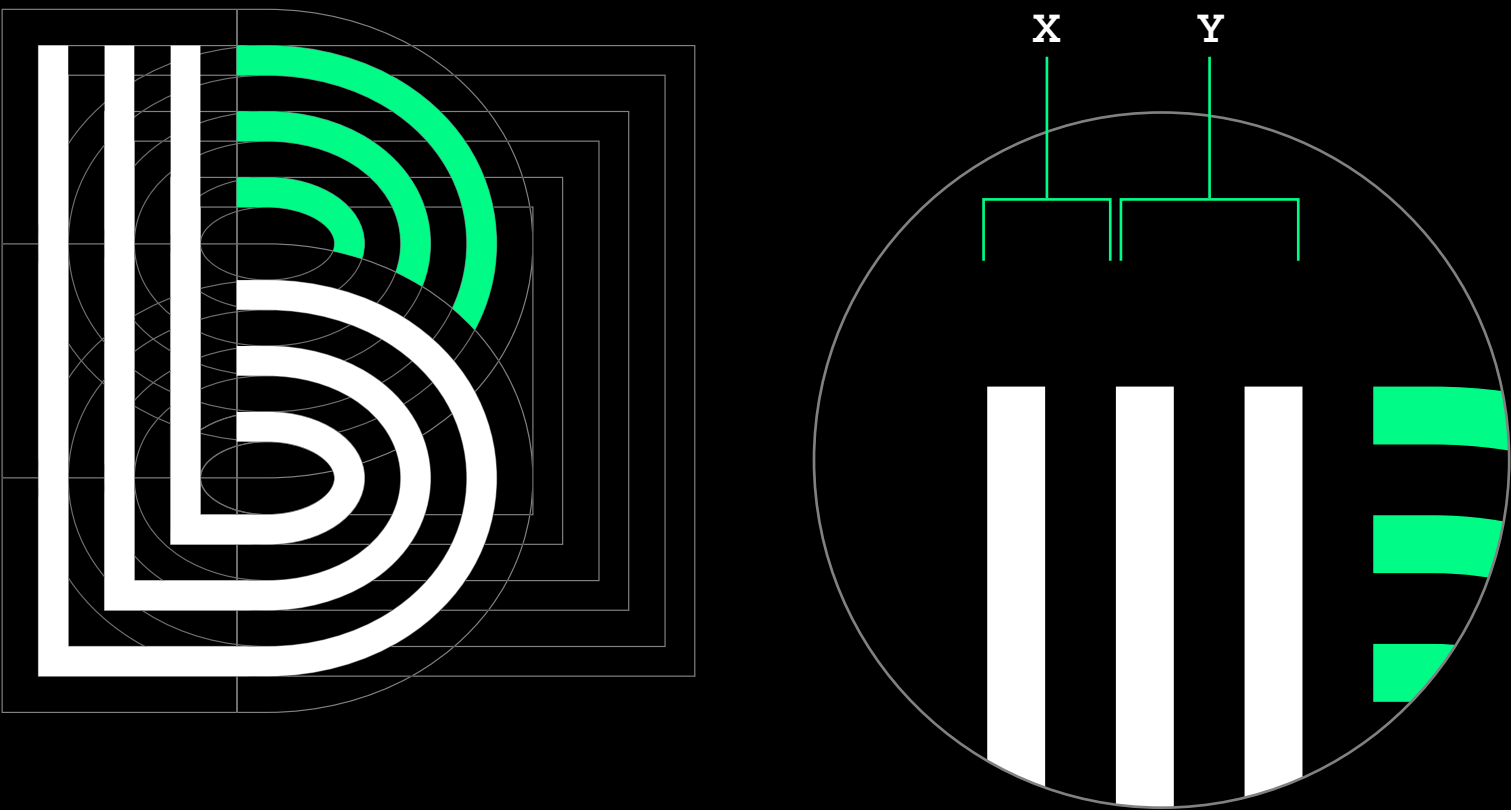
The Primary Logo should always be your first option. It represents the overall brand regardless of location or structure.



A Pixel Perfect Icon

We have developed the logo on a geometric grid to ensure proper weight and balance that looks great in all sizes.

This grid has also informed the proportions for everything around the icon. All logo assets will follow this grid system.



Consistency

The success of our new logo relies on the consistency with which it is used. The provided vector art is perfectly geometric, and maintaining this accuracy is essential. These X and Y widths will always be scalable to the logo, no matter what size it is. Please do not adjust spacing.



Minimum size
To preserve legibility, this logo should never be displayed smaller than .66 of an inch tall or 150px tall. For smaller placement, refer to the secondary logos on page 27.

To maintain consistency and ease in this transition, all agency logos will be provided. You should not create your own.

Big Brothers Big Sisters®

Logotype

To contrast the sharp line of the Capital, we chose a typeface with softer edges. The bold weight also ensures visibility.

OF AMERICA

Subtext

The text beneath the primary logo will be reserved for tagline(s), National Office or agency designation. Only one subtext option should appear at any time.

Do not add any other subtext to the logo. Please contact the National Office for any advice you may need at DefendersofPotential@bbbsa.org.

Subtext system

It is crucial to have a consistent look across all logo variations. All logos will follow the guidelines on this page. Please do not attempt to edit lockups by changing either the subtext or color.

Every agency logo is available on Brandfolder as the primary and additional marks.

Single Line Subtext

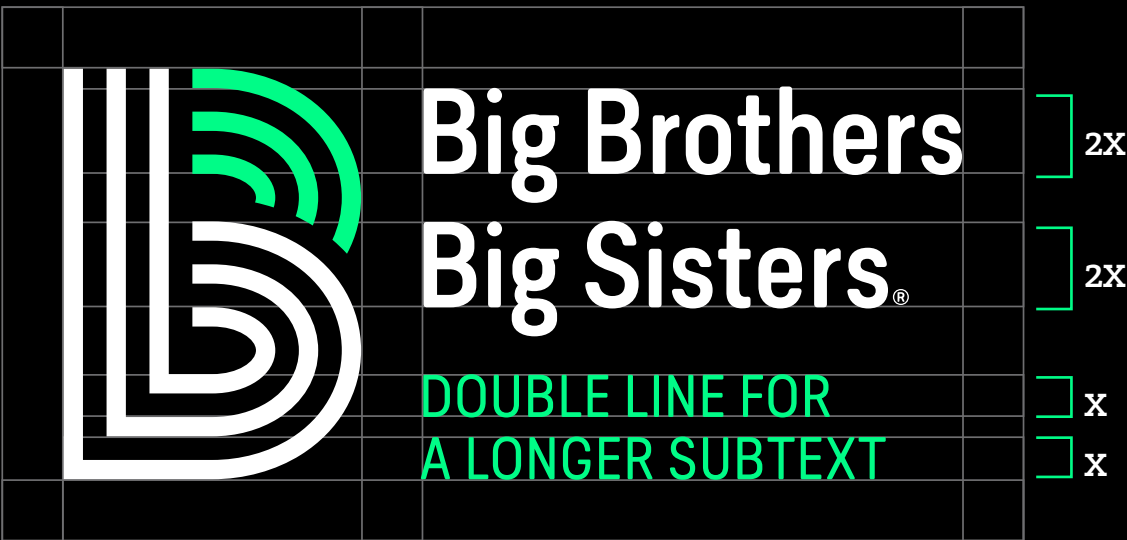
The national logo and agencies with shorter names will fit their subtext on a single line, as shown.
(21 character limit)



Double Line Subtext

If your agency name does not fit on one line, it will flow to a second line as shown. Three lines are not permissible.
(42 character limit)

Note: Two lines is the max number of lines



Of America

Use this lockup for anything relevant to the National Office or for national brand actions.



Taglines

Use these predetermined lockups for pairing the logo with your preferred tagline. Do not pair these logos with local agency subtext.

For direction on how to use taglines, please refer to page 14.



Unstacked Logo

Ideal for use in narrow and smaller spaces. Also useful when you need text to be the primary element, like on building signage.



Scaling and spacing shown for reference.

Minimum size
This logo should never be displayed smaller than .33 of an inch tall or 75px tall.



Subtext
This version, as well as agency versions, are available on Brandfolder.

Oversized Logo

Ideal for larger-scale displays, like on t-shirts or murals, where logotype will still be legible. For legibility, this version of the logo will always only use "Big Brothers Big Sisters," never "of America" or a local agency name.



Big Brothers Big Sisters.

The Standalone Capital

May be used as an accent on graphic work so long as the logotype is somewhere on the same art. Great for merchandise such as lapel pins or embroidery.



Minimum size
The standalone should never be displayed smaller than .25 of an inch tall or 50px tall.



Use this predetermined border shape for the icon.
Note: Currently only approved for enamel pins. (9/1/18)

What is Brand Architecture?

