



BRAND GUIDELINES

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BRAND OVERVIEW

COMPANY OVERVIEW

Our Mission

Our mission is to bring a little bit of joy and hope to our communities. We provide unique and fun experiences to children and adults alike, while promoting volunteerism and service. Our goal is to provide an interactive and safe environment for everyone to take part in, where all are welcome and respected. We believe that by bringing people together through play, we can create a more connected and compassionate world.

Our Vision

Our vision is to reach all local and regional hospitals and charity events, as well as to support the community in outreach programs. Our goal is to make sure that no person is left out and that everyone has the opportunity to experience the joy that comes with interacting with your favorite characters.

Our Core Values

Hope and Joy:

We believe in being a source of light in times of darkness, and to bring a smile to those who may be struggling. We strive to ensure that everyone in our community has access to the joy and hope they deserve.

Inclusivity:

We believe in the power of inclusiveness. We strive to work with people from all backgrounds and life experiences, embracing diversity and celebrating every individual. We believe that by bringing together individuals of various backgrounds, we can create a more collaborative environment that allows us to learn from each other and create meaningful change.

Heart:

We believe in leading with our hearts to create meaningful experiences for our community. Whether it is through volunteer efforts, fundraising activities, or other outreach programs, we strive to create memorable moments that make a lasting impact. We believe that by showing compassion and understanding, we can be the change we want to see in the world.

Community Commitment:

We believe in creating a strong and vibrant community by engaging with our local partners and community. We strive to create meaningful partnerships and opportunities that will have a lasting impact on our community. We believe in the power of collaboration and the importance of working together to make our community a better place.

BRAND GUIDELINES

CAUSEplay for Hope's brand is centered on our visual identity, colors, typography and brand photography. The rules outlined in this document define the relationship between these elements and how they work together to bring authenticity, definition, and consistency to our brand across all communication channels.

The appropriate and consistent use of these elements enhances CAUSEplay for Hope's brand equity, lending to greater recognition and increased accountability for stakeholders. They are assets that inform and strengthen our organization's presence, and they provide the guidance for corporations, and other partners to use our brand in partnership with their own.

These rules will equip you with the knowledge to execute communications using the CAUSEplay for Hope's brand identity with confidence.

VISUAL IDENTITY

PRIMARY LOGO

CAUSEplay for Hope's logo is fun, energetic and iconic. It draws inspiration from recognizable comic book logos with its bold text and primary colors. Its colors offer a playful tone, but stays approachable in nature.

Our logo is constructed from multiple elements of our brand identity. The Star with Wings and the wordmark utilize our brand colors—CAUSEplay for Hope Dark Blue and CAUSEplay for Hope Aqua — and the wordmark is typeset in our brand font, Impact. Together, these elements form our signature logo. It is the core visual expression of CAUSEplay for Hope and should be used prominently on all CAUSEplay for Hope communications.



LOGO VARIATIONS



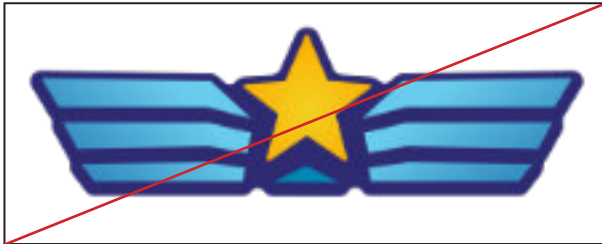
The White border version of our logo is the second preferred version of our identity and should be used on dark or busy backgrounds. This logo can be used to help add contrast and set the logo apart from other aspects of visual design.



The Square Icon version of our logo should only be used for profile photos. It has the addition of a background to compliment the logo design.

LOGO USAGE

Logomark Don'ts



Don't separate the winged star from the text to use on its own



Don't separate the text from the winged star to use on its own



Don't angle the logo, keep it upright



Don't add a dropshadow. Use the logo with the white border.



Don't add a box around the logo



Don't scew the logo to squish or pull it.