Brand architecture is how an organization structures all of its internal entities. It is important for any brand with lots of moving parts to have a visible and organized structure to create clarity both internally and to outside audiences.

Ongoing Programs

Some of our programs and events benefit from having a national equity. We recommend these follow the brand guidelines as much as possible.

Local Events + Partnerships

Certain events and partnerships may have more equity in pre-existing branding or the partner's branding. These are not required to follow strict brand guidelines.



Program Logos

Using the fonts outlined on page 33 and colors outlined on page 37, we can create unique logos that fit with our primary brand look and feel.



Program logos must only have one accent color just like our logo. This allows for the primary mark and the program logo to work together.



LGBTQI++ Initiative Logo

This specific background color blend is designated for this use case.

Please do not create these marks. Instead, contact the National Office so that they can be distributed to all agencies.



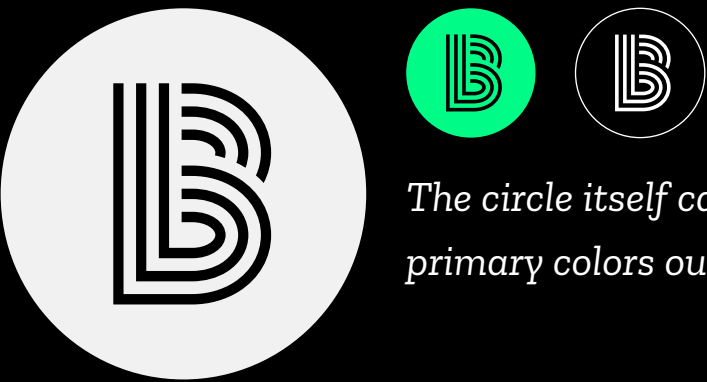
Anniversary Logos

To call out important anniversaries, use this simple banner graphic that is aligned with the line work in the Capital. Please only use this with the stacked logo lockup of the agency that is celebrating the anniversary.



Logo Bug

The circle bug is a simple device which allow for more customization in special situations. The Capital within the circle must be kept as black or white.



The circle itself can be changed to any of the primary colors outlined on page 37.



When adding the logo bug to your artwork, think about the appearance of our full name, location, context, and how the message is delivered. Select a color that will not interfere with the overall event artwork/ color palette.



White & Green on Black is Our Standard

Whenever possible, aim to have the logo on a black surface. This is your standard, go-to lockup that should be used most often. Electric green is used in the upper quadrant of the “B,” and for subtext.



Contrast

As you can see, the logo color combinations begin to break down as background color contrast decreases. If the background need is somewhere between black and white, use the one-color logo.

This section only covers the basics of color for the logo.

Please refer to pages 37–38 for in-depth coverage on brand colors.



Black & Green on White is Our Alt (Print Only)

When printing the logo on white, always use the black & green logo in CMYK or Pantone. In this version, the subtext will go to black for readability.

Avoid use in digital platforms.



Over Photography

When displaying over photography, use the one color option that provides the most contrast.

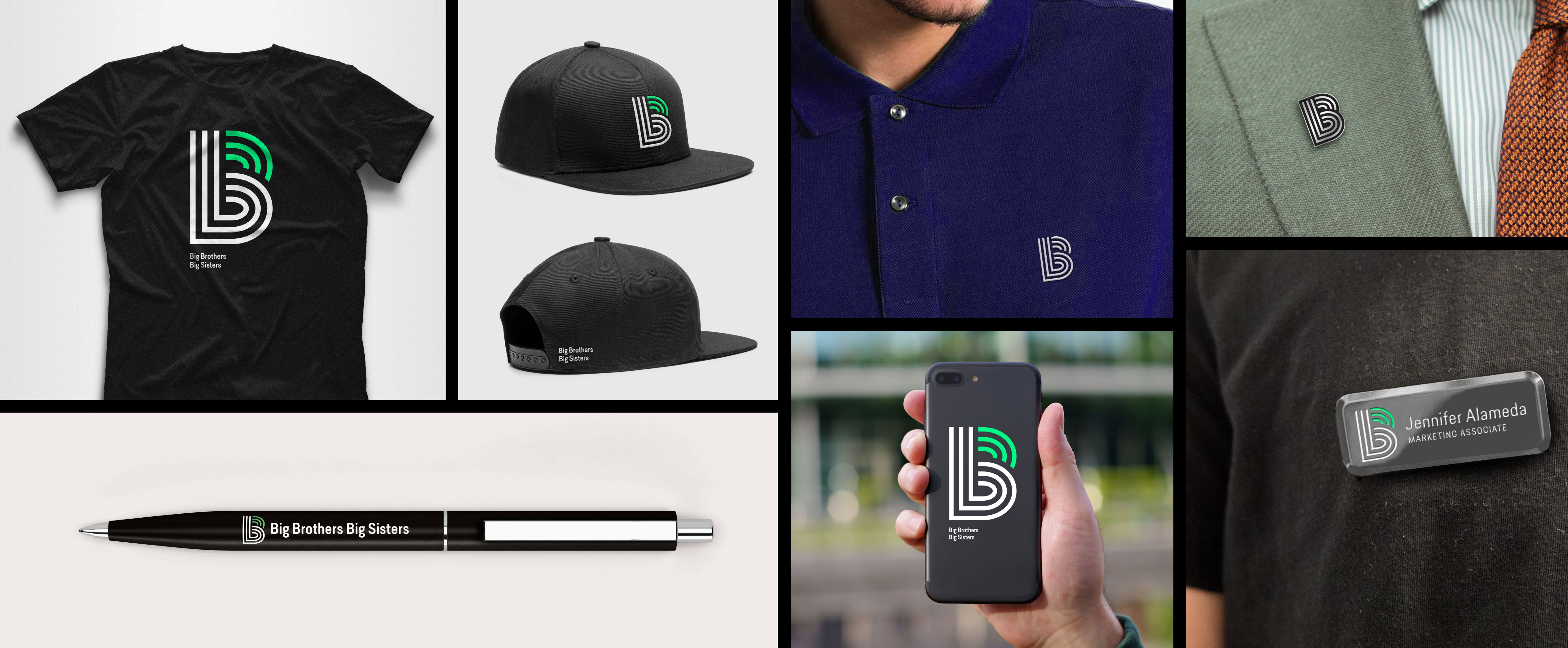
For more details, review the photography guide beginning on page 49.



One Color

These options are provided for when there are printing limitations, contrast issues or partnerships when the logo may appear with non-brand colors/logos.

If a partner is in need of a logo where we are unable to influence placement, please provide these one-color versions.



These examples outline usage of the new logo for initial launch materials. Usage is very intentional and case-dependent as it relates to logo version and medium. The rare case where The Capital is alone is reserved for items that are attached to a representative who can speak to the meaning and organization at large. If you have questions, concerns or specific needs, please contact defendersofpotential@bbbsa.org

Do use the provided logo files as is.



Do left align the lockup to the art.



Do switch out for a secondary lockup to adjust for the context.



Do not stretch or distort the logo in any way.



Do not use the logo in all green.



Do not use the logo on an angle.



Do not use any unapproved colors of the logo.



Do not rearrange the logo in any way. Use the predetermined lockups.



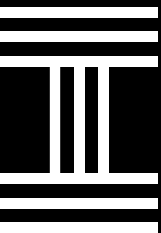
Do not use any unapproved colors of the logo on subtext.



Do not use the capital as a letter in other text.



Do not attempt to create other letters in the capital style



Do not place the logo over faces in photography.



Do not right align the logo to a document.





BRAND ELEMENTS

Consistency and adherence to our guidelines across all agencies enables our mission to be recognizable, understood, and emboldened. To do so, the use of the brand elements as outlined is imperative.

When all agencies adhere to these standards and use these brand elements, our message is stronger and has a broader reach.

Our Fonts

fonts are how we present branded information to our audiences and should be used with great care. Each of the fonts outlined below serves a specific purpose and, when used in the appropriate setting, work to exemplify the Red Thread and our mission. Font files can be found on Brandfolder.

Brand Font

Font Name: Predige Rounded

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Predige Rounded is the logo typeface of the Big Brothers Big Sisters brand. The approachable nature of the font led to the selection as our logo typeface.

Note: This font will only be used in the logo and in special situations by the National Office and our partner creative agencies.

HEADLINE FONT

Font Name: Steelfish

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Steelfish is our strong, vertically oriented font intended for boldly stating our vision. It should primarily be used as a headline or main message of any print or digital communication in all capital letters with slightly increased kerning (space between each letter) if possible.

Note: All fonts are available on Brandfolder.

Paragraph Font

Font Name: Zilla Slab

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Zilla Slab is the tertiary and long-form text font. It is complementary to both Steelfish and Predige and is not required unless the communication includes extended information.

It should be used when writing long-form copy that goes beyond 1-2 sentences on both print and digital executions including website body copy.

Note: All fonts are available on Brandfolder.

Fallback Fonts

Often there are situations where using custom fonts are not feasible. Examples could include using PowerPoint on an external computer or in emails where the custom font is not available.

For these situations we recommend using *fallback fonts*, which are fonts that have the most compatibility throughout browsers, email clients, and operating systems. These can often be called *web safe fonts, system fonts, or universal fonts*.

These are NOT brand fonts and should only be used as fallbacks when brand fonts are not accessible.

Please refer to page 59 for more info on using websafe fonts for email.

HEADLINE FONT

Font Name: Trebuchet MS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Presentation font

Font Name: Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial is available only for presentations where the brand fonts may be unavailable.

Paragraph Font

Font Name: Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Font Name: Courier

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Courier has been replaced due to feedback from the network with Georgia for ease of use and clarity.

Hierarchy is the goal

Typographic hierarchy is how our audiences know what to read and in what order. While not required, these treatments can add visual interest and direction to communications that require long form copy.

PARAGRAPH HEADER

Oluptas doluptaspiet quid quassimus
di odi tet volorestem non nulles ut aut
experat etus ium si quidus, et autectasit
dolorunt que resendeles dolupiciis sam
arias sit odistio

Alt Treatment #1

Steelfish Bold may be used in all caps and spaced slightly as a small callout for paragraph headers in long form copy. This treatment should be utilized where there 1-2 paragraph headers.

The green stylistic element is created by placing an electric green rectangle behind the text. It is important that the rectangle not match the height of the copy.

Do not just "highlight" the text with the electric green.

This paragraph header treatment is recommended when there is minimal text utilizing Steelfish.

PARAGRAPH HEADER

Oluptas doluptaspiet quid quassimus
di odi tet volorestem non nulles ut aut
experat etus ium si quidus, et autectasit
dolorunt que resendeles dolupiciis sam
arias sit odistio

Alt Treatment #2

Zilla Slab Bold may be used in all caps as a paragraph header in long form copy where there are multiple paragraphs. When set in all caps Zilla Slab should be set to a point size smaller than the body copy. Doing so will provide hierarchy while still adding the visual guidance required.

This paragraph header treatment is recommended when paired with headline treatments utilizing Steelfish.

Changing the color of this paragraph header treatment is not recommended.

Mark it in Green

As previously noted, Steelfish should be used in all capital letters as a headline. When the message features powerful language punctuated by a single word, electric green may be used to accentuate that word.

MARK IT IN GREEN

The Outline

To further punctuate headlines, the outlined version of Steelfish may be used as well. This execution should be used with great care as legibility and comprehension are the cornerstones of our communications.

THE OUTLINE

Overlapped Photos

Like the relationships Big Brothers Big Sisters develops, our brand should emphasize layers and depth. To do so, headlines and longer messages should overlap photography. Take care to avoid obscuring the subject of the photograph.



OVERLAPPED
PHOTOS

Go Vertical

Verticality in type treatments can further emphasize the personal trajectory of our audiences. When our messages visually rise, it can convey an upward or positive change.

This treatment should only be used when the message speaks to this trajectory or the layout is limited horizontally.

GO VERTICAL

BLACK & WHITE

ELECTRIC GREEN

GREY

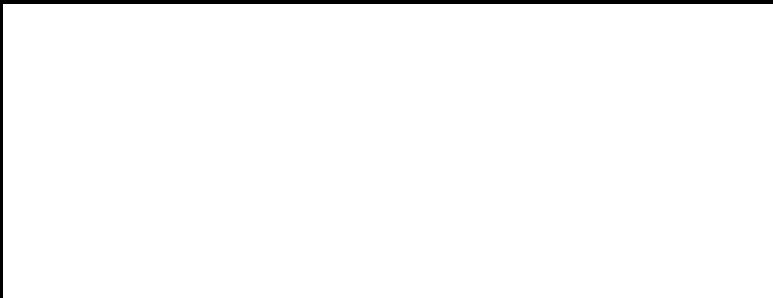
To expand our color system, we've added shades of gray to allow more flexibility in the brand. Below are the approved tints for both print and digital use.

Black



[RGB] 0 0 0
[HEX] #000000
[CMYK] 0 0 0 100

White



[RGB] 255 255 255
[HEX] #FFFFFF
[CMYK] 0 0 0 0

Electric Green



[RGB] 000 252 135
[HEX] #00FC87
[CMYK] 68 0 60 0
[PANTONE] 7479 C/U

Modern Grey



[RGB] 200 201 199 [CMYK] 8 5 7 16
[HEX] #C8C9C7 [PANTONE] COOL GRAY 3C

Sharp Gray



[RGB] 151 153 155 [CMYK] 20 14 12 40
[HEX] #97999B [PANTONE] COOL GRAY 7C

Note: Gray should only be used as color fields, photo overlays and to add variance in font color. Brand elements should not be altered to include gray.

Why Green?

Extensive research was done to identify the new Big Brothers Big Sisters colors. From aligning our brand characteristics with color psychology to a competitive analysis in the market, the color was chosen with purpose.

We tested electric green with key demographic groups to see if it could help boost recruitment efforts. Electric green outperformed all other colors.

Digital First

Our audiences are now seeing more of the world on screen. Electric green is optimized for a bright look when on screen.

If the content you are making is to be viewed digitally, always use the digital colors. Even if it may be printed by a user, we must optimize for digital viewing first.

Understanding Color

How we see color is highly dependent on the medium. Pixels on a screen will produce color differently than ink on a paper.

[RGB]
[HEX]

R0 G252 B135
#00FC87

[PANTONE]

7479 C/U

[CMYK]

C68 M0 Y60 K0

DIGITAL
When using green on digital platforms, use the *RGB*, or *Red Green Blue*, color builds which the setting for color on screens.

Hex is the web format for RGB.

PRINT PRODUCTION OR MERCHANDISE
When producing any kind of project that requires a professional manufacturer or printer, use a *Pantone* color match. Pantone is a standardized color system used by various industries.

STANDARD PRINTING COLOR SPACE
When using a standard printing method such as laser, ink-jet, or offset, we recommend *CMYK*, or *Cyan Magenta Yellow Black*, which is a color space designed for modern digital printers.

This should not be used on digital executions like social media, emails, etc. If you are using electric green for digital, please use the RGB or Hex version.

Need Electric Green Paint For Your Office?

The pantone color was used to create a match for wall paint. Please take the following specs to your local Home Depot.

- [BASE] PP103
- [CLRNT] 384th
- [AXL] 82
- [DL] 73
- [KXL] 180

Simple and Elegant

The guidelines relating to color are in place to ensure brand cohesion across all agencies. Our approach to color uses a black and white foundation accentuated by electric green.

When used properly, a color palette that is mostly black and white will create an elegant design that is simple to manage. This will also provide a lot of flexibility for low-cost printing at the local level.



Black Backgrounds

The dark tone of a black background can add a more emotional and dramatic look. This provides us with a sense of urgency in our messaging.

Great for ads, social content, signage, etc.



White Backgrounds

Literal white space can often provide a cleaner and softer look. The brightness can also add a sense of optimism.

Great for corporate documents, content with longer paragraphs, and anything that doesn't need the more dramatic black background look.

Color is the accent

Our color palette works best when our green is treated as an accent. Much like our logo only a small part should have the color.

Never use electric green as the dominant color in any design, communication, background, merchandise or event decor.

Secondary Colors

At the time of publishing this version of the Brand Guidelines <v2.0, 1.2020> secondary colors are not yet part of the guidelines.

Once adoption of the new brand is more widespread, a secondary color palette will be developed and adopted.

Part of the decision to not adopt additional colors was for consistency and audience understanding of our new brand. In order to ensure that our brand is established, please refrain from introducing additional colors in your agency communications.



IT ALL STARTS HERE

The Capital tells the powerful story of our relationships and outlines paths toward a bigger future. To amplify this story, portions of the logo have been cropped as design elements.



Tile-Based System
These elements, cropped out of our mark, will be used in a system of tiles that can be used in a variety of applications and give us a wider range of design elements in our toolbox, from simple to complex, as shown below.