Don't resize the text to be larger than the winged star



Don't reorder the logo



Don't use the logo without the white border on busy backgrounds.

LOGO USAGE

Logomark Do's



Use the white border logo on busy backgrounds



Use the Primary logo on a white background



Use the Primary logo on light colored backgrounds



Use the white border logo on dark backgrounds



Use the Square Icon logo for profile photos

WHEN APPEARING IN COPY

When CAUSEplay for Hope appears within copy, our full name should be used. It should always be set in the same font as the text. Never insert the actual CAUSEplay for Hope wordmark or logo.

“CFH” is the only proper abbreviation of our name. It may be used as a second or subsequent reference but only sparingly and in instances where space is limited and our full name does not fit. Repetition of our full name in copy helps to underscore who we are.

When the “CFH” abbreviation is used on second reference, the first reference in copy should be “CAUSEplay for Hope (CFH).”

CAUSEPLAY for Hope	CfH
Causeplay for Hope	Cfh
Causeplay for hope	
Cause-play for Hope	

When referencing our name in headlines or body copy, avoid line breaks after the word “for” or adding a hyphen to “CAUSEplay”

Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod **CAUSEplay for Hope** tempor...

Lorem ipsum dolor sit amet consectetur **CAUSEplay for Hope** adipiscing elit sed do eiusmod...

Lorem ipsum dolor sit amet consedo eiusmod **CAUSE-play for Hope** tempor...

Lorem ipsum dolor sit amet consectetur **CAUSEplay for Hope** adipiscing elit sed do eiusmod...

COLOR USAGE

PRIMARY PALLETE

Our brand colors are CAUSEplay for Hope Dark Blue, Aqua, Yellow, and Red. Together with White, these colors make up our primary color palette.

In print applications, the use of PMS colors is preferred but their CMYK equivalents may be used when PMS is not available. For digital applications, the RGB/HEX values should be used.