SIMPLE

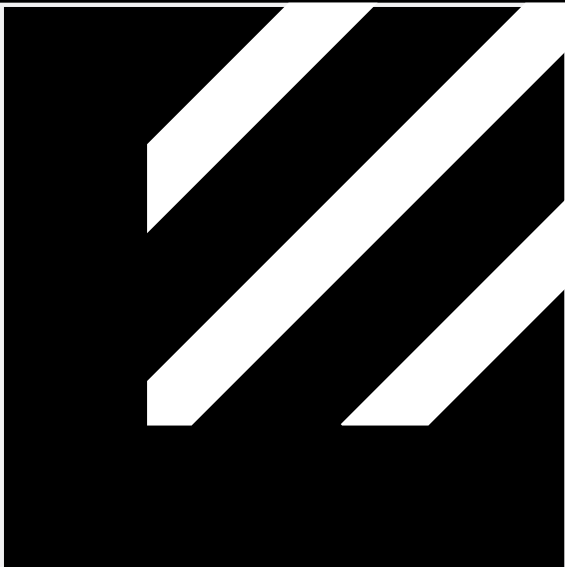
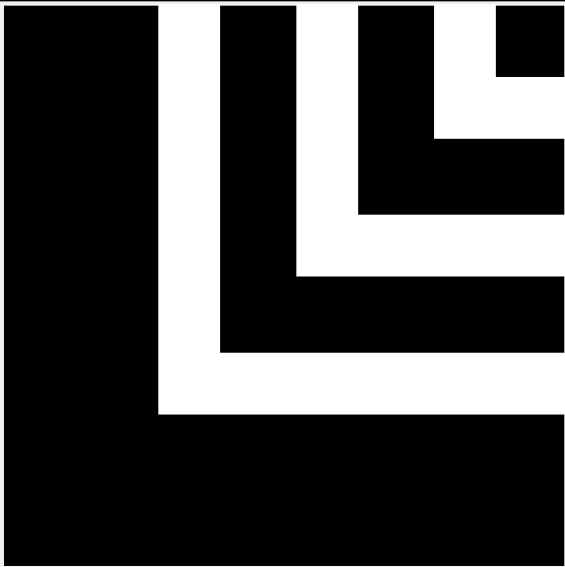
COMPLEX



This page only covers the system behind this design language. Please read following 5 pages for more specific graphic elements based on this system.

Corner frames

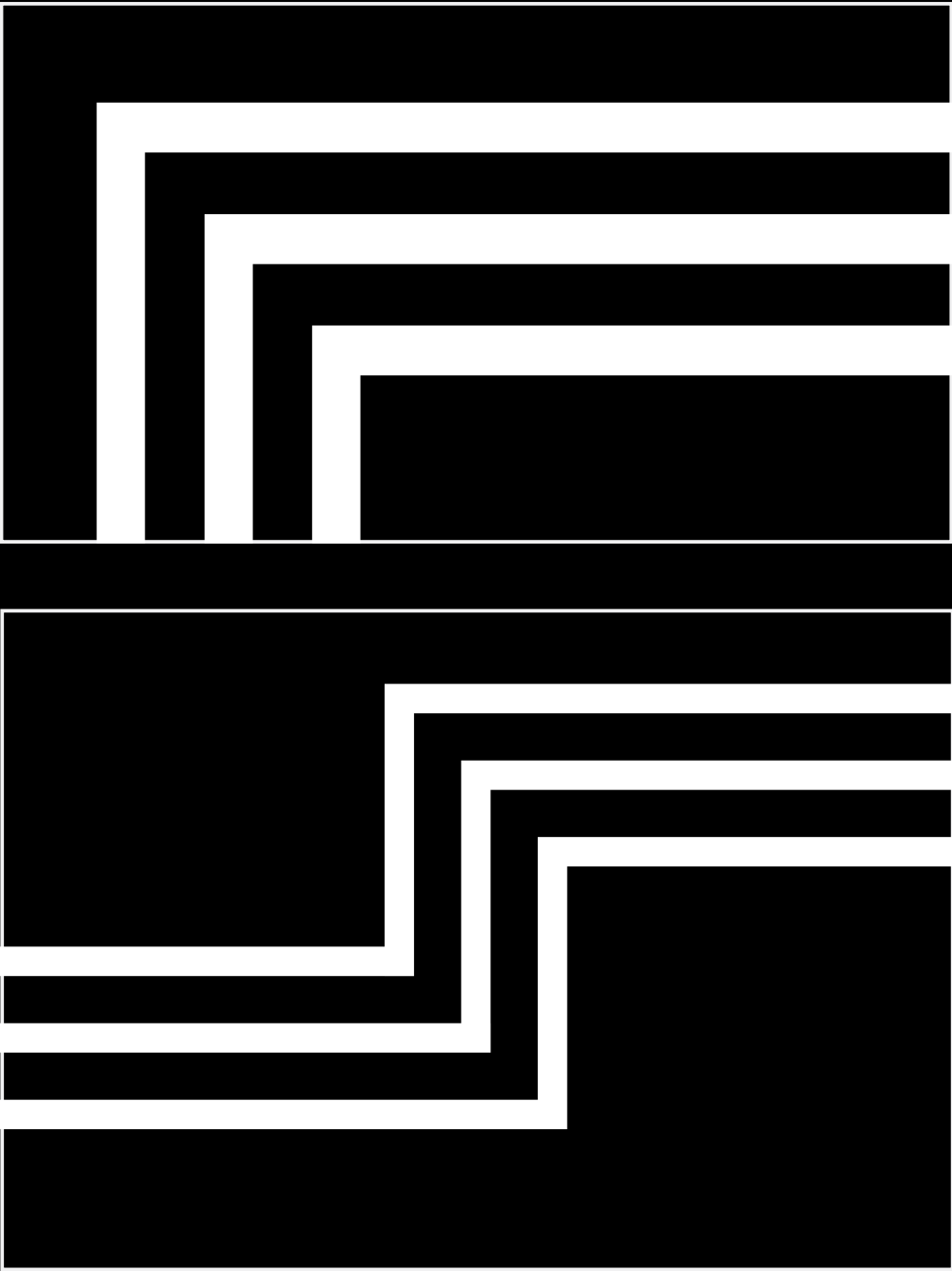
These elbow paths can be used as a decorative corner element on a page or photo.



When used on flat backgrounds the path can be set in any of our brand colors.

Pathways

These elbow paths can be used as a decorative corner element on a page or photo.



Corner Extended

In some cases, this corner element can be extended to fill a space better.

May require the assistance of a graphic designer to create.



Double Elbow

A path could have multiple elbows, but we recommend not doing more than two elbows per path. Just like the corner elements, this path must bleed off the edge of the design.

For use by a graphic designer only.

Notched Tag

To ensure that our mark can always appear on a black background, a notched tag was created to apply to items with a white background. The notches subtly imply that the tag is part of an interlocking system that would complete the shape, much like our matches.



SCHOOL-TO-WORK

BBBS of Miami

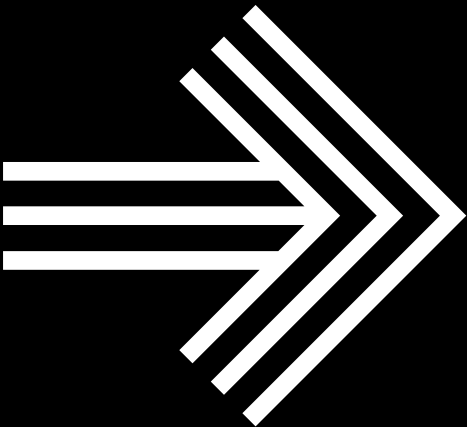
For busy professionals, it can be challenging to make time for mentoring. To solve this problem and recruit more volunteers, BBBS of Miami invested in a program called School-to-Work. In 2006, they began working with companies to recruit employees to become Bigs and to create mentoring opportunities

“FRITZ CAN ACCOMPLISH WHAT HE SETS HIS MIND TO.”

Big Brother Matt

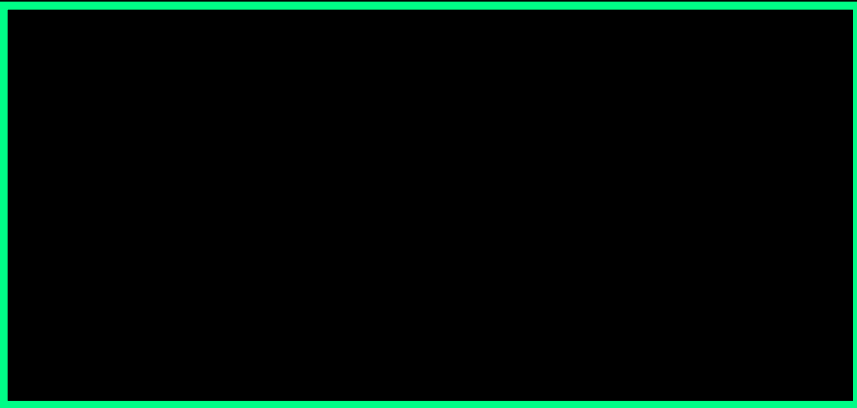
Arrow

The arrow is a small but functional part of our system. It should be used minimally as a graphic accent. It should only point up or forward.

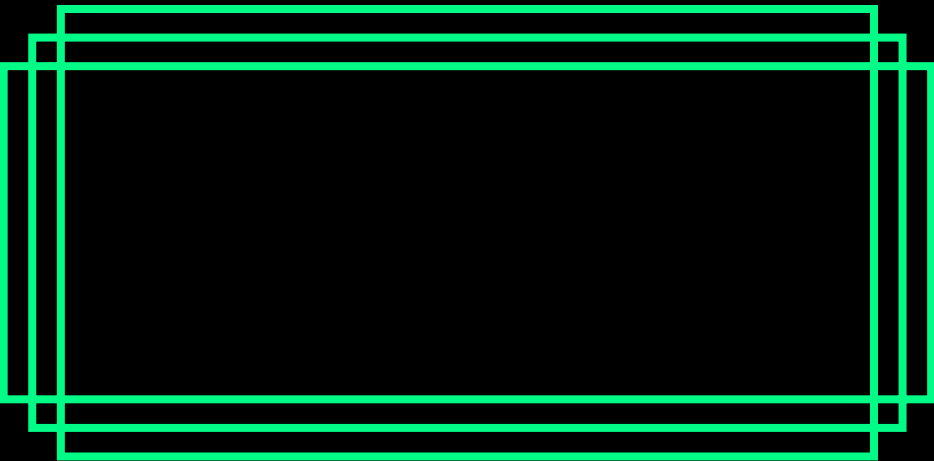


These frames are an easy way to add layers to any design with photos. Be cautious to avoid a busy layout when applying frames.

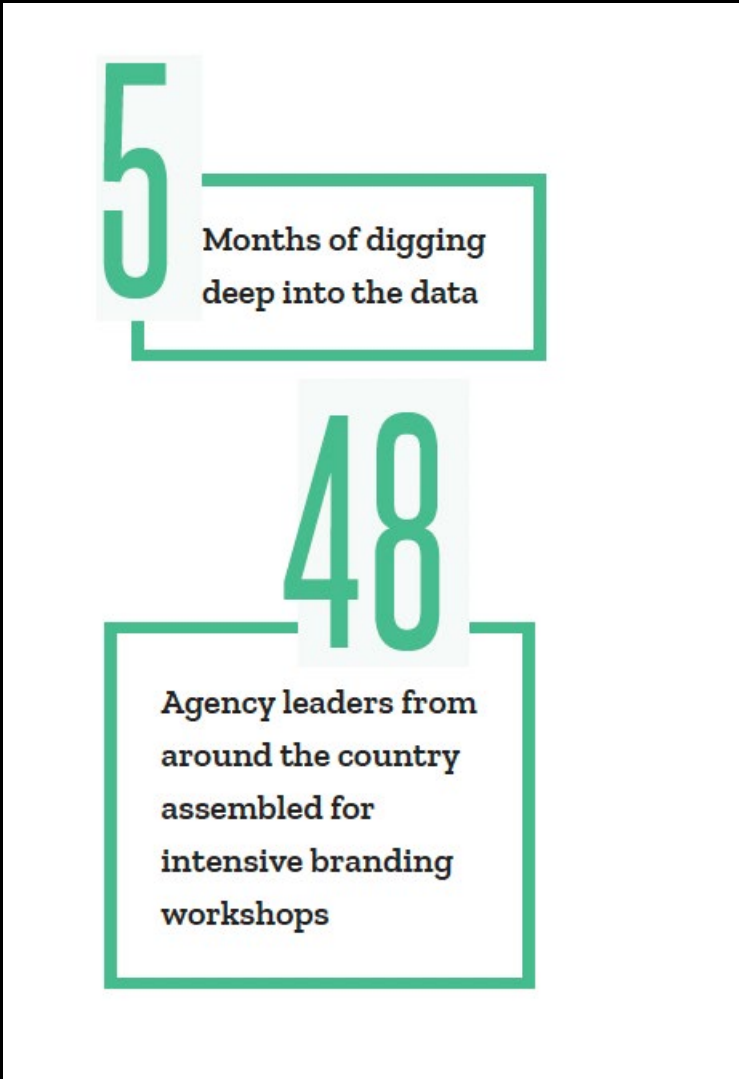
Single Stroke Frame



Triple Stroke Frame



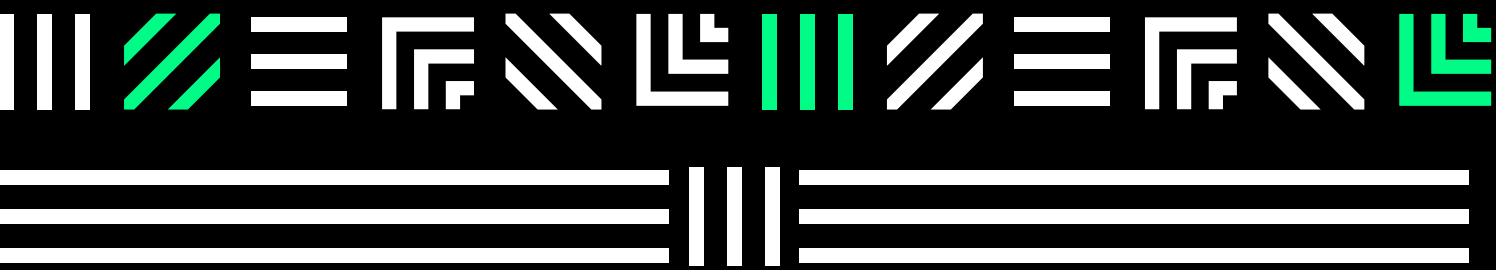
For use by a graphic designer only.



Pattern

To further amplify our story, we have cropped out portions of the logo to create a pattern called the patchwork. This pattern mimics an overhead view of cities, towns, and even farmland to emphasize our reach. The variations in shape and size emphasize the diversity of our organization.

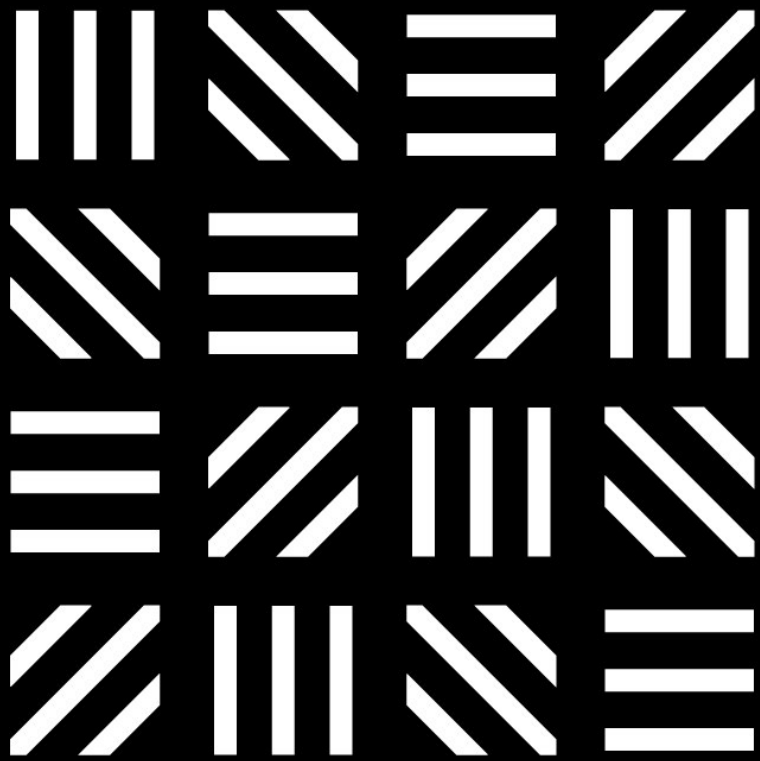
This pattern can be separated into a single line, single color, and even single components as shown below. The pattern and its components should be used sparingly to create purpose-driven layouts that are not overcomplicated.



Pattern

To further amplify our story, we have cropped out portions of the logo to create a pattern called the patchwork. This pattern mimics an overhead view of cities, towns, and even farmland to emphasize our reach. The variations in shape and size further emphasize the diversity of our organization.

This pattern has the capability to separate into single line, single color, and even single components as shown below. As always, using this pattern and separating the components should be used with great care to create purpose-driven layouts that are not overcomplicated.





PHOTOGRAPHY GUIDE

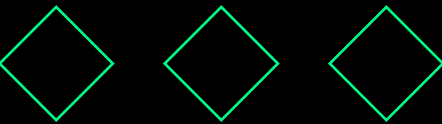
Photography is another way we share who we are and what we do with the world. Our photography must clearly communicate our mission and align with our Red Thread: Together, We Are Defenders of Potential. We created the following guidelines for using and creating photography.

The National Office will schedule regular photo shoots with local agencies to capture photographs that represent the diversity of our audiences, matches, agencies, and locations.