WHITE

CMYK 0 0 0 0
RGB 255 255 255
HEX #FFFFFF

CAUSEplay for Hope Dark Blue

PMS 2756 C @ 95% Tint
CMYK 96 91 14 23
RGB 41 47 113
HEX #282F70

CAUSEplay for Hope Yellow

PMS 7406 C
CMYK 4 22 100 0
RGB 245 196 22
HEX #F4C315

CAUSEplay for Hope Aqua

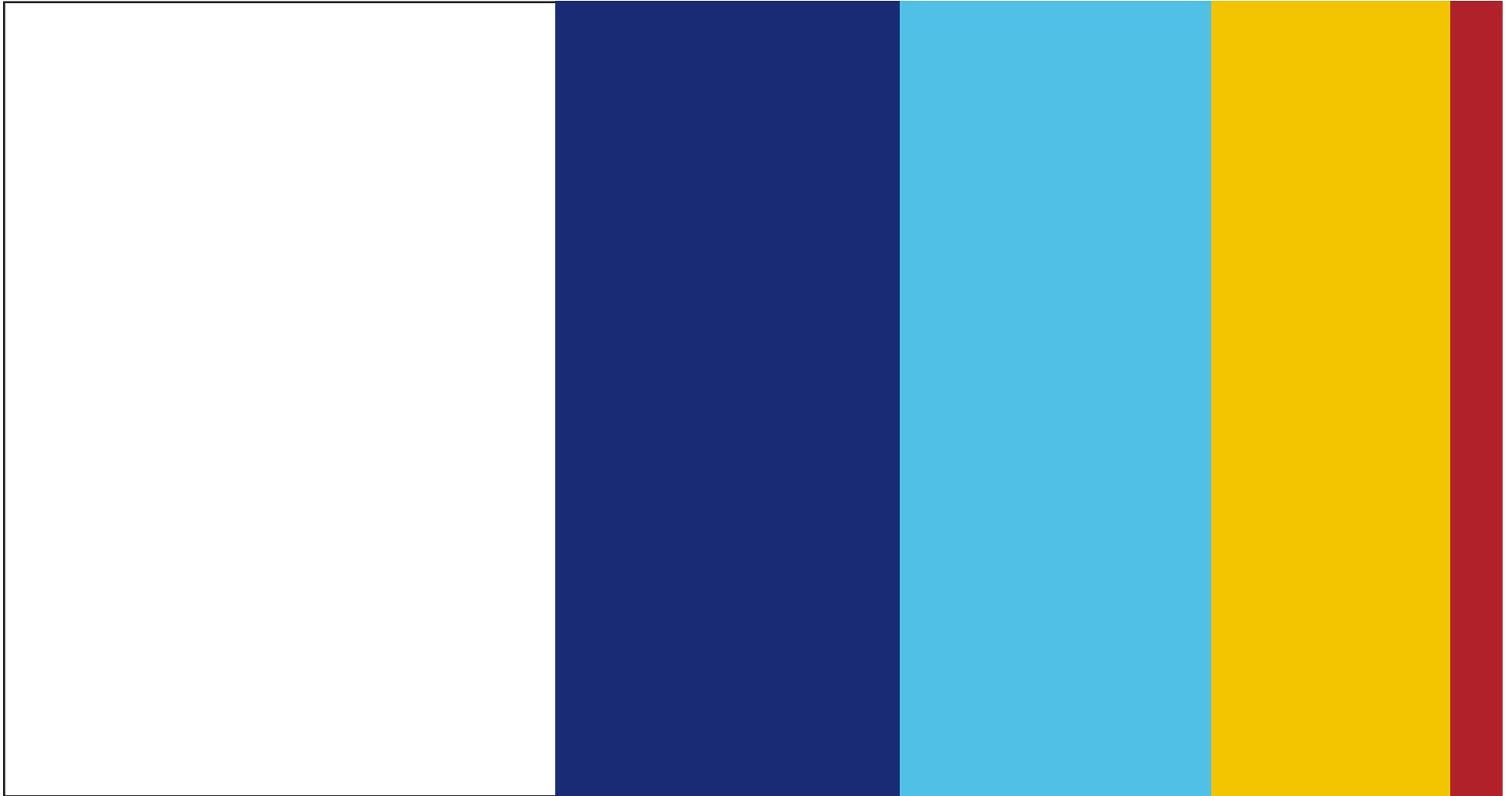
PMS 2985 C
CMYK 60 4 4 0
RGB 81 191 229
HEX #50BFE5

CAUSEplay for Hope Red

PMS 7621 C
CMYK 21 100 100 10
RGB 181 33 38
HEX #B52025

COLOR HIERARCHY

The diagram below shows the approximate ratio of colors that should be used on all CAUSEplay for Hope brand communications. The prominent use of white space / or padding is a core principle of our visual identity. It provides a foundation for clear messaging and ensures our communications have a sense of design, hierarchy and style. It allows the elements of our visual identity system to breathe.



COLOR USAGE

Color Don'ts



Don't use CAUSEplay for Hope's Red as a background color



Don't use white text on CAUSEplay for Hope's yellow



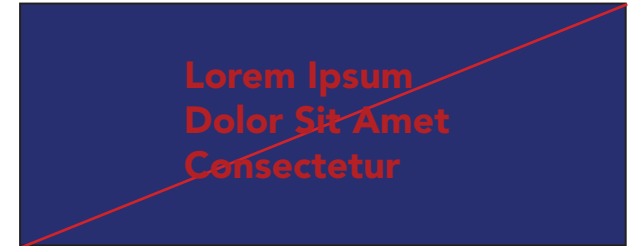
Don't use CAUSEplay for Hope's yellow for text on a white background



Don't use yellow text on top of CAUSEplay for Hope's Red



Don't use red text on CAUSEplay for Hope's Yellow



Don't use red text on top of CAUSEplay for Hope's Dark Blue



Don't use red text on top of CAUSEplay for Hope's Aqua



Don't use light blue text on top of CAUSEplay for Hope's Yellow

TYPOGRAPHY

PRIMARY TYPEFACES

Consistent typography is an important element of a brand's visual identity. The typefaces at the core of the CAUSEplay for Hope's brand are Impact and Avenir. They are essential in creating a look that is distinctively CAUSEplay for Hope. Impact only comes in one weight. Avenir comes in a variety of weights but use is limited to specific styles when used in CAUSEplay for Hope communications. Both fonts may be used across all print and digital applications.