Our Photography

Overall, photography must amplify our mission, values, and Red Thread. Provided here are recommendations for photo creation. Preferred usage is highly dependent on the communication, delivery system, and overall design. For maximum impact, use a single image. When multiple images are needed, use one consistent style and pay great attention to hierarchy.

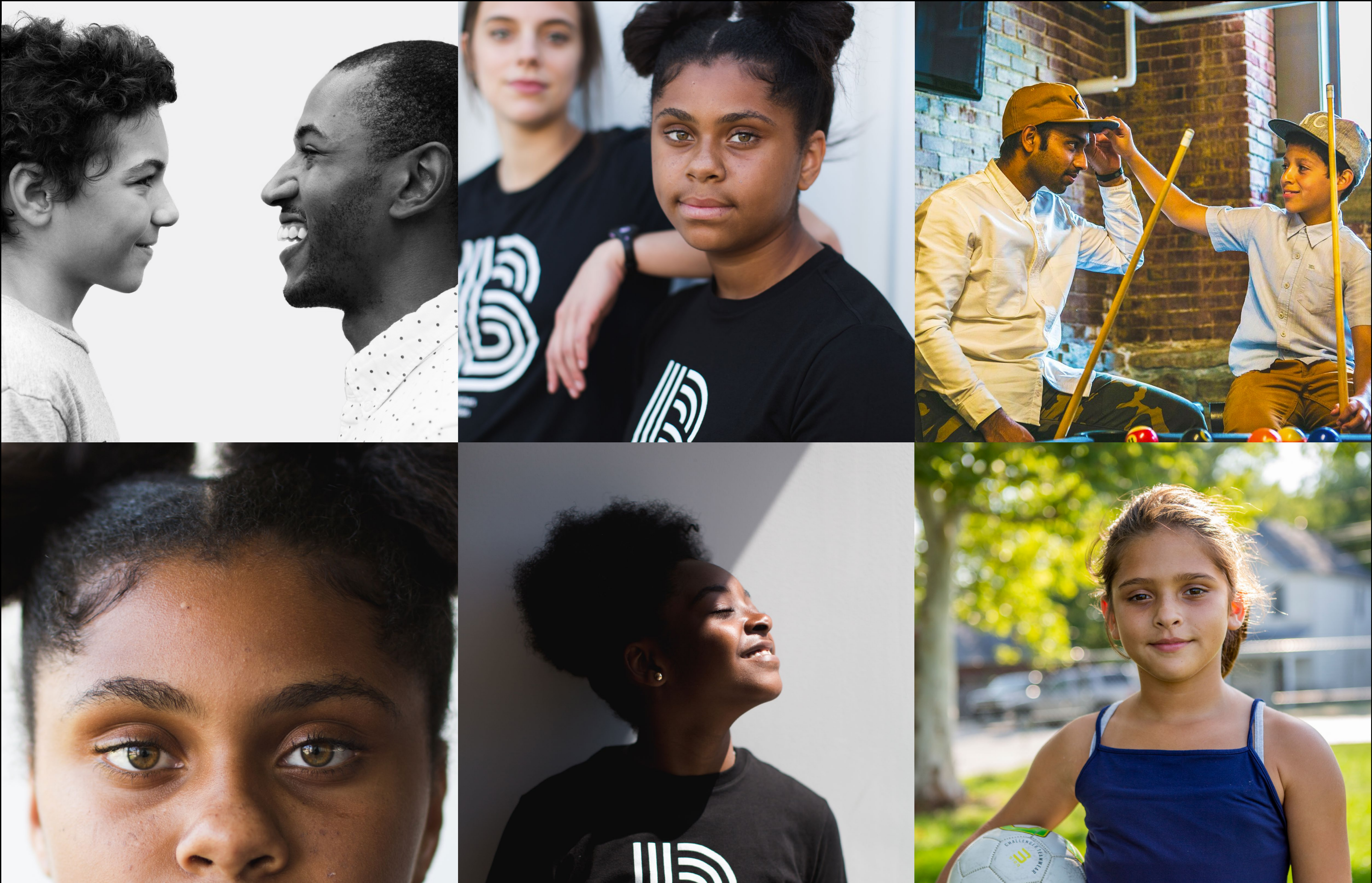
Difficulty Level:



Generating and utilizing photo particular shoot styles or assets comes with a certain degree of difficulty. The key shown above will appear on the following pages and outlines the need for additional assistance. As the diamonds fill, the execution may increase in difficulty to capture. Some degrees of difficulty cases might be influenced by include:

- Photographer comfort/experience
- Wardrobe considerations
- Concerns with the level of touching between subjects
- Posing of subjects
- Availability of environments (indoor, outdoor, studio)

Don't be discouraged by more difficult shots! This visual guide can assist in communication with photographers.

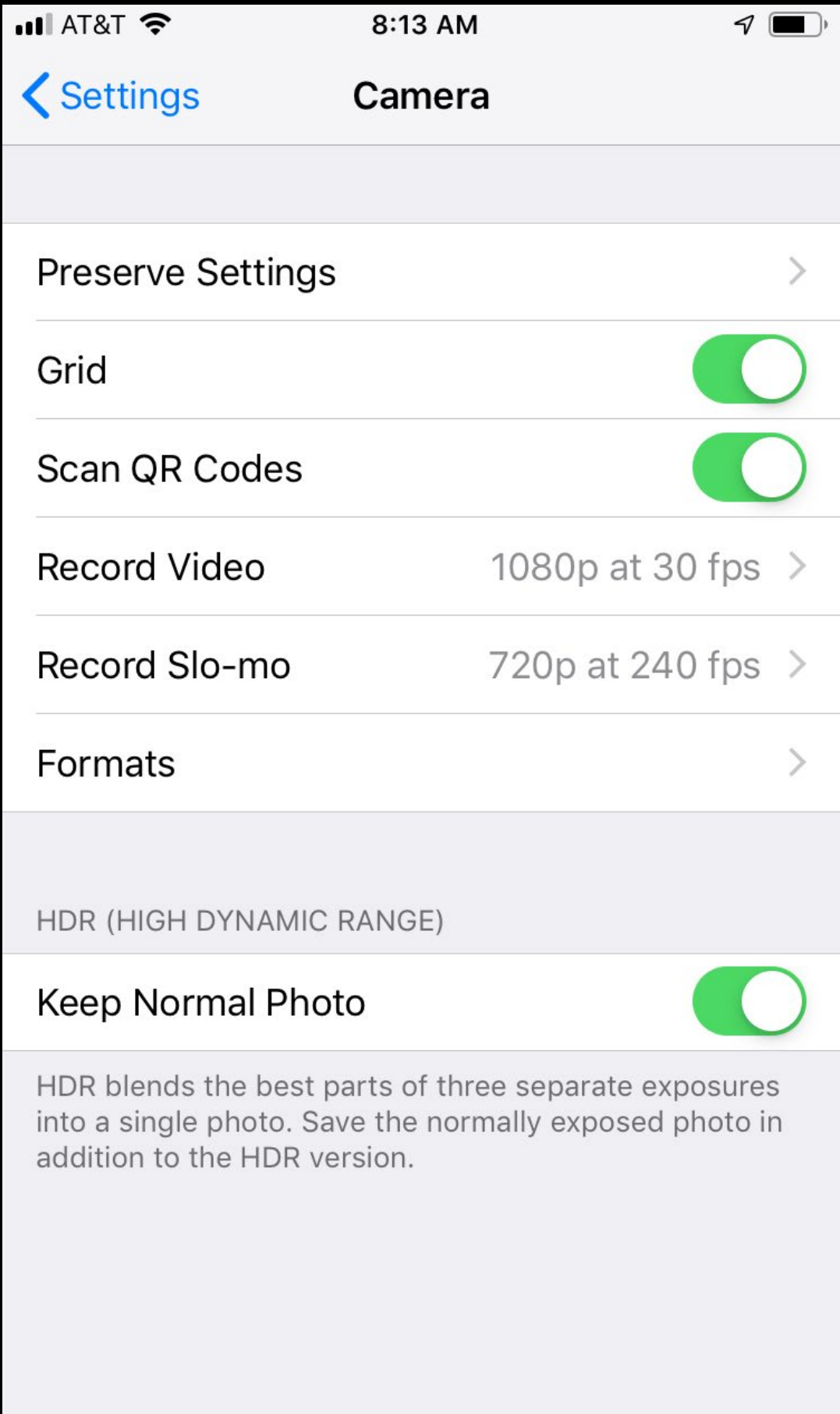


Settings

Many smartphone will have editable setting for your camera. Often time the default setting are optimized for "Best Performance" which may not always result in the highest quality for your photos.

Tips for capturing images on an iPhone or other digital device include:

- Make sure resolution is at the highest setting
- TIFF format is preferred but JPG works well
- Enable the grid overlay to ensure visual balance



Multiple pictures

We no longer live in the world of limited shots due to film. Do not be afraid to take tons of photos with different brightness levels, angles, etc.

Professional photographers make a point to take more photos of the same subject than are needed. Afterwards, they review lots of options and will make "selects".

Taking multiple pictures ensures a large amount of options to choose from.

LIGHTING

Direction

The direction of the light will create shadow. When photographing faces, shadow can often create unpleasant shots.

If a subject is back lit their face will appear dark.

When front lit, a subject may lose definition of facial features.

Top or bottom lit will create shadows that are atypical and not flattering.

Side lit shots tend to look the best as they showcase facial features, add depth and strike a confident tone.

Natural Light

Using natural light is the preferred way to light our subjects. Artificial light can sometimes be "colder" and may even feel harsh. Natural is often softer and it's free!

The best times to utilize natural light are during what photographers refer to as "the golden hour", the hour or so after sunrise and before sunset.

VISUAL GUIDELINES

Rule of thirds

Utilizing the grid on your camera by default enables a 9-square grid. The inside grid points (where the lines intersect) are often considered focal points. Try to align important parts of the photos on these points.

This can also be achieved through cropping.

Negative space

Always be conscience of what is going in the background or negative space of your image. Can some elements be out of focus? Is there anything that is distracting? Is the background too busy? There are many elements to consider.

When in doubt, ensure that your subject is the focal point and minimize the visual clutter in the background.

This is especially effective for creating photographs where text can overlap as legibility and placement have been considered.

CONTRAST

Our brand

The Big Brothers Big Sisters brand utilizes stark imagery and bold language to represent our powerful mission. To increase understanding and maintain visual unity, focus on contrast as a key element of good photography/treatment.

Contrast and skin tone

Being inclusive is a pillar of our brand. Ensuring contrast in our photo assets requires testing and experimentation with photo settings to accurately capture people of varying skin tones.

We must showcase our people from a broad spectrum of age, gender, gender non-conforming and ethnicities to accurately tell our stories. Authentic and inclusive representation is an important part of our Diversity and Inclusion initiatives.

Dreamy Looks

Representing potential in our Littles is a big part of the brand. A dreamy look can create a sense of wonder, representing how Littles see their own potential. We recommend shooting in natural lighting or from a single light source to create clean shadows. Subjects should always be facing toward the right.

Difficulty Level:



Preferred subjects:

LITTLES



No staging

To depict our Bigs and Littles with quiet confidence, we recommend straight-on, unposed images. Mood should not be too serious, yet subject should not be laughing or covering their face.

Focus on subject

To depict our Bigs and Littles with quiet confidence, we recommend straight-on, unposed images. Mood should not be too serious, yet subject should not be laughing or covering their face.

Honest Portraits

To depict our Bigs and Littles with quiet confidence, we recommend straight-on, unposed images. Mood should not be too serious, yet subject should not be laughing or covering their face.

Difficulty Level:



Preferred subjects:

STAFF
LITTLES
BIGS



No staging

To depict our Bigs and Littles with quiet confidence, we recommend straight-on, unposed images. Mood should not be too serious, yet subject should not be laughing or covering their face.

Focus on subject

To depict our Bigs and Littles with quiet confidence, we recommend straight-on, unposed images. Mood should not be too serious, yet subject should not be laughing or covering their face.

Capture Interactions

Our brand is all about the experiences Bigs and Littles share. We capture these interactions in a more candid style. These scenes should not look staged, so never have subjects face the camera. We recommend natural lighting, no studio lighting.

Difficulty Level:



Preferred subjects:

MATCHES
STAFF



Potential First

Similar to our logo, which intentionally put the graphic element that represents Littles up front, we have match photography that does the same.

We achieve this by using techniques like shooting in lower depths of field to show Littles in focus with their Bigs slightly out of focus behind them. Subjects must both be facing the camera.

Difficulty Level:



Preferred subjects:

MATCHES



No over-staging

To depict our Bigs and Littles with quiet confidence, we recommend straight-on, layered images. Mood should not be too serious, yet subject should not be laughing or covering their face.

Focus on subject

Straight-on images with relaxed subjects is the goal. The relationship between the two should be felt but not overly obvious or intentional. The background should be simple and not conflict with the subjects.

Soulful Eyes

Eyes can be very powerful images that allow audiences to see the deep humanity of our brand. We recommend shooting in natural lighting or from a single light source to create clean shadows.

Preferred subjects: Anyone

Difficulty Level:



Preferred subjects:

STAFF
LITTLES
BIGS



No staging

To depict our Bigs and Littles with quiet confidence, we recommend straight-on, unposed images. Mood should not be too serious, yet subject should not be laughing or covering their face.

Focus on subject

To depict our Bigs and Littles with quiet confidence, we recommend straight-on, unposed images. Mood should not be too serious, yet subject should not be laughing or covering their face.

One-to-One

Our one-to-one mentoring approach has been our philosophy from the beginning and will never go away. This face-to-face photography style is a great way to emphasize that point. Littles must always face toward the right.

Difficulty Level:



Preferred subjects:

MATCHES



No staging

To depict our Bigs and Littles with quiet confidence, we recommend straight-on, unposed images. Mood should not be too serious, yet subject should not be laughing or covering their face.

Focus on subject

To depict our Bigs and Littles with quiet confidence, we recommend straight-on, unposed images. Mood should not be too serious, yet subject should not be laughing or covering their face.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

JOIN US
TODAY



Unfiltered

You may keep photography that is professionally produced unfiltered and in full-color so long as it follows our photography guidelines.

Not recommended for smart phone photos.



Greyscale

Not all of our photos can be professionally produced, and that is okay. To achieve consistency, a simple greyscale is all we need to make just about any photo look consistent.

Great for user generated content (UGC) and smart phone photos.



Duo-Tone

Similar to our greyscale, but with a little more style. Use this only in secondary brand elements, such as social media or ad campaigns.

To create your own duotone images, visit duotone.shapefactory.co

Use the hex codes listed below to change the two colors.

Once the colors are set, you can upload the photo of your choosing and the site will automatically generate a duotone photo for download.



#00FC87 (GREEN) #000000 (BLACK)



#00FC87 (GREEN) #FFFFFF (WHITE)



DIGITAL MEDIA

To increase relevancy, enhance our mission, and expand our network, our brand had to evolve.

Digital media was a big part of unleashing our biggest possible future. While we are on a constant learning curve with the digital realm, the guidelines that follow seek to simplify and align our organization throughout our digital communications.

Web Safe Typography

Some web platforms, such as email, still do not allow for web fonts. In these cases please use our *fallback fonts* which are websafe.

TREBUCHET MS
SET IN BOLD & ALL CAPS
FOR HEADERS

Set in regular, sentence case for additional information.

Georgia
Set in regular for body copy
Links get underlined
Bold & italics can also be used

For certain platforms that do not support these styles, the standard style application preset in those platforms is acceptable.

Note: For additional information on Web Safe Typography, see page 34.

Email Signature

In the digital world we live in, having a consistent email signature is as important as having an official letterhead. All offices must follow the lockup for their email signature.