Impact:

Impact is a sans-serif typeface in the industrial or grotesk style. It is the font used for our signature logo and evokes the boldness of our brand.

Use Impact as display type and headlines or as an accent font in call-outs. Do not use Impact for long reads of body copy.

Impact

Avenir:

Avenir is a sans-serif typeface that has physical features such as thicker stroke verticals than horizontals, classically drawn lowercase, short ascenders to aid in legibility, and a small x-height. It is delicate, easy to read, and promotes the lighter side of our brand.

Use Avenir for body copy, captions and fine print. Avenir Black and Heavy is best for headers or call-outs. Avenir Book or Regular is best for long bodies of text.

Avenir Light
Avenir Book
Avenir Regular
Avenir Heavy
Avenir Black

ALTERNATIVE TYPEFACES

We strongly recommend using our brand typefaces in all applications. However, when working on some desktop publishing or web applications, Avenir may not be available or optimal as a font option. In such cases, we recommend using Calibri for desktop publishing applications, and Calibri or Open Sans (free Google Fonts) for web applications.

Calibri Light
Calibri Light Italic
Calibri Regular
Calibri Italic
Calibri Bold
Calibri Bold Italic

Open Sans Light
Open Sans Light Italic
Open Sans Regular
Open Sans Italic
Open Sans Medium
Open Sans Medium Italic
Open Sans SemiBold
Open Sans SemiBold Italic
Open Sans Bold
Open Sans Bold Italic
Open Sans ExtraBold
Open Sans ExtraBold Italic

TYPOGRAPHY STYLING

Alignment

Left align all headline and body copy for greater legibility and consistency. Avoid center aligning copy unless it is part of an illustration or a headline.

Lorem Ipsum Dolor

Adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam quis nostrud.

Leading

Leading is the space between lines of text. When setting leading for headline and body text, ensure the leading size is larger than the type size, and the text reads comfortably.

Adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam quis nostrud.

Text: 12pt
Leading: 16pt

Hierarchy

Always use contrasting weights and sizes to create a hierarchy of information and good relationships between text elements.

Lorem Ipsum Dolor

Aliquet eget sit amet tellus cras adipiscing enim.

Quis viverra nibh cras pulvinar mattis nunc sed. Eleifend mi in nulla posuere sollicitudin aliquam ultrices sagittis.

Non enim praesent

Elementum facilisis leo vel fringilla. Morbi tempus iaculis urna.

TYPOGRAPHY DON'TS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo.

Don't set long reads of body text in bold.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip.

Avoid using too little or too much leading.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo.

Don't justify text if it creates too large or too small of gaps between words.

PHOTOGRAPHY

PHOTOGRAPHY PRICIPLES

CAUSEplay for Hope's brand photography is all about fun and entertainment. Our photography should show real interactions with or between characters and with energy and spirit. It should be empathetic, authentic and draw from a diverse range of people.

Photography Principles

Consider the following principles when shooting or selecting photography:

- **Subject** - Capture genuine emotions or candid moments and avoiding staged scenes that are cliché or feel like stock.
- **Lighting & Color** - Select photography that is wrapped in natural light. The atmosphere should be bright and airy or deep and saturated, but never dull and dark. Seek images that have a pop of color and are not washed out.
- **Context** - Ensure the viewer can tell where the photo was taken. Avoid studio backdrops and silhouette portraits.
- **Composition** - Crop photos to create a single, clear focal point. Look for surprising angles and creative framing.