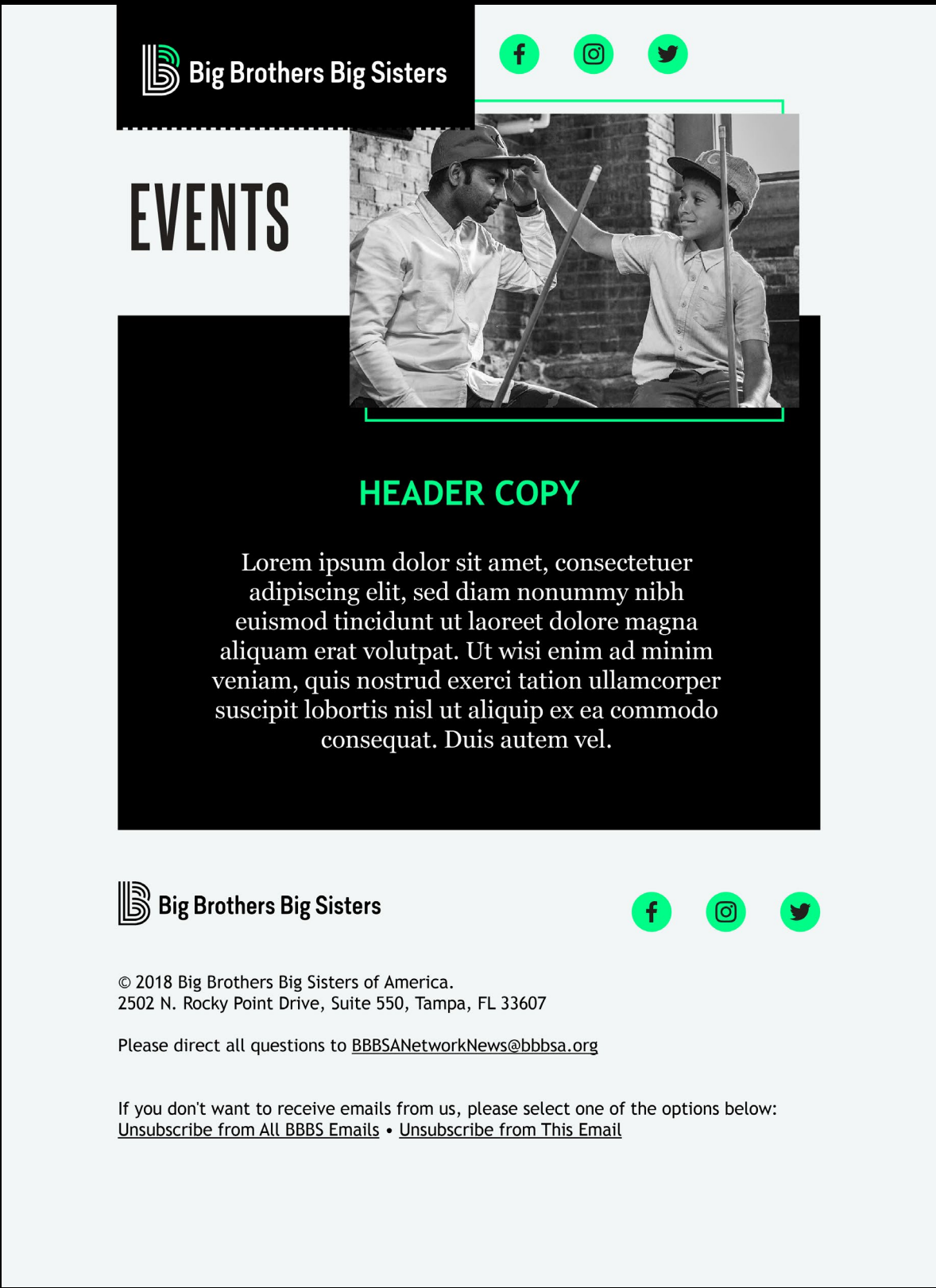


Note: The email signature only features Trebuchet MS, in bold and regular, for all text.

Additional instructions on creating an email signature are available on Brandfolder.

Email Template

It's important to have as much consistency as possible in emails across all agencies despite using different email platforms.



Header
The header image and headline text can be edited to fit the content of the email.

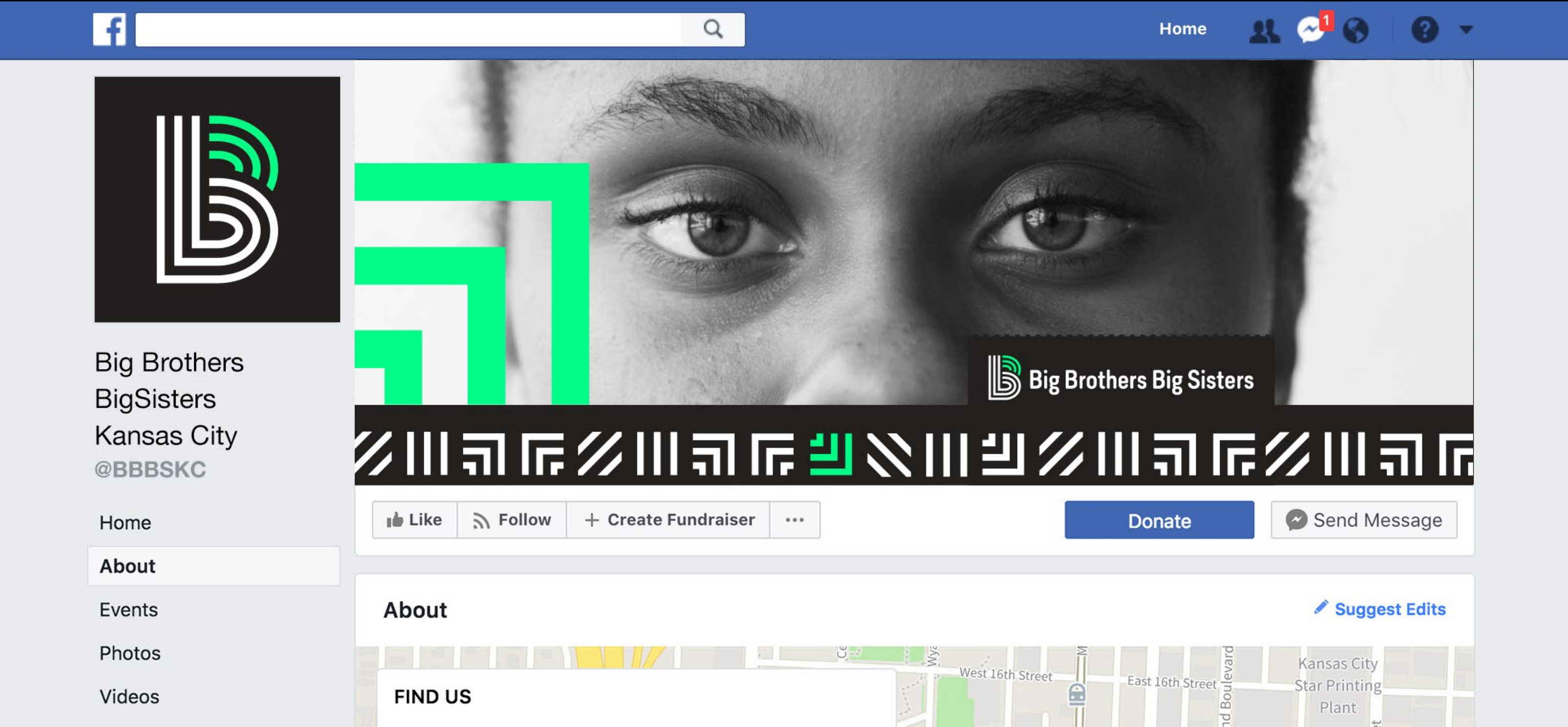
Example: "Events" or "Announcements"

Footer
The footer should hold all important contact information.

Profile Image

Our Capital takes center stage on all profile images. The primary image will be the original logo.

All agencies with social media pages must use the supplied image of the Capital for their profile image. This is to ensure brand consistency within our collective social media presence.



Cover Image Template

The provided template will serve as our brand rollout cover image for all agencies. The design will allow for the full logo to be present at the top of each social media profile. Agencies may also upload their own photography to be used within this template.

Best Practices

- Always use a visual in your posts
- When in doubt, keep it short
- You are talking as our brand, not yourself
- Respond promptly and professionally to messages

Facebook

- Shoot for no more than 80 words
- Hashtags are not huge on Facebook, so limit yourself to 1-2

Twitter

- Short and sweet! 120-130 characters is your goal
- Use a URL shortener like TinyURL or Bitly when sharing links
- Space is limited, so stick to 1-2 hashtags at the end of your post

Instagram

- Break up longer captions by splitting into paragraphs
- Emojis fit the lighthearted nature of Instagram, but do not go overboard
- Add hashtags (up to 30!) as a comment on your post to keep things clean

Hashtags

To build momentum around our hashtags, it is important that we are using them consistently across the organization.

National:

#BigBrothersBigSisters

Local:

#BBBSNYC, #BBBSChicago, etc.

Campaign:

#DefendingPotential

Recruitment:

#BiggerTogether

Watchouts

Slang: Use slang and “internet speak” with extreme caution. Many of these phrases and terms (like “yassss” or “ratchet”) carry cultural weight. Using them with inauthenticity can be insensitive at best, offensive at worst.

Trending Hashtags: Do not jump on a hashtag bandwagon without fully understand the origins of the hashtag. What is the intent? Is it a conversation we should be involved in?

All of the language guidelines provided apply to social media, but because social media allows for immediate back-and-forth communication with our audiences, there are additional considerations to keep in mind.

Remember Common Courtesy

As in real life, if someone pays you a compliment (“I love you guys! Thanks for your great work!”), say thank you! A simple “Thanks, Carlos!” does the trick. If you know the person commenting (maybe they’re a longtime donor and great supporter), you can get a bit more personal, or even reply back with a “We couldn’t do it without you, Mary!”

Casual but Credible

Social media is a casual platform. Match our Defenders of Potential tone to the platform, but remember you’re communicating on behalf of the organization. Be responsible and respectful.

Don’t Fuel Haters

If someone posts genuine feedback in the form of critique, thank them and take the conversation offline: “Thanks so much Karen for your thoughts. We’ll send you a message to discuss further.”

Then, send a message to the individual, if needed.



**THANK
YOU**